

ABSTRACT

This study aims to analyze the effect of utilitarian shopping value, hedonic shopping value, and website image on e-loyalty with e-satisfaction and e-trust as intervening variables on Shopee users. The research problem is the decrease in the average number of Shopee monthly web visitors for Q1-2021 and Q2-2021, and there are many complaints filed by Shopee users, thus making Shopee ranked as the 4th e-commerce with the most complaints in 2021. The sample used in this study was 216 respondents who live in Rembang Regency, with an age range of 18–35 years, and have made purchases at least twice at Shopee in the last three months.

Data collection was carried out using a questionnaire method that was disseminated online through social media in a Google Form to Shopee users specifically in Rembang Regency. The sampling technique in this study used a non-probability sampling technique with a purposive sampling approach. This study developed a theoretical model by proposing seven hypotheses that will be analyzed using the Structural Equation Model (SEM) operated through the AMOS program version 24.

The results showed that utilitarian and hedonic shopping values have a positive and significant effect on e-satisfaction. Then utilitarian shopping value, hedonic shopping value, and website image positively and significantly affect e-trust. Finally, e-satisfaction and e-trust can act as intervening variables with a positive and significant effect on e-loyalty.

Keywords: *utilitarian shopping value, hedonic shopping value, website image, e-satisfaction, e-trust, e-loyalty.*