

ABSTRACT

This study aims to examine the influence of customer experience, service quality, perceived value, user trust, and user satisfaction on user loyalty among Tokopedia users in Semarang City. The research employed a quantitative approach, with data collected through questionnaires distributed to respondents. The data were analyzed using Partial Least Squares–Structural Equation Modelling (PLS-SEM) to evaluate both direct and indirect relationships among the variables. The findings reveal that service quality has a positive and significant effect on both user trust and user satisfaction. In addition, customer experience and perceived value are found to positively and significantly influence user satisfaction. However, customer experience and user trust do not show a significant direct effect on user loyalty. On the other hand, user satisfaction demonstrates a positive and significant influence on user loyalty. Furthermore, the study indicates that customer experience positively and significantly affects user loyalty through user satisfaction as an intervening variable. These findings highlight the important role of user satisfaction in fostering user loyalty and mediating the relationship between customer experience and user loyalty. Therefore, companies are encouraged to enhance user satisfaction by improving customer experience, service quality, and perceived value.

Keywords: *customer experience, service quality, perceived value, user trust, user satisfaction, user loyalty, Tokopedia.*

