

ABSTRACT

This study aims to analyze the factors that build Customer loyalty through Customer Satisfaction, Customer Trust, Website design, Delivery efficiency and Perceived privacy on Tokopedia e-commerce website customers in the city of Semarang.

Population of this study is customers of the Tokopedia website in the city of Semarang. The sample was determined based on customers who had transacted through the website more than 2 times in the period August - October 2022. The number of research samples was 150 respondents using a purposive sampling technique. The analysis tool used is Structural Equation Modeling (SEM) with AMOS 26.0 software.

The results showed that all five hypotheses proposed in this study on Customer loyalty proved to be positive and significant.

Keywords: Customer Loyalty, Customer Satisfaction, Customer Trust, Website Design, Delivery Efficiency, Perceived Privacy



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