

ABSTRACT

The development of technology and communication is currently experiencing a rapid increase, it can be seen from the entry of the era of the industrial revolution 4.0 which is currently expanding digitalization, and the proximity of the internet to daily activities. The ease of internet access certainly has an effect on increasing the number of internet users in Indonesia, and encourages changes in consumer behavior to be more consumptive because it is supported by various online trading systems that can be done practically anywhere. The high number of Indonesian internet users and shifting consumer behavior are driving forces for companies to develop online marketing strategies. The rise of companies penetrating into online platforms has created competition in maintaining their respective consumers in the e-commerce market. Companies must devise strategies to build good relationships between consumers and companies, in order to create long-term good relationships. The purpose of this study was to determine how the effect of delivery, usability, online security and privacy, e-satisfaction and e-trust on Sociolla consumer e-loyalty.

The population in this study were active Sociolla consumers with a minimum of 2 transactions in Sociolla e-commerce. This study used a purposive sampling technique with a sample of 113 people. The data analysis technique in this study used Multiple Regression Analysis, with the help of the SPSS 25.0 program.

The results show that delivery has a positive effect on e-satisfaction, usability has a positive effect on e-satisfaction, online security and privacy has a positive effect on e-trust, e-satisfaction has a positive effect on e-loyalty, and e-trust has a positive effect on e-loyalty. . The variable that most influences Sociolla's consumer e-loyalty is the increase in consumer e-satisfaction which is driven by Sociolla usability.

Keywords: *Delivery, Usability, Online Security and Privacy, E-Satisfaction, E-Trust, E-Loyalty*