ABSTRACT

The internet provides many advances for various fields of life, including in the business field in the form of the birth of e-commerce. The emergence of various e-commerce platforms encourages the development of people's lifestyles in terms of shopping. Shopping activities that were originally conventional began to turn into all online. The existence of e-commerce which is increasingly familiar with the community has encouraged intense business competition. Bukalapak is one of the e-commerce sites that also enliven the fierce competition. However, Bukalapak's existence has begun to be displaced by its competitors. Bukalapak has experienced various phenomena, ranging from a decrease in the number of visitors to the receipt of many complaints. Therefore, this study was conducted to examine the effect of ease of use, perceived price, e-service quality, and perceived usefulness on satisfaction-mediated loyalty. In addition, the contradictory results in previous studies regarding the ease of use, perceived price, e-service quality, and perceived usefulness on loyalty mediated by satisfaction are also the reasons why this research was conducted.

The sampling technique in this study is non-probability sampling with a purposive sampling procedure. A total of 161 respondents were obtained through the distribution of online questionnaires. Research respondents are Bukalapak users who live in Semarang City, at least 18 years old, and have made a purchase through Bukalapak at least once in 2019 to 2021. The data analysis technique uses the Structural Equation Modeling (SEM) method through the Moment of Structural Analysis (AMOS) program.

The findings of this study indicate that ease of use, perceived price, quality of electronic services, and perceived benefits have a positive and significant effect on consumer satisfaction. Furthermore, consumer satisfaction has a positive and significant influence on consumer loyalty. This study also proves that satisfaction is able to mediate the relationship between ease of use, perceived price, quality of electronic services, and perceived benefits on consumer loyalty. Therefore, it can be concluded that all research hypotheses are accepted and are expected to be a reference for the Bukalapak company to increase customer satisfaction and loyalty.

Keywords:
Ease of Use, Perceived Price, Electronic Service Quality, Perceived Usefulness, Customer Satisfaction, Customer Loyalty