

ABSTRACT

The rapid development of technology is a driver of change in various aspects, from trade, education, marketing, and many more. One of the rapid developments is in the business sector, namely the emergence of online shops. One of the online shops that enlivened it was JD.id. However, the existence of JD.id has been displaced from its competitors. Various phenomena experienced by JD.id such as not being a Top Brand in online buying and selling sites, low levels of consumer loyalty, and getting many complaints from consumers. Therefore, this study was conducted to examine the effect of trust and service quality on customer loyalty mediated by customer satisfaction. In addition, the contradiction in the results of previous studies regarding the effect of trust and service quality on customer loyalty mediated by customer satisfaction is also the reason this research was conducted.

This research was conducted using a quantitative method with a sampling technique, namely the purposive sampling procedure. The number of respondents in this study amounted to 130 respondents obtained through online questionnaire distribution. Research respondents are JD.id user consumers who live in Semarang City, are at least 18 years old, and have made transactions through JD.id at least twice in 2019-2022. The data analysis technique was processed using Structural Equation Modeling (SEM) with the Analysis Moment of Structural (AMOS) program.

From the results of the study, it was found that trust has a positive and significant influence on customer loyalty and customer satisfaction. Furthermore, service quality also has a positive and significant influence on customer loyalty and customer satisfaction. This study also proves that customer satisfaction also has a positive and significant effect on customer loyalty. Therefore, it can be concluded that all hypotheses in the study are accepted. These findings are expected to be taken into consideration and a reference for JD.id to increase trust, service quality, satisfaction, and consumer loyalty.

Keywords: Trust, Service Quality, Customer Satisfaction, Customer Loyalty.