

## **ABSTRACT**

# **THE EFFECT OF E-SATISFACTION AND E-TRUST TOWARDS E-LOYALTY ON SHOPEE CUSTOMERS IN BANDAR LAMPUNG**

**By**

**Indra Wijaya**

The rapid development of technology in Indonesia has an impact on the increasing number of online businesses. In online business, e-loyalty is a very important issue because consumers can easily switch because consumers easily compare the same goods to other online businesses.

The purpose of this study was to examine the effect of E-Satisfaction and E-trust on E-loyalty for Shopee consumers in Bandar Lampung. This research is survey research. The population in this study is the customer's Shopee in Bandar Lampung. To accomplish this goal, a questionnaire was developed and data was collected from 160 Shopee customers. Data collection techniques using questionnaires that have been tested for validity and reliability.

Results reveal that E-Satisfaction and E-Trust have significant influence towards E-Loyalty . Study results indicate that E-Satisfaction improves E-Trust and E-Loyalty. Not only that, in this study it is proven that the E-Satisfaction variable significantly influences the e-trust variable, which means that the more consumers feel satisfied with an E-Commerce, the greater the level of consumer trust in E-Commerce. Likewise with the E-Trust variable which significantly influences the E-Loyalty variable, which means that the more consumers trust E-Commerce, the more loyal consumers will be to E-Commerce.

**Keywords:** E-Satisfaction, E-Trust, E-Loyalty, Shopee Customer, E-Commerce

## **ABSTRAK**

### **PENGARUH E-SATISFACTION DAN E-TRUST TERHADAP E-LOYALTY PADA KONSUMEN SHOPEE DI BANDAR LAMPUNG**

**Oleh**

**Indra Wijaya**

Pesatnya perkembangan teknologi di Indonesia berdampak pada semakin banyaknya bisnis online. Dalam bisnis online, e-loyalty menjadi isu yang sangat penting karena konsumen dapat dengan mudah beralih karena konsumen dengan mudah membandingkan barang yang sama dengan bisnis online lainnya.

Tujuan dari penelitian ini adalah untuk menguji pengaruh E-Satisfaction dan E-trust terhadap E-loyalty konsumen Shopee di Bandar Lampung. Penelitian ini merupakan penelitian survei. Populasi dalam penelitian ini adalah pelanggan Shopee di Bandar Lampung. Untuk mencapai tujuan ini, kuesioner dikembangkan dan data dikumpulkan dari 160 pelanggan Shopee. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya.

Hasil menunjukkan bahwa E-Satisfaction dan E-Trust berpengaruh signifikan terhadap E-Loyalty. Hasil studi menunjukkan bahwa E-Satisfaction meningkatkan E-Trust dan E-Loyalty. Tidak hanya itu, dalam penelitian ini terbukti bahwa variabel E-Satisfaction berpengaruh signifikan terhadap variabel e-trust, artinya semakin konsumen merasa puas terhadap suatu E-Commerce maka semakin besar pula tingkat kepercayaan konsumen terhadap E-Commerce. Begitu juga dengan variabel E-Trust yang berpengaruh signifikan terhadap variabel E-Loyalty, artinya semakin konsumen percaya terhadap E-Commerce maka konsumen akan semakin loyal terhadap E-Commerce.

**Kata Kunci:** E-Satisfaction, E-Trust, E-Loyalty, Shopee Customer, E-Commerce