SUMMARY

AYUDYA DHIRANTY. Customer Satisfaction, Trust and Loyalty Analysis (Case Study Tokopedia.com). Supervised by BUDI SUHARJO and GENDUT SUPRAYITNO.

National research by Asosiasi Penyelenggara Jasa Internet Indonesia (APJII) in collaboration with PusKaKom UI, Indonesia internet users (88.1 million) and its penetration (34.9%) are increasing. However, research also shown that there are issues in satisfaction, trust and loyalty in online shopping. There are many ecommerce business players and it gives advantage to consumers to choose what site they want to make purchase on.

How to satisfy them, make them to trust one site and become loyal are challenge for business players. From that, this research aims to look further in Tokopedia.com customer satisfaction, trust and loyalty in online shopping with User Interface Quality (UIQ), Information Quality (IQ), Perceived Security Risk (PSR) dan Perceived Privacy (PP) as variables. Research took place in Jakarta and Bogor with 211 respondents using self-administrated questionnaire with SurveyMonkey as the platform.

Structural Equation Modeling (SEM) used to analyze data. Based on the exposure of the results of research and discussion, it can be concluded that (1) the quality of the website, information, security and privacy are the main factors that influence satisfaction and Tokopedia customer trust (2) Information quality is the most dominant factor that has an effect to satisfaction and loyalty (3) shopping satisfaction has an effect on trust. However, in this research it does not have an effect to loyalty. (4) while customers who already have trust in Tokopedia, tend to be loyal.

Keywords: e-commerce, loyalty, satisfaction, SEM, trust