

## ABSTRACT

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### **THE ROLE OF ONLINE CONCERN AND ONLINE EXPERIENCE IN BUILDING E-LOYALTY FEMALE ONLINE SHOPPERS IN INDONESIA THROUGH E-TRUST AND E-SATISFACTION**

( xv + 133 pages: 17 images; 29 tables; 11 appendices)

As the growing number of e-commerce users in Indonesia, fashion product is a good opportunity for online clothing store businesses in Indonesia. therefore knowing how to create and maintain *e-loyalty* towards customers is important, especially their female online shoppers because female is an active online consumer in online fashion product. The purpose of this study is to examine some factors that mediate the development of e-loyalty, those factors are e-trust, and e-satisfaction with online concern and *online experience* , particularly in the context of online clothing store and female who have online clothing store shopping experience in Indonesia.

Quantitative method was used in this study. The subject in this study are females who have online clothing store shopping experience in Indonesia at least three times. Distributing questionnaires was conducted in this study. The total number of subjects used in this study is 200 subjects, and structural equation modeling was performed to analyze the measurement and structural models using smartPLS ver.2 software.

The results of this study are perceived delivery time and website design are positively associated with e-satisfaction, but website design is not positively associated with *e-trust*. Perceived online security is positively associated with *e-trust*, whereas perceived online privacy is not positively associated with e-trust. Last, both e-trust and e-satisfaction shown to have a positively associated with e-loyalty, and both of them are an important mediating factor for developing e-loyalty female online shoppers in the context of online clothing store in Indonesia.

Reference: 58 (1994-2016)