

ABSTRACT

Amalia Rafika Zhafarina (01011170379)

IMPACT OF SERVICE USER INTERFACE, SERVICE INFORMATION QUALITY, PERCEIVED SECURITY AND PERCEIVED PRIVACY OF E-CUSTOMER TRUST, AND E-CUSTOMER SATISFACTION TOWARDS E-LOYALTY OF SHOPEE USERS IN JABODETABEK

(102 Pages; 7 figures; 24 tables; 1 Appendix)

This study aims to examine the effect of Service user Interface, effect of Service Information Quality, effect of Perceived Security, and, effect of Perceived Privacy mediated by the effects of E-Customer Trust, and E-Customer Satisfaction Towards E-Loyalty of Shopee Users in Jabodetabek.

This research then intends to prove the phenomena by conducting a more formal and valid research. This research used the nonprobability purposive sampling with 2 respondents, done with Google Form, and distributed via social media. Data was processed using the Partial Least Square-Structural Equation Modelling (PLS-SEM) method with SmartPLS software. Results showed that there are variables that have significant effect and also not significant effect. The managerial implication of this study would provide several recommendations for Shopee on enhancing its performance as one of the biggest E-commerce in the Southeast Asia.

Keywords: *Perceived Security, Perceived Privacy, E-Customer Trust, E-Customer Satisfaction, E-Loyalty*