ABSTRAK

E-Commerce adalah sebuah layanan dalam jaringan internet yang digunakan sebagai tempat melakukan seuatu transaksi dagang, baik transaksi tersebut berupa barang fisik maupun jasa. Dengan adanya koneksi internet dapat memudahkan masyarakat untuk berinteraksi antara satu sama yang lainnya, digunakan sebagai sarana komunikasi, sebagai sarana hiburan, dan sarana penyebarkan berbagai informasi secara meluas keseluruh dunia. Lazada adalah sebuah perusahaan *e-commerce*. Dengan adanya kehadiran Lazada dalam pasar memberikan banyak manfaat kepada masyarakat dan juga untuk perkembangan *e-commerce* di Indonesia.

Penelitian ini dilakukan memiliki tujuan untuk mengetahui hubungan pengaruh *Application Design, Customer service, Security and Privacy,* dan *Fulfilment* terhadap *Customer loyalty* melalui *Customer Satisfaction* dan *Customer Trust.* Adapaun manfaat yang diharapkan dari penelitian ini adalah menambah pengetahuan dalam bidang manajemen khususnya seberapa besar pengaruh variabel-variabel tersebut sehingga dapat meningkatkan loyalitas. Penelitian ini merupakan penelitian kausal, dengan menggunakan metode kuantitatif. Dengan menggunakan pengolahan data AMOS versi 22. Pengumpulan data menggunakan metode *Snowball Sampling* dikarenakan penelitian berada pada masa pandemic pengumpulan data berjumlah 270 reponden. Dengan karakteristik pria dan wanita, berusia pada 18-60 tahun, sudah pernah menggunakan dan melakukan pembelian di Lazada minimal dalam kurun waktu enam bulan terakhir dan pernah menghubungi *customer service* Lazada dalam enam bulan terakhir.

Hasil penelitian menunjukkan bahwa variabel *Application Design* berpengaruh signifikan terhadap *Customer Satisfaction* dengan kofisien regresi sebesar 0.208; variabel *Application Design* berpengaruh signifikan terhadap *Customer Trust* dengan kofisien regresi sebesar 0.116; variabel *Customer Service* berpengaruh signifikan terhadap *Customer Satisfaction* dengan kofisien regresi sebesar 0.345; variabel *Customer Service* berpengaruh signifikan terhadap *Customer Trust* dengan kofisien regresi sebesar 0.449; variabel *Security and Privacy* berpengaruh signifikan terhadap *Customer Satisfaction* dengan kofisien regresi sebesar 0.542; variabel *Security and Privacy* berpengaruh signifikan terhadap *Customer Trust* dengan kofisien regresi sebesar 0.530; variabel *Fulfilment* berpengaruh signifikan terhadap *Customer Satisfaction* dengan kofisien regresi sebesar 0.654; variabel *Fulfilment* berpengaruh signifikan terhadap *Customer Satisfaction* dengan kofisien regresi sebesar 0.445; variabel *Customer Satisfaction* berpengaruh signifikan terhadap *Customer Loyalty* dengan kofisien regresi sebesar 0.408; variabel *Customer Trust* berpengaruh signifikan terhadap *Customer Loyalty* dengan kofisien regresi sebesar 0.364.

Kata Kunci : *Application Design, Customer Service, Security and Privacy, Fulfilment, Customer Satisfaction, Customer Trust, Customer Loyalty, E-Commerce*

ABSTRACT

E-Commerce is a service on the internet network that is used as a place to carry out trade transactions, whether the transaction is in the form of physical goods or services. With an internet connection, it can make it easier for people to interact with each other, be used as a means of communication, as a means of entertainment, and a means of disseminating various information widely throughout the world. Lazada is an e-commerce company. The presence of Lazada in the market provides many benefits to the community and also for the development of e-commerce in Indonesia.

This research was conducted with the aim of knowing the relationship between the influence of Application Design, Customer service, Security and Privacy, and Fulfillment on Customer loyalty through Customer Satisfaction and Customer Trust. The expected benefit from this research is to increase knowledge in the field of management, especially how much influence these variables have so as to increase loyalty. This research is a causal research, using quantitative methods. By using AMOS version 22 data processing. Data collection using the Snowball Sampling method because the study was during a pandemic, the data collection amounted to 270 respondents. With the characteristics of men and women, aged 18-60 years, have used and made purchases at Lazada at least within the last six months and have contacted Lazada customer service in the last six months.

The results showed that the Application Design variable had a significant effect on Customer Satisfaction with a regression coefficient of 0.208; Application Design variable has a significant effect on Customer Trust with a regression coefficient of 0.116; Customer Service variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.345; Customer Service variable has a significant effect on Customer Trust with a regression coefficient of 0.449; Security and Privacy variables have a significant effect on Customer Satisfaction with a regression coefficient of 0.542; Security and Privacy variable has a significant effect on Customer Trust with a regression coefficient of 0.530; Fulfilment variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.654; Fulfilment variable has a significant effect on Customer Satisfaction with a regression coefficient of 0.445; Customer Satisfaction variable has a significant effect on Customer Loyalty with a regression coefficient of 0.408; Customer Trust variable has a significant effect on Customer Loyalty with a regression coefficient of 0.364.

Keywords: Application Design, Customer Service, Security and Privacy, Fulfilment, Customer Satisfaction, Customer Trust, Customer Loyalty, E-Commerce