

ABSTRAK

PENGARUH *CUSTOMER SATISFACTION*, *TRUST*, DAN *CUSTOMER ENGAGEMENT* TERHADAP LOYALITAS PELANGGAN PADA E-COMMERCE BUKALAPAK

(xiv + 104 halaman; 12 gambar; 21 tabel)

Bukalapak merupakan salah satu e-commerce. Jumlah pengunjung situs *e-commerce* Bukalapak mengalami penurunan. . Penurunan jumlah pengunjung pada *website* Bukalapak dapat mengindikasikan adanya penurunan dalam loyalitas pelanggan dan beralihnya pelanggan ke *e-commerce* lain. Perubahan perilaku pelanggan dalam pola konsumsi karena masa pandemic Covid-19 sangatlah berdampak besar bagi upaya pembelian masyarakat. Penelitian ini bertujuan untuk menganalisis pengaruh *customer satisfaction*, *trust*, *customer engagement*, *customer loyalty*. Penelitian ini menggunakan pendekatan penelitian kuantitatif dimana data dikumpulkan melalui kuesioner online Google Forms. Penelitian ini dilakukan di Indonesia dan mengambil responden dari kota Bandung dan luar Bandung. Sampel dalam penelitian ini adalah sebanyak 2 responden. Data dianalisis menggunakan outer model dan inner model melalui SmartPLS 3.3.3. Outer model terdiri dari uji validitas dan uji reliabilitas, sedangkan inner model diuji melalui R-square, uji hipotesis (*bootstrapping*), dan uji multikolinearitas. Hasil penelitian ini menunjukkan bahwa *customer satisfaction*, *trust*, *customer engagement*, berpengaruh positif dan signifikan terhadap *customer loyalty*

Kata Kunci: *customer satisfaction*, *trust*, *customer engagement*, *customer loyalty*

ABSTRACT

THE EFFECT OF CUSTOMER SATISFACTION, TRUST, AND CUSTOMER ENGAGEMENT ON CUSTOMER LOYALTY IN BUKALAPAK E-COMMERCE

(xiv + 104 pages; 12 pictures; 21 tables)

Bukalapak is one of the e-commerce. The number of visitors to the Bukalapak e-commerce site has decreased. The decrease in the number of visitors on the Bukalapak website may indicate a decrease in customer loyalty and the shift of customers to other e-commerce. Changes in customer behavior in consumption patterns due to the Covid-19 pandemic have a huge impact on people's purchasing efforts. This study aims to analyze the effect of customer satisfaction, trust, customer engagement, customer loyalty. This study uses a quantitative research approach where data is collected through an online Google Forms questionnaire. This research was conducted in Indonesia and took respondents from the city of Bandung and outside Bandung. The sample in this study were 2 respondents. The data were analyzed using the outer model and the inner model through SmartPLS 3.3.3. The outer model consists of validity and reliability tests, while the inner model is tested through R-square, hypothesis testing (bootstrapping), and multicollinearity testing. The results of this study indicate that customer satisfaction, trust, customer engagement, have a positive and significant effect on customer loyalty

Keywords: customer satisfaction, trust, customer engagement, customer loyalty.