

# **THESIS**

## **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**

Written as a partial fulfillment of the academic requirements  
to obtain the degree of Sarjana Manajemen

**By:**

**NAME : AMALIA RAFIKA ZHAFARINA**

**ID NUMBER : 01011170379**



**STUDY PROGRAM OF MANAGEMENT  
FACULTY OF ECONOMICS AND BUSINESS  
UNIVERSITAS PELITA HARAPAN  
JAKARTA  
2022**