

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh E-Service Quality, Harga dan Promosi terhadap Loyalitas pelanggan pada pengguna E-Commerce Lazada di Kota Bandung. Jenis penelitian yang dilakukan adalah penelitian kuantitatif dengan menggunakan metode *non-probability sampling* melalui teknik *purposive sampling*. Sampel yang digunakan dalam penelitian ini sebanyak 165 responden. Sampel diambil dengan menggunakan kusioner yang disebar melalui google form kemudian diuji regresi linear berganda, serta didukung dengan uji validitas, reliabilitas, uji t, uji F, dan koefisien determinasi. Hasil penelitian menunjukkan bahwa E-Service Quality berpengaruh signifikan terhadap loyalitas pelanggan, lalu Harga berpengaruh signifikan terhadap loyalitas pelanggan, dan Promosi berpengaruh signifikan terhadap loyalitas pelanggan. Secara simultan, ketiga variabel tersebut memiliki pengaruh secara signifikan juga terhadap loyalitas pelanggan.

Kata Kunci: E-Service Quality, Harga, Promosi, Loyalitas Pelanggan

ABSTRACT

This research aims to determine the effect of E-Service Quality, Price, and Promotion on customer loyalty among Lazada E-Commerce users in Bandung City. This study employs a quantitative research approach using a non-probability sampling method through purposive sampling. A total of 165 respondents were included in this study. Data was collected using questionnaires distributed via Google Forms and then analyzed using multiple linear regression, supported by validity tests, reliability tests, t-tests, F-tests, and the coefficient of determination. The results indicate that E-Service Quality significantly influences customer loyalty. Furthermore, Price also significantly affects customer loyalty, and Promotion has a significant impact on customer loyalty. Simultaneously, these three variables collectively and significantly influence customer loyalty

Keywords: *E-Service Quality, Price, Promotion, Customer Loyalty*

