

ABSTRAK

Seiring berkembangnya zaman serta pertumbuhan teknologi, perubahan cara belanja sangat terlihat drastis hal dari belanja langsung atau direct shopping menjadi belanja via e-commerce. Shopee merupakan salah satu perusahaan dalam bidang e-commerce yang terkemuka di Indonesia.

Penelitian ini bertujuan untuk mengetahui pengaruh e-trust dan e-service quality terhadap e-customer loyalty pada e-commerce Shopee di Universitas Widyatama. Analisis ini menggunakan variabel independen yaitu e-trust, dan e-service quality. Variabel dependen penelitian ini adalah e-customer loyalty. Penelitian ini merupakan penelitian dengan metode kuantitatif.

Populasi dalam penelitian ini adalah pengguna e-commerce di Universitas Widyatama dengan sampel 100 responden yang dipilih menggunakan metode *non-probability sampling*. Jenis data dalam penelitian ini menggunakan data primer. Pengumpulan data dengan menggunakan kuesioner yang disebarkan langsung ke responden. Metode statistik yang menggunakan analisis regresi linier berganda, dengan pengujian hipotesis uji statistik F dan uji T.

Hasil penelitian menunjukkan bahwa terdapat pengaruh secara statistik positif dan signifikan antara e-trust dan e-service quality secara parsial dan simultan terhadap e-customer loyalty pada pengguna e-commerce Shopee di Universitas Widyatama.

Kata Kunci : E-Trust, E-Service Quality dan E-Customer Loyalty.

ABSTRACT

As the time changes and the technology grows rapidly, some changes in the way of shopping can be seen drastically in terms of direct shopping or direct shopping to shopping via e-commerce. Shopee is one of the leading e-commerce companies in Indonesia.

This research aims at identifying the effect of e-trust and e-service quality to e-customer loyalty of e-commerce Shopee in Widyatama University. This research used e-trust and e-service quality as independent variable and e-customer loyalty as dependent variable. This was a quantitative research.

The population of the research was the customer of e-commerce Shopee in Widyatama University. Samples of the research consisted of 100 respondents, obtained by non-probability sampling. The type of data in this study used primary data. The data collection used questionnaires that were distributed directly to respondents. Statistical methods used multiple linear regression analysis, with the f-tests and t-tests hypothetical-statistical testing.

The result of the research showed that there was a statistically positive influence and significant between e-trust and e-service, and both partially and simultaneously influenced the customer's loyalty of the Shopee e-commerce in Widyatama University.

Keywords: *e-trust, e-service quality and e-customer loyalty.*