

ABSTRACT

The development of the globalization era in nowadays makes many changes in various fields, one of them is the field of trade. The presence of e-commerce has become a trend in the daily lifestyle in society. It is make the providers of e-marketplace site compete with their own resources.

The purpose of this research to analyze the influence of customer trust, services quality, and customer satisfaction towards customer loyalty of Tokopedia site. The subject in this research is user of Tokopedia site in Semarang City which the number of the subject was 110 respondents.

The results showed that customer trust and service quality have positive and significant effect toward customer satisfaction. The other results showed that customer trust and customer satisfaction have positive and significant effect toward customer loyalty but service quality has no significant effect toward customer loyalty.

Keywords: Customer Trust, Service Quality, Customer Satisfaction and Customer Loyalty