

ABSTRACT

Businesses in the e-commerce world must realize that the key to success is not only relying on low prices product but also related to quality ranging from products, services, and the website itself so that consumers can be loyal to the company. The purpose of this study is to analyze the relationship between consumer trust and consumer loyalty. The population used in this study are consumer-to-consumer (C2C) e-commerce users at Tokopedia. The number of samples used in this study were 110 respondents.

The method of data collection is done through a questionnaire. This research uses Structural Equation Modeling (SEM) analysis technique with AMOS Ver.23.0 analysis tool. The results of this study indicate that service quality, website quality, transaction security have a positive effect on trust. Furthermore, trust has a positive relationship to consumer loyalty. Finally, the risk perception variable has a negative relationship to trust.

Keywords: Service Quality, Website Quality, Security, Perceive Risk, Trust, Consumer Loyalty.