

ABSTRACT

This study aims to analyze how much influence the variables of service quality, ease of use, and website security have on customer loyalty owned by shopee customers in the city of Semarang with customer satisfaction as an intervening variable. The data used in this study is primary data obtained through the distribution of online questionnaires.

The sample in this study amounted to 150 respondents with the minimum criteria of making purchases at shopee twice. The sampling technique used in this study is a non-probability sampling technique. While the sampling method used in this research is purposive sampling. This research uses Structural Equation Modeling (SEM) analysis technique using AMOS 24.0 program.

The findings of this study indicate that website service quality, website ease of use, and website security have a positive and direct effect on customer satisfaction. While customer satisfaction has a positive and direct effect on customer loyalty. In this case, customer satisfaction mediates the effect of website service quality, website ease of use, and website security on customer loyalty. This study shows that if the shopee website/application has superior service quality, is easy to use by users, and has the ability to maintain user data privacy, shopee users will be satisfied when shopping. In addition, they will continue to use the shopee application because it is able to meet consumer needs well.

Keywords: *Service Quality, Ease of Use, Website Security, Satisfaction, and Customer Loyalty*