

## **ABSTRACT**

E-commerce is a rapid growing business that is increasingly popular among people for shopping purposes, both domestically and internationally. In Indonesia, the rapid growth of e-commerce has made it the primary center of online shopping. One of the examples is Shopee, which is used in this research. The purpose of this research is to focus on the influence of E-Loyalty on Customer Satisfaction, the Service Value provided by Shopee, the influence of Innovation Speed, and the Position Advantage for Shopee users in Semarang.

This research developed a framework based on the Service Dominant Logic (SDL) theory from previous researchers. The research framework is used to analyze the relationship between E-Loyalty, Customer Satisfaction, Service Value, Innovation Speed, and Position Advantages. The sampling technique used in this research is convenience sampling. The data collection process involves 110 respondents with personal information, including respondents aged between 17 to 46 years old, who have used Shopee application in the past one year. The data collected is then analyzed quantitatively and structurally using the Structural Equation Modeling (SEM) and assisted by the Analysis Moment of Structural (AMOS 24) program.

The research findings indicate that E-Loyalty has a positive and significant impact on Customer Satisfaction obtained from Shopee's services, Service Value, Innovation Speed, and Position Advantage, which makes customers more loyal in using Shopee. Therefore, each hypothesis discussed in the research is confirmed to be true. With the findings of this research, we hope that it will be helpful for Shopee to continue to improve its application and services for consumers in the future.

**Keywords:** Customer Satisfaction, E-Commerce, E-Loyalty, Innovation Speed, Position Advantage, Service Value