

## **ABSTRACT**

*The development of technology in various aspects of life, especially in the Indonesian business world, has made sellers switch to a digital system, namely an online store. One of the most well-known places, e-commerce, is one of the choices for today's sellers to sell their merchandise with the aim of achieving targets and achieving significant growth. Both of these goals lead to success in posting profits that ensure business continuity while ensuring the company can continue its activities. The number of competitors in this e-commerce platform, makes each company must carefully get new customers and or new consumers and keep their old customers from turning to their competitors. This can be done one of them through the implementation of a loyalty program in the related e-commerce. Shopee is one of the companies engaged in electronic commerce or digital-based e-commerce with all its high success achievements in Indonesia, recorded as the number one online shopping platform in Indonesia with the highest total number of downloads and the largest number of monthly active users along with the largest turnover. Based on this phenomenon, this study aims to determine the factors that influence the loyalty program to increase store loyalty on the survey of Shopee members in Semarang City through communication of services, relationship marketing, and green customer trust.*

*The concept of the research framework model developed between the loyalty program, communication of services, relationship marketing, green customer trust, and store loyalty comes from theories and research that has been done before. Data collection was carried out by administering a questionnaire consisting of open and closed questions online with 114 respondents. The criteria for research respondents are Shopee members who are at least 17 years old and domiciled in Semarang City, Central Java. The results of the questionnaire data collection that have been obtained are analyzed quantitatively and structurally using the SEM (Structural Equation Modeling) method using the AMOS (Analysis Moment of Structural) 24 program.*

*The findings in this study indicate a positive and significant relationship between loyalty programs and green customer trust. Positive and significant relationship between communication of services on green customer trust. Positive and significant relationship between relationship marketing and green customer trust. Positive and significant relationship between green customer trust and store loyalty. Positive and significant relationship between loyalty program and store loyalty. Positive and significant relationship between relationship marketing and store loyalty. The managerial implication that can be applied is to use this research as a consideration for the Shopee e-commerce platform in making decisions regarding increasing loyalty programs to increase store loyalty on the Shopee platform in Semarang City.*

**Keywords:** Program loyalty, Communication of services, Relationship marketing, Green customer trust, Store loyalty