

ABSTRACT

The development of information and communication technology has brought major changes in consumer behavior, especially in terms of the ease of shopping online via e-commerce platforms. High competition in the e-commerce industry places customer experience as the main focus in efforts to maintain and increase market share. Although there is previous research that examines the influence of these variables separately, more comprehensive research on how these variables interact in the e-commerce context is still needed.

This research aims to investigate and analyze the relationship between Price Perception, Product Quality, and Brand Image on Customer Loyalty among Tokopedia e-commerce users by considering the role of Brand Trust as a mediating variable. This research used a sample of 120 Tokopedia e-commerce users in Semarang City. In this research, a questionnaire was used with two types of questions: closed and open questions. The quantitative data analysis approach used in this research is the Structural Equation Model (SEM) with AMOS version 24 software.

The research results show that Service Quality, Customer Experience and Brand Experience have a significant positive influence on Customer Satisfaction, while Service Quality, Customer Experience, Brand Experience and Customer Satisfaction have a significant positive influence on Customer Loyalty. The implications of the research results show that Service Quality has a direct influence on Customer Satisfaction and Customer Loyalty, there is an indirect influence, namely through the variables Customer Satisfaction with Service Quality, Customer Experience, and Brand Experience on Customer Loyalty.

Keywords: Service Quality, Customer Experience, Brand Experience, Customer Satisfaction, and Customer Loyalty