

## **ABSTRACT**

*This study aims to analyze the impact of perceived value, user satisfaction, service quality, and switching costs on user loyalty on the B2B e-commerce platform application, with a focus on Ralali.com. In an increasingly competitive environment, building user loyalty is crucial for the sustainability of B2B platforms. This study employs a quantitative approach with multiple linear regression analysis. The population in this study includes entrepreneurs (both companies and individuals) who have used or are currently using B2B e-commerce platforms. The study uses a non-probability sampling technique, specifically purposive sampling, to select 125 entrepreneur samples (both companies and individuals) who have used B2B e-commerce platforms for a period ranging from one year to more than five years. The study finds that perceived value, user satisfaction, service quality, and switching costs have a positive impact on user loyalty on the Ralali e-commerce application. These findings suggest that Ralali needs to continuously improve these aspects to build long-term loyalty. Future research is recommended to explore external factors affecting loyalty and to conduct a comparative study with other e-commerce platforms to deepen the understanding of the factors contributing to user loyalty on the Ralali e-commerce application.*

**Keywords:** *perceived value, user satisfaction, service quality, switching costs, user loyalty, B2B e-commerce platform.*