

ABSTRACT

This research aimed to analyze the effect of experience to loyalty through customer satisfaction and trust as the intervening variable on customers of OLX.co.id e-commerce in Semarang City.

This research used 150 respondents as the customers of OLX.co.id in Semarang City and at least already made once purchase transaction on OLX.co.id.. The sampling method used a non-probability sampling method with a purposive sampling technique. The Collecting data used quantitaf method with questionnaire as media. This study uses Structural Equation Modeling (SEM) analysis techniques and use AMOS 23.0 analysis tools.

The results of this study indicate that the experience, has a positive and significant effect on customer satisfaction, trust and loyalty, customer satisfaction has a positive significant effect on loyalty, trust has a positive has a positive significant effect on loyalty.

Keyword: Experience, Customer Experience, Trust, and Loyalty.