

## **ABSTRACT**

*The rapid growth of e-commerce in Indonesia has been accompanied by challenges in maintaining customer loyalty due to intense competition, high price sensitivity, and concerns regarding data security. Product personalization has emerged as a key strategy to enhance customer loyalty; however, its effectiveness largely depends on customer trust in e-commerce platforms. This study aims to examine the effect of product personalization on customer loyalty, with customer trust as a mediating variable in the Indonesian e-commerce context.*

*A quantitative approach was employed using a survey of 200 e-commerce users in Semarang who met the research criteria. Data were analyzed using Structural Equation Modeling–Partial Least Squares (SEM-PLS) with SmartPLS software, complemented by Gaussian Copula analysis to address potential endogeneity issues.*

*The results indicate that product personalization positively affects customer trust and customer loyalty. Customer trust also has a positive effect on customer loyalty and significantly mediates the relationship between product personalization and customer loyalty. These findings suggest that personalization strategies are more effective in fostering customer loyalty when accompanied by strong customer trust.*

**Keywords: Product Personalization, Customer Trust, Customer Loyalty, Indonesian E-Commerce**

