

## **ABSTRACT**

This study is aimed to analyze the perceived security, experience, and product differentiation on trust and satisfaction and the impact on loyalty. This study was conducted at e-commerce B2C site called Zalora.

The population of the study was all consumers who had ever done purchase transaction in Zalora. By testing 150 respondents, this study used 6 variables, 26 indicators, and 8 hypothesis. The analysis method was used quantitative method with AMOS as the analysis instrument.

The result of the study show that perceived security has a positive and significant impact on trust, perceived security has a positive and significant impact on satisfaction, experience has a negative impact on trust, experience has a negative impact on satisfaction, product differentiation has a positive and significant impact on trust, product differentiation has a positive and significant impact on satisfaction, trust has a positive and significant impact on loyalty, and satisfaction has a positive and significant impact on loyalty.

**Keywords:** Perceived Security, Experience, Product Differentiation, Trust, Satisfaction, Loyalty