ABSTRACT

This study aims to analyze the influence of e-trust and e-service quality to e-loyalty through e-satisfaction of the C2C e-commerce Tokopedia’s buyers. The purpose of this study is to investigate the impact of trust and service quality to consumer’s loyalty through consumer’s satisfaction in the context of electronic commerce.

Sampling method used in this study was non probability sampling with purposive sampling technique. Data was collected from 130 respondents who met the criteria of judgement that should have purchased at least twice from Tokopedia. This study used analytical technique of Structural Equation Model (SEM), which is estimated by AMOS 21.0.

The result showed that e-trust has a positive and significant effect on e-satisfaction; e-service quality has a positive and significant effect on e-satisfaction; e-satisfaction has a positive and significant effect on e-loyalty; e-service quality has a positive and significant effect on e-loyalty; but e-trust does not significantly effect e-loyalty.

Keywords: e-trust, e-service quality, e-satisfaction, e-loyalty