

## **ABSTRACT**

*High growth of online businesses and the shifting behavior of consumers who want a fast transactions, flexible and timeliness cause e-commerce growth is increasing as well. This indicates the increasing competition of e-commerce to snatch the market. Consumer loyalty is needed that companies can continue to run well amid the many competitors. In the competition of these e-commerce, increasing brand Tokopedia not coupled with the loyalty of consumers to use the site. This study was to examine the effect of variable brand trust, website quality and service quality on customer loyalty Tokopedia in Semarang through customer satisfaction as an intervening variable.*

*The total sample of 100 respondents taken by purposive sampling technique that consumers in the city of Semarang ever conduct transactions or purchase at least 2 times in Tokopedia and also conduct a transaction at least 1 other C2C website. Data analysis method used is multiple regression analysis, in which the analysis include: validity, reliability, classic assumption test, multiple linear regression, t-test, F-test, determination test and Sobel test.*

*The results of multiple regression analysis showed that all independent variables are brand trust (0.126), website quality (0,156) and service quality (0.698) has a positive and significant relationship to variable customer satisfaction as an intervening variable. Intervening variables such as consumer satisfaction has a positive relationship (0.871) and parallel to the dependent variable is customer loyalty.*

*Keywords: Brand Trust, Website Quality, Service Quality, Customer Satisfaction, Customer Loyalty*