

ABSTRACT

This research was conducted at E-commerce Fashion Site in Indonesia. The data obtained showed that the total active website visitors per day less than the total fanpage and followers on virtual communities. This study aims to examine whether share experiences in a virtual community and perceived usefulness influence on customer trust impacting loyalty interest in e-commerce fashion site.

The sample of this research is 200 women who have or frequently make purchases on e-commerce fashion site. This research used quantitative analysis method with multiple linear regression.

The result of this research showed that shared experiences in a virtual community and Perceived Usefulness have positive effect on Customer Trust with regression coefficient $Y_1 = 0,557X_1 + 0,395X_2$. While Shared Experiences in a Virtual Community, Perceived Usefulness and Customer Trust have positive effect on Loyalty Intention in e-commerce fashion site with regression coefficient $Y_2 = 0,256X_1 + 0,500X_2 + 0,172Y_1$.

Keyword: Share Experience, Perceived Usefulness, Customer Trust, E-commerce Loyalty Intention