

ABSTRACT

A phenomenon that will be analyzed in this study is a factor What are the influencing online consumers shop Laris Manies so willing to keep making purchases and loyal to the online shop Laris Manies amid competition from companies larger both online and offline that sell similar products where the number of repeat purchases in the online shop Laris Manies increased by 6.8% per month. Factors thought to affect the interests of consumer loyalty is thought to be caused by the speed of the service, the readiness and quality of goods relational information. These factors combined with customer satisfaction will lead to more and more consumers become loyal to make repeat purchases. The purpose of this study was to analyze the influence of the speed of service, readiness and quality of the goods relational information on satisfaction and interest in customer loyalty online shop "Laris Manies".

The number of respondents used in this study were 398 consumers Laris Manies Shop. The sampling technique in this research is cencus method. Data collection method is by using a questionnaire. Data analysis method used is path analysis with Sobel test.

Based on research, the speed of service, quality of goods and information readiness relational positive effect on customer satisfaction, speed of service, quality and satisfaction relational positive effect on customer loyalty while interest readiness information of the goods does not affect the interest of customer loyalty. Based on Sobel test, customer satisfaction is able to mediate the effect of the speed of service, readiness and quality of the goods relational information against the interest of customer loyalty. Based on the path analysis showed that the most influential lines in total the interest of customer loyalty is the path to the interest relational quality customer loyalty through customer satisfaction.

Keywords: speed of service, readiness of information goods, relational quality, customer satisfaction, customer loyalty interest