

ABSTRACT

The growing number of internet users in Indonesia has made business opportunities in the e-commerce industry more promising. This is supported by the growing sales data through e-commerce as well.

Blibli.com as one of the B2C e-commerce platforms competing in the industry by always try to provide the best shopping experience to customers through perceived usability, trust, satisfaction to return customers shopping. This study was conducted to measure customer ratings of perceived usability, trust, satisfaction with website loyalty.

Data collection method uses primary data in the form of questionnaires distributed online to respondents who are customers of Blibli.com. The method used in this study is a quantitative method with a sample of 385 respondents. Data analysis techniques and hypothesis testing using Structural Equation Model (SEM) with AMOS 24 software.

Based on the results of data processing in this study showed that the relationship between perceived usability to trust, perceived usability to satisfaction, satisfaction to the trust and satisfaction of website loyalty showed an influence. However, the relationship between perceived usability to website loyalty shows no effect.

Keywords: Usability, Trust, Satisfaction, Website Loyalty