

ABSTRACT

Information Technology is a technology used to process data, including processing, obtaining, compiling, storing, manipulating data in various ways to produce quality information, Indonesia's population currently reaches 262 million people. More than 50 percent or around 143 million people have been connected to the internet throughout 2017, the utilization has been further, not only to communicate but also to buy goods, order transportation, to do business and work. the e-commerce market is the main attraction of internet users in Indonesia for buying and selling transactions in cyberspace. Shopee.co.id ranks first as an e-commerce website that has the highest number of appstore and play store downloads in October to December 2017. This indicates a sense of security and comfort and an attractive appearance and has an effect on satisfaction in shopping at Shopee. co.id.

This research was conducted by using quantitative methods with a sample of 259 respondents and this type of research was causal. Data collection is carried out through the distribution of online cookies. Data analysis techniques and hypotheses using SEM.

Based on the results of data processing in this study it can be seen that Interface Quality has a positive and significant effect on Perceived Security, Interface Quality has a positive and significant effect on Customer Satisfaction, Interface quality does not have a positive and significant effect on Switching Cost, Perceived Security has a positive and significant effect on Customer Satisfaction , Perceived Security has a positive and significant effect on Switching Cost, Customer Satisfaction has a positive and significant effect on Customer Loyalty, Switching Cost Positive and significant effect on Customer Loyalty, Interface Quality affects Customer Loyalty through Customer Satisfaction mediating variables, Interface Quality has a positive and significant effect on Customer Loyalty through the mediating variable Switching Cost, Perceived Security has a positive and significant effect on Customer Loyalty through the Customer Satisfaction as mediation variable, Switching Cost has a positive and significant effect on Customer Loyalty through Customer Satisfaction as mediation variable.

Key words: *E-commerce, Interface Quality, Perceived Security, Customer Satisfaction, Switching Cost, Customer Loyalty, SEM, Shopee,*