

ABSTRACT

The rapid development of the internet has made the e-commerce industry increasingly developing in Indonesia. In the world of online gaming industry, competition in meeting the needs and desires of consumers in online virtual game products is increasingly competitive in accordance with more selective consumer trust in choosing places to buy and sell virtual items in the game. One of the most purchased e-commerce items online in Indonesia is itemku.com. Based on the results of a survey of 30 respondents, visitors to the website itemku.com are loyal to itemku.com..

Website Quality, E-trust, E-satisfaction, Switching Barriers to E-loyalty to users of itemku.com

This study uses a quantitative method with a type of descriptive and causal research. Sampling is done by non-probability sampling method type Accidental Sampling, with the number of respondents as many as 100 people. The analysis technique used is the Structural Equation Model (SEM) with SmartPLS 3.0.

Based on the results of the research from descriptive analysis that shows the Website Quality, E-trust, E-satisfaction, Switching Barriers and E-loyalty depends on the good category. The results of the SEM-PLS analysis show simultaneous and significant variables The website affects the E-trust variable and the Website Quality variable has a significant effect on the E-loyalty variable, while the E-trust variable is related to the variable E-satisfaction .E-trust variable has an effect on the E-loyalty variable, while the Switching Barriers variable affects E-loyalty, and the last E-satisfaction variable increases with the E-loyalty variable.

Keywords: *Website Quality, E-trust, E-satisfaction, Switching Barriers, E-loyalty*