

ABSTRACT

This research aims to find out how e-trust, e-loyalty and e-satisfaction are among Shopee application users in Bandung City. Apart from that, to test the direct and indirect influence of the e-trust variable on the e-loyalty variable which is mediated by the e-satisfaction variable on Shopee application users in Bandung City. The factors tested in this research are e-trust as an independent variable, e-satisfaction as a mediating variable, and e-loyalty as a dependent variable.

The research method used in this research is descriptive and quantitative methods. In this research, the population and sample used is that the population is consumers who use and buy products from Shopee who are domiciled in Bandung with the exact number of users not being known. The sampling technique used in this research is a non-probability sampling technique with a purposive sampling method, and using the Bernouli formula to obtain a sample of 100 respondents in the research. The analytical method used in this research is structural equation modeling-partial least squares (SEM-PLS).

The research results show that the e-trust, e-satisfaction, and e-loyalty shown by Shopee users in Bandung City included in the good category. In addition, the results of hypothesis testing show that e-trust has a direct influence on e-satisfaction, e-trust has a direct influence on e-loyalty, e-satisfaction has a direct influence on e-loyalty, and e-trust has an indirect influence on e-loyalty mediated by e-satisfaction.

Keywords: E-Trust, E-Satisfaction, E-Loyalty.