

ABSTRACT

Marketplace C2C business model is one of online business model with very high opportunity, but also has a very high risk. It is because of very high competitive level both from competitors with the same business model as well as the different business models such as online stores on social media, e-commerce B2C, and so on. Customer loyalty is becoming one of the important things for the success of marketplace C2C. In previous studies, the integration of two determining factors of online consumer loyalty that are transactional and relational quality which study the formation of consumer loyaltys' mechanisms in online vendors provide significant results.

This study uses a model which states that the transactional quality and relational quality has a significant influence on e-loyalty. This study measured the rating of customer online shop through the site marketplace C2C to Perceived Value, Perceived Enjoyment, Customer Satisfaction, Trust, Customer Commitment, Word of Mouth, and Repurchase Intention, and then to evaluate the influence between these variables.

The data collected by using questionnaire which was distributed to the Indonesian people who have done online shopping through the site online marketplace C2C by using online and offline media. The subject of this research were 420 respondents. Data was analyzed using structural equation modeling (SEM) based variants or components, ie Partial Least Square (PLS) using software SmartPLS 3.0. SEM-PLS is used to reveal the factors that influence consumer loyalty or known as the e-loyalty is illustrated by two factors: the Repurchase Intention and Word of Mouth.

Based on evaluation of the influence between variables, Perceived enjoyment has positive and significant effect on Customer Satisfaction. Perceived Value has positive and significant effect on Customer Satisfaction, Word of Mouth, and Repurchase Intention. Customer Satisfaction has positive and significant effect on the Trust, Customer Commitment, Word of Mouth, and Repurchase Intention. Trust has positive and significant effect on Customer Commitment. Customer Commitment has positive and significant effect on Word of Mouth and Repurchase Intention. The R square of Word of Mouth and Repurchase Intention in the research model are 43.90% and 51.50%.

Customer loyalty in marketplace C2C characterized by repurchase intention and word of mouth (WOM) can be improved by increasing customer commitment. This can be done by increasing customer trust and satisfaction towards marketplace C2C sites. In addition, business owners of marketlace C2C need to pay attention to quality of service and quality of products or services provided to customers, as well as the suitability of the price offered by what is accepted by consumers.

Keywords: *Repurchase Intention, Word of Mouth, E-Loyalty, Marketplace C2C*