

## **ABSTRACT**

*As the competition in e-commerce in Indonesia is tight, companies must be able to find new strategies to get new customers and retain existing customers. One strategy is to innovate on web services that ensure a sense of security and comfort so that customers will increase the frequency of transactions. E-marketing front-end applications become one of the e-commerce companies' options for innovating services on their web. This research uses seller's portal personalization, electronic catalogue, search engine, payment gateway, trust, and customer retention as variables.*

*The purpose of this research is to know the effect of seller's portal personalization, electronic catalogue, search engine, payment gateway to trust and seller's portal personalization, electronic catalogue, search engine, payment gateway, trust to customer retention.*

*This research method using quantitative approach. Data collection of 200 respondents, especially students of Telkom University in Bandung. This research uses non-probability sampling method with convenience sampling type. This research uses structural equation model (SEM) and using ordinal scale with twenty two questions.*

*The results of this study indicate the variable seller's portal personalization and payment gateway significant to trust and trust significant to customer retention. While, seller's portal personalization, electronic catalogue, search engine, payment gateway are not significant to customer retention and electronic catalogue and search engine is not significant to trust.*

*Keywords: Portal Personalization, Electronic Catalogue, Search Engine, Payment Gateway, Trust, Customer Retention.*