

## ABSTRACT

*Advances in technology are developing rapidly, especially in the progress of information technology. Businesses must realize that the current business atmosphere is far different from what it was then, where it is now in a society that is familiar with technology. The technology that must be developed opens opportunities for consumers to access the information they want. The development of increasingly sophisticated smartphone technology by using the internet in the marketing process makes it easy for its users to facilitate directly with service providers. This has a positive impact on business people where the delivery of information can be done quickly, with a broad reach, and does not require expensive costs.*

*By measuring the effect of E-WOM participation and E-Commerce Loyalty, it is expected to be able to maximize anything that affects E-Commerce Loyalty on Lazada. The research method used is a quantitative method with Structural Equation Modeling (SEM) analysis technique. Intrinsic motivation does not affect E-WOM participation. Then E-WOM's participation influences the identification of personal sites on Lazada customers. Personal site identification affects E-Loyalty on Lazada customers.*

*Extrinsic motivation influences E-WOM participation. Then E-WOM participation influences the identification of social sites. While the identification of social sites has no effect on E-Loyalty on Lazada customers.*

**Keywords:** *Intrinsic Motivation, Extrinsic Motivation, E-WOM, Personal Site Identification, Social Site Identification, E-Loyalty, Lazada.*