

ABSTRACT

Today as we all know, information technology in Indonesia run into rapid quite development. Especially at this time, technology has role a quite big for millions people in Indonesia, which is to help every Indonesia people activities, especially in terms of meeting daily needs. The development technology also influences changes consumer shopping patterns. As an effect, there is trend shift from conventional shopping (offline) to digital shopping (online) and also supported by increasing internet users in Indonesia. With this, various electronic commerce categories emerged in Indonesia. One of them is in e-commerce which is categorized as beauty. This time, this categorized has considerable impact on Indonesia's economic growth.

This study was conducted to analyze the impact of E-service Quality and Relationship Marketing to Customer Trust on Sociolla. Data collection is done by questionnaires and data analysis is using quantitative analysis. This research uses purposive sampling kind of non-probability sampling technique and consist of 100 respondents. While analysis tools used SPSS version 24. This research uses The Multiple Linear Regression Analysis Test and descriptive analysis. Result of this study describes that E-service Quality, Relationship Marketing are in the enough category, and Consumer Trust is in the good category. The result of multiple linear regression analysis can be conducted influence of E-service Quality and Relationship Marketing has a positive and significant influence of Consumer Trust in Sociolla both partial and simultaneous. The result of coefficient determination analysis received a value of 73,61%. It means that the influence of E-service Quality and Relationship Marketing on the level of Consumer Trust (Y) in Sociolla is 73,61%. While 26,39% are influence by other factors outside this research.

Keywords : *E-service Quality, Relationship Marketing, Consumer Trust*