

ABSTRACT

In the digital era, technology development are rapidly, there are many benefits of technological advances felt by the public, one of which is in the online cinema ticket purchase service. TIX ID is an application that can make it easier for users to buy cinema tickets. The purpose of this study was to determine whether is an effect of website quality and trust on customer loyalty of TIX ID app users in Bandung.

The research uses quantitative methods with descriptive and causal research types. Sampling is done by non probability sampling type purposive sampling, with the number of respondents as many as 100 people. The data analysis technique used is multiple linear regression analysis and it it processed using SPSS version 23.

The result show what that the variables of website quality and trust have appositve and significant impact on customer loyalty on TIX ID application, either partially of dumaltaneously. Based on the result of the coefficient of determination test, it is know that the effect of Website Quality and Trust on Customer Loyalty at TIX ID application is 83,1% and the remaining 16,9% is influendced by other variables not examined in this study.

Keywords : Website Quality, Trust, Customer Loyalty