

## **ABSTRACT**

Online shopping trends are increasingly occurring, especially in Indonesia. Based on this, many e-commerce brands are emerging that compete with each other to show their superiority. But in the end only one brand became the leader. Shopee is the e-commerce with the highest number of visits in Indonesia in 2020, and is also the leader of the e-commerce industry in Southeast Asia.

Therefore, this study aims to explain how are the rate of brand leadership, satisfaction, and loyalty of Shopee based on their users. And also to see how the brand leadership of Shopee that contain dimensions which is quality, value, innovativeness, and popularity influenced satisfaction and loyalty, and the relationship mediated by satisfaction.

This study uses quantitative methods with causal and descriptive analysis. Data was collected using a questionnaire distributed to all Shopee users in Indonesia, then analyzed using SmartPLS 3.0, and also uses descriptive analysis.

Based on the results of descriptive analysis, quality, value, innovativeness, popularity, satisfaction, and loyalty are in a good category. PLS-SEM results show that quality, value, innovativeness, and popularity have a positive and significant influence on satisfaction. Quality, value, and customer satisfaction have a positive and significant influence on loyalty, while innovativeness and popularity do not. Satisfaction also mediates the relationship between quality, value, innovativeness, and popularity to loyalty.

The suggestions for this research are Shopee should improve the appearance of the interface, then Shopee should multiply the free services provided, Shopee also should provide a virtual reality assistant system. Shopee should make a more interesting advertisements, Shopee should improve the quality of post-purchase services, and last is Shopee provide many prizes such as free services or vouchers to loyal users.

**Keywords:** Brand Leadership, Perceived Quality, Perceived Value, Perceived Innovativeness, Perceived Popularity, Customer Satisfaction, Customer Loyalty