ABSTRACT

Technological developments greatly affect people's lifestyles, especially information technology and the internet which is very fast in its development and has a very significant influence on its users. One of the influences of the development of the internet is the way people shop, which switches from traditional shopping activities to electronic shopping activities known as electronic commerce or e-commerce.

This research intends to investigate whether service quality, consumer satisfaction, and trust affect consumer loyalty or not. The type of research used is causal associative research using quantitative methods. While the pattern used in this study is the pattern of influence between variables. Based on the time dimension, this study uses cross-sectional research

The measurement scale used in this study is to use a Likert scale. The instrument is made in the form of multiple choice where each item of the question is provided with an answer for each of these answers will be given a score.

This study was conducted on Bandung city residents who made purchases at Shopee at least 2 times. Considering the number of people in the city of Bandung, especially those who are users and use the Shopee application, it is not known with certainty, therefore the determination of the number of samples will be determined using the Bernoulli formula. Where the sample will be decided based on the Non-probability Sampling method with the Purposive Sampling technique. The data will be analyzed with multiple regression analysis.

Keywords: Service Quality, Consumer Satisfaction, Trust, Consumer Loyalty