Abstract

The development of e-commerce in Indonesia is currently very fast, this is triggered by the development of technology, especially in the field of internet technology. Only through smartphones and PCs can we interact with others indefinitely and distance, as if we do it directly. So with this ease technology makes it possible to open business opportunities. Technology can be sales mediation to market a product or as a means to promote a product online, for example through e-commerce or social media such as facebook, instagram, tiktok, etc.

Online shopping platforms or e-commerce is rife in Indonesia, various e-commerce also compete with each other to get customers even more so in the current state of panedemi, online shopping is clearly the most widely chosen alternative by customers, but because of the many options or options for customers to shop, then e-commerce companies also install various strategies to get customers' hearts, In this case, it is clear that customer loyalty is expected by the company, but how can customers be loyal to our company? in the following study discusses how the influence of service quality and satisfaction on customer loyalty e-commerce shopee.

This research method uses a quantitative approach with data collection techniques carried out, namely non-probability sampling with purposive sampling. The number of samples was 114 respondents. The data collection used in this study was by distributing online questionnaires using google form consisting of 75 women and 39 men with an estimated age range of 17 to 30 years. The data were analyzed using the SmartPLS version 3.0 application.

In this study will discuss the possibilities that make customers loyal to the E-commerce shoppe at the same time many other E-commerce are also spread in Indonesia, This study is intended to investigate the potential effect of the extension scale on service quality on customer satisfaction, and then loyalty. Practical and theoretical implications are highlighted to help businesses design effective business strategies based on service quality to achieve customer satisfaction and increase loyalty, and to direct future research in the field of e-commerce.

Keywords: *E-commerce, Loyalty, Satisfaction, Sercive Quality.*