ABSTRACT

Internet technology is always developing from time to time, and also more and more people are utilizing and using internet technology to support or assist in daily activities where by 2022 the number of internet users will reach 200 million users. The impact of internet technology is the emergence of new economic opportunities, namely people starting to buy and sell through internet intermediary media or what can be called e-commerce.Blibli occupies the 4th position in the number of users in Indonesia based on data from data.com in 2022. Blibli has received negative complaints from Blibli consumers, where blibli experienced a decrease in the number of visitors in 2023 where previously blibli had 37,4 million visitors and in the following year it decreased to only 25,4 million visitors, there was a decrease of 12 million visitors.

The purpose of this study is to determine the effect of service quality on customer complaints and customer loyalty on the Blibli e-commerce website. Where in this study used quantitative methods and in the process of collecting data using non-probability sampling techniques with a sample of minimum 166, the distribution of samples was carried out by distributing questionnaires and using SPSS as a tool to test the validity and reliability and the data was processed using the SMART-PLS tool.

Based on the results of calculations and analysis carried out using the Smart-PLS software with a total sample of 221, it was found that the variables service quality used in this study could affect customer complaint and customer loyalty to Blibli consumers.

With this research, it is hoped that it can increase knowledge and provide benefits for Blibli companies so that they always maintain the service quality provided to customers so that customers can always be at Blibli.

Suggestions that can be given so that Blibli can always maintain and improve the service quality provided to consumers and always prioritize consumers.

Keywords : Customer Complaints ,Customer Loyalty, Customer Satisfaction, SMART-PLS, Service Quality, Website E-Commerce **Blibli**
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