

ABSTRACT

Currently, e-commerce is very popular among online shopping lovers and more and more e-commerce users in Indonesia are replacing offline stores. Sociolla, one of the e-commerce that specializes in selling beauty products, experienced a decrease in website visits, which showed a decrease in consumer loyalty. This study aims to determine e-store image, e-product quality, e-store image, and e-customer loyalty on Sociolla, as well as to identify partial and simultaneous effects of e-service quality, e-product quality, and e-store image on e-customer loyalty.

This research uses descriptive and causality methods with a quantitative approach. The measurement scale used in this study is an ordinal measurement scale, with the Likert scale as a research instrument. Research samples were taken using purposive sampling techniques. The minimum sample size required is 100 respondents. Data analysis techniques used in this study include descriptive analysis, Method of Successive Interval (MSI), classical assumption test, multiple linear regression analysis, and hypothesis test.

The results showed that Sociolla has excellent e-service quality with a score of 84.5%, excellent e-product quality with a score of 87.4%, and, e-store image which gets a very good 85% score. In addition, e-customer loyalty on Sociolla is included in the good category with a score of 83.1%. There is a positive influence between e-service quality and e-customer loyalty, but there is no significant influence between e-product quality and e-store image and customer loyalty.

Keywords: e – service quality, e – product quality, e – store image, e – customer loyalty