

## **ABSTRACT**

*Indonesia is one of the countries with the largest population of internet users in the world. The Internet can be utilized for various activities, one of which is doing business. In fact, most companies use the Internet to run their business, one of which is the e-commerce industry. In 2020 to 2022, the gross sales value of e-commerce in Indonesia experienced growth and has positive prospects and is predicted to continue to experience growth in the coming 2027. In addition to the gross sales value of e-commerce, e-commerce users in Indonesia have also experienced growth, especially in e-commerce in the fashion sector. E-commerce website visits in Indonesia have increased since the third quarter of 2019 to the second quarter of 2022. ZALORA Indonesia is one of the e-commerce websites in Indonesia that has been present since 2012. Apart from its development, ZALORA Indonesia often gets complaints from its consumers to the Google Reviews feature which now gets a score of 3.6 out of 5 stars.*

*This study aims to examine the effect of service quality on customer complaints and customer loyalty for ZALORA Indonesia e-commerce website customers. The method used is a quantitative method with a causal approach. This research sample collection uses purposive non-probability sampling techniques.*

*The data collection technique used is distributing questionnaires using Google Form which is then tested for validity and reliability using SPSS software version 25, and data processing is carried out to obtain the expected results using SmartPLS software. The help of using G-Power software to determine the number of samples that must be obtained.*

*The results of this study indicate that customer satisfaction is a key element with high levels of importance and performance, while customer complaints have low levels of importance and performance. This study provides insights for companies to improve their customer experience and loyalty. Service quality has a significant positive influence on customer satisfaction, which in turn has a significant positive influence on customer complaints and customer loyalty. This study suggests that ZALORA Indonesia should focus on improving trust, responsiveness, service quality, reliability, personalization, website design, and customer complaints to retain and attract customers.*

*This study suggests that ZALORA Indonesia should focus on improving trustworthiness, responsiveness, service quality, reliability, personalization, website design, and customer complaints to retain and attract customers.*

**Keyword:** *Customer Complaints, Customer Loyalty, Customer Satisfaction, E-Commerce, Service Quality, SmartPLS, ZALORA Indonesia.*