

ABSTRACT

The rapid growth of digital technology and the Internet has opened up new avenues for businesses, particularly in the realm of e-commerce. Online shopping has become a prevailing trend for purchasing goods and services, reshaping the dynamics of the market. Lazada Group is an international e-commerce company and one of the largest e-commerce operators in Southeast Asia offers a shopping experience that is safe, seamless and enjoyable.

This study aims to explore the impact of customer experience on customer loyalty towards Lazada in Indonesia, mediated by customer trust. The research employs a quantitative descriptive approach combined with path analysis, focusing on customer experience and trust among users of the Lazada app. The study's sample comprises 200 respondents who have utilized Lazada's services, and they were selected to participate in the research questionnaire. The sampling methodology employed is non-probability purposive sampling, with the target population being Lazada customers residing in various regions across Indonesia.

According to the result of this study, the significance value (sig value) for the impact of customer experience on trust is 0.000, which is less than the accepted threshold of 0.05. Similarly, the sig value for the effect of customer experience on loyalty is 0.001, also below 0.05. Moreover, the sig value for the connection between customer trust and loyalty is 0.000, confirming its significance. Consequently, it can be inferred that both customer experience and trust wield a substantial influence on customer loyalty. Furthermore, the structural equation model has a positive and significant value. This leads to the conclusion that customer experience exerts an indirect impact on customer loyalty through the conduit of customer trust within the context of Lazada. Consequently, customer trust fulfils its role as an intervening variable, influencing the relationship between customer experience and customer loyalty.

Keywords: Customer Experience, Customer, Trust, Customer Loyalty, E-commerce