

## ABSTRACT

The number of video game players worldwide, especially in Indonesia, has become the primary focus. Data from databooks indicate that through the Steam and other platform, Indonesia has the fourth-highest percentage of players worldwide. On the other hand, the presence of competitors in the same business can make Steam have to improve the implementation of their business strategies in order to maintain their customer.

Because of that, in this context the purpose of the study is to investigate the effectiveness of an e-commerce company's business strategy by looking at several factors related to the case of Steam. The primary focus is on analyzing how the strategy affects customer loyalty and trust toward the company.

The method used in this study involves using questioners with 180 respondents that is spread through social media and Google Form. Utilizing the quantitative analysis method and the SPSS 23 application, the available data will be examined.

The findings of the study indicate that a number of factors, including the user interface, the quality of the information, and perceived privacy, do not have a significant impact relation on customer trust. In the other hand, the perceived security risk and company awareness has positive and significant relation on customer trust. In addition to that, customer trust also has positive and significant implications on customer loyalty levels.

As a result, the study provides insight into the variables that affect consumer behavior in the e-commerce environment by using the study of Steam as an example. Platforms for e-commerce can develop strategies that are more effective for enhancing user experience, establishing trust, and preserving customer loyalty in the long run that is helped by complex interactions between user interface, information quality, brand awareness, perceived privacy, perceived security risk, and other factors

**Keywords:** Brand Awareness, Customer Loyalty Customer Trust, Information Quality, Perceived Privacy, Perceived Security Risk, User Interface, Steam.