

## **ABSTRACT**

The internet was first created and used for military purposes in the 19th century, but along with technological advances and higher needs, the internet is also used in various fields, including social, political and commercial systems. One of the advances of the internet in the field of commerce is e-commerce.

The purpose of this study is to determine how the Tokopedia Application increases customer loyalty as measured by customer satisfaction variables consisting of Assurance, Information Quality, Personalisation, Reliability, Responsiveness, Security, and Usability.

This study uses quantitative methods, using a causal approach. The sample consisted of 160 respondents, and the calculation results were carried out using G-power software. The sampling method used is non-probability sampling. This study used primary data from questionnaires distributed through the Instagram social media platform, which were tested for validity and initial reliability of the data collected through SPSS 26 software.

The results of the study, which was conducted using IPMA on SmartPLS 3.2.9 software, with a sample validity of 201 out of 222 respondents, showed that customer satisfaction and performance are very important for Tokopedia's customer loyalty and both must be maintained to maintain a competitive advantage.

For future research, it is suggested that the subject coverage be expanded not only to the Tokopedia mobile commerce platform, but also to include other similar platforms. This will broaden the application of the research findings, provide more comprehensive data, and enable in-depth comparisons between different platforms.

**Keywords :** *Assurance, E-Commerce, Information Quality, Personalisation, Reliability, Responsiveness, Security, Usability, Customer Satisfaction, Customer Loyalty, Tokopedia.*