ABSTRACT

The number of internet users in Indonesia continues to increase every year. E-commerce, which provides value to companies, can now also be done through mobile devices, called mobile commerce. Carousell is a mobile classifieds app that makes it easy to buy and sell by taking photos. Carousell is ranked 12,032 in the world and 1,107 in Indonesia in the popularity of online shopping sites, and is the number two e-commerce in the e-commerce and shopping category in Indonesia.

The purpose of this study is to determine how service quality impacts customer loyalty in the Carousell mobile commerce application.

This research uses quantitative methods, using a causal approach. The sample consisted of 153 respondents, and the results were calculated using G-power software and sampling techniques used non-probability sampling methods. This study uses primary data from the results of questionnaires distributed through the Instagram social media platform. Before testing the data collected using the Smart-PLS 3.1.9 program and SPSS version 25.0, the results showed that the 9 (Nine) variables and statement instruments were valid and reliable.

The results showed that assurance, reliability, security, usability, and security variables have a positive and significant relationship to customer satisfaction. The customer satisfaction variable also has a positive and significant relationship to customer loyalty intention, and mediates a positive and significant relationship between assurance, reliability, security, and usability with customer loyalty intention. Based on the results of importance performance matrix analysis (IPMA), customer satisfaction is in quadrant I or "keep up the good work".

It is expected that future research will include variables such as perceived value, customer trust, emotional attachment, and perceived quality to find out whether these factors affect customer loyalty. The purpose of this study is to increase knowledge and enrich research.

Key Word*: Carousell, Costumer Loyalty, Costumer Satisfication, E-commerce, Internet, M-commerce, Service Quality, SmartPLS.*