

ABSTRACT

The development With the rating given can be improved by reviewing consumer assessments related to the influence of mobile shopping on service quality and customer satisfaction. Service quality is a key factor in determining customer satisfaction and loyalty in the context of m-commerce. By evaluating and improving service quality, m-commerce companies have the potential to increase customer satisfaction and reduce the risk of complaints.

This study aims to analyze the relationship between mobile shopping service quality and customer loyalty on the Lazada m-commerce application. Through this analysis, the author hopes to gain a better understanding of how the relationship between mobile shopping service quality and customer loyalty and satisfaction.

This study uses a quantitative approach method with a causal research method. For the data collection method using a survey method through a questionnaire designed to ask questions related to the research topic. Based on the time this research was carried out using a cross-sectional method. The data was analyzed using Smart-PLS 3.19 and SPSS 29.0.

The results of this study indicate that assurance, personalization, reliability, and responsiveness do not have a positive relationship with customer satisfaction in users of the Lazada mobile commerce application service quality. As well as information quality, security, usability, and customer satisfaction have a positive relationship with customer satisfaction in users of the Lazada mobile commerce application service quality.

Keyword: *Customer Satisfaction, Customer Loyalty Intention, Lazada, M-Commerce, Service Quality*