

ABSTRACT

In today's digital era, e-commerce has become an important part of everyday life, especially among urban communities such as in Bekasi City. E-commerce platforms such as Shopee continue to strive to improve service quality to maintain customer loyalty. This study aims to analyze the effect of system quality, information quality, and electronic service quality on online loyalty with perceived value as an intervening variable on Shopee users in Bekasi City. The study adopted a quantitative method. Data collection was carried out through questionnaires, and data analysis used the Structural Equation Modeling (SEM) technique using Partial Least Square (PLS).

This research used quantitative methods with non-probability sampling techniques, involving 385 respondents through a questionnaire distributed via Google Form. Data was analyzed using SmartPLS to evaluate the influence of system quality, information and electronic services on the perceived value and online loyalty of Shopee users in Bekasi City. The research results showed that the majority of respondents were women (53.4%), aged 21-25 years (40%), and most worked as private employees with an income of IDR 3,000,000 – 5,000,000.

This study found that to determine the direct and indirect effects of System Quality, Information Quality, and Electronic Service Quality on Perceived Value and Online Loyalty on Shopee users in Bekasi City. This study found that Electronic System Quality has a significant effect on Perceived Value and Online Loyalty. Then, Information Quality has an effect on Perceived Value and Online Loyalty. Meanwhile, System Quality has an effect on Perceived Value and Online Loyalty, and Online Loyalty itself has a significant effect on Perceived Value. All variables show a positive and significant relationship.

Keywords : System Quality, Information Quality, Elektronik Service Quality, Perceived Value, Online Loyalty.