

ABSTRACT

Transactions on e-commerce have become a new habit in society. The number of e-commerce users in Indonesia has reached 196.47 million, and this figure is predicted to continue increasing. The number of e-commerce transactions has reached Rp 453.75 trillion, and Tokopedia is among the top five e-commerce platforms with the most visitors, recording 1.2 billion visits. However, Tokopedia has recently experienced a 31% decline in visits compared to the previous year, and many users have expressed dissatisfaction with the platform.

Based on these issues, the purpose of this study is to determine the influence of Perceived Ease of Use, Price Discount, and Service Quality on Customer Loyalty through Brand Image and Customer Satisfaction among Tokopedia application users.

This research is classified as quantitative research with descriptive and causal analysis. Sampling was conducted using the purposive sampling method, resulting in 416 respondents, of which 400 met the criteria for inclusion in this study. The data analysis method used in this study is Structural Equation Modeling (SEM), utilizing the SmartPLS 3 software tool.

The results of this study indicate that Perceived Ease of Use, Price Discount, and Service Quality have a positive and significant effect on Customer Loyalty. Additionally, there is a significant indirect effect of Price Discount, Perceived Ease of Use, and Service Quality on Customer Loyalty. The model in this study explains 62.8% of consumer loyalty behavior towards Tokopedia, which is considered moderate.

The findings of this study, suggestions: (1) strengthen marketing strategies that emphasize the platform's uniqueness and advantages through creative social media campaigns, (2) enhance consumer trust and security and be responsive to consumer complaints, (3) conduct periodic evaluations, optimize services, and address consumer complaints, (4) regularly evaluate the system and identify parts of the application that are challenging for consumers to use, and (5) implement more innovative and attractive discount strategies and optimize existing discount programs. Future research can use the same object but be conducted in different countries and consider adding other variables.

Keyword : *Brand Image, Customer Loyalty, Customer Satisfaction, Service Quality, Perceived Ease of Use, Price Discount, Tokopedia*