

ABSTRACT

The growth of internet users in Indonesia has spurred the expansion of e-commerce businesses, driven by technological innovations in smartphones that have led to advancements in mobile commerce. These innovations allow companies to reach a broader demographic and provide goods and services more efficiently through smartphones. Zalora, as a prominent m-commerce platform, has topped the online fashion industry in Indonesia, not only achieving global popularity but also securing the number one position in the fashion & apparel category. Its strong position reinforces its dominance as the leading fashion m-commerce platform.

The purpose of this research is to determine the relationship of service quality on customer satisfaction and customer loyalty in Zalora mobile commerce.

This study uses a quantitative method with a causal approach, and a sample size of 153 respondents was tested, calculated using G-power software. The sampling technique used is non-probability sampling. The data utilized in this research is primary data obtained through the distribution of questionnaires via Google Forms on the social media platform Instagram. The collected data was first subjected to validity and reliability tests using SPSS software version 26.0, and the results showed that the nine variables and their corresponding instruments were valid and reliable.

The research findings are using SmartPLS 3.2.9 software, with a valid sample size of 231 respondents out of a total of 248, findings indicate that the variables of responsiveness, security, and usability have a positive and significant relationship with customer satisfaction. Additionally, customer satisfaction has a positive and significant relationship with customer loyalty intention. Furthermore, customer satisfaction mediates the positive and significant relationships between responsiveness, security, and usability with customer loyalty intention. Based on the Importance Performance Map Analysis (IPMA), responsiveness, security, and customer satisfaction fall into Quadrant I, which signifies that these aspects are in the "keep up the good work" category and should be maintained.

Future research is expected to explore various types of mobile commerce applications (MCAs), not just limited to the commonly used type in Indonesia, to provide more comprehensive insights. By expanding the scope of MCAs, this research has the potential to uncover new trends or patterns. Additionally, adding supporting variables such as perceived value, customer expectation, brand image, service recovery, and customer involvement is anticipated to enrich the study results.

Keyword: *Customer Loyalty; Customer Satisfaction; M-Commerce; Mobile Shopping Service Quality; IPMA Analysis; SmartPLS.*