

**THE INFLUENCE OF SATISFACTION, TRUST, AND
COMMITMENT ON CUSTOMER LOYALTY IN
TOKOPEDIA**



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TOKOPEDIA**

THESIS

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International Business Management Program

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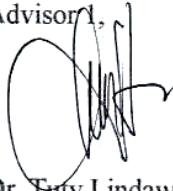
THESIS

THE INFLUENCE OF SATISFACTION, TRUST, AND COMMITMENT ON CUSTOMER LOYALTY IN TOKOPEDIA

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ABSTRACT

With increasing internet access, the use of e-commerce services by the population is booming globally and locally in Indonesia. Tokopedia is one of Indonesia's biggest online marketplaces. This research is an exploratory study about customer loyalty at online shopping. It is motivated by curiosity about what exactly the main factor that trigger the customer loyalty in Tokopedia.

The purpose of this study is to examine the influence of satisfaction, trust and commitment on customer loyalty in online shopping. linear regression and quantitative analysis will be used as the data analysis technique. The samples in this research are 100 respondents who shops at Tokopedia. The study results revealed that satisfaction, trust and commitment have impact on loyalty toward online shopping.

Keywords: satisfaction, trust, commitment, loyalty