

## **ABSTRACT**

### **EFFECT OF CUSTOMER SATISFACTION AND BRAND TRUST ON CUSTOMER LOYALTY ON E-COMMERCE TOKOPEDIA APPLICATION USERS**

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*This study aims to determine the effect of customer satisfaction and brand trust on customer loyalty e-commers Tokopedia which is the e-commers with the most customers considering that customer satisfaction and brand trust are things that must be considered by online buying and selling sites (e-commers) in order to keep customers remain loyal to Tokopedia.*

*This type of research uses a quantitative approach with a descriptive method. Samples were taken using purposive sampling technique, data analysis techniques using multiple regression analysis and coefficient of determination test.*

*The results of this study stated that the value of the regression coefficient was 0.421 and the coefficient of determination was 0.468 . The conclusion is that customer satisfaction will have a positive and significant effect on increasing customer loyalty to e-commers Tokopedia by 42.1% as well as the brand trust variable which shows a positive value of 0.002 or 0.02% on customer loyalty to e-commers Tokopedia.*

**Keywords** : Customer satisfaction, brand trust, customer loyalty.

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