

ABSTRACT

This study aims to analyze the influence of service quality, quality of information, motivation, protection on the satisfaction and loyalty of the consumer electronic commerce. The subject in this research is Indonesin who have ever done shopping online with electronic commerce applications. Data collection is done by conducting online survey through Google Form on 200 respondents. To analyze the data, this research uses the analysis of partial least squares structural equation modeling. The results of this study indicates that the quality of service, quality of information, customer motivation, and also data protection have a positive effect on the customer satisfaction and the customer loyalty. This research is expected to help marketers to build the quality of service, quality of information, and also motivational protection to enhance a positive attitude towards online shopping. Quality service online requires a level of clarity, usability, protection, and the depiction of the products offered to csutomers. The quality of the online shopping system information with a level of accuracy, precision, and relevance of the product are expected by the customers. Marketers need to build motivation of protection from a variety of threats that occur on consumer online shopping.

Keywords: service quality, quality of information, motivation, protection, consumer satisfaction, and consumer loyalty.