

**ANALISIS FAKTOR-FAKTOR YANG MEMPENGARUHI LOYALITAS  
PENGGUNA E-COMMERCE TOKOPEDIA**

Gabriela Anastesissia Nindya Padmasanti

08/268311/EK/17122

Jurusan Akuntansi, Universitas Gadjah Mada

Dosen Pembimbing: Fitri Amalia, S.E., M.Sc.

**INTISARI**

Perusahaan *e-commerce* memiliki komoditas berupa sistem *e-commerce*. Pengetahuan atas pengaruh sistem yang dimiliki perusahaan terhadap loyalitas pelanggan menjadi sangat penting seiring dengan peningkatan persaingan bisnis di bidang ini. Penelitian ini menganalisis faktor-faktor yang mempengaruhi intensi loyalitas pengguna sistem *e-commerce* Tokopedia di Yogyakarta, baik pengguna pembeli maupun penjual, dengan menemukan bukti korelasi antara *system quality*, *information quality*, *service quality*, *user satisfaction*, dan *loyalty intention*. Penelitian menggunakan data primer yang diperoleh melalui instrumen kuesioner. Data diproses menggunakan metode *Structural Equation Model* (SEM) - *Partial Least Square* (PLS). Hasil analisis menunjukkan *loyalty intention* pembeli dipengaruhi secara signifikan oleh *system quality*, *service quality*, dan *user satisfaction*. Sedangkan *loyalty intention* penjual dipengaruhi secara signifikan oleh *system quality*, *information quality*, dan *user satisfaction*.

Kata kunci : *e-commerce*, *system quality*, *information quality*, *service quality*, *user satisfaction*, dan *loyalty intention*

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**ABSTRACT**

E-commerce companies is selling e-commerce system. Knowledge of the effect of this systems to customer loyalty becomes prominent with the increase of competition in this field. This study analyzes the factors that influence the loyalty intention of Tokopedia e-commerce system user in Yogyakarta, from buyer and seller perspective, to find evidence of correlation between system quality, information quality, service quality, user satisfaction, and loyalty intention. The study use primary data obtained through the questionnaire. Data was processed with Structural Equation Model (SEM) - Partial Least Square (PLS) technique. The factors that significantly affect buyer loyalty intention are system quality, service quality, and user satisfaction. The factors that significantly affect seller loyalty intention are system quality, information quality, and user satisfaction.

Keywords : e-commerce, system quality, information quality, service quality, user satisfaction, and loyalty *intention*