

ABSTRACT

This study aimed to analyze the Influence of Perception Service Quality on Satisfaction, Trust, and Loyalty in online shopping sites Lazada.co.id. In this study, Lazada.co.id sites as an object, and the subject is customer on Lazada.co.id. Sample in this study is 120 respondent. And selected used was purposive sampling method. The analytical tools used was Structural Equation Modeling (SEM). And used was program AMOS 22 to operate.

Based on this analysis that has be done, The result that perception of service quality have positive and significant effect to satisfaction, perception of service quality have positive and significant effect to trust, perception of service quality doesn't significantly effect on loyalty, satisfaction doesn't significantly effect to loyalty, trust have a positive and significant effect to loyalty, satisfaction able to mediate perception of service quality on loyalty, trust able to mediate perception of service quality on loyalty

Keywords: Perception of Service Quality, Satisfaction, Trust, Loyalty