

# **PERAN WEBSITE QUALITY, *TRUST* DAN *CUSTOMER ENGAGEMENT* TERHADAP LOYALITAS PELANGGAN**

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui: 1) Bagaimana pengaruh Website Quality terhadap *Trust*? 2) Bagaimana pengaruh *Trust* terhadap *Customer Engagement* ? 3) Bagaimana pengaruh Website Quality terhadap Loyalitas Pelanggan ? 4) Bagaimana pengaruh *Trust* terhadap Loyalitas Pelanggan? 5) Bagaimana pengaruh *Customer Engagement* terhadap Loyalitas Pelanggan? Responden dalam penelitian ini adalah warga Semarang yang pernah melakukan pembelian pada situs Lazada.co.id sejumlah 100 responden

Metode penelitian yang digunakan adalah penelitian *explanatory research* dengan pendekatan kuantitatif karena menjelaskan hubungan antara variabel-variabel dengan menggunakan kuesioner sebagai alat dalam pengumpulan data untuk mengungkap data Kualitas produk, citra merek, *Customer Trust* terhadap loyalitas pelanggan. Data yang diperoleh dan dianalisis menggunakan teknik analisis PLS (Partial Least Square) melalui software smart PLS.

Hasil dari penelitian ini menunjukkan bahwa Website Quality terbukti berpengaruh positif pada terhadap *Trust* pelanggan. *Trust* terbukti berpengaruh positif pada terhadap *Customer engagement*. Website Quality terbukti berpengaruh positif pada terhadap loyalitas pelanggan. *Trust* terbukti berpengaruh positif pada terhadap loyalitas pelanggan. *Customer Engagement* terbukti berpengaruh positif pada terhadap loyalitas pelanggan

**Kata kunci :** Website Quality, Trust, *Customer engagement*, Loyalitas

# ***THE ROLE OF QUALITY, TRUST AND CUSTOMER ENGAGEMENT WEBSITE ON CUSTOMER LOYALTY***

## **ABSTRACT**

*This study aims to determine: 1) How does Website Quality influence Trust? 2) How does trust affect customer engagement? 3) How does Website Quality influence Customer Loyalty? 4) How does trust affect customer loyalty? 5) How does Customer Engagement influence Customer Loyalty? Respondents in this study are Semarang citizens who have made purchases on the Lazada co.id website with a total of 100 respondents*

*The research method used is explanatory research with a quantitative approach because it explains the relationship between variables using a questionnaire as a tool in data collection to reveal data on product quality, brand image, Customer Trust on customer loyalty. Data obtained and analyzed using PLS (Partial Least Square) analysis technique through smart PLS software.*

*The results of this study indicate that Website Quality is proven to have a positive effect on customer trust. Trust is proven to have a positive effect on customer engagement. Website Quality is proven to have a positive effect on customer loyalty. Trust is proven to have a positive effect on customer loyalty. Customer Engagement is proven to have a positive effect on customer loyalty*

*Keywords: Website Quality, Trust, Customer engagement, Loyalty*