

ABSTRAK

Pesatnya perkembangan *e-commerce* menimbulkan persaingan baru di dalam dunia pemasaran secara *digital*, di mana belanja *online* itu sendiri telah mengubah perilaku belanja masyarakat secara signifikan, khususnya di kalangan generasi muda yang sudah tidak asing lagi dengan namanya teknologi, informasi, dan komunikasi. Begitu banyak pilihan *e-commerce* yang dapat digunakan untuk melakukan belanja *online* seperti sekarang ini, salah satunya adalah situs jual beli Lazada.co.id. Penelitian ini dilakukan untuk mengetahui apakah variabel *perceived usefulness* dan *perceived ease of use* memiliki pengaruh yang positif dan signifikan terhadap *customer loyalty* di situs Lazada.co.id pada mahasiswa program studi manajemen angkatan 2018 Universitas Pasundan Bandung. Jenis metode penelitian yang digunakan dalam penelitian ini adalah metode penelitian kuantitatif, melalui penyebaran kuesioner kepada 78 orang sampel responden yang digunakan dalam penelitian. Dari hasil penelitian yang dilakukan, menunjukkan bahwasannya variabel *perceived usefulness* dan *perceived ease of use* baik secara simultan maupun parsial berpengaruh positif dan signifikan terhadap *customer loyalty* di situs Lazada.co.id pada mahasiswa program studi manajemen angkatan 2018 Universitas Pasundan Bandung. Dari salah satu variabel bebas yaitu *perceived usefulness* diketahui menjadi faktor yang paling dominan atau yang paling berpengaruh terhadap *customer loyalty* di situs Lazada.co.id pada mahasiswa program studi manajemen angkatan 2018 Universitas Pasundan Bandung.

Kata kunci : *Perceived Usefulness, Perceived Ease of Use, Customer Loyalty.*

ABSTRACT

The rapid development of e-commerce has created new competition in the world of digital marketing, where online shopping itself has significantly changed people's shopping behavior, especially among the younger generation who are already familiar with the names of technology, information and communication. There are so many e-commerce options that can be used to do online shopping like today, one of which is the buying and selling site Lazada.co.id. This research was conducted to find out whether the variables perceived usefulness and perceived ease of use have a positive and significant influence on customer loyalty on the Lazada.co.id site for students of the 2018 management study program, Pasundan University, Bandung. The type of research method used in this study is a quantitative research method, by distributing questionnaires to 78 sample respondents used in the study. From the results of the research conducted, it shows that the variables perceived usefulness and perceived ease of use both simultaneously and partially have a positive and significant effect on customer loyalty on the Lazada.co.id site for students of the 2018 management study program, Pasundan University, Bandung. From one of the independent variables, namely perceived usefulness, it is known to be the most dominant or most influential factor on customer loyalty on the Lazada.co.id site for students of the 2018 batch management study program, Pasundan University, Bandung.

Keywords: *Perceived Usefulness, Perceived Ease of Use, Customer Loyalty.*