

ABSTRACT

Technology encourages people to carry out various activities online. This makes business people continue to develop their business online because they see very promising opportunities. E-commerce is the largest and fastest growing segment of the digital economy. Every e-commerce will compete to attract the public's attention and try to become the number 1 e-commerce choice of the community. This study aims to determine the effect of customer experience on e-satisfaction and e-trust and its impact on the e-loyalty of the Bukalapak e-commerce site.

The data analysis used is path analysis. The research was conducted on customers of the Bukalapak e-commerce site with a sample of 200 respondents. The data collected is in the form of primary and secondary data. This data is processed using Lisrel 8.8 software. The results of this study indicate that the variables customer experience, e-satisfaction, e-trust, and e-loyalty are in the unfavorable category. The results show that customer experience, e-satisfaction, e-trust have a positive and significant effect on e-loyalty, both directly and indirectly.

Keywords: Customer Experience, E-Satisfaction, E-Trust, and E-Loyalty.