

ABSTRAK

Fenomena pada *e-commerce* OCLO menunjukkan adanya permasalahan dalam pengalaman berbelanja konsumen, seperti keluhan mengenai produk yang diterima, kesalahan varian, respons pelayanan yang lambat, serta proses retur dan pengembalian dana yang dirasakan kurang mudah. Kondisi tersebut dapat memengaruhi kepuasan dan loyalitas konsumen terhadap OCLO. Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *E-Shopping Experience* terhadap Loyalitas Konsumen dengan Kepuasan Konsumen sebagai variabel mediasi pada *e-commerce* OCLO. Metode penelitian menggunakan pendekatan kuantitatif dengan teknik survei terhadap 100 konsumen OCLO. Analisis data dilakukan menggunakan SPSS melalui *Path Analysis*. Hasil penelitian menunjukkan bahwa *E-Shopping Experience* berpengaruh positif dan signifikan terhadap Kepuasan Konsumen sebesar 0,569, *E-Shopping Experience* berpengaruh positif dan signifikan terhadap Loyalitas Konsumen sebesar 0,331, dan Kepuasan Konsumen berpengaruh positif dan signifikan terhadap Loyalitas Konsumen sebesar 0,608. Pengaruh tidak langsung *E-Shopping Experience* terhadap Loyalitas Konsumen melalui Kepuasan Konsumen sebesar 0,346 atau 34,6%, dengan pengaruh total sebesar 0,677 atau 67,7%. Hasil tersebut menunjukkan bahwa Kepuasan Konsumen mampu memediasi pengaruh *E-Shopping Experience* terhadap Loyalitas Konsumen.

Kata Kunci: *E-Shopping Experience*, Kepuasan Konsumen, Loyalitas Konsumen, *e-commerce*.

ABSTRACT

The phenomenon in OCLO's e-commerce indicates problems in consumers' shopping experience, such as complaints regarding received products, incorrect product variants, slow customer service responses, and return and refund processes perceived as difficult. These conditions may affect consumer satisfaction and loyalty toward OCLO. This study aims to determine and analyze the effect of E-Shopping Experience on Consumer Loyalty with Consumer Satisfaction as a mediating variable in OCLO's e-commerce. This research used a quantitative approach with a survey of 100 OCLO consumers. Data were analyzed using SPSS through Path Analysis. The results show that E-Shopping Experience has a positive and significant effect on Consumer Satisfaction with a path coefficient of 0.569, E-Shopping Experience has a positive and significant effect on Consumer Loyalty with a path coefficient of 0.331, and Consumer Satisfaction has a positive and significant effect on Consumer Loyalty with a path coefficient of 0.608. The indirect effect of E-Shopping Experience on Consumer Loyalty through Consumer Satisfaction is 0.346 or 34.6%, with a total effect of 0.677 or 67.7%. These results indicate that Consumer Satisfaction mediates the effect of E-Shopping Experience on Consumer Loyalty.

Keywords: E-Shopping Experience, Consumer Satisfaction, Consumer Loyalty, e-commerce.