

## ABSTRACT

The E-Commerce industry is one of the mainstay sectors whose development continues to be prioritized because it plays a major role in national economic growth. This can be seen from the surge in the increase in e-commerce consumers from 2017 to 2018 by 23%. Then in 2019, the growth of middle class consumers is also growing rapidly, amounting to 21% of the total population of Indonesia, which is equivalent to 57.3 million people. McKinsey, a management consulting firm from New York, predicts that e-commerce in Indonesia will reach a value of US\$ 40 billion by 2022. Tokopedia is one of the e-commerce companies in Indonesia which has a good reputation.

This study aims to determine how the effect of Price, Promotion, and E-Service Quality on Customer Loyalty through Customer Satisfaction. The expected benefit of this research is to increase the knowledge base in the field of management, especially how much influence Customer Satisfaction has so as to increase Customer Loyalty which in turn will increase sustainable transactions from Tokopedia customers in Surabaya.

This research is a causal research. The research method used is a quantitative method with data processing using AMOS. Data was collected by distributing questionnaires to 100 respondents with the characteristics of female and male respondents aged 18-60 years, domiciled in Surabaya, and transacted at Tokopedia at least 2 times in the last 6 months.

The results showed that the Customer Satisfaction variable had a significant effect on Customer Loyalty with an estimate value of 0.544; E-Service Quality variable has no effect on Customer Satisfaction with an estimate value of 0.148; Price variable has a significant effect on Customer Satisfaction with an estimate value of 0.456; Promotion variable has a significant effect on Customer Satisfaction with an estimate value of 0.554;

Keywords: Price, Promotion, E-Service Quality, Customer Satisfaction, and Customer Loyalty