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ANALYSIS OF FACTORS AFFECTING E-LOYALTY ON ONLINE SHOPPING BATAM CITY

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ABSTRACT

E-loyalty is the key to company success. It is important for online companies to create e-loyalty for the survival of the company. The purpose of this study was to determine the effect of hedonic shopping value, utilitarian shopping value, web informativeness, web entertainment, information effectiveness, e-satisfaction on e-loyalty.

Research uses SEM or Structural Equational Modeling which examines the effect of independent variables on intermediate variables, then intermediary variables influence the dependent variable. Reseach uses judgement sampling with a total sample of 400. Batam City people who have used one e-commerce application such as lazada, tokopedia, bukalapak, blibli and shopee are reseach sample. The research sample was processed using applications PLS software or Partial Least Square.

Research proves that the utilitarian variable shopping value, web informativeness, effectiveness information, web entertainment, e-satisfaction have an effect on e-loyalty. The results showed that the variable was valid. These factors are important to be applied in online shopping because they affect e-loyalty.

Keywords: *Shopping value, web informativeness, web entertainment, e-satisfaction, e-loyalty.*