

PENGARUH *INFORMATION QUALITY, PRIVACY, SECURITY, PRODUCT VARIETY, DELIVERY* TERHADAP *SATISFACTION* DAN *LOYALTY* PADA PENGGUNA *E-COMMERCE* DI SURABAYA

Sasha Triandika Hariyanto  
*Creative Digital Marketing*

Pembimbing:

Dudi Anandya  
Indarini

**ABSTRAK**

Penelitian ini bertujuan untuk menganalisis Pengaruh *Information Quality, Privacy, Security, Product Variety, Delivery* Terhadap *Satisfaction* dan *Loyalty* Pada Pengguna *E-commerce* di Surabaya. Penelitian ini memiliki tujuh dimensi dari variabel konstruktif *Information Quality, Privacy, Security, Product Variety, Delivery, Customer Satisfaction* dan *Loyalty* Penelitian ini merupakan *basic research* yang termasuk dalam jenis *causal research*. Teknik pengambilan sampel yang digunakan dalam penelitian ini yaitu *non-probability sampling* dengan metode *purpose sampling*. Pengolahan data penelitian menggunakan *software SmartPLS 4*. Hasil penelitian menunjukkan bahwa masing-masing variabel *Information Quality, Product Variety, Delivery* berpengaruh signifikan terhadap *Customer Satisfaction*, tetapi *Security* dan *Privacy* tidak berpengaruh terhadap *Customer Satisfaction*. *Customer Satisfaction* berpengaruh terhadap *Loyalty*, tetapi *Information Quality* tidak berpengaruh terhadap *Loyalty*

**Kata kunci:** *E-commerce, Customer Satisfaction, Loyalty*

PENGARUH *INFORMATION QUALITY, PRIVACY, SECURITY, PRODUCT VARIETY, DELIVERY* TERHADAP *SATISFACTION* DAN *LOYALTY* PADA PENGGUNA *E-COMMERCE* DI SURABAYA

Sasha Triandika Hariyanto  
*Creative Digital Marketing*

Pembimbing:

Dudi Anandya  
Indarini

**ABSTRACT**

*This study aims to analyze the effect of Information Quality, Privacy, Security, Product Variety, Delivery on Satisfaction and Loyalty for E-commerce Users in Surabaya. This study has seven dimensions of constructive variables Information Quality, Privacy, Security, Product Variety, Delivery, Customer Satisfaction and Loyalty This research is basic research which is included in the type of causal research. The sampling technique used in this study is non-probability sampling with the purpose sampling method. The results showed that each variable Information Quality, Product Variety, Delivery has a significant effect on Customer Satisfaction, but Security and Privacy have no effect on Customer Satisfaction. Customer Satisfaction affects Loyalty, but Information Quality has no effect on Loyalty.*

**Keywords:** *Customer Satisfaction, E-commerce, Loyalty*