

## Analisis pengaruh attitude dan trust terhadap loyalitas konsumen pada e-commerce produk pakaian pria di Lazada.CO.ID = The analysis influence of attitude and trust on consumer loyalty in e-commerce men s clothing products at Lazada.CO.ID

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### Abstrak

Penelitian ini dilakukan dengan tujuan untuk mengetahui dan menganalisis pengaruh attitude dan trust terhadap loyalitas konsumen pada e-commerce produk pakaian pria di Lazada.co.id. Variabel dalam penelitian ini adalah online shopping experience, security protection, third party evaluation, kualitas produk, inovasi produk, kepuasan pelanggan, kepercayaan pelanggan, reputation dan loyalitas konsumen. Sampel penelitian yang digunakan ini adalah pelanggan e-commerce produk pakaian pria Lazada.co.id. sebanyak 180 orang. Jenis penelitian yang digunakan adalah deskriptif kuantitatif, menggunakan metode Analisis SEM Structural Equation Model dengan program AMOS.

Hasil penelitian menunjukkan bahwa online shopping experience berpengaruh positif terhadap kepuasan pelanggan. Online shopping experience berpengaruh positif terhadap e-trust. Security protection berpengaruh positif terhadap e-trust. Third party evaluation berpengaruh positif terhadap e-trust. Kualitas produk berpengaruh positif terhadap kepuasan pelanggan. Inovasi produk berpengaruh positif terhadap kepuasan pelanggan. Kepuasan pelanggan berpengaruh positif terhadap e-trust. Kepuasan pelanggan berpengaruh positif terhadap reputation. E-trust berpengaruh positif terhadap loyalitas pelanggan. Reputation berpengaruh positif terhadap loyalitas pelanggan pada e-commerce produk pakaian pria di Lazada.co.id.

.....This study was conducted with the aim to know and analyze the influence of attitude and trust on consumer loyalty on e commerce products men 39 s clothing at Lazada.co.id. Variables in this study are online shopping experience, security protection, third party evaluation, product quality, product innovation, customer satisfaction, customer trust, reputation and customer loyalty. The sample of this research used is e commerce customer of Lazada.co.id menswear products. as many as 180 people. The type of research used is descriptive quantitative, using SEM Structural Equation Model with AMOS program.

The results showed that online shopping experience has a positive effect on customer satisfaction. Online shopping experience positively affects e trust. Security protection has a positive effect on e trust. Third party evaluation has a positive effect on e trust. Product quality positively affects customer satisfaction. Product innovation has a positive effect on customer satisfaction.

Product innovation has a positive effect on customer satisfaction. Customer satisfaction positively affects e trust. Customer satisfaction has a positive effect on reputation. E trust has a positive effect on customer loyalty. Reputation positively affects customer loyalty in e commerce of menswear products at Lazada.co.id.