# ***ABSTRACT***

Daniel Tanujaya / 24140350 / 2019 / *Influence of Service Quality and Price on Customer Loyalty at* Tokopedia / Dr. Ir. Bilson Simamora, M.M.

*Realizing about the advance of time and period, people lifestyle start to advance too. This advance hit a couple of subjects and it happen because the new information era. This era start the quick advance of technologies in the world. This advance start to change the business structure again and again, from conventional business to business that can be done with a push of a button. This things can happen because of human invention that always improve to make human lifestyle more convinient. Starting from telephone that stationary, and becoming mobile phone that always changes. The advance that give the most potential to human is internet. One of the big company that start in this kind of subject is Tokopedia Corp. Tokopedia.com is one of the online shopping mall that start with the idea of marketplace and online mall. Tokopedia.com is launced at public at 17 August 2009, in the care of Tokopedia Corp which was built by William Tanuwijaya and Leontinus Alpha Edison since 6 February 2009.*

*Theories that we use to support this research is the definition of service quality, which have some dimensions, reability, responsiveness, assurance, empathy, and tangibles, after that, we use the definition of price which have five dimensions, list price, discounts, allowances, payment period, and credit terms. The last definition that we will use is customer loyalty, which have four dimensions, makes regular purchases, purchases across product and service lines, refer other, demonstrates an immunity to the full of competition.*

*Objects on this research is Tokopedia. This research use questionnaire to collect the data, and for sampling purpose using judgement sampling. This procedure were used to test the model and processing is structural equation modelling by using SPSS 23.*

*An output that produce 23 SPSS stating that the quality of services and price to customers loyalty have had a positive impact. A given influence the quality of services is significant influence and price insignificant. The regression coefficient the quality of services and price is also having value that positive according to hypothesis.*

*The conclusion of this research is all hypothesis is proven in research and having a positive influence. The quality of services is significant and the price is not significant. Suggestion for the next research is conducted research back because the research still has shown mixed results. Further research could use more divers variable to be broader results.*

*Keywords: quality of service, price, customer loyalty*