***ABSTRACT***

Natasya Dilla Priscilla / 23150160 / 2019 / *The Influence of Service Quality and Promotion on Customer Loyalty of Shopee in Jakarta / Advisor:* Lily Harjati, Ir., M.M.

In the advancement of technology and informatics, business people begin to compete utilizing advances in technology and information in the community. So that businesses started to use e-commerce as a way to compete for advancement and maintain market share owned. To take advantage of this opportunity, e-commerce companies in Indonesia are increasingly growing rapidly so that competition between companies is increasingly fierce. Shopee is one of the most visited e-commerce by the people of Indonesia. Therefore, researchers are interested in conducting research on the Effect of Service Quality and Promotion on Shopee Customer Loyalty in the Jakarta area.

*The theory underlying this research is the theory of service quality, promotion, and customer loyalty. There are three dimensions to measure customer loyalty variables, which are repurchasing, recommending others, and being immune to competitors' products. To measure the promotion variable, there are five dimensions which are physical evidence, empathy, responsiveness, reliability, and guarantee. For the promotion variable there are two dimensions to measure it which are advertising and sales promotion.*

*The research method used was judgment sampling by collecting data through a questionnaire distributed to 100 respondents who had shopped at Shopee. Measuring instruments in this research are validity test, reliability test, percentage, average, likert scale, classic assumption test, and multiple linear regression test. The tool used is SPSS 20.0.*

*The results showed that the highest number of respondents were women with the aged range 18-22 years and having the status as students. Based on multiple linear regression analysis, the result shows there is significant and positive influence of service quality and promotion to customer loyalty.*

*This research concludes that overall service quality and promotion have an effect on customer loyalty with a good result of average percentage which means loyal customers because Shopee has a good quality of service and promotion.*

*Keywords: Sevice Quality, Promotion, Customer loyalty, Shopee*