QUESTIONING AN ONLINE CUSTOMER LOYALTY

Presenter

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Abstract -- The behavior of online store customers who brows 2 to 4 online web stores simultaneously and evaluate the goods and services they want to buy raises question whether they continue to buy at their favorite online store and whether this behavior reflects loyalty. This study aims to answer the above problems by using online behavior, repurchase and loyalty variables. The number of samples was set at 400 respondents who were obtained using the slovin formula with the population of internet users accessing the online web. Using questionnaire based on 5

Likert scale scales, as many as 486 respondents have responded. Data were analyzed using SMART PLS Version 3 to prove the hypothesis. The results obtained are online behavior affects repurchase, Online behavior affects loyalty. Likewise, repurchase affects loyalty.

Key Words: Customer, Online store, behavior, repurchase, Loyalty