

## **ABSTRACT**

*This study aims to analyze and compare consumer loyalty on two leading e-commerce platforms in Indonesia, Shopee and Tokopedia. The study employs a quantitative approach by collecting data through an online survey completed by active users of both platforms. The variables examined include customer satisfaction, trust, and service quality, which are believed to have a significant influence on consumer loyalty.*

*Utilizing statistical analysis, this research reveals that both platforms have unique characteristics in building customer loyalty. The results show that Shopee excels in aspects of trust and promotion, while Tokopedia is superior in terms of service quality and customer satisfaction. Additionally, the study finds that factors such as age and frequency of use impact consumer loyalty on both platforms. These findings provide valuable insights for e-commerce stakeholders in designing more effective marketing strategies to enhance consumer loyalty.*

*The research also offers recommendations for both platforms to improve certain aspects based on the preferences and needs of their consumers. Overall, this study makes a significant contribution to the literature on consumer loyalty in the e-commerce sector, particularly in the dynamic and rapidly growing context of the Indonesian market.*

*Keywords : Consumer Loyalty, E-Commerce, Customer Satisfacion, E-Commerce Marketing Strategy, Comparative Analysis*