

ABSTRACT

This study aimed to analyze the influence of the dimensions of the trust consists of ability, benevolence and integrity on consumer loyalty with the mediating variables of consumer satisfaction in the business of e-commerce. The population in this study is the vendor of e-commerce services in the city of Palembang. Used as a sample of 100 respondents using purposive sampling. Data analysis techniques used in this study was validity test, reliability test, classic assumption test, simple linier regression, multiple linier regression, path analysis, t-test, F-test and R^2 . The results of this study prove that there is positive and significant influence between ability and benevolence on consumer satisfaction, while integrity has no effect on consumer satisfaction. In addition the results also prove that there is positive and significant influence between the variables of consumer satisfaction on consumer loyalty and consumer satisfaction is proved as variables that mediate the association between independent variables ability, benevolence and integrity on the dependent variable consumer loyalty.

Keywords: e-commerce, ability, benevolence, integrity, consumer satisfaction, consumer loyalty