

## **ABSTRACT**

*The purpose of this study is to determine the extent to which service quality, price, price quality affect simultaneously and partially on customer loyalty through service satisfaction on the shopee marketplace at the Faculty of Economics, Tarumanagara University. To find out the extent to which consumer satisfaction partially affects customer loyalty to the shopee marketplace at the Faculty of Economics, Tarumanagara University. To find out which variable is the most dominant in customer loyalty to the shopee marketplace at the Faculty of Economics, Tarumanagara University. The results showed that using the SEM method shows that service quality through variables of customer satisfaction coding affects customer loyalty. Price through the variable of coding consumer satisfaction has no effect on customer loyalty. Product quality through variables of customer satisfaction coding affects customer loyalty.*

**Keywords:** *Service Quality, Price, Product Quality, Customer Satisfaction, Customer Loyalty.*