

ABSTRAK

Loyalitas konsumen merupakan salah satu topik yang penting dalam bidang pemasaran. Kehadiran *e-commerce* dianggap sebagai dasar pergeseran perilaku pola belanja konsumen. Semakin banyak transaksi dalam berbelanja secara *online*, maka dapat merubah perilaku konsumen dalam transaksi pembelian yang berkelanjutan dan berhubungan dengan pengaruh *eudaimonic well-being*. Berbagai faktor *eudaimonic well-being* muncul dari pengalaman pelanggan dan nilai yang dirasakan pelanggan terhadap loyalitas konsumen. Tujuan penelitian adalah untuk menguji dan mengkaji bagaimana *customer experience*, *customer perceived value* dan *eudaimonic well-being* mempengaruhi *e-loyalty* pengguna *e-commerce* di Indonesia dan bagaimana peran *eudaimonic well-being* memediasi pengaruh *customer experience* dan *customer perceived value* terhadap *e-loyalty* pengguna *e-commerce* di Indonesia. Jenis penelitian yaitu penelitian kuantitatif dengan menggunakan analisis statistik. Populasi penelitian adalah pengguna aplikasi *e-commerce* di Indonesia, dengan sampel berjumlah 331. Metode analisis data menggunakan *Structural Equation Modelling* dengan alat analisis SmartPLS4. Hasil penelitian ini mendapat temuan *customer experience*, *customer perceived value* dan *eudaimonic well-being* berpengaruh terhadap *e-loyalty* pengguna *e-commerce* di Indonesia dan *eudaimonic well-being* berperan sebagai mediasi pengaruh *customer experience* dan *customer perceived value* terhadap *e-loyalty* pengguna *e-commerce* di Indonesia. Penelitian diharapkan dapat memperluas teori perilaku konsumen dan memperkuat *theory of planned behavior* sebagai rujukan untuk penelitian selanjutnya. Penelitian ini diharapkan juga menjadi sumber masukan dalam strategi pemasaran bagi *platform e-commerce* dan pelaku usaha serta memberikan masukan kepada pemerintah untuk mengembangkan kebijakan dan regulasi.

Kata Kunci: *Eudaimonic Well-Being, E-Loyalty, E-Commerce*

ABSTRACT

Consumer loyalty is an important topic in the field of marketing. The presence of e-commerce is considered the basis for a shift in consumer shopping behavior patterns. The more transactions there are in online shopping, the more it can change consumer behavior in sustainable purchasing transactions and is related to the influence of eudaimonic well-being. Various factors of eudaimonic well-being arise from customer experience and the value that customers feel towards consumer loyalty. The aim of the research is to test and examine how customer experience, customer perceived value and eudaimonic well-being influence the e-loyalty of e-commerce users in Indonesia and how the role of eudaimonic well-being mediates the influence of customer experience and customer perceived value on e-loyalty of e-commerce users. -commerce in Indonesia. The type of research is quantitative research using statistical analysis. The research population is users of e-commerce applications in Indonesia, with a sample of 331. The data analysis method uses Structural Equation Modeling with the SmartPLS4 analysis tool. The results of this research found that customer experience, customer perceived value and eudaimonic well-being influence the e-loyalty of e-commerce users in Indonesia and eudaimonic well-being acts as a mediating influence on the influence of customer experience and customer perceived value on the e-loyalty of e-commerce users in Indonesia. The research is expected to expand the theory of consumer behavior and strengthen the theory of planned behavior as a reference for further research. It is hoped that this research will also be a source of input in marketing strategies for e-commerce platforms and business actors as well as provide input to the government for developing policies and regulations.

Keywords: *Eudaimonic Well-Being, E-Loyalty, E-Commerce*