

## *Abstract*

*This study discusses the influence of technology readiness, satisfaction and Electronic Word-of-Mouth (e-WOM) on customer loyalty in 3C products. This study uses a quantitative approach to the shape of a causal relationship with the independent variable (affect) and dependent (influenced). Analysis was performed by testing the hypothesis using data that has been obtained from the questionnaires distributed. According to the results of the analysis are obtained, there is a fairly strong relationship between technology readiness, satisfaction, Electronic Word-of-Mouth (e-WOM) and customer loyalty. Concluded, that there is a relationship of mutual influence between technology readiness, satisfaction and Electronic Word-of-Mouth on customer loyalty in 3C products.*

*Keywords: Technology Readiness, Satisfaction, Electronic Word-of-Mouth (e-WOM), Loyalty, 3C Product*

## Abstrak

Penelitian ini membahas tentang pengaruh kesiapan teknologi, kepuasan dan *Electronic Word-of-Mouth* (e-WoM) terhadap loyalitas pelanggan pada produk 3C. Penelitian ini menggunakan pendekatan kuantitatif dengan bentuk hubungan sebab-akibat yang memiliki variabel independen (mempengaruhi) dan dependen (dipengaruhi). Analisis dilakukan dengan pengujian hipotesis menggunakan data yang telah didapatkan dari kuesioner yang disebar. Menurut hasil analisis yang didapat, terdapat hubungan yang cukup kuat antara kesiapan teknologi, kepuasan, *Electronic Word-of-Mouth* (e-WoM) dan loyalitas pelanggan. Disimpulkan, bahwa terdapat hubungan yang saling berpengaruh antara kesiapan teknologi, kepuasan dan *Electronic Word-of-Mouth* terhadap loyalitas pelanggan pada produk 3C.

**Kata Kunci :** *Kesiapan Teknologi, Kepuasan, Electronic Word-of-Mouth (e-WoM), Loyalitas, Produk 3C*