

ABSTRACT

E-service quality is very important in companies engaged in e-commerce, so that it can have an impact on customer e-satisfaction and e-loyalty, there can still be shortages and complaints from customers who use an online shopping application. The object of this research is an online shopping application that uses a C2C (customer to customer) system, namely itemku. The purpose of this study was to analyze the effect of e-service quality on e-satisfaction and e-loyalty of customers using the itemku application.

The method used in this study is a quantitative method. To obtain data, the researcher used a method by distributing questionnaires in the form of statements involving all customers of the itemku application. The number of samples used as many as 400 respondents and data analysis techniques using SEM-PLS using WarpPLS 7.0 and normality testing using SPSS.

Based on the data analysis technique that has been carried out using WarpPLS, the results of this study show that e-service quality has a positive and significant impact on customer e-satisfaction of the itemku application, e-service quality has a positive and significant impact on e-loyalty of customers of the itemku application. , e satisfaction has a positive and significant impact on the customer of the itemku application, and e-satisfaction is able to fully mediate/intervening the effect of e-service quality on the e-loyalty of the customer of the itemku application. For further research, it is possible to apply the same research model to other applications or e-commerce, in order to find out the differences and perform new analyzes with the same method.

Keywords: e-service quality, e-satisfaction, e-loyalty