

ABSTRACT

The growth in the number of internet in Indonesia makes business opportunities in the e-commerce industry even more promising. This is supported by data on sales growth through e-commerce which is also increasing. Blibli.com is an e-commerce platform with a competitive B2C platform in the industry by always trying to provide good service to consumers so as to create customer satisfaction that can encourage consumers to make purchases again on the Blibli.com application. The purpose of this study was to determine the effect of e-service quality on Blibli.com customer loyalty through customer satisfaction.

This study uses a quantitative research method with an explanatory level of explanation or explanation. The population in this study is Blibli.com consumers whose number is not known with certainty. The Sampel in this study is 100 respondents who have the criteria, namely generation Z who have made purchases on the Blibli.com application. The technique for determining the number of Sampels uses the Bernoulli formula. The data analysis used is path analysis.

The results of this study indicate that customer loyalty (X) has a significant effect on customer satisfaction (Z) with a large influence of 53.1%. Then the variable customer satisfaction (Z) has a significant effect on customer loyalty (Y) with a large influence of 54.4%. While the variable e-service quality (X) has a significant effect on customer loyalty (Y) with a 49.7% influence. Meanwhile, the magnitude of the influence on the variable e-service quality (X) on customer loyalty (Y) through customer satisfaction (Z) is 37.9%.

Keyword: E-Service Quality , Customer Loyalty, Customer Satisfaction