

ABSTRACT

In the online travel agency business sector, it is indicated that there are still many complaints about service quality related to customer satisfaction. This research aims to analyze the influence of e-service quality on e-customer satisfaction and its impact on e-customer loyalty on the Tiket.com application.

This research uses the E-Service Quality variable which includes indicators of Site Organization, Efficiency, User Friendliness, Personal Need, Fulfillment, Security which influence the E-Customer Satisfaction variable and also influence the E-Customer Loyalty variable.

The research method used in this research is a descriptive quantitative method with data collection techniques through questionnaires with a total of 260 respondents. Respondents were asked to provide their perceptions on five Likert scales on 34 questions. The data analysis technique used in this research uses SEM PLS.

In the results of this research, it was found that Fulfillment, Security, User Friendliness had a positive and significant effect on E-customer Satisfaction. The variables Site Organization, Reliability, Personal Need have a positive and insignificant effect on E-Customer Satisfaction. Efficiency has a negative effect on E-Customer Satisfaction. Meanwhile, the E-Customer Satisfaction variable has a positive and significant effect on E-Customer Loyalty. These results indicate that with the implementation of e-customer satisfaction, Tiket.com has provided online services very well in maintaining the satisfaction of its electronic customers so that it has an impact on customer loyalty towards the Tiket.com application.

Keywords: *Online Travel Agent (OTA), Tiket.com, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty.*