

ABSTRACT

The rapid growth of the market share of e-commerce in Indonesia is already beyond a reasonable doubt. To deal with the intensity increasing challenges, the company in its business are required to think creatively to find a variety of breakthrough strategies that are able to create optimal synergy that contributes to the achievement of its objectives. therefore, companies are required to implement a strategic policies regarding services in order to anticipate the competition an increasingly competitive climate. In the industrial or business-oriented customers, then it is inevitable that the quality of service is one of the factors that could affect customer satisfaction and loyalty. Therefore, it is important research to know how to influence the quality of service to customer satisfaction and customer loyalty in the online shopping site Lazada.co.id

The purpose of this research is to measure customers rating on variables of e-service quality, e- customers satisfaction, and e-customers loyalty. Beside that, this research aims to evaluate the effects of e-service quality to e-customers satisfaction dan e-customers loyalty.

This research using causal descriptive type. It used as many as 30 items of questionnaire. Data collection is done by distributing questionnaires to customers of online shopping sites Lazada.co.id who has made more transactions or equal to 2 times with a total sample of 400 people who are determined to nonprobability purposive sampling method. The data analysis technique using Structural Equation Model with 5% significance level.

The results are e-service quality have significantly positive effect to e-customers satisfaction, e-customers satisfaction have significantly positive effect to e-customers loyalty, e-service quality have significantly positive effect to e-customers loyalty and e-service quality has an indirect effect on e-customer loyalty through e-customer satisfaction.

As for advice for companies is increase quality website in terms of both management and infrastructure, more attention to the service to customers' processes, and improve its service. Suggestions for further research with the theory is that it can enhance and better data and research not only in the sector of e-commerce but also in other fields of technology-based businesses.

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