

ABSTRACT

Kriya.co.id website is one of the E-commerce website for Small Medium Enterprises in Indonesia who have ethnic and traditional value products. Kriya.co.id website has launched on July 2016 and classified as a new website. The made purpose of Kriya.co.id is to fulfill the demand Indonesian people who wants ethnic and traditional value products, with the launched of its Kriya.co.id to expected fulfill the needs and desires of visitors who want to buy online. Because Kriya.co.id website is a new website, the quality of the website must be taken to ensure that visitors feel satisfied when using and to do the transaction on the website. Therefore, purpose of this research to determine how much the influence E-Service Quality towards Behavioral Intentions through E-Satisfaction as a mediator on the Kriya.co.id user.

This research methodology using a quantitative method consist of 100 respondents with descriptive research and causality. Technique sampling use non-probability sampling with purposive sampling as a sub-technique sampling. Technique data analysis uses the path analysis.

The results of path analysis are E-Service Quality doesn't influence towards Behavioral Intentions so E-Service Quality doesn't influence towards Behavioral Intentions with E-Satisfaction as a mediator because Behavioral Intentions not determined by E-Service Quality of Kriya.co.id website, but E-Satisfaction that has been accepted by user after did the transaction. E-Service Quality has a coefficient of 0,859 towards E-Satisfaction. E-Satisfaction has a coefficient of 0,636 towards Behavioral Intentions. E-Service Quality has a coefficient of 0,167 towards Behavioral Intentions.

Keywords: *Behavioral Intentions, E-Satisfaction and E-Service Quality*