

ABSTRACT

The emerging of the online travel agent (OTA) has massively increased in recent years. Looking from the application store, there are several big names of the online travel agent such as Traveloka, Tiket.com, PegiPegi, and Agoda are make use of a mobile application to reach their online customers in this virtual environments. Traveloka, in this case has the most users rather than any Online Travel agent listed on the application store. However, Traveloka earned as much as 15% negative reviews. Some study taken by the author confirmed that feedback in term of reviews and ratings can be one of the aspects to measure a service quality performance. This research constructs 6 dimensions of E-Service Quality which are Efficiency, System Availability, Fulfillment, Responsiveness, Privacy, and contact.

The author conduct descriptive analysis with the causal approachment to categorize and simplify the representation of E-service quality, e-Satisfaction, and e-Loyalty as the variables used in this research. Non-probability sampling method is used in this research with convenience sampling procedure. Dependent multivariate technique is applied by the author since this research is predicting one or more dependent variable. Structural Equation Modeling (SEM) is the method used in data analysis to estimate the parameters of each variable, by applying smartPLS 2.0 to process the total of 400 valid answers gathered using the Google docs online questionnaire.

Descriptive analysis result showed that the variables used in this research are classified in a good level. By using Smart PLS 2.0 as the tool to calculate the data from the users in this research, the given result was E-Service quality positively influenced E-loyalty through E-satisfaction. Efficiency has become the most influential E-service quality dimension toward customer's E-satisfaction.

Key word: *Electronic Service Quality, Electronic Satisfaction, Electronic Loyalty, Online Travel Agent, Traveloka*