ABSTRACT

Pegipegi is one of the online travel agency agents in Indonesia who are here to offer the choice of hotels and travel from various locations to domestic and international. Pegipegi.com was established on January 1, 2012. Although this trip is still relatively new, but has been connected to many hotels and airlines throughout Indonesia. Pegipegi has a data of more than 700 hotels spread across 25 cities across Indonesia.

The purpose of this research is to know the quality of e-service, e-customer satisfaction, e-customer loyalty, to know the influence of e-service quality to e-customer satisfaction, e-service quality impact on e-customer loyalty, e-customer loyalty, and know the influence of e-service quality to e-customer loyalty indirectly through customer satisfaction at Pegipegi.com.

The research method used is quantitative method. This type of analysis is descriptive. The sample in this research is not known, therefore it is determined by the formula that the result amounted to 384 respondents. Data collection is done by distributing questionnaires. Data processing is done using SmartPLS software.

Based on the results of data processing, it is known that the value of e-service quality, e-customer satisfaction, and e-customer loyalty are in good category. The overall results are not directly e-service quality positive and significant to e-customer loyalty through e-customer satisfaction on Pegipegi.com website.

Based on the results of research, the company can increase customer satisfaction and improve customer loyalty with service quality improvement.

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