

ABSTRACT

Traveloka is a leading technology company in Indonesia that provides online flight and hotel ticket search and booking services which was established in 2012. Innovation and service development are part of the technology business it builds. These two aspects are the key to Traveloka's success in competing at the regional level. The aim of this study is to find out and analyze E-Service Quality towards E-Customer Loyalty through E-customer Satisfaction on Traveloka customers in Bandung.

The method used in this study is quantitative with the type of descriptive and causal research. The population in this study is Traveloka customers in the city of Bandung and sampling is done by non probability sampling method that is by type of purposive sampling with the number of respondents taken as many as 100 respondents who have used Traveloka. Then for data analysis techniques using path analysis and data processing using SPSS version 25 software.

Based on the research conducted, the percentage of E-Service Quality, E-Customer Satisfaction, and E-Customer Loyalty fall into the good category, E-Service Quality has a significant effect on E-Customer Satisfaction, E-Service Quality has a significant effect on E-Customer Loyalty, E-Customer Satisfaction has a significant effect on E-Customer Loyalty, and the effect of E-Service Quality on E-Customer Loyalty through E-Customer Satisfaction simultaneously has a significant effect.

Therefore, researchers advise companies to strengthen their visual appeal, design in Traveloka's appearance, and provide interesting advertisements such as promos or vouchers.

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