

ABSTRACT

Over time, business Tour Travel Online in Indonesia & languid and tight. So it requires the business to continue to innovate. Rapid development of the Internet every year plus the number of internet users in Indonesia who ranks as the 5th most Internet users in the world made the tremendous potential of online business.

Tiket.com as one of the major Online Business Travel agents are required to provide good service in order to keep up with competitors and generate loyalty and customers. But with the fact that there is decreased continuously from the amount of traffic Tiket.com from May to August 2018 allegedly the result of a lack of loyalty towards the website.

The purpose of this study is to see how the influence of the dimensions on the Website of Perceived Service Quality against E-Loyalty research using quantitative research using Structural Equation Models (SEM) with *Smart Partial Least Square 3.0 Version*. Data collection is done using the spread of the questionnaire distributed to 400 respondents had ever used the service Tiket.com as well as the scale of the measure used in this study is the Likert Scale with scale 1 - 5

The results of this study found that all of the Perceived Service Quality variables were all proven to affect the Customer E-Loyalty variable because the results of the hypotheses H1, H2, H3, H4, H5, H6, H7 and H8 all had a significant influence.

Keywords: *Marketing, Peceived Service Quality, Customer E-Loyalty*