

ABSTRACT

The development of increasingly advanced technology in this era of globalization, making companies must be able to follow existing developments. One form of technological development is in the field of Information Technology (IT). Over time, technological development takes a very important role to make it easier to do various activities because all information can be accessed easily and quickly. One of the companies implementing online-based service innovation is a state-owned enterprise (BUMN) PT. PLN (Persero). PT. PLN created a service model in the form of an application called PLN Mobile to facilitate customers meeting their information and interaction needs with PLN. This study aims to determine how the Effect of E-Service Quality and Promotion of Customer Loyalty through Customer Satisfaction as an intervening variable PLN Mobile both partially and simultaneously.

The method used in this research is descriptive by using quantitative methods involving 100 respondents who use the PLN Mobile application with sampling through non-probability sampling techniques with the type of purposive sampling, namely sampling by determining specific characteristics that are appropriate to the purpose of the study so that expected to answer the research problem. The analysis technique used in this study is PLS SEM analysis.

The results of the analysis show that the E-Service Quality (X1) variable has a partial effect on Customer Satisfaction (Y), then the Promotion variable (X2) has a partial effect on Customer Satisfaction (Y), then the Customer Satisfaction (Y) variable has a partial effect on Customer Loyalty (Y Z). Then simultaneously there is the influence of E-Service Quality (X1) and Promotion (X2) significantly influence Customer Satisfaction (Y). Then the intervening variable there is the influence of E-Service Quality (X1) and Promotion (X2) directly affect Customer Satisfaction (Y) and this variable also influences Customer Loyalty (Z) indirectly through the Customer Satisfaction variable.

Based on the results of the study, companies should consider improving the quality of electronic services and promotions because it will increase customer satisfaction and customer loyalty along with improving service quality.

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