ABSTRACT

The development of the internet changed the lifestyle of people in Indonesia. so that many companies take advantage of this. Service quality is a determining factor for a company's success. PT. Telkom itself through one of its products namely IndiHome released a mobile application called myIndihome. The main purpose of the MyIndihome application is to make it easier for customers to stay loyal. However, there is a mismatch between service quality and consumer expectations. This study will find out how e-service quality affects e-customer satisfaction and e-customer loyalty in myIndihome application users in the city of Bandung.

The research method used is quantitative and descriptive and causal research types, with Structural Equation Modeling (SEM) analysis techniques using the SMART PLS 3.0 lunar device. The population in this study are individuals who use the myIndihome application in the city of Bandung. The sampling method used is non-probability sampling with the type of purposive sampling with 150 respondents

The results obtained in this study are e-service quality has a positive and significant effect on e-customer satisfaction, e-customer satisfaction has a positive and significant effect on e-customer loyalty, e-service quality has a positive and significant effect on e-customer loyalty, and e-service quality has an indirect effect on e-customer loyalty through e-customer satisfaction.

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