

ABSTRACT

Today, the tourism industry is becoming an idol in Indonesia. The tourism sector's contribution to GDP in 2018 reached 4.50%, and in 2019 it reached 4.80%. The increasing performance of the industry in Indonesia is also influenced by the contribution of the rapidly developing hotel industry. The development of OTA (Online Travel Agencies) in 2019 Indonesia experienced the most significant growth of 19%. OYO is one of the budget hotels that is much in demand by the public, but with the number of negative consumer comments on OYO Indonesia's official website and social media accounts, this is a consideration for its consumers. One factor that can influence consumer comments or reviews about a company is the Quality of E-Services. Companies that have E-Service Quality that will increase E-Customer Satisfaction and E-Customer Loyalty consumers in a company.

This type of research is quantitative and uses descriptive analysis methods, with Structural Equation Modeling (SEM) analysis techniques using the SMART PLS 3.0 software. The population in this study is followers or followers on the Indonesian OYO Instagram account (@ oyo.indonesia) accessed on 30 June 2020 with a total of 205K or 205,000 people. The sampling method used was probability sampling with the type of judgment sampling with 400 respondents.

Based on the results of the study it can be concluded that the average percentage for the E-Service Quality variable is 67.2% with a fairly good category, the E-Customer Satisfaction variable is 68.35% with a good category and the E-Customer Loyalty variable is 59.6% with a pretty good category.

The conclusion of this study was positive and significant E-Service Quality on E-Customer Satisfaction with a Tcount value of $34.550 > 1.96$ and path coefficient value of 0.792, E-Customer Satisfaction positive and significant on E-Customer Loyalty with a Tcount value of $17.461 > 1.96$ and a path coefficient value of 0.753, Positive and significant E-Quality of Service to E-Customer Loyalty with a Tcount of $17.461 > 1.96$ and a path coefficient of 0.753 and E-Quality of Service provide indirect support for E-Customer Loyalty through E -Customer Satisfaction that is equal to $4.216 > 1.96$ and the path coefficient value is 0.281. These results can be interpreted

by the increasing E-Service Quality provided by OYO Indonesia, the better the E-Customer Satisfaction and E-Customer Loyalty for OYO Indonesia consumers.

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