

Abstract

Gopay is the e-wallet with the highest number of monthly users, the highest brand awareness does not guarantee satisfaction to GoPay users. There are many problems felt by consumers when using the GoPay service, related to errors when making transactions and the balance being cut suddenly. This is also supported by the results of the pre-survey which showed that there were problems with the service from GoPay. If left unchecked, it can affect customer satisfaction and result in decreased customer loyalty. This study aims to determine how the influence of E-service Quality and E-trust on E-customer loyalty through E-customer satisfaction as an intervening variable among gopay users in Bandung.

The method in this research is quantitative with descriptive and causal types. Sampling is done using non-probability sampling method which is purposive sampling, obtained the results of the number of respondents obtained as many as 400 respondents. The analysis technique used in this research is SEM PLS analysis processed using SmartPls

The results of this study indicate that E-service Quality has a positive and significant effect on E-customer loyalty, E-trust has a positive and no significant effect on E-customer loyalty, then E-service Quality has a positive and significant effect on E-customer satisfaction, E-trust. has a positive and significant effect on E-customer satisfaction, E-customer satisfaction has a significant effect on E-customer loyalty, E-service Quality has a positive and significant effect on E-customer loyalty through E-customer satisfaction and E-trust has a positive effect and significant towards E-customer loyalty through E-customer satisfaction

Keywords : *E-service Quality, E-trust, E-customer satisfactiom, E-customer loyalty*