

ABSTRACT

The development of information technology is increasingly rapidly giving influence and changes to people's lives. In the era of globalization, online transportation is one of the most popular travel methods compared to conventional transportation because it provides convenience with only a smartphone and internet connection to access it. Gojek as one of the most popular online transportation service providers in Indonesia provides the best quality service with various types of services and innovative features for its customers.

The study was conducted to determine the effect of e-service quality on customer satisfaction and loyalty in the Gojek application. This research is included in quantitative research. The sampling technique used was nonprobability sampling with purposive sampling method. Data collection was carried out by distributing online questionnaires to 400 Gojek application users in Indonesia. The data analysis technique uses structural equation modeling (SEM) with AMOS 24 software.

Based on the test results, it shows that e-service quality has a significant effect on customer satisfaction and loyalty of the Gojek application, customer satisfaction has a significant effect on customer loyalty for the Gojek application, and customer satisfaction does not mediate the effect of e-service quality on customer loyalty.

Advice that can be given to the Gojek company based on the results of this research is to maintain and improve the quality of electronic services on the Gojek application by increasing application reliability, responding to customer requests and assistance, paying attention to application security, providing main page customization features, also adding features and services that are offered with due regard to the needs and wants of the customer.

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