

ABSTRACT

The emergence of e-commerce affects business transaction into cashless system. Some of big e-commerce company in Indonesia is JD.ID. It is become interesting because e-commerce industry has not high loyalty of customer, included that happened in JD.ID. According to the survey from Top Brand Buzz, JD.ID, excluded out of big 5 in the category of Top Buzz Rankings and Top Buzz Improvers. The low of customer positive response at JD.ID is indicating the low of customer satisfaction. Customer satisfaction is the best indicator in order to know customer loyalty. However, previous researchs give different results about the influence of service quality on customer loyalty and indirect through customer satisfaction.

This research is aim to testing the influence of e-service quality on customer satisfaction, customer satisfaction on customer's loyalty, and the influence of e-service quality on customer's loyalty. The data conducted by distributing questionnaire on 396 of respondents by applying Bernoulli formula and analyzed uses Partial Least Square version 2. This research presented that e-service quality determines customer satisfaction significantly, customer satisfaction determines customer loyalty significantly, and e-service quality determines customer loyalty significantly. The combination both e-service quality and customer satisfaction influence customer loyalty as much as 68.7%, and the rest as much as 31,3%from others.

Keywords: e-service quality, customer loyalty, and customer satisfaction.