

ABSTRACT

In the online travel agency business sector, it is indicated that there is a contradiction that even though the quality of service is still a lot of complaints, it does not affect customer satisfaction. This study aims to analyze the direct effect of E-Service Quality on e-customer loyalty directly or through E-Customer Satisfaction as an intervening variable in the Tiket.com application. A total of 259 respondents who have used the Tiket.com application were taken as samples with a non-probability sampling method, namely purposive sampling. Respondents were asked to provide their perceptions on five ordinal scales of 25 statement items. All indicators belonging to each variable have been tested for validity and reliability.

Before testing the hypothesis, the fit of the model is tested with a set of goodness of fit criteria. Four interrelated hypotheses to form a structural equation model (SEM) were tested for significance by the T test and then the strength of their influence was measured. All calculations for testing are carried out with LISREL 8.8 software. The results of this study indicate that E-Service Quality has a positive and significant effect on E-Customer Satisfaction. E-customer satisfaction has a positive and significant direct effect on e-customer loyalty. E-service quality does not directly affect E-Customer Loyalty. E-service quality has a positive and significant indirect effect on e-customer loyalty through E-Customer Satisfaction. The most influential dimension of E-Service Quality is User Friendliness. This study recommends an effective way to increase loyalty to the online travel agency industry and strengthens the research model on e-loyalty based on e-service quality.

Keywords : *Online Travel Agencies (OTAs), Tiket.com, E-Service Quality, E - Customer Satisfaction, E-Customer Loyalty.*