

ABSTRACT

Technological advances make it easier for all forms of business activities ranging from the production process, marketing, sales, to the transaction process. The role of technology in the business world gave birth to digital business terms such as E-business, E-commerce, Marketplace, and others so as to present the phenomenon of changes in transaction activity where sellers and buyers in transactions do not have to be present in one place or transactions in cash. Along with the development of this technology, people are now able to make non-cash transactions. Simply using a mobile device that is connected to the internet, the transaction process can be carried out quickly, effectively and efficiently.

This study was conducted to determine the effect of E-Service Quality on E-Customer Loyalty in the Indonesian Sharia Bank (BSI) Mobile E-Banking Application through E-Customer Satisfaction as an Intervening Variable. This research uses quantitative methods with descriptive and causal research types. Sampling was done by using probability sampling method of simple random sampling, with 108 respondents. The data analysis technique used descriptive analysis and Structural Equation Modeling (SEM) analysis.

Based on the results of the descriptive analysis, the E-Service Quality variable is in the good category with a percentage of 70.1%, E-Customer Loyalty is in the good category with a percentage of 74.2%, and E-Customer Satisfaction is in the fairly good category with a percentage of 56.3%.

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