

ABSTRACT

Customer e-loyalty will appear along with company e-service quality. This research was conducted to analyze the effect of e-service quality on e-loyalty for Traveloka customers in Bandung City. The purpose of this research is to find out how e-service quality affects the e-loyalty of Traveloka customers in the city of Bandung.

This study uses quantitative methods with descriptive and causal research types. The sample used was 100 respondents. Technical analysis of data using descriptive analysis and simple linear regression. The results of the descriptive analysis research show that e-service quality and e-loyalty is included in the good category. The results of simple linear regression show that e-service quality has a significant effect on e-loyalty for Traveloka customers in Bandung City.

Keywords: *Marketing, Online Travel Agent, E-Service Quality, E-Loyalty.*