

## **ABSTACT**

*The development of technology and the internet has greatly developed, technology and the internet have become a way of life in society. The existence of the internet can facilitate community activities, including shopping activities. In the past, people did shopping by coming directly to shops spread across several shopping centers, but now with internet access, people can shop using various marketplaces, websites and social media. This research aims to analyze the direct effect of e-service quality on e-customer loyalty directly through e-customer satisfaction as an intervening variable in the Bukalapak application. A total of 270 respondents who had used the Bukalapak application were taken as samples using the non-probability sampling method, namely purposive sampling. Respondents were asked to provide their perceptions in five ordinal scales for 25 statement items. All indicators belonging to each variable have been tested for validity and reliability.*

*Before testing the hypothesis, the model fit is tested with a set of model fit tests. Four hypotheses which are related to form a structural equation model (SEM) are tested for significance with the T test and then the strength of the effect is measured. All calculations for testing were carried out with Smartpls version 3.2.9 software. The results of this study indicate that e-service quality has a positive and significant direct effect on e-customer loyalty. E-customer satisfaction has a positive and significant direct effect on 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 Personal Needs. This study recommends an effective way to increase loyalty in the e-commerce industry and strengthens the research model on e-loyalty which is based on e-service quality.*

*Keywords: E-Commerce, Bukalapak, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty.*

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