

ABSTRACT

Digital services and mobile applications have become an integral part of marketing strategies and customer service for companies in the current digital era. This phenomenon extends to the transportation sector, including railways. The mobile application "KAI Access" (developed by PT Kereta Api Indonesia) has provided customers with convenient and rapid access to purchasing train tickets, checking schedules, and various other train-related information. Despite the convenience offered by this application, there remain questions about the extent to which the digital marketing mix and electronic service quality (e-service quality) influence customer loyalty in the form of e-loyalty. The purpose of this research is to investigate the impact of digital marketing and E-Services Quality on Customer E-Loyalty through E-Satisfaction on KAI Access. The study involves Indonesian individuals who have the KAI Access application on their smartphones as the population. The sampling technique employed is purposive sampling, focusing on individuals who have installed KAI Access, utilized train services, and used the application more than twice. The research method used is Structural Equation Modeling - Partial Least Squares (SEM-PLS). The results from SEM-PLS testing reveal that digital marketing and e-service quality directly influence e-satisfaction. Furthermore, digital marketing and e-service quality impact customer e-loyalty through e-satisfaction. Additionally, e-satisfaction significantly influences customer e-loyalty. These findings underscore the importance of enhancing user satisfaction through effective digital marketing and high-quality digital services to foster online customer loyalty.

Keywords: Digital Marketing, E-Services Quality, Customer E-Loyalty, E-Satisfaction