

ABSTRACT

The aim of this research is to find out and analyze the influence of electronic service quality on electronic customer satisfaction and electronic customer loyalty among Bukalapak service users. The quality of electronic services in this research has dimensions consisting of efficiency, system availability, compliance, and privacy. Apart from examining the influence, this research reveals user perspectives on electronic service quality, electronic customer satisfaction, and electronic customer loyalty to Bukalapak services.

This research was carried out by applying quantitative methods and descriptive-causality research. Data was collected by distributing questionnaires to 385 respondents using the Non-Probability Sampling method, then the data was processed using descriptive analysis techniques as well as multiple linear analysis and hypothesis testing using SPSS version 25.

The results of this research show that service quality E has a significant effect on customer satisfaction E and customer loyalty E, and results were found showing that the service quality variable E (X1) has a positive and significant influence on customer satisfaction E (Y1) and electronic customer loyalty (Y2) for Bukalapak service users.

It is hoped that the results of this research can be used as an example of evaluation of Bukalapak E-commerce in improving the quality of E-service services. Apart from that, this research can provide input to increase the number of Bukalapak users and become knowledge for the E-commerce context.

Keywords: *E-service quality, E-customer satisfaction, E-customer loyalty, Bukalapak*