

ABSTRACT

ITTS Mart is an e-commerce application created and developed by the Telkom Surabaya Institute of Technology (ITTS) as a forum that makes it easier for campus residents and users to carry out buying and selling transactions for vegetables and fruit. This research examines the level of customer satisfaction with application use and the extent of customer loyalty so that customers can make repeat purchases continuously. The model used in this research is the E-Servqual model with three data processes, namely GAP Test, Customer Satisfaction Index (CSI), Structural Equation Modeling (SEM), because these three data processes can be used to test the relationship between variables which is expected to provide understanding. an in-depth look at customer perceptions and expectations regarding ITTS Mart, as well as providing valuable recommendations to increase overall user satisfaction and loyalty. The results of the research showed that the measurement of satisfaction and loyalty levels from the ITTS-Mart application still needs to be improved again with the Customer Satisfaction Index (CSI) test value on the ITTS-Mart application obtaining a result of 80.6% or it can be said that users of the ITTS-Mart application are satisfied regarding application services, the GAP test results on the ITTS-Mart application are worth 1.13 which can be said that the quality of the ITTS-Mart application is good. Then the factors that influence the loyalty of ITTS-Mart application users are the Satisfaction variable with a P-value. in this hypothesis is 0.000. So there is still a need for special attention in making improvements and evaluations related to the ITTS-Mart application so that it can meet customer desires and needs.

Keywords : *ITTS Mart, E-Servqual, Application, Satisfaction, Loyalty*