

## **ABSTRACT**

*This study is aimed to analyze the effect of E-Service Quality and E-Satisfaction to E-Loyalty at Traveloka users in area financial district Jakarta. Primary data in this study were obtained through a questionnaire of 235 respondents using non-probability and convenience sampling method. Hypothesis testing in this study used LISREL which is an alternative method of analysis with Structural Equation Modeling (SEM). The result showed that E-Service Quality has a positive effect to E-Satisfaction, E-Satisfaction have a positive effect to E-Loyalty, E-Service Quality has a positive effect to E-Loyalty and also E-Service Quality has a positive effect to E-Loyalty through variable mediator E-Satisfaction for Traveloka user at financial district area in Jakarta.*

*Keywords : E-Service Quality, E-Satisfaction, E-Loyalty*



## ABSTRAK

Penelitian ini bertujuan untuk menganalisa pengaruh *E-Service Quality* dan *E-Satisfaction* terhadap *E-Loyalty* pada pengguna Traveloka di area *financial district* Jakarta. Data primer dalam penelitian ini didapatkan melalui hasil kuesioner 235 responden dengan menggunakan metode *sampling non-probability* dan *convenience sampling*. Pengujian hipotesis penelitian ini menggunakan LISREL dimana merupakan salah satu alternatif metode analisis *Structural Equation Modeling* (SEM). Hasil penelitian menunjukkan bahwa adanya pengaruh *E-Service Quality* yang positif dan terhadap *E-Satisfaction*, *E-Satisfaction* berpengaruh terhadap *E-Loyalty*, *E-Service Quality* berpengaruh terhadap *E-Loyalty* dan adanya pengaruh antara *E-Service Quality* terhadap *E-Loyalty* melalui *E-Satisfaction* pada pengguna Traveloka di area *financial district* Jakarta.

Kata Kunci : *E-Service Quality*, *E-Satisfaction*, *E-Loyalty*

