

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh variabel *E-Service Quality* terhadap *E-Satisfaction* yang berdampak terhadap *E-Loyalty* pelanggan Traveloka.com (Studi pada PT Trinusa Travelindo). Objek penelitian ini dilakukan terhadap komunitas Mahasiswa Universitas Mercu Buana Jakarta Barat & karyawan perusahaan tempat peneliti bekerja Jakarta Barat. Kategori penelitian ini adalah *explanatory research* dengan pendekatan survei. Menggunakan metode analisis Kausal. Teknik sampling yang digunakan adalah *Non-Probability Sampling* dengan teknik *Purposive Sampling*. Teknik pengumpulan data dengan kuesioner sebanyak 181 responden. Metode analisis data dalam penelitian ini adalah *Structural Equation Model* (SEM) yang *Variance Based* lebih dikenal dengan nama *Partial Least Squares* (PLS). Hasil penelitian ini menunjukkan *E-Service Quality* berpengaruh positif dan signifikan terhadap *E-Satisfaction* pelanggan Traveloka.com. *E-Service Quality* berpengaruh positif dan Signifikan terhadap *E-Loyalty* pelanggan Traveloka.com. *E-Satisfaction* berpengaruh positif dan signifikan terhadap *E-Loyalty* pelanggan Traveloka.com. *E-Service Quality* berpengaruh positif dan signifikan terhadap *E-Loyalty* dengan mediasi *E-Satisfaction* pelanggan Traveloka.com.

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



## **ABSTRACT**

*This study aims to determine the effect of E-Service Quality on E-Satisfaction that has in impact on E-Loyalty Traveloka.com Customers (study on PT Trinusa Travelindo). The object of this study was carried out on the Mercu Buana University student community in West Jakarta and company employees where researchers worked in West Jakarta. This research category is explanatory research with a survey approach. Using the Causal analysis method. The sampling technique used is Non-Probability Sampling with Purposive Sampling. Structural Equation Model (SEM) technique. Data collection technique with a questionnaire of 181 respondents. Data analysis method in this research is Structural Equation Model (SEM) which is Variance Based better known as Partial Least Squares (PLS). The results of this study indicate that E-Service Quality has a positive and significant effect on E-Satisfaction of Traveloka.com customers. E-Service Quality has a positive and significant impact on E-Loyalty of Traveloka.com customers. E-Satisfaction has a positive and significant effect on E-Loyalty of Traveloka.com customers. E-Service Quality has a positive and significant effect on E-Loyalty by mediating E-Satisfaction of Traveloka.com customers.*

*Keyword : E-Service Quality, E-Satisfaction, and E-Loyalty*

