

ABSTRAK

Penelitian ini bertujuan untuk menganalisis Pengaruh *E-Service Quality*, *E-Trust*, dan *E-Loyalty* terhadap *E-Customer Satisfaction* pada Pengguna *E-Banking* Nasabah Bank Central Asia (Bca) Tbk di Masa Pandemi Covid-19. Populasi yang digunakan dalam penelitian ini adalah seluruh nasabah BCA yang menggunakan *E-Banking* minimal 6 bulan. Data yang digunakan dalam penelitian ini menggunakan kuesioner yang disebar melalui *google formulir*. Metode pengambilan sampel dengan menggunakan teknik *non probability sampling* dengan metode *Purposive Sampling*. Jumlah sampel yang terkumpul akan diteliti sebanyak 200 nasabah. Metode analisis data yang digunakan adalah menggunakan *Partial Least Square (PLS)*. Hasil penelitian menunjukkan *E-Service Quality* dan *E-Loyalty* berpengaruh positif dan signifikan terhadap *E-Customer Satisfaction*. *E-Trust* tidak berpengaruh signifikan terhadap *E-Customer Satisfaction*.

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



ABSTRACT

This research aims to determine the effects of E-Service Quality, E-Trust, and E-Loyalty user E-Banking BCA in DKI Jakarta through E-Customer Satisfaction in Pandemic Covid-19 situations. The populations in this research are all the user E-Banking BCA who uses at least 6 months. Data statement items in this research will distribute via google form. The samples method are uses non probability sampling technic with Purposive Sampling method. The number of samples in this research as many as 200 customers. Data analysis methods uses Partial Least Square (PLS). The results showed that E-Service Quality and E-loyalty had a positive and significant effect on E-customer satisfaction. E-Trust had not a significant effect on E-customer satisfaction.

Keywords: E-Service Quality, E-Trust, E-Customer Satisfaction, E-Loyalty

