

## **ABSTRACT**

*This study was conducted to determine the effect of E-Service Quality and Customer Experience on E-Customer Loyalty through E-Customer Satisfaction Millennial Generation of Online Travel Agent Users in DKI Jakarta. This study uses SEM data analysis techniques and data processing using PLS. The population in this study is the millennial generation who live in DKI Jakarta with a sample 210 respondents. The sampling technique uses a purposive sampling technique. The results showed that variables E-Service Quality and Customer Experience have a positive and significant effect on E-Customer Satisfaction and E-Customer Loyalty, E-Customer Satisfaction has a positive and significant effect on E-Customer Loyalty, as well as E-Service Quality and Customer Experience have a positive and significant effect on E-Customer Loyalty through E-Customer Satisfaction.*

*Keywords: E-Service Quality, Customer Experience, E-Customer Satisfaction, E-Customer Loyalty, Online Travel Agent*



## ABSTRAK

Penelitian ini dilakukan untuk mengetahui Pengaruh *E-Service Quality* Dan *Customer Experience* Terhadap *E-Customer Loyalty* Melalui *E-Customer Satisfaction* Pada Generasi Milenial Pengguna *Online Travel Agent* di DKI Jakarta. Penelitian ini menggunakan teknik analisis data SEM dengan pengolahan data menggunakan PLS. Populasi pada penelitian ini yaitu generasi milenial yang berdomisili di DKI Jakarta dengan sampel 210. Teknik pengambilan sampel menggunakan teknik *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa variabel *E-Service Quality* dan *Customer Experience* berpengaruh positif dan signifikan terhadap *E-Customer Satisfaction* dan *E-Customer Loyalty*, *E-Customer Satisfaction* berpengaruh positif dan signifikan terhadap *E-Customer Loyalty*, serta *E-Service Quality* dan *Customer Experience* berpengaruh positif dan signifikan terhadap *E-Customer Loyalty* melalui *E-Customer Satisfaction*.

Kata Kunci: *E-Service Quality*, *Customer Experience*, *E-Customer Satisfaction*, *E-Customer Loyalty*, *Online Travel Agent*

