

ABSTRAK

Pengaruh *E-Service Quality* terhadap *E-Customer Loyalty* melalui *E-Customer Satisfaction* pada pelanggan belanja *online* Shopee. Penelitian ini dimaksudkan agar para pemasar mengetahui bahwa ada stimulus sederhana yang dapat dikembangkan untuk dapat meraih hati para konsumen untuk menggunakan jasa di penyedia jasa tersebut, yakni tentang pengaruh *E-Service Quality* terhadap *E-Customer Loyalty* melalui *E-Customer Satisfaction* pada pelanggan situs belanja *online* Shopee. Penelitian ini dilakukan dengan menggunakan pendekatan kuantitatif yaitu penelitian yang menitikberatkan pada pengujian hipotesa dengan alat analisa metode statistik dan menghasilkan kesimpulan yang dapat di generalisasikan. Sample pada penelitian ini adalah pelanggan yang pernah menggunakan jasa situs belanja *online* Shopee lebih dari tiga kali dan yang telah mengikuti *official instagram* Shopee. Sample responden dalam penelitian ini menggunakan metode non probability sampling. Sedangkan metode pengambilan sample penelitian ini menggunakan metode purposive sampling. Alat uji yang digunakan adalah teknik analisis jalur (*path analysis*) dengan *software* SPSS, 22.0. setelah dilakukan pengujian atas hipotesis yang diajukan, maka diperoleh pengaruh langsung variabel *E-Service Quality* sebesar 0,092 dan pengaruh langsung variabel *E-Customer Satsfaction* sebesar 0,347. Serta pengaruh tidak langsung sebesar 0,128. Dan nilai sobel test sebesar 0,851, yang artinya *E-Service Quality* mempengaruhi *E-Customer Loyalty* dan *E-Customer Satisfaction*. *E-Customer Satisfaction* secara parsial mempengaruhi *E-Customer Loyalty*. Dapat dipahami bahwa pada penelitian ini *E-Customer Quality* mempengaruhi secara langsung *E-Customer Loyalty* dan *E-Customer Satisfaction* juga mempengaruhinya secara parsial terhadap *E-Customer Loyalty*.

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

ABSTRACT

The Effect of E-Service Quality on E-Customer Loyalty through E-Customer Satisfaction on Shopee online shopping customers. This study was intended for marketers to know that there is a simple stimulus that can be developed to be able to win the hearts of consumers to use the services of these service provider. This is about the effect of E-Service Quality on E-Customer Loyalty through E-Customer Satisfaction on Shopee online shopping site customers. This study was conducted using a quantitative approach. It was focuses on testing hypotheses using statistical analysis tools and producing conclusions that can be generalized. The samples in this study were customers who had used the services of the Shopee online shopping site more than three times and who had followed Shopee's official Instagram. The sample of respondents in this study used a non-probability sampling method. While the sampling method of this study used purposive sampling method. The test software used is a path analysis technique with SPSS software, 22.0. After testing the proposed hypothesis, the direct effect of the E-Service Quality variable is 0.092 and the direct effect of the E-Customer Satsfaction variable is 0.347. And the indirect effect is 0.128. And the Sobel test value is 0.851, which means that E-Service Quality affects E-Customer Loyalty and E-Customer Satisfaction. E-Customer Satisfaction partially affects E-Customer Loyalty. It can be understood that in this study E-Customer Quality directly affects E-Customer Loyalty and E-Customer Satisfaction also partially affects E-Customer Loyalty.

Keyword : *E-Service Quality, E-Customer Loyalty, E-Customer Satisfaction, Shopee*