

ABSTRACT

The development of internet technology facilitates various types of human activities, especially in buying and selling transaction. This demand Lazada.co.id to always improve its performance on the quality of electronic services they provide to satisfy customers and form customer loyalty. This study aims to determine customer responses regarding electronic service quality, customer satisfaction and customer loyalty, and to determine the effect of electronic service quality on customer satisfaction and its impact on customer loyalty. The research method used is descriptive and verification. The sampling method uses nonprobability with the technique of insidental sampling using the formula slovin with 93 respondents. Data analysis uses path analysis, multiple correlation, and coefficient of determination. The conclusion of this researcher is : (1). The quality of electronic service quality is considered to be poor; (2). Valued customer tend to be less satisfied; (3). Customers are considered less loyal; (4). Partially the quality of electronic service has a positive and significant effect on Lazada.co.id customer satisfaction of 49,4%; (5). Partially customer satisfaction has a positive and significant effect on Lazada.co.id's customer loyalty by 45,3%; (6). The effect of electronic service quality on the ups and down of customer loyalty through customer satisfaction by 70% and the remaining 30% is a contribution from other variables not examined in this study.

Keywords:

Elektronik Service Quality, Customer Satisfaction, Customer Loyalty