ABSTRACT

This study originated from the discovery of problems in low customer satisfaction which impact on customer loyalty. Low customer satisfaction is caused by low e-service quality and low advertising. This study aims to determine the effect of e-service quality and advertising on customer satisfaction and its impact on customer loyalty (Survey on RedDoorz application customers) simultaneously or partially. The research method used is descriptive and verification methods with a total sample of 100 respondents. Testing instruments using validity and reliability tests. The data collection technique used was observation and distributing questionnaires. The data analysis method used is path analysis, determination coefficient analysis and hypothesis testing.

The results showed that in structure I, there is a simultaneous effect of e-service quality and advertising on customer satisfaction by 52%, and the remaining 48% is influenced by other variables not examined. Partially, the influence of e-service quality on customer satisfaction is 26%, and the effect of advertising on customer satisfaction is 26%. In structure II, there is an effect of e-service quality and advertising on loyalty through customer satisfaction at 77.7% simultaneously and the remaining 22.3% is influenced by other variables not examined. Partially, the influence of e-service quality on customer loyalty is 4.6%, the effect of advertising on customer loyalty is 22.5%, the effect of customer satisfaction on customer loyalty is 50.6%.

Keywords   : **E-Service Quality, Advertising, Customer Satisfaction, CustomerLoyalty**