ABSTRACT

This research was conducted based on data on the growth of online shopping traffic in e-commerce, especially during the pandemic, one of which is Blibli.com as a provider of electronic trading services that is included in the 5 largest e-commerce players in Indonesia, but Blibli.com always gets the lowest number of visits compared to other competitors. The research method used is a descriptive and verification method with a quantitative approach using the SPSS V.22.0 software program. The object of research in this study were students of the Faculty of Economics and Business, University of Pasundan Bandung with a total of 100 respondents. The data collected in the form of primary and secondary data. The data analysis method used is path analysis, multiple correlation and coefficient of determination.

The results of this study indicate that the variables of e-service quality, e-satisfaction and e-loyalty customers are in the unfavorable category. The results show that e-service quality has a positive and significant effect on e-satisfaction. E-satisfaction has a positive and significant effect on customer e-loyalty. E-service quality has a positive and significant effect on e-loyalty customers, and e-service quality has an indirect effect on e-loyalty customers through e-satisfaction.

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