

## ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* terhadap *e-satisfaction* dan *e-trust* serta dampaknya pada *e-loyalty* nasabah *mobile banking* BRI. Penelitian dilakukan di wilayah Jawa Barat dengan sampel sebanyak 100 responden. Pengumpulan data dilakukan dengan observasi, penelitian kepustakaan dan penyebaran kuesioner yang menggunakan skala numerik 5 poin untuk mengukur 32 indikator.

Teknik analisis yang digunakan yaitu menggunakan *Partial Least Square-Structural Equation Modelling* (PLS-SEM), *path diagram*, persamaan structural, pengaruh langsung, tidak langsung dan total efek, analisis koefisien determinasi dan uji hipotesis dengan menggunakan program SmartPLS 3.0. Hasil penelitian menunjukkan bahwa *e-service quality*, *e-satisfaction*, *e-trust* berpengaruh signifikan dan bersifat positif terhadap *e-loyalty* baik secara langsung maupun tidak langsung.

Saran bagi perusahaan dalam meningkatkan loyalitas pelanggan sangat perlu memperhatikan variabel penting seperti kepuasan, kepercayaan serta kualitas pelayanan. Tiga variabel tersebut sangat berkaitan dalam menjaga tingkat loyalitas yang baik, sehingga perusahaan tetap menjaga konsistensi agar nasabah BRI menjadi loyal terhadap *mobile banking* BRI.

**Kata Kunci:** *E-Service Quality, E-Satisfaction, E-Trust, dan E-Loyalty.*

## **ABSTRACT**

*This research aims to determine the effect of e-service quality to e-satisfaction and e-trust also its impact on e-loyalty mobile banking BRI customers. This research was conducted in the area of West Java with the samples of 100 people. The data was collected through observations, library reaearch, and questionnaires that use Numerical scale of 5 points to measure 32 indicators*

*The analysis techniques used are using Partial Least Square-Strucural Equation Modelling (PLS-SEM), path diagram, structural, direct, indirect and total effects, coefficient of determination analysis and hypothesis testing using the SmartPLS 3.0 program. The results showed that e-service quality, e-satisfaction, e-trust have a significant and positive effect on e-loyalty both directly and indirectly.*

*Suggestion for the company in increasing customer loyalty really needs to consider to important variables such as satisfaction, trust and service quality. These three variables are highly related to maintaining a good level of loyalty, so the company continues to maintain the consistency of BRI customers to be loyal to BRI mobile banking.*

***Keywords: E-Service Quality, E-Satisfaction, E-Trust, and E-Loyalty.***