

ABSTRACT

This research aims to determine the effect of e-service quality to e-satisfaction and e-trust also its impact on e-loyalty e-wallet (survey on DANA digital wallet application users). The research method that being used in this research is descriptive and verification methods. The research was conducted in Indonesia with a sample of 100 respondents. The analysis techniques used are using path diagram, structural, direct, indirect and total effects, coefficient of determination analysis and hypothesis testing using the SmartPLS 4.0 program.

The result of this studi indicate that the variables of e-service quality, e-trust, e-satisfaction and e-loyalty are in the unfavorable category. The results showed that e-service quality, e-trust, e-satisfaction have a significant and positive effect on e-loyalty both directly and indirectly. The magnitude of the effect of e-service quality on e-trust is 71,8%, e-service quality on e-satisfaction is 72,8% and e-service quality is on e-loyalty through e-trust and e-satisfaction of 76,4% simultaneously.

Keyword: E-Service Quality, E-Trust, E-Satisfaction, and E-Loyalty