

ABSTRAK

Penelitian ini bertujuan untuk mengetahui dan menganalisis Pengaruh *e-Service Quality* terhadap *e-Customer Satisfaction* dan dampaknya pada Loyalitas Pelanggan *Restaurant on Train* sebagai Pengguna *Website KAI Services Branch Office 2 Bandung* (Studi Kasus Pada KA Turangga Relasi Surabaya-Bandung) baik secara langsung maupun tidak langsung. Metode penelitian yang digunakan adalah metode deskriptif dan verifikatif dengan pendekatan kuantitatif. Teknik pengumpulan data yang digunakan adalah wawancara, kuesioner dan observasi, dengan jumlah sampel sebanyak 100 responden. Pengujian instrumen penelitian menggunakan uji validitas dan reliabilitas. Metode analisis data yang digunakan adalah *path analysis*, analisis korelasi berganda, analisis regresi berganda, dan analisis koefisien determinasi. Uji hipotesis yang dilakukan yaitu uji t dan uji mediasi (sobel test).

Hasil penelitian menunjukkan bahwa *e-Service Quality* berada pada kriteria kurang berkualitas, *e-Customer Satisfaction* berada pada kriteria kurang puas, dan Loyalitas Pelanggan *Restaurant on Train* sebagai Pengguna *Website KAI Services Branch Office 2 Bandung* Pada KA Turangga Relasi Surabaya-Bandung berada pada kriteria kurang loyal. Berdasarkan hasil analisis menunjukkan bahwa terdapat pengaruh positif dan signifikan antara *e-Service Quality* terhadap *e-Customer Satisfaction*. Terdapat Pengaruh yang positif dan signifikan antara *e-Service Quality* terhadap Loyalitas Pelanggan, dan terdapat pengaruh yang positif dan signifikan antara *e-Customer Satisfaction* terhadap Loyalitas Pelanggan. Kemudian, berdasarkan uji hipotesis Pengaruh tidak langsung dinyatakan bahwa *e-Customer Satisfaction* dapat memediasi Pengaruh antara *e-Service Quality* dan Loyalitas Pelanggan.

Kata Kunci: *e-Service Quality*, *e-Customer Satisfaction*, Loyalitas Pelanggan

ABSTRACT

This research aims to determine and analyze the influence of e-Service Quality on e-Customer Satisfaction and its Impact on Restaurant on Train Customer Loyalty as Users of the KAI Services Branch Office 2 Bandung Website (Case Study on KA Turangga Surabaya-Bandung Relations) both directly and indirectly. The research method used is a descriptive and verification method with a quantitative approach. The data collection techniques used were interviews, questionnaires, and observation, with a sample size of 100 respondents. Testing research instruments uses validity and reliability tests. The data analysis methods used are path analysis, multiple correlation analysis, multiple regression analysis, and coefficient of determination analysis. The hypothesis tests carried out were the t test and the mediation test (Sobel test).

The results of the study show that e-Service Quality is in the category of less qualified, e-Customer Satisfaction is in the category of unsatisfied, and Restaurant on Train Customer Loyalty as a Website User KAI Services Branch Office 2 Bandung on KA Turangga Surabaya-Bandung Relation is in the category of less loyal. Based on the results of the analysis, it shows that there is a positive and significant influence between e-service quality and e-customer satisfaction. There is a positive and significant influence between e-service quality and customer loyalty, and there is a positive and significant influence between e-customer satisfaction and customer loyalty. Then, based on the indirect influence hypothesis test, it is stated that e-customer satisfaction can mediate the influence between e-service quality and customer loyalty.

Keywords: e-Service Quality, e-Customer Satisfaction, Customer Loyalty