

ABSTRACT

In the ever-evolving digital era, e-service quality and online customer reviews are becoming key factors that influence customer satisfaction and loyalty in online shopping. E-Service Quality includes aspects of reliability, efficiency, and interaction that customers feel while using electronic services. On the other hand, online customer reviews are feedback provided by customers who have used a product or service, which often serve as a reference for potential customers in making decisions. The purpose of this study is to examine the effect of e-service quality, online customer reviews on e-satisfaction and its impact on e-loyalty. This study uses quantitative methods with a sample of 100 people. The results of this study indicate that e-service quality and online customer reviews have a positive effect on e-satisfaction simultaneously and partially, e-satisfaction has a positive effect on e-loyalty and e-satisfaction can mediate the relationship between service quality, online customer reviews on e-loyalty.

Keywords: *Electronic Service Quality, Online Customer Reviews, Electronic Satisfaction and Electronic Loyalty*