

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* dan *e-trust* terhadap *e-satisfaction* serta implikasinya pada *e-loyalty* pengguna aplikasi Mister Aladin di Kota Bandung. Latar belakang penelitian ini didasari oleh rendahnya kepuasan dan loyalitas pengguna terhadap aplikasi Mister Aladin, yang tercermin dari peringkat yang rendah, ulasan negatif pengguna, serta fluktuasi jumlah kunjungan situs. Dalam penelitian ini menggunakan metode kuantitatif dengan sampel sebanyak 100 orang dan hasil penelitian menunjukkan bahwa *e-service quality* dan *e-trust* berpengaruh signifikan terhadap *e-satisfaction*, baik secara parsial maupun simultan. Selanjutnya, *e-satisfaction* memiliki pengaruh yang signifikan terhadap *e-loyalty*. Selain itu, ditemukan bahwa *e-service quality* dan *e-trust* juga memiliki pengaruh tidak langsung terhadap *e-loyalty* melalui *e-satisfaction*.

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

ABSTRACT

This study aims to determine the effect of e-service quality and e-trust on e-satisfaction and its implications on e-loyalty of Mister Aladin application users in Bandung City. The background of this study is based on the low satisfaction and loyalty of users towards the Mister Aladin application, which is reflected in the low rating, negative user reviews, and fluctuations in the number of site visits. This study used a quantitative method with a sample of 100 people and the results of the study showed that e-service quality and e-trust had a significant effect on e-satisfaction, both partially and simultaneously. Furthermore, e-satisfaction has a significant effect on e-loyalty. In addition, it was found that e-service quality and e-trust also have an indirect effect on e-loyalty through e-satisfaction.

Keywords: E-Service Quality, E-Trust, E-Satisfaction, E-Loyalty, and Mister Aladin