

ABSTRAK

Penelitian ini bertujuan untuk mengetahui pengaruh *E-Service Quality* terhadap *E-Loyalty* dengan *E-Satisfaction* sebagai variabel intervening pada pengguna aplikasi Grab di Kota Bandung. Penelitian ini menggunakan pendekatan deskriptif dan verifikatif dengan metode survei melalui penyebaran kuesioner kepada 100 responden yang merupakan pengguna Grab di Kota Bandung. Teknik analisis data yang digunakan adalah *path analysis* dengan bantuan software SmartPLS 4.1. Hasil penelitian menunjukkan bahwa *E-Service Quality* berpengaruh signifikan terhadap *E-Satisfaction* sebesar 43,1%, *E-Service Quality* berpengaruh signifikan terhadap *E-Loyalty* sebesar 35,5%, dan *E-Satisfaction* berpengaruh signifikan terhadap *E-Loyalty* sebesar 22,7%. Selain itu, *E-Satisfaction* terbukti mampu memediasi pengaruh *E-Service Quality* terhadap *E-Loyalty* dengan kontribusi sebesar 16,4%. Dengan demikian, *E-Satisfaction* terbukti menjadi variabel intervening dalam hubungan antara *E-Service Quality* terhadap *E-Loyalty* pengguna aplikasi Grab di Kota Bandung. Penelitian ini menegaskan pentingnya peningkatan kualitas layanan digital guna memperkuat kepuasan dan loyalitas pelanggan.

Kata Kunci: *E-Service Quality*, *E-Satisfaction*, *E-Loyalty*, Transportasi Online, Grab

ABSTRACT

This study aims to examine the effect of E-Service Quality on E-Loyalty with E-Satisfaction as an intervening variable among Grab users in Bandung City, both simultaneously and partially. The research employs a descriptive and verificative approach with a survey method through distributing questionnaires to 100 respondents who are Grab users in Bandung City. Data analysis was conducted using path analysis with the help of SmartPLS software. The results indicate that E-Service Quality significantly affects E-Satisfaction by 43.1%, E-Service Quality significantly affects E-Loyalty by 35.5%, and E-Satisfaction significantly affects E-Loyalty by 22.7%. Furthermore, E-Satisfaction was proven to mediate the effect of E-Service Quality on E-Loyalty with a contribution of 16.4%. Therefore, E-Satisfaction is confirmed as an intervening variable in the relationship between E-Service Quality and E-Loyalty among Grab users in Bandung City. This study emphasizes the importance of improving digital service quality to strengthen customer satisfaction and loyalty.

Keywords: *E-Service Quality, E-Satisfaction, E-Loyalty, Online Transportation, Gra*