

ABSTRACT

This study aims to determine the mediating role of e-satisfaction on the influence of e-service quality on e-loyalty (a study on Pollen Save consumers on Shopee. This study uses a descriptive and verification approach with a survey method through the distribution of questionnaires distributed to 90 respondents who are Pollen Save consumers. The data technique used is path analysis with the help of SmartPLS 4.1 software. The results of the study show that e-service quality has a significant and positive effect on e-satisfaction by 67.5%, e-service quality In addition to having a good and significant effect on e-loyalty by 24.1% and e-satisfaction has a good effect on e-loyalty by 58.9%. Thus, e-satisfaction is proven to be a mediating variable in the relationship between e-service quality on e-loyalty on Pollen Save on Shopee e-satisfaction and electronic loyalty.

Keywords: E-Service Quality, E-Satisfaction dan E-Loyalty