

ABSTRACT

Raihan Anandio Tendean, Analysis of E-Service Quality, E-Satisfaction, and E-Loyalty in Students of the Faculty of Economics and Business, University of Trunojoyo Madura Shopee Site Users. Under the guidance of Triana Setiyarini, S.E., M.M.

The purpose of this study is to Analyze the direct effect of e-service quality on e-satisfaction of shopee site users, Analyze the direct effect of e-service quality on e-loyalty of shopee user sites, Analyze the direct effect of e-satisfaction on e-loyalty of shopee user sites , Analyzing the indirect effect between e-service quality on e-loyalty through e-satisfaction of shopee user sites.

This type of research is causality quantitative approach. The sampling technique uses non-probability sampling method. The type of data used is primary data with data sources derived from questionnaires. The number of samples in this study were 100 respondents. The data analysis method used is descriptive analysis, validity and reliability testing. Data Analysis Techniques using Path Analysis and Hypothesis Test. Path analysis serves to test the indirect relationship between research variables. In the hypothesis test using partial regression coefficient test (T test) and sobel test (Sobel Test).

The results showed that (1) e-service quality had a significant effect on e-satisfaction on shopee site users, (2) e-service quality had no significant effect on e-loyalty on shopee site users, (3) e-satisfaction had a significant effect on Consumer e-loyalty on shopee site users, (4) e-service quality has a significant effect on e-loyalty indirectly through E-Satisfaction on shopee site users.

Keywords: e-service quality, e-satisfaction, e-loyalty

ABSTRAK

Raihan Anandio Tendean, Analisis *E-Service Quality*, *E-Satisfaction*, Dan *E-Loyalty* Pada Mahasiswa Fakultas Ekonomi Dan Bisnis Universitas Trunojoyo Madura Pengguna Situs Shopee. Dibawah bimbingan Triana Setiyarini, S.E., M.M.

Tujuan penelitian ini adalah Menganalisis pengaruh langsung antara *e-service quality* terhadap *e-satisfaction* pengguna situs shopee, Menganalisis pengaruh langsung antara *e-service quality* terhadap *e-loyalty* situs pengguna shopee, Menganalisis pengaruh langsung antara *e-satisfaction* terhadap *e-loyalty* situs pengguna shopee, Menganalisis pengaruh tidak langsung antara *e-service quality* terhadap *e-loyalty* melalui *e-satisfaction* situs pengguna shopee.

Jenis penelitian ini adalah kausalitas pendekatan kuantitatif. Teknik penarikan sampel menggunakan metode *non-probability sampling*. Jenis data yang digunakan ialah data primer dengan sumber data berasal dari Kuesioner. Jumlah sampel dalam penelitian ini adalah 100 responden. Metode analisis data yang digunakan adalah analisis deskriptif, uji validitas dan uji realibilitas. Teknik Analisis Data menggunakan Analisis jalur (Path Analysis) dan Uji Hipotesis. Analisis jalur berfungsi untuk menguji hubungan tidak langsung antarvariabel penelitian. Pada uji hipotesis menggunakan Uji koefisien regresi parsial (Uji T) dan uji sobel (Sobel Test).

Hasil penelitian menunjukkan bahwa (1) *e-service quality* berpengaruh signifikan terhadap *e-satisfaction* pada pengguna situs shopee, (2) *e-service quality* tidak berpengaruh signifikan terhadap *e-loyalty* pada pengguna situs shopee, (3) *e-satisfaction* berpengaruh signifikan terhadap *e-loyalty* konsumen pada pengguna situs shopee, (4) *e-service quality* berpengaruh signifikan terhadap *e-loyalty* secara tidak langsung melalui *E-Satisfaction* pada pengguna situs shopee.

Kata kunci :e-service quality, e-satisfaction, e-loyalty