

ABSTRACT

Riyan Putra Istiyana, *The Role of E-service Quality on Customer Loyalty Through Customer Satisfaction Study on GOJEK Application Users in Surabaya City. Under the Guidance of Dr. Mohammad Arief, S.E., M.M.*

This study aims to determine the effect of e-service quality on customer loyalty through customer satisfaction (Study on GOJEK application users in the city of Surabaya). Sampling in this study used non-probability sampling with purposive sampling technique. The results of this study indicate that the quality of e-service has a direct and significant effect on the variable of customer satisfaction, the quality of e-service has a direct and significant effect on the variable of customer loyalty, customer satisfaction has a direct and significant effect on the variable of customer loyalty and the quality of e-service has an effect on directly and significantly to customer loyalty without going through customer satisfaction

Keywords: E-service quality, Customer satisfaction, Customer loyalty

ABSTRAK

Riyan Putra Istiyana, Peran *E-service Quality* Terhadap Loyalitas Pelanggan Melalui Kepuasan Pelanggan Studi Pada Pengguna Aplikasi GOJEK Di Kota Surabaya. Dibawah Bimbingan Dr. Mohammad Arief, S.E., M.M.

Penelitian ini bertujuan untuk mengetahui tentang pengaruh *e-service quality* terhadap loyalitas pelanggan melalui kepuasan pelanggan (Studi pada pengguna aplikasi GOJEK di Kota Surabaya). Pengambilan sampel pada penelitian ini menggunakan *non-probability sampling* dengan teknik *purposive sampling*. Hasil dari penelitian ini menunjukkan bahwa *e-service quality* berpengaruh secara langsung signifikan terhadap variabel kepuasan pelanggan, *e-service quality* berpengaruh secara langsung dan signifikan terhadap variabel loyalitas pelanggan, kepuasan pelanggan berpengaruh secara langsung dan signifikan terhadap variabel loyalitas pelanggan dan *e-service quality* berpengaruh secara langsung dan signifikan terhadap loyalitas pelanggan tanpa melalui kepuasan pelanggan.

Kata Kunci: *E-service quality*, Kepuasan pelanggan, Loyalitas pelanggan