ABSTRACT

Information technology has opened a new chapter in the development of information in today's digital era, in addition to being used to access various information, information technology can be used as a means of payment, trade, marketing, service and education that can be used for personal or business purposes. Smartphone is one of the real examples of the development of information technology is very useful in human life through its applications.

This research was conducted at PT. Zomato Media Indonesia by measuring the influence between E-Service Quality as independent variable with Perceived Service Value as well as Customer Loyalty as dependent variable. This research was conducted by using quantitative method with a sample of 400 respondents and the type of descriptive causal research. Data collection is done through the spread of online and physical questionnaires. The method of analysis used is Structural Equation Modeling method with Partial Least Square type.

This study found E-Service Quality has a positive and significant impact on Perceived Service Value as well as Customer loyalty Zomato, where E-Service Quality can encourage the loyalty of Zomato Mobile Apps users.Keyword: E-Service Quality, Perceived Service Value, Customer Loyalty

Keywords: Customer Loyality, E-Service Quality, Perceived Service Value