

ABSTRACT

In the modern era currently technological progress growing rapidly and leads us to the digital base and mobile. Phenomenon for the banking industry to innovate in terms of payments electronically we can call it e-money. E-money appear triggered by the presence of the expectations of the public now. The current payment system required to serve any need the community in the transfer of funds to effective and efficient. One The result of this research has order to determine e-service quality effect on customer satisfaction and customer loyalty on customers Gopay Indonesia. The questionnaire collected in an online manner to use google form about 400 respondents. Data processing using Structural Equation Model (SEM) using program assistance AMOS 24. Based on the result of the study found that the e-service quality have a positive influence of customer satisfaction, where customer satisfaction itself has a positive on customer loyalty, but in this result for e-service quality haven't a positive influence of customer loyalty.

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