ABSTRACT

Changes in society trend in making beauty products as their main needs in line with technological developments that make digital business competition increase. Therefore, e-commerce engaged in beauty, named Sociolla, released a new application called SOCO by Sociolla. This application integrates its features such as Beauty Journal and Sociolla into the same platform. This is to facilitate users in shopping activities that can be interspersed with reading reviews as well as articles. However, in practice, this application is considered to provide unsatisfactory service quality so that it will affect the loyalty of its users. This can be seen from the reviews on the App Store and Google Play. Those were about its performance, ease of navigation, interaction and transaction efficiency, and security of transactions in application. The existence of complaints from these users affects the rating obtained by SOCO which tends to be low.

The purpose of this study is to determine whether there is a relationship between E-Service Quality on E-Customer Satisfaction, E-Service Quality on E-Customer Loyalty, and the relationship between E-Customer Satisfaction and E-Customer Loyalty in SOCO by Sociolla.

The research method used is a quantitative method by distributing online questionnaires to 400 people that use SOCO by Sociolla. Then, the data analysis technique used in this study is Structural Equation Modeling (SEM) assisted by AMOS 24 software.

Based on the results of hypothesis testing found that E-Service Quality has a positive relationship with E-Customer Satisfaction. Furthermore, E-Service Quality does not have a positive relationship with E-Customer Loyalty. In addition, it was also found that there was a positive relationship between E-Customer Satisfaction and E-Customer Loyalty.

It can be concluded that from the three hypothesis tests in this study, only two hypotheses were supported and one hypothesis was not supported. This research is expected to give benefits and insights to other researchers as well as companies regarding E-Service Quality, E-Customer Satisfaction and E-Customer Loyalty in applications, and can be used as an evaluation for the SOCO by Sociolla for the company.

Keywords: *E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty, SEM, SOCO by Sociolla.*