

## ABSTRACT

*Indonesia continues to experience growth of Internet users increasingly remarkable according to the results of a survey that has been carried out by APJII, the current number of internet users has reached 132.7 million users or it can be said that internet penetration in the Indonesia has already exceeded half of the total population of Indonesia namely amounting to 51.8%. In addition, Indonesia has been the community aware of the benefits of the internet, one in economics. Company Traveloka took the opportunity of the condition where e-commerce is growing and interest. Traveloka is a company with the highest total visits and defeated its competitors of the company namely Misteraladin, Pegipegi.com and Agoda by occupying the first rank on Top Brand survey Index.*

*Data collection on this research was conducted through the dissemination of a questionnaire online through social media like Instagram, Whatsapp, Line, and Facebook. The number of respondents that were used in this study as much of 404 persons who are domiciled in Indonesia and never book a hotel through Traveloka. In hypothesis testing, analysis techniques were used, namely Structural Equation Modeling (SEM) application SmartPLS 3.2.8.*

*The results of this research show that Functionality influential significantly to Perceived Service Quality, Customer Experiential Aspects of significant effect against the Perceived Service Quality, influential Reputation significantly to Perceived Service Quality, Perceived Service Quality effect significantly to Customer Satisfaction, Customer Satisfaction significantly as influential media relationship between Perceived Service Quality and Return Intention, Customer Satisfaction effect significantly to Return Intention, Return Intention as significant as influential media peghubung between Customer Satisfaction with the E-Customer Loyalty, Return Intention influential significantly to Customer E-Loyalty.*

*Keywords: Website Quality, Perceived Service Quality, Customer e-Loyalty*