ABSTRACT

Indonesia is currently in the 15th position according to internet users according to internetworldstats. Along with the development of the internet, the phenomenon of online shopping has also increased. E-Commerce users have increased by 15% from a total of 138 million users in 2020. The total from the increase until the end of February 2021 is that there have been recorded as many as 159 million users in Indonesia. Companies continue to compete in improving the quality of their services in order to create satisfaction and loyalty to the e-commerce brand itself. This study aims to determine how much influence the dimensions of E-service quality have on e-customer satisfaction and its impact on e-customer loyalty of JD.ID customers in Indonesia.

This research was conducted using a quantitative method by distributing online questionnaires to 400 JD.ID customers. The data analysis technique used is the Structural Equation Modeling (SEM) method with the help of SmartPLS 3 software.

The findings in this study are the dimensions of efficiency have a positive influence on e-customer satisfaction, then the dimensions of fulfillment and privacy have a positive influence on e-customer satisfaction. The e-customer satisfaction variable has a positive effect on e-customer loyalty. It was also found that the reliability dimension did not have a positive effect on e-customer satisfaction. Which means that there are still many cases regarding customer complaints, especially JD.id website users who experience site technical problems when placing an order. this can be an evaluation for JD.id website developers to do more frequent maintenance on their website so that customers feel satisfied in making transactions.

Based on the results of this study, it is hoped that it can provide benefits and insights to future researchers and companies regarding the dimensions of e-service quality, e-customer satisfaction and e-customer loyalty on the JD.id site, and can be used as an evaluation for the developer. JD.id website for the sake of the company.

Keyword: E-Service Quality, Efficiency, Reliability, Fulfillment, Privacy, E-Customer Satisfaction, E-Customer Loyalty, JD.id