

ABSTRACT

The rapid development of the digital economy in Indonesia has had a positive impact on the national economy, one of which is the growth of various online trading platforms or e-commerce. The use of e-commerce has increased as a result of the Covid-19 or corona outbreak, due to government regulations that require people to keep their distance from each other and also Large-Scale Social Restrictions (PSBB). With these regulations, people are required to stay in their respective homes and cause activities outside the home to be reduced. So that many people use e-commerce as a place to shop rather than having to leave the house. Customer satisfaction is also a benchmark for a company to maintain customer loyalty.

This study aims to determine the effect of on e-customers loyalty through e-customers satisfaction as an intervening variable. The method used in this research is quantitative with descriptive and causal research and SEM-PLS analysis method. The sampling technique used is a non-probability sampling technique, using the slovin formula with a sample of 100 respondents who have used the Shopee e-commerce application in Batam City.

The results of testing the effect of using a structural model show that e-service quality does not have a direct and significant effect on e-customer loyalty, then e-service quality has a direct positive and significant effect on e-customers satisfaction, then e-customers satisfaction has a direct positive effect. and significant to e-customers loyalty. Tests using intervening variables show that electronic customer satisfaction mediates the effect of electronic service quality on electronic customer loyalty. This illustrates that the decline in e-customers loyalty in the Shopee e-commerce application is determined by e-customers satisfaction, and the increase in e-customers satisfaction in the Shopee e-commerce application is determined by several factors, including e-service quality.

Keywords: E-Service Quality, E-Customers Satisfaction, E-Customers Loyalty.