

ABSTRACT

Soco by Sociolla is an application owned by Sociolla which is a platform to integrate its users into pre-owned media, such as Beauty Journal which contains beauty articles or to Sociolla itself to make purchases of beauty care products. The presence of Soco selection is expected to perfect the experience of shopping for beauty products online. Users can download the Soco app on the Play Store or App Store to enjoy online shopping services on the Soco app. In its use, the Soco application still has some shortcomings and constraints, it can be seen from the ratings contained in the Play Store and App Store. Of the many complaints given by App Store and Play Store users about the Soco application, most of the users commented on the application service which was considered still unsatisfactory. Such user dissatisfaction can affect user loyalty to the Soco application. Users expect improvements and development of the application so that later users can feel comfortable and satisfied in shopping in the Soco application. Because the quality of electronic services affects the decision of purchase and loyalty of its users. The purpose of this study is to find out the effect of E-service quality on E-customer loyalty through E-customer satisfaction as an intervening variable.

The methods in this study are descriptive and causal with a quantitative approach. Sampling is done using a non probability sampling method that is purposive sampling. In this study, researchers used online questionnaires that each asked five possible answers that respondents had to choose. The number of respondents obtained as many as 100 respondents. The data analysis technique used in this study is SEM PLS analysis processed using SmartPls.

According to the results of the study showed E-customer satisfaction has a positive and significant influence on E-customer loyalty. According to the results of the study showed E-service quality is influential but not significant to E-customer loyalty. According to the results of the study showed that E-customer loyalty has a positive and significant effect on E-customer satisfaction. E-customer satisfaction has a positive and significant influence in mediating E-service quality relationships with E-customer loyalty.

Keywords: E-service Quality, E-trust, E-customer satisfaction, E-customer loyalty