ABSTRACT

The purpose of this study is to determine and analyze the effect of E-Service Quality on E-Customer Loyalty through E-Customer Satisfaction as an intervening variable in the Zalora application in Indonesia. This type of research is a causal descriptive study with a quantitative approach. Data was collected by distributing online questionnaires to users of the Zalora application with a sample of 108 people who were determined using the non-probability sampling method and using the structural equation model (SEM). The data analysis technique used is Partial Least Square with SmartPLS 3.0 software and a significance level of 5%.This study concludes that E-Service Quality has a positive and significant effect on E-Customer Satisfaction, E-Customer Satisfaction has a positive and significant effect on E-Customer Loyalty, E-Service Quality has a significant but not significant effect on E-Customer Loyalty, E-Service Quality has a positive and significant effect on E-Customer Loyalty through E-Customer Satisfaction on the Zalora application. Therefore, Zalora needs to consider increasing E-Service Quality and E-Customer Satisfaction for users because it will affect E-Customer Loyalty.

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