

ABSTRACT

JD.ID is a marketplace known as the top e-commerce in Indonesia but has decreased in terms of user visits. E-loyalty is a customer's commitment to a brand, store, or supplier based on positive traits and purchases in consistent repeat purchases. In the context of e-commerce, loyal customers are considered very valuable. It is because loyal customers need information and works as a source of information for other customers.

This study aimed to analyze the effect of e-service quality on e-satisfaction and e-loyalty of JD.ID customers.

This study used a conclusive (causal) quantitative method. This study involved 400 respondents who are JD.ID customers throughout Indonesia were collected using a questionnaire. Data analysis using WarpPLS 7.0.

The results of data analysis show that (1) there is a positive and significant effect of e-service quality on customer e-satisfaction with the JD.ID website; (2) there is a positive and significant effect on the quality of e-service on the e-loyalty of JD.ID website customers; (3) there is a significant positive and significant effect of e-satisfaction on the e-loyalty of JD.ID website customers; (4) e-satisfaction can partially mediate/intervention the effect of e-service quality on the e-loyalty of JD.ID's customer website.

Therefore, research provides recommendations to JD.ID to improve aspects that still have less value, for example, user-friendly on the e-service quality variable so that the website user can reduce bugs or disturbances during accessing the site so that it is easier to understand and easy to use by consumers because in this aspect it has the lowest average value.

Keywords: e-service quality, e-satisfaction, e-loyalty