ABSTRACT

The development of internet technology has brought significant changes in various aspects of human life. The high internet penetration in Indonesia allows businesses to utilize e-commerce to expand online fashion sales. Uniqlo is one of the companies that has introduced an application to facilitate customers in shopping for fashion products online. However, there are various complaints from users regarding the e-service quality provided by Uniqlo, which affects customer e-satisfaction and prevents e-loyalty from being formed. The objective of this research is to analyze the influence of e-service quality on customer e-satisfaction and e-loyalty among users of the Uniqlo application.

The research method used in this study is quantitative. Data was collected through the distribution of questionnaires to a sample of 400 respondents, who are users of the Uniqlo application. The data analysis technique used was Structural Equation Modeling-Partial Least Square (SEM-PLS), processed using the SmartPLS application. The results of the study indicate that e-service quality has a significant positive influence on e-satisfaction, and e-service quality also has a significant positive influence on customer e-loyalty towards the Uniqlo application.

Keywords*: E-Service Quality; E-Satisfaction; E-Loyalty*