

## **ABSTRACT**

*In the online travel agency business sector, it is indicated that there are still many complaints about service quality related to customer satisfaction. This research aims to analyze the influence of e-service quality on e-customer satisfaction and its impact on e-customer loyalty on the Tiket.com application.*

*This research uses the E-Service Quality variable which includes indicators of Site Organization, Efficiency, User Friendliness, Personal Need, Fulfillment, Security which influence the E-Customer Satisfaction variable and also influence the E-Customer Loyalty variable.*

*The research method used in this research is a descriptive quantitative method with data collection techniques through questionnaires with a total of 260 respondents. Respondents were asked to provide their perceptions on five Likert scales on 34 questions. The data analysis technique used in this research uses SEM PLS.*

*In the results of this research, it was found that Fulfillment, Security, User Friendliness had a positive and significant effect on E-customer Satisfaction. The variables Site Organization, Reliability, Personal Need have a positive and insignificant effect on E-Customer Satisfaction. Efficiency has a negative effect on E-Customer Satisfaction. Meanwhile, the E-Customer Satisfaction variable has a positive and significant effect on E-Customer Loyalty. These results indicate that with the implementation of e-customer satisfaction, Tiket.com has provided online services very well in maintaining the satisfaction of its electronic customers so that it has an impact on customer loyalty towards the Tiket.com application.*

**Keywords:** *Online Travel Agent (OTA), Tiket.com, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty.*