

ABSTRACT

Competition in the e-commerce business is getting tighter along with the growth of internet users and the development of the e-commerce industry in Indonesia. E-commerce business players are competing to create business strategies to attract and retain customers by offering advantages such as better service that can satisfy customers and create customer loyalty. Based on this, Bukalapak experienced a decrease in the number of visitors throughout 2020-2023. This research aims to analyze the influence of e-service quality on e-customer loyalty with e-customer satisfaction as an intervening variable in the Bukalapak Indonesia application.

The research uses quantitative methods with descriptive and causal research types. The sample technique was determined using a probability sampling technique, namely simple random sampling. The sample used was 302 respondents who were distributed to Indonesian Bukalapak application users who had made purchases on the Bukalapak application twice and were active users for the last six months. The questionnaire items used were 30 items, which were distributed in the form of a Google Form. The data analysis technique uses Partial Least Squares with SmartPLS software version 4.1.0.6.

The research results show 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 positive and significant effect on e-customer loyalty, e-service quality has a positive and significant effect on e-customer loyalty which is mediated by the e-customer satisfaction variable. In this research, overall it is quite good, but Bukalapak's service needs to be improved in order to maintain customer satisfaction and customer loyalty when using the Bukalapak application.

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