

ABSTRACT

This study analyzes the effect of Modified E-Servqual on E-Customer Satisfaction and E-Customer Loyalty in the BYOND by BSI application. A quantitative approach was employed using Structural Equation Modeling (SEM) with SmartPLS 4.1.1. Data were collected through an online questionnaire distributed to 400 BYOND users via WhatsApp, Instagram, and Discord. The examined dimensions include site organization, responsiveness, reliability, user-friendliness, personal need, and efficiency, along with their relationships to electronic customer satisfaction and electronic customer loyalty. The results indicate that E-Service Quality and E-Customer Satisfaction significantly influence E-Customer Loyalty. Overall, E-Service Quality, E-Customer Satisfaction, and E-Customer Loyalty make positive and meaningful contributions to BYOND users' experiences. The practical implication for BSI is to focus on enhancing service quality and user-experience design particularly usability, system reliability, fulfillment of personal needs, and transaction efficiency so that satisfaction increases and loyalty strengthens. These findings also suggest priorities for continuous improvement, usability testing, optimization of service flows, and periodic performance monitoring.

Keywords: *Modified E-Service Quality, E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty, BYOND by BSI*