

ABSTRACT

WHETHER E-SERVICE QUALITY AND E-TRUST ARE ABLE TO INFLUENCE E-CUSTOMER LOYALTY THROUGH E-CUSTOMER SATISFACTION ON E-COMMERCE LAZADA IN BANDUNG CITY

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ABSTRACT

This study aims to determine the effect of e-service quality and e-trust on e-loyalty, with e-satisfaction as an intervening variable for Lazada Application customers who live in Bandung. The study is a descriptive and causal research. The sampling technique used nonprobability sampling with total of 100 people. This research uses quantitative methods with descriptive analysis techniques and path analysis. The results of the questionnaire were measured using a Likert scale. Data processing was performed by using SPSS 26. The results showed that e-service quality and e-trust have an influence on e-satisfaction; and e-service quality and e-trust have an influence on e-loyalty with e-satisfaction as an intervening variable. In conclusion, the results of this study prove that although e-service quality and e-trust have no effect on e-loyalty, e-loyalty is strongly influenced by e-satisfaction; and e-consumer satisfaction on Lazada is greatly influenced by the e-service quality provided by Lazada, and consumer e-trust in the Lazada application.

Keywords: E-Service Quality, E-Trust, E-Customer Loyalty, E-Satisfaction.

ABSTRAK

APAKAH *E-SERVICE QUALITY* DAN *E-TRUST* MAMPU MEMPENGARUHI *E-CUSTOMER LOYALTY* MELALUI *E-CUSTOMER SATISFACTION* PADA *E-COMMERCE LAZADA* DI KOTA BANDUNG

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ABSTRAK

Studi dalam penelitian ini untuk mengetahui pengaruh *e-service quality* dan *e-trust* terhadap *e-loyalty* dengan *e-satisfaction* sebagai variabel intervening pada pelanggan Aplikasi Lazada yang berdomisili di Bandung. Penelitiannya berjenis deskriptif dan kausal. Pengambilan sampelnya memakai nonprobability sampling sejumlah 100 orang. Penelitian memakai metode kuantitatif dengan teknik analisis deskriptif dan path analysis. Hasil angket diukur menggunakan skala likert. Pengolahan data dilakukan menggunakan SPSS 26. Hasil penelitiannya membuktikan jika *e-service quality* dan *e-trust* memiliki pengaruh terhadap *e-satisfaction* serta *e-service quality* dan *e-trust* memiliki pengaruh terhadap *e-loyalty* dengan *e-satisfaction* sebagai variabel intervening. Hasil penelitiannya membuktikan jika *e-service quality* dan *e-trust* tidak berpengaruh terhadap *e-loyalty* namun *e-loyalty* sangat dipengaruhi oleh *e-satisfaction* dimana *e-satisfaction* konsumen pada Lazada sangat dipengaruhi oleh *e-service quality* yang diberikan oleh Lazada dan *e-trust* konsumen terhadap aplikasi Lazada.

Kata Kunci: *E-Service Quality*, *E-Trust*, *E-Customer Loyalty*, *E-Satisfaction*.