

ANALYSIS OF THE INFLUENCE OF E-SERVICE QUALITY AND E-TRUST ON E-CUSTOMER LOYALTY THROUGH E-CUSTOMER SATISFACTION AMONG E-COMMERCE CONSUMERS

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Abstract

The growth of e-commerce in Indonesia, including Tokopedia, has created new challenges related to the quality of digital services and consumer trust electronically. Various user complaints regarding service reliability, transaction security, and problem handling demonstrates the importance of improving the quality of electronic services and strengthening trust in maintaining customer loyalty. This study aims to analyze the influence of e-service quality and e-trust on e-customer loyalty, with e-customer satisfaction as a mediating variable among Tokopedia consumers. The research method used a quantitative approach with a sample of 125 respondents and SEM-PLS analysis. The results showed that e-service quality and e-trust influenced e-customer satisfaction. In addition, e-service quality influenced e-customer loyalty, while e-trust did not directly influence e-customer loyalty. The e-customer satisfaction variable was proven to influence e-customer loyalty and mediate the relationship between e-service quality and e-trust on e-customer loyalty. These findings confirm that improving service quality and customer trust electronically are crucial factors in building e-customer satisfaction and e-customer loyalty among Tokopedia users.

Keywords: *E-Service Quality, E-Trust, E-Customer Loyalty, E-Customer Satisfaction, E-Commerce*

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Abstrak

Pertumbuhan *e-commerce* di Indonesia, termasuk Tokopedia, memunculkan tantangan baru terkait kualitas layanan digital dan kepercayaan konsumen secara elektronik. Berbagai keluhan pengguna mengenai keandalan layanan, keamanan transaksi, dan penanganan masalah menunjukkan pentingnya peningkatan kualitas layanan elektronik serta penguatan kepercayaan dalam mempertahankan loyalitas pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh *e-service quality* dan *e-trust* terhadap *e-customer loyalty* dengan *e-customer satisfaction* sebagai variabel mediasi pada konsumen Tokopedia. Metode penelitian menggunakan pendekatan kuantitatif dengan sampel sebanyak 125 responden dan analisis SEM-PLS. Hasil penelitian menunjukkan bahwa *e-service quality* dan *e-trust* berpengaruh terhadap *e-customer satisfaction*. Selain itu, *e-service quality* berpengaruh terhadap *e-customer loyalty*, sedangkan *e-trust* tidak berpengaruh langsung terhadap *e-customer loyalty*. Variabel *e-customer satisfaction* terbukti memberikan pengaruh terhadap *e-customer loyalty* serta memediasi hubungan antara *e-service quality* dan *e-trust* terhadap *e-customer loyalty*. Temuan ini menegaskan bahwa peningkatan kualitas layanan dan kepercayaan pelanggan menjadi faktor krusial dalam membangun kepuasan dan loyalitas pengguna Tokopedia.

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