

**THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON
E-CUSTOMER LOYALTY OF ITEMKU.COM USERS THROUGH
E-CUSTOMER SATISFACTION AS AN INTERVENING VARIABLE**

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Abstract

The digital item business in online games reflects a significant shift in the digital economy, where the trading of skins, weapons, and accessories has become an integral part of the gaming industry. Itemku, as a digital item marketplace platform, faces challenges related to e-service quality and e-trust, which may influence e-customer satisfaction and e-customer loyalty. Brand loyalty is formed when consumers perceive that a brand or service is able to fulfill their needs better than competing alternatives. This study aims to analyze the effects of e-service quality and e-trust on e-customer loyalty, with e-customer satisfaction serving as an intervening variable. A total of 180 Itemku users in DKI Jakarta participated in this study, and the data were analyzed using SEM-PLS through SmartPLS 4. The results indicate that e-service quality and e-trust have a significant effect on e-customer satisfaction. E-service quality does not have a direct effect on e-customer loyalty, whereas e-trust has a significant effect. E-customer satisfaction also significantly influences e-customer loyalty. Mediation analysis confirms full mediation in the effect of e-service quality and partial mediation in the effect of e-trust on e-customer loyalty. These findings suggest that technical improvements in digital services alone are insufficient to directly establish e-customer loyalty. Therefore, Itemku needs to further strengthen service consistency, including complaint handling speed, clarity of transaction security systems, availability of customer service, and transparent compensation mechanisms, in order to enhance e-customer loyalty..

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

**PENGARUH *E-SERVICE QUALITY* DAN *E-TRUST* TERHADAP
E-CUSTOMER LOYALTY PADA PELANGGAN *ITEMKU.COM* MELALUI
E-CUSTOMER SATISFACTION SEBAGAI VARIABEL *INTERVENING***

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Abstrak

Bisnis item digital dalam *game online* menunjukkan pergeseran signifikan dalam ekonomi digital, di mana penjualan skin, senjata, dan aksesoris menjadi bagian integral industri game. *Itemku* sebagai platform jual beli item digital menghadapi tantangan terkait kualitas layanan dan tingkat *e-trust* yang dapat memengaruhi *e-customer satisfaction* serta *e-customer loyalty*. Loyalitas merek terbentuk ketika konsumen menilai bahwa suatu merek atau layanan mampu memenuhi kebutuhan mereka lebih baik dibandingkan merek lain. Penelitian ini bertujuan untuk menganalisis pengaruh *E-Service Quality* dan *E-Trust* terhadap *E-Customer Loyalty* dengan *E-Customer Satisfaction* sebagai variabel *intervening*. Sebanyak 180 responden pengguna *Itemku* di DKI Jakarta berpartisipasi dalam penelitian ini, dan data dianalisis menggunakan SEM-PLS melalui SmartPLS 4. Hasil penelitian menunjukkan bahwa *E-Service Quality* dan *E-Trust* berpengaruh signifikan terhadap *E-Customer Satisfaction*. *E-Service Quality* tidak berpengaruh langsung terhadap *E-Customer Loyalty*, sedangkan *E-Trust* berpengaruh signifikan. *E-Customer Satisfaction* juga berpengaruh signifikan terhadap *E-Customer Loyalty*. Analisis mediasi mengonfirmasi mediasi penuh pada pengaruh *E-Service Quality* serta mediasi parsial pada pengaruh *E-Trust* terhadap *E-Customer Loyalty*. Temuan ini mengindikasikan bahwa peningkatan layanan digital secara teknis belum mampu secara langsung membentuk *e-customer loyalty*. *Itemku* masih perlu memperkuat konsistensi layanan seperti kecepatan penanganan keluhan, kejelasan sistem keamanan transaksi, ketersediaan layanan pelanggan, serta mekanisme kompensasi yang transparan sehingga dapat mendorong *e-customer loyalty*.

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