

**PENGARUH E-SERVICE QUALITY TERHADAP E-LOYALTY YANG
DIMEDIASI OLEH VARIABEL E-SATISFACTION PADA PENGGUNA
TRAVELOKA**

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Penelitian ini bertujuan untuk mengetahui apakah: 1) ada pengaruh *e-service quality* terhadap *e-loyalty*, 2) ada pengaruh *e-service quality* terhadap *e-satisfaction*, 3) ada pengaruh *e-satisfaction* terhadap *e-loyalty*, 4) *e-satisfaction* memediasi pengaruh *e-service quality* terhadap *e-loyalty*, 5) ada perbedaan *e-loyalty* pada laki-laki dan perempuan. Populasi pada penelitian ini adalah seluruh masyarakat Yogyakarta yang pernah melakukan transaksi pada Traveloka minimal 3 kali. Teknik pengambilan sampel menggunakan *purposive sampling*, data diperoleh dengan membagikan kuesioner *online* dengan jumlah responden sebanyak 104. Teknik analisis data pada penelitian ini adalah *Partial Least Square* menggunakan WarpPLS 7.0 dan SPSS 25. Hasil penelitian menunjukkan bahwa: 1) ada pengaruh *e-service quality* terhadap *e-loyalty*, 2) ada pengaruh *e-service quality* terhadap *e-satisfaction*, 3) ada pengaruh *e-satisfaction* terhadap *e-loyalty*, 4) *e-satisfaction* memediasi pengaruh *e-service quality* terhadap *e-loyalty*, 5) tidak ada perbedaan *e-loyalty* antara laki-laki dan perempuan.

Kata kunci: *e-service quality, e-satisfaction, e-loyalty*

ABSTRACT

THE INFLUENCE OF E-SERVICE QUALITY ON E-LOYALTY MEDIATED BY E-SATISFACTION VARIABLE OF TRAVELOKA USERS

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The objective of this research is to determine whether: 1) there is any influence of e-service quality on e-loyalty, 2) there is any influence e-service quality on e-satisfaction, 3) there is any influence e-satisfaction on e-loyalty, 4) e-satisfaction mediates influence of e-service quality on e-loyalty, 5) there is any difference between women's and men's e-loyalty. The population studied in this research is Yogyakarta citizen who transact using Traveloka with minimum 3 transaction. Samples were collected using Purposive Sampling. The data were collected by online questionnaire answered by 104 respondents. The analysis was conducted by Partial Least Square method using WarpPLS 7.0 and SPSS 25. The results show that: 1) there was an influence of e-service quality on e-loyalty, 2) there was an influence of e-service quality on e-satisfaction, 3) there was an influence e-satisfaction on e-loyalty, 4) e-satisfaction mediated the influence of e-service quality on e-loyalty, 4) there was no difference between women's and men's e-loyalty.

Keyword: e-service quality, e-satisfaction, e-loyalty