

## ABSTRAK

**PERAN *E-SERVICE QUALITY*, *E-WORD OF MOUTH*, DAN *CONTENT MARKETING* PADA *CUSTOMER LOYALTY* YANG DIMEDIASI KEPUASAN PELANGGAN TOKO CEBONG SECOND STUFF**

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2024

Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *e-service quality* terhadap *customer loyalty* (2) pengaruh *e-word of mouth* terhadap *customer loyalty* (3) Pengaruh *content marketing* terhadap *customer loyalty* (4) pengaruh *e-service quality* terhadap *customer loyalty* yang dimediasi kepuasan pelanggan (5) pengaruh *e-word of mouth* terhadap *customer loyalty* yang dimediasi kepuasan pelanggan (6) pengaruh *content marketing* terhadap *customer loyalty* yang dimediasi kepuasan pelanggan. Populasi yang digunakan pada penelitian ini adalah pelanggan yang pernah melakukan pembelian produk pakaian pada toko Cebong Second Stuff di Yogyakarta. Teknik pengambilan sampel pada penelitian ini menggunakan *non probability sampling*. Data diperoleh dengan membagikan kuesioner kepada 100 responden pelanggan Cebong Second Stuff. Teknik analisis data yang digunakan adalah *Partial least Square* dengan *software* SmartPLS versi 3.0. Hasil penelitian menunjukkan bahwa: 1) *e-service quality* tidak berpengaruh positif terhadap *customer loyalty* 2) *e-word of mouth* tidak berpengaruh positif terhadap *customer loyalty* 3) *content marketing* berpengaruh positif terhadap *customer loyalty* 4) *e-service quality* berpengaruh positif terhadap *customer loyalty* yang dimediasi kepuasan pelanggan 5) *e-word of mouth* berpengaruh positif terhadap *customer loyalty* yang dimediasi kepuasan pelanggan 6) *content marketing* berpengaruh positif terhadap *customer loyalty* yang dimediasi kepuasan pelanggan.

Kata Kunci: *E-Service Quality*, *E-Word of Mouth*, *Content Marketing*, Kepuasan Pelanggan dan *Customer Loyalty*

**ABSTRACT**

***THE ROLE OF E-SERVICE QUALITY, E-WORD OF MOUTH, AND  
CONTENT MARKETING IN CUSTOMER LOYALTY MEDIATED BY  
CUSTOMER SATISFACTION AT THE CEBONG SECOND STUFF STORE***

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*This study aims to find out: (1) the effect of e-service quality on customer loyalty (2) the effect of e-word of mouth on customer loyalty (3) the effect of content marketing on customer loyalty (4) the effect of e-service quality on customer loyalty mediated by customer satisfaction (5) the effect of e-word of mouth on customer loyalty mediated by customer satisfaction (6) the effect of content marketing on customer loyalty mediated by customer satisfaction. The population used in this study are customers who have purchased clothing products at the Cebong Second Stuff store in Yogyakarta. The sampling technique in this study used non probability sampling. Data was obtained by distributing questionnaires on the 100 Cebong Second Stuff customer respondents. The data analysis technique used is Partial least Square with SmartPLS software version 3.0. The results showed that: 1) e-service quality has no positive effect on customer loyalty 2) e-word of mouth has no positive effect on customer loyalty 3) content marketing has a positive effect on customer loyalty 4) e-service quality has a positive effect on customer loyalty mediated by customer satisfaction 5) e-word of mouth has a positive effect on customer loyalty mediated by customer satisfaction 6) content marketing has a positive effect on customer loyalty mediated by customer satisfaction.*

*Keywords: E-Service Quality, E-Word of Mouth, Content Marketing, Customer Satisfaction and Customer Loyalty*