

ABSTRAK

PENGARUH *E-SERVICE QUALITY*, *WEBSITE QUALITY*, DAN *CUSTOMER EXPERIENCE* TERHADAP *CUSTOMER LOYALTY* STEAM PADA MAHASISWA UNIVERSITAS SANATA DHARMA YOGYAKARTA

Alexander Wisnu Samodra
Universitas Sanata Dharma
Yogyakarta
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Penelitian ini bertujuan untuk mengetahui: (1) pengaruh *e-service quality* terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta; (2) pengaruh *website quality* terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta; (3) pengaruh *customer experience* terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta. Penelitian ini menggunakan pendekatan kuantitatif dengan teknik pengambilan sampel *insidental sampling*, dengan jumlah 104 responden. Teknik analisis yang digunakan dalam penelitian ini adalah teknik analisis regresi linear berganda, dengan menggunakan SPSS 25. Hasil dari penelitian ini: (1) *e-service quality*, *website quality*, *customer experience* berpengaruh secara silmutan terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta (2) *e-service quality* berpengaruh secara parsial terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta; (3) *website quality* tidak berpengaruh secara parsial terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta; (4) *customer experience* berpengaruh secara parsial terhadap *customer loyalty* Steam pada mahasiswa Universitas Sanata Dharma Yogyakarta.

Kata Kunci: *E-Service Quality*, *Website quality*, *Customer experience*, *Customer loyalty*.

ABSTRACT

THE EFFECT OF E-SERVICE QUALITY, WEBSITE QUALITY, AND CUSTOMER EXPERIENCE ON CUSTOMER LOYALTY OF STEAM AMONG STUDENTS AT SANATA DHARMA UNIVERSITY YOGYAKARTA

Alexander Wisnu Samodra
Sanata Dharma University
Yogyakarta
2025

This study aims to determine: (1) the effect of e-service quality on Steam customer loyalty among students at Sanata Dharma University Yogyakarta; (2) the effect of website quality on Steam customer loyalty among students at Sanata Dharma University Yogyakarta; (3) the effect of customer experience on Steam customer loyalty among students at Sanata Dharma University Yogyakarta. This study employs a quantitative approach using incidental sampling technique, with a sample size of 104 respondents. The analysis technique used in this study is multiple linear regression analysis, utilizing SPSS 25. The results of this study indicate: (1) e-service quality, website quality, and customer experience simultaneously influence Steam customer loyalty among students at Sanata Dharma University Yogyakarta; (2) e-service quality partially influences Steam customer loyalty among students at Sanata Dharma University Yogyakarta; (3) website quality does not partially influence Steam customer loyalty among students at Sanata Dharma University Yogyakarta; (4) Customer experience partially influences Steam customer loyalty among students at Sanata Dharma University Yogyakarta.

Keywords: E-Service Quality, Website quality, Customer experience, Customer loyalty.