

ABSTRACT

In the online e-commerce business sector, it is indicated that there is a contradiction that although there are still many complaints about the quality of service, it does not affect customer satisfaction. This study aims to analyze the effect of e-trust and e-service quality directly or through e-customer satisfaction as an Intervening variable in the Tokopedia application. A total of 259 respondents who have used the Tokopedia application were taken as samples using a non-probability sampling method, namely purposive sampling. Respondents were asked to provide their perceptions on five ordinal scales of 16 statement items.

Before testing the hypothesis, the fit of the model is tested with a set of goodness of fit criteria. Six interrelated hypotheses to form a structural equation model (SEM) were tested for significance by the T test and then the strength of their influence was measured. All calculations for testing are carried out with LISREL 8.8 software.

This study recommends effective ways to increase loyalty to the e-commerce industry and strengthens research on e-loyalty sourced from e-trust, e-service quality and e-customer satisfaction. The results of the study state that e-service quality has the highest influence on e-loyalty because the e-service quality that has been built by Tokopedia has been running quite well.

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