

ABSTRACT

The purpose of this study is to analyze the influence of electronic service quality on e-service quality by using electronic customer satisfaction as a mediating variable. This research focuses on users of the LinkAja application, a digital wallet operating in Indonesia. Data were collected using a survey methodology from active users of the LinkAja application.

The findings indicate that electronic service quality has a positive and significant effect on electronic customer satisfaction. In addition, electronic service quality has been proven to have a positive impact on electronic customer loyalty. Furthermore, the study demonstrates that electronic customer satisfaction plays an important mediating role in the relationship between electronic service quality and electronic customer loyalty. These results suggest that in order to enhance customer loyalty, companies should focus on improving the quality of electronic services, which in turn can increase customer satisfaction.

This study uses a quantitative approach by distributing questionnaires to 400 respondents, with 333 valid responses, targeting users of the LinkAja application through purposive sampling. The analysis was conducted using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS 3.2.9 software.

The study demonstrates that E-Service Quality, E-Customer Satisfaction, and E-Customer Loyalty have a significant positive influence on users of the LinkAja application.

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