

ABSTRAK

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh *e-service quality* terhadap *customer satisfaction* serta dampaknya terhadap *customer loyalty* pada PT. Bayu Buana Travel, Tbk. Dengan teknik *non probability sampling* yaitu sensus, kuesioner berhasil dikumpulkan dan digunakan dalam pengolahan data menggunakan metode *Structural Equation Modeling* dengan program *WarpPLS* dan metode *Importance Performance Analysis*. Berdasarkan hasil penelitian, ditemukan bahwa *e-service quality* memiliki pengaruh terhadap *customer satisfaction*, *customer satisfaction* memiliki pengaruh terhadap *customer loyalty*, *e-service quality* memiliki pengaruh terhadap *customer loyalty*, dan *e-service quality* dan *customer satisfaction* memiliki pengaruh terhadap *customer loyalty*. Dimana pada *e-service quality* atribut seperti website menyediakan informasi yang akurat, website memiliki reputasi yang baik, semua pembayaran terkonfirmasi secara online, website mudah digunakan, dan produk/jasa pada website terkirim sesuai dengan waktu yang telah dijanjikan perlu di perbaiki dan ditingkatkan. (HJ)

Kata Kunci: *e-Service Quality, Customer Satisfaction, Customer Loyalty, Structural Equation Model, Important Performance Analysis*

ABSTRACT

The purpose of this study is to determine the effect of e-service quality on customer satisfaction and its impact on customer loyalty of PT. Bayu Buana Travel, Tbk. With non probability technique that census, questionnaires were collected and used in data processing using Structural Equation Modeling with WarpPLS program and Importance Performance Analysis methods. Based on this research, it was found that e-service quality has an influence on customer satisfaction, customer satisfaction has an influence on customer loyalty, e-service quality has an influence on customer loyalty, and e-service quality and customer satisfaction has an influence on customer loyalty. Where the e-service quality attributes such as the website provides accurate information, the website has a good reputation, all online payment be confirmed, the website easy to use, and the products/services on the website are delivered according to the time needs to be improved and enhanced. (HJ)

Keywords: *e-Service Quality, Customer Satisfaction, Customer Loyalty, Structural Equation Model, Important Performance Analysis*