

## ABSTRACT

*Nowadays technology and the internet are developing very fast. Where this affects changes in people's behavior patterns, one of which is online shopping. With the emergence of various marketplace applications in the community, it provides many choices for the public in making it easy to shop for the products they need. One of the frequently used marketplace applications is Tokopedia. The Tokopedia application is one of the number one applications in Indonesia that has the highest number of visitors with the highest level of loyalty seen in the net promoter score of marketplace application users in Indonesia. This makes Tokopedia one of the applications that play an important role in economic growth caused by the Covid-19 pandemic. One of Tokopedia's roles in the midst of this pandemic is to provide support for domestic MSMEs to sell more easily, thereby helping maintain domestic economic stability. In addition to this phenomenon, previous studies found contradictory results between the effect of e-service quality in creating e-loyalty. The existence of previous research and supported by this phenomenon is the purpose of this study to develop an empirical model in overcoming the influence of electronic service quality in creating user loyalty for the Tokopedia application in Semarang City with the mediating role of value in use and online reputation.*

*The research begins by developing a framework between electronic service quality, usage, and consumer loyalty by using dominant logic service theory and previous research as the basis for this research. Furthermore, data obtained as many as 105 respondents by providing a questionnaire consisting of open and closed questions. Respondents in this study were users of the Tokopedia application who lived in Semarang City and were at least seventeen years old. Then the data were analyzed using the Structural Equation Modeling (SEM) method with the statistical tool of the Analysis Moment of Structural (AMOS) version 24 program.*

*The findings of this study indicate that the e-service quality has a significant effect on value in use. Value in use has a significant effect on e-loyalty. Furthermore, value in use has a significant effect on online reputation, and online reputation has a significant effect on e-loyalty. Therefore, it can be concluded that all hypotheses in this study are acceptable and are expected to be improvements for PT Tokopedia to improve service quality to create user loyalty.*

*Keywords: E-Service Quality, Value in Use, Online Reputation, E-Loyalty*