

ABSTRACT

This study applies the online relationship theory perspective on the effect of website quality and interactivity on the formation of e-satisfaction, e-trust, and the dual construct of e-loyalty on sporting goods omnichannel e-commerce website PlanetSports.Asia. Online questionnaire was implemented to collect the research data. The research model was estimated with Structural Equation Modeling (SEM) techniques with AMOS 23. This research's findings support previous studies, these findings are: interactivity and e-satisfaction have a significant positive effect on e-trust, and website quality has a significant positive effect on e-satisfaction. Furthermore, e-satisfaction and e-trust have a significant positive effect on the dual construct of e-loyalty. The Mediation effect of e-satisfaction and e-trust was also investigated in this study. The mediation analysis findings show full mediation of e-trust on the interactivity effects toward attitudinal loyalty and behavioral loyalty. E-satisfaction fully mediates the effect of website quality on attitudinal loyalty and behavioral loyalty.

Keywords: *Interactivity, Website Quality, E-Trust, E-Satisfaction, E-Loyalty, Attitudinal Loyalty, Behavioral Loyalty*