

ABSTRACT

The development of retail digitalization and the growing use of online shopping applications have significantly transformed consumer behavior in Indonesia. One of the platforms showing rapid growth is Alfagift, an e-grocery application owned by PT Sumber Alfaria Trijaya Tbk. In this context, electronic service quality (e-service quality) is considered a key factor in building customer loyalty (e-loyalty). However, findings from previous studies show mixed results some indicate a significant effect, while others do not. This inconsistency highlights the need to examine mediating variables such as perceived value and customer satisfaction.

This study aims to investigate the effect of e-service quality on e-loyalty by considering the mediating roles of perceived value and customer satisfaction. A quantitative approach was used, with online questionnaires distributed to 222 active Alfagift users in Semarang City. Data were analyzed using Structural Equation Modeling (SEM) with the help of AMOS software.

The results reveal that e-service quality has a significant positive effect on perceived value and customer satisfaction, but does not directly influence e-loyalty. Conversely, both perceived value and customer satisfaction have significant positive effects on e-loyalty, indicating that the influence of e-service quality is fully mediated by these two variables. These findings highlight the importance of enhancing perceived value and customer satisfaction as the main strategy to build customer loyalty in online retail platforms.

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