

## **ABSTRACT**

*This study aims to analyze the factors that have both direct and indirect positive impacts on Customer E-Loyalty among active users of the PLN Mobile application in shaping positive E-WOM (Electronic Word of Mouth). The background of this research is based on customer dissatisfaction with the services provided by PLN, which has led to the emergence of the phenomenon of numerous customer complaint reports submitted to PT PLN (Persero) ULP Kudus Kota through the PLN Mobile application, with an average of 50 reports per month, the presence of negative customer reviews toward the application, and the relatively low number of active PLN Mobile users only 113,987 (31.13%) out of a total of 366,180 active customers as of December 2024.*

*This study employs a quantitative approach using a questionnaire method involving 260 respondents who are active PLN Mobile customers with a history of submitting service complaints through the PLN Mobile application during the period of July–December 2024. The variables used in this study are E-Service Quality, E-Satisfaction, E-Loyalty, and E-WOM. Data analysis was conducted using the Structural Equation Modeling (SEM) approach and the Partial Least Squares (PLS) method with the aid of SmartPLS 4 software.*

*The results indicate that all research indicators are valid and reliable. Furthermore, hypothesis testing through bootstrapping of direct and indirect effects reveals that all variables have a positive and significant influence. Overall, this study emphasizes the importance of E-Service Quality, E-Satisfaction, and E-Loyalty in shaping positive E-WOM. These findings suggest that PLN needs to regularly evaluate the performance of its digital services through the PLN Mobile application (including its features) to identify service deficiencies and provide excellent service to customers.*

**Keywords:** *E-Service Quality, E-Satisfaction, E-Loyalty, E-WOM, PLN Mobile.*