

## ABSTRACT

Advances in digital technology have driven changes in consumer behavior regarding the use of app-based services, including online transportation services. In the face of increasingly fierce competition, companies need to understand the factors that influence user loyalty. This study aims to analyze the influence of *E-trust*, *E-service quality*, and *E-word of mouth* on *E-loyalty* through *E-satisfaction* among Grab app users in Semarang.

This study employed a quantitative approach using a survey method, in which questionnaires were distributed to 150 respondents who are users of the Grab app in Semarang. The sampling technique used was *purposive sampling*. The data were analyzed using Structural Equation Modeling-Partial Least Squares (SEM PLS) with the assistance of SmartPLS 4.0 software.

The results of the study indicate that: (1) *E-trust* has a positive and significant effect on *E-satisfaction*; (2) *E-service quality* has a positive and significant effect on *E-satisfaction*; (3) *E-word of mouth* has a positive and significant effect on *E-satisfaction*; (4) *E-satisfaction* has a positive and significant effect on *E-loyalty*; (5) *E-trust* has a positive and insignificant effect on *E-loyalty*; (6) *E-word of mouth* has a positive and significant effect on *E-loyalty*. These findings indicate that user satisfaction is a key factor in shaping user loyalty to the Grab app. Therefore, the company needs to improve the quality of its electronic services, maintain user trust, and encourage positive reviews and recommendations to increase user satisfaction and loyalty.

*Keywords: E-service quality, E-trust, E-word of mouth, E-satisfaction, E-loyalty, Grab.*