

ABSTRACT

This study aims to analyze the effect of e-service quality and e-trust, on e-loyalty with e-satisfaction as a mediating variable. This study consists of two independent variables, one dependent variable and one mediating variable. The independent variables in this study are e-service quality and e-trust. The dependent variable in this study is e-loyalty. The mediating variable in this study is e-satisfaction.

The population in this study were all students of Diponegoro University. The sample used is the entire population of 110 respondents. Data collection techniques were carried out using a questionnaire. Analysis of research data using SEM (Structural Equation Modeling) analysis which is operated through the AMOS 24.0.

The results of this study indicate that e-satisfaction on E-loyalty has a positive effect. E-service quality on e-loyalty has a positive effect. E-trust on e-loyalty effect. E-service quality has a positive effect on e-satisfaction. E-trust has a positive effect on e-satisfaction.

Keywords: e-service quality, e-trust, e-loyalty, e-satisfaction.