ABSTRACT

This study aims to determine the relationship between e-service quality, e-satisfaction, and e-loyalty of Grabfood's customer who study at Diponegoro University, Semarang.

This research is in the form of quantitative research using a questionnaire as a method of data collection. The sample used in this study is 144 respondents and the method is non-probability sampling with purposive sampling technique. The data analyzed using SPSS AMOS 24 (Confirmatory Factor Analysis and SEM assumptions which is normality assessment, outliers assessment, singularity and multicollinearity assessment, evaluation of residual covariances, reliability and variance extract, also hypothesis testing).

The result of this study indicate that e-service quality have a positive and significant effect on e-satisfaction and e-loyalty. Whereas e-satisfaction, as a intervening variable, also have a positive and significant effect on e-loyalty.

Keywords*: *E-Service Quality, E-Satisfaction, E-Loyalty.

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