

Nomor Daftar FPIPS : 4999/UN40.A2.9/PT/2024

***E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY
MELALUI CUSTOMER SATISFACTION***
(Survei pada Pengguna Pengguna Aplikasi Salah Satu Maskapai LCC di
Indonesia)

SKRIPSI

Diajukan sebagai syarat untuk memperoleh gelar Sarjana Pariwisata pada
Program Studi Manajemen Pemasaran Pariwisata



Oleh:
Rizki Ramdhani Zuhri
2003141

**FAKULTAS PENDIDIKAN ILMU PENGETAHUAN SOSIAL
UNIVERSITAS PENDIDIKAN INDONESIA
2024**

LEMBAR HAK CIPTA

***E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY
MELALUI CUSTOMER SATISFACTION***

(Survei pada Pengguna Aplikasi Salah Satu Maskapai LCC di
Indonesia)

Oleh

Rizki Ramdhani Zuhri

2003141

Sebuah skripsi yang diajukan untuk memenuhi syarat memperoleh gelar Sarjana
Pariwisata pada Program Studi Manajemen Pemasaran Pariwisata
Fakultas Pendidikan Ilmu Pengetahuan Sosial
Universitas Pendidikan Indonesia

© Rizki Ramdhani Zuhri , 2024

Universitas Pendidikan Indonesia

...

Hak cipta dilindungi Undang-Undang.

Skripsi ini tidak boleh diperbanyak seluruhnya atau sebagian, dengan dicetak
ulang, difoto kopi, atau cara lainnya tanpa ijin dari penulis

LEMBAR PENGESAHAN

***E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY
MELALUI CUSTOMER SATISFACTION***

(Survei pada Pengguna Aplikasi Salah Satu Maskapai LCC di Indonesia)

Skripsi ini disetujui dan disahkan oleh :

Pembimbing I



Dr. Gitasiswhara, SE.Par., MM
NIP. 19730510 200812 1 002

Pembimbing II



Rijal Khaerani, M. Stat
NIP. 19850821 201903 1 006

**Mengetahui,
Ketua Program Studi
Manajemen Pemasaran Pariwisata**



Taufik Abdullah, S.E., M.M. Par., Ph.D
NIP.19851024 201404 1 001

**Tanggung Jawab Yuridis
Ada Pada Peneliti**



Rizki Ramdhani Zuhri
NIM 2003141

SURAT PERNYATAAN

Dengan ini saya menyatakan bahwa skripsi dengan judul “*e-service quality* terhadap *customer loyalty* melalui *customer satisfaction* (survei pada penumpang domestik maskapai Citilink di Indonesia)” ini beserta seluruh isinya adalah benar – benar karya saya sendiri. Saya tidak melakukan penjiplakan atau pengutipan dengan cara – cara yang tidak sesuai dengan etika ilmu yang berlaku dalam masyarakat keilmuan. Atas pernyataan ini, Saya siap menanggung risiko/sanksi apabila di kemudian hari ditemukan adanya pelanggaran etika keilmuan atau ada klaim dari pihak lain terhadap keaslian karya saya ini.

Bandung, April 2024

Yang Membuat Pernyataan

A handwritten signature in black ink is written over a red and white revenue stamp. The stamp features the Garuda Pancasila emblem and the text 'REPUBLIK INDONESIA', '5000', and 'METERAI TEMPEL'. A unique alphanumeric code 'E-7BAKX834422774' is printed on the stamp.

Rizki Ramdhani Zuhri

NIM 2003141

UCAPAN TERIMAKASIH

Atas izin dan rahmat dari Allah SWT penulis akhirnya bisa menyelesaikan skripsi ini dengan dukungan dari berbagai pihak. Maka dari itu, penulis ingin mengucapkan terima kasih yang sebesar - besarnya kepada:

1. Allah SWT atas rahmat dan perlindungan-Nya yang diberikan kepada penulis sehingga skripsi ini bisa terselesaikan dengan baik.
2. Nabi Muhammad SAW karena dengan syafaatnya penulis bisa dimudahkan dalam menyelesaikan skripsi ini.
3. Bapak Prof. Dr. H. M. Solehuddin, M.Pd., MA., selaku Rektor Universitas Pendidikan Indonesia.
4. Bapak Dr. Agus Mulyana M. Hum., selaku Dekan Fakultas Pendidikan Ilmu Pengetahuan Sosial Universitas Pendidikan Indonesia.
5. Ketua Prodi Manajemen Pemasaran Pariwisata Bapak Taufik Abdullah, S.E., M.M.Par., Ph.D
6. Bapak Dr. Gitasiswhara, SE.Par., MM selaku dosen pembimbing pertama yang sangat membantu penulis dalam menyelesaikan skripsi ini. Dengan kesabaran dan semangatnya membuat penulis selalu termotivasi untuk memberikan yang terbaik.
7. Bapak Rijal Khaerani, M. Stat selaku dosen pembimbing kedua yang selalu optimis dan berusaha memberikan yang terbaik bagi penulis dalam penyelesaian skripsi ini.
8. Seluruh dosen dan staf administrasi Program Studi Manajemen Pemasaran Pariwisata FPIPS UPI atas segala ilmu dan bantuan yang telah diberikan kepada penulis.
9. Mamah, Ayah, Kakak, dan Adik selaku keluarga yang selalu memberikan semangat serta do'a untuk penulis, sehingga skripsi ini bisa terlaksana dengan baik.
10. Sahabat serta orang – orang terdekat yang telah mendukung selama ini sehingga penulis dapat menyelesaikan skripsi dengan lancar.
11. Semua teman – teman Manajemen Pemasaran Pariwisata angkatan

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

2020 atas pengalaman berharganya selama masa perkuliahan.

12. Seluruh pihak yang tidak bisa disebutkan satu persatu namun selalu membantu penulis dalam menyelesaikan skripsi ini.

Semoga Allah SWT senantiasa memberikan pahala dan balasan yang berlipat atas kebaikan, bantuan, do'a dan motivasi yang telah diberikan kepada penulis dalam penyelesaian skripsi ini.

Bandung, 23 April 2024

Rizki Ramdhani Zuhri

ABSTRAK

Rizki Ramdhani Zuhri, 2003141, “E-Service Quality Terhadap Customer Loyalty melalui Customer Satisfaction” (Survei pada Pengguna Pengguna Aplikasi Salah Satu Maskapai LCC di Indonesia) di bawah bimbingan Bapak Dr. Gitasiswhara, SE.Par., MM dan Bapak Rijal Khaerani, M. Stat.

Penerbangan merupakan sarana transportasi umum yang cukup populer di Indonesia, dengan menggunakan pesawat orang-orang dapat pergi menuju tempat yang jauh dengan waktu singkat sehingga membuat perjalanan lebih efektif. Indonesia memiliki banyak maskapai yang beroperasi menawarkan jasa penerbangan. Maskapai saling bersaing dalam mendapatkan pengguna, tidak hanya sebatas itu maskapai juga berusaha penuh agar bisa mendapatkan kelayaitasan dari para penggunanya. Penilaian pengguna terhadap kualitas pelayanan dari maskapai menjadi faktor yang dapat mempengaruhi kepuasan pengguna yang akan berdampak pada kelayaitasan. *Aplikaservice* memiliki peran penting karena mulai dari *aplikasipengguna* menilai kualitas pelayanan dari suatu maskapai. Oleh karena itu, peneliti melalui temuan-temuan terdahulu mengidentifikasi mengenai inti permasalahan yang tengah dihadapi maskapai beserta solusi yang dapat ditawarkan. Penelitian ini bertujuan untuk mengetahui gambaran pengaruh *e-service quality* terhadap *customer loyalty* dan *customer satisfaction* pada maskapai Citilink, gambaran pengaruh *e-service quality* pada maskapai Citilink, dan gambaran pengaruh *e-service quality* terhadap *customer loyalty* dan *customer satisfaction*. Metode penelitian yang digunakan adalah metode deskriptif dan *explanatory survey*. Adapun teknik pengumpulan data yang digunakan adalah kuesioner daring. Populasi dari penelitian ini adalah pengguna yang sudah pernah melakukan penerbangan bersama maskapai Citilink dengan sampel sebanyak 400 responden. Teknik analisis yang digunakan adalah SEM (*structural equation model*) dengan bantuan aplikasi AMOS 24.0 dan SPSS 24.0. Berdasarkan pengujian yang telah dilakukan diperoleh hasil bahwa *e-service quality* berpengaruh secara tidak signifikan terhadap *customer loyalty* dan

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

customer satisfaction. Sehingga peneliti merekomendasikan Maskapai Citilink untuk meningkatkan kinerja dan kualitas dari *e-service* agar menciptakan kepuasan yang positif dari pengguna sehingga akan timbul kelayaitasan dari pengguna.

Keywords: *e-service quality, customer satisfaction, customer loyalty, website/aplikasi, low-cost carrier.*

ABSTRACT

Rizki Ramdhani Zuhri, 2003141, "*E-Service Quality on Customer Loyalty Through Customer Satisfaction*" (Survey on Users of Applications of One of the LCC Airlines in Indonesia) under the guidance of Dr. Gitasiswhara, SE.Par., MM and Mr. Rijal Khaerani, M. Stat.

Flights are a popular means of public transportation in Indonesia, by using planes people can go to distant places in a short time, making travel more effective. Indonesia has many airlines that operate offering flight services. Airlines compete with each other in getting passengers, not only that the airline also tries fully in order to get loyalty from its passengers. Passenger assessment of the quality of service from the airline is a factor that can affect passenger satisfaction which will have an impact on loyalty. Aplikasiservice has an important role because starting from aplikasipassengers assess the quality of service of an airline. Therefore, through previous findings, researchers identified the core problems faced by airlines and the solutions that can be offered. This study aims to determine the description of the effect of e-service quality on customer loyalty and customer satisfaction at Citilink airline, an overview of the effect of e-service quality at Citilink airline, and an overview of the effect of e-service quality on customer loyalty and customer satisfaction. The research method used is descriptive and explanatory survey method. The data collection technique used is an online questionnaire. The population of this study were passenger who had flight with Citilink airline with a sample of 400 respondents. The analysis technique used is SEM (structural equational model) with the help of AMOS 24.0 and SPSS 25.0 applications. Based on the tests that have been carried out, the results show that the quality of electronic services has an insignificant effect on customer loyalty and customer satisfaction. So researchers recommend Citilink Airlines to improve the performance and quality of e-service in order to

create positive satisfaction from passengers so that loyalty will arise from passengers.

Keywords: *e-service quality, customer satisfaction, customer loyalty, website/aplikasi, low-cost carrier.*

KATA PENGANTAR

Segala puji dan syukur penulis panjatkan kehadirat Allah SWT karena atas berkat dan rahmat-Nya penulis dapat menyusun dan menyelesaikan skripsi berjudul “*E-Service Quality Terhadap Customer Loyalty melalui Customer Satisfaction (Survei pada Pengguna Aplikasi Salah Satu Maskapai LCC di Indonesia)*” sebagai salah satu syarat untuk memperoleh gelar sarjana pariwisata yang penulis tempuh selama mengikuti program studi Manajemen Pemasaran Pariwisata di Universitas Pendidikan Indonesia. Hal ini tidak terlepas dari dukungan banyak pihak. Penulis mengucapkan terima kasih kepada dosen - dosen yang telah membantu penulis dalam menyusun skripsi ini hingga selesai. Penulis juga berterima kasih kepada keluarga serta rekan – rekan yang sudah memberikan banyak motivasi baik secara fisik maupun spiritual. Penulis menyadari adanya kekurangan dalam penyusunan skripsi ini. Maka dari itu, penulis sangat mengharapkan saran dan kritik yang sifatnya membangun agar memberikan manfaat yang lebih baik kedepannya. Selain itu, penulis berharap semoga skripsi ini dapat memberikan kontribusi yang positif kepada para pembaca.

Bandung. 23 April 2024

Penulis

Rizki Ramdhani Zuhri

DAFTAR ISI

LEMBAR HAK CIPTA.....	ii
LEMBAR PENGESAHAN	iii
SURAT PERNYATAAN	iii
UCAPAN TERIMAKASIH.....	v
ABSTRAK	vii
ABSTRACT.....	ix
KATA PENGANTAR.....	xi
DAFTAR ISI.....	xii
DAFTAR GAMBAR.....	xvi
DAFTAR TABEL	xvii
BAB I.....	1
PENDAHULUAN.....	1
1.1 Latar Belakang	1
1.2 Rumusan Masalah	9
1.3 Tujuan Penelitian.....	9
1.4 Kegunaan Penelitian.....	9
BAB II	11
KAJIAN PUSTAKA, KERANGKA PEMIKIRAN, DAN HIPOTESIS.....	11
2.1 Kajian Pustaka	11
2.1.1 Pendekatan Teori	11
2.1.2 Konsep <i>Customer Loyalty</i>	11
2.1.2.1 Definisi <i>Customer Loyalty</i>	12
2.1.2.2 Pengukuran <i>Customer Loyalty</i>	14
2.1.2.3 Model <i>Customer Loyalty</i>	17
2.1.3 Konsep <i>E-Service Quality</i>	18
2.1.3.1 Definisi <i>E-Service Quality</i>	18
2.1.3.2 Pengukuran <i>E-Service Quality</i>	20
2.1.3.3 Model <i>E-Service Quality</i>	22
2.1.4 Konsep <i>Customer Satisfaction</i>	23
2.1.4.1 Definisi <i>Customer Satisfaction</i>	23
2.1.4.2 Pengukuran <i>Customer Satisfaction</i>	25
2.1.4.3 Model <i>Customer Satisfaction</i>	28
2.2 Kerangka Pemikiran	29

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

2.3 Hipotesis	32
BAB III.....	34
METODE PENELITIAN	34
3.1 Objek Penelitian	34
3.2 Metode Penelitian.....	34
3.2.1 Jenis Penelitian dan Metode yang Digunakan	34
3.2.2 Operasionalisasi Variabel	35
3.2.3 Jenis dan Sumber Data.....	40
3.2.4 Populasi, Sampel, dan Teknik Penarikan Sampel	41
3.2.4.1 Populasi	41
3.2.4.2 Sampel.....	41
3.2.4.3 Teknik Penarikan Sampel	42
3.2.5 Teknik Pengumpulan Data.....	42
3.2.6 Pengujian Validitas dan Reliabilitas	43
3.2.6.1 Pengujian Validitas	44
3.2.6.2 Pengujian Reliabilitas.....	48
3.2.7 Rancangan Analisis Data	49
3.2.7.1 Rancangan Pengujian Deskriptif.....	51
3.2.7.2 Rancangan Pengujian Verifikatif	54
3.2.7.3 Rancangan Pengujian Hipotesis	64
BAB IV	66
HASIL PENELITIAN DAN PEMBAHASAN	66
4.1 Profil dan Karakteristik	66
4.1.1 Profil Perusahaan	66
4.1.1.1 Identitas Perusahaan.....	66
4.1.1.2 Sejarah Singkat Perusahaan	66
4.1.1.3 Produk yang Ditawarkan.....	66
4.1.2 Profil Pengguna Citilink Berdasarkan Identitas, Karakteristik, dan Pengalaman Dikaitkan dengan <i>Customer Loyalty</i>	66
4.1.2.1 Keterkaitan Jenis Kelamin dan Usia serta Status dengan <i>Customer Loyalty</i> yang melakukan penerbangan dengan Maskapai Citilink.....	67
4.1.2.2 Keterkaitan Pekerjaan dan Pendidikan dengan <i>Customer Loyalty</i> yang melakukan penerbangan dengan Maskapai Citilink.....	68

4.1.2.3 Keterkaitan Pekerjaan dan Penghasilan serta Uang Saku dengan <i>Customer Loyalty</i> yang melakukan penerbangan dengan Maskapai Citilink.....	70
4.1.2.4 Keterkaitan Frekuensi Memilih Maskapai Citilink dan Pertimbangan Utama Saat Memilih Maskapai Citilink dengan <i>Customer Loyalty</i>	71
4.1.2.5 Keterkaitan Informasi Maskapai dan Frekuensi Melakukan Penerbangan dengan <i>Customer Loyalty</i> Pada Maskapai Citilink	73
4.2 Hasil Pengujian Deskriptif	74
4.2.1 Tanggapan Pengguna Terhadap <i>E-Service Quality</i> , <i>Customer Satisfaction</i> , dan <i>Customer Loyalty</i>	74
4.2.1.1 Gambaran <i>Customer Loyalty</i> di Maskapai Citilink.....	74
4.2.1.2 Gambaran <i>Customer Satisfaction</i> di Maskapai Citilink.....	76
4.2.1.2 Gambaran <i>E-Service Quality</i> di Maskapai Citilink.....	79
4.3 Hasil Pengujian Asumsi Dan Hipotesis.....	81
4.3.1 Uji Asumsi SEM.....	82
4.3.1.1 Ukuran Sampel.....	82
4.3.1.2 Normalitas Data	82
4.3.1.3 <i>Outliers</i> Data	84
4.3.1.4 Multikolinearitas	84
4.3.2 Pengujian SEM	85
4.3.2.1 Spesifikasi Model (<i>Model Specification</i>)	85
4.3.2.2 Kecocokan Model Pengukuran (<i>Measurement Model Fit</i>)	87
4.3.2.3 Konstruk Eksogen <i>E-Service Quality</i>	87
4.3.2.4 Konstruk Endogen <i>Customer Satisfaction</i>	90
4.3.2.5 Konstruk Endogen <i>Customer Loyalty</i>	93
4.3.2.6 Kecocokan Model Struktural (<i>Structural Model Fit</i>).....	96
4.3.2.7 Kecocokan Keseluruhan Model (<i>Overall Model Fit</i>)	97
4.3.3 Pengujian Hipotesis	98
4.3.3.1 Respesifikasi Model	103
4.4 Pembahasan Penelitian	103
4.4.1 Pembahasan dan Gambaran <i>Customer Loyalty</i>	103
4.4.2 Pembahasan dan Gambaran <i>Customer Satisfaction</i>	104
4.4.3 Pembahasan dan Gambaran <i>E-Service Quality</i>	105

4.4.4 Pembahasan dan Gambaran <i>E-Service Quality</i> Terhadap <i>Customer Loyalty</i> Melalui <i>Customer Satisfaction</i>	105
4.5 Implikasi Penelitian	106
4.5.1 Temuan Penelitian Bersifat Teoritis	106
4.5.1.1 Gambaran <i>E-Service Quality</i> Terhadap <i>Customer Loyalty</i> Melalui <i>Customer Satisfaction</i>	106
4.5.1.2 Gambaran <i>Customer Loyalty</i>	106
4.5.1.3 Gambaran <i>Customer Satisfaction</i>	107
4.5.1.4 Gambaran <i>E-Service Quality</i>	107
4.5.1.5 Gambaran <i>E-Service Quality</i> Terhadap <i>Customer Loyalty</i> Melalui <i>Customer Satisfaction</i>	108
4.5.2 Temuan Penelitian Bersifat Empiris	109
4.5.2.1 Gambaran <i>Customer Loyalty</i>	109
4.5.2.2 Gambaran <i>Customer Satisfaction</i>	109
4.5.2.3 Gambaran <i>E-Service Quality</i>	109
4.5.2.4 Pengaruh <i>E-Service Quality</i> Terhadap <i>Customer Loyalty</i> Melalui <i>Customer Satisfaction</i>	110
4.5.3 Implikasi Hasil Penelitian Pengaruh <i>E-Service Quality</i> Terhadap <i>Customer Loyalty</i> Melalui <i>Customer Satisfaction</i> pada Kelompok Sampel Penelitian	110
BAB V.....	112
KESIMPULAN DAN REKOMENDASI	112
5.1 Kesimpulan.....	112
5.2 Rekomendasi	113
DAFTAR PUSTAKA	115
LAMPIRAN.....	141

DAFTAR GAMBAR

GAMBAR 2.1 MODEL <i>CUSTOMER LOYALTY</i>	17
GAMBAR 2.2 MODEL <i>E-SERVICE QUALITY</i>	23
GAMBAR 2.3 MODEL <i>CUSTOMER SATISFACTION</i>	28
GAMBAR 2.4 KERANGKA PEMIKIRAN PENELITIAN PENGARUH <i>E-SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	31
GAMBAR 2.5 PARADIGMA PENELITIAN PENGARUH <i>E-SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	32
GAMBAR 3.1 GARIS KONTINU PENELITIAN <i>E-SERVICE QUALITY</i> , <i>CUSTOMER SATISFACTION</i> , DAN <i>CUSTOMER LOYALTY</i>	54
GAMBAR 3.2 MODEL PENGUKURAN <i>E-SERVICE QUALITY</i>	55
GAMBAR 3.3 MODEL PENGUKURAN <i>CUSTOMER SATISFACTION</i>	56
GAMBAR 3.4 MODEL PENGUKURAN <i>CUSTOMER LOYALTY</i>	56
GAMBAR 3.5 MODEL STRUKTURAL PENGARUH <i>E SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	57
GAMBAR 4.1 LOGO CITILINK.....	66
GAMBAR 4.2 GARIS KONTINUM PENILAIAN VARIABEL <i>CUSTOMER LOYALTY</i>	76
GAMBAR 4.3 GARIS KONTINUM PENILAIAN VARIABEL <i>CUSTOMER SATISFACTION</i>	79
GAMBAR 4.4 GARIS KONTINUM PENILAIAN VARIABEL <i>E-SERVICE QUALITY</i>	81
GAMBAR 4.5 HASIL PENGUJIAN <i>SAMPLE CORRELATIONS MATRIX</i>	85
GAMBAR 4.6 SPESIFIKASI MODEL PENGARUH PENGARUH <i>E-SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	86
GAMBAR 4.7 MODEL PENGUKURAN KONSTRUK <i>E-SERVICE QUALITY</i>	87
GAMBAR 4.8 MODEL PENGUKURAN KONSTRUK ENDOGEN <i>CUSTOMER SATISFACTION</i>	91
GAMBAR 4.9 MODEL PENGUKURAN KONSTRUK ENDOGEN <i>CUSTOMER LOYALTY</i>	94
GAMBAR 4.10 STRUKTURAL <i>E-SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	96

DAFTAR TABEL

TABEL 1.1 JUMLAH PENGGUNA PESAWAT DOMESTIK TAHUN 2020-2022	3
TABEL 1.2 JUMLAH PENGGUNA PENERBANGAN DOMESTIK MASKAPAI INDONESIA PADA 2020-2022	3
TABEL 1.3 RATA-RATA JUMLAH PENGGUNA MASKAPAI CITILINK DALAM LIMA BANDARA PADA TAHUN 2022	4
TABEL 1.4 REVIEW NEGATIF MASKAPAI CITILINK	5
TABEL 2.1 DEFINISI <i>CUSTOMER LOYALTY</i> MENURUT PARA AHLI.....	12
TABEL 2.2 DIMENSI/INDIKATOR <i>CUSTOMER LOYALTY</i> MENURUT PARA AHLI	14
TABEL 2.3 DEFINISI <i>E-SERVICE QUALITY</i> MENURUT PARA AHLI	18
TABEL 2.4 DIMENSI/INDIKATOR <i>E-SERVICE QUALITY</i> MENURUT PARA AHLI	21
TABEL 2.5 DEFINISI <i>CUSTOMER SATISFACTION</i> MENURUT PARA AHLI	23
TABEL 2.6 DIMENSI/INDIKATOR <i>CUSTOMER SATISFACTION</i> MENURUT PARA AHLI	25
TABEL 3.1 OPERASIONAL VARIABEL	36
TABEL 3.2 JENIS DAN SUMBER DATA	40
TABEL 3.3 HASIL PENGUJIAN VALIDITAS	45
TABEL 3.4 HASIL PENGUJIAN RELIABILITAS	49
TABEL 3.5 SKOR ALTERNATIF	50
TABEL 3.6 TABEL TABULASI SILANG	51
TABEL 3.7 TABEL ANALISIS DATA DESKRIPTIF	52
TABEL 3.8 KRITERIA PENAFSIRAN HASIL PERHITUNGAN RESPONDEN	53
TABEL 3.9 TABEL PENGUKURAN <i>GOODNESS OF FIT</i>	63
TABEL 4.1 KLASIFIKASI RESPONDEN BERDASARKAN USIA & JENIS KELAMIN	67
TABEL 4.2 KLASIFIKASI RESPONDEN BERDASARKAN STATUS & JENIS KELAMIN	68
TABEL 4.3	68
TABEL 4.4 KLASIFIKASI RESPONDEN BERDASARKAN PEKERJAAN DAN PENGHASILAN PER-BULAN.....	70
TABEL 4.5 KLASIFIKASI RESPONDEN BERDASARKAN PEKERJAAN DAN UANG SAKU.....	71
TABEL 4.6 KLASIFIKASI RESPONDEN BERDASARKAN FREKUENSI DAN PERTIMBANGAN UTAMA.....	72
TABEL 4.7 KLASIFIKASI RESPONDEN BERDASARKAN FREKUENSI PENERBANGAN DALAM 1 TAHUN DAN SUMBER INFORMASI	73
TABEL 4.8 GAMBARAN <i>CUSTOMER LOYALTY</i> PADA MASKAPAI CITILINK	74

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

TABEL 4.9 GAMBARAN <i>CUSTOMER SATISFACTION</i> PADA MASKAPAI CITILINK	77
TABEL 4.10 GAMBARAN <i>E-SERVICE QUALITY</i> PADA MASKAPAI CITILINK	79
TABEL 4.11 HASIL UJI NORMALITAS	83
TABEL 4.12 HASIL PENGUJIAN <i>OUTLIERS DATA</i>	84
TABEL 4.13 VALIDITAS DAN REALIBILITAS MODEL PENGUKURAN KONSTRUK EKSOGEN <i>E-SERVICE QUALITY</i>	88
TABEL 4.14 VALIDITAS DAN RELIABILITAS MODEL PENGUKURAN KONSTRUK ENDOGEN <i>CUSTOMER SATISFACTION</i>	91
TABEL 4.15 VALIDITAS DAN RELIABILITAS MODEL PENGUKURAN KONSTRUK ENDOGEN <i>CUSTOMER LOYALTY</i>	94
TABEL 4.16 HASIL ESTIMASI PARAMETER MODEL <i>E-SERVICE QUALITY</i> TERHADAP <i>CUSTOMER LOYALTY</i> MELALUI <i>CUSTOMER SATISFACTION</i>	97
TABEL 4.17 HASIL PENGUJIAN <i>GOODNESS OF FIT</i>	98
TABEL 4.18 HASIL ESTIMASI PARAMETER MODEL SECARA KESELURUHAN	99
TABEL 4.19 <i>IMPLIED CORRELATION OF ALL VARIABLES</i>	102

DAFTAR PUSTAKA

- A'yuni Rasyidah, Q., Fitryasari, R., & Wahyudi, A. S. (2020). A Relationship Between Stress Level And Burnout Syndrome With Sleep Quality On Clinical Nursing Students In Faculty Of Nursing Universitas Airlangga. *Jurnal Keperawatan Jiwa*, 2(1). <https://doi.org/10.20473/pnj.v1i1.19209>
- Ab, V., Mm, N., Handayani, S., Setiawan, A. (2020). Level of Comfort and Satisfaction of Passangers on Covid 19 Protocol Services on Garuda Indonesia Airline.
- Abbas Dost Mohamad, H., Shukri Ab Yazid, M., Khatibi, A., Ferdous Azam, S. M., & Journal, E. (2015). European Journal of Management and Marketing Studies E-service quality, Customer Satisfaction and Customer Loyalty of The Hotel Industry in United Arab Emirates (UAE): A Measurement Model. *Management and Marketing Studies*, 2(2). <https://doi.org/10.5281/zenodo.1066572>
- Abou-Shouk, M. A., & Khalifa, G. S. (2017). The influence of website quality dimensions on e-purchasing behaviour and e-loyalty: a comparative study of Egyptian travel agents and hotels. *Journal of Travel and Tourism Marketing*,
- Acharya, A. S., Prakash, A., Saxena, P., & Nigam, A. (2013). Sampling: why and how of it? *Indian Journal of Medical Specialities*, 4(2). <https://doi.org/10.7713/ijms.2013.0032>
- Achmad, R., & Solekah, N. A. (2021). *How The Customer Trust and Customer Satisfaction Mediate Brand Image And E-service quality on Customer Loyalty at BMT Maslahah Pasuruan East Java*. 7(1), 103–114. <http://ejournal.unida.gontor.ac.id/index.php/altijarah>
- Adeiza, A., Abdullahi, M. S., Abdel Fattah, F. A. M., Fawehinmi, O., Ismail, N. A., Arnaut, M., Aigbogun, O., Adam, I. S., & Ehido, A. (2022). Mediating mechanism of customer satisfaction on customer relationship management implementation and customer loyalty among consolidated banks. *Uncertain Supply Chain Management*, 10(3), 819–832. <https://doi.org/10.5267/j.uscm.2022.3.012>
- Adirestuty, F. (2019). Customer Perceived Value in Creating Customer Satisfaction and Revisit Intention in Sharia Hotel. *Journal of Islamic Monetary Economics and Finance*, 5(2). <https://doi.org/10.21098/jimf.v5i2.1067>
- Agrawal, R., Gaur, S. S., & Narayanan, A. (2013). Determining customer loyalty: Review and model. *The Marketing Review*, 12(3), 275–289. <https://doi.org/10.1362/146934712x13420906885430>
- Ahrholdt, D. C., Gudergan, S. P., & Ringle, C. M. (2017). Enhancing Service Loyalty: The Roles of Delight, Satisfaction, and E-service quality. *Journal of Travel Research*, 56(4), 436–450. <https://doi.org/10.1177/0047287516649058>

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Aini, M. N. (2013). Pengaruh Pendidikan Dan Pelatihan (Diklat) Kearsipan Terhadap Profesionalisme Arsiparis Di Bapusipda (Badan Perpustakaan Dan Kearsipan Daerah) Se-Bandung Raya.
- Alam, M. M. D., Karim, R. al, Habiba, W. (2021). The relationship between CRM and customer loyalty: the moderating role of customer trust. *International Journal of Bank Marketing*, 1248–1272. <https://doi.org/10.1108/IJBM-12-2020-0607>
- Albugami, M. A., & Zaheer, A. (2023). Measuring E-Commerce Service Quality for the Adoption of Online Shopping during COVID-19: Applying Unified Theory and Use of Technology Model (UTAUT) Model Approach. *International Journal of Technology*, 14(4), 705. <https://doi.org/10.14716/ijtech.v14i4.5407>
- Albayrak, T., Karasakal, S., Kocabulut, Ö., Dursun, A. (2020). Customer Loyalty Towards Travel Agency Websites: The Role of Trust and Hedonic Value. *Journal of Quality Assurance in Hospitality; Tourism*, 50–77. <https://doi.org/10.1080/1528008X.2019.1619497>
- Ali, B. J., Fadel Saleh, P., Akoi, S., Abdulrahman, A. A., Muhamed, A. S., Noori, H. N., & Anwar, G. (2021). *Impact of E-service quality on the Customer Satisfaction: Case study at Online Meeting Platforms*. <https://doi.org/10.22161/ijebm.5.2>
- Alnaim, A. F., Sobaih, A. E. E., & Elshaer, I. A. (2022). Measuring the Mediating Roles of E-Trust and E-Satisfaction in the Relationship between E-Service Quality and E-Loyalty: A Structural Modeling Approach. *Mathematics*, 10(13), 2328. <https://doi.org/10.3390/math10132328>
- Alsulami, H. (2021). A Framework for Improving Customer Loyalty at Retailers in Jeddah City: A Case Study. *American Journal of Industrial and Business Management*, 11(09), 973–983. <https://doi.org/10.4236/ajibm.2021.119059>
- Amankwah-Amoah, J. (2021). COVID-19 pandemic and innovation activities in the global airline industry: A review. In *Environment International* (Vol. 156). Elsevier Ltd. <https://doi.org/10.1016/j.envint.2021.106719>
- Amirullah. (2015). *Populasi dan Sampel (pemahaman, jenis dan teknik)*.
- Anabila, P., Ameyibor, L. E. K., Allan, M. M., & Alomenu, C. (2022). E-service quality and Customer Loyalty in Ghana's Hotel Industry: The Mediation Effects of Satisfaction and Delight. *Journal of Quality Assurance in Hospitality and Tourism*, 23(3), 748–770. <https://doi.org/10.1080/1528008X.2021.1913691>
- Andoko, E., Purba, J. T., Budiono, S., Adirinekso, G. P. (2021). Brand Communication and E-service quality Contribution in Building Brand Loyalty through Brand Trust in Indonesia's Garuda Airways.

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Annisa, N. (2015). Pengaruh Lingkungan Kerja Terhadap Semangat Kerja Pegawai di Kantor Kelurahan Air Putih Samarinda. *Jurnal Administrasi Negara*, 3(5), 1452-1463.
- Arslan, S., Yılmaz, H., & Güreş, N. (2015). E-service quality, passenger satisfaction and passenger loyalty relationship in airline industry. *Pressacademia*, 2(1), 44–44. <https://doi.org/10.17261/Pressacademia.2015111604>
- Augustyn, M. M. (1998). The road to quality enhancement in tourism. *International Journal of Contemporary Hospitality Management*, 10(4), 145–158. <https://doi.org/10.1108/09596119810222113>
- Atilgan, E., Akinci, S., & Aksoy, S. (2003). Mapping e-service quality in the tourism industry. *Managing E-service quality: An International Journal*, 13(5), 412–422. <https://doi.org/10.1108/09604520310495877>
- Bahar, E. (2020). Airlines Employees Service Quality Perception of the AplikasiManagement.
- Baki, R. (2020). Analysis of Factors Affecting Customer Trust in Online Hotel Booking Website Usage. *European Journal of Tourism, Hospitality and Recreation*, 10(2), 106–117. <https://doi.org/10.2478/ejthr-2020-0009>
- Bakır, M., Atalık, Ö., & Department of Aviation Management, Faculty of Aeronautics and Astronautics, Eskişehir Technical University, Eskişehir, Turkey. (2021). Application of Fuzzy AHP and Fuzzy MARCOS Approach for the Evaluation of E-Service Quality in the Airline Industry. *Decision Making: Applications in Management and Engineering*, 4(1), 127–152. <https://doi.org/10.31181/dmame2104127b>
- Barakat Ali, M. A. (2022). The Effect of Firm's Brand Reputation on Customer Loyalty and Customer Word of Mouth: The Mediating Role of Customer Satisfaction and Customer Trust. *International Business Research*, 15(7), 30. <https://doi.org/10.5539/ibr.v15n7p30>
- Bata Ilyas, G., Munir, A. R., Mustafa, H., & Yusriadi. (2021). The Influence of Digital Marketing and Customer Perceived Value Through Customer Satisfaction on Customer Loyalty. In *Journal of Legal, Ethical and Regulatory Issues* (Vol. 24).
- Berman, B. (2006). *California Management Review Developing an Effective Customer Loyalty Program*. 34(5), 608–623. <https://doi.org/10.1080/10548408.2016.1209151>
- Bernardo, M., Marimon, F., & María del Mar, A.-A. (2012). *Functional Quality and Hedonic Quality: A Study of the Dimensions of e-E-service quality in Online Travel Agencies*.

- Bimaruci, H., Havidz, H., Rizky Mahaputra, M., & Ilhamalimy, R. R. (2021). Model of Purchasing Decisions And Customer Satisfaction: Analysis Of Brand Image And Product Quality (Marketing Management Literature Review). *I(6)*. <https://doi.org/10.38035/dijefa.v1i6>
- Bradley, N. (1999). Sampling for Internet Surveys. An Examination of Respondent Selection for Internet Research. *Market Research Society. Journal.*, 41(4), 1–10. <https://doi.org/10.1177/147078539904100405>
- Brooks, M. C. (2015). School principals in Southern Thailand: Exploring trust with community leaders during conflict. *Educational Management Administration and Leadership*, 43(2), 232–252. <https://doi.org/10.1177/1741143213513191>
- Budiastuti, D., & Bandur, A. (2018). *Validitas dan reliabilitas penelitian*.
- Budi Setiawan, E., Valdhavessa, D., Bambang, H., Marina, S., Desa Fitri Ratu Bilqis, L., Agusinta, L., Arif Hernawan, M., & Sidjabat, S. (2021). How To Build Customer Loyalty: Through Customer Experience, Perceived Price, And Customer Satisfaction. In *Turkish Journal of Computer and Mathematics Education* (Vol. 12, Issue 4).
- Bujang, M. A., Sa'at, N., & Sidik, T. M. I. T. A. B. (2017). Determination of minimum sample size requirement for multiple linear regression and analysis of covariance based on experimental and non-experimental studies. *Epidemiology Biostatistics and Public Health*, 14(3), e12117-1-e12117-9. <https://doi.org/10.2427/12117>
- Carter, D., Mazumder, S., Simkins, B., & Sisneros, E. (2022). The stock price reaction of the COVID-19 pandemic on the airline, hotel, and tourism industries. *Finance Research Letters*, 44. <https://doi.org/10.1016/j.frl.2021.102047>
- Cavallone, M. (2017). *International Series in Advanced Management Studies Marketing and Customer Loyalty The Extra Step Approach*. <http://www.springer.com/series/15195>
- Chang, H. H., Wang, Y.-H., & Yang, W.-Y. (2009). The impact of e-service quality, customer satisfaction and loyalty on e-marketing: Moderating effect of perceived value. *Total Quality Management & Business Excellence*, 20(4), 423–443. <https://doi.org/10.1080/14783360902781923>
- Chang, J. C. (2009). Taiwanese tourists' perceptions of e-service quality on outbound guided package tours: A qualitative examination of the SERVQUAL dimensions. *Journal of Vacation Marketing*, 15(2), 165–178. <https://doi.org/10.1177/1356766708100822>
- Chanpariyavatevong, K., Wipulanusat, W., Champahom, T., Jomnonkwao, S., Chonsalasin, D., Ratanavaraha, V. (2021). Predicting airline customer loyalty

- by integrating structural equation modeling and bayesian networks. *Sustainability (Switzerland)*, (13). <https://doi.org/10.3390/su13137046>
- Chen, C. M., Lee, H. T., Chen, S. H., & Huang, T. H. (2010). *Behavioural Intention in Relation to E-service quality and Satisfaction* 417. <https://doi.org/10.1002/jtr>
- Chen, C.-M., & Liu, H.-M. (2017). Exploring the Impact of Airlines Service Quality on Customer Loyalty: Evidence from Taiwan. *International Journal of Business and Management*, 12(5), 36. <https://doi.org/10.5539/ijbm.v12n5p36>
- Chen, N., & Petersen, F. E. (2022). Consumers' Cooperation with Sustainability Programs: The Role of Luxury Branding and Profit Motive Attribution. *Journal of Macromarketing*. <https://doi.org/10.1177/02761467221111987>
- Chen, P. T., & Hu, H. H. S. (2013). The mediating role of relational benefit between e-service quality and customer loyalty in airline industry. *Total Quality Management and Business Excellence*, 24(9–10), 1084–1095. <https://doi.org/10.1080/14783363.2012.661130>
- Chen, X., Su, X., Li, Z., Wu, J., Zheng, M., & Xu, A. (2022). The impact of omni-channel collaborative marketing on customer loyalty to fresh retailers: the mediating effect of the omni-channel shopping experience. *Operations Management Research*. <https://doi.org/10.1007/s12063-022-00319-y>
- Cheunkamon, E., Jomnonkwao, S., & Ratanavaraha, V. (2021). Impacts of Tourist Loyalty on Service Providers: Examining the Role of the E-service quality of Tourism Supply Chains, Tourism Logistics, Commitment, Satisfaction, and Trust. *Journal of Quality Assurance in Hospitality and Tourism*. <https://doi.org/10.1080/1528008X.2021.1995564>
- Chinomona, R., Sandada, M. (2013). Customer satisfaction, trust and loyalty as predictors of customer intention to re-purchase South African retailing industry. *Mediterranean Journal of Social Sciences*, 437–446. <https://doi.org/10.5901/mjss.2013.v4n14p437>
- Chonsalasin, D., Jomnonkwao, S., & Ratanavaraha, V. (2020). Key Determinants of Airline Loyalty Modeling in Thailand. *Sustainability*, 12(10), 4165. <https://doi.org/10.3390/su12104165>
- Chung, S., Park, J.-W., Lee, S. (2022). The Influence of CSR on Airline Loyalty through the Mediations of Passenger Satisfaction, Airline Brand, and Airline Trust: Korean Market Focused. *Sustainability*, 4548. <https://doi.org/10.3390/su14084548>
- Clara, B., Margaretha, F., Wirawan, S. E., & Wowor, W. (2022). The Influence of E-service quality Toward Customer Loyalty at Five-star Hotel in Bali. *International Journal of Social and Management Studies (IJOSMAS)*, 3(2).

- Clemes, M. D., Gan, C., & Ren, M. (2011). Synthesizing the effects of e-service quality, value, and customer satisfaction on behavioral intentions in the motel industry: An empirical analysis. *Journal of Hospitality and Tourism Research*, 35(4), 530–568. <https://doi.org/10.1177/1096348010382239>
- Cunha, M., & Gomes Da Conceição, F. (2021). *Digital Marketing Impact Digital Marketing Impact at Pórtis Smart Access*.
- Curras-Perez, R., Ruiz, C., Sanchez-Garcia, I., & Sanz, S. (2017). Determinantes de la retención de clientes en los entornos virtuales. El rol del riesgo percibido en el contexto de los servicios turísticos. *Spanish Journal of Marketing - ESIC*, 21(2), 131–145. <https://doi.org/10.1016/j.sjme.2017.07.002>
- Curry, N., & Gao, Y. (2012). Low-Cost Airlines—A New Customer Relationship? An Analysis of E-service quality, Service Satisfaction, and Customer Loyalty in a Low-Cost Setting. *Services Marketing Quarterly*, 33(2), 104–118. <https://doi.org/10.1080/15332969.2012.662457>
- Dahiyat, S. E., Akroush, M. N., Abu-Lail, B. N. (2011). An integrated model of perceived e-service quality and customer loyalty: an empirical examination of the mediation effects of customer satisfaction and customer trust. *In Int. J. Services and Operations Management* (Vol. 9, Issue 4).
- Dam, S. M., & Dam, T. C. (2021). Relationships between E-service quality, Brand Image, Customer Satisfaction, and Customer Loyalty. *Journal of Asian Finance, Economics and Business*, 8(3), 585–593. <https://doi.org/10.13106/jafeb.2021.vol8.no3.0585>
- Dewi, Hajadi, F., Handranata, Y. W., & Herlina, M. G. (2021). The effect of e-service quality and customer satisfaction toward customer loyalty in service industry. *Uncertain Supply Chain Management*, 9(3), 631–636. <https://doi.org/10.5267/j.uscm.2021.5.007>
- Dick, A. S., Basu, K. (1994). Customer loyalty: Toward an integrated conceptual framework. *Journal of the Academy of Marketing Science*, 99–113. <https://doi.org/10.1177/0092070394222001>
- Dinesh Dhankhar, & Kumar, P. (2023). Measuring the Perceived Service Quality of Online Travel Agencies. <https://doi.org/10.13140/RG.2.2.15266.81601>
- Du, Y., & Tang, Y. (2014). A Literature Review on the Relationship Between E-service quality and Customer Loyalty. *Business and Management Research*, 3(3). <https://doi.org/10.5430/bmr.v3n3p27>
- Dyahjatmayanti, D. (2018). Strategi Maskapai Full Service dan Maskapai Low Cost Carrier Untuk Meningkatkan Tingkat Kepuasan Pengguna.
- Eid, R. (2015). Integrating Muslim Customer Perceived Value, Satisfaction, Loyalty and Retention in the Tourism Industry: An empirical study.

International Journal of Tourism Research, 17(3), 249–260.
<https://doi.org/10.1002/jtr.1982>

- Eid, Riyadh. (2013). Managing customer trust, satisfaction, and loyalty through information communication technologies. *Information Science Reference*.
- Eid, R., & Abdelkader, A. A. (2017). Muslim e-service quality dimensions in the tourism and hospitality industry: construct development and measurement... Muslim e-service quality dimensions in the tourism and hospitality industry: construct development and measurement validation. In *Journal of Industrial Management & Data Systems, Benchmarking International Journal* (Vol. 2, Issue 3).
- Elizar, C., Indrawati, R., Yanuar, T., Syah, R. (2020). E-service quality, Customer Satisfaction, Customer Trust, and Customer Loyalty in Service of Paediatric Polyclinic Over Private H Hospital of East Jakarta, Indonesia.
- Fadhilla, R., Zimbalis, A., Setyawati, A., Anthony, D. (2019). The Impact of Price Fairness and E-service quality on Customer Satisfaction and Loyalty of Lion Air Airlines Due to Paid Baggage Policy on Domestic Flights at Soekarno Hatta Airport.
<https://proceedings.itltrisakti.ac.id/index.php/ATLR/article/view/159/192>
- Fauzan, N. (2022). The Effect of Corporate Social Responsibility to Corporate Reputation on Word of Mouth Toward Customer Trust. *GMPI Conference Series, 1*, 29–41. <https://doi.org/10.53889/gmpics.v1.83>
- Fernandes, T., & Cruz, M. (2016). Dimensions and outcomes of experience quality in tourism: The case of Port wine cellars. *Journal of Retailing and Consumer Services*, 31, 371–379.
<https://doi.org/10.1016/j.jretconser.2016.05.002>
- Firdous, S., & Farooqi, R. (2019). Service Quality To E-Service Quality: A Paradigm Shift.
- Fitouri-Trabelsi, S., Mora-Camino, F., Cosenza, C. A. N., & Weigang, L. (2015). Integrated Decision Making for Aplikasi Management.
- Garbarino, E., & Johnson, M. S. (1999). The Different Roles of Satisfaction, Trust, and Commitment in Customer Relationships. *Journal of Marketing*, 63(2), 70–87. <https://doi.org/10.1177/002224299906300205>
- Gaunker, V. S. P., & Gaonkar, R. S. P. (2021). E-service quality—A Case Study on Selected Hotels in Goa. In P. M. Pandey, P. Kumar, & V. Sharma (Eds.), *Advances in Production and Industrial Engineering* (pp. 147–159). Springer Singapore.
- Gerami, M., Yazdanian, V. (2022). Customer loyalty and Electronic Loyalty Information and communication technologies in Middle East countries, A Study of Voice over Internet Protocol View project Customer loyalty and Electronic Loyalty. <http://ict.bcnf.ir>

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Ginting, Y. M., Chandra, T., Miran, I., & Yusriadi, Y. (2023). Repurchase intention of e-commerce customers in Indonesia: An overview of the effect of e-service quality, e-word of mouth, customer trust, and customer satisfaction mediation. *International Journal of Data and Network Science*, 7(1), 329–340. <https://doi.org/10.5267/j.ijdns.2022.10.001>
- Gopalsamy, S., Gokulapadmanaban, S. (2021). Does Implementation of Customer Relationship Management (CRM) Enhance the Customer Loyalty? An Empirical Research in Banking Sector. *In Iranian Journal of Management Studies (IJMS)* (Vol. 2021, Issue 2).
- Gul, R. (2014). The Relationship between Reputation, Customer Satisfaction, Trust, and Loyalty. *Journal of Public Administration and Governance*, 368. <https://doi.org/10.5296/jpag.v4i3.6678>
- Gures, N., Arslan, S., Yucel Tun, S. (2014). Customer Expectation, Satisfaction and Loyalty Relationship in Turkish Airline Industry. *International Journal of Marketing Studies*. <https://doi.org/10.5539/ijms.v6n1p66>
- Haekal, A., & Widjajanta, B. (2016). Pengaruh kepercayaan dan persepsi risiko terhadap minat membeli secara online pada pengunjung website classifieds di inonesia. *Journal of Business Management Education (JBME)*, 1(1), 183-195.
- Haghhah, A., Ebrahimpour, A., Bakar, A., & Hamid, A. (2011). *The Impact of E-service quality on Tourism Industry*. http://planningcommission.nic.in/plans/stateplan/sdr_hp/sdr_hpch19.pdf
- Hair, J. F., Hult, G. T. M., Ringle, C. M., Sarstedt, M., Danks, N. P., & Ray, S. (2021). *Partial Least Squares Structural Equation Modeling (PLS-SEM) Using R: A Workbook*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-80519-7>
- Halim, P., Swasto, B., Hamid, D., & Firdaus, M. R. (2014). The Influence of Product Quality, Brand Image, and Quality of Service to Customer Trust and Implication on Customer Loyalty (Survey on Customer Brand Sharp Electronics Product at the South Kalimantan Province). In *European Journal of Business and Management* www.iiste.org ISSN (Vol. 6, Issue 29). Online. www.iiste.org
- Hallowell, R. (1996). The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study. *International Journal of Service Industry Management*, 27–42. <https://doi.org/10.1108/09564239610129931>
- Han, H., & Ryu, K. (2009). The roles of the physical environment, price perception, and customer satisfaction in determining customer loyalty in the restaurant industry. *Journal of Hospitality and Tourism Research*, 33(4), 487–510. <https://doi.org/10.1177/1096348009344212>

- Handayani, W., Widjaja, F. N., & Megawati, V. (2019). Effect of service quality on the satisfaction of low-cost carrier service users in Indonesia. Proceedings of the 16th International Symposium on Management (INSYMA 2019). Proceedings of the 16th International Symposium on Management (INSYMA 2019), Manado, Indonesia. <https://doi.org/10.2991/insy-19.2019.52>
- Hardjono, B., & San, L. P. (2017). Customer Relationship Management Implementation and its Implication to Customer Loyalty in Hospitality Industry. In *Jurnal Dinamika Manajemen* (Vol. 8, Issue 1). <http://jdm.unnes.ac.id>
- Hastuti, P. (2010). Prinsip penulisan kuesioner penelitian. *Jurnal Agribisnis Dan Pengembangan Wilayah*, 2(1), 43–56.
- Haryono, D. H. S., Pd, M., & Wardoyo, P. (2012). Structural Equation Modelling.
- He, X., Cheng, J., Swanson, S. R., Su, L., & Hu, D. (2022). The effect of destination employee e-service quality on tourist environmentally responsible behavior: A moderated mediation model incorporating environmental commitment, destination social responsibility and motive attributions. *Tourism Management*, 90. <https://doi.org/10.1016/j.tourman.2021.104470>
- Hendrawati, E., Gede Juanamasta, I., Made Nopita Wati, N., Wahyuni, W., Pramudianti, M., Susantinah Wisnujati, N., Prastiwi Setiawati, A., Susetyorini, S., Elan, U., Rusdiyanto, R., Astanto, D., Ulum, B., Novitasari Khadijah, S., Trimarjono, A., Syafii, M., Mubarroq, A., Kristiningsih, K., Dwi Pratiwi, R., Veri, V., ... Chairul Basrun Umanailo, M. (2019). The Role Of Customer Service Through Customer Relationship Management (CRM) To Increase Customer Loyalty And Good Image. *Article in International Journal of Scientific & Technology Research*, 8(10). www.ijstr.org
- Herdayani, & Syahrial. (2019). *Desain Penelitian Dan Teknik Pengumpulan Data Dalam Penelitian*. <https://doi.org/10.21203/rs.3.rs-1226845/v1>
- Heskett, J. L. (2002). Beyond customer loyalty. *Managing Service Quality: An International Journal*, 12(6), 355–357. <https://doi.org/10.1108/09604520210451830>
- Hien, B. T., Tram, N. T. N., & Minh Ai, T. N. (2021). Customer loyalty to modern retail channel a study in the context of covid-19 pandemic in Vietnam. *Quality - Access to Success*, 22(184), 122–130. <https://doi.org/10.47750/QAS/22.184.16>
- Horobet, A., Zlatea, M. L. E., Belascu, L., & Dumitrescu, D. G. (2022). Oil price volatility and airlines' stock returns: Evidence from the global aviation industry. *Journal of Business Economics and Management*, 23(2), 284–304. <https://doi.org/10.3846/jbem.2022.16094>
- Hoogland, B. (2015). Assessing e-service quality, customer satisfaction and customer loyalty in subscription-based. SERVICE QUALITY.

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Hu, H.-Y., Cheng, C.-C., Chiu, S.-I., & Hong, F.-Y. (2011). A study of customer satisfaction, customer loyalty and quality attributes in Taiwan's medical service industry. *African Journal of Business Management*, 5(1), 187–195. <https://doi.org/10.5897/AJBM10.951>
- Hussain Khan, K. (2022). *An Assessment of Pricing Strategies and Consumer Behaviour (Loyalty) in the Telecommunication Sector: A Case Study of the Norwegian Telecommunication Sector*.
- Hutagaol, J. (2022). Customer Loyalty of Social Media Shop: How the Role of E-Service Quality, Brand Awareness, Trust, Word of Mouth and Satisfaction? 2022.
- Imada, T. (2012). Determination of Critical Value of Multivariate Normal Test With Two-Sided Alternative Based on Likelihood Ratio Test. *Journal of the Japanese Society of Computational Statistics*, 25(1), 51–65. https://doi.org/10.5183/jjscs.1105001_196
- Iskandar, A. (2017). Teknik Analisis Validitas Konstruksi dan Reliabilitas instrument Test dan Non Test Dengan Software LISREL. <https://doi.org/10.31227/osf.io/nbhxq>
- Ismail, I. J. (2022). Speaking to the hearts of the customers! The mediating effect of customer loyalty on customer orientation, technology orientation and business performance. *Technological Sustainability*. <https://doi.org/10.1108/techs-03-2022-0016>
- Jain, A. K., Pinson, C., Malhotra, N. K. (1987). Customer Loyalty as a Construct in the Marketing of Banking Services. *International Journal of Bank Marketing*, 49–72. <https://doi.org/10.1108/eb010811>
- Jalil, A., Kaur, H., & Jogia, A. V. (2021). The Impact of E-Service Quality On Customer Loyalty in United Kingdom. 6(1).
- Jamiel, S. N. A. (2012). *Analisis Interaksi Siswa Smp Pada Pembelajaran Partikel Materi Dengan Menggunakan Media Model*.
- Jenneboer, L., Herrando, C., & Constantinides, E. (2022). The Impact of Chatbots on Customer Loyalty: A Systematic Literature Review. *In Journal of Theoretical and Applied Electronic Commerce Research* (Vol. 17, Issue 1, pp. 212–229). MDPI. <https://doi.org/10.3390/jtaer17010011>
- Jiang, H., & Zhang, Y. (2016). An investigation of service quality, customer satisfaction and loyalty in China's airline market. *Journal of Air Transport Management*, 57, 80–88. <https://doi.org/10.1016/j.jairtraman.2016.07.008>
- Jonsson Kvist, A. K., & Klefsjö, B. (2006). Which e-service quality dimensions are important in inbound tourism? A case study in a peripheral location. *Managing E-service quality*, 16(5), 520–537. <https://doi.org/10.1108/09604520610686151>

- Junaidi, J. (2015). *Memahami Skala-Skala Pengukuran*.
- Juniardi, A., Haerani, S., & Munir, A. R. (2018). Pengaruh Strategi Bauran Pemasaran Terhadap Kepuasan dan Loyalitas Pelanggan Hotel Novotel Makassar Grand Shayla City Centre. *Hasanuddin Journal of Applied Business and Entrepreneurship*, 1(4), 52-64.
- Kamandi, F. G., Kinyua, G., & Muchemi, A. (2021). Strategic Alignment as an Antecedent of Customer Satisfaction: A Review of Literature. *International Journal of Managerial Studies and Research (IJMSR)*, 9, 38–57. <https://doi.org/10.20431/2349-0349.0912005>
- Kandampully, J., Suhartanto, D. (2000). Customer loyalty in the hotel industry: the role of customer satisfaction and image. *International Journal of Contemporary Hospitality Management*, 346–351. <https://doi.org/10.1108/09596110010342559>
- Kandampully, J., Zhang, T. (Christina), & Bilgihan, A. (2015). Customer loyalty: A review and future directions with a special focus on the hospitality industry. *International Journal of Contemporary Hospitality Management*, 27(3), 379–414. <https://doi.org/10.1108/IJCHM-03-2014-0151>
- Karaağaoğlu, N., & Gündüz, Ş. (2023). Full-service carrier (FSC) vs low-cost carrier (LCC): Purchasing decision-making process of passengers. *Journal of Aviation*. <https://doi.org/10.30518/jav.1320304>
- Kartika Sari, E., & Wijaya, S. (2020). *The Role of Emotional Brand Attachment and Customer Trust in Enhancing Customer Experience's Effect on Customer Loyalty Towards Beauty Clinics in Surabaya*. <https://doi.org/10.9744/ijbs.2.1.18-26>
- Kaur, B., Kaur, J., Pandey, S. K., & Joshi, S. (2023). E-service Quality: Development and Validation of the Scale. *Global Business Review*, 24(5), 953–971. <https://doi.org/10.1177/0972150920920452>
- Keke, Y. (2019). Commerce and Management View Project. *Juliater Simarmata Trisakti Institute of Transportation and Logistics*. <https://www.researchgate.net/publication/335290351>
- Keshavarz, Y., Jamshidi, D., & Bakhtazma, F. (2016). The Influence of E-service quality on Restaurant' Customer Loyalty. In *Arabian Journal of Business and Management Review* (Vol. 6, Issue 4). Oman Chapter. www.arabianjbmr.com
- Khan, F., Yusoff, R. M., & Kakar, P. (2017). Impact of e-service quality and customer satisfaction on tourism industry. *Journal of Advanced Research in Social and Behavioural Sciences Journal Homepage*, 6(2), 146–155. www.akademiabaru.com/arsbs.html
- Khan, R. U., Salamzadeh, Y., Iqbal, Q., Yang, S. (2022). The Impact of Customer Relationship Management and Company Reputation on Customer Loyalty:

The Mediating Role of Customer Satisfaction. *Journal of Relationship Marketing*, 1–26. <https://doi.org/10.1080/15332667.2020.1840904>

Khan, T., Tariq Khan, M., Afzal Humayun, A., & Sajjad, M. (2015). Customer Loyalty-Attitudinal and Behavioral Aspects (A Review). *International Journal of Information, Business and Management*, 7(2), 163.

Khaskhuu, A. (2022). Cultural Influences on E-service quality Expectation: Evidence from Mongolian Higher Education. In *International Symposium on Computer Science and Educational Technology* (Vol. 9, Issue 3).

Khatun, N. (2021). Applications of Normality Test in Statistical Analysis. *Open Journal of Statistics*, 11(01), 113–122. <https://doi.org/10.4236/ojs.2021.111006>

Khoa, B. T., Oanh, N. T. T., Uyen, V. T. T., Dung, D. C. H. (2022). Customer Loyalty in the Covid-19 Pandemic: The Application of Machine Learning in Survey Data. *Smart Systems: Innovations in Computing* (pp. 419–429). Springer Singapore.

Khraiwish, A., Al-Gasawneh, J. A., Joudeh, J. M. M., Nusairat, N. M., & Alabdi, Y. F. (2022). The differential impacts of customer commitment dimensions on loyalty in the banking sector in Jordan: Moderating the effect of e-service quality. *International Journal of Data and Network Science*, 6(2), 315–324. <https://doi.org/10.5267/j.ijdns.2022.1.006>

Khudhair, H. Y., Jusoh, A., Mardani, A., Nor, K. M., Streimikiene, D. (2019). Review of Scoping Studies on E-service quality, Customer Satisfaction and Customer Loyalty in the Airline Industry. *Contemporary Economics*. <https://link.gale.com/apps/doc/A615691172/AONE?u=anon~11bf891c&sid=googleScholar&xid=11e8192f>

Kim, Y. J., Oh, Y., Park, S., Cho, S., & Park, H. (2013). Stratified Sampling Design Based on Data Mining. *Healthcare Informatics Research*, 19(3), 186. <https://doi.org/10.4258/hir.2013.19.3.186>

Kim, Y. K., & Lee, H. R. (2011). Customer satisfaction using low cost carriers. *Tourism Management*, 32(2), 235–243. <https://doi.org/10.1016/j.tourman.2009.12.008>

Kita, P., Maciejewski, G., Čvirik, M., & Mazalánová, V. K. (2022). New factors of consumer behaviour in the context of business models used in retailing during the COVID-19 era. *Forum Scientiae Oeconomia*, 10(3), 75–92. https://doi.org/10.23762/FSO_VOL10_NO3_4

Kline, R. B. (2018). Response to Leslie Hayduk’s Review of Principles and Practice of Structural Equation Modeling, 4th Edition. *Canadian Studies in Population*, 45(3–4), 188. <https://doi.org/10.25336/csp29418>

Kotler, P. (2021). *Marketing for hospitality and tourism*

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Kreis, H., Mafael, A. (2014). The influence of customer loyalty program design on the relationship between customer motives and value perception. *Journal of Retailing and Consumer Services*, 590–600. <https://doi.org/https://doi.org/10.1016/j.jretconser.2014.04.006>
- Kumar, P. (2010). *Marketing For Hospitality And Tourism Services*.
- Kumar, V., & Reinartz, W. (2018). *High High Low Springer Texts in Business and Economics Customer Relationship Management Concept, Strategy, and Tools Third Edition*. <http://www.springer.com/series/10099>
- Kuppusamy, J., Angusamy, A., & Raman, K. (2022). What Drives E-grocery Purchase Retention in a Post Pandemic Era? 12(6).
- Kusumaningrum, M., Fadillah, A., Warsito, T., & Octora, Y. (2018). Service Performance, Brand Image and Repurchase Intention A Study Comparasion of Citilink and Lion air Airlines.
- Kyle, G., & Theodorakis, N. D. (2010). *The effect of e-service quality on customer loyalty within the context of ski resorts Cite this paper*. <https://www.researchgate.net/publication/259579322>
- Lacey, R., Sneath, J. Z. (2006). Customer loyalty programs: Are they fair to consumers? *Journal of Consumer Marketing*, 458–464. <https://doi.org/10.1108/07363760610713000>
- Lai, I. K. W. (2014). The Role of E-service quality, Perceived Value, and Relationship Quality in Enhancing Customer Loyalty in the Travel Agency Sector. *Journal of Travel and Tourism Marketing*, 31(3), 417–442. <https://doi.org/10.1080/10548408.2014.883346>
- Lawu, M. S., Santoso, I., Asbudiutomo, R. M., & Gunadi, W. (2022). *Service Recovery in Online Travel Agencies During COVID-19 Pandemic*.
- Lee, F.-H., & Wu, W.-Y. (2011). Moderating effects of technology acceptance perspectives on e-service quality formation: Evidence from airline websites in Taiwan. *Expert Systems with Applications*, 38(6), 7766–7773. <https://doi.org/10.1016/j.eswa.2010.12.131>
- Leninkumar, V. (2017). The Relationship between Customer Satisfaction and Customer Trust on Customer Loyalty. *International Journal of Academic Research in Business and Social Sciences*, 7(4), Pages 450-465. <https://doi.org/10.6007/IJARBSS/v7-i4/2821>
- Li, X. (2006). Examining The Antecedents and Structure of Customer Loyalty in A Tourism Context, *A Dissertation*.
- Liasidou, S., Garanti, Z., & Pipyros, K. (2022). Air transportation and tourism interactions and actions for competitive destinations: the case of Cyprus. *Worldwide Hospitality and Tourism Themes*. <https://doi.org/10.1108/WHATT-07-2022-0079>

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- LiavX Hoq, M., Sultana, N., Amin, M. (2010). The Effect of Trust, Customer Satisfaction and Image on Customers' Loyalty in Islamic Banking Sector.
- Limna, P., & Kraiwanit, T. (2022). E-service quality and Its Effect on Customer Satisfaction and Customer Loyalty: A Qualitative Study of Muang Thai Insurance Company in Krabi, Thailand. In *Journal for Strategy and Enterprise Competitiveness I* (Vol. 1, Issue 2). <https://www.researchgate.net/publication/362628452>
- Lin, F. H., Tsai, S. B., Lee, Y. C., Hsiao, C. F., Zhou, J., Wang, J., & Shang, Z. (2017). Empirical research on Kano's model and customer satisfaction. *PLoS ONE*, 12(9). <https://doi.org/10.1371/journal.pone.0183888>
- Lončarić, D., Perišić Prodan, M., & Dlačić, J. (2017). *Co-Creating Tourist Experience to Enhance Customer Loyalty and Travel Satisfaction*. 321–334. <https://doi.org/10.20867/tosee.04.43>
- Lu, X., Bengtsson, L., Britton, T., Camitz, M., Kim, B. J., Thorson, A., & Liljeros, F. (2012). The Sensitivity of Respondent-Driven Sampling. *Journal of the Royal Statistical Society Series A: Statistics in Society*, 175(1), 191–216. <https://doi.org/10.1111/j.1467-985X.2011.00711.x>
- Mahadin, B. K., Abu Elsamn, A., El-Adly, M. I. (2022). Airline brand equity: do advertising and sales promotion matter? An empirical evidence from UAE traveler's perspective. *International Journal of Organizational Analysis*. <https://doi.org/10.1108/IJOA-07-2021-2868>
- Maharani, I. G. A. P., Persada, S. F., & Apriyansyah, B. (2021). Analisis Tabulasi Silang pada Situs Ecotourism Indonesia: Studi Kasus di Kab. Banyuwangi. *Jurnal Sains Dan Seni ITS*, 10(1).
- Mahmud, A., Othman, A., Abd Rahim, N., & Hamdan, F. F. (2023). The Effect of Corporate Image and Customer Delight towards Customer Loyalty in Malaysia Airlines Berhad (MAB). Proceedings of the International Conference on Sustainability in Technological, Environmental, Law, Management, Social and Economic Matters, ICOSTELM 2022, 4-5 November 2022, Bandar Lampung, Indonesia. Proceedings of the International Conference on Sustainability in Technological, Environmental, Law, Management, Social and Economic Matters, ICOSTELM 2022, 4-5 November 2022, Bandar Lampung, Indonesia, Bandar Lampung, Indonesia. <https://doi.org/10.4108/eai.4-11-2022.2327865>
- Malnaad, P., & Haque, R. (2022). An Examination On E-Banking Service Quality And Its Significance On E-Satisfaction And E-Loyalty: An Asian Study.
- Mantik, J., Rivaldo, Y., Victor Kamanda, S., & Yusman, E. (2022). The Influence Of Brand Image, Promotion And Trust On Customer Loyalty At Bank BSI Nagoya Batam Branch. In *Jurnal Mantik* (Vol. 6, Issue 2).

- Mantik, J., Septian, N., Yuliati, L. R., Muhyiddin, H., & Hutasuhut, I. P. (2022). The Role of Courier E-service quality in Building Customer Satisfaction and Customer Loyalty. In *Jurnal Mantik* (Vol. 6, Issue 2).
- Manyanga, W., Makanyeza, C., & Muranda, Z. (2022). The effect of customer experience, customer satisfaction and word of mouth intention on customer loyalty: The moderating role of consumer demographics. *Cogent Business and Management*, 9(1). <https://doi.org/10.1080/23311975.2022.2082015>
- Martínez Caro, L., & Martínez García, J. A. (2008). Developing a multidimensional and hierarchical e-service quality model for the travel agency industry. *Tourism Management*, 29(4), 706–720. <https://doi.org/10.1016/j.tourman.2007.07.014>
- Maryglen F., G., & Erwin M., F. (2022). A Review on Community Pharmacy Engagement and Customer Devotion: A Venue for Improving Customer Loyalty in Your Business. *World Journal of Research and Review*, 14(1). <https://doi.org/10.31871/wjrr.14.1.7>
- Matzler, K., Renzl, B., & Rothenberger, S. (2006). Measuring the relative importance of service dimensions in the formation of price satisfaction and service satisfaction: A case study in the hotel industry. *Scandinavian Journal of Hospitality and Tourism*, 6(3), 179–196. <https://doi.org/10.1080/15022250600872850>
- McMullan, R., Gilmore, A. (2008). Customer loyalty: an empirical study. *European Journal of Marketing*, 1084–1094. <https://doi.org/10.1108/03090560810891154>
- Min, J. C. H. (2016). Guiding the guides: developing indicators of tour guides' e-service quality. *Total Quality Management and Business Excellence*, 27(9–10), 1043–1062. <https://doi.org/10.1080/14783363.2015.1060123>
- Miranda Veloso, C., Magueta, D., Barbosa Sousa, B., & Carvalho, J. L. (2020). Measuring E-Service Quality, Satisfaction and Loyalty of Customer in the Online Channel of the Modern Retail. *IBIMA Business Review*, 1–15. <https://doi.org/10.5171/2020.531781>
- Mittal, V., & Frennea, C. (2010). A Strategic Review and Guidelines for Managers. *Fast Forward*.
- Mont, O., & Plepys, A. (2016). *Customer satisfaction: review of literature and application to the product-service systems*. <https://www.researchgate.net/publication/252184772>
- Mouzaek, E., al Marzouqi, A., Alaali, N., Salloum, S. A., Aburayya, A., & Suson, R. (2021). An Empirical Investigation of the Impact of E-service quality Dimensions on Guests Satisfaction: A Case Study of Dubai Hotels. *Journal of Contemporary Issues in Business and Government*, 27(3). <https://doi.org/10.47750/cibg.2021.27.03.160>

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Morgan, N. A. (2012). Marketing and business performance. *Journal of the Academy of Marketing Science*, 40(1), 102–119. <https://doi.org/10.1007/s11747-011-0279-9>
- Morgan, R. E., McGuinness, T., & Thorpe, E. R. (2000). The contribution of marketing to business strategy formation: A perspective on business performance gains. *Journal of Strategic Marketing*, 8(4), 341–362. <https://doi.org/10.1080/09652540010003672>
- Morsy, N. A., & Beshay, A. N. (2019). *The Impact of Website Quality on Customers' Usage and Purchasing Intentions: The Case of Airlines and Online Travel Agencies*.
- Muawanah, R. (2022). *Review Literature: Human Capital improvement to increase customer satisfaction at the Ministry of Finance Republic of Indonesia*.
- Muhammad, H., Tanko, G. I., & Yusuf, A. (2015). Antecedents of e-service, quality, perceived value and moderating effect of e-satisfaction with e-loyalty in airline industries.
- Muharam, H., Chaniago, H., & Harun, A. B. (2021). E-Service Quality, Customer Trust & Satisfaction: Market Place Consumer Loyalty Analysis. 8.
- Murugan, B., & Thamilarasan. (2023). Analysis The Impact of E-Service Quality On Customer Engagement and Customer Loyalty In B2C E-Commerce Website. *International Research Journal of Modernization in Engineering Technology and Science*.
- Mutlu, H. M., & Sesliokuyucu, İ. P. (2015). The Relationship between Ground Service Quality and Customer Loyalty.
- Muzahid Akbar, M., Parvez, N. (2009). Impact of E-service quality, Trust, and Customer Satisfaction on Customers Loyalty.
- Myrden, S. E., Kelloway, E. K. (2015). Leading to customer loyalty: a daily test of the service-profit chain. *Journal of Services Marketing*, 585–598. <https://doi.org/10.1108/JSM-01-2015-0058>
- Ni'mah, M., Program, S., Fakultas, S. P., Sosial, I., Uin, H., Kalijga, S., Jl, Y., Marsda, A., & Sleman, Y. (2014). *Proceeding Seminar Nasional Psikometri*.
- Nagar, A. K., Singh Jat, D., Mishra, D. K., & Joshi, A. (Eds.). (2023). *Intelligent Sustainable Systems: Selected Papers of WorldS4 2022, Volume 1 (Vol. 578)*. Springer Nature Singapore. <https://doi.org/10.1007/978-981-19-7660-5>
- Nair, G. B. (2023). Relationship Between E-Service Quality and Customer Loyalty: A Study On Unified Payment Interface Applications. 11(2).
- Nguyen, T. D., Banh, U. U. T., Nguyen, T. M., & Nguyen, T. T. (Eds.). (2023). *E-Service Quality: A Literature Review and Research Trends*. 47–62. https://doi.org/10.1007/978-981-19-7660-5_5

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION
Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Nugroho, E. (2018). *Prinsip-prinsip Menyusun Kuesioner*.
- Nugroho, R. A., Suprapti, N. W. S. (2022). The Role of Customer Engagement in Mediating the Influence of Brand Experience and Customer Satisfaction on the Customer Loyalty of Full-Service Airline in Indonesia. *Journal of Business and Management Review*, 138–157. <https://doi.org/10.47153/jbmr32.3132022>
- Nurdin, I., & Hartati, S. (2019). Metodologi penelitian sosial. Media Sahabat Cendekia.
- Nurittamnot, W. (2022). Understanding The Influence Of E-Service Quality On Customer Loyalty To Using Mobile Phone Application Of Young Consumers.
- Ojasalo, J. (2010). E-Service Quality: A Conceptual Model.
- Ok, S., Suy, R., Chhay, L., & Choun, C. (2018). Customer Satisfaction and E-service quality in the Marketing Practice: Study on Literature Review. *Asian Themes in Social Sciences Research*, 1(1), 21–27. <https://doi.org/10.33094/journal.139.2018.11.21.27>
- Oliver, R. L. (2006). Customer Satisfaction Research.
- Ostrowski, P. L., O'Brien, T. V., Gordon, G. L. (1993). E-service quality and Customer Loyalty in the Commercial Airline Industry. *Journal of Travel Research*, 16–24. <https://doi.org/10.1177/004728759303200203>
- Pabedinskaitė, A., & Akstinaitė, V. (2014). Evaluation of the Airport Service Quality. *Procedia - Social and Behavioral Sciences*, 110, 398–409. <https://doi.org/10.1016/j.sbspro.2013.12.884>
- Parasuraman, A., Berry, L. L., & Zeithaml, V. A. (1991). Perceived e-service quality as a customer-based performance measure: An empirical examination of organizational barriers using an extended e-service quality model. *Human Resource Management*, 30(3), 335–364. <https://doi.org/10.1002/hrm.3930300304>
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1985). A Conceptual Model of E-service quality and Its Implications for Future Research. *Journal of Marketing*, 49(4), 41–50. <https://doi.org/10.1177/002224298504900403>
- Patil, Dr. R. (2024). A Study On Measuring E-Service Quality Of Make My Trip. *International Journal of Multidisciplinary Research & Reviews*, 3(2), 105–115. <https://doi.org/10.56815/IJMRR.V3I2.2024/105-115>
- Patwardhan, A. A., & Pandey, N. (2021). Analyzing Role of E-SERVQUAL Constructs for Post-pandemic Recovery of Indian Taxi Aggregator Services. *International Journal of Global Business and Competitiveness*, 16(S1), 89–102. <https://doi.org/10.1007/s42943-021-00042-8>

- Pérez-Morón, J., Madan, S., Yin Cheu, J., Mui Hung Kee, D., Chiy Cheong, L., Chin, R., Cheng, J., & Patricia Muñoz García, A. (2022). Effect of E-service quality and Customer Satisfaction on Customer Loyalty: A case study of Starbucks in Malaysia. *International Journal of Tourism and Hospitality in Asia Pasific (IJTHAP)*, 5(1), 62–74. <https://doi.org/10.32535/ijthap.v5i1.140>
- Philips Olatunde, O., Temitope Sunday, O., Samuel Niyi, A. (2020). Complaint Management and Customer Loyalty among Aviation Customers in Ekiti State, Nigeria. *British Journal of Management and Marketing Studies*. www.abjournals.org
- Pirzadeh, H., Shanian, S., Hamou-Lhadj, A., Alawneh, L., & Shafiee, A. (2013). Stratified sampling of execution traces: Execution phases serving as strata. *Science of Computer Programming*, 78(8), 1099–1118. <https://doi.org/10.1016/j.scico.2012.11.002>
- Potjanajaruwit, P. (2023). The Effect of E-Service Quality on The Competitive Advantages of Tourism and Hotel Businesses in Thailand. *GeoJournal of Tourism and Geosites*, 47(2), 363–369. <https://doi.org/10.30892/gtg.47201-1033>
- Prabowo, M. D. A., Amalia, D., Septiani, V., & Komalasari, Y. (2023). Effect of AplikasiServices on Arrival Baggage for Passenger Satisfaction. 4.
- Pradana, B. P. (2022). Investigating the Repurchase Intention of E-Commerce Users from E-service quality and Expectation-Confirmation Theory Perspective. *Jurnal Informasi Dan Teknologi*, 127–135. <https://doi.org/10.37034/jidt.v4i3.210>
- Prawira, K. D., Bintoro, B. P. K., Hadis, R., Warseno, W., & Terah, Y. A. (2022). Analysis of Factors Affecting Customer Satisfaction at PT.OSO Gallery. *ADI Journal on Recent Innovation (AJRI)*, 3(2), 172–183. <https://doi.org/10.34306/ajri.v3i2.531>
- Pujiastuti, E. E., Nimran, U., Suharyono, S., & Kusumawati, A. (2017). The antecedents of behavioral intention regarding rural tourism destination. *Asia Pacific Journal of Tourism Research*, 22(11), 1169–1181. <https://doi.org/10.1080/10941665.2017.1377270>
- Purba, J. T., Juliana, J., Budiono, S., Purwanto, A., Pramono, R., & Djakasaputra, A. (2022). The relationship between hotel e-service quality and customer satisfaction: an empirical study of spa hotels in Indonesia. In *International Journal of Entrepreneurship* (Vol. 26, Issue 1).
- Puspasari, A., Nurhayaty, E., Riftingasari, D., Yuniarti, P., Suharyadi, D., & Martiwi, R. (2022). *The Effect Of E-service quality Perception And Company Image On Customer Satisfaction And Their Impact On Customer Loyalty Indihome*.

- Putra, E. A. (2016). Anak Berkesulitan Belajar Di Sekolah Dasar Se-Kelurahan Kalumbuk Padang (Penelitian Deskriptif Kuantitatif). *Jurnal Penelitian Pendidikan Khusus*, 4(3).
- Putri, S. E. (2022). *The Effect of Mediation on Consumer Involvement and Intimacy on Trust and Loyalty at Bank Syariah Indonesia*.
- Rahi, S., & Ghani, M. A. (2018). *Investigating the role of e-e-service quality and brand image in internet banking acceptance context with structural equation modeling (SEM-PLS)*. <http://www.esd-conference.com>
- Rajapaksha, A., & Jayasuriya, Dr. N. (2020). Smart Airport: A Review on Future of the Airport Operation. *Global Journal of Management and Business Research*, 25–34. <https://doi.org/10.34257/GJMBRAVOL20IS3PG25>
- Rasheed, F. A., Abadi, M. F. (2014). Impact of E-service quality, Trust and Perceived Value on Customer Loyalty in Malaysia Services Industries. *Procedia - Social and Behavioral Sciences*, 298–304. <https://doi.org/https://doi.org/10.1016/j.sbspro.2014.11.080>
- Rather, R. A., & Sharma, J. (2016). *Customer Engagement in Strengthening Customer Loyalty in Hospitality Sector* (Vol. 9, Issue 2).
- Rathore, Dr. B. (2021). Digital Transformation 4.0: A Case Study of L.K. Bennett from Marketing Perspectives. *International Journal of Enhanced Research in Management & Computer Applications*, 10(11). <https://doi.org/10.55948/IJERMCA.2021.1108>
- Reinartz, W., Kumar, V. (2002). The mismanagement of customer loyalty. *Harvard Business Review*, 86–94, 125. <http://europemc.org/abstract/MED/12140857>
- Restuputri, D. P., Purnamasari, K., Afni, N., Legtria, S., Shoffiah, E., Septia, M., & Masudin, I. (2022). Evaluation of aircraft cabin comfort: Contributing factors, dissatisfaction indicators, and degrees of influence. 020047. <https://doi.org/10.1063/5.0094297>
- Retnowati, R., Manongga, D., & Sunarto, H. (2019). Development of sustainability systems for open government data (OGD) management by combining the shel model and soft systems methodology analysis. *Journal of Theoretical and Applied Information Technology*, 30(12). www.jatit.org
- Rigby, D. K., Reichheld, F., & Dawson, C. (2003). *Winning customer loyalty is the key to a winning CRM strategy*. www.iveybusinessjournal.com
- Rizan, M., Warokka, A., Listyawati, D. (2013). Relationship marketing and customer loyalty: Do customer satisfaction and customer trust really serve as intervening variables? *Vision 2020: Innovation, Development Sustainability, and Economic Growth - Proceedings of the 21st International Business Information Management Association Conference, IBIMA 2013*, 1285–1295. <https://doi.org/10.5171/2014.724178>

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Rizan, M., Warokka, A., Wibowo, A., Febrilia, I. (2020). Leadership styles and customer loyalty: A lesson from emerging southeast asia's airlines industry. *Journal of Asian Finance, Economics and Business*, 477–488. <https://doi.org/10.13106/jafeb.2020.vol7.no9.477>
- Rossi, R., Murari, A., Gaudio, P., & Gelfusa, M. (2020). Upgrading Model Selection Criteria with Goodness of Fit Tests for Practical Applications. *Entropy*, 22(4), 447. <https://doi.org/10.3390/e22040447>
- Rubio, N., Yagüe, M. J. (2019). Customer Loyalty and Brand Management. www.mdpi.com/journal/admsci
- Sabaitytė, J., Davidavičienė, V., & Van Kleef, G. F. (2020). The Peculiarities of Low-Cost Carrier Development in Europe. *Energies*, 13(3), 639. <https://doi.org/10.3390/en13030639>
- Salah, M., & Abou-Shouk, M. A. (2019). The effect of customer relationship management practices on airline customer loyalty.
- Saleem, H., Raja, N. S. (2014). The impact of e-service quality on customer satisfaction, customer loyalty and brand image: Evidence from hotel industry of Pakistan. *Middle - East Journal of Scientific Research*, 706–711. <https://doi.org/10.5829/idosi.mejsr.2014.19.5.21018>
- Salim, M., & Rodhiah, R. (2021). The Effect of Perceived Quality, Customer Satisfaction, Corporate Image, Customer Experience on Customer Loyalty. *Budapest International Research and Critics Institute (BIRCI-Journal)*. <https://doi.org/10.33258/birci.v5i1.3844>
- Salome, I. O., Ayotunde, O. A., Samuel, O. O., & Samuel, O. O. (2022). From Service Quality To E-Service Quality: Measurement, Dimensions And Model. *O. S.*, 25(1).
- Sari, N., Nanda Priyatama, A., Arya Satwika, P.(2019). Analisis Jurnal Magister Psikologi UMA Loyalitas Pelanggan Maskapai Penerbangan Ditinjau dari Kualitas Layanan dan Emotional Branding Airlines Customer Loyalty Reviewed from E-service quality and Emotional Branding. *In Jurnal Magister Psikologi UMA* (Vol. 11, Issue 2).
- Sarwono, J. (2011). *Analisis jalur*.
- Schermelleh-Engel, K., Moosbrugger, H., & Müller, H. (2003). Evaluating the Fit of Structural Equation Models: Tests of Significance and Descriptive Goodness-of-Fit Measures. 8(2).
- Sedgwick, P. (2014). Cross sectional studies: Advantages and disadvantages. In *BMJ (Online)* (Vol. 348). BMJ Publishing Group. <https://doi.org/10.1136/bmj.g2276>
- Sekaran, Uma., & Bougie, Roger. (2013). *Research methods for business : a skill-building approach*. Wiley.

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Shafiee, M. M., & Bazargan, N. A. (2018). Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery. *Journal of Theoretical and Applied Electronic Commerce Research*, 13(1), 26–38. <https://doi.org/10.4067/S0718-18762018000100103>
- Sheng, T., & Liu, C. (2010). An empirical study on the effect of e-service quality on online customer satisfaction and loyalty. *Nankai Business Review International*, 1(3), 273–283. <https://doi.org/10.1108/20408741011069205>
- Sheu, P.-L., & Chang, S.-C. (2022). Relationship of e-service quality dimensions, customer satisfaction and loyalty in e-commerce: a case study of the Shopee App. *Applied Economics*, 54(40), 4597–4607. <https://doi.org/10.1080/00036846.2021.1980198>
- Shin, Y. H., Yu, L. (2020). The Influence of Quality of Physical Environment, Food and Service on Customer Trust, Customer Satisfaction, and Loyalty and Moderating Effect of Gender: an Empirical Study on Foreigners in South Korean Restaurant. *International Journal of Advanced Culture Technology*, 172–185. <https://doi.org/10.17703/IJACT.2020.8.3.172>
- Shoemaker, S., Lewis, R. C. (1999). Customer loyalty: the future of hospitality marketing. *International Journal of Hospitality Management*. [https://doi.org/https://doi.org/10.1016/S0278-4319\(99\)00042-0](https://doi.org/https://doi.org/10.1016/S0278-4319(99)00042-0)
- Shujaa Alotaibi, R. (2021). Understanding Customer Loyalty of M-Commerce Applications in Saudi Arabia. *International Transaction Journal of Engineering*, 12(6), 1–12. <https://doi.org/10.14456/ITJEMAST.2021.115>
- Shyju, Singh, K., Kokkrankal, J., Bharadwaj, R., Rai, S., & Antony, J. (2023). Service Quality and Customer Satisfaction in Hospitality, Leisure, Sport and Tourism: An Assessment of Research in Web of Science. *Journal of Quality Assurance in Hospitality & Tourism*, 24(1), 24–50. <https://doi.org/10.1080/1528008X.2021.2012735>
- Simanjuntak, D. C. Y., Fensia, P., & Veronica, V. (2022). Pengaruh Kualitas Pelayanan, Brand Equity dan Kualitas Produk Terhadap Kepuasan Pelanggan Pada PT. Alfa Scorpii. 3(10).
- Singh, A., & Kumar, D. (2019). The Effect of Airline Service Quality on passenger satisfaction: Evidence in an Emerging Economy. 6(2).
- Siripipatthanakul, S., Kanyama, J., Aburayya, A., & Suson, R. O. (2022). *Hotel E-service quality and Its Effect on Customer Loyalty: The Case of Ubon Ratchathani, Thailand during COVID-1...* *Related papers An Empirical Investigation of the Impact of Service Quality Dimensions on Guest s Satisfaction*.
- Sitorus, T., Yustisia, M. (2018). The influence of E-service quality and Customer Trust toward Customer Loyalty: The role of customer satisfaction.

International Journal for Quality Research, 639–654.
<https://doi.org/10.18421/IJQR12.03-06>

Situmorang, S. H., & Lutfi, M. (2014). *Analisis Data untuk Riset Manajemen dan Bisnis*. <https://www.researchgate.net/publication/353072388>

Soelasih, Y., Sumani, S. (2021). Customer Loyalty: The Difference between Full-Service Carriers and Low-Cost Carriers in Indonesia. *Binus Business*.
<https://doi.org/10.21512/bbr.v12i1.6489>

Sofia Silviana, N., Rofiaty, & Puspaningrum, A. (2022). The effect of customer experience of trust and e-e-service quality on customer loyalty with customer satisfaction as a research mediation variable in Tokopedia e-commerce. *International Journal of Research in Business and Social Science (2147-4478)*, 11(6), 600–608. <https://doi.org/10.20525/ijrbs.v11i6.1971>

Solimun, S., Fernandes, A. A. R. (2018). The mediation effect of customer satisfaction in the relationship between e-service quality, service orientation, and marketing mix strategy to customer loyalty. *Journal of Management Development*, 76–87. <https://doi.org/10.1108/JMD-12-2016-0315>

Solís-Radilla, M. M., Hernández-Lobato, L., Callarisa-Fiol, L. J., & Pastor-Durán, H. T. (2019). The importance of sustainability in the loyalty to a tourist destination through the management of expectations and experiences. *Sustainability (Switzerland)*, 11(15). <https://doi.org/10.3390/su11154132>

Song, H., Li, G., van der Veen, R., & Chen, J. L. (2011). Assessing mainland Chinese tourists' satisfaction with Hong Kong using tourist satisfaction index. *International Journal of Tourism Research*, 13(1), 82–96.
<https://doi.org/10.1002/jtr.801>

Srinivas Rao, P., & Charan Sahu Professor, D. (2013). Impact of E-service quality on Customer Satisfaction in Hotel Industry. *IOSR Journal Of Humanities And Social Science (IOSR-JHSS)*, 18(5), 39–44.
www.iosrjournals.org

Sripawatakul, N., Puriwat, W., & Hoonsopon, D. (2023). The Impact of Digital Service Quality Toward Customer Engagement: A Case Study of Telemedicine in Thailand. *International Journal of Professional Business Review*, 8(5), e02231.
<https://doi.org/10.26668/businessreview/2023.v8i5.2231>

Srivastava, M., Kumar Rai, A., Kumar, A. (2014). Customer Loyalty in The Indian Aviation Industry: An Empirical Examination.
https://www.academia.edu/download/46214140/CUSTOMER_LOYALTY_IN_THE_INDIAN_AVIATION_INDUSTRY.pdf

Subagiyo, R., Djamaluddin, B., & Ahsan, M. (2021). Comparative Analysis of Customer Loyalty in Islamic and Conventional Banks: A Literature Review.

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Journal of Islamic Economics*, 5(1), 97–118. <https://doi.org/10.26740/al-uqud.v5n1.p97-118>
- Sugiyono. (2016). Perilaku Peduli Lindungi Pada Siswa Kelas X SMA Muhammadiyah 1 Yogyakarta.
- Suhartanto, D., Clemes, M., & Dean, D. (2013). Analyzing the Complex and Dynamic Nature of Brand Loyalty in the Hotel Industry. *Tourism Review International*, 17(1), 47–61. <https://doi.org/10.3727/154427213x13649094288106>
- Suhartanto, D., & Noor, A. A. (2012). Customer Satisfaction in The Airline Industry: The Role of E-service quality and Price. In *Asia Tourism Forum*.
- Sui Pheng, L., & Rui, Z. (2016). Service Quality for Facilities Management in Hospitals. Springer Singapore. <https://doi.org/10.1007/978-981-10-0956-3>
- Sumana, L., & Muttanachai, S. (2021). The Influence of Customer Trust and Loyalty on Repurchase Intention of Domestic Tourism: A Case Study in Thailand During COVID-19 Crisis. *Journal of Asian Finance*, 8(5), 961–969. <https://doi.org/10.13106/jafeb.2021.vol8.no5.0961>
- Sundaram, V., Ramkumar, D., & Shankar, P. (2017). Impact of E-Service Quality on Customer Satisfaction and Loyalty Empirical Study in India Online Business. *KINERJA*, 21(1), 48–69. <https://doi.org/10.24002/kinerja.v21i1.1034>
- Sundström, M., Hjelm-Lidholm, S. (2020). Re-positioning customer loyalty in a fast moving consumer goods market. *Australasian Marketing Journal (AMJ)*, 30–34. <https://doi.org/https://doi.org/10.1016/j.ausmj.2019.09.004>
- Surahman, I. G. N., Yasa, P. N. S., & Wahyuni, N. M. (2020). The Effect of E-service quality on Customer Loyalty Mediated by Customer Satisfaction in Tourism Villages in Badung Regency. *Jurnal Ekonomi & Bisnis JAGADITHA*, 7(1), 46–52. <https://doi.org/10.22225/jj.7.1.1626.46-52>
- Suwartono, C., Moningka, C., Jaya Jl Cendrawasih Raya Blok, P. B., Bintaro Jaya, P., Baru, S., & Selatan, T. (2017). Pengujian Validitas dan Reliabilitas Skala Identitas Sosial. In *Terakreditasi B oleh DIKTI (Vol. 14, Issue 2)*.
- Tanford, S., Raab., Kim, Y.-S. (2012). Determinants of customer loyalty and purchasing behavior for full-service and limited-service hotels. *International Journal of Hospitality Management*, 319–328. <https://doi.org/https://doi.org/10.1016/j.ijhm.2011.04.006>
- Taherdoost, H. (2016). Sampling Methods in Research Methodology; How to Choose a Sampling Tech-nique for Research. In *International Journal of Academic Research in Management (IJARM)*. <https://hal.archives-ouvertes.fr/hal-02546796>

- Taruna Anggapraja, I. (2016). Pengaruh Penerapan Knowledge Management dan Pengembangan Sumber Daya Manusia terhadap Kinerja Karyawan PT Telkom Tbk. (Studi Explanatory Survey pada Karyawan Unit Human Capital Management PT Telkom Tbk.). In *Terindeks dalam Google Scholar JAM* (Vol. 14, Issue 1).
- Thet, P. (2022). Yangon University of Economics Departement of Management Studies MBA Progame.
- Thirumaran, K., Klimkeit, D., & Tang, C. M. (Eds.). (2021). *Service Excellence in Tourism and Hospitality: Insights from Asia*. Springer International Publishing. <https://doi.org/10.1007/978-3-030-57694-3>
- Titin Herawaty, M., Rahman, A., Rohimah, L., Ivan Taruna, H., Dwi Styaningrum, E., & Suleman, D. (2022). *The Influence of E-service quality and Price on Alfamart Consumer Loyalty with Customer Satisfaction As Mediation Variables*.
- Topcu, Y. I., Önsel Ekici, Ş., Kabak, Ö., Aktas, E., & Özaydın, Ö. (Eds.). (2022). *New Perspectives in Operations Research and Management Science: Essays in Honor of Fusun Ulengin* (Vol. 326). Springer International Publishing. <https://doi.org/10.1007/978-3-030-91851-4>
- Tschannen-Moran, M. (2004). *What's Trust Got to do With It? The Role of Faculty and Principal Trust in Fostering Student Achievement*.
- Tulandi, F. M. (2014). *Tumewu Analyzing Factors of...* 770. *Jurnal EMBA*, 770–778.
- Uncles, M. D., Dowling, G. R., Hammond, K. (2003). Customer loyalty and customer loyalty programs. *Journal of Consumer Marketing*, 294–316. <https://doi.org/10.1108/07363760310483676>
- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023a). Disentangling the relationship between trust, online buying, and customer satisfaction: A three-way interaction model. *Journal of Marketing Analytics*. <https://doi.org/10.1057/s41270-023-00228-4>
- Venkatakrishnan, J., Alagiriswamy, R., & Parayitam, S. (2023b). Application design and trust as moderators in the relationship between e-service quality, customer satisfaction and customer loyalty. *The TQM Journal*. <https://doi.org/10.1108/TQM-10-2022-0298>
- Verma, C. (1996). *The relationships of customer satisfaction, customer loyalty, and profitability: an empirical study* Cite this paper *Related papers*.
- Violin, V., Hasan, S., & Sufri, M. (2022). Analysis of the Influence of Marketing Technology Concepts, E-service quality, and Low-Cost Carrier on Customers and Customer Loyalty on Lion Air Airlines in Indonesia. *Journal of Management Science (JMAS)*, 5(3), 64–73. www.exsys.iocspublisher.org/index.php/JMAS

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- Vladimirov, Z. (2012). Customer satisfaction with the Bulgarian tour operators and tour agencies' websites. *Tourism Management Perspectives*, 4, 176–184. <https://doi.org/10.1016/j.tmp.2012.07.003>
- Wada, K. (2020). Outliers in official statistics. *Japanese Journal of Statistics and Data Science*, 3(2), 669–691. <https://doi.org/10.1007/s42081-020-00091-y>
- Wahyuni, S., Praninta, A. (2021). The Influence of Brand Equity and E-service quality on Purchase Decisions on Garuda Indonesia Airline Services, 28–38. <http://journal.publindoakademika.com/index.php/RH>
- Walia, S., Sharma, D., Mathur, A. (2021). The Impact of E-service quality on Passenger Satisfaction and Loyalty in the Indian Aviation Industry. <https://www.researchgate.net/publication/350782069>
- Wallin Andreassen, T., Lindestad, B. (1998). Customer loyalty and complex services. *International Journal of Service Industry Management*, 7–23. <https://doi.org/10.1108/09564239810199923>
- Wang, T., & Chaipoopirutana, S. (2015). A Study of the Factors Influencing Customer Loyalty: A Case Study of Thai Airways. *PSAKU International Journal of Interdisciplinary Research*, 4(2), 67–76. <https://doi.org/10.12778/235108618X15452373185552>
- Wang, T.-C., & Pham, Y. T. H. (2020). An Application of Cluster Analysis Method to Determine Vietnam Airlines' Aplikasi Service Quality Benchmarks. *Journal of Advanced Transportation*, 2020, 1–13. <https://doi.org/10.1155/2020/4156298>
- Wararatchai, P., Aunyawong, W., & Jantamaneechot, T. (2022). *Development of Supply Chain Performance of Thailand Juice Manufacturers: The Mediating Role of Customer Loyalty*.
- Watson, G. F., Beck, J. T., Henderson, C. M., Palmatier, R. W. (2015). Building, measuring, and profiting from customer loyalty. *Journal of the Academy of Marketing Science*, 790–825. <https://doi.org/10.1007/s11747-015-0439-4>
- Wicakra Kartanegara, H., & Keni, K. (2022). *The Effect of Customer Engagement, Perceived Value and Customer Satisfaction Towards Customer Loyalty in the Indonesian Low-Cost Airlines Industry*.
- Wilson, N. (2018). The Impact of E-service quality and Brand Image toward Customer Loyalty in the Indonesian Airlines Industry. *Jurnal Manajemen Indonesia* (Vol. 18, Issue 3). <https://journals.telkomuniversity.ac.id/ijm/article/view/1734>
- Wirtz, J., & Lovelock, C. H. (2018). *Essentials of services marketing*.
- Wu, J. S., Ye, S., Zheng, C. J., Law, R. (2021). Revisiting customer loyalty toward mobile e-commerce in the hospitality industry: does brand viscosity

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu

- matter? *International Journal of Contemporary Hospitality Management*, 3514–3534. <https://doi.org/10.1108/IJCHM-11-2020-1348>
- Xin, Y., Irfan, M., Ahmad, B., Ali, M., & Xia, L. (2023). Identifying How E-Service Quality Affects Perceived Usefulness of Online Reviews in Post-COVID-19 Context: A Sustainable Food Consumption Behavior Paradigm. *Sustainability*, 15(2), 1513. <https://doi.org/10.3390/su15021513>
- Xu, Y., Goedegebuure, R., Van der Heijden, B. (2007). Customer Perception, Customer Satisfaction, and Customer Loyalty Within Chinese Securities Business. *Journal of Relationship Marketing*, 79–104. https://doi.org/10.1300/J366v05n04_06
- Yasar, M., & Ozdemir, E. (2022). *Management Research and Practice*. 14(4).
- Yarmen, M., & Sumaedi, S. (2016). Perceived e-service quality of youth public transport passengers. *Transport Problems*, 11(1), 99–111. <https://doi.org/10.20858/tp.2016.11.1.10>
- Yoo, M., Bai, B. (2013). Customer loyalty marketing research: A comparative approach between hospitality and business journals. *International Journal of Hospitality Management*. <https://doi.org/https://doi.org/10.1016/j.ijhm.2012.07.009>
- Yulihapsari, I. U. (2023). Low cost airline Sales Promotion: In A Review. *Indonesian Journal of Business Analytics*, 3(3), 851–864. <https://doi.org/10.55927/ijba.v3i3.4565>
- Yusup, F. (2018). Uji validitas dan reliabilitas instrumen penelitian kuantitatif. *Jurnal Ilmiah Kependidikan*, 7(1), 17–23.
- Zainudin, M., Subali, B., Yogyakarta State University, Indonesia, bambangsubali@uny.ac.id, Jailani, J., & Yogyakarta State University, Indonesia, jailani@uny.ac.id. (2019). Construct Validity of Mathematical Creativity Instrument: First-Order and Second-Order Confirmatory Factor Analysis. *International Journal of Instruction*, 12(3), 595–614. <https://doi.org/10.29333/iji.2019.12336a>
- Zakir Hossain, M., Kibria, H., & Farhana, S. (2017). Do Customer Loyalty Programs Really Work in Airlines Business A Study on Air Berlin. *Journal of Service Science and Management*, 10(04), 360–375. <https://doi.org/10.4236/jssm.2017.104029>
- Zehir, C., & Narcıkara, E. (2016). E-Service Quality and E-Recovery Service Quality: Effects on Value Perceptions and Loyalty Intentions. *Procedia - Social and Behavioral Sciences*, 229, 427–443. <https://doi.org/10.1016/j.sbspro.2016.07.153>
- Zhang, D., Yue, Y., Liao, M., & Liu, T.-F. (2022). *Evaluation Index System of Surgical Tourism Service Organizations in China: An Empirical Research*.

Rizki Ramdhani Zuhri, 2024

E-SERVICE QUALITY TERHADAP CUSTOMER LOYALTY MELALUI CUSTOMER SATISFACTION

Universitas Pendidikan Indonesia | repository.upi.edu | perpustakaan.upi.edu