

## ABSTRACT

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### **THE RELATIONSHIP OF SERVICE QUALITY ON CUSTOMER LOYALTY MEDIATED BY OVERALL SERVICE QUALITY AND SATISFACTION OF UNIQLO ONLINE STORE IN JABODETABEK**

This research aims to determine the effect of *e-service quality* on Uniqlo Online Store *e-loyalty* which is mediated by *overall e-service quality* and *e-satisfaction*. Large companies are currently using technology to be able to market their products more widely, one of them is a fashion retailer company, namely Uniqlo, which uses websites and applications as online stores to be able to market their products where *e-service quality* is very influential here so that consumer *e-loyalty* to the online store is maintained. Based on the results of the research that has been made, it shows that the company needs to improve the *e-service quality* of the online store so that customers remain loyal. Companies are expected to pay attention to or see consumer *e-loyalty* from several variables, namely *e-service quality*, *overall e-service quality*, and *e-satisfaction*. The author took respondents who had shopped at least 3 times at Uniqlo Online Store in Indonesia. Respondents in this research were 250 respondents. This research use Partial Least Square - Structural Equation Modeling (PLS-SEM) as data analysis method and processed by using SmartPLS software. The results showed that the *e-service quality* variable has a positive and significant effect on the responses from Uniqlo Online Store customers, so that customers will maintain their *e-loyalty* which is mediated by *overall e-service quality* and *e-satisfaction*.

Keyword: *e-service quality*, *overall e-service quality*, *e-satisfaction*, *e-loyalty*, *e-commerce*, and *UNIQLO*.