

## ABSTRAK

Penelitian ini bertujuan untuk menganalisis pengaruh *e-service quality* terhadap kepuasan konsumen dan loyalitas konsumen pada pengguna layanan *aplikasi mobile KAI ACCESS*. Variabel bebas yang digunakan dalam penelitian ini adalah *efficiency, reliability, system availability, privacy, responsiveness, fullfilment* dan *contact*, sedangkan variabel terikat dalam penelitian ini adalah loyalitas konsumen dan kepuasan konsumen sebagai variabel mediasi. Sampel dalam penelitian ini adalah 150 konsumen pengguna layanan *aplikasi mobile KAI ACCESS* yang frekuensi penggunaannya minimal 2 kali dalam 1 tahun, dalam pengambilan sampel menggunakan metode *non probability sampling* dengan teknik *purposive sampling*. Hasil dari uji instrumen menunjukkan bahwa variabel *efficiency, reliability, system availability, privacy, responsiveness, fullfilment* dan *contact* valid dan berpengaruh signifikan terhadap loyalitas konsumen tanpa dimediasi kepuasan konsumen.

Kata Kunci: *E-Service Quality, Efficiency, Reliability, System Availability, Privacy, Responsiveness, Fullfilment, Contact, Kepuasan Konsumen, Loyalitas Konsumen*

## **ABSTRACT**

*This study aims to analyze the effect of e-service quality on consumer satisfaction and customer loyalty in KAI ACCESS mobile application service users. The independent variables used in this study are efficiency, reliability, system availability, privacy, responsiveness, fullfilment and contact, while the dependent variable in this study is consumer loyalty and customer satisfaction as mediating variables. The sample in this study was 150 consumers using KAI ACCESS mobile application services whose frequency of use was at least 2 times in 1 year, in sampling using a non probability sampling method with a purposive sampling technique. The results of the instrument test show that the efficiency, reliability, system availability, privacy, responsiveness, fullfilment and contact variables are valid and have a significant effect on customer loyalty without being mediated by customer satisfaction.*

*Keywords: E-Service Quality, Efficiency, Reliability, System Availability, Privacy, Responsiveness, Fullfilment, Contact, Customer Satisfaction, Customer Loyalty*