ABSTRAK

Jhonson Samuel Manurung. Nim 7223250017. Pengaruh *e-service quality* terhadap loyalitas pelanggan dengan *customer satisfaction* sebagai variabel mediasi (studi pada pengguna Disney+ hotstar di kota Medan).

Penelitian ini bertujuan untuk menganalisis pengaruh *e-service quality* terhadap Loyalitas Pengguna dengan *customer satisfaction* sebagai variabel mediasi pada pengguna Disney+ Hotstar di Kota Medan. Penelitian ini menggunakan pendekatan kuantitatif dengan jenis penelitian deskriptif asosiatif menggunakan teknik *cluster sampling* dan *purposive sampling* terhadap 99 responden. Analisis data dilakukan dengan pendekatan *partial least squares structural equation modeling* (PLS-SEM) menggunakan perangkat lunak SmartPLS. Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh positif dan signifikan terhadap *customer satisfaction* dengan koefisien jalur β = 0,684, nilai *t-statistic* 7,924 > 1,96, dan *p-value* 0,000 < 0,05. *Customer satisfaction* juga berpengaruh positif dan signifikan terhadap Loyalitas Pengguna dengan koefisien jalur β = 0,309, nilai *t-statistic* 2,251 > 1,96, dan *p-value* 0,025 < 0,05. Sementara itu, *e-service quality* berpengaruh positif dan signifikan secara langsung terhadap Loyalitas Pengguna dengan koefisien jalur β = 0,246, nilai *t-statistic* 2,061 > 1,96, dan *p-value* 0,040 < 0,05. Selain itu, *customer satisfaction* terbukti memediasi secara parsial pengaruh *e-service quality* terhadap Loyalitas Pengguna dengan koefisien jalur β = 0,211, nilai *t-statistic* 2,243 > 1,96, dan *p-value* 0,025 < 0,05.

Kata kunci: *E-service quality, Customer satisfaction, Customer loyalty, Sem-pls, Disney+ hotstar.*

ABSTRACT

Jhonson Samuel Manurung. Nim 7223250017. The Effect of e-service quality on customer loyalty with customer satisfaction as a mediating variable (study on Disney+ hotstar users in Medan city).

This study aims to analyze the effect of e-service quality on User Loyalty with customer satisfaction as a mediating variable among Disney+ Hotstar users in Medan City. This study uses a quantitative approach with a descriptive associative research design using cluster sampling and purposive sampling techniques involving 99 respondents. Data analysis was conducted using the partial least squares structural equation modeling (PLS-SEM) approach with SmartPLS software. The results showed that e-service quality had a positive and significant effect on customer satisfaction with a path coefficient of β = 0.684, t-statistic 7.924 > 1.96, and p-value 0.000 < 0.05. Customer satisfaction also had a positive and significant effect on User Loyalty with a path coefficient of β = 0.309, t-statistic 2.251 > 1.96, and p-value 0.025 < 0.05. Meanwhile, e-service quality had a positive and significant direct effect on User Loyalty with a path coefficient of β = 0.246, t-statistic 2.061 > 1.96, and p-value 0.040 < 0.05. In addition, customer satisfaction was proven to partially mediate the effect of e-service quality on User Loyalty with a path coefficient of β = 0.211, t-statistic 2.243 > 1.96, and p-value 0.025 < 0.05.

Keywords: *E-service quality, Customer satisfaction, Customer loyalty, Sem-pls, Disney+ hotstar.*