ABSTRAK

Debi Ester Claudia Siregar, NIM 7223250006. Pengaruh *E-Service Quality* terhadap Loyalitas Pelanggan pada Ojek *Online* Maxim (Studi Kasus Mahasiswa Program Studi Bisnis Digital 2022–2025).

Penelitian ini bertujuan untuk mengetahui pengaruh tujuh dimensi *e-service quality*, yaitu efisiensi, ketersediaan sistem, pemenuhan, privasi, responsivitas, kompensasi, dan kontak, terhadap loyalitas pelanggan aplikasi ojek *online* Maxim, studi kasus mahasiswa Program Studi Bisnis Digital Universitas Negeri Medan angkatan 2022–2025. Penelitian dilatarbelakangi oleh rendahnya pangsa pasar Maxim sebesar 2,30%, hasil pra-survei yang menunjukkan penilaian rendah pada seluruh dimensi *e-service quality*, serta lemahnya loyalitas pengguna. Pendekatan yang digunakan adalah kuantitatif asosiatif kausal dengan metode *Partial Least Squares–Structural Equation Modeling* (PLS-SEM) berbantuan SmartPLS 3. Sampel berjumlah 125 responden dipilih melalui *purposive sampling*, dengan data dikumpulkan melalui kuesioner daring berskala Likert 1–5. Evaluasi model pengukuran menunjukkan seluruh indikator memenuhi syarat validitas dan reliabilitas. Nilai R^2 sebesar 0,888 menunjukkan ketujuh dimensi *e-service quality* menjelaskan 88,8% variasi loyalitas pelanggan dalam kategori substansial. Pengujian hipotesis menunjukkan seluruh tujuh hipotesis diterima; efisiensi merupakan dimensi berpengaruh terbesar (β = 0,340; f^2 = 0,769), diikuti pemenuhan (β = 0,242; f^2 = 0,418), ketersediaan sistem (β = 0,232; f^2 = 0,323), privasi (β = 0,207; f^2 = 0,290), responsivitas (β = 0,184; f^2 = 0,172), kompensasi (β = 0,136; f^2 = 0,125), dan kontak (β = 0,097; f^2 = 0,057). Temuan ini mendukung *Expectation-Confirmation Theory*, di mana konfirmasi ekspektasi pengguna terhadap kualitas layanan elektronik mendorong loyalitas pelanggan. Dapat disimpulkan bahwa peningkatan kualitas layanan elektronik, terutama efisiensi dan pemenuhan, merupakan strategi paling efektif meningkatkan loyalitas pelanggan. Penelitian ini merekomendasikan Maxim Indonesia memprioritaskan peningkatan efisiensi aplikasi, ketepatan pemenuhan layanan, dan stabilitas sistem sebagai strategi utama membangun loyalitas pelanggan jangka panjang.

Kata Kunci: *E-Service Quality, Loyalitas Pelanggan, PLS-SEM, Maxim, Expectation-Confirmation Theory*

ABSTRACT

Debi Ester Claudia Siregar, Student ID 7223250006. The Influence of E-Service Quality on Customer Loyalty for the Maxim Online Motorcycle Taxi Service (A Case Study of Digital Business Study Program Students, 2022–2025).

This study examines the effect of seven e-service quality dimensions—efficiency, system availability, fulfillment, privacy, responsiveness, compensation, and contact—on customer loyalty toward the Maxim online motorcycle taxi application, a case study of Digital Business students at Universitas Negeri Medan, class of 2022–2025. The research is motivated by Maxim's low market share of 2.30%, weak pre-survey ratings across all e-service quality dimensions, and weak user loyalty. A quantitative associative-causal approach was employed using Partial Least Squares–Structural Equation Modeling (PLS-SEM) with SmartPLS 3. The sample comprised 125 respondents selected through purposive sampling, with data collected via an online Likert 1–5 scale questionnaire. All indicators satisfied validity and reliability requirements. The R^2 value of 0.888 indicates the seven dimensions collectively explain 88.8% of the variance in customer loyalty, classified as substantial. Hypothesis testing confirmed all seven hypotheses; efficiency had the greatest effect ($\beta = 0.340$; $f^2 = 0.769$), followed by fulfillment ($\beta = 0.242$; $f^2 = 0.418$), system availability ($\beta = 0.232$; $f^2 = 0.323$), privacy ($\beta = 0.207$; $f^2 = 0.290$), responsiveness ($\beta = 0.184$; $f^2 = 0.172$), compensation ($\beta = 0.136$; $f^2 = 0.125$), and contact ($\beta = 0.097$; $f^2 = 0.057$). These findings support Expectation-Confirmation Theory, whereby confirmation of user expectations regarding electronic service quality drives customer loyalty. It is concluded that improving electronic service quality, particularly efficiency and fulfillment, is the most effective strategy for enhancing customer loyalty. This study recommends Maxim Indonesia prioritize application efficiency, service fulfillment accuracy, and system stability as key strategies for long-term customer loyalty.

Keywords: *E-Service Quality, Customer Loyalty, PLS-SEM, Maxim, Expectation-Confirmation Theory*