

**PENGARUH *E-SERVICE QUALITY* TERHADAP *E- LOYALTY* MELALUI  
*E- SATISFACTION* SEBAGAI VARIABEL MEDIASI PADA PENGGUNA  
TIKTOK SHOP DI KABUPATEN JOMBANG**

**ABSTRAK**

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Penelitian ini bertujuan untuk mengetahui pengaruh *e-service quality* terhadap *e- loyalty* melalui *e-satisfaction* sebagai variabel mediasi pada pengguna tiktok shop di kabupaten jombang. Penelitian menggunakan pendekatan kuantitatif. Populasi dan sampel yang di gunakan dalam penelitian ini adalah pelanggan tiktok shop di Kabupaten Jombang yaitu sebanyak 100 responden. Teknik analisis menggunakan SmartPLS 4. Hasil penelitian menunjukkan bahwa *e-service quality* berpengaruh signifikan terhadap *e-loyalty*, *e-service quality* berpengaruh signifikan terhadap *e-satisfaction*, *e-satisfaction* berpengaruh signifikan terhadap *e-loyalty*, dan *e-satisfaction* dapat memediasi *e-service quality* terhadap *e-loyalty*.

**Kata Kunci : *E-Satisfaction, E-Service Quality, dan E-Loyalty***

*THE EFFECT OF SERVICE QUALITY ON E-LOYALTY THROUGH E-SATISFACTION AS A MEDIATION VARIABLE ON TIKTOK SHOP USERS IN JOMBANG REGENCY*

***ABSTRACT***

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*This study aims to determine the effect of e-service quality on e-loyalty through e-satisfaction as a mediating variable for tiktok shop users in Jombang district. This research uses a quantitative approach. The population and sample used in this study were tiktok shop customers in Jombang Regency, namely 100 respondents. The analysis technique uses SmartPLS 4. The results showed that e-service quality has a significant effect on e-loyalty, e-service quality has a significant effect on e-satisfaction, e-satisfaction has a significant effect on e-loyalty, and e-satisfaction can mediate e-service quality on e-loyalty .*

***Keywords : E-Satisfaction, E-Service Quality, and E-Loyalty***