

## ABSTRAK

### PENGARUH *E-SERVICE QUALITY* DAN *BRAND IMAGE* TERHADAP LOYALITAS DENGAN KEPUASAN SEBAGAI VARIABEL MEDIASI Studi Pada Pengguna Layanan GrabFood di Daerah Istimewa Yogyakarta

Veronika Manik  
Universitas Sanata Dharma  
Yogyakarta  
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Penelitian ini bertujuan untuk mengetahui apakah: 1) *e-service quality* berpengaruh terhadap kepuasan konsumen, 2) *e-service quality* berpengaruh terhadap loyalitas konsumen, 3) *brand image* berpengaruh terhadap kepuasan konsumen, 4) *brand image* berpengaruh terhadap loyalitas konsumen, 5) kepuasan konsumen berpengaruh terhadap loyalitas konsumen, 6) kepuasan konsumen memediasi pengaruh *e-service quality* terhadap loyalitas konsumen, 7) kepuasan konsumen memediasi pengaruh *brand image* terhadap loyalitas konsumen. Pada penelitian ini, teknik pengambilan sampel menggunakan *purposive sampling* dengan menggunakan 105 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah *Partial Least Square* dengan aplikasi warpPLS 6.0. Hasil pada penelitian ini menunjukkan bahwa 1) *e-service quality* berpengaruh positif terhadap kepuasan konsumen, 2) *e-service quality* berpengaruh positif terhadap loyalitas konsumen, 3) *brand image* berpengaruh positif terhadap kepuasan konsumen, 4) *brand image* berpengaruh positif terhadap loyalitas konsumen, 5) kepuasan konsumen berpengaruh positif terhadap loyalitas konsumen, 6) kepuasan konsumen memediasi pengaruh *e-service quality* terhadap loyalitas konsumen, 7) kepuasan konsumen memediasi pengaruh *brand image* terhadap loyalitas konsumen.

**Kata kunci :** *e-service quality*, *brand image*, kepuasan konsumen, dan loyalitas konsumen

**ABSTRACT**

**THE INFLUENCE OF E-SERVICE QUALITY AND BRAND IMAGE  
TOWARDS LOYALTY WITH SATISFACTION AS MEDIATING  
VARIABLE**

Study On GrabFood Service Users In Daerah Istimewa Yogyakarta

Veronika Manik  
Sanata Dharma University  
Yogyakarta  
2021

This study aimed to determine whether or not: 1) e-service quality influences customer satisfaction, 2) e-service quality influences customer loyalty, 3) brand image influences customer satisfaction, 4) brand image influences customer loyalty, 5) customer satisfaction influences customer loyalty, 6) customer satisfaction mediates the influence of e-service quality towards customer loyalty, 7) customer satisfaction mediates the influence of brand image towards customer loyalty. In this research, the sample selection technique used is purposive sampling with 105 respondents. Then, the data analysis technique used is Partial Least Square by using warpPLS 6.0 application. The analysis reveals that: 1) e-service quality had a positive influence towards customer satisfaction, 2) e-service quality had a positive influence towards customer loyalty, 3) brand image had a positive influence towards customer satisfaction, 4) brand image had a positive influence towards customer loyalty, 5) customer satisfaction had a positive influence towards customer loyalty, 6) customer satisfaction mediated the influence of e-service quality towards customer loyalty, 7) customer satisfaction mediated the influence of brand image towards customer loyalty.

**Keywords:** e-service quality, brand image, customer satisfaction, customer loyalty