

## **ABSTRAK**

Penelitian ini bertujuan untuk mengetahui Pengaruh *E-Service Quality* dan *E-Trust* Terhadap *E-Loyalty* Dengan *E-Satisfaction* Sebagai Variabel Mediasi Pada Nasabah BCA Pengguna *Mobile Banking* Di Kota Ternate. Penelitian ini merupakan penelitian kuantitatif. Populasi dalam penelitian ini yaitu nasabah BCA yang menggunakan *Mobile Banking* di Wilayah Kota Ternate. Jumlah sampel penelitian adalah sebanyak 100 responden. Teknik analisis data yang digunakan dalam penelitian ini adalah menggunakan analisis *path modeling* dengan menggunakan *Smart Partial Least Square (PLS)* versi 4 sebagai alat uji statistik. Hasil penelitian ini menunjukkan bahwa: (1) *E-Service Quality* berpengaruh signifikan terhadap *E-Loyalty*; (2) *E-Service Quality* berpengaruh signifikan terhadap *E-Satisfaction*; (3) *E-Trust* tidak berpengaruh signifikan terhadap *E-Loyalty*; (4) *E-Trust* berpengaruh signifikan terhadap *E-Satisfaction*; (5) *E-Satisfaction* berpengaruh signifikan terhadap *E-Loyalty*; (6) *E-Service Quality* berpengaruh signifikan terhadap *E-Loyalty* melalui *E-Satisfaction* sebagai variabel mediasi (7) *E-Trust* berpengaruh signifikan terhadap *E-Loyalty* melalui *E-Satisfaction* sebagai variabel mediasi.

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

## **ABSTRACT**

*This research aims to determine the effect of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a mediating variable for BCA customers who use mobile banking in Ternate City. This research is quantitative research. The population in this research is BCA customers who use Mobile Banking in the Ternate City Area. The total research sample was 100 respondents. The data analysis technique used in this research is path modeling analysis using Smart Partial Least Square (PLS) version 4 as a statistical test tool. The research results show that: (1) E-Service Quality has a significant effect on E-Loyalty; (2) E-Service Quality has a significant effect on E-Satisfaction; (3) E-Trust has no significant effect on E-Loyalty; (4) E-Trust has a significant effect on E-Satisfaction; (5) E-Satisfaction has a significant effect on E-Loyalty; (6) E-Service Quality has a significant effect on E-Loyalty through E-Satisfaction as a mediating variable (7) E-Trust has a significant effect on E-Loyalty through E-Satisfaction as a mediating variable.*

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