ABSTRAK

Tujuan penelitian ini adalah untuk menjelaskan peran *E-Word Of Mouth* dalam memediasi hubungan *E-Servcice Quality* dan *Product Quality* dengan Loyalitas pada pengguna aplikasi Tokopedia di Jawa Tengah. Dengan jumlah responden sebanyak 200 pengguna aplikasi Tokopedia di Jawa Tengah, Indonesia. Data di peroleh melalui survey dengan mendistribusikan kuisoner secara tidak langsung melalui google from. Teknik purpose sampling dengan kriteria, (1) pengguna aplikasi Tokopedia, (2) Pernah melakukan pembelian di Tokopedia, (3) bertempat tinggal di Jawa Tengah. Teknik analisis data menggunakan analisis regresi yang dikombinasi dengan analisis mediasi berbasis Sobel Test. Perangkat analisis data menggunakan SPSS 25.0. Dari hasil penelitian membuktikan bahwa *E-Servcice Quality* dan *Product Quality* mempunyai pengaruh positif dan signifikan terhadap Loyalitas dan adanya pengaruh positif dan signifikan *E-Word Of Mouth* sebagai mediasi antara *E-Servcice Quality* dan *Product Quality* dengan Loyalitas pada pengguna aplikasi e-commerce Tokopedia di Jawa Tengah.

Kata kunci : *E-Servcice Quality*, *Product Quality*, *E-Word Of Mouth*, Loyalitas.

"ROLE OF E-SERVICE QUALITY AND PRODUCT QUALITY IN INCREASING CUSTOMER LOYALTY BASED ON E-WORD OF MOUTH (Case Study of Tokopedia Users in Central Java)".

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ABSTRACT

The purpose of this study is to explain the role of E-Word Of Mouth in mediating the relationship between E-Service Quality and Product Quality with Loyalty to Tokopedia application users in Central Java. With the number of respondents as many as 200 users of the Tokopedia application in Central Java, Indonesia. The data was obtained through a survey by distributing questionnaires indirectly through google from. Purpose sampling technique with the criteria, (1) users of the Tokopedia application, (2) Have made a purchase at Tokopedia, (3) reside in Central Java. The data analysis technique used regression analysis combined with mediation analysis based on Sobel Test. Data analysis tool using SPSS 25.0. The results of the study prove that E-Servcice Quality and Product Quality have a positive and significant influence on Loyalty and there is a positive and significant influence on E-Word Of Mouth as a mediation between E-Servcice Quality and Product Quality with Loyalty on Tokopedia e-commerce application users in Central Java.

Keyword: E-Servcice Quality, Product Quality, E-Word Of Mouth, Loyalty