

ABSTRACT

The Effect of E-Trust on E-Loyalty Through E-Satisfaction in OVO Application Users in Jabodetabek

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This study aims to examine the effect of E-Trust, E-Satisfaction, and E-Loyalty on consumers from OVO E-wallet. This study uses a quantitative research method with the object of research, namely users of the OVO application located in Jabodetabek. In this study researchers used the method purposive sampling to take samples with a total of 110 samples. The collected samples were then processed using data analysis techniques, namely Structural Equation Modeling (SEM) based on Partial Least Square (PLS) using SmartPLS version 3.0 software. Data processing in this study gives the result that E-Trust has a significant effect on E-Loyalty, E-Trust has a significant effect on E-Satisfaction, E-Satisfaction has a significant effect on E-Loyalty, and E-Trust has a significant effect on E-Loyalty through E-Satisfaction.

Keywords : *OVO, E-Trust, E-Satisfaction, E-Loyalty*