

**PENGARUH E-SERVICE QUALITY TERHADAP E-CUSTOMER  
LOYALTY MELALUI E-CUSTOMER SATISFACTION**  
**(Studi pada Pelanggan Toko Online Lazada)**

**THE INFLUENCE OF E-SERVICE QUALITY ON E-CUSTOMER  
LOYALTY THROUGH E-CUSTOMER SATISFACTION**  
**(Study on Lazada Online Store Customers)**



Oleh:

**RHOMA EFRIA**

**20140410241**

**FAKULTAS EKONOMI DAN BISNIS**  
**UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**  
**2018**