

**PENGARUH *E-SERVICE QUALITY* TERHADAP *CUSTOMER LOYALTY*  
DAN *ELECTRONIC WORD OF MOUTH* PADA *MOBILE BANKING* PT.  
BANK CENTRAL ASIA TBK DI PONTIANAK DENGAN *CUSTOMER  
COMPANY IDENTIFICATION* SEBAGAI VARIABEL MEDIASI**

**Theodata Florensia Reni**

**ABSTRAK**

Penelitian ini dilakukan untuk melihat pengaruh *E-Service Quality* pada *Customer Loyalty* dan *Electronic Word of Mouth* (E-WOM) pada *mobile banking* PT. Bank Central Asia Tbk dengan *Customer Company Identification* (CCI) sebagai variabel mediasi. Tujuan penelitian ini adalah untuk menguji dan menganalisis peran CCI dalam memediasi variabel *E-Service Quality* terhadap *Customer Loyalty* dan E-WOM pada nasabah BCA yang menggunakan aplikasi *mobile banking*. Teknik pengambilan sampel menggunakan metode non-probability sampling dengan teknik purposive sampling. Sampel dari penelitian berjumlah 100 responden nasabah BCA di Pontianak. Alat uji analisis yang digunakan adalah SmartPLS 4 dengan metode analisis SEM (*Structural Equation Modeling*).

Hasil penelitian ini menunjukkan bahwa *E-Service Quality* berpengaruh positif dan signifikan terhadap CCI, *Customer Loyalty*, dan E-WOM. CCI berpengaruh positif dan signifikan dalam memediasi variabel *E-Service Quality* terhadap *Customer Loyalty*. CCI berpengaruh positif dan signifikan dalam memediasi variabel *E-Service Quality* terhadap E-WOM.

**Kata Kunci:** *E-Service Quality, Customer Company Identification, Customer Loyalty, Electronic Word of Mouth*

***THE EFFECT OF E-SERVICE QUALITY TO CUSTOMER LOYALTY AND ELECTRONIC WORD OF MOUTH AT MOBILE BANKING PT. BANK CENTRAL ASIA TBK IN PONTIANAK WITH CUSTOMER COMPANY IDENTIFICATION AS A MEDIATING VARIABLE***

**Theodata Florensia Reni**

***ABSTRACT***

*This study was conducted to see the effect of E-Service Quality on Customer Loyalty and Electronic Word of Mouth (E-WOM) on mobile banking PT. Bank Central Asia Tbk with Customer Company Identification (CCI) as a mediating variable. The purpose of this study was to test and analyze the role of CCI in mediating the E-Service Quality variable on Customer Loyalty and E-WOM for BCA customers who use mobile banking applications. The sampling technique used a non-probability sampling method with purposive sampling technique. The sample of the study amounted to 100 BCA customer respondents in Pontianak. The analytical test tool used is SmartPLS 4 with the SEM (Structural Equation Modeling) analysis method.*

*The results of this study indicate that E-Service Quality has a positive and significant effect on CCI, Customer Loyalty, and E-WOM. CCI has a positive and significant effect in mediating the E-Service Quality variable on Customer Loyalty. CCI has a positive and significant effect in mediating the E-Service Quality variable on E-WOM.*

***Keywords:*** *E-Service Quality, Customer Company Identification, Customer Loyalty, Electronic Word of Mouth*