

E-Service Quality, E-Trust, E-Satisfaction And E-Loyalty In Online Shopping

*Determinant of
Online Shopping
Customer Loyalty*

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1377

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ABSTRACT

Research on e-loyalty refers to the level of loyalty or e-loyalty at the level of customer loyalty or loyalty to service platforms, or company digital products because internet and technological developments have changed the way businesses interact with customers. the purpose of this research is to know the direct effect of e-service quality and e-trust on e-loyalty, then to know the direct effect, e-trust and e-satisfaction, then to find out how e-service quality, e-trust, e-satisfaction affect e-loyalty to online shopping. Data was collected through a questionnaire, the questionnaire was distributed via social media using the Google form, the population of this study was an online shopping application user. questionnaire collected 110 respondents, the sampling is non-probability with a purposive sampling procedure. In this study using a quantitative approach. The results of the study are E-service Quality with e-Satisfaction has no positive effect, e-Trust with e-Satisfaction has a positive effect on e-loyalty, e-service Quality has no positive effect on e-loyalty, e-trust has no positive effect on e-loyalty, E-Satisfaction with E-Loyalty has no positive effect, E-Trust on E-Loyalty mediated by E-Satisfaction has no positive effect, E-Service Quality on E-Loyalty mediated by E-Satisfaction has no positive effect. This research is expected to be a reference for online shop companies in providing electronic services to their customers.

Keywords: e-service quality, e-trust, e-Satisfaction; e-loyalty

INTRODUCTION

Many businesses have started using e-commerce to promote their websites on the internet using attractive images and videos or other promotional content (Chandra et al., 2019; Ghazmahadi et al., 2020; Steven et al., 2023). The emergence of e-commerce is supported by technological advances, the increasing number of internet users throughout the world has had a better impact on business life, namely e-commerce sales which have soared. (Karim and Qi, 2018) According to Thurasami et al. (2021) also stated that nowadays customer loyalty is more important than anything else for business growth and survival, today's customers prefer to communicate via social media to share their experiences. Two things that are very important for developing a successful business, the business's ability to increase customer satisfaction, excellence, and being able to make customers loyal (Febriani et al., 2023; Mariam et al., 2021; Mariam & Ramli, 2022; Utama et al., 2020).

The companies will achieve progress and excellence through customer loyalty and customers who have strong e-loyalty will provide many benefits to businesses and allow them to develop further, if the company's products sell well, the organization has the opportunity to gain profits according to the growing agreement (Khasanah et al., 2021; Kotler & Keller, 2016; Mariam & Ramli, 2019; Novarian & Ramli, 2020). Online businesses pay great attention to e-loyalty which determines how customers perceive their commitment to repeat purchases, recommend to others, and can increase trust (Hanaysha, 2022; Ramli, 2019; Sukarno et al., 2020; Supiati et al., 2021). Electronic fidelity is important to develop in online shopping, trust is very important in e-commerce

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trust is usually called E-trust, Therefore, companies must have trust so that customer satisfaction can be realized in accordance with expectations and they will be loyal (Brusch et al., 2019; Dewi & Ramli, 2023).

E-trust very important, because the trust that arises in online shopping sites or online shopping services and makes customers trust, is usually often called e-trust (Imran, Arvian, et al., 2020; Mariam et al., 2022; Mulyadi et al., 2020; Rita et al., 2019; Rumaidlany et al., 2022). In online business this occurs when customers are willing to bear the time period in online transactions until the product reaches the consumer (Diatmono et al., 2020; Hankammer et al., 2021; Ramli, 2013). In e-commerce, service quality, also referred to as e-service quality, is known as an effective way to gain and maintain corporate excellence, providing high quality e-services is one of the most challenging problems in the absence of human interaction. According to (Kim, 2020). One of the important things that companies must pay attention to is customer satisfaction, customer satisfaction is also known as e-satisfaction. Companies must fulfill customer desires by giving them satisfaction or a sense of pleasure (Komang et al, 2018). In an e-commerce perspective, e-satisfaction occurs when a service meets or exceeds buyer expectations.

Research backed Shankar and Jebarajakirthy (2019), that e-service quality is important to strengthen e-trust and e-loyalty in services with the aim of providing the best service which will influence the level of e-satisfaction. A number of studies have been conducted to find out what influences e-loyalty. Oliveira et al. (2019), explains to customers who shop online by conducting investigations on consumers, which shows that e-service quality and e-satisfaction influence consumer behavior. Rich (2019) explains that the influence of the approach has an impact on the e-tail industry in Turkey, the results in the research are that e-satisfaction and e-loyalty, while e-service quality influences e-satisfaction directly and indirectly. Research on e-service quality and e-satisfaction on e-loyalty in Mobile Banking users research conducted (Bachtiar et al., 2023; Mariam & Ramli, 2020; Melinda et al., 2023). Tsao (2016) conducted research between system quality and e-service quality and e-loyalty based on online shopping experiences in Taiwan. Research conducted Akroush et al. (2021) found that e-satisfaction also affects e-loyalty by investigating business customers. Further research needs to be carried out with online shopping users, therefore it is necessary to prove such findings (Dewi & Ramli, 2023; Imran et al., 2020; Mariam et al., 2020; Ramli, 2020; Shankar & Jebarajakirthy, 2019).

Research needs to be carried out by considering online shopping application users from several countries. Studies comparing Asians with people from other regions could be useful and produce different results. But research Rahmawati et,al., (2021) tries to expand previous research by combining e-service quality, e-trust, e-satisfaction, and e-loyalty. Apart from that, previous research discussed the banking industry and online shopping abroad. Meanwhile, this research will discuss online shopping in Jakarta, Bogor, Depok, Tangerang and Bekasi.

The difference is that previous studies raised customer behavior variables in online shopping in Portugal (Al-dweeri et al., 2017), while this study chose e-loyalty as a vocal variable in online shopping in (Jabodetabek). The aim of this research is to find out how e-service quality, e-trust and e-satisfaction influence e-loyalty towards online shopping in Jabodetabek. This research is expected to be a reference for online shop companies in providing electronic services to their customers. So the researchers raised the title "Factors that Influence E-Loyalty with E-satisfaction as an Intervening Variable for online shopping in (Jabodetabek).

The relationship between E-service Quality and E-Satisfaction

If the company provides a fast, smooth and comfortable user experience, users will tend to feel satisfied with the service and e-service quality towards e-satisfaction is positive. Komara and Aringingrum (2013). Research backed Ario and Djatmiko (2016), Increasing the quality of high e-services and e-commerce can be positively related to e-satisfaction. Powered by Khan et al. (2019) shows that e-service quality of mobile banking

influences future electronic satisfaction. Wilis and Nurwulandari (2020) states that e-satisfaction with e-service quality, the better the perceived e-service quality, the greater the possibility that customers will be satisfied with their e-service quality and are more willing to depend on e-service quality. Research conducted by Al-Khayal et al. (2020) e-service quality shows a positive influence on e-satisfaction. Research conducted by Tobagus (2022) also stated that e-service quality influences e-satisfaction. The results of previous studies conducted by Chen et al. (2013) has proven that e-service quality has a positive effect on e-satisfaction. H₁: E-service quality has a positive effect on e-satisfaction.

The relationship between E-Trust and E-Satisfaction

The more customers trust that the online shop is safe and can protect personal data, the more they will feel safe and satisfied in research Rintasari et al. (2018) Supported Research conducted Elsha Melinda (2023) The better the perceived e-trust, the greater the customer will be satisfied. Research conducted by Della Prisanti (2017) Online sellers must pay attention to the interests of customers and maintain honesty in transactions so that customers will be satisfied. If all products are appropriate and safe, then customers will be satisfied. The results of research conducted by Akroush et al. (2021) proves that there is a positive and significant relationship between e-trust and e-satisfaction. Research backed Hasanuddin et al. (2021) proves that there is a positive and significant relationship between e-trust and e-satisfaction. Supported by research by Affriapollo et al. (2022) proves that there is a positive and significant relationship between e-trust and e-satisfaction. H₂: E-trust has a positive effect on E-satisfaction.

Relationship between E-Service Quality with E-Loyalty

E-service quality If received well by customers, customers will be loyal. Research Sasono (2021). According to research from Affriapollo et al. (2022) Service quality on customer loyalty is characterized by a friendly, fast and active service attitude towards customers and good electronic service will increase electronic loyalty. Based on research from Fitriani (2018) Good e-service quality will strengthen relationships with independent platforms and can solve customer problems, this can increase e-loyalty. The results of previous research prove that there is a positive relationship between e-service quality and e-loyalty (Anser et al., 2021). According to research from Mariana and Fadli (2022) There is a positive relationship between e-service quality and e-loyalty. Research conducted by Akroush et al. (2021) There is a positive relationship between e-service quality and e-loyalty. H₃: E-service quality has a positive effect on E-loyalty.

Relationship between E-Trust with E-Loyalty

The high level of trust given by the company causes customers to trust their shopping transactions and customers will show loyalty. Study Juwaini et al. (2022). Supported by research conducted by Hanera (2020) If e-trust on the platform is safe and reliable, users will tend to feel comfortable when interacting with the shopping store and if trust can be felt, customers will be loyal. Supported by research conducted by Zainul (2019) build trust to maintain, improve customers and make customers loyal, conversely if the business product has damaged customer trust then customer loyalty will decrease. The results of research conducted by Wilis and Nurwulandari (2020) proves that there is a positive relationship between e-trust and e-loyalty. Research conducted by Mukherjee and Nath (2007) that e-trust positive and significant effect on e-loyalty. Supported by research conducted by Di et al. (2020) e-trust has a significant effect on e-loyalty. Based on research conducted by Rudyanto et al. (2021) e-trust has a significant effect on e-loyalty. H₄ : E-trust has a positive effect on E-Loyalty.

The relationship between E-Satisfaction and E-Loyalty

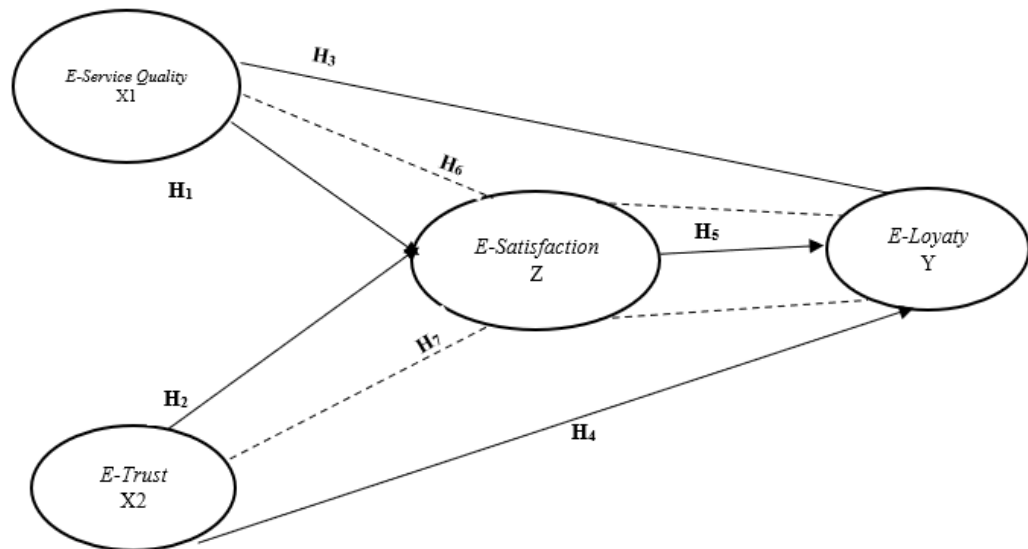
Emotional ties can be in the form of positive feelings such as satisfaction and loyalty, these emotional ties encourage customers to be loyal and satisfied when using online shopping applications, the more emotional the satisfaction, the higher the e-loyalty will be. Purnamasari (2018). Research conducted by Zhu (2016) The better the perceived e-satisfaction, the greater the like lihood that customers will be loyal and more likely to want to come back again. The results of research conducted by Shahid Iqbal et al. (2018) e-satisfaction given to large companies, it can make customers come back and make

customers feel comfortable and can make continuous purchases when needed again. Supported by research conducted by Harazneh (2020) e-satisfaction has a positive effect on e-loyalty. Supported by research conducted by Shankar and Jebarajakirthy (2019) e-satisfaction has a positive effect on e-loyalty. Supported by research conducted by Octavia (2017) e-satisfaction has a positive effect on e-loyalty. Based on the explanation above, the hypothesis obtained is: H₅: E-Satisfaction has a positive effect on E-Loyalty.

Relationship between E-Trust to E-Loyalty mediated by E-Satisfaction

Online stores can be trusted by customers. If the online store has to deliver goods on time, it will be able to grow e-trust and e-satisfaction to be high so that it can make customers become Rintasari et al. (2018) Backed by research Moeliono et al. (2020) High customer trust in the platform can increase e-satisfaction after interacting with the site, trust will have an impact on e-loyalty, the more e-trust is felt through high e-satisfaction in the online shopping experience, the more loyal the customer will be. Research conducted by Sasono et al. (2021) because consumers tend to feel safe and satisfied with their transactions and experiences, a high level of e-trust can result in a higher level of e-satisfaction. The results of previous research conducted by Akroush et al. (2021) E-trust has a positive effect on e-loyalty through e-satisfaction. And research conducted by Permada et al. (2018) e-trust has a positive effect on e-loyalty mediated by e-satisfaction. H₆ : E-Trust has a positive effect on E-loyalty mediated by E-satisfaction.

Figure 1. Research Model



Relationship between E-Service Quality to E-Loyalty mediated by E-Satisfaction

Increasing e-service quality in online stores for customers means customers will be satisfied and will be loyal because customers will feel satisfied with the services provided and customers will be loyal. Higher levels will have an impact on e-loyalty, because e-satisfaction will encourage them to continue using the service and customers will become loyal. If the quality of service is better and customers are satisfied, the customers will become loyal. Rintasari et al. (2018). Supported by research conducted by Khan et al. (2019) Good e-service quality will have an impact on customer loyalty and customers will use the platform and become loyal. Research conducted by Lauren (2016) Positive experiences with e-service quality can increase customer satisfaction with the online store so that customers will become loyal and encourage them to buy again. Supported by research conducted by Juwaini et al. (2022) e-service quality has a positive effect on e-loyalty through e-satisfaction. Research supported by Rich et al. (2019) e-service quality has a positive effect on e-loyalty through e-satisfaction. And research conducted by Ramadhan et al. (2019) e-service quality has a positive effect on e-loyalty through e-satisfaction. H₇: E-service quality has a positive effect on E-loyalty, mediated by E-satisfaction.

RESEARCH METHODS

This research uses a quantitative approach, this research aims to determine the direct or indirect relationship between the variables e-service quality (X1) e-trust (X2) and e-loyalty (Y) through e-satisfaction (Z). This research will collect information about the measurement of each variable and then combine these findings with a survey via a questionnaire distributed online (Aidil Fadli et al., 2022). The research will distribute questionnaires based on a Likert scale from 1 to 5 scores, the first score indicates strongly disagree, the second score indicates disagree, the third score indicates Neutral, the third score indicates neutral, the fourth score indicates agree and the fifth score indicates strongly agree. Wisnu Budi Prasetyo et al., (2023). So the total variable measurements in this study amounted to 20 questions Hair et al. (2021).

The population was conducted on Indonesian citizens who use e-commerce who were included in the population and the purposive sampling method was used to collect criteria samples from respondents located in Jakarta, Bogor, Depok, Tangerang, Bekasi aged between 17-50 years who often use online shopping applications. (e-commerce) in Indonesia. The sampling method uses the dominant relationship in the population to select the sample. Researchers conducted a survey by distributing questionnaires via social media such as WhatsApp, Instagram, Facebook, etc.

Respondents in this study were online shopping application users whose number was unknown and data was collected using a Likert scale questionnaire. Each questionnaire includes five questions about e-service quality, five questions about e-trust, five questions about e-satisfaction, and five questions about e-loyalty, so there are a total of 20 questions. According to research conducted by Hair et al. (2021) shows that the sample size is at least 5 times the number of statements and there are 20 questions in the research questionnaire, so that the intended sample is a minimum of 100 respondents and the data obtained is 110 respondents.

FINDING AND DISCUSSION

Respondents in this study were people who currently use online shopping applications, online shopping application users aged between 17-50 years, and 110 respondents answered. Based on the sample size with a minimum of 100 respondents, it was decided that Lisrel SEM would be used for the entire sample. According to the reference (wisnu Budi Prasetyo et al., (2023) in this research e-service quality, e-trust, are mediated by e-satisfaction on e-loyalty. The results of the construct validity test for each indicator were accepted with an additional factor value greater than 0.50. Data on responses that meet the criteria from 110 respondents in the gender categories of male (55.5%), female (44.5%), apart from that, data on age 17-25 years (50%), 26-34 (24.5%), student employment data /students (47.3%), Private employees (34.5%), Civil servants (5.5%), Self-employed (12.7%), Pocket money data <Rp 1,000,000 (22.7%), Rp. 1,000,000- Rp. 2,500,000 (31.8%), Rp. 2,500,000 – Rp. 4,000,000 (4.5%), Rp. 5,000,000 (17.3%). Shopppe (71.8%), Tokopedia (21.8%), Lazada (5.5%), Bukalapak (0.9%), 1 week (67.3%), 2 weeks (21.8%), 3 weeks (6.4%) 1 month (4.5%).

Based on the T-Value Path Diagram in Figure 2 above, the research model hypothesis testing can be presented as follows:

Table 1. Research Model Hypothesis Testing

Hypothesis	Hypothesis statement	Original sample	T-Statistics	Information
H1	E-service Quality > E-satisfaction	0.068	0.496	Not supported
H2	E-trust > E-satisfaction	0.847	7,443	Supported
H3	E-service Quality > E-loyalty	0.111	0.604	Not supported
H4	E-trust > E-Loyalty	0.430	1,521	Not supported
H5	E-Satisfaction > E-Loyalty	0.361	1,433	Not supported
H6	E-Trust > E-loyalty > E-satisfaction	0.025	1,364	Not supported
H7	E-service > E-loyalty > E-satisfaction	0.306	0.371	Not supported

The T-value in hypothesis testing is considered significant when it is greater than 1.96, whereas if it is less than 1.96 it is considered not significant (Ghozali, 2016). The hypothesis testing table above shows that one hypothesis with a T-Value above 1.96 supports that one hypothesis with a T-value above 1.96 supports the research hypothesis being developed, while six hypotheses with a T-Value below 1.96 are rejected. Appendix 5 contains complete information about the results of the SEM analysis of this research.

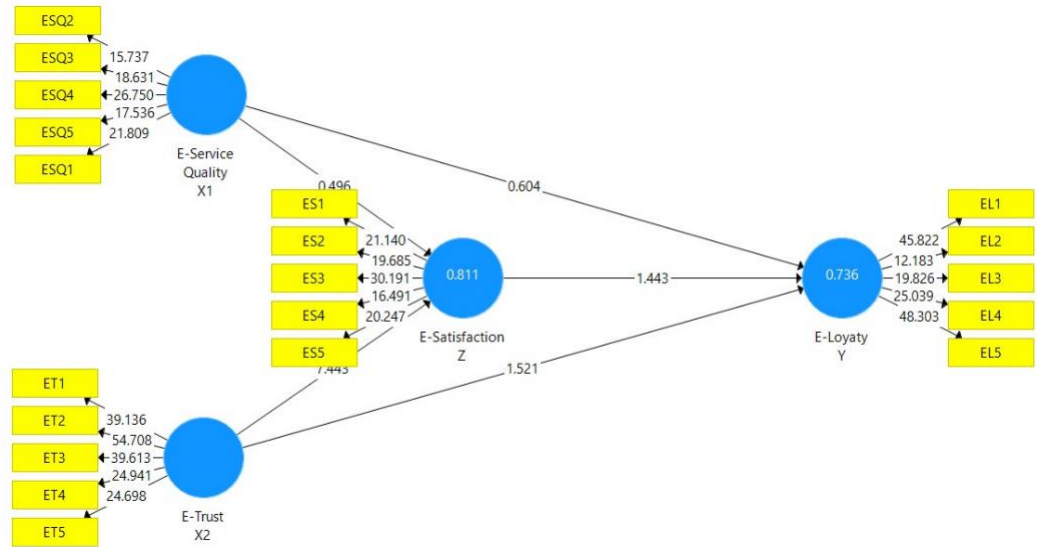


Figure 2 Path Diagram T-Value

This study aims to study e-service quality in online business and gain new understanding about the elements of e-service quality. This study is to improve previous understanding which, the impact of e-service quality and customer satisfaction has an impact on the behavior of customers who shop online in Portugal. This study investigates and tests the impact of e-service quality, e-trust on e-loyalty through e-satisfaction. In the initial hypothesis (H1) Aringringrum (2013). states that if a company provides a fast, smooth and comfortable user experience, users will tend to be satisfied with the service. Next from Wilis and Nurwulandari (2020)states that e-satisfaction with e-service quality, the better the perceived e-service quality, the greater the possibility that customers will be satisfied with their e-service quality and will depend on e-service quality. Online shopping applications offer many options when making transactions to make purchases online and aim to make it easier for users to use them. Since customer information can only be accessed by the user's account, online shopping applications maintain privacy and increase customer satisfaction, which results in positive e-satisfaction. Previous research shows a positive relationship (Miao et al., 2022;Akroush et al., 2021;Van & Quang, 2019;Research et al. 2021). contrary to that there is a significant positive relationship between e-service quality and e-satisfaction.

Second, the research results show that e-trust built by online shopping applications has a positive effect on e-satisfaction, e-trust built by online shopping applications through a high quality system, such as clear payment options, shipping and transactions are also clear, will creating e-satisfaction, e-satisfaction can increase when trust is maintained. Previous research shows a positive relationship, supported by the results of research which stated that it was positive (Akroush et al., 2021; Ghane, 2011;Garepasha, et al., 2020; indrawati, et al, 2020;Aidil Fadli et al. 2022).

Third, research shows that e-service quality does not have a positive effect on e-loyalty, online shopping stores must provide good e-service quality to their customers and make a positive impression about customers regarding previous service, because customers may have negative responses to e-services. previous service quality, thus customers who buy goods online must get good e-service quality. The results of the research were positive (Anser et al., 2021; Mariana & Fadli 2022;Akroush et al., 2021;Affriapollo et al., 2022).

contrary to that there is a significant positive relationship between e-service quality and e-loyalty.

Fourth, research shows that e-trust does not have a positive effect on e-loyalty, meaning whether the level of trust in online shopping applications is high or low does not affect e-loyalty, on the contrary the trust that customers want from online shopping services is availability. Customers tend not to care much about whether they will get trust that is worth the time and expense they will willingly pay. Research result (Wilis & Nurwulandari, et al, 2020; Mukherjee & Nath, 2007; Armansyah, 2020). In contrast, there is a significant positive relationship between e-trust and e-loyalty.

Fifth, this research found that there is no positive effect on e-satisfaction and e-loyalty, in other words, if online shopping application users are satisfied with their first experience, they are more likely to subscribe again. The results of this study are contradictory (Zhu, 2019; Harazneh, 2020; Indrawati, 2020; Mashaqi, 2020; Shahid Iqbal, 2018; Shankar & Jebarajakirthy, 2019; Ul-Haq and the Clouds, 2020) that there is a significant positive relationship between e-satisfaction and e-loyalty.

Sixth, e-trust has no positive effect on e-loyalty mediated by e-satisfaction, customers can gain trust from transactions and goods. Customers are very price conscious. Customers always consider whether the price offered is in accordance with the goods they will receive on the online shopping application so that customers will be trusted, satisfied and loyal. The results of this study contradict those carried out (Akroush et al., 2021; Sasono et al., 2021; Gotama, et al., 2019; Miao et al. 2022; Van, et al., 2019) that there is a significant positive relationship between e-trust towards e-loyalty is mediated by e-satisfaction.

Seventh, this research finds that e-satisfaction does not mediate the relationship between e-service quality and e-loyalty. According to Research Rintasari et al (2018) e-service quality has a positive effect on e-loyalty through e-satisfaction, with increased e-service quality customers will be loyal, because customers will feel satisfied with the services provided, higher e-satisfaction will have an impact on e-loyalty, because e-satisfaction will encourage them to continue using the service and customers will become loyal. The better the quality of service and the more satisfied customers are, the more loyal customers will be. The results of this study contradict those carried out (Sasono et al., 2021; Juwaini et al., 2022; Rich et al., 2019; Ario & Djatmiko, 2016). that there is a significant positive relationship between e-service quality and e-loyalty mediated by e-satisfaction.

CONCLUSION

Based on the research results, it can be concluded that e-service quality in online shopping applications has no positive effect on e-satisfaction, e-trust has a positive effect on e-satisfaction, e-service quality has no positive effect on e-loyalty, e-trust relationships have no effect positive effect on e-loyalty, the relationship between e-satisfaction and e-loyalty has a negative effect, the relationship between e-trust has a negative effect on e-loyalty and e-satisfaction cannot mediate the relationship between e-trust and e-loyalty, the relationship between e-service quality has an effect negative towards e-loyalty and e-satisfaction cannot mediate e-service quality towards e-loyalty.

Some of the weaknesses of this research are that it discusses the variables e-service quality, e-trust, e-satisfaction, e-loyalty. Apart from that, there is the possibility of not answering the questionnaire according to the actual situation. Apart from that, customers who use online shopping applications are the target of this research, therefore further research can consider additional variables to learn more about the phenomenon of online shopping and e-loyalty. It is hoped that future research can expand the scope of their research and add other variables.

Suggestions for further research on online shopping application users could include other variables such as E-WOM, Promotion and Price variables that influence e-loyalty and use analytical tools such as SEM Amos and Lisrel.

By looking at the role of the e-loyalty variable. It is hoped that online shopping applications can become more attractive. Businesses must manage supply chains and logistics better. On-time delivery and accurate stock management are very important for e-satisfaction. Companies must improve data, delivery and transaction security to maintain e-trust. Online shopping applications must provide good e-service quality to achieve e-satisfaction.

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