


The Influence Of E-Service Quality And E-Trust On E-Loyalty Mediated By E-Satisfaction (Study On Shopee Application Users In South Jakarta)

¹Teuku Fadhil Magistra, ²Prima Mulyasari Agustini

¹Master of Management, Bakrie University Jakarta, ²Master of Management Lecturers, Bakrie University Jakarta

Article Info	ABSTRACT
Keywords: e-service quality, E-Trust, E-Satisfaction, E-Loyalty, SEM-PLS, Shopee	This study aims to examine the effect of E-Service Quality and E-Trust on E-Loyalty among Shopee app users in South Jakarta, with E-Satisfaction as a mediating variable. The sample was obtained using probability sampling and consists of 104 respondents. Using a quantitative approach and SEM-PLS analysis, this study reveals interesting findings. The results show that both E-Service Quality and E-Trust have a significant and positive effect on E-Satisfaction among Shopee users. Furthermore, this study also proves that E-Satisfaction is a key factor in increasing E-Loyalty. E-Service Quality has been proven to directly and indirectly (through E-Satisfaction) influence E Loyalty. However, the results also show that E-Trust does not directly affect E-Loyalty when mediated by E-Satisfaction. This finding indicates that although trust is an important factor in building customer relationships, its influence on loyalty is more focused on increasing customer satisfaction first. Overall, this study makes a significant contribution to understanding the dynamics of the relationship between service quality, trust, satisfaction, and customer loyalty in the context of e-Commerce. The findings can be a reference for e-Commerce companies, especially Shopee, in formulating more effective strategies to increase customer loyalty. By focusing on improving service quality and building customer trust, companies can create a more satisfying shopping experience, which will ultimately increase customer loyalty.
This is an open access article under the CC BY-NC license 	Corresponding Author: Teuku Fadhil Magistra Master of Management, Bakrie University Jakarta fadhilmagistra@gmail.com

INTRODUCTION

Technology is one of the instruments that makes a country more advanced. With the existence of technology, changes in times have emerged that are as fast and sophisticated as today. The positive and negative impacts of technology cannot be avoided, and the impact extends to almost all industrial sectors in Indonesia, such as manufacturing, education, transportation, services, finance, food and beverages, and trade. Digital technology is supported by the spread of the internet which is starting to spread evenly in Indonesia. Internet facilities have spread to various remote areas so that people who are far from urban areas can take advantage of these internet facilities (Fitria et al., 2020). It is evident from the Kompas.com news released by We Are Social and Meltwater through a

report entitled 'Digital 2023' as of January 2023 that internet users in Indonesia at the beginning of 2023 reached 212.9 million people. This number increased by 5% or 10 million users compared to the previous year. The total population of Indonesia as of 2023 will be 276.4 million people. This means that internet penetration in Indonesia at the beginning of 2023 will reach 77% (Annur, 2023).

The rapid development of information technology has brought new influences and caused shifting patterns of activity in Indonesian society. Moreover, the COVID-19 pandemic has changed most of society's normal activities, where people must implement and support government protocols for carrying out activities at home (Julhadi & Herdi, 2022). This changes people's offline shopping activities to online. Shopee is one of the trending e-Commerce businesses in Indonesia that provides site and application-based services that connect sellers and buyers (Fachrina & Nawawi, 2022).

Shopee was first launched in Singapore in 2015 (Ismail & Khuzaini, 2023). Shopee is expanding its reach to other countries in Southeast Asia, including Indonesia (Fauziah, 2020). Shopee supports Indonesia's growth in global retail e-Commerce by providing an online shopping experience and integrating it with social media to enable social interaction between sellers and buyers (Antique & Lestari, 2019).

Findings from data.ai show that Shopee is listed as the number 1 online shopping platform in Indonesia throughout 2023. Shopee still records the highest number of total downloads, on Google Play and the Apple Store. When compared to other e-Commerce platforms, Shopee is still ahead in terms of the highest number of monthly active users. It is considered that the presence of TikTok Shop has not been able to change the competitive map of e-Commerce in Indonesia. Shopee is considered still superior in terms of total number of visitors and total downloads (Arka & Harususilo, 2023).

Looking at the total number of website and application visitors this year, as well as the scores obtained in the AppStore and PlayStore rankings, Shopee must be careful of Tokopedia and other competitors who continue to innovate for the best shopping experience and offers to increase consumer loyalty (Nurakhmawati et al., 2022). One way for Shopee to retain consumers so that they don't easily switch to other e-Commerce is to increase consumer loyalty. This is done to maintain business continuity in the intense competition in the e-Commerce industry. Online consumer loyalty or E-Loyalty is a consumer's favorable attitude towards online businesses which results in repeat purchasing behavior (Suprpti & Suparmi, 2020). Handayanti & Indarto (2023) define E-Loyalty as a consumer's intention to visit a website again with or without online transactions. Kartono & Halilah (2019) stated that E-Loyalty is a consumer's intention to revisit a website and consider purchasing from that site in the future (Sahadewa et al., 2023).

E-Loyalty is important because consumers can easily switch from one site to another because they can easily compare the advantages and disadvantages of other sites (Kuska et al., 2024). Increasing loyalty can be measured through consumer satisfaction when visiting or making transactions on e-Commerce or E-Satisfaction websites or applications (Anita, 2019). E-Satisfaction is an important factor that creates E-Loyalty. Saragih (2019) proves that E-Satisfaction has a significant effect on E-Loyalty. E-Satisfaction also partially

mediates the influence of E-Service Quality on E-Loyalty of Shopee online shop consumers in Medan City (Handayanti & Indarto, 2023).

To support the variables selected in this research, a pre-survey was conducted regarding factors related to E-Loyalty on 50 respondents. Pre-surveys can be followed by respondents who have the minimum requirement to make purchases more than once on the same e-Commerce site/application. This means that respondents make repeat purchases and visit the site/application more than once. The pre-survey was carried out by asking respondents questions about things that influence them to make repeat purchases on one of the e-Commerce sites. The survey results stated that the top three components, namely customer satisfaction, trust, and service quality were factors that made respondents want to make repeat purchases in e-Commerce. Of these three factors, customer satisfaction is the biggest factor that most influences e-Commerce consumer loyalty.

In a business context, Divine, Indriasari, & Monique (2023) explain that loyalty is used to describe consumers' willingness to continue to subscribe, by buying and using products repeatedly, and voluntarily recommending them to others. Griffin in Aji et al (2020) said that if consumers buy two or three products from the same company, they can automatically be said to be loyal consumers. Based on pre-survey explanation and support, this research aims to analyze the influence of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a mediator for Shopee users.

METHODS

The research carried out is categorized as comparative causal research because this research does not start from the beginning, but rather directly looks at the results of previous research or existing phenomena. From the results obtained, research was carried out to find the causes of the incident. This chapter explains the research methods used to examine the relationships between the specified variables. The contents of the method include the type, number and criteria of samples used, type and source of data, research subjects, data collection techniques, data analysis techniques, and so on.

According to Tabachnick & Fidell (2019), determining the number of samples taken in research is by using the formula $(n > 50 + 8m)$, n is the number of samples and m is the number of independent variables. In this research, two independent variables will be used, namely service quality (e-service quality) and satisfaction (E-Satisfaction), so that the number of samples or respondents used is as follows: $(n > 50 + 8(2))$ or the same as $(n > 66)$. In accordance with the theory and calculations above, the sample size required in this research must be above 66 respondents. To avoid possible errors or damage to the sample, 100 respondents were taken in this study. This research aims to find out whether there is an influence of E-Service Quality and E-Trust on E-Loyalty through E-Satisfaction of Shopee e-Commerce consumers in South Jakarta which will be processed using the SEM-PLS analysis tool.

RESULTS AND DISCUSSION

Evaluation of the Measurement Model (Outer Model)

Table 1 shows that the AVE of each variable is higher than the correlation involving other latent variables, which means that each variable is not influenced by the questions in other latent variables.

Table 1. Results of Discriminant Validity Test Values

Correlations among l.vs with sq. Rts.of AVES					
	ESQ	ET	ES	EL	S*CF
ESQ	(0.784)	0.626	0.724	0.616	-0.042
ET	0.626	(0.814)	0.618	0.427	-0.114
ES	0.724	0.618	(0.862)	0.557	-0.304
EL	0.616	0.427	0.557	(0.837)	-0.015
S*CF	-0.042	-0.114	-0.304	-0.015	(1.000)

Discriminant validity is the extent to which the measurement results of a latent variable can be differentiated from the measurement results of other latent variables, which theoretically should be different. This measurement can be carried out using reflective indicators based on cross loading with the latent variable, or by comparing the Square Root of Average Variance Extracted (AVE) value for each variable with the correlation between other variables in the model. A variable is considered valid if the AVE value is higher than the correlation involving the latent variable.

After testing the validity of the construct, the next step is to test the reliability of the construct using Composite Reliability (CR) from the indicator block that measures the construct. The use of CR aims to show a good level of reliability. A construct is considered reliable if the Composite Reliability value is > 0.6. Although according to Hair et al. (2014), the Composite Reliability coefficient should be greater than 0.7, but a value of 0.6 is still acceptable. However, internal consistency testing is not always necessary if construct validity has been met. This is because a valid construct will inherently be reliable. Conversely, a reliable construct is not necessarily valid. If construct validity has been proven, internal consistency testing may be considered optional to perform. Table 2 displays the results of the Composite Reliability and Cronbach's Alpha values for the variables studied: E-Service Quality (ESQ), E-Trust (ET), E-Satisfaction (ES), and E-Loyalty (EL).

Table 1. Results of Composite Reliability and Cronbach's Alpha values

Variable	Composite Reliability		Cronbach's Alpha		Reliability
	Nilai	Parameter	Nilai	Parameter	
ESQ	0,865	> 0.7	0,778	> 0.5	Reliable
ET	0,807	> 0.7	0,769	> 0.5	Reliable
ES	0,798	> 0.7	0,772	> 0.5	Reliable
EL	0,826	> 0.7	0,793	> 0.5	Reliable

Based on Table 5.5, all variables show Composite Reliability (CR) values above 0.7 and Cronbach's Alpha values above 0.5, indicating that all these variables can be considered

reliable. The ESQ has a CR value of 0.865 and Cronbach's Alpha 0.778, indicating good internal consistency. E Trust shows a CR value of 0.807 and Cronbach's Alpha 0.769, also showing good consistency. E-Satisfaction has a CR value of 0.798 and Cronbach's Alpha 0.772, indicating good reliability. E-Loyalty has a CR value of 0.826 and Cronbach's Alpha 0.793, indicating high reliability.

Structural Model Evaluation (Inner Model)

Hypotheses are tested with P-values, Path Coefficients are useful for measuring the significance of relationships. Hypothesis decision by comparing P value with alpha of 5% (≤ 0.05). The hypothesis is declared accepted if the P-value is less than or equal to alpha, indicating the research findings have statistical significance. However, if the P-value exceeds alpha, it is considered that the research does not have statistical significance.

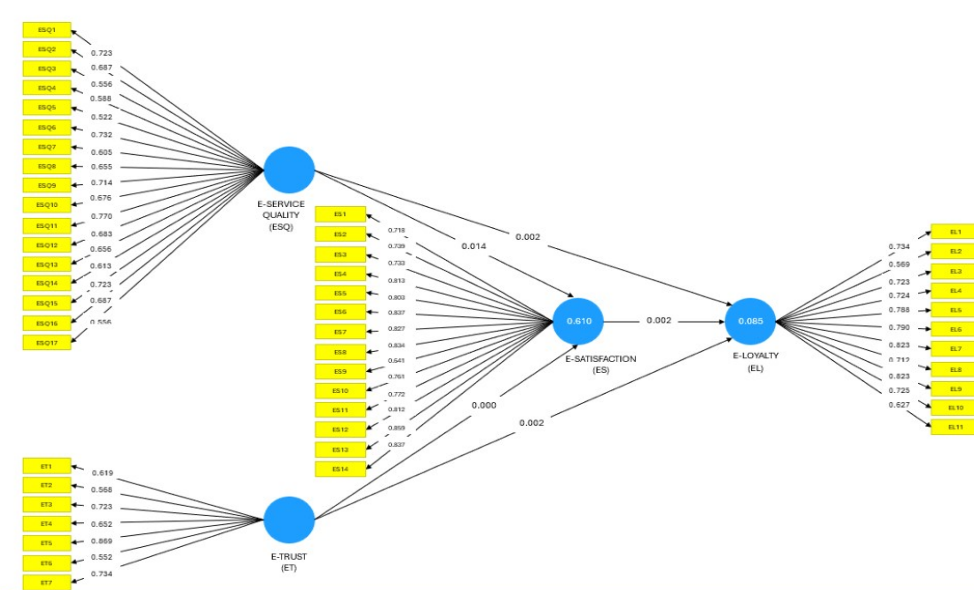


Figure 1. Path Coefficients

Table 3. Hypothesis Testing

	<i>Alpha</i>	<i>P values</i>	<i>Hipotesis</i>
ESQ → ES	0,05	0,014	Diterima
ET → ES	0,05	0,000	Diterima
ESQ, ET → ES	0,05	0,004	Diterima
ES → EL	0,05	0,002	Diterima
ESQ → ES → EL	0,05	0,000	Diterima
ET → ES → EL	0,05	0,610	Ditolak
ESQ, ET → EL	0,05	0,085	Ditolak

Based on Table 1, the results of hypothesis testing show several important findings regarding the influence of independent variables on the dependent variable.

1. E-Service Quality has an influence significant positive towards E-Satisfaction with a p value of 0.014, and the hypothesis is accepted, which means that an increase in the quality of electronic services in a way real can increase satisfaction user . When

Shopee succeeds in providing high-quality services that meet or even exceed customer expectations, customers feel more satisfied with their shopping experience. This high level of satisfaction not only increases customer loyalty but also drives positive word-of-mouth recommendations, which ultimately strengthens Shopee's reputation and competitiveness in the e-Commerce market.

2. E-Trust is influential significant positive towards E-Satisfaction, with a p value of 0.000, and the hypothesis is accepted, which means that an increase in user trust in electronic services in a way real can increase satisfaction they . These results indicate that when consumers have high confidence in Shopee's integrity, security and competence as an e-Commerce platform, they tend to feel more satisfied with their shopping experience. Strong trust ensures consumers that their personal data and transactions are safe, and they can rely on Shopee to deliver the products and services it promises. Thus, increasing consumer trust through transparent and reliable business practices directly contributes to increased customer satisfaction on Shopee.
3. E-Service Quality and E- Trust together influential positively significant towards E-Satisfaction, with a p value of 0.004, and the hypothesis is accepted, which means that the combination of improving service quality and increasing user trust together can increase satisfaction user in a way significant . These results explain that these two factors together play an important role in shaping customer satisfaction. High E-Service Quality, which includes aspects such as speed of response, ease of use, and transaction security, provides a positive shopping experience for consumers. Shopee's high e-Trust, which reflects consumers' confidence in the platform's integrity and reliability, further strengthens their satisfaction. The combination of superior service and strong trust ensures that consumers feel safe and satisfied with their purchases, which in turn increases loyalty and the likelihood of repeat purchases.
4. E-Satisfaction has an effect significant positive towards E-Loyalty, with a p value of 0.002, and the hypothesis is accepted, which means that a real increase in user satisfaction can be achieved. increase loyalty they to service electronics . These results indicate that when customers are satisfied with their shopping experience on Shopee, they are more likely to become loyal customers, continuing to use the Platform for their shopping needs in the future. This high level of satisfaction may be due to various factors such as product quality, ease of site navigation, speed of delivery, and responsive customer service. By ensuring high customer satisfaction, Shopee can maintain a loyal customer base and strengthen its position in the competitive e-Commerce market.
5. The influence of E-Service Quality on E-Loyalty through E-Satisfaction with p Values of 0.000, means the hypothesis is accepted. This implies that as the quality of services increases, user satisfaction also increases, ultimately leading to increased user loyalty towards the service.
6. E-Trust does not have a significant effect on E-Loyalty through E-Satisfaction with a p-value of 0.610 and the hypothesis is rejected, which means that although trust can increase satisfaction, this increase is not enough to directly affect user loyalty. These

results indicate that good trust directly increases customer satisfaction which in turn increases their loyalty to the Platform. This finding emphasizes the importance for Shopee to continue to maintain trust in customers. Although this does not directly affect customer loyalty, it can increase the level of customer satisfaction, which indirectly also affects customer loyalty in this highly competitive market.

7. E-Service Quality and E-Trust do not have a significant direct effect on E-Loyalty, with p values of 0.085, and the hypothesis is rejected, which means that service quality and user trust increase directly. No Enough For increase loyalty user. These results confirm that E-Trust towards E-Satisfaction is not strong enough to increase E-Trust which in turn contributes to E-Loyalty. These findings indicate that although users may be satisfied with their experience, this satisfaction does not directly translate into higher trust or continued loyalty. Other factors may play a more dominant role in building trust and loyalty among electronic platform users. It is important for companies to consider additional or alternative strategies to strengthen trust and loyalty, such as improving transaction security, providing better customer service, or offering attractive loyalty programs.

CONCLUSIONS

Based on the results of the data processing and analysis carried out, the research conclusions were obtained as follows: (1) E-Service Quality has a positive and significant effect on E-Satisfaction among Shopee e-Commerce consumers. (2) E-Trust has a positive and significant effect on E-Satisfaction among Shopee e-Commerce consumers. (3) E-Service Quality and E-Trust have a positive and significant effect on E Satisfaction among Shopee e-Commerce consumers. (4) E-Satisfaction has a positive and significant effect on E-Loyalty among Shopee e-Commerce consumers. (5) E-Satisfaction mediates the influence of E-Service Quality on E-Loyalty, among Shopee e-Commerce consumers. (6) E-Satisfaction does not mediate the effect of E-Trust on E-Loyalty on Shopee e-Commerce consumers (7) E-Service Quality and E-Trust do not have a positive and significant effect on E-Loyalty through E-Satisfaction on e-Commerce consumers Commerce Shopee.

REFERENCE

- Aji, DS, Setyawati, SM, & Rahab, R. (2020). Analysis of the Influence of Religiosity, Service Quality and Image on Customer Loyalty with Trust as Mediation. *Journal of Economics, Business and Accounting (JEBA)* Vol. 22 No. 1, 78-94.
- Anita, T.L. (2019). The Effect of Perceived Quality in E-Commerce to Customer Loyalty (Wom, Intent, Trust) Through Customer Satisfaction. *Journal of Hospitality and Tourism*, 4(1), 29–39.
- Annur, CM (2023). Internet Users in Indonesia Reach 213 Million People by Early 2023. Databoks.
- Antique, & Lestari, D. (2019, October 17). Continuing to Grow, Shopee Transactions More than 1.2 Million Orders Per Day. Retrieved from Viva.co.id:

- [https://www.viva.co.id/arsip/1240555-terus-tumbuh-transaksi-Shopee more-than-1-2-million-pesanan-per-hari](https://www.viva.co.id/arsip/1240555-terus-tumbuh-transaksi-Shopee-more-than-1-2-million-pesanan-per-hari)
- Arianty, N., & Fadilla, N. (2018). Consumer Satisfaction and Quality of Online Reservation Ticket Services on Consumer Loyalty Case Study at PT. Indonesian Railways (PERSERO) Medan. *Proceedings of the 8th National Conference*, 1-7.
- Arka, YA, & Harususilo, YE (2023, June 26). Shopee Still Dominates the e-commerce Market Amid the Presence of New TikTok Shop Players. Retrieved from [kompas.com: https://money.kompas.com/read/2023/06/26/080000426/Shopee-tetap-dominates-market-e-commerce-di-tengah-kehadiran-new-players?page=all](https://money.kompas.com/read/2023/06/26/080000426/Shopee-tetap-dominates-market-e-commerce-di-tengah-kehadiran-new-players?page=all)
- Fachrina, R., & Nawawi, Z.M. (2022). Utilization of Digital Marketing in Increasing Sales for MSMEs in Marelán. *Sharia Banking Student Scientific Journal (JIMPA)*, 2(2), 247–254.
- Fauziah. (2020). Online Shop Brand Ambassador Strategy "Shopee" in Increasing Sales. *Journal of Business Studies*, 5(2), 1–26.
- Fitria, N., Zahrawanny, VP, Al, U., & Indonesia, A. (2020). Utilization of Computers in Art Learning at Raudlatul Azhar Islamic Kindergarten. *Proceedings of Literacy in Education in the Digital Era for the Millennial Generation*, 347–354.
- Divine, A., Indriasari, N., & Monique, EP (2023). Factors Affecting Customer Loyalty At Ervin Cell Counter, South Bengkulu. *Journal of Indonesian Management (JIM)*, Vol. 3, no. 1, 23-36.
- Ismail, & Khuzaini. (2023). The Influence of Price, E-Trust, E-Service Quality and E Word of Mouth on Purchasing Decisions in the Shoppe Application (Case Study of Stiesia Surabaya Students). *Journal of Management Science and Research*, 12(1), 1–19.
- Julhadi, J., & Herdi, H. (2022). Use of technology in the Covid-19 pandemic era: A systematic literature review. *Therapeutics: Journal of Guidance and Counseling*, 6(1), 104–110. <https://doi.org/10.26539/teraputik.611003>
- Kartono, RA, & Halilah, I. (2019). The Influence of E-Trust on E-Loyalty (Study of Sellers in Bukalapak). *10th Industrial Research Workshop and National Seminar*, 1204–1213.
- Kotler, P., & Keller, K. L. (2023). *Marketing Management*, Global Edition, 16th edition. Pearson.
- Kuska, DAR, Wijayanto, H., & Santoso, A. (2024). Improving The E Satisfaction and E-Loyalty Based on E-Trust and E-Service Quality on Shopee Customer. *Journal of Consumer Sciences*, 9(1), 22–39.
- Manihuruk, B.K. (2023). Analysis of Product Quality and Promotion on Customer Loyalty with Satisfaction as an Intervening Variable at PT Shopee Indonesia. *Journal of Business and Management*, 1(1), 11–23.
- Nurakhmawati, R., Purnamawati, A., & Fahmi, I. (2022). The Influence of Shopee E-Commerce Service Quality on Customer Satisfaction Through Purchasing Decisions. *Coopetition: Management Scientific Journal*, 13(2), 191 204.
- Sahadewa, IGNBAP, Agung, A. . P., Cempaka, NP, & Atmaja, D. (2023). The Influence of E-Service Quality and E-Trust on Grab Customer E-Loyalty in Denpasar City. *Journal of Bakti Saraswati*, 12(1), 39–50.

- Saragih, MG (2019). The Influence of E-Service on E-Loyalty Through E Satisfaction (Study of Shopee Online Store Consumers in Medan City). Mantik Penusa Journal Vol. 3, no. 1, 190-195.
- Suprapti, S., & Suparmi. (2020). Building e-Loyalty and e-Satisfaction through e-Service Quality for Semarang City Goride Users. JKBM: Journal of Business and Management Concepts, 6(2), 240–255. <https://doi.org/10.31289/jkbm.v6i2.3795>
- Tabachnick, B. G., & Fidell, L. S. (2019). Using Multivariate Statistics. MA: Pearson.
- Tanuwidjaja, W. (2016). Smart Book for Managing Business for Beginners: 101 Guidelines for Business Books to Get Profits Immediately. Yogyakarta: Media Pressindo.
- Tjiptono, F. (2020). Marketing Strategy Principles and Applications. Andi Publisher.
- Wicaksono, DA (2022). Factors that Influence Customer Loyalty (A Theoretical Study). Ulil Albab: Multidisciplinary Scientific Journal, 1(3), 504 509.