

## The Effect Of E-Service Quality and E-Trust On E-Loyalty With E-Satisfaction As The Intervening Variable

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### Abstract

*This study aims to determine the effect of electronic service quality and electronic trust on customer loyalty on online platforms, with electronic satisfaction as an intervening variable, through data analysis from Shopee customers. The research method uses non-probability sampling techniques, specifically purposive sampling, with a population of individuals aged 17 to 50 years who live in Cirebon, Indramayu, Majalengka, and Kuningan who have made transactions on the Shopee application at least once in the past month. Data collection was carried out through an online questionnaire via Google form, with 151 questionnaires deemed eligible for analysis. Respondent data that has been processed using SmartPLS3.0 software. The results of data analysis show that E-Service Quality has a positive and significant effect on E-Loyalty, E-Trust has a negative and insignificant effect on E-Loyalty, E-Service Quality has a positive and significant effect on E-Satisfaction, E-Trust has a positive and significant effect on E-Satisfaction, E-Satisfaction has a positive and significant effect on E-Loyalty, E-Service Quality has a positive and significant effect on E-Loyalty through E-Satisfaction, E-Trust has a positive and significant effect on E-Loyalty through E-Satisfaction. From the results of the research conducted, it can be concluded that e-satisfaction plays an important role as a mediator between e-service quality and e-trust on e-loyalty in online platforms.*

**Keywords:** E-Commerce, E-Service Quality, E-Trust, E-Satisfaction, and E-Loyalty

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## INTRODUCTION

In the era of digitalization, the phenomenon of online shopping is very popular with the public because of its convenience in making transactions without having to leave the house. The success of the Internet as a global platform has opened the door to unlimited innovation and business opportunities. The presence of high-speed internet has led to the emergence of a novel phenomenon and way of life among frequent internet users. (Cahyani & Marcelino, 2023). according to Piarna et al., (2020) Millennials are being captivated by the rapid growth of online shopping platforms in a variety of ways. the development of online shopping applications is rapidly growing and attracting millennials in various ways. In the third quarter of 2020, Shopee became the top marketplace in Indonesia, ranked first with 93.4 million users with a total daily activity users (DAU) Shopee reached 834,520,000 million users who accessed the Shopee application (Yulina, 2022)

Service quality represents the company's capacity to deliver optimal customer experiences that fulfill the criteria of effectiveness and efficiency. Service quality in online transactions is referred to as e-service quality. Following (Wardhana, 2023) E-Service quality refers to the effectiveness and efficiency exhibited by websites that enable the browsing, purchasing, and delivery process of goods and services. Efficiency is a useful variable to determine the speed and ease of use of a site or electronic system and effectiveness refers to the extent to which a site or electronic system achieves predetermined goals with optimal results. Other theoretical definitions according to (Atmaja, 2023) The capacity of a platform to effectively and efficiently serve the shopping process, purchase transactions, and distribution is referred to as e-service quality. Customer loyalty to a website or application will be affected by its quality of service. This is relevant to research (Husni, 2023) and (Atha Ardelia Cahyanti et

al., 2022) indicating that e-service quality exerts a beneficial and noteworthy impact on e-loyalty. On the other hand (Waruwu & Sahir, 2022) and (Alfarobi & Widodo, 2023) indicate that e-loyalty is negatively affected by the quality of e-service. The unachieved consistency in these findings creates an opportunity to dig deeper into the influence of e-service quality on electronic loyalty.

In the world of e-commerce, trust is a crucial factor. The dependability of the product or service, along with aspects such as delivery, payment, and data security, is encompassed by trust. In online transactions, trust is commonly labeled as e-trust. Building e-trust is a strategic step when interactions between buyers and sellers take place digitally, and e-trust becomes a crucial factor that has to be taken into consideration, in line with (Melawati et al., 2023). E-trust is a key factor in fostering e-loyalty. Since digital platforms build confidence, consumers are more likely to remain devoted to the goods and services they utilize.

E-trust hurts e-loyalty, as shown by research conducted by (Pratama et al., 2024) and (Alfarobi & Widodo, 2023). According to both studies, e-loyalty is negatively impacted by e-trust. The data they gathered provided support for the idea that e-trust has a substantial influence on e-loyalty. Given the contradictory conclusions drawn from different studies regarding the relationship between e-trust and e-loyalty, there is an opportunity for further investigation on this topic. The authors have the opportunity to introduce an intervening variable, e-satisfaction, in light of the research gap regarding the connection among e-service quality, e-trust, and e-loyalty. By providing an exceptional customer experience, you can effectively cultivate customer loyalty. In research (Siagian & Cahyono, 2014) explains that improving the quality of the website you have, including ease of access, ease of operation, and a contact person who is always available, will build more trust and ultimately make customers loyal. In online transaction activities, customer loyalty is called e-loyalty. Customers with robust e-loyalty can offer several advantages to the company, such as bolstering its sales growth. (Juwaini et al., 2022) Research findings based on (Juwaini et al., 2022) and (Bulan & Chandra, 2021) indicate a strong correlation between e-satisfaction and e-loyalty.

The objectives of this study: Analyze the influence of E-Service Quality and E-Trust on E-Loyalty among Shopee E-Commerce platform users to comprehend the factors that influence digital customer loyalty, Identify the mechanisms by how e-service quality and trust affect e-consumer loyalty by investigating the role of e-satisfaction as an intermediary in the correlation between e-service quality, e-trust, and e-loyalty. Recognizing the practical implications of this study's findings for improving marketing and business management strategies in the e-commerce sector, with an emphasis on improving service quality and customer trust to increase customer satisfaction and commitment.

## RESEARCH METHODS

This research employed non-probability sampling techniques, specifically purposive sampling. The population comprised individuals aged between 17 and 50 years residing in Cirebon, Indramayu, Majalengka, and Kuningan who had conducted transactions on the Shopee application at least once in the past month. Data collection occurred through an online Google form questionnaire. Out of the 156 questionnaires distributed, only 151 were deemed eligible for inclusion in the analysis and thus served as samples for this study. The measurement scale employed was a five-point Likert scale (Sugiyono, 2014). Data collection involved a questionnaire survey, and SmartPLS 3.0 software was utilized for data analysis and to validate the quality of the analysis (Hair et al., 2019).

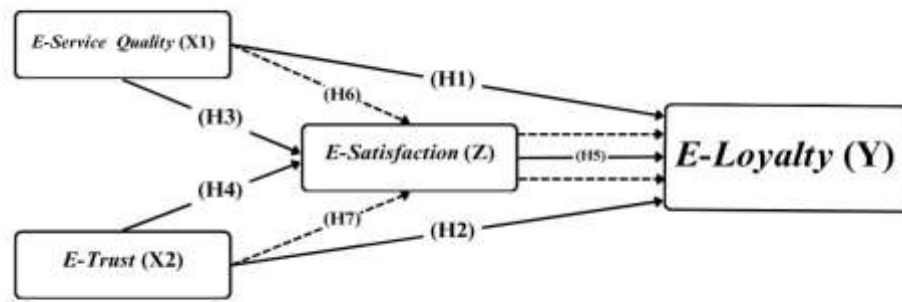


Figure 1. Conceptual Framework

### RESULT AND DISCUSSION

Based on the data collected from respondents, see the table below:

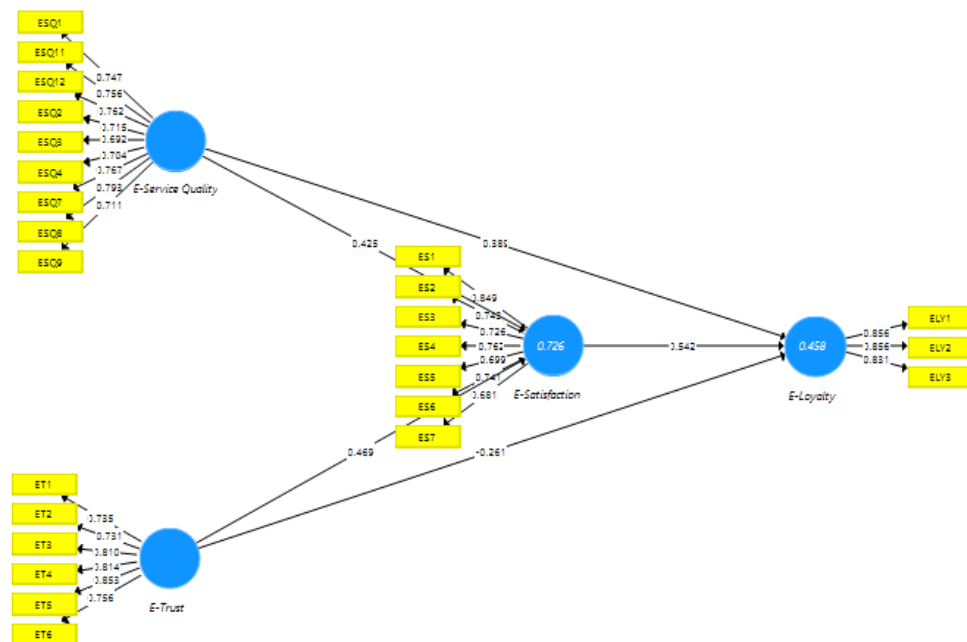


Figure 2. Convergent Validity Testing

All indicators meet the convergent validity requirements, as evidenced by the PLS model estimation results shown in the preceding figure with loading factors greater than 0.5.

**Table 1**

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-Loyalty	0,807	0,827	0,885	0,719
E-Satisfaction	0,865	0,869	0,897	0,555
E-Service Quality	0,896	0,899	0,915	0,546
E-Trust	0,875	0,883	0,905	0,615

Source : Information the author processed (2024)

According to the outcomes of data analysis, the outside loading value of the E-satisfaction indicator is more than 0.6, The E-trust indicator's outer loading value is more than 0.7, while the loading value attributed to the E-service quality indicator is higher than 0.6, and the E-loyalty indicator has an outer loading value greater than 0.8. The outer loading values of all four of the study's variable indicators are greater than 0.6, indicating that they each have substantial constructs that demonstrate the variable and are deemed legitimate. (Miaangraenigmailcom, 2012) to do more testing on these indications.

**Table 2**  
R Square

	R Square	R Square Adjusted
E-Loyalty	0,458	0,447
E-Satisfaction	0,726	0,722

Source : Information the author processed (2024)

According to the data provided within the analysis, the coefficient of determination (R-squared) for the variable of E-Loyalty is 0.458. Such findings indicate that additional factors beyond those investigated in this study might influence e-service quality, e-trust, and e-satisfaction, consequently explaining e-loyalty by 45.8% and 54.2%, respectively. Consequently, The R2 value of 0.726 for the variable of E-Satisfaction suggests that E-Service Quality and E-Trust might explain 72.6% of E-Satisfaction, 27.4% of the variation is attributed to factors that were not considered in the study

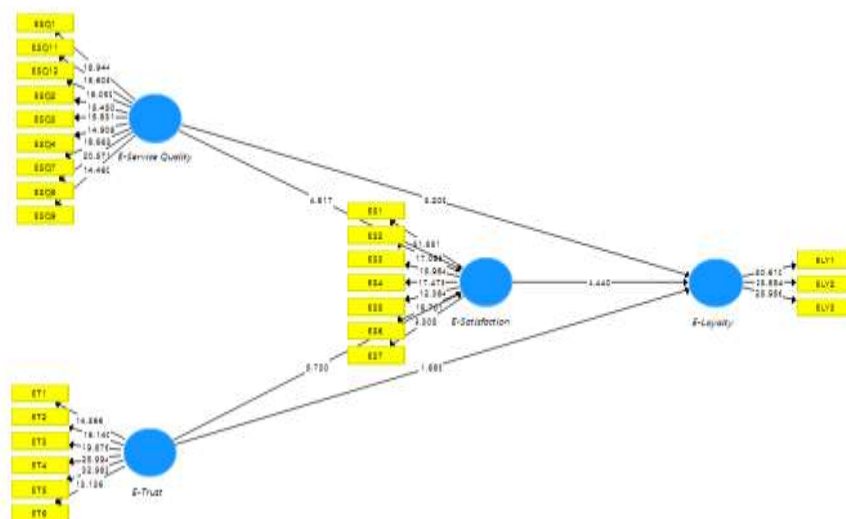


Figure 3. Testing of Hypothesis

The outcomes of hypothesis testing for every direct impact variable are presented in Table 3.

**Table 3**

## Hypothesis Testing

	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Result
E-Satisfaction → E-Loyalty	0,542	4,440	0,000	Significant
E-Service Quality → E-Loyalty	0,389	3,209	0,001	Significant
E-Service Quality → E-Satisfaction	0,425	4,817	0,000	Significant
E-Trust → E-Loyalty	-0,261	1,685	0,046	Not Significant
E-Trust → E-Satisfaction	0,469	5,730	0,000	Significant

Source : Information the author processed (2024)

The T-Statistic value of the E-Service Quality variable on E-Loyalty is 3.209, and the P-value is 0.001. As per the findings, e-service quality has a notable and beneficial impact on e-loyalty. The hypothesis, suggests that E-service quality impacts E-loyalty. So, H1 is accepted. The E-Trust variable influences E-Loyalty with a P-value of 0.046 and a T-Statistic value of 1.685. The second hypothesis suggests a non-significant negative effect of E-Trust on E-Loyalty. So, H2 is Rejected The T-statistic value for the E-Service Quality variable in relation to E-Satisfaction stands at 4.817, exceeding the critical value of 1.96, while the P-value registers at 0.000, falling lower than the significance level of 0.05. Consequently, as per the third hypothesis, E-Service Quality exerts a positive and significant impact on E-Satisfaction. So, H3 is Accepted. The E-Trust variable's effect on E-Satisfaction has a P-value of 0.000 and a T-Statistic value of 5.730. According to the fourth hypothesis, E-Trust significantly contributes to E-Satisfaction in a positive impact. So, H4 is Accepted The E-Satisfaction variable affecting E-Loyalty exhibits a P-value of 0.000 and a T-Statistic value of 4.440. The fifth hypothesis posits that E-Satisfaction exhibits a positive and significant influence on the level of E-Loyalty. So, H5 is Accepted

**Tabel 4. Indirect Effect Hypotheses**

	Original Sample (O)	T Statistics ((O/STDEV))	P Values	Results
E-Service Quality → E-Satisfaction → E-Loyalty	0,230	3,473	0,000	Significant
E-Trust → E-Satisfaction → E-Loyalty	0,255	3,303	0,001	Significant

Source : Information the author processed (2024)

The criteria are met by the test results of the two indirect effect hypotheses in this study, as shown in the table above. Each has a P-value below 0.05 and meets the T-Statistic standard of >1.96, as shown in the table.

According to the study's findings, The E-Service Quality variable's effect on E-Loyalty via E-Satisfaction is represented by a t-statistic value of 3.473 and a p-value of 0.000. Consequently, the sixth hypothesis is E-Service Quality has a positive and significant impact on E-Loyalty mediated by E-Satisfaction. So, H6 is Accepted. According to the study's findings, The E-Service Quality variable's effect on E-Loyalty via E-Satisfaction is represented by a t-statistic value of 3.473 and a p-value of 0.000. Consequently, the sixth hypothesis is E-Service Quality has a positive and significant impact on E-Loyalty mediated by E-Satisfaction. So, H3 is Accepted

This study's findings shed light on the connection that exists between E-Service Quality and E-Trust influence E-Loyalty through E-Satisfaction, which serves as an intervening variable. The analysis findings suggest a significant effect of E-Service Quality on E-loyalty, underscoring the importance of E-Satisfaction in nurturing E-loyalty. This influence aligns with the aspects of Convenience, Merchandising, Website Layout, Security Measures, and Serviceability, which can positively impact E-loyalty. The research findings are consistent with those of (Husni, 2023) and (Melani, D. O. 2021), which assert that E-Service Quality and E-Trust influence E-Loyalty through E-Satisfaction. Therefore, these findings enrich our understanding of the importance of E-Service Quality and E-Trust via E-Satisfaction in enhancing E-loyalty.

## CONCLUSION

Therefore, it's clear that both E-Service Quality and E-Trust positively influence the E-Loyalty of Shopee application users. Moreover, E-Satisfaction serves as a mediator, facilitating the connection between e-service quality and e-trust with e-loyalty. These findings emphasize the significance of prioritizing service quality and trust in order to cultivate app user loyalty. E-satisfaction assumes a pivotal role and yields a positive influence in mediating the effects of E-Service Quality and E-Trust on E-Loyalty. The implications of this study can serve as a foundation for crafting effective marketing strategies aimed at bolstering the loyalty of digital app users, particularly within the E-Commerce domain. Consequently, this research contributes significantly to understanding the determinants of digital app user behavior and offers a more comprehensive insight into the interplay among service quality, trust, satisfaction, and loyalty within the realm of E-Commerce.

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