The effect of e-service quality on e-loyalty through e-satisfaction e-commerce users in West Sumatra

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ARTICLE INFO	ABSTRACT
	Both the number of web clients in Indonesia and the development of web-based businesses have happened rapidly in Indonesia. The number of new web businesses emerging and making will simplify it for customers to make relationships of purchasing a comparable thing between different online businesses. In order to maintain customer loyalty, e-commerce may face new competition as a result of this situation. This study focuses on Tokopedia users in West Sumatra who use e-commerce. It uses e-satisfaction as a mediating variable to examine the connection between e-loyalty and e-service quality. This kind of research is called illustrative investigation, and it uses speculation testing to figure out how different research factors are related to one another. The non-likelihood testing and the purposeful inspection strategy are the methods of examination that are used. The study included 170 individuals who were all Tokopedia customers, had purchased more than twice, and were at least 17 years old. The product SmartPLS 4.0 was utilized to help with the halfway least square (PLS) examination of the information. According to the findings of this study, e-service quality has a positive and significant effect on e-loyalty, e-satisfaction has a positive and significant effect on e-loyalty, and e-loyalty is mediated by e-satisfaction by e-service quality.

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INTRODUCTION

The development of technology towards being digital is currently increasing rapidly and has a significant impact on all aspects of people's lives. Technology is an inseparable part of the digital era society that has high mobilization and tends to like things that are instant and practical. All the information needed can be obtained easily and quickly via the internet. Advancements in the realm of innovation have changed the way of life of individuals who at first preferred to shop disconnected, presently leisurely individuals are beginning to like the way of shopping on the web. Shopping or executing on the web separated from saving additional time, this strategy likewise makes customers more viable in shopping. The accessibility of the web gives an open door to financial specialists to further develop advertising of items or administrations universally, so business entertainers need to change their business exercises with existing mechanical improvements as online business.

Many businesses, including Shopee, Tokopedia, and others, have used this bidding strategy. However, assuming the company only focuses on progress, of course it will not make loyal customers because, if the buyer is used to promotions so assuming the company does not make progress anymore, it can make buyers disappointed and move to other websites that can provide more attractive

promotions. E-satisfaction is important for a company to pay attention to, besides being an important factor for the company's survival, satisfying consumer needs can also increase competitive advantage between e-commerce. Customer satisfaction is also an important capital for the success of a business now and in the future because customer satisfaction is ultimately able to create customer loyalty or satisfaction to the company so that satisfied customers will lead to longer loyalty, more purchases, the discussion benefits the company and the lack of sensitivity to price changes (Prasmara, 2018).

Tokopedia E-Commerce is one of the many e-commerce businesses in Indonesia which faces tough competition. Tokopedia is the largest local online retailer that can compete with Lazada and Shopee. In accordance (BPS, 2019), Tokopedia occupies the second position at the level of web-based business organizations based on region and transaction media in West Sumatra. Tokopedia outperformed its competitors, such as Lazada and Bukalapak. However, it is still below the Shopee standard.

	blibli.com	BukaLaPak	JD.ID	LAZADA Effortless Shopping	Shopee	tokopedia
User experience on the website	10.6%	15.8%	13.8%	11.3%	12.7%	12.9%
Time taken to deliver item	27.7%	19.9%	30.8%	25.6%	22.4%	21.7%
Payment process	4.3%	4.8%	6.2%	2.7%	4.6%	3.8%
Product selection	14.9%	13.0%	12.3%	9.8%	12.7%	13.1%
Product quality	4.3%	10.3%	7.7%	14.7%	13.4%	11.3%
Return policy	8.5%	15.1%	10.8%	16.7%	17.6%	16.3%
Customer service	6.4%	14.4%	3.1%	9.3%	11.0%	12.6%
Price of item	23.4%	6.8%	15.4%	10.0%	5.6%	8.4%

Figure 10: The top reasons consumers are unsatisfied with Indonesia's top ecommerce platforms; ecommerceIQ E-Marketplace Indonesia Survey

Figure 1. Tokopedia Complaints

Based on the information above, it shows that in 2018 numerous web-based business clients whined about the burden of shopping on web-based business. One of them concerns the length of the conveyance interaction on the Tokopedia site with a worth of 21.7%. With such countless protests about Tokopedia's online business, illustrate can't help thinking that Tokopedia gives little consideration to support quality to give consumer loyalty, so customers feel disappointed and disheartened. Tokopedia buyer grievances imply the unsuitable nature of administration from Tokopedia, for example, the selection of items offered, item quality that doesn't meet purchaser assumptions, postpones in conveyance of merchandise, the length of the item return process while subsequent to submitting a request where the products got don't match the item portrayal and client support in answering shopper protests and improper item costs. At the point when the recurrence of objections can be decreased by Tokopedia, the fulfillment that will be felt by purchasers will increment and buyers will give good surveys and remarks, even the likelihood that shoppers will be predictable in exchanges which can be deciphered as faithful to the web-based business.

Loyalty is very important for offline and online business growth. A company can't grow well if its customers don't keep coming back. Therefore, companies need to maintain customer loyalty. E-loyalty is another name for customer loyalty in the e-commerce sector. E-Loyalty is the purpose of the buyer to make a repeat visit to a site (Kartono and Halilah, 2018). According to Asih & Pratomo (2018), the fact that each customer can quickly and easily determine which online store is the best makes e-loyalty an interesting topic in the world of virtual trade and online shopping. Online business organizations must be able to attract consumers to be loyal to their web-based business, because when organizations can get e-reliability from customers, the next step is to maintain steadfastness, can make clients buy more, make clients not think about price changes. According to Romadhoni (2015), e-service quality and electronic satisfaction are factors that are considered as an important part of building electronic loyalty.

LITERATURE REVIEW

E-loyalty

According to Kartono and Halilah (2018), e-devotion is the aim of customers to return to a site, which can imply that shoppers' advantage in organizations can possibly make rehash buys. Having steadfast clients is an objective for each organization. Most organizations as of now don't comprehend that shopper dedication has different levels, for instance, beginning from seeking after likely clients to supporting clients who turn out revenue for the business (Rahayu and Agustina, 2020). As per (Jeon and Jeong, 2017) in Fazria and Rubiyanti (2019) e-dedication is characterized as a customer demeanor that benefits online vendors, which brings about recurrent buys, e-faithfulness is the effect of shopper fulfillment on help quality. Having faithful clients is truly productive for online organizations, given the high contest in web-based deals, steadfast shoppers will encourage their loved ones to take part in making buys.

According to Jeon & Jeong (2017), e-loyalty can be divided into the following four categories: (1) Cognitive, which means something that can be used for company websites or other services, (2) Affective means a positive attitude, this is created as one of the results of the preferences set, which leads to an attitude of reference, (3) Conative, shows the customer's desire to return to the business website. It relies on past experience, (4) Action, the most significant action is the dedication level, which is the point at which the client returns to the site with a status to make a web-based purchase.

E-service quality

According to Parasuraman et al. in Budiman et al., (2020) defines e-service quality as the level of efficiency and effectiveness of a website facilitating shopping, purchasing and the process of delivering products and services. Service or service is a form of action provided by one party to another and is intangible, but its influence can be felt. Meanwhile, quality is the totality of service and product features whether the service or product is able to satisfy and fulfill consumer desires or not (Kotler & Keller, 2016). The e-service quality provided by the company to customers is sought to be able to fulfill customer desires and innovate again to create and issue new products so that consumers will repurchase the product. One of the company's efforts given to these customers is by providing convenience through the internet or the site they will use.

The E-Service Quality model includes seven dimensions according to Parasuraman et al. in Budiman et al., (2020), namely: (1) Efficiency, users should be able to use the website quickly and easily, whether they are looking for the product they want, looking for information about it, or leaving the site with minimal effort, (2) Fullfillment, the extent to which the promises made by the website regarding the availability and delivery of orders are kept. This includes accurate service promises, product stock availability, and timely product delivery, (3) System availability, represents the correct technical functioning of the site. With regard to the technical functionality of the site concerned, in particular the extent to which the site is available and functioning properly, (4) Privacy, the website guarantees that customers' personal information, such as their identity and payment methods, will be stored securely and that shopping behavior data will not be shared with any third parties, (5) Responsiveness, effective problem handling and returns through the site. Provide consumers with the right information when there is a problem, have a mechanism to handle product returns, and provide online warranty, (6) Compensation, how much costs for product handling, shipping, and refunds can the company compensate for, (7) Contact, shows the need for buyers to be able to talk to employees in the customer service section via cellphone or on social media online.

E-customer satisfaction

According to Ghane, Fathuan, and Gholamian (2011) in Gusti Ngurah Ary Widiatmika and Sri Subawa (2017) clients who use benefits all the more regularly, make buys or use over and over, keep on prescribing the administrations used to their connections are the qualities of clients who have fulfillment for the administrations gave. Also, in the event that clients are not fulfilled they will change

to other specialist organizations looking for elective data, making it more challenging to reestablish the relationship with the specialist co-op. According to Saragih (2019) e-fulfillment is the degree of similarity of assumptions with reality obtained by web-based business clients from past internet buying encounters. As per Kotler in research led by Arumsari and Ariyanti (2015) e-fulfillment is a sensation of frustration or delight that an individual gets from looking at apparent item execution and assumptions.

As pointed out by (Tobagus, 2018), there are five aspects of consumer satisfaction, namely: (1) Convenience, customers no longer need to travel or pass through their homes to buy products on the web. They can search for products or items in online stores or by category, (2) Merchandising, as a factor related to website design and ease of shopping, becomes a factor of online sales and offers, (3) Site design, this term usually refers to how well a website does its job. A good web composition combines interesting associations and simple questions, (4) Security, is related to website security and is one of the most important factors when making purchases online, (5) Serviceability, competitive product pricing, general feedback on website design, merchandise availability, prompt delivery, and customer support.

METHOD

Explanatory research is the type of research that will be used in this study. This research functions to explain, predict, and control a phenomenon with a quantitative approach. Quantitative is the technique that will be used in this study. Neuman (2014) defines quantitative research as a process of acquiring knowledge through the use of numerical data as a means of analyzing information about existing subjects. This research was conducted in West Sumatra, a population of active Tokopedia users. Determination of sample size using the theory of Hair et al. (2014), namely the number of indicators multiplied by 5 to 10. Based on this theory, the respondents in this study totaled 17 indicators x10 = 170 respondents. The sampling technique used is non-probability sampling with a purposive sampling technique. The primary and secondary data used in this study are the data sources. Important information was obtained from a web-based survey circulating to Tokopedia's dynamic clients. The data analysis technique used in this study is Partial Least Square (PLS) using the statistical software SmartPLS 4.0. The measurement model (outer model), structural model (inner model), and hypothesis testing are the three stages of data analysis in this study.

RESULTS AND DISCUSSION

Convergent validity
According to Ghozali and Latan (2015), Convergent validity indicators can be said to be high if they correlate more than 0.70 with the construct you want to measure. However, a loading value of 0.50 to 0.60 can be considered sufficient. Figure 2 shows that the loading factor value for each item is > 0.6. This shows that all of these indicators are valid.
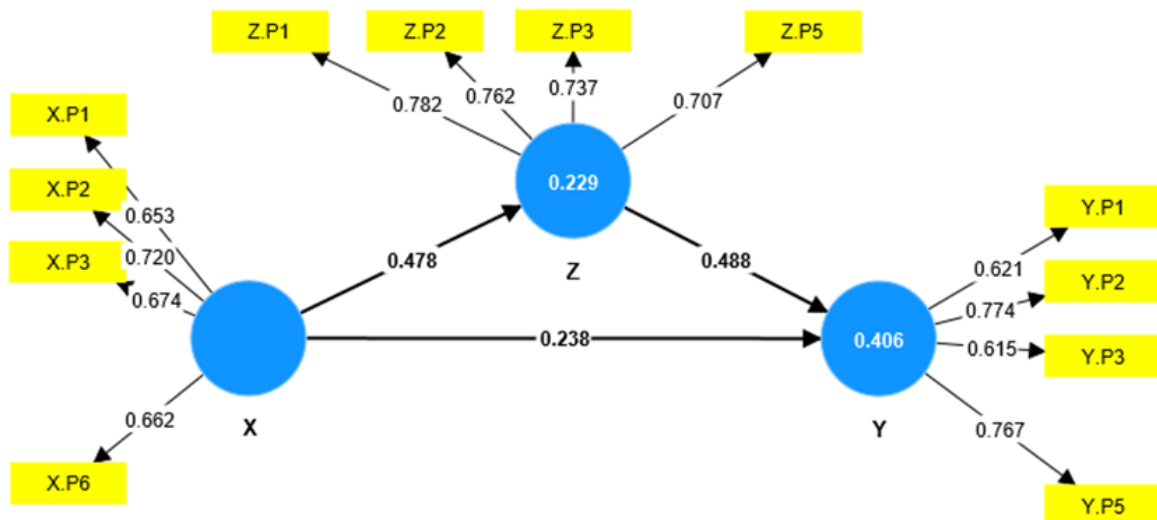
Figure 2. Results of structural models

Discriminant validity

Discriminant Validity can also be referred to as a cross-loading factor which is used to find out whether a construct has sufficient discriminant by making comparisons with the loading value of the intended construct which must be greater than the loading value of the other constructs (Hussein, 2015).

Table 1. Results of E-Service Quality Validity Test Using Cross-Loading

Indicator	Loading Factor Value			Information
	E-Service Quality	E-Loyalty	E-Satisfaction	
X1.1	0.653	0.355	0.298	Valid
X1.2	0.720	0.263	0.303	Valid
X1.3	0.674	0.291	0.329	Valid
X1.6	0.662	0.354	0.357	Valid

Based on Table 1 above, e-service quality has a higher loading factor value than e-satisfaction and e-loyalty so it can be said that each indicator in the e-service quality variable is discriminantly valid, that is, each construct indicator is not correlated higher than the other constructs (e-satisfaction and e-loyalty) used in measuring this study.

Table 2. Results of E-Loyalty Validity Test Using Cross Loading

Indicator	Loading Factor Value			Information
	E-Service Quality	E-Loyalty	E-Satisfaction	
Y2.1	0.189	0.621	0.295	Valid
Y2.2	0.323	0.774	0.472	Valid
Y2.3	0.221	0.615	0.360	Valid
Y2.5	0.495	0.767	0.504	Valid

Based on Table 2 above, e-loyalty has a loading factor value that is higher than e-service quality and e-satisfaction so it can be said that each indicator in the e-loyalty variable is discriminantly valid, that is, each construct indicator does not correlate higher than the other constructs (e-service quality and e-satisfaction) used in measuring in this study.

Table 3. Results of E-Satisfaction Validity Test Using Cross-Loading

Indicator	Loading Factor Value			Information
	E-Service Quality	E-Loyalty	E-Satisfaction	
Z3.1	0.412	0.526	0.782	Valid
Z3.2	0.370	0.427	0.762	Valid
Z3.3	0.261	0.402	0.737	Valid
Z3.5	0.366	0.428	0.707	Valid

Based on Table 3 above, e-satisfaction has a higher loading factor value than e-service quality and e-loyalty so it can be said that each indicator in the e-satisfaction variable is discriminantly valid, that is, each construct indicator is not correlated higher than the other constructs (e-service quality and e-loyalty) used in measuring this study.

Reliability test

The Composite Reliability table and Cronbach's Alpha should be looked at and considered on the reliability test, the reliability test results are shown in Table 4 as follows :

Table 4. Reliability Test Results

Variable	Average Variance Extracted	Composite Reliability	Cronbach Alpha	Information
E-Service Quality	0.459	0.772	0.608	Reliable
E-Loyalty	0.488	0.790	0.657	Reliable
E-Satisfaction	0.559	0.835	0.738	Reliable

The variables e-service quality, e-loyalty, and e-satisfaction have a high level of reliability because all values in Table 4 meet the Composite Reliability requirement of greater than 0.7. The recommended Average Variance Extracted (AVE) value in 2013 is 0.5; however, if the AVE is less than 0.5, the composite reliability is greater than 0.6, and convergent validity meets the requirements, a value of 0.4 is acceptable. Considering Table 4, all the advantages of Normal Fluctuation Separated (AVE) > 0.4, the quality factors of e-administration, e-dedication, and e-fulfillment have great discriminatory legitimacy. Puja Putri et al. (2022), a construct has good reliability if it has a Cronbach alpha value greater than 0.6. Considering Table 4, all Cronbach Alpha qualities are > 0.6, so the quality factors of e-administration, e-devotion, and e-fulfillment have a large dependence.

Ghozali and Latan (2015) state that the magnitude of R^2 indicates the extent to which endogenous variables are influenced by exogenous variables. If the R-Square value is 0.75; The strong, medium, and weak models are 0.50 and 0.25, respectively.

Table 5. R-Square

Variable	R-Square
E-Satisfaction (Z)	0.229
E-Loyalty (Y)	0.406

Based on Table 5, the e-satisfaction variable has an R-square value of 0.229 which indicates that the e-service quality variable (X) can affect 22.90%, while other variables outside the study can affect 77.10%. The R-Square value of the variable (Y) is 0.406, so 40.60% is influenced by the variable (Z), the remaining 59.40% is influenced by other factors.

The next method is to conduct hypothesis testing. The results of hypothesis testing can be seen in table 6.

Table 6. Path Coefficient Direct Influence

Variable	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (|O/STERR|)	P Values
H1	0.238	0.070	3.414	0.001
H2	0.478	0.064	7.454	0.000
H3	0.488	0.063	7.766	0.000
H4	0.233	0.048	4.900	0.000

Based on the results of this study, the first hypothesis test shows that the relationship between e-service quality (X) and e-loyalty (Y) variables shows a path coefficient value of 0.238 with a calculated t value of 3.414 which means greater than 1.96 and a p-value -value of 0.001 or less than 0.05. So it can be said that e-service quality has a direct positive and significant influence on e-loyalty for Tokopedia e-commerce users. In this study, hypothesis 1 is accepted because e-service quality has a positive and significant effect on e-loyalty. This is in accordance with the theory put forward by (Tahuman, 2016) that one of the factors that influence e-loyalty is the factor of service quality. The results of this study also show that the better the quality of the electronic services provided by Tokopedia, such as the Tokopedia application or website that can be used anywhere, it can make consumers interested in continuing to visit Tokopedia so the higher e-loyalty users will continue to use Tokopedia e-commerce in shop online. These results are in line with previous research by (Sheng, Tianxiang; Liu, 2009) and Kim (2010) stating that the e-service quality variable is able to have a positive and significant effect on the e-loyalty variable. Thus it can be concluded that the people of West Sumatra in e-loyalty are influenced by the e-service quality factor.

The results of the second hypothesis test show that the relationship between e-service quality (X) and e-satisfaction (Z) variables shows a path coefficient value of 0.478 with a t-count value of 7.454 which means greater than 1.96 and a p-value of 0.000 or smaller than 0.05. So it can be said that e-service quality has a direct positive and significant influence on e-satisfaction among Tokopedia e-commerce users. In this study, hypothesis 2 is accepted because e-service quality has a positive and significant effect on e-satisfaction. This is in accordance with the theory put forward by (Kotler and Keller, 2016) that a higher level of quality results in a higher level of customer satisfaction. High e-service quality will increase customer satisfaction (Ting et al., 2016). The results of this study also show that the better the e-service quality offered by Tokopedia, one of which is in terms of offering and providing a wide selection of varied goods, the higher the user's e-satisfaction in using electronic services at Tokopedia as an online shopping site. These results are consistent with previous research by (Zha, Ju, and Wang, 2006) and Chang et al (2009) that e-service quality has a positive and significant effect on e-satisfaction. Thus it can be concluded that the people of West Sumatra in e-satisfaction are influenced by e-service quality factors.

The results of the third hypothesis test show that the relationship between e-satisfaction (Z) and e-loyalty (Y) variables shows a path coefficient value of 0.488 with a t-count value of 7.766 which means greater than 1.96 and a p-value of 0.000 or smaller than 0.05. So, it can be said that e-satisfaction has a direct positive and significant influence on e-loyalty for Tokopedia e-commerce users. In this study, hypothesis 3 is accepted because e-satisfaction has a positive and significant effect on e-loyalty. This is in accordance with the theory put forward by (Tahuman, 2016) that one of the factors that influence e-loyalty is customer satisfaction. If consumers are satisfied with the product or service provided by the company, they will want to repurchase the product or service offered by the company in the future, and will increase their loyalty to the seller or company concerned. Conversely, if consumers feel dissatisfied with the services or products offered by customers, then they tend to look for other alternatives that are more satisfying to them (Riza & Sutopo, 2017). This result is in line with previous research by (Lin and Luarn, 2003) and (LU Xinjun, 2012) that e-satisfaction has an effect on e-loyalty. The results of this study also show that the higher the e-satisfaction felt by users in using Tokopedia, one of which is in terms of providing the best quality electronic services and guaranteeing

the security of shopping online, the higher the user's e-loyalty to continue using Tokopedia e-commerce in shopping online. Thus it can be concluded that the people of West Sumatra in e-loyalty are influenced by the e-satisfaction factor.

The results of the fourth hypothesis test show that the relationship between e-service quality (X) and e-loyalty through e-satisfaction (Z) shows an indirect path coefficient value of 0.233 with a calculated t value of 4.900 which means greater than 1.96 and the value p-value of 0.000 or less than 0.05. This result means that e-satisfaction has a significant influence in mediating e-service quality on e-loyalty, which means hypothesis 4 is accepted. Based on the results of the hypothesis testing that has been carried out, it shows that there is a significant influence between e-service quality provided by Tokopedia which can create positive e-satisfaction so as to create e-loyalty for Tokopedia e-commerce users. This means that providing good e-service quality on the Tokopedia website or application can increase e-satisfaction and can create e-loyalty. These results are in line with previous research by Pool et al (2016) and Ting et al (2016) that there is a significant effect between e-service quality on e-loyalty which is mediated by e-satisfaction. Thus it can be concluded that the people of West Sumatra in e-loyalty are influenced by e-service quality factors through e-satisfaction.

CONCLUSION

This study aims to determine the effect of e-service quality on e-loyalty through e-satisfaction on Tokopedia e-commerce users. Based on the research that has been done, the following conclusions can be obtained: It is known that e-administration quality can build the e-reliability of Tokopedia internet business clients, so the better the nature of electronic administrations presented by Tokopedia web-based business, the more it can increment client faithfulness to keep involving electronic administrations at Tokopedia online business as an internet shopping webpage. It is known that e-administration quality can build the e-fulfillment of Tokopedia web-based business clients, so the better the nature of electronic administrations presented by Tokopedia web-based business, the more it can increment shopper fulfillment in involving electronic administrations at Tokopedia web-based business as a web-based shopping webpage. It is realized that e-fulfillment can build the e-steadfastness of Tokopedia web-based business clients, so the higher buyer fulfillment with Tokopedia online business, the more it will increment client unwaveringness to keep involving electronic administrations at Tokopedia web-based business in shopping on the web. It is known that e-administration quality can increment e-reliability through e-fulfillment of Tokopedia online business clients, so client devotion in utilizing Tokopedia web-based business can be expanded by the presence of good quality electronic administrations upheld by high fulfillment felt by clients in utilizing the assistance shopping online through Tokopedia.

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