

The Influence of Service Quality and Trust on Loyalty Mediated by Satisfaction in Shopee Customers

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Abstract

This study aims to examine the effect of electronic service quality and electronic trust on customer electronic satisfaction and electronic loyalty, as well as the mediating role of electronic satisfaction on the effect of electronic service quality and electronic trust on customer electronic loyalty. The population in this study were Shopee customers. The sample in this study was 150 respondents and was taken using convenience sampling. The data collection technique was carried out using a questionnaire. Data analysis was carried out using PLS-SEM. The results of the study showed that electronic service quality and electronic trust had a positive and significant effect on customer electronic satisfaction. Electronic service quality and electronic trust had a positive and significant effect on customer electronic loyalty. Electronic satisfaction plays a role in partially mediating the effect of electronic service quality and electronic trust on customer electronic loyalty.

Keywords: Service Quality, Trust, Satisfaction, Electronic Loyalty

INTRODUCTION

The development of e-commerce is very rapid in Indonesia. According to the Electronic Chart Data Base (ECDB) in 2024, Indonesia is estimated to be the country with the highest e-commerce growth rate in the world. In early 2024, e-commerce growth in Indonesia is estimated to reach 30.5%. This figure is almost three times higher than the average global growth of 10.4% (Santika, 2024). The projection of e-commerce growth in the world can be described in Figure 1

335

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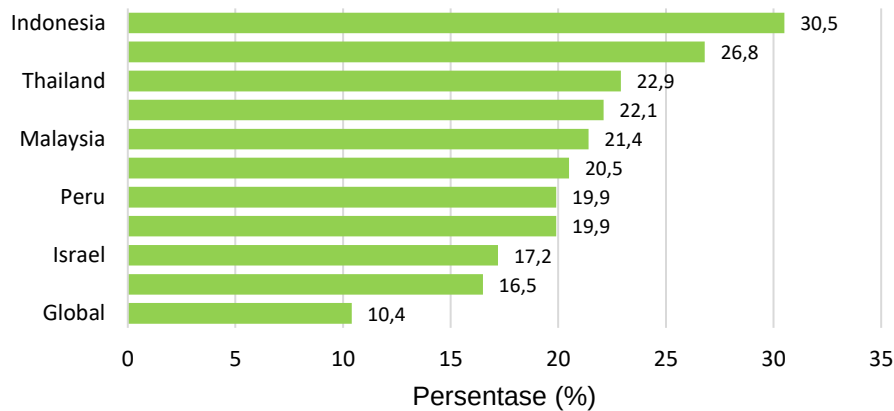


Figure 1 e-Commerce Growth Projections
Source:The Secret Life (2024)

E-commerce visit data in Indonesia based on SimilarWeb data, Shopee is the e-commerce platform in the marketplace category with the most site visits in Indonesia in the 2023 period. In the period from January to December 2023, the Shopee site recorded around 2.3 billion cumulative visits, outperforming all its competitors (Ahdiat, 2024).

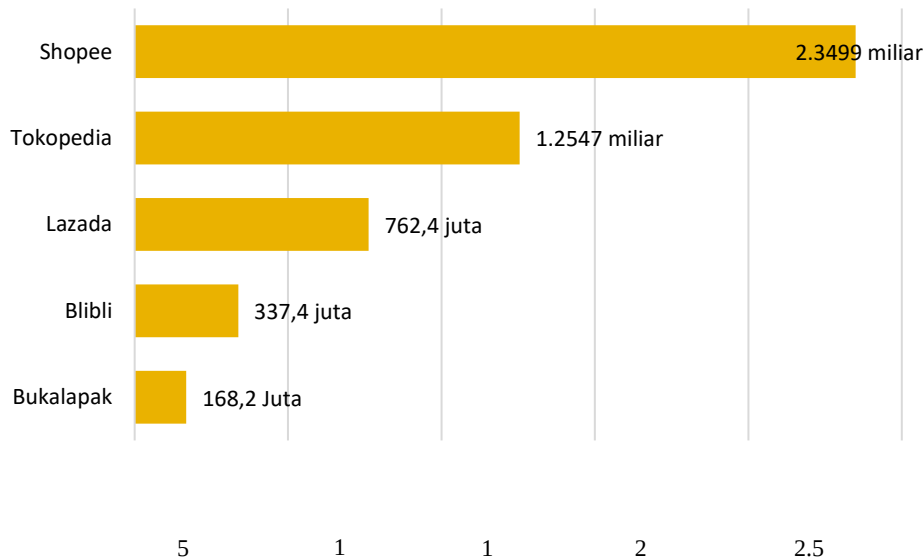


Figure 2 Data on Marketplace e-Commerce Visits in Indonesia in 2023
Source:The Apocalypse (2024)



The increasing number of e-commerce visitors has caused many companies to rely on online marketing to sell their products through websites, and to gain a competitive advantage (Al-dweeri et al., 2019). In order to compete, companies engaged in e-commerce need to maintain and even increase customer loyalty. This is because customer loyalty is very important in building the profitability of a business, therefore it is important to build customer loyalty.

Customer loyalty is a positive attitude of customers towards a brand that is expressed in their repeat purchasing behavior. Electronic customer loyalty (e-loyalty) is shown when online customers have a favorable attitude towards an online retailer, and this attitude is manifested in their repeat purchasing behavior (Wandoko et al., 2023).

Electronic service quality is an important factor that must be considered in maintaining and increasing electronic loyalty. Electronic service quality is an important focus in marketing because of its impact on financial performance and competitive advantage. However, complaints such as inappropriate product specifications and slow seller responses still often arise (Sabila & Kusumaningrum, 2020). In e-commerce, good website service quality is essential to retain customers, encourage repeat visits, and ensure their loyalty (Jeon & Jeong, 2017). Offering effective e-services has become an integral part of organizational activities in the digital economy.

Recent considerations on the involvement of business organizations to offer e-services show that, if the services are offered appropriately, they can increase customer loyalty in a more appropriate way. In addition, the quality of e-services is very important to attract customers and increase their loyalty (Anser et al., 2023). The influence of electronic service quality on electronic loyalty is proven by research. Butt & Aftab (2013); Rodriguez et al. (2020); Al Karim et al. (2023); Khan et al. (2023); The Last Airbender (2024); AndChao et al. (2024). As for the research Suryani & Koranti (2022), proves that the quality of electronic service does not affect electronic loyalty.

Electronic trust (e-trust) is also an important factor in maintaining and increasing customer loyalty. Trust plays a role in building long-term relationships with customers through confidentiality of information, commitment to the best service, efficiency, and attention to client interests, which are based on an assessment of the characteristics and competence of the other party (Al-dweeri et al., 2019). Complex and anonymous e-commerce transactions require customer trust. Without trust, e-commerce risks stagnation (Wandoko et al., 2023). Trust is considered as one of the important antecedents of loyalty, especially when consumers perceive relatively high risk (Butt & Aftab, 2013). The influence of electronic trust on electronic loyalty is proven by research



Anser et al. (2023); Afreza & Wiyadi (2024); dan Ashiq & Hussain (2024). As for the research Alnaim et al. (2022), proves that electronic trust has no effect on electronic loyalty.

Another factor that influences e-loyalty is e-satisfaction. Customer e-satisfaction can be a driving force for maintaining e-loyalty, which can be used as a strategic tool to maintain organizational sustainability (Al Karim et al., 2023). The influence of electronic satisfaction on electronic loyalty is proven by research. Alnaim et al. (2022); Khan et al. (2023); Afreza & Wiyadi (2024); Ashiq & Hussain (2024); and (Chao et al., 2024). As for the research Liu et al. (2021), shows that satisfaction has no effect on loyalty.

E-satisfaction is also influenced by e-service quality and e-trust. As online services increase, customers judge their experiences based on the satisfaction they receive. Good e-service increases satisfaction, which is a key factor in retaining customers (Al Karim et al., 2023). The influence of electronic service quality on electronic satisfaction is proven by research Chao et al. (2024), Afreza & Wiyadi (2024); and Anser et al. (2023). The concept of trust is one of the most important elements that leads to the creation of long-term relationships with customers (Al-dweeri et al., 2019).

Building customer trust in online services fosters positive business-customer relationships and increases customer satisfaction with online services (Ashiq & Hussain, 2024). The influence of electronic trust on electronic satisfaction is proven by research Afreza & Wiyadi (2024) and Alnaim et al. (2022). As for the research Ashiq & Hussain (2024), getting e-trust results does not affect e-satisfaction.

In addition, satisfaction is also often considered as a mediating variable in the relationship between electronic service quality and electronic loyalty (Rezeki et al., 2023). Greater satisfaction will lead to repeat purchasing behavior and service recommendations to others through positive word of mouth. This will ultimately increase e-loyalty (Khan et al., 2023). The influence of electronic service quality on electronic loyalty mediated by electronic satisfaction is proven by research. Khan et al. (2023), and Afreza & Wiyadi (2024). As for the research Muhtarom et al. (2022), proves that satisfaction does not mediate the influence of service quality on customer loyalty.

Satisfaction is also often considered as a mediating variable in the relationship between e-trust and e-loyalty. Trust can affect customer loyalty when they feel satisfied with a known product or service. This shows that trust plays a crucial role in shaping customer loyalty through creating deep satisfaction with the brand or product (Afreza & Wiyadi, 2024). The influence of electronic trust on electronic loyalty mediated by electronic satisfaction, is proven by research Afreza & Wiyadi (2024). As for the research



Ashiq & Hussain (2024), proves that electronic satisfaction does not mediate the effect of electronic trust on electronic loyalty.

Objectives

This article intends

1. To test the quality of electronic services and customer electronic satisfaction.
2. To examine electronic trust on customer electronic satisfaction.
3. To test the quality of electronic services on customer electronic loyalty.
4. To test electronic trust on customer electronic loyalty.
5. To test the effect of e-satisfaction on customer e-loyalty.
6. To test the mediating role of electronic satisfaction on electronic service quality towards customer electronic loyalty.
7. To test the mediating role of e-satisfaction on e-trust towards customer e-loyalty.

THEORETICAL BASIC

Quality of Electronic Services

Service quality is defined as the consumer's perception of the difference between perceived service and expected service. E-services refer to web services delivered over the internet and have been defined as the extent to which a website enables efficient and effective shopping, purchasing and delivery of products and services (Ahmad et al., 2017).

Electronic Trust (E-Trust)

E-trust refers to the extent to which online customers perceive a merchant as reliable and confidently engage in online exchanges with him (Yousaf et al., 2018). E-trust is the willingness of one party to be vulnerable to the actions of another party based on the expectation that the other party will perform certain actions that are important to the trustor, regardless of the ability to monitor or control the other party (Ashiq & Hussain, 2024).

Electronic Satisfaction(E-Satisfaction)

Customer satisfaction is seen as a positive and affective state resulting from the evaluation of all aspects of the service provided by the seller (Alnaim et al., 2022). E-satisfaction can be defined as a holistic evaluation of the relationship between a website user and an e-retailer. E-satisfaction actually goes beyond the buyer's perception of the

339



product and service. It is the level of satisfaction that the buyer gets after comparing the perceived purchase experience and expectations with the post-purchase experience (Ahmad et al., 2017). Electronic satisfaction can be described as the difference between the expected utility of the user before using an electronic service and the actual experience after using it (Chao et al., 2024).

Electronic Loyalty (E-Loyalty)

E-loyalty is a consumer's positive attitude toward an online retailer, which results in repeat purchase behavior. It is the consumer's intention to revisit a website and repurchase from the same e-retailer (Ahmad et al., 2017). E-loyalty describes the behavior and attitudes of customers who are interested in repeat purchases and revisits to a particular website to purchase a particular product or service (Anser et al., 2023). Electronic loyalty has parallels with the concept of website fidelity, regarding the generation of purchasing and revisiting behavior (Al-dweeri et al., 2019).

The model in this study can be described in the following image:

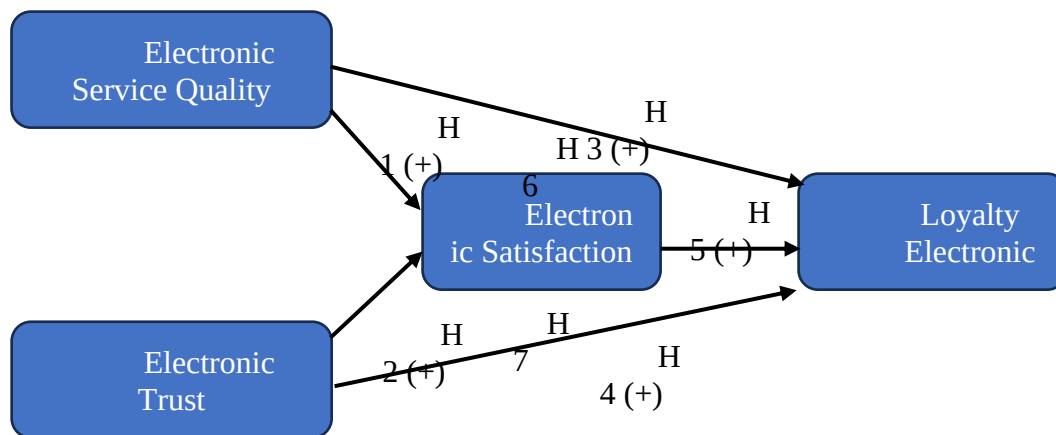


Figure 3 Research Model

METHOD

This study aims to empirically test the relationship between the variables that have been put forward in the research framework. Therefore, the form of research approach that the author uses in this study is a quantitative approach. The location of this research is at PT. Shopee Internasional Indonesia which is known for the Shopee application, towards Shopee customers. The sample in this study was Shopee customers. To determine the number of samples, the researcher used the Hair et al., (2014) method,

340

which was used in this study. So in this study, the number of samples was set at 150 respondents. The sampling technique in this study was non-probability sampling with the convenience sampling technique, namely a comfortable sampling technique, which makes it easier to take samples by choosing freely based on the convenience for researchers (Hartono, 2021).

RESULTS AND DISCUSSION

Respondents' Characteristics

Based on the research results, the characteristics of the respondents are described as follows:

Table 1. Respondent Characteristics

Category	Percentage
Gender	
Man	46.7%
Woman	53.3%
Age	
<= 20 years	11.3%
21 – 30 years	46.7%
31 – 40 years	23.3%
41 – 50 years	12.7%
>50 years	6.0%
Work	
Students	35.3%
ASN/PNS	15.3%
Private employees	24.0%
Self-employed	9.3%
Indonesian National Armed Forces/Indonesian National Police	2.0%
Etc	14.0%
Education	
High School/Vocational School	40.0 %
D3	22.0%
S1	37.3%
S2	0.7%

Based on the characteristics of respondents, it shows that most respondents are women, namely 80 respondents (53.3%). Age category shows that most respondents are



aged 21-30 years, namely 70 respondents (46.7%). Based on education, it shows that most respondents have a high school/vocational high school education, namely 60 respondents (40.0%). Based on occupation, it shows that most respondents are students, namely 53 respondents (35.3%).

Model Evaluation

The evaluation of the measurement model is tested with several indicators, including convergent validity, discriminant validity, and reliability. The measurement model is calculated using the PLS Algorithm. Based on the convergent validity test, it is known that the loading value factor The results of each indicator are more than 0.7 and the AVE value is more than 0.5 so that the indicators used are declared valid to measure the latent variables. The results of the discriminant validity test show that the cross-validity value loading on each item has a value > 0.70 , and each item has the largest value when connected to its latent variable compared to when connected to other latent variables. This shows that each variable in this study has correctly explained its latent variable and proves that the discriminant validity of all items is valid.

Reliability in PLS using Cronbach's value alpha and Composite reliability. The results of the data analysis obtained composite values reliability for all research variables > 0.7 and Cronbach Alpha > 0.7 . This result shows that each variable has fulfilled the composite reliability and Cronbach alpha, so it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by checking the goodness of fit model by evaluating the inner model.

Testing of the inner model or structural model is carried out to see the relationship between constructs, significance values and R-square from the research model. Evaluation of the PLS structural model begins by looking at the R-square of each dependent latent variable. Table 2 shows the results of the R-square estimate using PLS.

Table 2. R² Test Results

Variables	R-Square	R-Square Adjusted
Electronic Satisfaction (e-satisfaction)	0.171	0.160
Electronic Loyalty (e-loyalty)	0.234	0.219

Table 2 shows that the R² value of the electronic satisfaction construct is 0.171. The value is below 0.25, so it is concluded that the value is in the weak category. The R² value of 0.171 indicates that electronic satisfaction can be explained by the quality of

342



electronic service and electronic trust of 17.1%. The R^2 value of the electronic loyalty construct is 0.234. The value is below 0.25, so it is concluded that the value is in the weak category. The R^2 value of 0.234 indicates that electronic loyalty can be explained by the quality of electronic service, electronic trust, and electronic satisfaction by 23.4%.

The next test is the F^2 value test to test the strength of the influence of each explanatory variable on the dependent variable in the structural model. The F^2 value is shown in Table 3 below:

Table 3. F^2 Model Values

	e-satisfaction	e-loyalty
e-service quality	0.095	0.058
e-trust	0.082	0.044
e-satisfaction		0.073

Based on this, it is concluded that the constructs of electronic service quality and electronic trust have an effect size value of f^2 on electronic satisfaction in the weak to moderate category. In addition, the constructs of electronic service quality, electronic trust, and electronic satisfaction have an effect size value of f^2 on electronic loyalty in the weak to moderate category.

Next, the structural relationship model test is conducted to explain the relationship between the variables in the study. The results of the structural model test are presented in Figure 3 and Table 4 and 5 below:

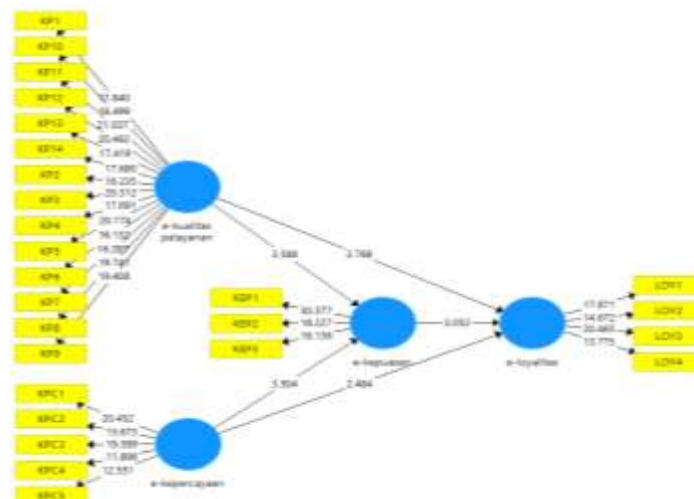


Figure 3. Hypothesis Testing Results

Table 4. Hypothesis Testing

	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	Caption
e-service quality -> e-satisfaction	0.284	0.079	3,588	0,000	H1 Accepted
e-trust -> e-satisfaction	0.263	0.075	3,504	0,000	H2 Accepted
e-service quality -> e-loyalty	0.222	0.080	2,768	0.006	H3 Accepted
e-trust -> e-loyalty	0.193	0.078	2,484	0.013	H4 Accepted
e-satisfaction -> e-loyalty	0.260	0.085	3,052	0.002	H5 Accepted

As for testing the indirect effect of electronic service quality and electronic trust on electronic loyalty mediated by electronic satisfaction, it was tested using the VAF test. The results can be described in the following table:

Table 5. VAF (Value Calculation)

Model	Original Sample (O)	VAF	Information
The influence of electronic service quality on electronic loyalty is mediated by electronic satisfaction.			
e-service quality→e-loyalty	0.222	0.750	Partial mediation
e-service quality→e-satisfaction→e-loyalty	0.074		
The effect of electronic trust on electronic loyalty is mediated by electronic satisfaction.			
e-trust→e-loyalty	0.193	0.739	Partial mediation
e-trust→e-satisfaction→e-loyalty	0.068		

The influence of electronic service quality on customer electronic satisfaction

The results of the study showed that the quality of electronic service has a positive and significant effect on customer electronic satisfaction. The results of this study support the results of the study Butt & Aftab (2013), conducted on online Islamic banking services



in Pakistan. The research Karim et al. (2023), in banking in Bangladesh found that efficient electronic service quality increases customer satisfaction electronically.

Study Khan et al. (2023), conducted in the banking sector in Pakistan also found that the quality of electronic services has a positive effect on online banking customer satisfaction. Study Chao et al. (2024), conducted on e-commerce platforms provided by major global liner shipping companies (LSCs) in Taiwan found that in e-commerce applications, high-quality e-services can increase e-satisfaction and create repeat customer behavior. Good service dimensions of efficiency, fulfillment, reliability, and privacy and security will have an impact on customer satisfaction on LSCs e-commerce platforms.

In this study, the efficient Shopee application, which is easy to use, well organized, so that it is able to quickly do what customers want, causes customers not to need to spend a lot of time or effort in searching for products, completing payments, or getting the information needed. An efficient application makes customers feel comfortable in searching and purchasing the goods they need. This will provide a positive experience for customers, which will increase their satisfaction.

The influence of electronic trust on customer electronic satisfaction

The results of the study show that trust electronics have a positive and significant effect on customer electronic satisfaction. The results of the study are supported by the results of the study Afreza & Wiyadi (2024), conducted on Shopee customers, where trust was found to have a positive and significant effect on customer satisfaction. Research Pratama et al. (2023), towards online shopping application customers, the results show that e-trust built by online shopping applications has a positive effect on e-satisfaction. Other previous research that shows the results of electronic service quality has an effect on electronic satisfaction is research Alnaim et al. (2022).

Shopee's trustworthy reputation plays an important role in building customer trust. Usually in online shopping platforms, customer reputation and trust are shown from the ratings given. When customers see good reviews and high ratings, they have more confidence in the quality of the products offered and will be more satisfied after purchasing. This is supported by the provision of reliable information regarding products, prices, and policies related to shipping goods. This causes customers to feel confident that they get the goods they want, which will increase satisfaction in making transactions through Shopee.



The influence of electronic service quality on customer electronic loyalty

The results of the study show that the quality of service electronics have a positive and significant effect on customer electronic loyalty. The results of this study support the results of the study Al Karim et al. (2023), on e-banking services in Bangladesh. Research Rodriguez et al. (2020), in online marketing of fashion products in France, found that the quality of electronic service with utility and hedonic dimensions has an effect on electronic loyalty in online marketing of fashion products. The research Khan et al. (2023), on internet banking and mobile banking in Pakistan during the Covid-19 Pandemic found that the quality of electronic services has a significant positive effect on customer e-loyalty.

In this study, customer electronic loyalty will be formed because customers consider that the quality of Shopee's service is efficient. Efficient service quality is indicated by easy-to-use applications, fast service, and well-organized information. Efficient service quality will provide a positive experience for customers, thus encouraging them to make repeat purchases on the Shopee platform. Efficient service causes customers to feel that the Shopee platform is easy to use in helping to complete the process of searching and purchasing goods needed by customers. This will encourage customers to make repeat purchases, recommend to others, and be loyal to Shopee.

The influence of electronic trust on customer electronic loyalty

The results of the study show that trustelectronics have a positive and significant effect on customer electronic loyalty. The results of this study support the results of the study Afreza & Wiyadi (2024), which is carried out on Shopee customers in Indonesia who get trust results that have a positive and significant influence on customer loyalty.

Study Anser et al. (2023), towards digital library patrons in 5 public and private universities in Pakistan, showed that e-trust has a significant relationship with e-loyalty. The study Ashiq & Hussain (2024), on online store customers in Pakistan, the results showed that e-trust has a positive effect on e-loyalty.

Customer trust in Shopee's ability to fulfill promises and commitments to customers, such as on-time delivery, products as described, and good customer service, causes customers to feel valued and believe that Shopee has a long-term commitment to them. Positive experiences of promises being fulfilled create ongoing trust, which is the basis for loyalty. Customers who experience consistency in fulfilling promises are more likely to remain loyal to the platform and recommend it to others.



The influence of electronic satisfaction on customer electronic loyalty

The results of the study showed that ke-satisfaction has a positive and significant effect on customer e-loyalty. The results of this study support the results of the study Ashiq & Hussain (2024), conducted on online marketing customers in Pakistan which showed results that ke-satisfaction has a positive and significant effect on customer e-loyalty. Research Khan et al. (2023), conducted in the banking sector in Pakistan found that e-satisfaction has an effect on e-loyalty. Study Afreza & Wiyadi (2024) on Shopee customers, the results showed that electronic satisfaction had an effect on customer electronic loyalty.

In this study, the experience of making a transaction on Shopee that is satisfying will give a positive impression, and make customers feel comfortable and confident when making a shopping transaction on Shopee. This satisfying experience tends to cause customers to return to make a purchase transaction on Shopee, and ultimately will increase customer loyalty. Consistency of service that provides satisfaction, such as timely delivery, product quality that meets expectations, also plays an important role in increasing customer loyalty.

The mediating role of electronic satisfaction in the influence of electronic service quality on electronic loyalty.

The results of the study showed that electronic satisfaction plays a role in partially mediating the influence of electronic service quality on customer electronic loyalty. The results of this study support the results of the study Alnaim et al. (2022), on hotel customers who use online travel agents when purchasing hotel services in the Eastern Province of Saudi Arabia, which shows that e-satisfaction mediates the effect of e-service quality on e-loyalty. The study Afreza & Wiyadi (2024), on Shopee customers in Indonesia, found that customer e-satisfaction can mediate the influence of e-service quality on Shopee customer e-loyalty. Good e-service quality can affect customer e-loyalty, especially when customers are satisfied with the service provided.

In the context of this study, Shopee's effective electronic service quality, which can meet customer needs, is reliable, and is able to maintain data privacy and security, will increase customers' positive perceptions of Shopee services. Positive service quality will provide a satisfying experience. When customers are satisfied with their shopping experience at Shopee, it will have an impact on customer satisfaction with Shopee as a whole.



The mediating role of electronic satisfaction in the influence of electronic trust on electronic loyalty.

The results of the study showed that electronic satisfaction plays a role in partially mediating the influence of electronic trust on customer electronic loyalty. Research Afreza & Wiyadi (2024) on Shopee customers in Indonesia, the results showed that customer e-satisfaction can mediate the influence of e-trust on Shopee customer e-loyalty.

Trust is an important factor that will affect customers in online shopping. If customers believe that Shopee can meet their needs, prioritize customer interests, the information provided is reliable and trustworthy. Causing customers to feel comfortable in transacting on Shopee, so that customer expectations in making transactions on Shopee can be met. These fulfilled expectations will create customer satisfaction. The satisfaction that exists in customers will make customers make repeat transactions on Shopee and not want to move to other platforms. This will increase customer electronic loyalty to the Shopee platform.

CONCLUSION

Based on the research results and discussion, the following conclusions can be drawn:

1. The quality of electronic service has a positive and significant effect on customer electronic satisfaction. The results mean that good electronic service quality to customers will increase electronic satisfaction.
2. Electronic trust has a positive and significant effect on customer electronic satisfaction. The results of this study indicate that electronic trust held by customers will increase electronic satisfaction.
3. The quality of electronic service has a positive and significant effect on customer electronic loyalty. This means that the quality of electronic service that is considered good by customers will encourage customers to be loyal to Shopee.
4. Electronic trust has a positive and significant effect on customer electronic loyalty. This shows that electronic trust held by customers will encourage customers to be loyal to Shopee.
5. Electronic satisfaction has a positive and significant effect on customer electronic loyalty. This means that customers who have electronic satisfaction will be encouraged to be loyal to Shopee.



6. Electronic satisfaction plays a role in partially mediating the influence of electronic service quality on customer electronic loyalty. This means that good service quality can directly increase electronic loyalty, or indirectly by increasing electronic satisfaction, and ultimately will increase electronic loyalty.
7. Electronic satisfaction plays a role in partially mediating the influence of electronic trust on customer electronic loyalty. This means that good electronic trust in patients can directly increase electronic loyalty, or indirectly by increasing electronic satisfaction, and ultimately will increase electronic loyalty.

RECOMMENDATION

1. For Customers, they should be able to utilize all the features provided by Shopee, so that they will better understand and feel the services provided by Shopee to customers. This causes customers to be more objective in evaluating the quality of Shopee's services, so that they can obtain satisfaction which can ultimately determine to become loyal customers.
2. For Further Researchers, further researchers should be able to research the factors that influence electronic satisfaction and loyalty by adding other variables such as company image. This is expected to be able to identify more broadly the factors that influence electronic satisfaction and loyalty of e-commerce customers.

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