

Service Quality's Influence on Loyalty With Satisfaction as Variable Mediation, on E-Commerce Shopee Customers

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Abstract

Online shopping platforms or e-commerce is rife in Indonesia, various e-commerce also compete with each other to get customers even more so in the current state of pandemic, online shopping is clearly the most widely chosen alternative by customers, but because of the many options or options for customers to shop, then e-commerce companies also install various strategies to get customers' hearts, In this case, it is clear that customer loyalty is expected by the company, but how can customers be loyal to our company. In the following research discuss how satisfaction affects customer loyalty and also the things that affect customer satisfaction.

Keywords

Service Quality, Customer Loyalty, E-Commerce, Consumer Behavior, Marketing.

1.Introduction

The development of e-commerce in Indonesia is currently very fast, this is triggered by the development of technology, especially in the field of internet technology. Only through smartphones and PCs can we interact with others indefinitely and distance, as if we do it directly. So, with this ease technology makes it possible to open business opportunities. Technology can be sales mediation to market a product or as a means to promote a product online, for example through e-commerce or social media such as facebook, instagram, tiktok, etc. What's more, with the current covid-19 pandemic conditions, we are forced to limit all direct interactions. This is very difficult for us which greatly impacts all social and economic aspects. Then technology is one solution to help in the current situation, both in communicating, shopping, etc.

E-commerce or online stores are familiar to our ears, according to Tutik Mustajibah and Agus Trilaksana (2021) The rapid development of e-commerce is the impact of people who began to know the internet widely the growth of e-commerce itself in Indonesia is characterized by the emergence of startups such as Toko Bagus in 2005, Bukalapak and other marketplace sites between 2007 and the peak of marketplace competition. 2015. This is what causes the sales system to evolve from a conventional to digital system, thus providing convenience and effectiveness for manufacturers and consumers struggling in the field of sales / e-commerce.

If we discuss about e-commerce of course many experts who have discussed it, E-commerce can briefly be interpreted as the process of buying and selling products by electronic or digital means, we can assume that e-commerce is a liaison or intermediary between interested companies or manufacturers with prospective buyers by utilizing internet communication networks. That way consumers do not have to bother going out of the house to go to the market to look for needed goods, just through mobile phones or computers we can find all the information about the product, choose products according to our tastes, and the goods will soon reach our doorstep, this can even save time and costs.

As for the benefits or other benefits of e-commerce, among others for consumers, they do not need to be afraid of stores that close when they want to shop even this online store serves us 24 hours nonstop, we can buy goods that are not commodity products of the area that are difficult for us to reach even far from where we live, for example different countries. While profits for manufacturers can be widespread marketing reach is difficult to reach, sales across regions, adding to revenue levels and profits, and providing cheaper alternatives.

But in Indonesia itself there are so many e-commerce that make consumers have a variety of options to find a product, with the development of e-commerce in Indonesia making it easier for marketers to open an online store.

Some of the emerging e-commerce in Indonesia include shopee, tokopedia, lazada, OLX and bukalapak. That way online businesses are challenged to retain existing customers and target new customers. Therefore, the quality of service and customer satisfaction are expected to be the main factors so that customers are loyal to our products, this applies to every E-commerce. Shopee is one of the E-commerce applications that is still relatively new and not too experienced, founded in 2009 by Forrest Li, headquartered in Singapore, and first launched in 2015 in Singapore which then spread to Indonesia and neighboring countries. Even so shoppe is the most widely used E-commerce by the people of Indonesia, based on a snapchart survey conducted since September 2021, which was followed by 1000 respondents from various ethnicities spread throughout indonesia, it was found that shopee is the most widely used E-commerce application, as many as 75% answered that shopee is the top of mind online shopping sites, It was followed by Tokopedia with a percentage of 18% and Lazada with a percentage of 5%. This is in line with the Map of E-commerce in Indonesia report published in the second quarter of 2021 by iPrice, that shoppe is listed as an E-commerce application platform that has the highest number of downloads downloaded through google play store or app store.

It's something remarkable, how the newly established E-commerce yesterday afternoon can beat its longer-established competitors and have more experience in its field. In this study that will discuss the possibilities that make customers loyal to E-commerce shoppe at the same time many other E-commerce are also spread in Indonesia, this research is intended to investigate the potential effects of the scale of extension on service quality to customer satisfaction, and then loyalty. The practical and theoretical implications are highlighted to help businesses design effective business strategies based on quality of service to achieve satisfaction and increase customer loyalty, and to direct future research in the field of e-commerce.

1. Literature Review

Quality of service

Quality of service is an effort to meet the needs and expectations of consumers by means of delivery and appropriate actions in order to satisfy customer desires. According to Tjiptono (2016: 59) states that "quality of service is the level of excellence expected and control over that level of excellence to meet customer desires". Quality of service is part of the beginning to the end of the transaction which includes information search, privacy policy, availability of goods, navigation of websites or applications, customer service interaction, delivery, etc. The measurement model on the quality of electronic services proposed by Wolfinbarger & Gilly (2003) in Tjiptono (2014) develops and validates the dimensions or scale of consumer perception measurement of electronic retailing quality (eTailQ scale). This scale consists of four main dimensions, namely:

- Fulfillment includes two things:
 - (1) accurate display and description of the product, so that what the customer receives is equal to what he or she ordered.
 - (2) delivery of the right product within the time period as promised.
- Website design includes all elements of the consumer experience on the website (except for customer service), such as navigation, information search, order processing, personalization, and product selection.
- Customer service, which is a responsive, truly helpful, and sincere service in responding to customer inquiries quickly.
- Security / privacy, namely the security of payment using credit cards and the protection of personal information.

Customer satisfaction

Customer satisfaction is a feedback or feedback from consumers after getting a service or product obtained from the company. Satisfaction is closely related to pleasure and disappointment, if the service or product obtained in accordance with the expectations expected then there will be a sense of pleasure or can also be called satisfied, but if the service or product obtained is not in accordance with the expected then there will be a sense of disappointment or dissatisfaction. In other words, satisfaction can also be said to be a comparison between expectations and experiences.

According to Kotler (2014:)in suparno saputra and resty yulistianis sudarsa (2019) customer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product thought to the expected performance (or results)

Loyalitas

Consumer behavior in buying and selling activities often varies depending on the social and environmental influences in which they are located, but loyalty is customer behavior that producers expect even to be a one-purpose prayer so that customers always splurge on their products. Loyalty is more likely to behavior rather than attitude, there are many definitions of loyalty from various experts known that customers have their own loyalty

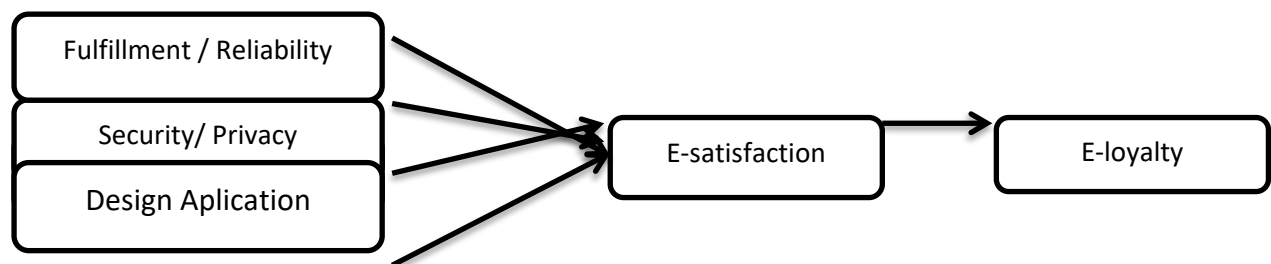
base. Loyalty means that the customer makes a purchase continuously, has a depth of feeling or a form of loyalty to a product, this is the customer's tendency over a product that refers in terms of affective (Likes / Dislikes).

According to Kotler and Keller (2017) in aminatu juhria (2018) customer satisfaction is associated with either happy or disappointed which is the result of comparing the service or product consumed in accordance with customer expectations. If the performance of the product or service produced by the company is the same as that imagined by consumers, then

Consumers will be very satisfied. Then if the performance given by the company to consumers exceeds expectations, then the level of consumer satisfaction will be higher.

Signification Of Studies and Rationale

The proposed framework model shows that loyalty is the end result of the study and developing customer loyalty is a very severe challenge. Service quality and e-satisfaction play an important role in developing customer loyalty, because quality service will lead to customer satisfaction and customer satisfaction will lead to repeated purchases or customer loyalty.



H1: "E-loyalty is positively affected by E-satisfaction"

Customer satisfaction is one of the areas that are very important for the sustainability of a business or business, in an effort to increase profits. In addition, the process of retaining customers by prioritizing satisfaction is also much cheaper in terms of cost than looking for new customers. According to Ahmad Samed Al-Adwan (2019) Customer satisfaction is seen as the key to customer assessment of the overall purchasing and consumption experience related to products/services. Customer satisfaction is achieved when customer experience meets or exceeds customer expectations.

In theory satisfaction and loyalty have a very close relationship, by having a very pleasant buying experience and meeting expectations for buyers can give a very deep impression to buyers, this is certainly very positive for the company. Thus, this can trigger customer loyalty and motivate to make a repurchase. It has also been stated by Ileh Kashif Dkk (2015) in Ahmad Samed Al-Adwan (2019) that satisfied customers are willing to maintain a decent relationship with the company by constantly buying back its services/ products.

Li et al (2014) suggest that a positive attitude towards brands leads to a high perception of loyalty and will further encourage customers to be loyal.

According to Jones and Sasser, (1995), (in R.A Marlien et al., 2017) said that customer is an endogenous variable caused by a combination of satisfaction, so customer loyalty is a function of satisfaction. If the relationship between satisfaction and customer loyalty is passive, then high satisfaction will increase customer loyalty.

H2: "E-satisfaction is positively affected by fulfillment"

Fulfillment/reliability is referred to by Wolfinbarger and Gilly (2003) as "an accurate look and description of a product so that what customers receive is what they think, and the right delivery of the product in the promised time". This is a must-have ability of e-commerce companies and retailers in it, because fulfillment / reliability as above is a source of comfort for consumers because it is one that is expected to be found in the quality of service.

H3: "E-satisfaction is positively influenced by security/privacy"

Indonesia is one of the developing countries, with risks related to e-commerce transactions very high because of the existence of networks and servers that are less secure, misuse of personal data often occurs as a threat and concern of consumers, coupled with the perception of uncertainty associated with online transactions because customers and retailers do not interact directly. That way the guarantee of privacy and security protection from the company can effectively increase risk and uncertainty. According to Wolfinbarger and Gilly (2003) that security / privacy refers to the security of credit card and shared information privacy. The ability of retailers and companies to provide consumers with adequate protection against their sensitive information from the risk of

fraud that allows it to harm consumers financially. In this study it is believed that the high level of security / privacy of the company can lead to a sense of satisfaction from consumers.

H4: "E-satisfaction is positively affected by customer service"

Online customers cannot be obtained solely by provided low prices and good ethics but need good customer service and products / services that are in accordance with the promised. According to Wolfinbarger and Gilly (2003) pointing out that customer service (or responsiveness) is defined as: a "responsive, helpful, willing service that responds to customer inquiries quickly."

And according to Ahmad Samed Al-Adwan (2019) Those aspects include timely responses to customer inquiries, communication with customers after purchase to monitor and observe their information, offering customized care, providing the opportunity to track their purchases through the website, and clearly explaining how customers' personal information will be traded. Customer satisfaction is also positively influenced by customer service, if the service can offer a fast service to support them, then customer cyclists to satisfaction will increase.

H5: "E-satisfaction is positively influenced by design application/ website design"

Shopee is an e-commerce or online shopping site in the form of websites and applications, There is a very close correlation between website / application design with satisfaction because the website / application is a connecting media for customers to interact with sellers and know all the information they are looking for, even this is the first thing that will be felt directly by customers, including order processing, information search, product selection, negotiation and personalization suitability. But in fact, it is very difficult to design a suitable website / application design that can satisfy customers from various cultures and countries.

According to Wolfinbarger and Gilly (2003) the website/app combines all the related components for the customer experience of dealing with the website, excluding customer service. And also Faisal ddk (2017) revealed different factors namely content quality, navigation, interactivity of web design has a substantial effect on customer satisfaction in relation to websites. Web/app design is expected to have a positive effect on customer satisfaction, as web/app features that present clear descriptions and information and a comfortable browsing experience, with easy transaction methods to order items provide a fun shopping experience.

2. Method

In this study, the authors used quantitative descriptive methods. Quantitative methods as an effort to investigate the problem, where from the problem is taken data to be sampled, determining variables that are then measured by numbers so that they can be analyzed in accordance with applicable statistical procedures. The author used the online questionnaire method as a data collection technique spread through social media including Whatsapp, Instagram, Facebook, and Line, which resulted in the collection of 114 respondents as a sample that will then be managed, consisting of 75 women and 39 men with an estimated age range of 17 to 30 years. Questionnaires are further processed with quantitative methods using the SmartPLS application. The process of processing data with SmartPLS applications uses bootstrap methods or often known as random doubling. SmartPLS is used to describe the absence of relationships between variables. The Partial Least Square method can be used to perform analysis formed with reflexive indicators and formative indicators.

After spreading the questionnaire, researchers grouped respondents into the following criteria (Table 1):

Table 1 Sociodemographic Data

Profile	Sum	Percentage
Gender		
Women	75	65,8
One	39	34,2
Entire	114	100%
Age		
<20	43	37,7%
21-25	65	57%
26-30	6	5,3%
Entire	114	100%
Occupation		
Student/ Student	93	81,6%
Private employees	15	13,1%

Business owner	3	2,6%
Other	3	2,6%
Entire	114	100%

Source: Research Results (2021)

Researchers grouped respondents into several classifications including strongly disagreeable criteria (STS), disagree (TS), simply agree (CS), agree (S), and strongly agree (SS) for its validity and data. Here are the questions given to respondents (Table 2).

Table 2 Questionnaire Questions

Variable	Code	Question
Loyalty (L)	L1	When I need to make a purchase, this application is my first choice
	L2	I believe Shopee is my favorite e-commerce to buy the product i am looking for
	L3	For me, Shopee is the best e-commerce for shopping
Satisfaction (S)	S1	I am satisfied with the product in Shopee
	S2	I personally overall satisfied with the services provided by online retailers in Shopee
	S3	I am satisfied with my shopping experience at Shopee
Fulfilment/ Reliability (F)	F1	Product description is done accurately by Shopee
	F2	The product arrived on time as expected by Shopee
	F3	I got the product i ordered from Shopee
Customer Service (Responsiveness) (CS)	CS1	Shopee is willing and ready to answer customer problems
	CS2	Shopee responds to problems quickly
	CS3	When you have this e-commerce problem, Shopee shows genuine interest in solving it
Design Application (DA)	DA1	This application is well designed to be easy to use and understand
	DA2	Shopee application provides easy-to-understand product information, very helpful in determining the items I will buy
	DA3	Quickly and easily to complete transactions in the Shopee application
Security/Privacy (SP)	SP1	Shopee has adequate security features
	SP2	I feel safe doing transactions using Shopee
	SP3	I feel my privacy in Shopee protected

Source: Research Results (2021)

3. Data Analysis

In testing this test called the standard loading factor is the relationship between each indicator on the questionnaire and the value of outer loading, in this test researchers use the standard value results for each indicator must be above 0.7 in order for each indicator to be valid. Outer loading is a table that contains load factors to show the magnitude of the willingness between indicators and latent variables.

Table 3 Loading Factor/ Outlet Loading Results

Item	Code	Z1(L)	Y1(S)	X1(F)	X2(CS)	X3(DA)	X4(SP)
Loyalty (L)	L1	0.873					
	L2	0.903					
	L3	0.882					
Satisfaction (S)	S1		0.890				
	S2		0.908				
	S3		0.907				
Fulfilment/ Reliability (F)	F1			0.869			
	F2			0.840			
	F3			0.857			
Customer Service	CS1				0.883		
	CS2				0.938		

(CS)	CS3				0.884		
Design Application (DA)	DA1					0.912	
	DA2					0.893	
	DA3					0.914	
Security/Privacy (SP)	SP1						0.912
	SP2						0.873
	SP3						0.937

Source: Research Results (2021)

Based on the table 3 there are 18 indicators, but there is 1 indicator that the author wrote off because the results of indicators below 0.7 so it can be said to be invalid on the test results. Namely, L4(As long as the service at Shopee continues, I doubt it will switch to another e-commerce).

Here's an image between the variable relationships of the Path model.

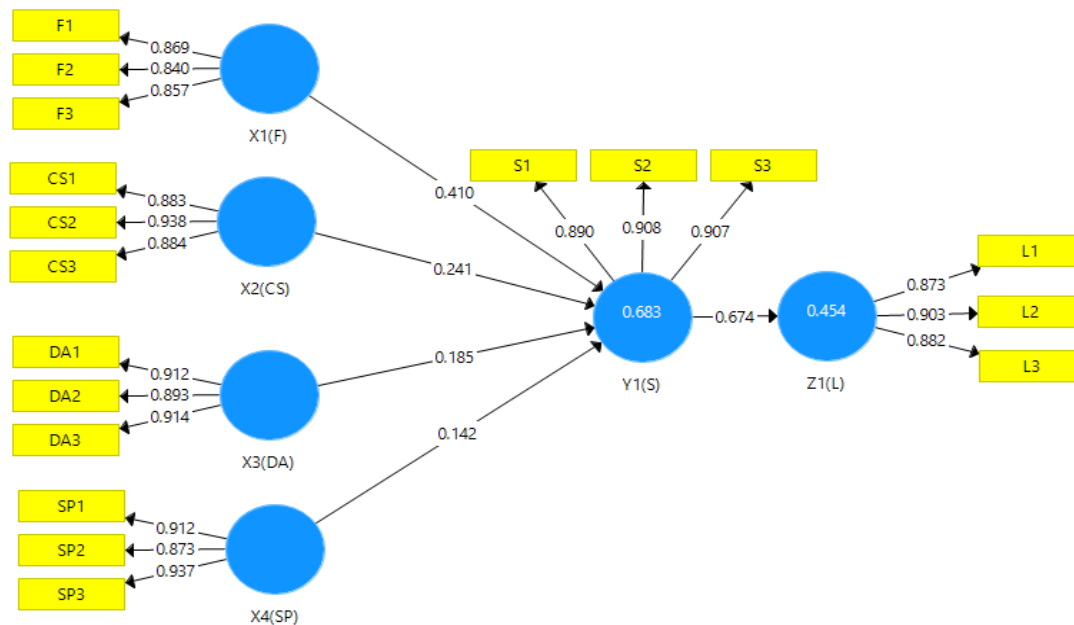


Figure 1. 1 1 Path Model Images

Next the researchers began testing the respondents' data in the Average Variance Extracted (AVE) test, which intends to test a data model (Figure 1) that describes the magnitude of the indicator powered by construction. If the AVE value criterion > 0.5 on each indicator it means it has good convergent validity.

Table 4. Average Variance Extracted

Variable	(AVE)
X1(F)	0.732
X2(CS)	0.814
X3(DA)	0.821
X4(SP)	0.824
Y1(S)	0.813
Z1(L)	0.785

Source: Research Results (2021)

The AVE value shown in the table above states that the variable fulfilment /reliability (F) gets a value of (0.732), customer service (CS) has a value (0.814), application design (DA) gets a value (0.821), security / privacy (SP)

gets a value (0.824), satisfaction (S) has a value (0.813), and loyalty (L) gets a value of (0.785). All model test variables have an AVE value above 0.5 so are declared valid in the validity test (Table 5).

Next, a discriminant validity assessment that addresses the Fornell-Locker Criterion by comparing the correlation between variables with AVE roots. A model of discriminant validity measurement is good if the AVE root of each variable is greater than the correlation between variables. The root value of AVE can be seen from the Fornell-Locker Criterion SmartPLS output presented below table 5.

Table 5 Fornell-Locker

	X1(F)	X2(CS)	X3(DA)	X4(SP)	Y1(S)	Z1(L)
X1(F)	0.855					
X2(CS)	0.521	0.902				
X3(DA)	0.604	0.659	0.906			
X4(SP)	0.647	0.542	0.676	0.908		
Y1(S)	0.740	0.654	0.688	0.663	0.902	
Z1(L)	0.497	0.580	0.630	0.566	0.674	0.886

Source: Research Results (2021)

In the table 5 it is shown that the results of the discriminant validity test have passed, that the value of each root of AVE is greater than the correlation between variables. The logic of the Fornell-Locker method is based on the idea that construction shares more variants with other constructions.

In the table below is the result of testing the value of the Cross Loading indicator which has a value greater than the correlation of other construction values.

Table 6. Cross Loading

	X1(F)	X2(CS)	X3(DA)	X4(SP)	Y1(S)	Z1(L)
F1	0.869	0.455	0.526	0.557	0.600	0.343
F2	0.840	0.428	0.540	0.561	0.574	0.414
F3	0.857	0.453	0.491	0.544	0.708	0.505
CS1	0.488	0.883	0.613	0.518	0.581	0.499
CS2	0.520	0.938	0.629	0.531	0.642	0.561
CS3	0.394	0.884	0.535	0.410	0.541	0.506
DA1	0.581	0.607	0.912	0.623	0.663	0.643
DA2	0.531	0.616	0.893	0.567	0.618	0.546
DA3	0.526	0.565	0.914	0.650	0.584	0.517
SP1	0.565	0.490	0.661	0.912	0.627	0.545
SP2	0.610	0.508	0.570	0.873	0.524	0.490
SP3	0.594	0.484	0.608	0.937	0.645	0.506

S1	0.663	0.509	0.547	0.558	0.890	0.572
S2	0.636	0.624	0.610	0.546	0.908	0.583
S3	0.699	0.630	0.693	0.681	0.907	0.660
L1	0.401	0.506	0.495	0.444	0.543	0.873
L2	0.417	0.512	0.569	0.467	0.571	0.903
L3	0.494	0.522	0.602	0.578	0.663	0.882

Source: Research Results (2021)

The table 6 shows the results of cross loading each indicator on higher construction than the payload of other indicators, and it can be concluded that all latent variables have a better discriminant validity value than others. Next, the researcher will conduct a reality test, where the standar value is good if the value criteria > 0.7, by looking at it in SmartPLS in the Construct Reliability and Validity section, then we see the value of Composite Reliability and Crombach's Alpha.

Table 7. Reliability Test Results

construct	Composite Reliability	Crombach's Alpha
Z1(L)	0.916	0.864
Y1(S)	0.929	0.885
X4(SP)	0.934	0.893
X3(DA)	0.932	0.891
X2(CS)	0.929	0.885
X1(F)	0.891	0.818

Source: Research Results (2021)

Can be seen in the table 7, it can be concluded if the results of all construction or latent variables have met the requirements of the rehabilitation test results have a value above 0.7 which means the criteria are recommended and have good indicator reality.

Table 8 Value R Square

Variable	R Square	R Square Adjusted
Satisfaction (S)	0.683	0.671
Loyalty (L)	0.454	0.449

Source: Research Results (2021)

The table 8 shows the R Square value of the e-satisfaction(S) variable (0.683) and the result of the e-loyalty variable (L) has a value (0.454), which means satisfaction is directly influenced by Fulfillment /reliability (F), Customer Service (CS), Application / web Design (DA), and Security / Privacy (SP) of 68.3%. loyalty (L) is directly affected by satisfaction by 45.4%.

Hypothesis Test Results

In the hypothesis, researchers used bootstrapping calculations in the SmartPLS application, which has several criteria for value in their testing. The criterion of the value T above >1.96 is considered to have a significant influence, while if the value T is below <1.96 then the hypothesis is considered not significant. And if P Values are more than >0.05 then it is considered that the variable has no effect. And Original Simple (O) shows the positive or negative of the underlying of a variable.

Table 9, Hypothesis Test

Hypothesis	Relationship	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
H1	X1(F) -> Y1(S)	0.410	0.419	0.127	3.221	0.001
H2	X2(CS) -> Y1(S)	0.241	0.242	0.083	2.900	0.004
H3	X3(DA) -> Y1(S)	0.185	0.148	0.146	1.267	0.206
H4	X4(SP) -> Y1(S)	0.142	0.174	0.132	1.073	0.284
H5	Y1(S) -> Z1(L)	0.674	0.678	0.063	10.626	0.000

Source: Research Results (2021)

Based on the results of hypothesis tests that have been tested by researchers, results such as the table 9 are obtained as follows:

The Fulfilment/Reliability (F) variable to e-satisfaction (S) gets a coefficient value of (0.410), and a value of P (0.001), while the T value of this relationship (3.221) where the T value is higher than >1.96 , meaning fulfilment / Reliability has a significant positive effect on customer satisfaction (S).

And the customer service variable relationship (CS) to customer satisfaction shows a coefficient value (0.241) and a value of P (0.004) shows that the relationship of customer variables has a positive effect on customer satisfaction and has a T value of (2,900) and a value of T above >1.96 which indicates that this relationship has a significant positive effect.

It is known that the influence of application design on Shopee customer satisfaction shows a coefficient value of (0.185) which means there is a positive influence on customer satisfaction, but this relationship has a T value of (1,267) and a value of P (0.206) which means the relationship between the variables of application desai and customer satisfaction is not very influential and insignificant. Although it has a positive coefficient value, the application design is not very influential and not significant to customer satisfaction.

Next we see the effect of security / privacy (SP) on customer satisfaction getting a coefficient value of (0.142) means that with the security / privacy in Shopee services, this positively affects customer satisfaction, but the relationship of this variable is also the same as the previously obtained A value (1,073) and the value of P (0.284), which the value T has a value below 1.96 and a value of P above 0.05, Then this relationship is not very necessary in providing satisfaction to customers.

To test the last hypothesis, the effect of customer satisfaction(S) on customer satisfaction. Based on the results of the analysis, it is known that the effect of customer satisfaction gets a coefficient value (0.674) on loyalty which means satisfaction has a positive effect on customer loyalty. Then satisfaction has a T value above 1.96 which is (10,626) and a P value of (0.000) no more than 0.05 which means customer satisfaction has a positive role or influence on customer loyalty as much asra significant.

4. Conclusion

The study has standard other loading value criteria of >0.7 , AVE >0.5 and reliability test and validation >0.7

The criterion of the value T above >1.96 is considered to have a significant influence, while if the value T is below <1.96 then the hypothesis is considered not significant. And if P Values are more than >0.05 then it is considered that the variable has no effect. And Original Simple (O) or also called the coefficient values show the positive or negative of the underlying of a variable.

The study sampled data from 114 respondents through online questionnaire questions that have been disseminated to various social media. Satisfaction is directly influenced by Fulfillment/ Reliability, Customer Service (CS), Application / web Design (DA), and Security / Privacy (SP) by 68.3%. loyalty (L) is directly affected by satisfaction by 45.4%. In the hypothesis test, reliability / fulfillment variables and customer service significantly affect customer satisfaction. Then the application design and security / privacy variables have a positive coefficient value but do not affect customer satisfaction. Customer satisfaction is significantly positively positive for customer loyalty.

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