

The Effect Of E-Service Quality On E-Customer Loyalty Through E-Customer Satisfaction As An Intervening Variable (Case Study On Sociolla Application)

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Abstract

This study aims to determine the effect of E-service quality on e-customer loyalty through e-customer satisfaction as an intervening variable for users of the Soco by Sociolla application. This study's research type is descriptive and causal with a quantitative approach. The sampling technique used in this research is non-probability sampling using purposive sampling. The results of the number of respondents obtained as many as 100 people. The analytical technique used in this research is SEM PLS analysis which is processed using SmartPls. The results of the study, it shows that E-customer satisfaction has a significant effect on E-customer loyalty. According to the study's results, E-service quality has an effect but not significant on E-customer loyalty. The study's results show that E-customer loyalty has a significant effect on E-customer satisfaction. E-customer satisfaction has a positive and significant effect in mediating the relationship between E-service quality and E-customer loyalty.

Keywords: E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty, Customer Satisfaction, Consumer Behavior

1. Introduction

Nowadays, taking care of the body and beautifying themselves is a must for some women. This phenomenon makes entrepreneurs in the beauty industry increasingly innovate in presenting various types of beauty and body care products according to market demand (Rodríguez Jasso et al., 2022). Judging from the many types of beauty treatments and new brands emerging, the Ministry of Industry targets the growth of the cosmetic industry in Indonesia to grow by more than 9% during 2019. The Ministry of Industry is also focused on improving Indonesia's beauty industry by transforming it towards digital technology. The use of digital technology is considered very appropriate to be used in the current era. The development of digital technology today greatly affects various aspects of life, one of which is running a business (Hasbi et al., 2021). With digital technology, it can expand market reach and can provide information about these products quickly and efficiently so that these products can be widely known. Purchases of beauty and body care products can not only be done directly at traditional stores but can also be purchased online through various kinds of e-commerce (Electronic Commerce). Purchasing products online can make it easier for consumers who do not have enough time to come directly to shop at the store.

E-commerce can be interpreted simply as selling or buying a product online so that consumers do not need to come to the store to get the desired product (Sari et al., 2021). The increase in the number of e-commerce users in Indonesia based on the results of the We Are Social survey in April 2021, as many as 88.1% of internet users in Indonesia use e-commerce services to buy the products they need. This is the highest percentage rate in the world for e-commerce. In e-commerce, beauty products are ranked as the third most sold product. This is because most e-commerce users are women.

March 2015 began the establishment of the Sociolla e-commerce company in Indonesia. Sociolla e-commerce was founded by Christanti Indiana, Christopher Madian, and John Rasjid. The purpose of the establishment of Sociolla is to make it easier for potential consumers to buy beauty products that are safe and already BPOM. Sociolla e-commerce also has categories for the products they sell, such as makeup, skincare, hair care, bath and body, accessories,

fragrance, gift sets, and men. These categories in Sociolla e-commerce can make it easier for consumers to buy the products they need. Sociolla's goal is to create comfort and safety in purchasing beauty products.

SOCO by Sociolla is an application owned by Sociolla as a platform to integrate users into previously owned media, such as Beauty Journal which contains beauty articles, or Sociolla itself to purchase beauty care products. The SOCO application has a similar appearance to the Sociolla website. The presence of the SOCO application is expected to enhance the experience of shopping for beauty products online. Users can download the SOCO application on the Play Store and App Store to enjoy online shopping services on the SOCO application. Furthermore, SOCO application users can receive notifications about the latest products and discounts held by Sociolla.

In its use, the SOCO application still has several shortcomings and obstacles, this can be seen from the ratings on the Play Store and App Store. On the Play Store, the SOCO application gets 4.2 stars out of 5 stars, where the higher the star value you get, the better the application performance for users. In the App Store the SOCO application gets 3.4 stars out of 5 stars, this shows that there are still problems and shortcomings in the SOCO application that users feel. From The number of complaints given by the App Store and Play Store users regarding the SOCO application, most of the users commented on the application services that were still unsatisfactory. User dissatisfaction can affect user loyalty to the SOCO application. Users expect improvements and developments to the SOCO application so that later users can feel comfortable and satisfied when shopping on the SOCO application. This is because the quality of electronic services affects purchasing decisions and user loyalty. The purpose of this study was to determine the effect of e-service quality on e-customer loyalty through e-customer satisfaction as an intervening variable, determine the relationship between e-service quality and customer satisfaction, and determine the relationship between e-customer satisfaction and e-customer loyalty against users of the SOCO by Sociolla application. This research is expected to add new insights to electronic marketing, especially e-commerce.

2. Literature Review

Marketing

According to Kotler et al. (2015), marketing is the activity of advertising goods or services and is broader than just offering or selling. The marketing activities include purchasing, selling, transporting goods, storing, and sorting. It is referred to as marketing functions. The essence of marketing is to seek out something that humans and society need and to determine what those requirements are. Other marketing researches focus on satisfying these demands while earning a profit. Marketing is an activity that regulates an institution or a process that can create, communicate, deliver and exchange offers that have value for consumers and the general public. Marketing has a broad meaning but has the same purpose. The simple scope of the definition of marketing is to have aspects of public relations, advertising, and sales. Furthermore, marketing is broadly understood as the existence of promotional activities, distribution, pricing, product development, market research, and consumer needs.

Digital Marketing

According to Hasbi et al. (2021), digital marketing refers to marketing operations that employ digital technology. Internet marketing is a part of digital marketing that uses electronic media or the internet (e-marketing). Digital marketing helps firms promote and market their products and services. Additionally, digital marketing can establish or open new previously limited markets caused by limited access, communication, and distance. Digital marketing is an entity that can grow and expand by spreading continuously and then entering a process that the company has been developing for a while. Digital marketing is a requirement for company decisions since it encompasses the core activities, including recruitment, public relations, product development, and product pricing.

E-Commerce

Since the 1990s, the word e-commerce has been used in association with attempts to transform conventional buying and selling transactions and payments into electronic digital payments based on computers and internet networks. E-commerce is also described as using the internet, web, and applications to perform digital buying and selling transactions between businesses and individuals. E-commerce is also an activity of purchasing and selling goods or services between individuals or businesses and their clients using electronic media connected to the internet (Zerbini et al., 2022).

Electronic Service Quality (E-service Quality)

Yi and Gong (2008) define the quality of electronic services as a form of customer evaluation and consumer opinions regarding the quality of internet-delivered services. According to Barrutia and Gilsanz (2013), the quality of electronic services is crucial because it determines the success or failure of an internet-based business, such as online shopping, which involves consumers accessing websites to make purchases. Because of this, companies need to offer good electronic services because the best ones are those that make online purchases easy.

The increasing quality of electronic services in the business sector is important to measure and focus on. Electronic service quality measurement can be measured with several variables such as: Efficiency: It is the ability and convenience and speed of customers to access and use the company's website; Fulfillment: All types of transactions carried out can be completed properly as expected; System Availability: Everything related to the technical site can run smoothly without any problems; Privacy: It is a guarantee that the security and protection provided by the site for its users' information (Parasuraman et al., 2005).

E-customer Satisfaction

According to Anderson et al. (1994), customer satisfaction refers to how consumers feel satisfied and happy with the company's products or services and the company's perspective on giving added value to customers and meeting their demands by proving the ability to do so. Meanwhile, Amin (2016) mentions that electronic satisfaction is when an item's displays and services meet customer expectations, measured by the level of buyer satisfaction after experiencing a certain online purchase. Amin explains that there are five important dimensions of E-customer satisfaction: Convenience, which saves customers time when searching for stores, locating products, and getting deals; The merchandise department, which gives a variety of online information to increase client experience; Website Design which gives a decent website surf experience; Security, which refers to how customers can be certain that the website will protect their personal information and their transactions.

E-Customer Loyalty

According to Durmuş et al. (2013), the definition of loyalty is a consumer's willingness to cooperate, suggest to others, and remain loyal to a brand or e-commerce company. Customer loyalty can also be seen as a customer's promise to buy a product repeatedly in the future, which can lead to more brand sales. Even though this situation is not binding, a different strategy from another competitor could easily affect customers switching to a different brand. Electronic customer loyalty refers to consumers' good attitudes toward a particular company, which can result in recurrent purchases (Raza et al., 2020). (Figure 1)



Figure 1. Research Framework

Research Hypothesis

H1: E-Customer Satisfaction has a significant effect on E-Customer Loyalty

H2: E-Service Quality has a significant influence on E-Customer Loyalty

H3 :E-Customer Loyalty has a significant effect on E-Customer Satisfaction

H4: E-service quality has a significant effect on E-customer loyalty mediated by E customer satisfaction

3. Research Method

This quantitative research combines descriptive and causal research methods. Descriptive research aims to determine the presence of independent variables, focusing solely on one or more variables without establishing comparisons or connections to other variables. The causal relationship is a relationship between cause and effect; in a causal relationship, independent variables influence the dependent variable (Sekaran & Bougie, 2016). In this study, descriptive analysis and structural equation modeling (SEM) were used in the data analysis methods. To perform a descriptive analysis must use descriptive statistics. Then the researchers used the Structural Equation Modeling (SEM) method. This is a statistical method used by researchers in various fields, such as social, behavioral, educational, biological, economic, marketing and medical. Furthermore, the data that has been collected will be analyzed using the SmartPLS software.

In conducting this research, several questions focused on respondent's profiles, such as gender, age, occupation and monthly income. Based on the data obtained, there are 100 respondents. Table 1 show about respondent profiles collected through online questionnaires: (Table 1)

Table 1. Respondents Profile

Characteristics	Category	Amount	Percentage
Gender	Man	17	17%
	Woman	83	83%
Age	< 20 Years	25	25%
	21 – 25 Years	72	72%
	25 – 30 Years	1	1%
	> 30 Years	2	2%
Work	Student / Student	87	87%
	Employee	8	8%
	entrepreneur	2	2%
	Freelance	1	1%
	Graphic design	1	1%
	Lecturer	1	1%
Monthly Income	< IDR 1,000,000	57	
	IDR 1,000,000 - 3,000,000	34	
	IDR 3,000,000 - 5,000,000	5	
	>Rp 5,000,000	4	

4. Results Of Discussion and Research

Descriptive Analysis

Table 2. Respondents' responses to the E-service Quality variable

NO		(1)	(2)	(3)	(4)	(5)	TOTAL SCORE	IDEAL SCORE	%	CATEGORY
1	ESQ	-	1	13	47	39	424	500	84.8	Very good
2	ESQ	-	1	24	55	20	394	500	78.8	Good
3	ESQ	-	-	21	46	33	412	500	82.4	Good
4	ESQ	-	4	17	57	22	397	500	79.4	Good
5	ESQ	-	-	19	41	40	421	500	84.2	Very good
6	ESQ	-	-	20	42	38	418	500	83.6	Good
7	ESQ	-	1	18	51	30	410	500	82	Good
8	ESQ	-	1	17	41	41	422	500	84.4	Very good
9	ESQ	-	-	10	37	53	443	500	88.6	Very good
10	ESQ	-	1	16	42	41	423	500	84.6	Very good
Total score (Overall average)							4164	5000	83.2	Good

Based on Table 2, the results of the calculation of respondents' responses to the E-service Quality variable that SOCO by Sociolla has applied are 83.2%. It can be seen that the score is included in the good category. This shows that users of the SOCO by Sociolla application already feel that the E-service Quality implemented is good for users.

Table 3. Respondents' responses to the E-Customer satisfaction variable

NO		(1)	(2)	(3)	(4)	(5)	TOTAL SCORE	IDEAL SCORE	%	CATEGORY
1	ECS	-	-	11	34	55	444	500	88.8	Very good
2	ECS	-	2	14	47	37	419	500	83.8	Good
3	ECS	-	4	23	43	30	399	500	79.8	Good
4	ECS	-	1	23	42	34	409	500	81.8	Good
5	ECS	0	-	19	49	32	413	500	82.6	Good
6	ECS	1	1	14	49	35	416	500	83.2	Good
7	ECS	-	-	15	43	42	427	500	85.4	Very good
Total score (Overall average)							2927	3500	83.8	Good

Based on Table 3, the results of the calculation of respondents' responses to the E-Customer satisfaction variable that have been applied to the SOCO by Sociolla application are 83.8%. It can be seen that the score is included in the very good category. This shows that users are satisfied with the SOO by Sociolla application.

Table 4. Respondents' Responses to the E-Customer Loyalty variable

NO		(1)	(2)	(3)	(4)	(5)	TOTAL SCORE	IDEAL SCORE	%	CATEGORY
1	ECL	1	3	44	33	19	366	500	73.2	Good
2	ECL	20	18	22	28	12	294	500	58.8	Pretty good
3	ECL	22	26	22	16	14	274	500	54.8	Pretty good
4	ECL	0	2	32	44	22	386	500	77.2	Good
5	ECL	0	10	41	32	17	356	500	71.2	Good
Total score (Overall average)							1676	2500	67.4	Good

Based on Table 4, the results of the calculation of respondents' responses to the E-customer loyalty variable that have been applied to the SOCO by Sociolla application are 67.4%. It can be seen that the score is included in the good category. This shows that users already feel quite loyal to the SOCO by Sociolla application.

Results of Evaluation of the Measurement Model (Outer Model)

The outer model is a model that relates the latent variable to the manifest variable. In this study there are 3 latent variables measured by 16 indicators. Based on the Partial Least Square (PLS) estimation method, the full model path diagram can be seen in the following Figure 2.

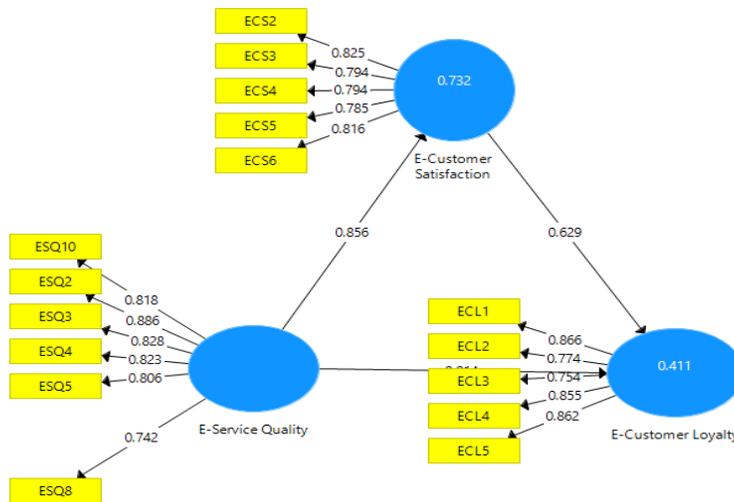


Figure 2. Outer model Structural Equation Modeling

The validity test in SmartPLS is in the form of convergent validity and discriminant validity. the indicator is said to be valid if the AVE value is > 0.5. The following are the results of the convergent validity test in this study:

Table 5. Convergent Validity Test Results

Latent Variable	Indicator Items	Loading Factor	AVE	Conclusion
E-Customer Loyalty	ECL 1	0.866	0.678	Valid

	ECL 2	0.774		Valid
	ECL 3	0.754		Valid
	ECL 4	0.855		Valid
	ECL 5	0.862		Valid
E-Customer Satisfaction	ECS 2	0.825	0.645	Valid
	ECS 3	0.794		Valid
	ECS 4	0.794		Valid
	ECS 5	0.785		Valid
	ECS 6	0.816		Valid
E-Service Quality	ESQ 10	0.818	0.669	Valid
	ESQ 2	0.886		Valid
	ESQ 3	0.828		Valid
	ESQ 4	0.823		Valid
	ESQ 5	0.806		Valid
	ECQ 8	0.742		Valid

Table 5 shows that 16 question items out of a total of 22 question items are declared valid because they have an AVE value > 0.5 and have a $\lambda > 0.5$. Thus, the 16 indicators in this study are valid in measuring each latent variable.

There are 6 indicator items that the author omitted due to invalid values in the test results including:

- ESQ 1 (Soco by Sociolla app makes it easy for me to find the product I need)
- ESQ 6 (Soco by Sociolla application is easy to operate)
- ESQ 7 (I feel my privacy is protected while accessing the Sociolla application)
- ESQ 9 (I got the goods according to my order)
- ECS 1 (Sociolla provides quality products)
- ECS 7 (The price paid when shopping at Sociolla is in accordance with the quantity of the product ordered)

Table 6. Discriminant Validity Test Results (Fornell-Lacker criterion)

	E-customer Loyalty	E-Customer Satisfaction	E-Service Quality
E-Customer Loyalty	0.823		
E-Customer Satisfaction	0.641	0.803	
E-Service Quality	0.553	0.856	0.818

Table 6 shows that 2 indicators have the AVE root value of each latent variable higher than the highest correlation value between this variable and other variables and there is 1 indicator whose AVE root value is lower than the other variables. So it can be concluded that the model has discriminatory validity, which is quite good.

Table 7. Discriminant Validity (Cross Loading) Test Results

	E-Customer Loyalty	E-Customer Satisfaction	E-Service Quality	Conclusion
ECL 1	0.866	0.644	0.510	Valid
ECL 2	0.774	0.409	0.337	Valid
ECL 3	0.754	0.310	0.304	Valid
ECL 4	0.855	0.646	0.583	Valid
ECL 5	0.862	0.490	0.436	Valid

ECS 2	0.405	0.825	0.773	Valid
ECS 3	0.521	0.794	0.729	Valid
ECS 4	0.498	0.794	0.657	Valid
EC5 5	0.595	0.785	0.615	Valid
ECS 6	0.555	0.816	0.657	Valid
ESQ 10	0.537	0.774	0.818	Valid
ESQ 2	0.560	0.770	0.886	Valid
ESQ 3	0.409	0.652	0.828	Valid
ESQ 4	0.476	0.713	0.823	Valid
ESQ 5	0.269	0.614	0.806	Valid
ECQ 8	0.396	0.641	0.742	Valid

Based on the data in Table 7, it can be seen that each indicator's cross loading factor value is higher than the other constructs. So, the indicators used in this study can be said to have met the requirements. Based on the results of the two validity tests that have been carried out previously, namely convergent validity and discriminant validity, it can be concluded that 16 of the 22 statement items can be used as research instruments.

Reliability Test

Reliability testing uses two methods, namely composite reliability and Cronbach's Alpha. For each variable to be reliable, the values that must be met are > 0.70 for the composite reliability value and > 0.60 for the Cronbach alpha value. (Ghozali, 2014:40). The following are the results of the reliability test using the SmartPLS version 3.0 software:

Table 8. Reliability Test

Latent Variable	Composite Reliability	Critical Value	Cronbach Alpha	Critical Value	Conclusion
E-Customer Loyalty	0.913	> 0.70	0.886	> 0.60	Reliable
E-Customer Satisfaction	0.901		0.862		Reliable
E-Service Quality	0.924		0.901		Reliable

Based on the data from the reliability test results (Table 8), the Composite Reliability and Cronbach's Alpha values in each variable are worth more than 0.70 and 0.60 respectively, so it can be said that the data has high reliability. It can be concluded that all variable statements in this research questionnaire are stated to be reliable or consistent

Structural Model (Inner Model)

The structural model connects the relationship between exogenous latent variables and endogenous latent variables or endogenous variables and other endogenous variables. Based on the bootstrapping test, the results of a complete structural model are obtained, as shown in the Figure 3 below.

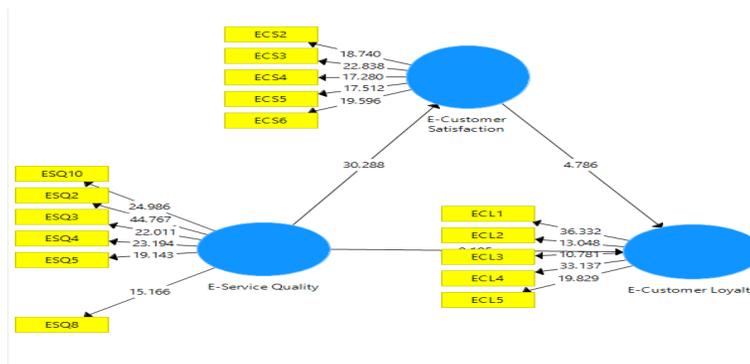


Figure 3. Full Structural Model (Bootstrapping) path diagram

R square value

The R values in this study are:

Table 9. Results of R square values

Latent Variable	R Square
E-Customer Loyalty	0.411
E-Customer Satisfaction	0.732

Based on the Table 9, it can be seen that the R Square values for the E-Customer Satisfaction variable are 0.732, which means that the E-Service Quality variable has an influence on E-Customer Satisfaction of 0.732 and the remaining 0.628 is explained by other factors. In the E-Customer Loyalty variable, an R Square value of 0.411 means that the E-Service Quality and E-Customer Satisfaction variables have an influence of 0.411 and the remaining 0.589 is influenced by variables outside the study.

Hypothesis testing

To test the hypothesis, it is necessary to compare the t-statistic value (t_o) with the t-table value (t). The significant value used (two-tailed) with a significant level of 5%, which is 1.96, means that there is a significant effect between the endogenous and exogenous variables.

Table 10. Path Coefficient

Variable	Original Sample	Sample Mean	Standard Deviation	T Statistics	P Value
E-Customer Satisfaction -> E-Customer Loyalty	0.629	0.637	0.125	5.051	0.000
E-Service Quality -> E-Customer Loyalty	0.014	0.010	0.134	0.106	0.916
E-Customer Loyalty -> E-Customer Satisfaction	0.856	0.858	0.029	29,947	0.000

The first hypothesis to be tested is E-Customer Satisfaction towards E-Customer Loyalty. Based on the test results, the T statistic value of 5.051 and P Value 0.000 because the T Statistical value (5.051) is greater than T Table (1.96) and P Value (0.000) < 0.05 then at an error rate of 5% (two tails) it is stated that H1 is accepted. The results show that E-Customer Satisfaction has a significant effect on E-Customer Loyalty.

The second hypothesis being tested is E-Service Quality against E-Customer Loyalty. Based on the test results, the t statistic value is 0.106 and the p value is 0.916 because the t statistic value (0.106) is smaller than the t table (1.96) and p values (0.916) > 0.05, so the error rate is 5% (two tails). declared and H2 is rejected. The results show that E-Service Quality has an effect but is not significant on E-Customer Loyalty.

The third hypothesis being tested is E-Customer Loyalty to E-Customer Satisfaction. Based on the test results, the t statistic value is 29,947 and the p value is 0.000 because the t statistic value (29,947) is greater than the t table (1.96) and p values (0.000) < 0.05, then the error rate is 5% (two tails). declared H3 accepted. The results show that E-Customer Loyalty has a significant effect on E-Customer Satisfaction.(Table 10)

Intervening Variable Test

Table 11. Results of Hypothesis Testing 4 Estimation of Large Effects Between Research Variables

Connection	Path Coefficient	T Statistics	P Value	Description
E-Service Quality -> E-customer satisfaction -> E-customer Loyalty	0.539	4.915	0.000	Significant

The Table 11 shows the result of the recapitulation of testing the E-Customer Satisfaction variable as a mediating variable. From the table, it can be seen that the indirect relationship, namely the effect of E-Service Quality on E-customer loyalty through E-customer satisfaction, has a path coefficient of 0.539 with a T-Statistic of 4.915 and a P Value of 0.000. because the value of T Statistics (4.915) > T Table (1.96) and P Value (0.000) < 0.05, it is declared significant, which indicates that E-customer satisfaction has a positive and significant effect in mediating the relationship between E-Service Quality and E-service quality. customer loyalty.

5. Conclusion

Several conclusions can be drawn from the author's research utilizing structural equation modeling (SEM) analysis regarding "The Effect of E-Service Quality on E-Customer Loyalty through E-Customers Satisfaction as an Intervening Variable (study on SOCO by Sociolla)": 1) According to the descriptive analysis, the overall E-Service Quality variable is in the good category. 2) Based on the results of the descriptive analysis, the overall E-Customer Satisfaction variable falls into the very good group. 3) Based on the results of the descriptive analysis, the global E-Customer Loyalty variable falls under the category of "good." 4) The study's findings indicate that E-Customer Satisfaction has a significant impact on E-Customer Loyalty. 5) According to the study's results, E-Service Quality has an effect on E-Customer Loyalty, however this effect is not statistically significant. 6) The study's findings indicate that E-Customer Loyalty has a significant impact on E-Customer Satisfaction. 7) E-customer satisfaction mediates the association between E-Service Quality and E-customer loyalty in a positive and significant effect.

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