

The Relationship Between E-Service Quality And E-Satisfaction

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Abstract

This study's goal is to examine the relationship between e-service quality and e-satisfaction, e-trust and e-satisfaction, e-service quality and e-customer loyalty, e-satisfaction and e-customer loyalty, indirect effects of e-service quality on e-customer loyalty through e-satisfaction, and significant indirect effects of e-trust on e-customer loyalty through e-sa. The research method is quantitative, and the purposive sampling approach is a non-probability sampling strategy. 301 online shop customers who had made purchases there served as the study's respondents. Through the use of social media, online questionnaires were sent to gather research data. employing SmtPLS 4.0 software tools for structural equation modeling (SEM) analysis of research data. Validity, reliability, and hypothesis testing (significance) are the phases of data analysis. According to the study's findings, e-service quality has a direct, positive, and considerable impact on e-satisfaction. The impact of e-Trust on e-Satisfaction is immediate, positive, and large. There is a strong positive and significant direct effect of e-service quality on e-customer loyalty, as well as a positive effect and direct significance of e-trust on e-customer loyalty. Additionally, there is a strong and significant positive indirect effect of e-service quality on e-customer loyalty through e-satisfaction, and there is a strong and significant positive indirect effect of e-Trust on e-customer loyalty.

Keywords: E-Service Quality, E-Satisfaction, E-Trust, E-Customer Loyalty, Online Shop

Introduction

In the current digital era, the growing competition in online business is undoubtedly driving website managers and mobile e-commerce platforms to find ways to get a competitive edge, one of which is by encouraging customers to exclusively use one e-commerce platform for transactions. Obviously, it will take a long time to accomplish this aim, but it will be done gradually over a period of time. Loyalty is essentially customer behavior that responds favorably to products and satisfaction such that customers return and repurchase services and goods, according to Azarine et al. (2022). According to Revita (2016), e-loyalty is a tactic for surviving in the market by fostering harmony with customers. The primary foundation for creating and managing e-commerce's sustained profitability is e-loyalty. The e-satisfaction component is

essential to the development of e-Loyalty. According to Fernández et al. (2022), one of the determining variables for e-customer loyalty is e-satisfaction. According to Dabees et al. (2023); David et al. (2022), e-satisfaction is the implementation of customer happiness that results from comparing advantages. If the resulting performance meets and exceeds preferences, then customer satisfaction is generated. This is consistent with a number of earlier research that found a relationship between customer loyalty and customer pleasure. Developing e-commerce consumer loyalty is necessary to address other issues, particularly problem solving. E-Satisfaction, which is involved in other elements, creates e-Loyalty. E-service quality and e-Trust, in the opinion of Azarine et al. (2022); Bernardo et al. (2023), are elements that contribute to customers' e-Satisfaction. The effectiveness and efficiency of the services offered in sales, shopping, and the delivery of goods are all included in the concept of "e-service quality," which is a comprehensive and complete electronic service quality. E-Trust is a way of being willing to acknowledge a brand in all of its forms on the grounds that you want the brand to present positive things and inspire loyalty.

According to statistics from the 2020 BPS (Central Statistics Agency) census in Indonesia, the growth in the e-commerce industry has reached 19 percent with a total of 26.2 million firms. This is based on the trending phenomena of e-commerce in Indonesia and is of concern to business people. Within the previous ten years. Given the proliferation of e-commerce in Indonesia, service providers must be able to meet customer demands in order to survive the increasingly ferocious competition. One of the key topics the business discusses in an effort to continue to exist is service quality. Enterprise in the midst of current rivalry. Information technology has a significant impact on many facets of modern life because it makes a variety of tasks including commercial tasks easier to complete. According to Juwaini et al. (2022); Munandar et al. (2022), business companies must be able to adapt. If initially the company focused on product quality and how to provide quality direct service, now businesses are forced to face the reality that businesses must provide online or electronic media, which of course must

also be of a high standard, in order to win in the midst of competition. One of the company's current digital era priorities is evaluating the level of service provided by its electronic media. Ginting et al. (2023), according to Ghosh (2022), created a method for evaluating the caliber of electronic services, often known as e-service quality.

Method

In this study, independent variables, dependent variables, mediating variables, and moderating variables were all used. E-service quality is the independent variable, e-loyalty is the dependent variable, e-satisfaction is the mediating variable, and e-trust is the moderating variable. In order to get a measuring tool that is appropriate for the nature of the variable whose concept has been defined, the operational definition of a research variable involves drawing boundaries that more clearly explain the specific, more substantive characteristics of a concept.

Conclusion and Discussion

Differential Validity

It is known that the AVE value of every variable is larger than > 0.5 based on the information in table 1. As a result, it can be said that all variables have strong discriminant validity and that their combined reliability value is better than or equal to 0.7.

Table 1. Reliability Testing

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-service quality	0.823	0.812	0.712	0.612
E-trust	0.815	0.821	0.821	0.613
E-satisfaction	0.823	0.815	0.812	0.632
E-customer loyalty	0.856	0.801	0.871	0.723

Due to the fact that it is based on the Convergent Validity Test and Reliability Test, feasible items and variables have been found, analysis of Discriminant Validity using the Cross Loading Value has already produced promising results, and the AVE value was also above 0.5, PLS SEM analysis is still feasible to carry out.

Analysis of Variance (R²) or Determination Test

The value of the coefficient of determination for the Analysis of Variant (R²) or Determination Test, that is, to determine the impact of the independent variables on the dependent variable, may be found in Table 3.

Table 3. R-square values

Variables	R-Square
e-satisfaction	0.426
e-customer loyalty	0.696

According to the r-square value in Table 2, e-service quality and e-trust account for 0.426 or 42.6% of the variance in e-satisfaction, and the remaining 57.4% is explained by other factors not included in the scope of this study. According to the r-square value in Table 2, e-service quality, e-trust, and e-satisfaction account for 69.6% of the variance in e-customer loyalty, with other constructs accounting for the remaining 31.4% of the variance.

Testing Hypotheses Direct Results

The T-Statistics value and P-Values were used to test the hypotheses in this investigation. If the P-Values are 0.05, the study hypothesis is considered to be accepted. SmartPLS (Partial Least Square) 3.0 software was used to implement the research hypothesis. The results of bootstrapping show these values. The t-statistic >1.96 with a significance-value level of 0.05 (5%) and a positive beta coefficient is the general criterion applied in this investigation. Table 3 illustrates the importance of testing the research hypothesis, and Figure 3 describes the findings of this research model.

Table 6. Testing Of Hypotheses

Correlation	T Statistics	P Values	Results
E-Service Quality on E-Satisfaction	2,882	0.000	Supported
E-Trust on E-Satisfaction	3,448	0.000	Supported
E-Service Quality on E-Customer Loyalty	6,046	0.000	Supported
E-Service Quality on E-Customer Loyalty	5,891	0.000	Supported
E-Satisfaction on E-Customer Loyalty	3.127	0.000	Supported

Indirect Results

The Indirect Effect analysis's goal is to examine the idea that an influencing variable's indirect effect on endogenous influenced variables that are mediated by/mediated by an intervening variable is valid. If the P-Values are 0.05 or lower, the indirect effect cannot be determined because the mediator variable (E-Satisfaction) does not mediate the relationship between an exogenous variable (E-Service Quality, E-Trust), and an endogenous variable (E-Customer Loyalty). In other words, it has a direct impact.

Table 7. Secondary Impacts

Correlation		P Values	Results
E-Service Quality on E-Customer Loyalty through E-satisfaction.		0.001	Supported
E-Trust on E-Customer Loyalty through E-satisfaction.		0.002	Supported

Consequently, it may be said that the Indirect Effect values in the preceding table. E-satisfaction has the ability to mediate the influence of E-Service Quality on E-Customer Loyalty, as shown by the indirect effect of E-Service Quality on E-Customer Loyalty through E-satisfaction, P-Values 0.001 (0.05) (significant). P-Values 0.002 (0.05) (significant) indirect influence of e-trust on e-customer loyalty, e-satisfaction is able to mediate the effect of e-trust on e-customer loyalty.

E-Service Quality's Impact on E-Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. E-satisfaction is directly and significantly positively impacted by the conclusion about e-service quality. This is consistent with studies by Ramadhan et al. (2022), Rohana (2019), and Syahril et al. (2022) that found that customer satisfaction is influenced by the quality of electronic services. When a result, when the quality of e-services increases, e-satisfaction experience will rise. Effect of e-service quality on e-Loyalty Services provided online are considered to be of high quality. Initial success in providing quality e-services was mostly dependent on having a website and offering affordable charges. Praditya (2019), Ramdan et al. (2022), and Rohana (2019) all claim that e-service quality has an impact

on e-satisfaction. According to Udayakumar et al. (2023); Vayle et al. (2023) research, the quality of an e-service can even create long-lasting relationships with clients and has a positive and significant impact on customer satisfaction.

E-Trust's Impact on E-Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the findings of the hypothesis test. According to research by Ghosh (2022), Ginting et al. (2023), Haudi et al. (2022), Indriastuti et al. (2022), Juwaini et al. (2022), Kumar et al. (2022), Mukaromah et al. (2022), and Munandar et al. (2022), customer satisfaction is the measurement and expectations of customers with company products or services as long as customers The term "e-satisfaction" refers to contentment in the context of online shopping. An evaluation of a product or service is what is meant by e-satisfaction.

Effect of Quality of E-Services on E-Customer Loyalty

The t value is more than 1.96, which indicates that there is a significant link based on the findings of the hypothesis test. Clients use their services for the functionality offered, the security of personal information and user transactions, and the prompt reaction when transaction issues arise. According to studies by Daud et al. (2022); Fernández et al. (2022); it can be said that e-service quality has a large positive direct effect on e-customer loyalty. The greater the e-service quality, the more loyal e-customers are to e-commerce Onlineshop. Based on the findings of the research, it can be concluded that e-service quality has a positive and considerable impact on e-satisfaction.

E-Trust's Impact on Online Customer Loyalty

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. Because e-Trust in Online shop is able to offer consideration, the best service, security, and simplicity in transactions, online shop customers become loyal. E-Trust plays a crucial role in demonstrating client loyalty. According to studies by Daud et al. (2022) and Fernández et al. (2022), it can be said that e-Trust has a direct, considerable

beneficial impact on e-customer loyalty. The higher the e-Trust, the higher the e-customer loyalty e-commerce Onlineshop.

E-Satisfaction's Impact on Online Customer Loyalty

According to the findings of the hypothesis test, the t value is larger than 1.96, indicating that there is a significant link, and the Serviceability indicator in the good group has the lowest response. These categories are excellent. According to the findings of the respondents' answers, it is explained that customer loyalty to Onlineshop results from satisfaction with the ease of transactions, finding information and the desired product, the features offered, the security of personal data and user transactions, and the prompt response when transaction issues arise.

Customer Loyalty in the Digital Age: The Impact of E-Service Quality on Digital Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. Conclusion: Through e-satisfaction, the quality of an e-service has a considerable beneficial impact on e-customer loyalty. According to research by Puranda et al. (2022), the e-service quality offered by Onlineshop creates e-customer loyalty and increases consumer satisfaction. In this instance, the relationship between e-service quality and e-customer loyalty is established using e-satisfaction. The study's findings regarding the relationship between e-Trust and e-Service Quality and e-Satisfaction demonstrated that these two factors work in concert to significantly and favorably affect e-satisfaction. The higher the respondents' ratings of e-Trust and e-service quality Onlineshop, the more satisfied customers will be, claim Nurjannah et al. (2022); Purwanto et al. (2021). On the other hand, if the respondent's evaluation of the Onlineshop's e-Trust and e-service quality deteriorates, the consumer's e-Satisfaction would fall. Therefore, Onlineshop must further enhance e-Trust and e-service quality if it wants to raise e-Satisfaction.

Customer Loyalty in the Digital Age: The Impact of E-Trust on Digital Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. The structural path indicates that e-Trust indirectly influences e-Customer Loyalty through e-satisfaction. It can be said that e-Trust significantly improves e-customer loyalty indirectly through e-satisfaction. According to Syahril et al. (2022), Udayakumar et al. (2023), and Vayle et al. (2023) research findings, this is the case. Demonstrating how a high level of online shop trust may foster customer loyalty and consumer satisfaction. E-Satisfaction in this instance serves as a bridge between e-Trust and e-customer loyalty.

Conclusion

The following research conclusions were reached after analyzing the effects of e-service quality and e-trust on online customer loyalty and e-satisfaction during the COVID-19 pandemic using path analysis. E-service quality has a positive and significant direct impact on e-satisfaction. E-Trust has a direct, significant, and beneficial impact on e-Satisfaction. E-service quality has a direct, positive, and considerable impact on e-customer loyalty. E-Trust has a big and favorable direct impact on e-Customer Loyalty. E-Satisfaction has a direct, positive, and considerable impact on e-Customer Loyalty. E-service quality has a substantial, positive, and considerable indirect impact on e-customer loyalty via e-satisfaction. Through e-Satisfaction, e-Trust has a powerful, positive, and considerable indirect impact on e-customer loyalty.

According to the study's findings, online shop users should be able to improve service quality related to customer service, such as by giving a prompt response to customer complaints, in order to increase e-satisfaction and e-trust through quality e-services that will increase e-loyalty. Online stores have the ability to provide amenities that draw customers and make them glad to purchase there. One such amenity is the ability to compare a product's pricing to those

of similar items. Blibli.com should pay more attention to the security system of the website so that users are happy to disclose their personal information, such as with a detailed explanation on how the company will use the data and a guarantee that they won't be identified. In order for the customer to feel aided by the advise offered by the online shop, the online shop should pay more attention to the service system provided by offering guidance when the buyer will select a product that is needed. To further investigate the impact on e-loyalty, researchers can add more variables. Expanding the subject of study and increasing the duration of observation are expectations for researchers. B. This study's mediating variable, e-Satisfaction, can mediate the association between the caliber of an e-service and e-loyalty. But there is a bad correlation between e-service quality and e-loyalty. C. Future studies are expected to use a variety of locations and online store kinds as research items. D. The findings of this study serve as a starting point and additional sources of information for research in the same field.

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