



E-Service Quality And E-Trust Toward Online Shop Customers E-Loyalty: Satisfaction as Mediation

Nikous Soter Sihombing^{1*}, Sahat Simbolon², Agus Susanto³, Sri Aprianti Tarigan⁴

^{1,2,3,4} Institut Bisnis Informasi Teknologi dan Bisnis, Indonesia.

Abstract

The purpose of this study is to analyze the relationship between the effect of e-service quality on e-satisfaction, the effect of e-trust on e-satisfaction, the effect of e-service quality on e-customer loyalty, the effect of e-service quality on e-customer loyalty, the effect of e-satisfaction on e-customer loyalty, indirect effect of e-service quality on e-customer loyalty through e-satisfaction, significant indirect effect of e-trust on e-customer loyalty through e-satisfaction. The research method is quantitative, the technique sampling used using purposive sampling method category of non-probability sampling. Respondents to this study were 310 online shop consumers who had purchased goods/services at the online shop. Research data was obtained by distributing online questionnaires via social media. Analysis of research data using structural equation modeling (SEM) with SmrtpLS 4.0 software tools. The stages of data testing are validity test, reliability test and hypothesis testing (significance). The results of this study are that there is a direct positive and significant effect of e-service quality on e-satisfaction. There is a direct positive and significant effect of e-Trust on e-Satisfaction There is a direct positive and significant effect of e-service quality on e-Customer Loyalty, there is a strong positive and significant direct effect of e-Trust on e-Customer Loyalty, there is a positive effect and directly significant e-Satisfaction on e-Customer Loyalty, there is a strong and significant positive effect indirectly e-service quality on e-Customer Loyalty through e-Satisfaction, there is a strong and significant positive effect indirectly e-Trust on e-customers loyalty through e-Satisfaction.

Keywords: *e-service quality; e-satisfaction; e-trust, e-customer loyalty; online shop.*

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*Corresponding author:
sihombingnikoussoter@gmail.com

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1. Introduction

In this digital era, the increasing competition that is currently happening in online business is certainly the impetus for each website manager and mobile e-commerce platform to create competitive advantage, one of which is by creating customer loyalty to only use one e-commerce in transactions.

This goal will be realized, of course it takes a long time and is carried out gradually within a certain period of time.

According to ([Azarine et al., 2022](#)) loyalty is basically customer behavior that gives a positive response to products and satisfaction so that consumers visit and reuse services and products. Explains e-loyalty is a strategy to survive in competition by establishing and cultivating harmony with consumers. E-Loyalty forms the main construction of building and controlling the sustainable profitability of e-commerce. The formation of e-Loyalty cannot be separated from the satisfaction factor. This statement is in line with ([Fernández et al., 2022](#)) that e-satisfaction is one of the controlling factors for e-customer loyalty. E-satisfaction is the implementation of customer happiness that arises after comparing benefits according to ([Dabees et al., 2023](#));([Daud et al., 2022](#)) if the resulting performance meets and exceeds preferences then customer satisfaction is created. This is in accordance with several previous studies where there is an effect of customer satisfaction on customer loyalty. Forming e-commerce customer loyalty is required to fix other aspects, namely overcoming problems. E-Loyalty is formed by e-Satisfaction which has involvement with other aspects. According to ([Azarine et al., 2022](#));([Bernarto et al., 2023](#)) e-service quality and e-Trust are factors that build e-Satisfaction for customers. E-service quality is a form of comprehensive and complete electronic service quality, as well as the effectiveness and efficiency of the services provided in sales, shopping and delivery of goods. E-Trust is a form of willingness to recognize a brand with all its types on the basis of the desire for the brand to present positive things and generate loyalty.

Currently e-commerce in Indonesia is a trending phenomenon and is of concern to business people, this is based on the 2020 BPS (Central Statistics Agency) census data in Indonesia, the increase in the e-commerce industry has reached 19 percent with a total of 26.2 million businesses. within the last 10 years. With the large number of e-commerce developing in Indonesia, service providers must be able to fulfill consumer desires to face increasingly fierce competition, in order to maintain the company's survival. Service quality is one of the important issues discussed by the company as an effort to maintain its existence. business in the midst of existing competition. In today's digital era, information technology plays a very important role in aspects of human life because it makes it easier to carry out various activities, including business activities. 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 companies are faced with the fact that to win in the midst of competition, companies must provide online or electronic media which of course must also be of high quality. Measuring the service quality of its electronic media is one of the company's focuses in the digital era. According to ([Ghosh, 2022](#));([Ginting et al., 2023](#)) developed a method for measuring the quality of electronic services, or what is commonly called e-service quality.

Islam encourages believers to provide the best quality of service to others. The Prophet Muhammad (peace be upon him) emphasized the importance of excellence in one's work and dealing with others. Providing high-quality service means delivering products or services that meet or exceed customers' expectations, ensuring fairness, honesty, and professionalism in all business dealings ([Yusfiarto R, 2021](#))

Loyalty is a valued trait in Islam, whether it's loyalty to one's family, community, or business commitments. In a business context, loyalty involves being trustworthy and committed to fulfilling one's promises and obligations. This includes maintaining confidentiality, safeguarding customer information, and not engaging in deceptive practices. Loyalty also extends to providing ongoing support and assistance to customers, even after the sale has been made ([Asnawi, 2020](#)).

Islam emphasizes the importance of treating others with kindness and compassion. In a business context, this translates into prioritizing customer satisfaction. Islamic teachings encourage business

owners and employees to go the extra mile to ensure that customers are pleased with their products or services. This can be achieved by actively listening to customers, addressing their concerns, providing efficient after-sales service, and continuously improving products and services based on customer feedback.

It's important to note that Islamic teachings also highlight the ethical boundaries within which these concepts should be practiced. Islamic ethics prohibit engaging in deceptive practices, exploitation, usury (riba), and any form of unfairness in business transactions. Honesty, transparency, and fairness are integral to upholding Islamic values in the realm of service quality, loyalty, and customer satisfaction.

2. Literature Review

E-service quality is a service facility provided by an e-commerce website or application for the convenience of shopping, purchasing and shipping its products effectively and efficiently. According to (Ghosh, 2022);(Juwaini et al, 2022);(Kumar et al., 2022) the presence of a sense of satisfaction and loyalty is actually determined by the benefits provided to consumers. According to (Mukaromah et al.,2022); (Munandar et al, 2022) e-service quality was successfully developed into seven dimensions for service quality from four core dimensions, namely: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. The dimensions of e-service quality are honest, accurate information, not betraying and breaking promises, serving humbly, professionally, trustworthy and responsible in every buying and selling transaction. According to (Indriastuti et al., 2023) The service of a quality service or product, of course, will have an impact on satisfaction for its users, and a continuous feeling of satisfaction received by customers will create an attitude of loyalty to the company. E-Service Quality is the customer's perception of the difference between the expected service and the service received. The concept of perceived service quality is the result of an evaluation process, where consumers compare expectations with the services they receive. According to (Kumar et al. 2022) agree with the concept and define service quality as a comparison between customer expectations and perceptions of service. Service quality is the entire evaluation of the services provided by the company specifically resulting from a comparison between the company's performance and customer expectations in general, about what companies in the industry should do.

E-Trust is a willingness to recognize a brand with all its types on the basis of the desire for the brand to present positive things and generate loyalty. According to (Nurjannah et al.,2022) there are at least six definitions relevant to e-commerce applications, one of which defines that trust will occur if a person has confidence in an exchange with a partner who has integrity and can be trusted. E-Trust is a company's belief in other companies that these other companies will provide positive results for the company. An attitude of hope and confidence in online situations where there is a risk that a vulnerability will not be exploited. Trust is also a critical aspect of online stores. According to (Vayle et al., 2023) these behaviors include charging unfair prices, submitting inaccurate information, security breaches, and tracing transactions by unauthorized parties. Customers always feel worried when making purchases online, because shopping online is full of uncertainties. Because of this, e-Trust has always been important in the context of online stores, E-trust can be interpreted as the basis of a relationship that establishes and maintains relationships between customers and online sellers. trust/e-trust is the belief that consumers have in a company as a basis for conducting online-based transactions. According to (Purwanto et al., 2021) suggests that trust refers to consumers' willingness to accept and carry out online transactions based on positive expectations of future shopping behavior. According to (Puranda et al., 2022) that consumer trust is defined as the consumer's expectation that a provider of goods or services can be trusted or relied on when fulfilling their promises. Based on the definition of e-trust put forward by several experts, it can be seen that e-trust is consumer confidence in product or service providers that they can be trusted or relied upon in fulfilling their

promises in accordance with online consumer expectations. According to ([Praditya, 2019](#));([Ramadhan et al., 2022](#)) there are 3 dimensions of e-trust namely security, privacy, reliability.

According to ([Praditya, 2019](#));([Ramadhan et al., 2022](#)) explained that there are 5 dimensions to measure electronic satisfaction, including: convenience, merchandising, site design, security, and serviceability. According to ([Alfredo, 2021](#)), explaining the discussion of Islamic marketing includes satisfaction and presenting loyalty by presenting views related to services, namely: itsar, softness, convenience, comfort, and responsiveness. According to ([Syahril et al., 2022](#)) explained that creating customer satisfaction can provide several benefits, including creating customer loyalty for a particular product and forming a word of mouth recommendation that is profitable for the company. In research conducted according to ([Udayakumar et al., 2023](#)) explained that there is a positive relationship between e-Satisfaction and e-loyalty, meaning that the level of e-Loyalty is also determined by e-satisfaction. If e-Satisfaction increases, it will also increase customer e-Loyalty, and vice versa when e-Satisfaction decreases, customer e-Loyalty will also decrease. Satisfaction is a much broader concept that is just an assessment of service quality, customer satisfaction has been widely studied and researched in the field of marketing, both traditional and modern. According to ([Praditya, 2019](#)); ([Ramadhan et al., 2022](#)) satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the performance of a product with their expectations or expectations. Customer satisfaction in online business is called e-satisfaction. E-Satisfaction is the satisfaction felt by customers with regard to previous purchasing experiences with online trading provider companies , Satisfaction is the totality of positive and negative feelings regarding the purchase experience with a particular shopping site, which is a subjective assessment based on the consumer's personal emotions. In this study, e-Satisfaction refers to customer satisfaction with shopping sites based on previous purchasing experiences as a result of the e-service quality provided by shopping sites. E-satisfaction is a post-consumption evaluation used to evaluate the extent to which product and service providers meet or exceed consumer expectations. According to ([Syahril et al., 2022](#)) that e-customer satisfaction is the level of conformity of expectations with reality obtained by e-commerce customers from previous online purchasing experiences. According to ([Rohana, 2019](#)) e-satisfaction or online customer satisfaction is the result of consumer perceptions of online convenience, trade/transaction methods, site design, security and service. Based on the definition of e-satisfaction put forward by some of these experts it can be seen that e-satisfaction is the result of consumer evaluations regarding the suitability of expectations with reality obtained from product/service providers after using products or services online. According to;([Rohana, 2019](#));([Syahril et al., 2022](#));([Udayakumar et al., 2023](#));([Vayle et al., 2023](#)) there are 5 e-satisfaction dimensions namely, Convenience, Merchandising, Site design, Security, Serviceability.

E-Customer Loyalty is a form of customer consistency in surviving, visiting and repurchasing products in the future, even though the company's situation and competitors' marketing activities can change consumer consumption behavior patterns. Customer loyalty is a customer's commitment to repurchase the products or services they choose consistently in the future. Customer loyalty is an important factor in creating company profitability. According to ([Dabees et al., 2023](#)) stated that e-Loyalty is a favorable customer attitude towards online business resulting in repeat purchase behavior. One of the expected results of loyalty is word of mouth (WOM), where individuals say positive things about the company to other parties. e-loyalty is the attitude of customers who make repeated visits to websites and make frequent online purchases. According to ([Daud et al., 2022](#));([Fernández et al., 2022](#)) stated that e-loyalty is a customer's intention to revisit a site and consider buying goods from that site in the future. Based on the definition of e-loyalty put forward by some of these experts, it can be seen that e-loyalty is a customer's commitment to visit a website repeatedly and make online transactions consistently in the future without being affected by marketing carried out by competitors and the emergence of curiosity. notify others. According to

([Bernarto et al., 2023](#));([Dabees et al., 2023](#));([Daud et al., 2022](#));([Fernández et al., 2022](#)) there are 3 dimensions of e-loyalty consisting of cognitive, affective, conative, action..

3. Methodology

This research method is quantitative, the sampling technique used is purposive sampling in the category of non-probability sampling. Respondents to this study were 310 online shop consumers who had purchased goods/services at the online shop. Research data was obtained by distributing online questionnaires via social media, This research was conducted from June to December 2022. Analysis of research data using structural equation modeling (SEM) with SmsrPLS 4.0 software tools. The stages of data testing are validity test, reliability test and hypothesis testing (significance).

There are four variables used in this study, namely independent variables, dependent variables, mediating variables and moderating variables. The independent variable used is e-service quality, the dependent variable used is e-loyalty, the mediating variable used is e-satisfaction, and the moderating variable used is e-trust. The operational definition of a research variable is the drawing of boundaries that better explain the specific, more substantive characteristics of a concept so that the researcher can obtain a measuring instrument that is in accordance with the nature of the variable whose concept has been defined. In this study the variables studied are defined as follows:

1. E-Service Quality is the respondent's perception of the quality of online stores in facilitating the process of shopping, purchasing, or delivering products or services effectively and efficiently. According to ([Azarine et al., 2022](#)); ([Fernández et al., 2022](#)) the indicators of e-service quality include: 1) Information in online shops according to needs. 2) Information in the online store is easily accessible. 3) Display in a complete online shop. 4) My personal information is protected.
2. E-Loyalty is the perception of respondents who have a strong commitment to repurchase a preferred product or service consistently to online stores. The e-Loyalty indicators include: 1) Have a strong commitment to repurchase. 2) Subscribe to products in an online store. 3) Buy products consistently in an online store. 4) Not easily affected by situational influences. 5) Not easily influenced by other stores' marketing efforts.
3. E-Satisfaction is the perception of consumer satisfaction, the respondent's feeling of pleasure or disappointment with the performance of a product with the respondent's expectations or expectations. The e-Satisfaction indicators include: 1) The shopping experience is higher than expectations. 2) Feeling satisfied with the shopping experience at the online store. 3) Not interested in looking for alternative online stores.
4. E-Trust Perceived trust is a concept that exists if a company has trust and reliability against other companies ([Morgan and Hunt, 1994](#)). Indicators of consumer trust refer to the theory of ([Robbins, 2007](#)), including: 33 1) Honesty and being honest. 2) Technical knowledge and skills and personal standards. 3) Reliable in handling the situation. 4) Willingness to maintain the relationship as best as possible. 5) Willingness to share information ideas freely

The research hypothesis is

H1 : There is a significant effect of E-Service Quality on E-Satisfaction.

H2 : There is a significant effect of E-Trust on E-Satisfaction.

H3 : There is a significant effect of E-Service Quality on E-Customer Loyalty.

H4 : There is a significant effect of E-Service Quality on E-Customer Loyalty.

H5 : There is a significant effect of E-Satisfaction on E-Customer Loyalty.

H6 :There is a significant indirect effect of E-Service Quality on E-Customer Loyalty through E-satisfaction.

H7 : There is a significant indirect effect of E-Trust on E-Customer Loyalty through E-satisfaction.

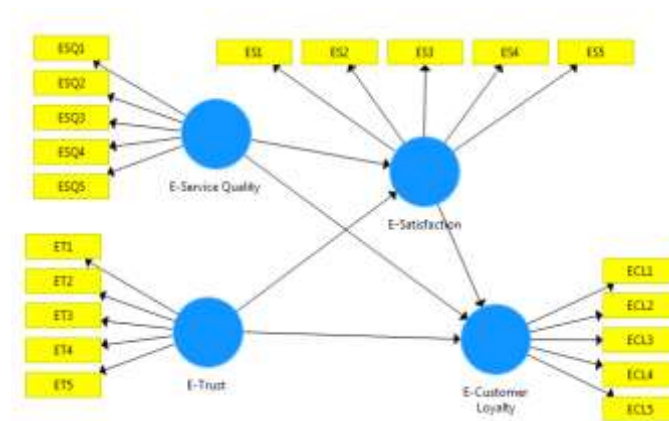


Fig 1. Research Model.

4. Results And Discussion Discriminant Validity

Based on the data presented in table 1 it is known that the AVE value of all variables is greater than > 0.5 . Thus it can be stated that all variables have good discriminant validity, the composite reliability value of all research variables is greater than > 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

Because it is based on the Convergent Validity test and reliability test feasible items and variables have been obtained, and analysis Discriminant validity uses the Cross loading value already showed good results, and the AVE value was also above 0.5 all, then PLS SEM analysis is still feasible to continue.

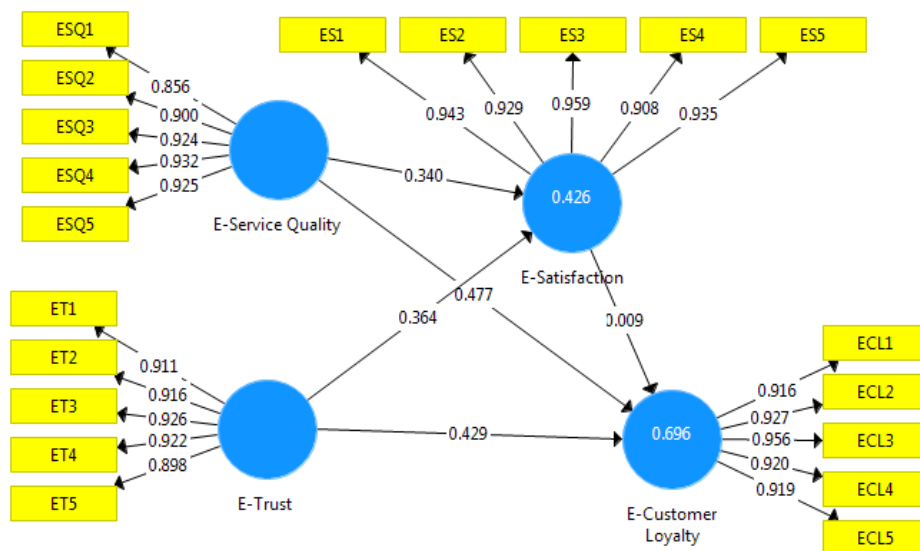


Fig 2. Validity and Reliability Testing

Variation Analysis (R²) or Determination Test

Analysis of Variant (R²) or Determination Test, namely to find out the influence of the independent variables on the dependent variable, the value of the coefficient of determination can be shown in Table 3

Table 3. R-square value

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

Based on the r-square value in Table 2 it shows that e-service quality, e-trust explains e-satisfaction variable of 0.426 or 42.6%, and the remaining 57.4% is explained by other constructs outside those examined in this study. Based on the r-square value in Table 2 it shows that e-service quality, e-trust, e-satisfaction explains the e-customer loyalty variable of 0.696 or 69.6 %, and the remaining 31.4% is explained by other constructs outside those examined in this study.

Hypothesis Testing

Direct Effect

Hypothesis testing in this study was carried out by looking at the T-Statistics value and the P-Values value. The research hypothesis can be declared accepted if the P-Values <0.05

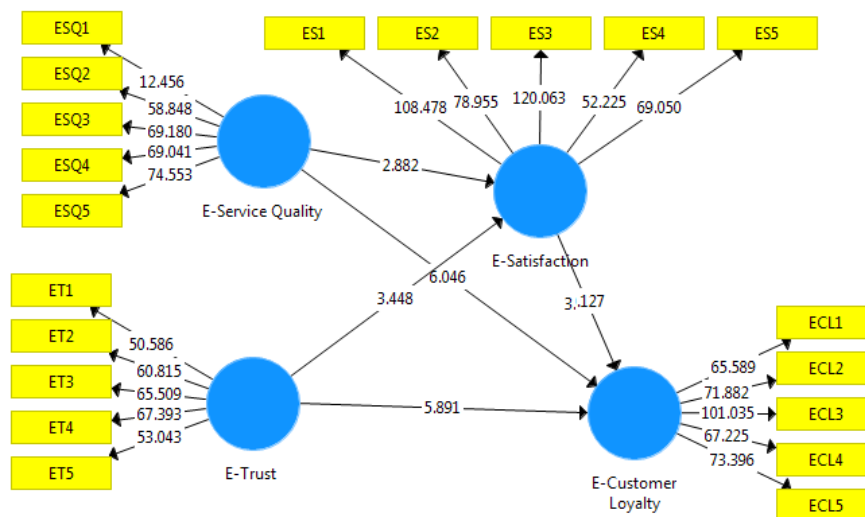


Fig 3. Hypothesis Testing

The research hypothesis was carried out with the help of SmartPLS (Partial Least Square) 3.0 software. These values can be seen from the bootstrapping results. The rules of thumb used in this study are the t-statistic >1.96 with a significance-value level of 0.05 (5%) and the beta coefficient is positive. The value of testing the research hypothesis can be shown in Table 3 and for the results of this research model can be described as shown in Figure 3

Table 6. Hypothesis testing

Correlation	T Statistics	P Values	Result
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-Trust on E-Customer Loyalty	5.891	0.000	Supported
E-Satisfaction on E-Customer Loyalty	3.127	0.000	Supported

Indirect Effects

The purpose of the Indirect Effect analysis is useful for testing the hypothesis of the indirect effect of an influencing variable on endogenous influenced variables which are mediated/mediated by an intervening variable. The criteria for determining the indirect effect are if the P-Values are 0.05, then it is not significant, meaning that the mediator variable (E-Satisfaction) does not mediate the effect of an exogenous variable (E-Service Quality, E-Trust) on an endogenous variable (E-Customer Loyalty). In other words, the effect is direct.

Table 7. Indirect Effects

Correlation	P Values	Result
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

Thus it can be concluded that the Indirect Effect values shown in the table above. Indirect effect of E-Service Quality on E-Customer Loyalty through E-satisfaction , P-Values $0.001 < (0.05)$ (significant), then e-satisfaction is able to mediate the effect of E-Service Quality on E-Customer Loyalty. Indirect effect of E-trust on E-Customer Loyalty through E-satisfaction , P-Values $0.002 < (0.05)$ (significant), then e-satisfaction is able to mediate the effect of E-trust on E-Customer Loyalty

Effect of E-Service Quality on E-Satisfaction

Based on the results of hypothesis testing, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. The conclusion of e-service quality has a significant positive direct effect on e-satisfaction. This is in line with research conducted by According to ([Ramadhan et al., 2022](#)); ([Rohana, 2019](#)); ([Syahril et al., 2022](#)) that electronic service quality affects customer satisfaction. so that if e-service quality increases, e-satisfaction will experience an increase, the higher it will increase. Effect of e-service quality on e-Loyalty E-service quality has been defined as services offered via the internet. Initially, web presence and low prices were the main factors ensuring success in quality e-service. According to ([Praditya, 2019](#));([Ramadhan et al., 2022](#));([Rohana, 2019](#)) states that e-service quality affects e-satisfaction. Research conducted by According to ([Udayakumar et al., 2023](#));([Vayle et al., 2023](#)) shows that e-service quality has a positive and significant effect on satisfaction and can even build long-term relationships with customers.

The Effect of E-Trust on E-Satisfaction

Based on the results of the hypothesis test, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. It can be concluded that e-Trust has a direct, significant positive effect on e-satisfaction, in line with research conducted by According to ([Ghosh, 2022](#));([Ginting et](#)

[al., 2023](#));([Haudi et al., 2022](#));([Indriastuti et al., 2022](#));([Juwaini et al., 2022](#)) , According to ([Kumar et al., 2022](#));([Mukaromah et al., 2022](#));([Munandar et al. 2022](#)) customer satisfaction is the measurement and expectations of customers with company products or services as long as customers use the company's products or services. Satisfaction in the context of e-commerce is called e-satisfaction. E-Satisfaction can be said as an assessment of an item or service. Customers who tend to have a good assessment of online shop sites tend to have the intention to repurchase. Meanwhile, customers who tend to have less judgment will tend to switch brands. The results of this study are in accordance with previous research conducted by ([Mukaromah et al., 2022](#));([Munandar et al. 2022](#)) which states that e-Trust and e-service quality have a positive and significant effect on e-satisfaction. In his research, he confirmed that e-Satisfaction can be increased through high e-Trust and e-service quality. Because e-Trust and e-service quality affect e-satisfaction. The effect of e-Trust on e-Satisfaction based on research results shows that e-Trust has a positive and significant influence on e-satisfaction. This means that the better the respondent's assessment of the e-Trust online shop, the e-Satisfaction of consumers will also increase. Conversely, the worse the respondent's assessment of e-Trust in Onlineshop, the e-Satisfaction onlineshop consumers will be increasingly dissatisfied. Therefore, if an online shop wants to increase e-Satisfaction, it must further increase e-trust.

Effect of E-Service Quality on E-Customer Loyalty

Based on the results of the hypothesis test, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. the features provided, the security of personal data and user transactions, and quick response when transaction problems occur when customers use their services. It can be concluded that e-service quality has a significant positive direct effect on e-customer loyalty, in line with research conducted by ([Daud et al., 2022](#));([Fernández et al. , 2022](#)) increasing e-service quality the higher e-customer loyalty e-commerce Onlineshop. The effect of e-service quality on e-Satisfaction based on the research results shows that e-service quality has a positive and significant influence on e-satisfaction. According to ([Azarine et al., 2022](#));([Bernarto et al., 2023](#)) the better the respondent's assessment of Onlineshop's e-service quality, the e-Satisfaction of consumers will also increase. Conversely, the worse the respondent's assessment of Onlineshop's e-service quality, the e-Satisfaction of Onlineshop consumers will be increasingly dissatisfied. Therefore Therefore, if Onlineshop wants to increase e-Satisfaction, then it must further improve e-service quality.

The Effect of E-Trust on E-Customer Loyalty

Based on the results of hypothesis testing, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. Onlineshop customer loyalty arises because e-Trust in Onlineshop is able to provide attention, the best service, security and convenience in transactions. E-Trust is very important in presenting customer loyalty. It can be concluded that e-Trust has a direct, significant positive effect on e-customer loyalty, in line with research conducted by ([Daud et al., 2022](#));([Fernández et al., 2022](#)) the increase in e-Trust, the higher e-customer loyalty e-commerce Onlineshop. The results of the analysis show that e-trust has an influence on e-loyalty. According to ([Azarine et al., 2022](#));([Bernarto et al., 2023](#)) this influence is positive and significant which indicates that the higher the e-trust or the level of consumer trust in sellers in online shops, the stronger loyalty

to these sellers will arise. Conversely, the lower the e-trust, the lower the consumer's e-loyalty to the seller. Thus, for sellers who wish to increase e-loyalty, one way is to create trust first, because without trust it will be difficult to create healthy business transactions. Suggestions for sellers are to provide goods that match what is described on the website, make deliveries according to a predetermined time, provide guarantees to consumers, provide cashback to consumers, and ask again for the quality of goods after the goods arrive

The Effect of E-Satisfaction on E-Customer Loyalty

Based on the results of hypothesis testing, the t value is greater than 1.96, so it can be concluded that there is a significant relationship, while the lowest response is on the Serviceability indicator in the good category. The category is very good. Based on the results of the respondents' responses, it is explained that Onlineshop customer loyalty arises because of satisfaction with the ease of transactions, obtaining information and finding the desired product, the features provided, the security of personal data and user transactions, and the quick response when transaction problems occur. According to ([Kumar et al., 2022](#));([Mukaromah et al., 2022](#));([Munandar et al. 2022](#)) consumers will feel satisfied if the products or services offered by Onlineshop are in accordance with expectations and meet consumer needs, so that consumers will make visits and repeat purchases and recommend to other consumers to make them loyal consumers. It can be concluded that e-Satisfaction has a significant positive effect directly towards e-customer loyalty, in line with research conducted by According to ([Ghosh, 2022](#));([Ginting et al., 2023](#));([Haudi et al., 2022](#)) e-Satisfaction increases, the higher e-customer loyalty e-commerce Onlineshop. E-Satisfaction is a beneficial attitude from customers to online stores resulting from repeated purchasing behavior. According to ([Haudi et al., 2022](#));([Indriastuti et al., 2022](#)) customer satisfaction and loyalty are two interconnected constructs, in which customer satisfaction is the antecedent of loyalty. Satisfaction is important to form long-term relationships with customers and subsequently generate customer loyalty. According to([Juwaini et al., 2022](#));([Kumar et al., 2022](#));([Mukaromah et al. , 2022](#));([Munandar et al. 2022](#)) found that there is an effect of e-Satisfaction on e-Loyalty in online shops.

The Effect of E-Service Quality on E-Customer Loyalty Through E-Satisfaction

Based on the results of hypothesis testing, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. It can be concluded that e-service quality has a significant positive effect indirectly on e-Customer Loyalty through e-satisfaction. In line with research conducted by ([Puranda et al., 2022](#)) the e-service quality provided by Onlineshop brings consumer e-Satisfaction and forms e-customer loyalty. In this case e-Satisfaction is a link between e-service quality and e-customer loyalty. The effect of e-Trust and e-service quality on e-Satisfaction based on the results of the study showed that e-Trust and e-service quality together have a positive and significant impact on e-satisfaction. According to ([Nurjannah et al., 2022](#));([Purwanto et al., 2021](#)) the better the respondents' assessment of e-Trust and e-service quality Onlineshop, the e-Satisfaction of consumers will also increase. Conversely, if the respondent's assessment of e-Trust and e-service quality Onlineshop gets worse, the Onlineshop consumer e-Satisfaction will be increasingly dissatisfied. Therefore, if Onlineshop wants to increase e-Satisfaction, it must further improve e-Trust and e-service quality.

The Effect of E-Trust on E-Customer Loyalty Through E-Satisfaction

Based on the results of hypothesis testing, the t value is greater than 1.96, so it can be concluded that there is a significant relationship. Based on the structural path, it shows that there is an indirect effect of e-Trust on e-Customer Loyalty through e-satisfaction. It can be concluded that e-Trust has a significant positive effect indirectly on e-customer loyalty through e-satisfaction. This is in accordance with the results of research conducted by ([Syahril et al., 2022](#));([Udayakumar et al. 2023](#));([Vayle et al., 2023](#)). Proving that high e-Trust in Onlineshop can bring consumer e-Satisfaction and form e-customer loyalty. In this case e-Satisfaction is a link between e-Trust and e-customer loyalty.

The results of this study support research by According to ([Praditya, 2019](#));([Ramadhan et al. 2022](#)) on the results of the analysis stated that e-Satisfaction has a positive and significant effect on e-loyalty. This means, increasing electronic satisfaction (e-satisfaction) will increase electronic loyalty (e-loyalty) to Blibli.com e-commerce. the site and word of mouth recommendations. The results of this study support the results of previous research on e-commerce conducted by ([Syahril et al., 2022](#));([Udayakumar et al., 2023](#)) stating that e-Satisfaction has a positive and significant effect on loyalty. The results of this study indicate that e-Trust has a positive and significant effect on e-loyalty. This means, the increasing e-Trust of service users will create e-Loyalty for users of e-commerce services, with increasing customer trust in an online site, customers will use or shop again at the online shop site. The results of this study support research on e-commerce conducted by (Asih & Pratomo, 2018) on online shopping by women, According to ([Vayle et al., 2023](#)) stated that e-Trust has a positive and significant influence on e-loyalty. Good e-service quality will lead to customer satisfaction. Creating customer satisfaction can provide several benefits, including creating customer loyalty for a particular product and forming a word of mouth recommendation that is profitable for the company.

The results of this study are in line with the results of research conducted by ([Syahril et al. 2022](#));([Udayakumar et al., 2023](#));([Vayle et al., 2023](#)) through consumer satisfaction which can be interpreted as e-service quality influencing e-Loyalty through e-satisfaction, with good electronic service quality it will create online customer satisfaction, so that consumers will be loyal against the site. The results of this study are in line with the results of research conducted by ([Syahril et al., 2022](#)) on online shopping consumers in Bandung using the SEM-PLS (Partial Least Square) data analysis technique showing that e-Trust can mediate the effect of e-service quality on e-loyalty. Based on the model developed in this study, it can strengthen theoretical concepts and provide empirical support for previous research. Theoretical implications can strengthen previous research that e-service quality can increase e-Satisfaction and etrust so that it will affect the e-Loyalty of users of e-commerce sites. With the similarities in the findings with previous research, it proves that the differences in the areas studied and different research objects can produce the same results. So that this model can be generalized if used in products or service industries related to electronic activities. Based on the results of the research described above, e-service quality is a major factor in influencing consumer

behavior, especially electronic satisfaction (e-satisfaction) and electronic trust (e-trust). Therefore it is very important for marketing managers or decision makers to pay attention to consumers' positive perceptions of e-service quality indicators. These eleven indicators are influential factors for forming e-Satisfaction and e-trust, which in turn can create loyalty.

Practical Implications:

- a) For online shops, improve e-service quality by providing good service, prioritizing customer satisfaction, and increasing commitment to maintaining good relationships with consumers, increasing trust and reciprocal relationships with consumers and increasing satisfaction from both parties. From the results of the existing data, it shows that e-service quality is proven to have a positive effect on satisfaction.. Online stores must improve e-service quality performance so that online store users do not switch to other e-commerce sites. therefore the researchers provide suggestions for online stores to maintain their superiority, namely precise and accurate service compared to their competitors. From the results of the questionnaire, it was found that respondents agreed that online stores have fast and accurate service.
- b) Online stores must improve e-service quality performance so that online shop users do not switch to other e-commerce sites. therefore the researchers provide suggestions for online stores to maintain their superiority, namely precise and accurate service compared to their competitors. From the results of the questionnaire, it was found that respondents agreed that online stores must have fast and accurate service.
- c) Online stores are expected to further improve transaction security by increasing consumers' sense of security in making online purchases, increasing the sense of security of personal data information, increasing consumer security guarantees in transactions, facilitating online transactions with COD, and providing proof of transactions via delivery receipt numbers.
- d) Trust, online stores can increase trust by increasing honesty in managing online buying and selling sites, increasing competitive reliability, providing reliable information, and increasing concern for consumers.

Improving service quality by increasing reliability in dealing with customer problems, increasing speed and accuracy in responding to customer requests, providing satisfactory service guarantees, and increasing attention to customers.

5. Conclusion

Based on the results of a research analysis on the Effects of E-Service Quality and E-Trust on E-Customer Loyalty Onlineshop Through E-Satisfaction during the COVID-19 Pandemic using path analysis, the following research conclusions were obtained There is a positive and significant direct effect of e-service quality on e-satisfaction. There is a direct positive and significant effect of e-Trust on e-Satisfaction. There is a direct positive and significant effect of e-service quality on e-Customer Loyalty. There is a strong and significant direct positive effect of e-Trust on e-Customer Loyalty. There is a direct positive and significant effect of e-Satisfaction on e-Customer Loyalty. There is a strong positive and significant indirect effect of e-service quality on e-Customer Loyalty through e-Satisfaction. There is a strong positive and significant indirect effect of e-Trust on e-customer loyalty through e-Satisfaction

Based on the results of this study, in order to increase e-satisfaction and e-Trust through e-service quality which will increase e-loyalty online shop users should be able to improve service quality related to customer service, for example providing quick response to respond to consumer complaints. Online shops are able to offer facilities that attract users, so that users feel happy shopping

at online shops, for example by providing facilities to compare the price of a product with other similar products. Blibli.com should pay more attention to the website's security system so that consumers are willing to provide their personal data, for example with a complete explanation regarding the use of consumer personal data by the company and will not share their identity with other people. The online shop should pay more attention to the service system provided by providing advice when the buyer will choose a product that is needed so that the buyer will feel helped by the advice given by the online shop. For further research, researchers can add other variables to analyze the effect on e-loyalty. Researchers are expected to expand the object of research and extend the observation time. The mediating variable used in this study uses e-Satisfaction and is able to mediate the relationship between e-service quality and e-loyalty. However, the indirect relationship between e-service quality and e-Loyalty is negative. It is hoped that future research will use different places, as well as different types of online stores as research objects. d. The results of this study are used as input and additional references for further research in the same research field.

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