



Journal of Applied Management and Business is licensed under
A Creative Commons Attribution-Non Commercial 4.0 International License.

**THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON E-LOYALTY
THROUGH E-SATISFACTION AS AN INTERVENING VARIABLE
(Study on ShopeeFood customers)**

Syifaul Linas Salwa¹⁾ Ambar Lukitaningsih²⁾, Lusia Tria Hatmanti Hutami³⁾

1) Sarjanawiyata Tamansiswa University, Indonesia
E-mail: syifasyilisa@gmail.com

2) Sarjanawiyata Tamansiswa University, Indonesia
Email : ambaryudono@yahoo.com

3) Sarjanawiyata Tamansiswa University, Indonesia
E-mail : trialusia@ustjogja.ac.id

Abstract

This study aims to determine whether there is an effect of e-service quality and e-trust on e-loyalty through e-satisfaction as an intervening variable for ShopeeFood customers. The population used in this study were ShopeeFood customers in the city of Yogyakarta. This study uses a type of questionnaire that uses Google Form as a research tool. The research method used is non-probability sampling technique with purposive sampling method. The sample used is 100 respondents. The data obtained from the questionnaire was then processed and analyzed using Multiple Linear Regression analysis with model accuracy (classical assumption test), hypothesis testing using partial test (t) and determination test (R²) using SPSS 25 program. The results of this study indicate that e-service quality has a positive and significant effect on e-satisfaction, e-trust has a positive and significant effect on e-satisfaction, e-service quality has no significant effect on e-loyalty, e-trust has no significant effect on e-loyalty, e-satisfaction has a positive and significant effect on e-loyalty, e-satisfaction has a positive and significant effect as an intervening variable, the effect of e-service quality on e-loyalty, and e-satisfaction has no significant effect as an intervening variable, the effect of e-trust on e-loyalty.

Keywords: e-service quality; e-trust; e-loyalty; e-satisfaction

Introduction

Technology is evolving very rapidly today. One of them is the Internet. The Internet can change many aspects of people's lives. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia in 2019 to 2020 reached 196.7 million users out of a total population of about 266.9 million with a penetration of 73.3%. According to the secretary general of APJII, internet users in Indonesia increased by 25.5 million users or 8.9%. This indicates that in the future human life activities are supported by the internet which will grow and more people will use it. Ease of use of the internet one of them is accessible anytime and anywhere with a variety of devices. This forms a new lifestyle for the community, namely the online lifestyle. One of them is ordering food. The old one when you want to buy food, someone has to go to a physical store, nowadays it can be done

online. We don't need to do face-to-face with the seller because just by touching the smart screen that has been integrated with the internet, the food will get to where we are.

One of them is shopeefood food delivery service which is currently booming among the community. The feature released by Shopee on April 20, 2021 provides very attractive offers for its consumers ranging from discounts up to 60% to free shipping.

Based on a survey conducted by Snapcart Indonesia ShopeeFood obtained 28% in food delivery industry research in the release period of less than one year or can be said to be a newcomer to the market. According to the director of Snapcart Indonesia, the result of the level of popularity or brand awareness, 100% of consumers know and know GoFood and GrabFood, while 52% know about ShopeeFood. The same data shows that 92% and 90% of consumers have experienced using the GrabFood and GoFood applications, while 35% have used ShopeeFood. This shows that ShopeeFood started the market well and was able to get a fairly good percentage in the first year of its debut. Although it is good enough, ShopeeFood still needs to expand its strategy to increase competitiveness with its competitors. The strategies in question include e-service quality, e-trust, e-loyalty, and e-satisfaction.

According to Zeithaml in Ramadhana, 2019 the quality of service in e-commerce or e-service quality is the extent to which a company's site can provide effective and efficient shopping, purchasing and delivery facilities.

Trust in an online site is often referred to as e-trust Consumer trust is basically a form of consumer support for the efforts it makes to get everything it wants. Through trust, a consumer will provide support related to the purchase decision he will set (Sari, 2020).

Customer loyalty according to (Kotler & Keller, 2016) is a commitment held by consumers in depth to buy or support a preferred product or service.

Menurut Gautama, quoted from Rintasari & Farida, (2018) mentioned e-loyalty as the customer's intention to re-visit the website with or without the transaction.

In Budiman et al.(2020) e-satisfaction is an assessment by customers in every online transaction.

E-service Quality

According to Zeithaml in Ramadhana, 2019 the quality of service in e-commerce or e-service quality is the extent to which a company's site can provide effective and efficient shopping, purchasing and delivery facilities. It can be concluded that E-service quality is the ability of a site to provide effective and efficient facilities for consumers in making spending, purchasing, and receiving the products or services needed.

E-trust

Dikutip dari Lien, Wen, Huang, & Wu dalam Wilis & Nurwulandari, (2020) Trust is one of the central features of buyer-seller correlations. The role of trust in social exchange correlations has been the subject of researchers' interests.

E-loyalty

In Wilis & Nurwulandari's research, 2020 according to Chi, E-loyalty is a commitment to revisit a site consistently because it prefers to shop on that site rather than to other sites.

E-satisfaction

According to Kotler & Keller, 2016 states that "Customer Satisfaction is a person's feeling of pleasure or disappointment resulting from comparing a product's perceived performance (or outcome) in relation to his or her expectations". In Budiman et al., n.d. e-satisfaction is an assessment by customers in every transaction online.

An easy way to comply with the conference paper formatting requirements is to use this document as a template and simply type your text into it.

Research method

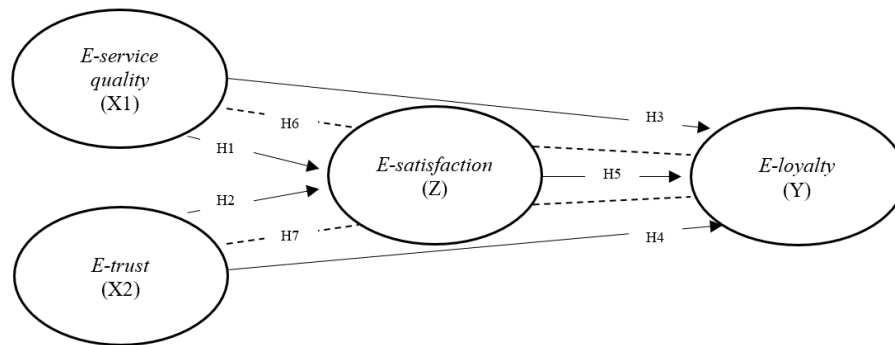


Figure 1 Research model

This research is quantitative. Quantitative research is research that emphasizes its analysis on numerical data (numbers) processed by statistical methods (Wirartha, 2006). This research was conducted to find out the intervariable relationship consisting of e-service quality, e-trust, e-loyalty, and e-satisfaction by conducting a survey of ShopeeFood customers.

Sampling Technique

The sample is part of the number of characteristics possessed by the population (Sugiyono, 2010). Sampling techniques in this study using purposive sampling. Purposive sampling technique is sampling based on research needs (Purwanto & Sulistyastuti, 2017). In determining the number of samples in this study, researchers used the unknown populations formula according to Rao Purba in Sari (2020)

$$n = \frac{Z^2}{4\mu^2}$$

Respondent Characteristic data

Based on the gender of 100 respondents showed that the percentage of ShopeeFood customers was 42 percent male and 58 percent female. With 18 to 21 year olds 44 percent, 22 to 25 years old 45 percent, and over 25 years 11 percent. The characteristics according to the last education are 76 percent for high school, 23 percent for strata one, and 1 percent for strata two. Job-based traits show that 78 percent of customers are students or students, 9 percent are employees, 6 percent are entrepreneurs, 5 percent are civil servants, and other categories are 6 percent.

Results and Discussion

Description of E-service Quality, E-trust, E-loyalty, and E-satisfaction

Analysis of variable E-service Quality by determining qualifications that aim to find out the value of each variable with categories strongly disagree, disagree, neutral, agree and strongly agree. The results of the analysis showed that the total percentage with 100 respondents had an average score of 55,52 and a low of 3,96. Indicators of E-service Quality are: a) Reliability; b) Responsiveness; c) Privacy/security; d) Quality of Information/benefits; e) Ease of Use; f) Site Design. Of the 6 indicators, there are 13 questions. Analysis of variable E-trust by determining qualifications that aim to find out the value of each variable with categories strongly disagree, disagree, neutral, agree and strongly agree. The results of the analysis showed that the total percentage with 100 respondents had an average score of 33,74 and a low of 3,96. The E-trust indicator is: a) Ability; b) Benevolence; c) Integrity. Of the 3 indicator items, there are 8

questions. Analysis of variable E-loyalty by determining qualifications that aim to find out the value of each variable with categories strongly disagree, disagree, neutral, agree and strongly agree. The results of the analysis showed that the total percentage with 100 respondents had an average score of 30,7 and a low of 3,20. The E-loyalty indicator is: a) Cognitive; b) Affective; c) Conative; d) Action. Of the 4 indicators, there are 8 questions. Analysis of variable E-satisfaction by determining qualifications that aim to find out the value of each variable with categories strongly disagree, disagree, neutral, agree and strongly agree. The results of the analysis showed that the total percentage with 100 respondents had an average score of 45,78 with a lowest value of 3,98. Indicator E-satisfaction is: a) Convenience; b) Merchandising; c) Site Design; d) Serviceability. Of the 4 indicators, there are 11 questions.

Tabel 1 Classical Assumption Test Result

	Variable		Normality		Multicollinearity
	Free	Bound	Sig.	VIF	
1	E-service Quality	E-satisfaction	0,223		3,080
	E-trust				3,080
2	E-service Quality	E-loyalty	0,507		3,624
	E-trust				3,328
	E-satisfaction				2,395

- The results of the validity test conducted as seen in the table above show that all questions have a value of $r_{count} > r_{table}$, then all questions in this study are said to be valid. Reliability test results showed that all variables in the study had Cronbach's Alpha. The coefficient value is 0,60. Then it can be concluded that all variables in this study are declared reliable.
- The results of the normality test using IBM SPSS 25 with kolmogorov-Smirnov values of the first and second equations showed values of 0,223 and 0,507. This indicates that the value of Asymp.Sig. (2-tailed) greater than 0,05 (5%), so it can be concluded that the results of the normality test showed that all variables in this study were distributed normally.
- The results of the Multicollinearity test showed that all independent variables had a VIF value of < 10 and a tolerance value of more than 0,10 which means that the variables used in this study showed no symptoms of multicollinearity.

Table 2 Linear Regression Test Results

	Variable		Standardized Coefficients		
	Free	Bound	Beta	t	Sig.
H1	E-service Quality	E-satisfaction	0,477	4,139	0,000
H2	E-trust		0,322	2,794	0,006
H3	E-service Quality	E-loyalty	-0,86	-0,387	0,700
H4	E-trust		0,143	0,848	0,399
H5	E-satisfaction		0,366	2,556	0,012

The partial test result of the variable E-service Quality to E-satisfaction has a significance level of $0,000 < 0,05$ and a calculated t value of $4,139 >$ a table t value of 1,984. This suggests that the hypothesis that e-service quality has a positive and significant effect on e-satisfaction is accepted. The partial test result of the variable E-trust against E-satisfaction has a significance

level of $0,006 < 0,050$ and t a calculated value of $2,794 > t$ table $1,084$. This suggests that the hypothesis that E-trust has a positive and significant effect on e-satisfaction is accepted. The partial test result of the variable E-service Quality to E-loyalty has a significance level of $0,700 > 0,050$ and a count t value of $-0,387 < a$ table value of $1,984$. This shows that the hypothesis that states that the influence of e-service quality on the e-loyalty of ShopeeFood Yogyakarta customers is rejected. The partial test result of the E-trust variable to E-loyalty has a significance level of $0,399 > 0,848$ and a calculated value of $0.848 < a$ table value of 1.984 . This shows that the hypothesis that the influence of e-rust on the E-loyalty of ShopeeFood Yogyakarta customers is rejected. The partial test result of the variable E-satisfaction against E-loyalty has a significance level of $0,012 > 0,050$ and a calculated value of $2,556 > a$ table t value of $1,984$. This shows that the hypothesis stating that the influence of E-satisfaction on E-loyalty of ShopeeFood Yogyakarta customers is accepted.

SQ	,458	,111	,477	4,139	,000	,325	3,080
S	,217	,085	,366	2,556	,012	,417	2,395

Table 3 Sobel Test 1

Based on the table above shows that the coefficient value of e-service quality to e-loyalty is $0,477$ with a standard error of $0,111$ and a sig value. $0,000$. While the variable e-satisfaction shows a coefficient value of $0,366$ with a standard error of $0,085$ and a sig value. $0,012$. Thus it can be concluded that e-service quality and e-satisfaction have a significant direct effect on e-loyalty.

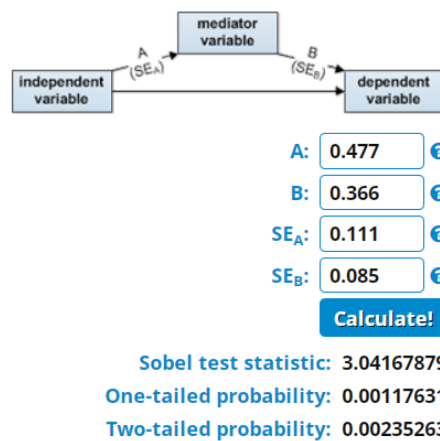


Figure 2 Sobel Calculate 1

Based on the results of the sobel calculator above shows a Y value of $3,041$. It can be concluded that the value of Y is $3,041 > 1,960$ with a significance level of $0,05$. So it is proven that variable e-satisfaction has an effect as a mediator of variable e-service quality to e-loyalty.

Table 3 Sobel Test 2

T	,468	,167	,322	2,794	,006	,325	3,080
S	,217	,085	,366	2,556	,012	,417	2,395

Based on tables 4.24 and 4.25 above shows that the coefficient value of e-trust to e-loyalty is 0,322 with a standard error of 0,167 and a sig value. 0,006. While the e-satisfaction variable shows a coefficient value of 0,366 with a standard error of 0,085 and a sig value. 0,012. Thus it can be concluded that e-trust and e-satisfaction have a significant direct effect on e-loyalty.

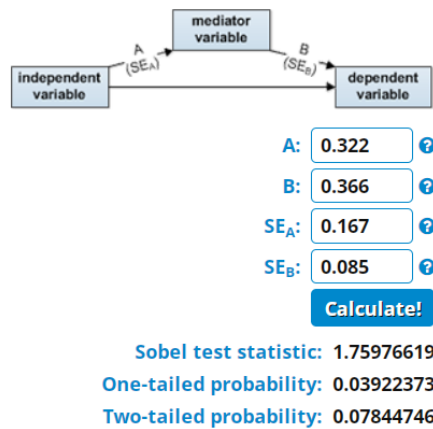


Figure 3 Sobel Calculate 2

Based on the sobel calculator above shows a Y value of 1,759. It can be concluded that the value of Y is 1,759 < 1,960 with a significance level of 0,05. Then variable e-satisfaction has no effect as a mediator of e-trust variables against e-loyalty variables.

Discussion

Effect of e-service quality on e-satisfaction

In line with the results of the research obtained, the higher the value of e-service quality, the higher the e-satisfaction of ShopeeFood consumers in Yogyakarta. These electronic-based services make consumers feel more effective and time efficient in transacting. Likewise with the availability of information and ease of transacting using electronic money, as well as the guarantee of consumer data privacy. The results of this study support previous research conducted by saragih, 2019 that e-service quality has a significant effect on e-satisfaction.

The influence of e-trust on e-satisfaction

In line with the results of the research obtained, the higher the value of e-trust, the higher the e-satisfaction of ShopeeFood consumers in Yogyakarta. Trust arises when the consumer is satisfied. When ShopeeFood consumers have confidence that vendors or food delivery service providers can be trusted, ShopeeFood consumers will feel a favorable feeling. The results of this study support previous research conducted by Wilis & Nurwulandari, (2020) which stated that e-trust has a positive effect on e-loyalty. Sativa et al., (2016) as good as trust will be the better or higher the satisfaction with the site.

The effect of e-service quality on e-loyalty

The high e-service quality provided by ShopeeFood is not necessarily increasing customer e-loyalty in Yogyakarta. This is contrary to previous research conducted by Budiman et al., (2020) which stated that E-service quality has a positive and significant effect on e-loyalty and Kasih & Moeliono, (2020) customer satisfaction has a significant effect on customer loyalty. This can

be caused by the experience of respondents who obtained unsatisfactory electronic services provided by ShopeeFood, thus impacting customer e-loyalty in Yogyakarta.

The influence of e-trust on e-loyalty

The high e-trust of customers is not necessarily increasing the e-loyalty of ShopeeFood customers in Yogyakarta. In this study there is no influence of e-trust on the e-loyalty of ShopeeFood Yogyakarta customers because consumers consider that ShopeeFood is not transparent about important information so consumers feel that ShopeeFood cannot always maintain its reputation. This is contrary to previous research conducted by Fitriani, 2018 which stated that e-trust has a positive and significant influence on e-loyalty. E-trust has a positive and significant effect on e-loyalty (Ramadhana, 2019). This can be due to the experience of respondents who do not get important information about the policies imposed by ShopeeFood.

The effect of e-satisfaction on e-loyalty

Based on tests conducted using SPSS 25, the results of the e-satisfaction coefficient showed that the value of t count was greater than t table with the number $2,556 > 1,984$ and also obtained a significance result of 0,012. If the significance value is smaller or equal to 0,05 then the research hypothesis is accepted. The result of the significance obtained shows a value of $0,012 < 0,050$; It can then be concluded that the influence of e-satisfaction on the e-loyalty of ShopeeFood customers in Yogyakarta is accepted. The results of this study support previous research conducted by Aini & Suryadi, (2021) stated that E-satisfaction has an influence on e-loyalty.

The influence of e-satisfaction as a mediator of the influence of e-service quality on e-loyalty

The test results showed the indirect influence of e-service quality on e-loyalty mediated by e-satisfaction. The results of this study support previous research conducted by Fitriani, 2018 that e-service quality has a significant influence on e-loyalty through e-satisfaction.

The influence of e-satisfaction as a mediator of the influence of e-trust on e-loyalty

The test results showed the indirect influence of e-trust on e-loyalty mediated by e-satisfaction. In line with the results obtained show that variable e-satisfaction has no influence as a mediator of the influence of e-trust on e-loyalty. This is contrary to previous research conducted by Ramadhana, 2019 that e-trust affects e-loyalty through e-satisfaction as an Intervening variable.

Conclusions and suggestions

1. Variable e-service quality has a positive and significant effect on e-satisfaction, which means that the higher the value of e-service quality is likely to increase shopeefood customer e-satisfaction in Yogyakarta.
2. The e-trust variable has a positive and significant effect on e-satisfaction, which means that the higher the value of e-trust is likely to increase shopeefood customer e-satisfaction in Yogyakarta.
3. The e-service quality variable does not have a significant effect on e-loyalty, which means that the higher the value of e-service quality does not necessarily have an influence on the e-loyalty of ShopeeFood customers in Yogyakarta.
4. The e-trust variable has no significant effect on e-loyalty, which means that the higher the value of e-trust does not necessarily have an influence on the e-loyalty of ShopeeFood customers in Yogyakarta.
5. The e-satisfaction variable has a positive and significant effect on e-loyalty, which means that the higher the value of e-satisfaction is likely to increase the e-loyalty of ShopeeFood customers in Yogyakarta.

6. E-satisfaction variables have a positive and significant effect as variable intervening influence of e-service quality on e-loyalty of ShopeeFood customers in Yogyakarta
7. The e-satisfaction variable has no significant effect as variable intervening influence of e-trust on the e-loyalty of ShopeeFood customers in Yogyakarta

For Companies: Based on the results of this study, on the E-service Quality variable, ShopeeFood must improve the policy on the third party so that the menu description is complete and in accordance with customer goals, adding a face detector feature (face sensor) to further improve the security of transaction, improving the appearance on the menu to make it more interesting like adding other colors but without removing Shopee's characteristic orange color, and more complete the look on ShopeeFood. In the E-trust variable, ShopeeFood must be more able to prove to customers that customers will benefit and must be more open about information that is important to customers such as applicable policies. In the E-loyalty variable, ShopeeFood must further increase promotions such as discounts, vouchers, and using celebrity influencers so that customers continue to use and subscribe to ShopeeFood, and make ShopeeFood as a food delivery service option. In the E-satisfaction variable, ShopeeFood must further improve the ease of navigation / direction guidance so that customers can easily find their choices and must improve the presentation in ShopeeFood to be more interesting and must further improve the completeness of information about delivery status, driver position, and others.

References

- Aini, H. N., & Suryadi, N. (2021). The Influence of E-Service Quality and E-Satisfaction on E-Loyalty of Food Buyers Online in the Grab Food Application by Undergraduate Students of Universitas Brawijaya. 9(2).
- Akbar, A. A., Djatmiko, T., & Ir., M. (2016). The influence of E-Service Quality on E-Customer Satisfaction and E-Customer Loyalty on Lazada.co.id. 3(1), 142–150.
- Budiman, A., Yulianto, E., & Saifi, M. (2020). The influence of E-Service Quality on E-Satisfaction and E-Loyalty of Mandiri Online User Customers. 1, 1–11.
- Fitriani, A. (2018). The Influence of E-Trust and E-Service Quality on E-Loyalty with E-Satisfaction as Intervening Variables (Study on Shopee C2c E-Commerce Users).
- Ghozali, I. (2011). Multivariate analysis applications with ibm SPSS 19 program. Diponegoro University.
- Ghozali, I. (2016). Multivariate Analysis Application with IBM SPSS 23 Ed. 8 Program. Diponegoro University.
- Ghozali, I. (2018). Multivariate Analysis Application with IBM SPSS 25 Program. Diponegoro University Publishing Agency.
- Gotama, F., & Indarwati, A. (2019). The Effect Of E-Trust and E-Service Quality to E-Loyalty with E-Satisfaction As The Mediation Variable (The Study Of Bebas Bayar Application Users In Indonesian). 6(2), 145–158. <https://doi.org/10.24252/minds.v6i2.9503>
- I Wayan Santika, Komang AS Pramudana, N. L. A. (2020). The Role of E- Satisfaction in Mediating the Effect of E-Service Quality and E- WOM on E- loyalty on Online Marketplace Customers in Denpasar, Bali, Indonesia. 6.
- Kartono, R. A., & Halilah, I. (2018). The Influence of E-Trust on E-Loyalty (Study on Sellers in Bukalapak). 1204–1213.
- Love, S. S., & Moeliono, N. N. K. (2020). Influence of E-Service Quality And E-Trust On E-Loyalty With E-Satisfaction As Intervening Variables (Study In Sorabel Customers In Bandung). *Scientific Journal of Management Economics Students*, 5(4), 780–791. <http://www.jim.unsyiah.ac.id/EKM/article/view/15512>

- Kotler, P., & Keller, K. L. (2016). *Marketing Mangement*. In Pearson Edition Limited.
- Mubarok, A., & Kurriwati, N. (2021). The Effect of E-Service Quality and E-Trust on E-Satisfaction on Customers of Mobile Banking Application Users of Bank Tabungan Negara Bangkalan State Savings Bank. 1(1), 91–97.
- Myunghee, J. M., & Miyoung, J. (2017). Customers' perceived website service quality and its effects on e-loyalty. *International Journal of Contemporary Hospitality Management*, 29(Unit 07), 1–5.
- Nasution, H. (2019). The Effect Of E-Service Quality on E-Loyalty Through E-Satisfaction on Students of Ovo Application Users at The Faculty of Economics and Business, University of North Sumatra, Indonesia. 4(1), 146–162. <https://doi.org/10.5281/zenodo.3360880>
- Pereira, D., Gusti, N., Giantari, K., & Sukaatmadja, I. P. G. (2016). The influence of Service Quality on the Satisfaction and Customer Loyalty of Dadirah Cooperative in Dili Timor Leste. 3, 455–488.
- Pradnyaswari, N. P. I., & Aksari, N.M. A. (2020). E-Satisfaction And E-Trust Play a Role In Mediating the Influence of E-Service Quality On E-Loyalty On E-Commerce Sites Blibli.Com. *E-Journal of Management of Udayana University*, 9(7), 2683. <https://doi.org/10.24843/ejmunud.2020.v09.i07.p11>
- Pratiwi, S. A., & Dewi, C. K. (2016). The Influence of E-Service Quality on Behavior Intentions with E-Satisfaction as Mediator. 10(2), 59–71.
- Pudjarti, S., Nurchayati, & Putranti, H. R. D. (2019). E-Service Quality and E-Loyalty relationship with E-Satisfaction for Go-Jek and Grab Consumers in Semarang City. 21(3), 237–246. <https://doi.org/10.24198/sosiohumaniora.v21i3.21491>
- Purwanto, E. A., & Sulistyastuti, D. R. (2017). *Quantitative Research Methods*. Gava Media.
- Ramadhana, D. P. (2019). The Influence of E-Service Quality and Variable E-Trust, on E-Loyalty with E-Satisfaction as Intervening (Study on Shopee E-Commerce Users).
- Rintasari, D., & Farida, N. (2018). The Influence of E-Trust and E-Service Quality on E-Loyalty through E-Satisfaction (Study on Users of Shopee's C2C E-Commerce Site in Sleman Regency). IX(Iv), 539–547.
- Saragih, M. G. (2019). *The influence of E-Service Quality on E-Loyalty through E-Satisfaction (Study on Shopee Online Store Customers in Medan City)*. 3(1), 190–195.
- Sari, V. Y. (2020). *The influence of E-satisfaction and E-trust on the E-loyalty of Women Consumers on the Sociolla Online Marketplace (Study on Sociolla Consumers in Medan City)*.
- Sativa, A., Rahayu, S., & Astuti, T. (2016). *Analysis of the Influence of E-Trust and E-Service Quality on E-Loyalty with E-Satisfaction as Intervening Variables (Study on C2C Tokopedia E-Commerce Users)*. 5, 1–10.
- Sugiyono. (2010). *Educational Research Methods: Quantitative, Qualitative and R&D Approaches*. Alfabeta.
- Wilis, R. A., & Nurwulandari, A. (2020). *The effect of E-Service Quality , E-Trust , Price and Brand Image Towards E-Satisfaction and Its Impact on E-Loyalty of Traveloka ' s Customer*. 4(3), 1061–1099.
- Wirartha, I. W. (2006). *Mrtodology of Socio-Economic Research*.