



The influence of e-service quality on customer's e-loyalty: e-perceived value and e-satisfaction as mediating variable.

Sakinah^{1*}, Abror¹

¹Departement of Management, Faculty of Economics, Universitas Negeri Padang, Padang, Indonesia

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ABSTRACT

This study aims to analyze how the influence of e-service quality to e-loyalty on customers of Tokopedia with e-perceived value and e-satisfaction as mediating variable. This research was conducted using quantitative methods. The population of this study is all customers who have visited and shopped at Tokopedia website. The samples were 230 respondents. This study used structural equation model (SEM) as the data analysis tools. The results found that: (1) E-Service quality has a significant direct effect on E-Perceived Value. (2) E-Service Quality has a significant direct effect on E-Satisfaction. (3) E-Perceived Value has a significant direct effect on E-Satisfaction. (4) E-Perceived Value has a significant direct effect on E-Loyalty. (5) E-Satisfaction has a significant direct effect on E-Loyalty (6) E-Service Quality does not have a significant direct effect on E-Loyalty. (7) E-Service Quality has a significant indirect effect on E-Loyalty with E-Perceived Value as mediating variable. (8) E-Service Quality has a significant indirect effect on E-Loyalty with E-Satisfaction as mediating variable.

ABSTRAK

Penelitian ini bertujuan untuk menganalisis bagaimana kualitas layanan elektronik terhadap loyalitas elektronik pada pelanggan Tokopedia dengan nilai yang dirasakan elektronik dan kepuasan elektronik sebagai variabel mediasi. Metode yang digunakan adalah kuantitatif. Populasi dari penelitian ini adalah semua pelanggan yang pernah mengunjungi dan berbelanja pada situs web Tokopedia. Sampel penelitian sebanyak 230 responden. Penelitian ini menggunakan uji structural equation model (SEM) sebagai alat analisis data. Hasil penelitian ini antara lain: (1) Kualitas layanan elektronik memiliki pengaruh langsung signifikan terhadap nilai yang dirasakan elektronik. (2) Kualitas layanan elektronik memiliki pengaruh langsung yang signifikan terhadap Kepuasan Elektronik (3) Nilai yang dirasakan elektronik memiliki pengaruh langsung signifikan terhadap kepuasan elektronik. (4) Nilai yang dirasakan elektronik memiliki pengaruh langsung signifikan terhadap loyalitas elektronik (5) Kepuasan elektronik memiliki pengaruh langsung signifikan terhadap terhadap loyalitas elektronik. (6) Kualitas layanan elektronik memiliki tidak memiliki pengaruh langsung signifikan terhadap loyalitas elektronik. (7) Kualitas layanan elektronik memiliki pengaruh langsung signifikan terhadap loyalitas elektronik dengan nilai yang dirasakan elektronik sebagai variabel mediasi. (8) Kualitas layanan elektronik memiliki pengaruh langsung signifikan terhadap loyalitas elektronik dengan kepuasan elektronik sebagai variabel mediasi.

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* Corresponding author: sakinah0680@gmail.com

INTRODUCTION

Economic activities that have begun to be carried out based on applications and websites control almost all sectors in the world, ranging from trade, banking, health, tourism, industry, education and training, transportation to agriculture. Of these many sectors, trade is the leading sector that currently controls almost all markets in Indonesia based on digital technology which we know as e-commerce (Cahyono 2020). E-commerce which has recently become a conversation is very closely related to all levels of society, the business world, and the country. E-commerce has become an extraordinary element of economic practice. Nowadays, most businesses are trying to gain a place in the virtual environment by leveraging e-commerce (Kozinets et al., 2010).

One of e-commerce company, which is visited and downloaded the most in Indonesia is Tokopedia. Since it was discovered in 2009, Tokopedia has transformed into a unicorn influential not only in Indonesia but also in Southeast Asia. Based on data seen from Databoks and Katadata.com, in the last 3 years, Tokopedia has always been in the top three rankings for the most downloaded e-commerce category, visited and used. In 2018 and 2019 Tokopedia was ranked first for the category of e-commerce that was most downloaded and used (Katadata.co.id, 2019). However, in 2020, Tokopedia's ranking dropped to second place in the most downloaded and used e-commerce category (Jayani & Ridhoi, 2020).

From these data, it can be indicated that Tokopedia users have problems with customer's loyalty. Customer loyalty is the definitive goal, especially in electronic transactions, to prevent customers from switching to other companies (Lionello et al., 2020). E-loyalty is defined as a consumer's favorable attitude towards e-retail services. This attitude results in positive repeat behavior in visiting websites and making purchases (Yuen & Chan, 2010).

The key achievement factor to make due in a savagely serious climate is an assistance centered methodology, an organization should offer a better support insight than its clients, so they will repurchase and be faithful to the organization (Gounaris et al., 2010). E-service quality refers to consumer assessments of the quality of electronic services provided in a virtual environment. In a virtual environment, where there is no face-to-face contact, it is even more important for shopping websites to provide consumers with good service as a guarantee as they search for information, make purchase orders, and wait for their orders with delivery. (Santos, 2003; Tsao et al., 2016).

In creating online loyalty perceived value can be considered as a consumer's overall assessment of the utility of a product (or service) based on perceptions of what is received and what is given. The better the value obtained from all the effort given, the more repeat purchases that are indicated as loyalty, this is supported by research (Uzir et al., 2020). Other things in developing loyalty in an online environment depend on customer satisfaction this is supported by research (Rodríguez et al., 2020) implies that e-retailers can affect e-loyalty through e-satisfaction because basically satisfaction determines the level of electronic loyalty attitude and has been found to be the most important factor determining loyalty in both online and offline settings.

The accessibility of different cutthroat internet business stages has provoked scientists to focus on unwaveringness as a proportion of framework achievement. E-faithfulness, has been concentrated inside and out in a few sorts of writings, with the recommendation of a few meanings of dedication with different centralizations of mentality or conduct devotion viewpoints. (Ali Abumalloh et al., 2020). Loyalty can be formed through e-service quality, perceived value, and satisfaction. This can be seen from previous research conducted by Lionello et al. (2020).

LITERATURE REVIEW

E-Loyalty

In the electronic context, according to (Lionello et al. 2020) loyalty is the customer's intention to consistently use and recommend web-based services in the future. E-loyalty can be defined as a consumer's intention to revisit and repurchase from an e-commerce portal, even when other

alternatives are available (Purani et al., 2019). Researchers from many studies have defined customer loyalty in various ways, but, in general, it can be categorized as a behavioral approach, an attitude approach, and a combined approach of attitude and behavior. Consumer e-loyalty represents a competitive advantage, because loyal customers mean a consumer base that can generate future income over time (Faraoni et al., 2019).

E-loyalty can be defined as consumer's intention to revisit a particular website, to repurchase their product. The absence of customer loyalty can lead to the immediate failure of a business model or company. Loyal buyers turn out to be buyers more often than new customers. This commitment gives online sellers a huge advantage by reducing the cost of acquiring new buyers (Anderson & Srinivasan, 2003; Hou et al., 2020).

E-satisfaction

E-satisfaction is an assessment by customers in every online transaction. E-satisfaction is considered as the fulfillment of customer needs for feelings of pleasure collected during several transaction experiences with online media to result in an overall evaluation (Anderson & Srinivasan, 2003; Trivedi & Yadav, 2020). Satisfaction describes a user's overall evaluation of all their purchasing experiences related to a product or service. For shoppers on online platforms, the buying experience comes largely from the buying process, i.e. the journey of shoppers browsing and finding product information on the platform (Cen & Li, 2020).

According to (Lionello et al., 2020) e-satisfaction is the customer's overall perception of the total purchasing and consumption experience with web-based services over time. Customer e-satisfaction in online retail can be defined as a customer's evaluation of e-retail services in concerning to his previous purchase experience. Thus, e-satisfaction is attitudinal and has been found to be the only important factor determining e-loyalty in both online and offline contexts. The findings show that satisfied customers are more likely to revisit the website (Li et al., 2015; Rodríguez et al., 2020)

E-Perceived value

E-perceived value can be defined as consumer feelings evoked by comparing the benefits and tradeoffs of online retail activities where shopping websites seek to build long term relationships with consumers by providing valuable services to them. (Tsao et al., 2016). Uzir et al., (2020) and Zeithaml (1988) defines perceived value as a consumer's overall assessment of the usefulness of a product (or service) based on perceptions of what is received and what is provide. So e-perceived value is a measure between the quality of the product once the customer actually receives the goods and the price they actually pay.

E-perceived value is a consumer's overall assessment of the usefulness of a product based on perceptions of what is received and what is given. The customer perceived value of e-shopping has received considerable attention in the field of marketing strategy because achieving a sustainable competitive advantage has an important role in predicting buying behavior and influencing relationship management. (Tankovic & Benazic, 2018)

E-Service Quality

E-service quality can be defined as a service delivered via information and communication technology in which the customer only interacts with an appropriate user interface (e.g., teller machine or Web site) to obtain the desired benefits (Fassnacht & Koese, 2006; Lionello et al., 2020) or "the purely informational component of the service experience, provided by automated means and through electronic channels"

Since the extension of the Internet, many organizations have embraced multichannel arrangements for activities and advertising (Hung, 2017). These organizations have added administrations and online stores to their line of tasks. In such manner, it ought to be noticed that assistance quality assumes a significant part in web based business; it is characterized as the client's drawn out assessment of the specialist co-op's presentation (Wu & Li, 2018). In creating good e-service

quality in the research conducted (Blut, 2016) there are 4 attributes to measure e-service quality, namely website design, fulfillment, customer service and security/privacy.

Relationship Between Variable

The Relationship of E-Satisfaction to E-Loyalty

Several studies have shown the relationship between e-satisfaction and e-loyalty, one of research conducted (Al-dweeri et al., 2019) and Rodríguez et al., 2020) regarding consumer e-loyalty in online retailing shows that e-satisfaction has a significant positive relationship with e-loyalty both to attitudinal and behavioral e-loyalty. This research shows that developing loyalty in an online environment depends on customer satisfaction

The Relationship of E-Perceived Value to E-Loyalty

According to Lionello et al. (2020) and (Cen & Li, 2020)e-perceived value has a significant relationship with e-loyalty. When consumers perceive a more utilitarian and hedonic value during the shopping process, they will show a preference for the website for future purchases that can create loyalty.

Relationship of Perceived Value with Satisfaction

Tsao et al., (2016) have found that increasing the perceived value of the consumer/seller relationship strengthens consumer loyalty to the website. Increasing e-loyalty can be achieved by providing a wide range of their products and increasing ordering efficiency, thereby resulting in more utilitarian value being available through the shopping process. According to (Uzir et al., 2020)'s, there is also a positive and significant relationship between perceived value and satisfaction which indicates that if they feel that the effort they spend is worthy of the goods and services they feel, a sense of pleasure and satisfaction will be created.

The Relationship of E-Service Quality to Perceived Value

The study of (Lionello et al., 2020)shows the results of the study that E-Service Quality has an effect on perceived value. Research result(Tsao et al., 2016) proves that in online shopping, e-service quality also has a significant positive effect on the perceived value of the consumer/seller relationship. (Omoregie et al. 2019)confirm that customer e-service quality shows a strong influence on customer perceived value, because e-service quality is proven to have a strong positive effect on customer perceived value. Study(Lee, 2019) found that obtaining a high level of service quality from a service leads to a high level of perceived value.

The Relationship of E-Service Quality to Satisfaction

E-service quality can be a way to gain a competitive advantage through customer satisfaction in e-commerce (Al-dweeri et al., 2019). In the research conducted(Rodríguez et al., 2020)shows that e-service quality features have a significant and positive impact on customer e-satisfaction. With this knowledge, this study recommends that online companies should focus on the e-service quality component to achieve higher e-satisfaction.

The Relationship of E-Service Quality to E-Loyalty

According to the research of (Lionello et al., 2020), the results show that there is no direct relationship between overall service quality and loyalty. Research conducted(Rodríguez et al., 2020) shows that there is no significant direct relationship between e-service quality and e-loyalty. Another study of (Keshavarz & Jamshidi 2018) found there is a significant direct relationship between service quality and loyalty. On research(Slack & Singh, 2020) found that the relationship between service quality and loyalty is significant. On research(Omoregie et al., 2019) also found a positive relationship between service quality and loyalty

The relationship between E-Service Quality and Loyalty through Perceived Value.

It was found on (Lionello et al., 2020) research that the overall effect of e-service quality on loyalty is fully mediated by perceived value, mediation analysis shows that most of the service quality effects are transferred to loyalty through perceived value. In research Keshavarz & Jamshidi (2018) shows that there is an indirect relationship between service quality and loyalty through perceived value.

Relationship between E-Service Quality and Loyalty through Satisfaction

Customer satisfaction partially mediates the effect of quality, mediation analysis shows that most of the quality effect is transferred to loyalty through satisfaction (Lionello et al., 2020). In the research conducted (Rodríguez et al., 2020) It was also found that e-service quality has a significant relationship with e-loyalty through e-satisfaction, which in this study showed that the relationship between e-service quality and e-loyalty was mediated by e-satisfaction in full.

Likewise in research (Keshavarz & Jamshidi, 2018) The results show that there is a significant relationship between e-service quality and e-loyalty through e-satisfaction. In this study, we examine that e-service quality affect e-loyalty with e-perceived value and e-satisfaction as mediating variables. To facilitate research, we propose a conceptual scheme for research guidelines, as shown in Figure 1 below:

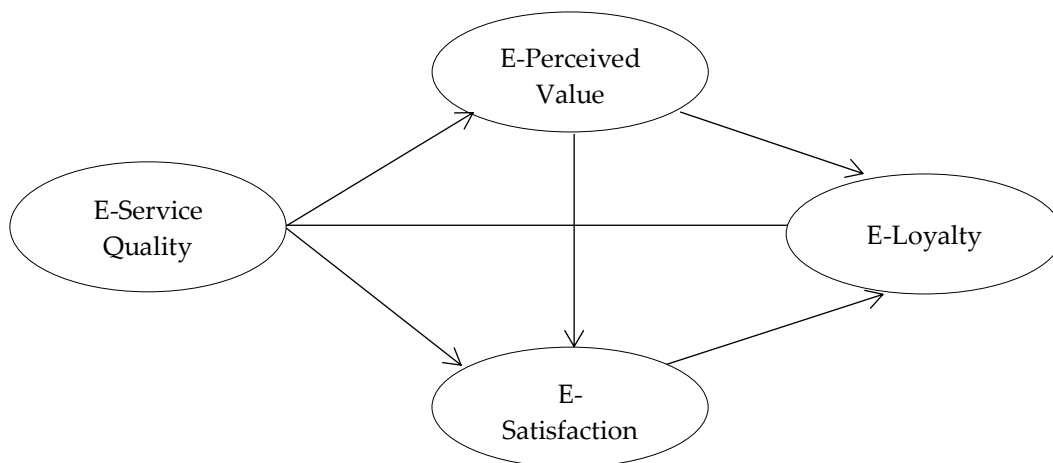


Figure 1. Conceptual-Framework

Based on the description of the picture above, the conceptual framework of this research can be described as follows:

H1: E-Service Quality has a significant effect on E-Perceived Value

H2: E-Service Quality has a significant effect on E-Satisfaction

H3: E-Perceived Value has a significant effect on E-Satisfaction

H4: E-Perceived Value has a significant effect on E-Loyalty

H5: E-Satisfaction has a significant effect on E-Loyalty

H6: E-Service Quality has a significant effect on E-Loyalty

H7: E-Service Quality has a significant effect on E-Loyalty with E-Perceived Value as mediation.

H8: E-Service Quality has a significant effect on E-Loyalty with E-Satisfaction as mediation.

METHOD

This study used an explanatory research method with the quantitative method used a survey by sharing several statement items answered by respondents related to E-Service Quality E-Perceived Value, E-Satisfaction, and E-Loyalty.

Population and Sample

The population is customers or people who have visited and shopped on Tokopedia website. For the sampling method, researchers use the purposive sampling method, namely taking samples used with the basis of consideration of several research criteria to improve the accuracy of samples (Sugiyono, 2012). Some of the criteria that the researchers determined were that they had shopped at Tokopedia at least once and used and shopped at Tokopedia for at least the last 3 months.

This study used sampling techniques with representative formula according to (Hair et al., 2018). The samples used Non-probability sampling with a sample number of 230 respondents. In this study, the tool used to measure the phenomenon was to use the likert scale. Analysis of questionnaire measurement is done by giving the value of each question given in the questionnaire.

This study used structural equation model (SEM) using Partial Least Square (PLS) SEM as a data analysis tools. PLS is a variant-based structural equation (SEM) investigation that can stimultan test estimation models just as primary model testing. Estimation models are utilized for legitimacy and dependability tests, while primary models for causality or speculation testing use forecast models.

Operational Variabel

Operational Defenition is characterized as an activity that characterizes an idea to make it quantifiable, done by taking a gander at the elements of conduct, perspectives, or properties demonstrated by the idea (Sekaran & Bougie, 2014).

Table 1. Operational Definition

Variable	Operational Definition	Indicators
E-Service Quality (X) (Blut, 2016)	It is the level of how far Tokopedia website can facilitate efficiently and effectively to make purchases, sales, and delivery of both their products and services.	<ol style="list-style-type: none"> 1. Experience with website design. 2. Design quality. 3. Fulfillment of orders. 4. Quality of orders fulfillment. 5. Overall customer service. 6. Return handling. 7. Data security handling. 8. Privacy quality.
E-Perceived Value (Z1) (Tankovic & Benazic, 2018)	It the overall ccostumer assessment of Tokopedia's usefulness based on perceptions of what is received and what is given and received from Tokopedia	<ol style="list-style-type: none"> 1. Economic value. 2. Good purchase. 3. Save time. 4. Easy to shop. 5. Less effort.
E-Satisfaction (Z2) (Rodríguez et al., 2020)	It is considered as the fulfillment of customer needs in the face of the feelings of pleasure collected during some transaction experience with Tokopedia resulting in an overall evaluation.	<ol style="list-style-type: none"> 1. Feel gald. 2. Expectation fulfillment. 3. Wise decision to purchase. 4. Satisfy with the decision to purchase.
E-Loyalty (Y) (Al-dweeri et al., 2019)	It is the customer's intention to consistently use and recommend Tokopedia in the future	<ol style="list-style-type: none"> 1. Consider to be a loyal patron. 2. Say positive things. 3. Recommend. 4. Make as first choice. 5. Do more business. 6. Willing to make extra efforts.

RESULT AND DISCUSSION

Characteristics of Respondents

The process of disseminating questionnaires that have been conducted through google form with a total number of questionnaires disseminated as many as 310 questionnaire sheets. there are 80 questionnaire sheets that have errors in filling, the data that cannot be identified is eliminated, therefore

the number of questionnaires that can be processed in the data processing stage is 230 sheets with criteria such as the following table:

Table 1. Characteristic of Respondent

Characteristic	Category	Amount	Percentage
Gender	Male	78	34%
	Female	152	66%
Age	17 - 20 years old	30	13%
	21 - 25 years old	164	71,3%
	26 - 30 years old	25	10,9%
	31 - 35 years old	4	1,7%
	35 - 40 years old	2	0,9%
	>40 years old	5	2,2%
Domicile	Bandung	6	2,6 %
	Batang Toru	2	0,9%
	Batusangkar	2	0,9%
	Bekasi	4	1,7%
	Bengkulu	1	0,4%
	Bogor	10	4,3%
	Bukittinggi	3	1,3%
	Cimahi	2	0,9%
	Gunung Sitoli	3	1,3%
	Jakarta	13	5,7%
	Jambi	1	0,4%
	Jepara	1	0,4%
	Klaten	3	1,3%
	Lhokseumawe	2	0,9%
	Makassar	1	0,4%
	Medan	37	16,1%
	Padang	42	18,3%
	Padang Panjang	1	0,4%
	Padangsidempuan	55	23,9%
	Pariaman	1	0,4%
	Pasaman	4	1,7%
	Payakumbuh	3	1,3%
	Pekalongan	1	0,4%
	Pekanbaru	4	1,7%
	Pontianak	1	0,4%
	Semarang	4	1,7%
	Solo	2	0,9%
	Solok	1	0,4%
	Subang	1	0,4%
	Surabaya	2	0,9%
	Tangerang	6	2,6%
	Tanjung Morawa	2	0,9%
Yogyakarta	5	2,2%	
Education Level	SLTP / SMP	6	2,6%
	SLTA / SMU / SMK	92	40%
	D1	3	1,3%
	D3	14	6,1%
	S1	113	49,1%
	S2	2	0,9%
	S3	0	0%
Profession	Student/College Student	145	63%
	Civil Servants (PNS)	28	12,2%
	BUMN employee	30	13%

	Private employee	9	3,9%
	Entrepreneur	7	3%
	Other	11	4,8%
Income per month	< Rp.1.000.000	64	27,8%
	Rp. 1.000.000 – Rp. 2.500.000	101	43,9%
	Rp. 2.500.001 – Rp. 5.000.000	25	10,9%
	Rp. 5.000.001 – Rp. 7.500.000	28	12,2%
	Rp. 7.500.001 – Rp. 10.000.000	8	3,5%
	>Rp. 10.000.000	4	1,7%

Source: Primary Data Processed, 2021

Validity Test

Validity tests aim to ensure that each variable is different from the other. A data is said to be valid if it meets the Average Variance Extracted, the AVE test must be met must be above or equal to 0.5. The validity test results can be seen in the following table:

Table 2 : Discriminant Validity Result - AVE

Variable	AVE
E-Service Quality (X)	0,530
E-Perceived Value (Z1)	0,582
E-Satisfaction(Z2)	0,679
E-Loyalty (Y)	0,671

Source: Data Processing Result with SmartPLS 3.0 (2021)

The AVE value of each variable is eligible ($AVE > 0.5$), all variables have a value of >0.5 so that the indicator in this study can be said to be valid and meet the convergent validity measured through outer loading value and AVE value.

Reliability Test

The Reliability test aims to measure the consistency in answer the statements on research instruments. A variable can be said reliable if it has a Cronbach alpha >0.6 and also Composite reliability >0.7 . The following are the results of data processing to test the reliability of variables:

Table 3. Reliability Test Result

Variable	Cronbach's Alpha	Composite Reliability
E-Service Quality (X)	0,873	0,900
E-Perceived Value (Z1)	0,820	0,874
E-Satisfaction (Z2)	0,843	0,894
E-Loyalty (Y)	0,902	0,924

Source: Data Processing Result with SmartPLS 3.0 (2021)

We can see the value of Cronbach's alpha > 0.6 and composite reliability is > 0.7 . This proves that the variables used are qualified and declared reliable.

R-Square2

The R-Square2 analysis aims to find out the extent to which variations in the contribution of exogenous variables that influencing endogenous variables (Sekaran & Bougie, 2014).

Table 4 : R-Square2 Test Result

Variable	R-Square S-	R-Square Adjusted
E-Perceived Value (Z1)	0,532	0,530
E-Satisfaction (Z2)	0,585	0,581
E-Loyalty (Y)	0,579	0,574

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on table 5 above, the R-square value for the E-Loyalty variable is 0.579. So it is indicated that 57,9% of E-Loyalty variables can be influenced by E-Service Quality, E-Perceived Value and E-Satisfaction. The R-square value for the E-Satisfaction variable is 0,585. So, it is indicated that 58,5 % of the E-Satisfaction variable is influenced by E-Service Quality and E-Perceived Value. Then the R-square value for the E-Perceived value variable is 0,532. So, it is indicated that 53,2% of the E-Perceived Value variable is influenced by the E-Service Quality.

Hypothesis Test

A hypothesis test is performed to determine if there is an influence of free variables with bound variables (Ghozali, 2015). The significance level used in this study was 5% or 0.05 with a t-statistic value that should be greater than 1.96. (Hair et al., 2018). This hypothesis test was conducted with smartPLS 3.0 software. It can be known the direct and indirect influence of this hypothesis test, which is as follows:

Direct Effect Hypotesis

Table 5. Direct Effect Hypotesis Result (Inner Model)

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Hypotesis
E-Service Quality(X) -> E-Perceived Value (Z1)	0,730	0,731	0,029	25,332	0,000	Accepted
E-Service Quality(X)-> E-Satisfaction(Z2)	0,443	0,445	0,071	6,287	0,000	Accepted
E-Perceived Value(Z1) -> E-Satisfaction(Z2)	0,378	0,377	0,068	5,573	0,000	Accepted
E-Perceived Value(Z1) -> E-Loyalty(Y)	0,384	0,386	0,074	5,196	0,000	Accepted
E-Satisfaction (Z2) -> E-Loyalty (Y)	0,369	0,367	0,070	5,310	0,000	Accepted
E-Service Quality(X) -> E-Loyalty (Y)	0,082	0,082	0,070	1,180	0,239	Rejected

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on the results of the direct effect test, it is known that hypothesis 1 to 5 can be accepted as shown in the table above that the p-value of each hypothesis is below the significance level <0,05. Hypothesis 6 can not be accepted, as shown in the table that the p-value is greater than the significantce level >0,05.

Indirect Effect Hypotesis**Table 6. Indirect Effect Hypotesis Result (Outer Model)**

Variable	Original Sample (O)	Sample Mean (M)	Standard Deviation	T Statistics	P Values	Hypotesis
E-Service Quality(X) -> E-Perceived Value(Z1) -> E-Loyalty(Y)	0,280	0,282	0,056	5,018	0,000	Accepted
E-Service Quality(X) -> E-satisfaction(Z2) -> E-Loyalty(Y)	0,164	0,163	0,042	3,934	0,000	Accepted

Source: Data Processing Result with SmartPLS 3.0 (2021)

Based on the results of the indirect effect test, it is known that both of hypothesis can be accepted as shown in the table above that the p-value of each hypothesis is below the significance level $<0,05$

Discussion

Based on the results listed above, we can write a discussion that can explain and interpret the research, as follows:

The influence of E-Service Quality on E-Perceived Value

Based on the result of hypothesis testing, the E-Service Quality variable has a significant direct influence on the E-Perceived Value of Tokopedia customers. With, the quality of good service at Tokopedia, both in terms of order fulfillment, website design, security and customer service received by customers, can create a good perceived value for Tokopedia customers themselves, both in terms of economic value (price), emotional or social because higher service delivery generates a psychological attachment to the customer that the expenditure is worth. The consequence of this investigation are in accordance with research directed by (Tsao et al., 2016) that Improving the quality of electronic services is critical to creating value for consumers. This is also supported by previous study of (Omorieg et al., 2019) where in the study it was found that customer perceived service quality showed a strong significant influence on perceived customer value.

The Influence of E-Service Quality on E-Satisfaction

Based on the result of hypothesis testing, the E-Service Quality variable has a significant direct effect on the E-Satisfaction of Tokopedia customers. Service quality is an influential factor in Tokopedia customer satisfaction, where when customers feel happy and easy when using the service, handling orders and returns can be done easily, security and privacy are guaranteed so that it is easy to contact customer service, it indicates the quality of the service is good and can create a sense of pleasure and satisfaction for customers. The result of this study are in accordance with previous research conducted (Rodríguez et al., 2020) and (Uzir et al., 2020) where e-service quality has a significant relationship with e-satisfaction on online shopping websites

The influence of E-Perceived Value on E-Satisfaction

Based on the result of hypothesis testing, the variable E-Perceived Value has a significant direct effect on the e-satisfaction of Tokopedia customers. Matters shows that the good perceived value by Tokopedia customers when using the Tokopedia shopping site creates a sense of pleasure and satisfaction for them if Tokopedia customers feel that the effort they spend is worthy of the service they get and feel. The result of this study are in accordance with previous research conducted (Yoo & Park, 2016) shows that the presence of perceived good institutional value provides satisfaction to customers and research (Uzir et al., 2020) who found a significant relationship between e-perceived value and e-satisfaction

The influence of E-Perceived Value affect E-Loyalty

Based on the result of hypothesis testing, the variable e-perceived value has a significant direct effect on Tokopedia's e-loyalty. This shows that when consumers feel more value during the process of shopping and using the Tokopedia website, they will show a preference for the website for future purchases which can create loyalty for Tokopedia customers themselves. The result of this study are in line with research conducted on research Lionello et al. (2020) which indicates that when consumers perceive a more utilitarian and hedonic value during the shopping process, they will show a preference for the website for future purchases which can create loyalty and research. (Tankovic & Benazic, 2018) who found a significant relationship between e-perceived value and e-loyalty

The Influence of E-Satisfaction on E-Loyalty

Based on the result of hypothesis testing, the e-satisfaction variable has a significant direct effect on Tokopedia's e-loyalty. When satisfaction in using and shopping on the Tokopedia site is created, it will lead to behavioral loyalty and, and means they will say positive things about the website to others and will recommend the website to others which creates loyalty. These result are in line with researchers in a study that done (Al-dweeri et al., 2019) and (Rodríguez et al., 2020) that there is a significant relationship between e-satisfaction and e-loyalty

The influence of E-Service Quality on E-Loyalty

Based on the result of hypothesis testing, the variable e-service quality does not have a significant direct effect on Tokopedia's e-loyalty. Good e-service quality on Tokopedia in increasing loyalty to Tokopedia customers, you can not only improve e-service quality but also pay attention to the reactions and value created by customers, because if you don't pay attention to reactions or feedback from e-service quality, it will not create loyalty. The result of this study are in line with the results of research conducted by In research conducted (Lionello et al., 2020) and (Rodríguez et al., 2020) In this study, it was found the result that there is no direct relationship between overall service quality and loyalty.

The Influence of E-Service Quality on E-Loyalty through E-Perceived Value as a mediating variable.

Based on the result of hypothesis testing, the variable e-service quality has a significant indirect effect on Tokopedia's e-loyalty through e-perceived value. Tokopedia customers must be able to feel the quality of a good Tokopedia website service which can affect the perception of value so as to create loyalty behavior because the perceived value when using the Tokopedia website is in accordance with the effort put out by the Tokopedia user. The consequence of this investigation are in accordance with research directed by conducted (Lionello et al., 2020) and Keshavarz & Jamshidi (2018) where there is a significant relationship between e-service quality and e-loyalty through e-perceived value as a mediating variable

The Influence of E-Service Quality on E-Loyalty through E-Satisfaction as a mediating variable.

Based on the result of hypothesis testing, the variable e-service quality has a significant indirect effect on Tokopedia's e-loyalty through e-satisfaction. Tokopedia customers must be able to feel the quality of a good Tokopedia website service which can affect satisfaction so as to create loyalty behavior because customers are satisfied when using the Tokopedia website in accordance with the efforts expended by the Tokopedia user. The consequence of this investigation are in accordance with research directed by (Lionello et al., 2020) where the satisfaction felt by website users from the available services will create loyalty, attitudes and behaviors that lead to use and repeat purchases. In research Keshavarz & Jamshidi (2018) and (Rodríguez et al., 2020) also shows a significant relationship between e-service quality and e-loyalty with e-satisfaction as a mediator.

CONCLUSION

Based on the results of the discussion on the effect of e-service quality on e-loyalty through e-perceived value and e-satisfaction as mediating variables for Tokopedia costumers. It can be concluded that there is a significant direct effect between e-service quality and e-perceived value on Tokopedia costumers. This means that the better the e-service quality of Tokopedia, the better the e-perceived value that can be created by Tokopedia costumers. There is a significant direct effect between E-service quality and e-satisfaction on Tokopedia costumers, this means that the better e-service quality on Tokopedia, the better level of e-satisfaction that can be created by Tokopedia costumers. There is a significant direct effect between e-perceived value and e-satisfaction on Tokopedia costumers, this means that the better e-perceived value that can be created by Tokopedia also the better e-satisfaction that can be created. There is a significant direct effect between e-perceived value with e-loyalty on Tokopedia costumers, this means that the better e-perceived value by Tokopedia costumers the better e-loyalty. There is a significant direct effect between e-satisfaction of Tokopedia costumers with e-loyalty, this means that the better e-satisfaction can be cretaed by costumers the better e-loyalty generated. There is no significant direct effect on e-service quality with e-loyalty Tokopedia costumers, this means that the better the e-service quality on Tokopedia website does noteffect the e-loyalty of Tokopedia costumers directly.

Furthermore, there is significant indirect effect between e-service quality and e-loyalty Tokopedia costumers through e-perceived value. This means that e-perceived value succeeded in mediating the relationship between e-service quality and e-loyalty. There is a significant indirect effect between e-service quality with e-loyalty through e-satisfaction on Tokopedia costumers. This means that e-satisfaction succeeded in mediating the influence between e-service quality and e-loyalty on Tokopedia costumers.

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