The Influence of E-service quality, e-trust and e-satisfaction toward e-loyalty on Shopee online shopping application users

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ARTICLE INFO	ABSTRACT
	This study aims to analyze (1) the effect of e-service quality on e-satisfaction on Shopee users. (2) The effect of e-trust on e-satisfaction on Shopee users (3) The effect of e-service quality on e-loyalty on Shopee users in. (4) The effect of e-trust has an effect on e-loyalty of Shopee users. (5) The effect of e-satisfaction on e-loyalty on Shopee users. The population in this study were all Shopee users and the sample in this study were Shopee users who had shopped more than once. The sample size in this study was 217 respondents. Data was collected through the distribution of online questionnaires and data processing was carried out through SmartPLS software. The results of this study indicate that (1) E-service quality has a positive and significant effect on e-satisfaction on Shopee users. (2) E-trust has a positive and significant effect on e-satisfaction on Shopee users. (3) E-service quality has no positive and insignificant effect on e-loyalty of Shopee users. (4) E-loyalty has no negative and insignificant effect on e-loyalty on Shopee users. (5) E-satisfaction has a positive and significant effect on e-loyalty to Shopee users. and e-service quality and e-trust have a positive and significant effect on e-loyalty through e-satisfaction on Shopee users.
	ABSTRAK
	Penelitian ini bertujuan untuk menganalis (1) Pengaruh e-service quality terhadap e-satisfaction pada pengguna Shopee. (2) Pengaruh e-trust terhadap e-satisfaction pada pengguna Shopee (3) Pengaruh e-service quality terhadap e-loyalty pada pengguna Shopee di. (4) Pengaruh e-trust berpengaruh terhadap e-loyalty pada pengguna Shopee. (5) Pengaruh e-satisfaction terhadap e-loyalty pada pengguna Shopee. Populasi dalam penelitian ini adalah seluruh pengguna Shopee dan sampel pada penelitian ini adalah pengguna Shopee yang sudah berbelanja lebih dari satu kali. Jumlah sampel pada penelitian ini sebanyak 217 responden. Data dikumpulkan melalui penyebaran kuesioner secara online dan pengolahan data dilakukan melalui software SmartPLS. Hasil penelitian ini menunjukan bahwa (1) E-service quality berpengaruh secara positif dan signifikan terhadap e-satisfaction pada pengguna Shopee. (2) E-trust berpengaruh secara positif dan signifikan terhadap e-satisfaction pada pengguna Shopee. (3) E-service quality tidak berpengaruh secara positif dan tidak signifikan terhadap e-loyalty pada pengguna Shopee. (4) E-loyalty tidak berpengaruh secara negatif dan tidak signifikan terhadap e-loyalty pada pengguna Shopee. (5) E-satisfaction berpengaruh secara positif dan signifikan terhadap e-loyalty pada pengguna Shopee. serta e-service quality dan e-trust berpengaruh positif dan signifikan terhadap e-loyalty melalui e-satisfaction pada pengguna Shopee.

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INTRODUCTION

E-commerce is one of the online channels that can be reached by someone via a computer, which is used by business people in conducting business activities and used by consumers to obtain information using computer assistance which in the process begins with providing information services to consumers in making choices (Kotler & Armstrong,2012). The rapid development of online commerce or e-commerce has become a new phenomenon in the economy in Indonesia. This fact is expected to provide more positive impacts in promoting economic equality digitally. Online shopping behavior has become a habit for many people. Indonesia is the largest e-commerce market in Southeast Asia. According to Wearesocial and Hootsuite data, around 90% of Internet users in Indonesia have shopped online. Nowdays there are various kinds of online shopping applications that are available make consumers have many choices in making decisions. And the quality of services offered will be aspects of consumer consideration.

In deciding the use of online shopping applications, alots of consumers make repeated purchases on certain applications. Several aspects that are considered sufficient to meet consumer satisfaction in shopping in online shopping applications are able to build consumer loyalty well. One of the online shopping applications known to the general public is Shopee.

Shopee is an online shopping application that started entering the Indonesian market at the end of May 2015 and started operating at the end of June 2015 in Indonesia. Shopee is a subsidiary of Garena based in Singapore. Shopee has a presence in several Southeast Asian countries such as Singapore, Malaysia, Vietnam, Thailand, the Philippines and Indonesia. Shopee is here to bring a new shopping experience as well as facilitate sellers to sell easily and provide consumers with a secure payment process as well as integrated logistics arrangements. Currently, Shopee's download number has reached 10 million downloads on the Google Play Store (Thidiweb.com, 2020).

In e-commerce, loyalty is referred to as electronic loyalty (e-loyalty) which is defined as a customer's favorable attitude to an online site that results in repeat purchase behavior (Anderson & Srinivasan, 2003). Customer loyalty is expressed as a persistent customer commitment to re-subscribe or re-purchase a selected product or service consistently in the future, even though the influence of the situation and marketing efforts have the potential to cause behavior change (Oliver, 2010). Loyalty can be interpreted as an individual behavior who decides to use something consistently and has an emotional attachment that results in a sense of survival in using goods or services.

Along with the times and technology, competition between companies will be increasingly tight, each company will try its best to maintain consumer loyalty in order to survive in the global market in the future. Research conducted by Ghane et al., (2011) shows that e-commerce customer loyalty is directly influenced by satisfaction and trust in online service providers which is determined by e-service quality. E-service quality according to Santos in Yuananda (2013: 2) can be interpreted as an overall evaluation of customers regarding the very good quality of electronic services provided to customers in the online market. In terms of service quality, Shopee itself is not fully maximized. There are several things that customers complain about regarding Shopee's services, including the complexity of the refund process when an order cancellation occurs and the length of the refund process. In addition, it is not uncommon for Shopee users to complain about the low level of feedback provided by Shopee.

With regard to e-trust, it is generally believed that consumer trust is more important in electronic transactions than transactions in the real world because that characteristics of cyber Internet transactions are blind, unlimited, occur 24 hours a day, 7 days a week, and not instantaneously (Kim et al., 2009). Previous researchers have shown that the key to retaining customers in an online business is the establishment of a trusted transaction process where the seller creates an environment that makes potential customers feel calm and confident about any prospective transaction (Kassim & Asiah Abdullah, 2010). As well as building trust to maintain consumer loyalty is very important in online shopping activities, because customers can easily switch to other online shopping applications and spread the word through word of mouth. For the trust aspect, Shopee also not fully maximized. There

are still many complaints made by customers related to this trust, especially in terms of the incompatibility of products advertised on the Shopee application with products received by customers. In addition, the level of user distrust of the Shopee online shopping application is still often encountered, this is because the Shopee online shopping application is considered to have high uncertainty and risk in transactions.

Service quality and trust will be the driving factors for creating customer satisfaction. Customer satisfaction is an important component that shows customer loyalty, engagement and intention to buy. In research on online shopping site loyalty, it was found that satisfaction strengthens the relationship between customers and companies (Faraoni et al., 2019). With the creation of customer satisfaction, it can be said that consumer loyalty will also tend to increase in a product or service that has been used. Many complaints are found from Shopee customers regarding satisfaction where customers feel disappointed because the online shopping application is not careful in providing reports on the delivery of goods, so there are often delays in updating delivery reports on the application. On the other hand, the problem of satisfaction also arises from how Shopee is not careful in giving permission for star seller ratings where the store uses false ratings to increase the rating of its own store, as a result, customers feel disappointed because expectations for goods and services sold by star seller shops are not as received.

LITERATURE REVIEW

E-loyalty

Loyalty according to Griffin (2002:4), (In Hurriyati, 2010, p. 128) is "loyalty is define as nonrandom purchased expressed over time by some decisions making unit". E-loyalty focuses on the meaning of loyalty itself to the electronic buying and selling system. Currently, online buying and selling activities are very much in demand, competition in this virtual market is very tight. Online business service providers are competing to give the best impression and experience for their customers. Therefore, the experience that consumers get from e-commerce must be positive. If the first experience was negative, then most likely the customer will not visit the site again and, therefore, the client's interaction with the site is very significant. E-loyalty includes the consumer's desired tendency towards e-retailing and the result is repetition of buying behavior. (Afsar et al., 2013).

According to Kotler (2008) in general, a high standard of service will result in high satisfaction and frequent repeat purchases. Kotler and Keller (2006) reveal "the main key to retaining customers is customer satisfaction" (p.137). This is because the company's sales in each period come from new consumers and existing customers. According to Kotler & Amstong (2007: 112) trust has a very big influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, then the brand will be difficult to get customer loyalty because customers tend to evaluate the brand and will switch to competitors who working in the same field. This makes a brand very difficult to develop in the market.

The E-loyalty indicator in this study was adopted from previous research conducted by Ribbink et al. (2004):

1. Positive word of mouth, namely the willingness of consumers to say positive things about the company's products or services to others.
2. Retention, namely consumer resistance to influences and offers from competing companies.
3. Willingness to pay more, namely the willingness of consumers to continue to use the product or service even though they have to pay more.

E-service Quality

According to Kotler & Keller (2009, p.169), states that "Quality is the totality of features and characteristics of a product or service that bears on its ability to satisfy stated or implied needs". Success in e-commerce business to business (B2B) is strongly supported by the quality of the service itself (Parasuraman et al., 2005) and corporate differentiation strategies (Gasc et al., 2018) This is commonly

referred to as electronic service quality (Bel, 2006a), and is defined as "the degree to which a website facilitates the shopping, purchasing, and delivery of products and services" (Zeithaml et al., 2000).

The indicators of e-service quality in this study adopted from previous research conducted by Ho & Lee (2007) are:

1. Quality information
2. Transaction security
3. Adequate site function
4. Relationship with consumers
5. Responsive
6. Reliability

E-trust

Hart & Saunders (1997) and Lien et al. (2015) states that trust is something that represents the level of trust of other parties who will behave as expected. E-trust is a term that defined as confidence in the expectations of online risk situations, namely that vulnerabilities will not be exploited (Corritore et al., 2003). Based on Kimery & McCord (2002) electronic trust is a willingness to accept loopholes in online transactions.

The e-trust indicator in this study was adopted from previous research by Ahmed et al., 2014:

1. Trust in this brand.
2. Rely on this brand.
3. Honest brand.
4. A brand that meets expectations.
5. Safe brand.

E-satisfaction

E-satisfaction according to Anderson & Srinivasan (2003) is the satisfaction of a buyer with his purchase at a particular electronic trading company. Szymanski and Hise (2000) define customer satisfaction as the overall online shopping experience. While Amer et al. (2010) stated that e-satisfaction is customer satisfaction with previous purchase experiences or behavior with a website.

A number of empirical studies show that there is an influence between customer satisfaction and service quality (Kassim & Asiah Abdullah, 2010). Parasuraman et al., (1985) stated that the service quality model highlights the congruence between the company's service quality standards with customer service quality standards can reduce performance of the service gaps and increase the consumer's perceived value about the system quality. As a result, it will lead to higher customer satisfaction. In addition, trust is also an important aspect in building relationships between buyers and sellers (J. Kim et al., 2009). In the buyer-seller relationship, evaluation of consumer trust before making online and offline transactions was found to have a direct influence on their post-purchase satisfaction (DiFonzo & Bordia, 1998). In a previous study, trust was empirically found to be a strong predictor of e-satisfaction (Gummerus et al., 2004).

The e-satisfaction indicator in this study was adopted from previous research conducted by Ribbink et al. (2004) and Zeithaml et al. (2000) namely:

1. Website quality
2. Effective interaction
3. Get relevant information easily
4. Feeling happy because expectations are met

Research Model and Hypotheses

E-service Quality and E-satisfaction

Service quality and customer satisfaction are two things that are intertwined. This enables businesses to build long-term customer relationships by offering customized services, encouraging frequent purchases, and offering value-added services. found that customer service slightly affects electronic satisfaction (Al-dweeri et al., 2017). Therefore, the hypothesis is:

H1: E-service quality has a positive and significant effect on e-satisfaction

E-trust and E-satisfaction

In a study of online banking customers, (Kassim & Asiah Abdullah, 2010) looked at trust as a driver of customer relationship commitment. They found that trust had a significant positive effect on customer satisfaction. Based on the explanation we have the second hypothesis that is:

H2: E-trust has a positive and significant effect on e-satisfaction

E-service Quality and E-loyalty

E-service quality is an act, effort or performance whose delivery is mediated by information technology (Rowley, 2006). Based on the existing literature, it is stated that satisfaction with electronic media will be determined by the perceived quality of electronic services so as to lead to customer satisfaction. In a study conducted by Ambardy and Candra (2013) that e-service quality has a significant effect on e-loyalty. From the statement above we have the third hypothesis that is:

H3: E-service quality has a positive and significant effect on e-loyalty.

E-trust and E-loyalty

When customers feel the trust of an online store, they will feel comfortable and confident when shopping at the store (Connolly & Bannister, 2007). These customers will continue to shop at the same site thus leading to higher loyalty (Salimon et al., 2015). Therefore the hypothesis is:

H4: E-trust has a positive and significant effect on e-loyalty.

E-satisfaction and E-loyalty

Satisfaction affects user behavior and ratings of a service, and this in turn affects loyalty. However, several studies have discussed the relationship between e-satisfaction and e-loyalty for electronic services. Anderson and Srinivasan (2003) assessed that the effect of satisfaction on customer loyalty is influenced by several variables, such as trust and the value of e-commerce received. For the last hypothesis is:

H5: E-satisfaction has a positive and significant effect on e-loyalty

This study examines the direct effect of e-service quality and e-trust on e-loyalty. Then this study also examines the indirect effect of e-service quality and e-trust on e-loyalty mediated by satisfaction.
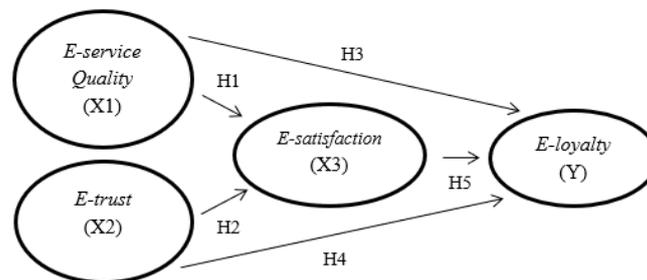

Figure 1. Research Model

METHOD

This type of research is a quantitative descriptive research. The research data is sourced from primary data which collected directly by the researcher. The research data were collected through questionnaires which were distributed randomly online with google forms. Data analysis using PLS and classified on the measurement model and structural model testing. In the measurement measurement model using validity testing which in this study uses two ways of measuring validity, namely convergent validity and discriminant validity. After testing the validity, a reliability test will be carried out as seen from Cronbach's alpha and composite reliability values, as well as the structural

model by testing r square, q square and goodness of fit to see the influence and direction of the relationship between variables and assess the significance between variables. There are 4 variables in this study, there are 3 exogenous variables (x1 = e-service quality, x2 = e-trust and x3 = e-satisfaction), 1 endogenous variable namely e-loyalty.

RESULT AND DISCUSSION
Result

In the measurement model test (outer model) the validity and reliability of the instrument are tested measurement. The validity test is carried out to show the extent to which the measuring instrument is able to measure what it wants to measure, the validity test has the aim of measuring the quality of the instrument used and shows the validity of an instrument and how well a concept can be defined by a measure (Hair, et al, 2010). The validity test is measured by convergent validity where the value of the loading factor is received must be higher than 0.7 and the average variance extracted (AVE) value must be higher than 0.5. The validity test of this research has met the minimum score for the construct validity test. The result for outer loading can be shown in Tabel 1.

Table 1. Outer Loading

	E-loyalty (Y)	E-satisfaction (M)	E-service Quality (X1)	E-trust (X2)
E-loyalty 1	0.854			
E-loyalty 2	0.861			
E-loyalty 3	0.887			
E-loyalty 4	0.773			
E-loyalty 5	0.739			
E-satisfaction 1		0.793		
E-satisfaction 10		0.83		
E-satisfaction 11		0.772		
E-satisfaction 12		0.761		
E-satisfaction 13		0.808		
E-satisfaction 14		0.795		
E-satisfaction 15		0.785		
E-satisfaction 16		0.834		
E-satisfaction 2		0.761		
E-satisfaction 3		0.842		
E-satisfaction 4		0.802		
E-satisfaction 5		0.818		
E-satisfaction 6		0.77		
E-satisfaction 7		0.81		
E-satisfaction 8		0.775		
E-satisfaction 9		0.818		
E-service Quality 1			0.783	
E-service Quality 10			0.785	
E-service Quality 11			0.817	
E-service Quality 12			0.799	
E-service Quality 2			0.812	
E-service Quality 3			0.713	

E-service Quality **4**	0.761
E-service Quality **5**	0.71
E-service Quality **7**	0.821
E-service Quality **8**	0.817
E-service Quality **9**	0.838
E-trust **1**	0.774
E-trust **10**	0.721
E-trust **11**	0.769
E-trust **12**	0.812
E-trust **2**	0.759
E-trust **3**	0.773
E-trust **4**	0.771
E-trust **5**	0.833
E-trust **6**	0.807
E-trust **7**	0.797
E-trust **8**	0.834
E-trust **9**	0.729

Source: Primary Data 2021

Based on Table 1, all indicators have a value above 0.7 and the e-service quality indicator 5 which has the smallest value, the outer loading value of all indicators of large variables is 0.7, then the convergent validity of all indicators is said to be valid.

Table 2. Output AVE

	Average Variance Extracted **(AVE)**
E-loyalty **(Y)**	0.68
E-satisfaction **(M)**	0.638
E-trust **(X2)**	0.621
E-service Quality **(X1)**	0.612

Source: Primary Data 2021

According to Table 2, that is found that the AVE value of all variables are above 0.5, then the convergent validity is said to be valid.

Table 3. Cross Loading

	E-loyalty **(Y)**	*E-satisfaction* **(M)**	*E-service Quality* **(X1)**	*E-trust* **(X2)**
E-loyalty **1**	**0.854**	0.722	0.697	0.652
E-loyalty **2**	**0.861**	0.691	0.634	0.59
E-loyalty **3**	**0.887**	0.713	0.625	0.615
E-loyalty **4**	**0.773**	0.528	0.429	0.504
E-loyalty **5**	**0.739**	0.462	0.364	0.421
E-satisfaction **1**	0.627	**0.793**	0.67	0.735
E-satisfaction **10**	0.648	**0.83**	0.689	0.698
E-satisfaction **11**	0.558	**0.772**	0.591	0.641
E-satisfaction **12**	0.562	**0.761**	0.602	0.65

E-satisfaction 13	0.632	**0.808**	0.686	0.719
E-satisfaction 14	0.612	**0.795**	0.644	0.701
E-satisfaction 15	0.563	**0.785**	0.658	0.689
E-satisfaction 16	0.661	**0.834**	0.722	0.752
E-satisfaction 2	0.561	**0.761**	0.65	0.699
E-satisfaction 3	0.689	**0.842**	0.674	0.713
E-satisfaction 4	0.578	**0.802**	0.689	0.713
E-satisfaction 5	0.638	**0.818**	0.678	0.675
E-satisfaction 6	0.567	**0.77**	0.625	0.649
E-satisfaction 7	0.636	**0.81**	0.715	0.744
E-satisfaction 8	0.655	**0.775**	0.654	0.648
E-satisfaction 9	0.655	**0.818**	0.671	0.689
E-service Quality 1	0.548	0.639	**0.783**	0.695
E-service Quality 10	0.568	0.631	**0.785**	0.638
E-service Quality 11	0.602	0.695	**0.817**	0.712
E-service Quality 12	0.564	0.686	**0.799**	0.681
E-service Quality 2	0.535	0.651	**0.812**	0.694
E-service Quality 3	0.468	0.577	**0.713**	0.66
E-service Quality 4	0.505	0.63	**0.761**	0.638
E-service Quality 5	0.434	0.602	**0.71**	0.671
E-service Quality 7	0.598	0.709	**0.821**	0.695
E-service Quality 8	0.591	0.698	**0.817**	0.698
E-service Quality 9	0.526	0.676	**0.838**	0.706
E-trust 1	0.609	0.643	0.712	**0.774**
E-trust 10	0.528	0.689	0.577	**0.721**
E-trust 11	0.542	0.699	0.656	**0.769**
E-trust 12	0.542	0.74	0.703	**0.812**
E-trust 2	0.5	0.625	0.647	**0.759**
E-trust 3	0.548	0.662	0.686	**0.773**
E-trust 4	0.448	0.677	0.645	**0.771**
E-trust 5	0.578	0.737	0.733	**0.833**
E-trust 6	0.524	0.664	0.677	**0.807**
E-trust 7	0.56	0.699	0.728	**0.797**
E-trust 8	0.534	0.7	0.716	**0.834**
E-trust 9	0.514	0.622	0.61	**0.729**

Source: Primary Data 2021

Table 3 shows the score (correlation) of the variable to the indicator is higher than the score (correlation) of the variable to other indicators. It can be concluded that all indicators tested in the study were declared to have discriminant validity. That can be concluded that all indicators are valid.

Table 4. Cronbach Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
E-loyalty_(Y)	0.884	0.914
E-satisfaction_(M)	0.962	0.966
E-service Quality (X1)	0.939	0.947
E-trust_(X2)	0.942	0.95

Source: Primary Data 2021

Based on Table 4. shows that the variable has good reliability or is able to measure its construct. A variable is said to be quite reliable if it has a Cronbach alpha value > 0.6 and composite reliability is > 0.7 (according to Wetrs et al. 1974 quoted from (Sofyani & Umy, n.d.).

Table 5. R Square

	R Square
E-loyalty_(Y)	0.603
E-satisfaction_(M)	0.783

Source: Primary Data 2021

Based on Table 5 shows that the r square value of the e-loyalty variable is 0.603, this value states that e-loyalty can be explained by the e-service quality, e-trust and e-satisfaction variables of 60.3% while the remaining 39.7% is explained by other variables not included in this study. In addition, the r-square value of the e-satisfaction variable can be explained by e-service quality and e-trust of 78.3%, and the remaining 21.7% is explained by other variables not included in this study.

Table 6. Q Square

	Q Square
E-loyalty (Y)	0.394
E-satisfaction (M)	0.487
E-service Quality (X1)	
E-trust (X2)	

Source: Primary Data 2021

Based on Table 6, it can be seen that the value of q square for the e-loyalty and e-satisfaction variables is greater than 0, namely 0.394 and 0.487. This means that the model has a good relevant predictive.

Table 7. Goodness of Fit (GoF)

	Saturated Model	*Estimated Model*
Chi-Square	2363.744	2363.744
d_ULS	2.567	2.567
d_G	2.412	2.412
NFI	0.75	0.75
SRMR	0.051	0.051

Source: Primary Data 2021

Based on Table 7, the Standardized Root Mean Square Residual (SRMR) is below 0.10 or 0.08, namely 0.051 this reflects that the model has a good fit between the correlations. The Normal Fit Index (NFI) produces a value between 0 and 1. The value that closer to 1 is the better / the more appropriate the model is formed, then in this model the NFI is 0.75 which means it is close to 1.

Tabel 8. Path Coefficient

	Original Sample	T Statistics	P Values
E-satisfaction **(M) > E-loyalty (Y)**	0.665	6.209	0.000
E-service Quality **(X1) > E-loyalty (Y)**	0.167	1.818	**0.070**
E-service Quality **(X1) > E-satisfaction (M)**	0.316	3.932	0.000
E-trust **(X2) > E-loyalty (Y)**	-0.037	0.336	**0.737**
E-trust **(X2) > E-satisfaction (M)**	0.597	7.6	0.000

Source: Primary Data 2021

1. E-service quality has a significant positive effect on e-satisfaction
   Based on Table 8, e-service quality has a positive and significant effect on e-satisfaction because the values obtained from testing the hypotheses contained in Table 26 show the t statistics value of 6.209 or > 1.96, the P value 0.000 or < 0.05 and the original sample value 0.316. . The results of the study identify that the first hypothesis is accepted, namely e-service quality has a positive and significant effect on e-satisfaction. The results showed that e-service quality had a significant positive effect on e-satisfaction.

2. E-trust has a significant positive effect on e-satisfaction (H2)
   Based on Table 8, the e-trust variable obtained a t statics value of 7.6 with a significance value or p value of 0.000 which is smaller than 0.05 (0.000 <0.05) and the original sample value of 0.597, it is concluded that the second hypothesis is accepted, namely e. -trust has a positive and significant effect on e-satisfaction.

3. E-service quality has a significant positive effect on e-loyalty (H3)
   Based on Table 8 the e-service quality variable obtained a t statics value of 1.818 or < 1.96 with a p value of 0.070 greater than 0.05 (0.070 > 0.05) and an original sample value of 0.167, this test states that the third hypothesis is rejected, namely e -service quality has no positive and insignificant effect on e-loyalty.

4. E-trust has a significant positive effect on e-loyalty (H4)
   Viewed from Table 8, the e-trust variable obtained a t statics value of 0.336 with a p value of 0.737 greater than 0.05 (0.737 > 0.05) and an original sample value of -0.037, it is concluded that the fourth hypothesis is rejected, namely e- trust has no significant negative effect on e-loyalty.

5. E-satisfaction has a significant positive effect on e-loyalty (H5)
   Table 8 shows that the e-service quality variable obtained a t statics value of 6209 with a p value of 0.000 smaller than 0.05 (0.000 < 0.05), and the original sample value of 0.665, it can be concluded that the fifth hypothesis is accepted, namely e-satisfaction has a positive and significant effect on e-loyalty.

Tabel 9. Indirect Effect

	T Statistics	P Values
E-service Quality **(X1) > E-satisfaction (M) > E-loyalty (Y)**	3.093	0.002
E-trust **(X2) > E-satisfaction (M) > E-loyalty (Y)**	5.214	0

Source: Primary Data 2021

Based on Table 9, it shows that e-service quality variable through the mediating variable e-satisfaction to the Y e-loyalty variable has a P Value of 0.002 or below 0.05 which means that the mediating variable or e-satisfaction has a significant effect, as well as the e-satisfaction variable. trust through the mediating variable e-satisfaction to the variable y e-loyalty has a P Value of 0 which means that the mediating variable or e-satisfaction has a significant effect.

Discussion

From the results of statistical analysis using PLS, it is concluded that:

E-service quality has a significant positive effect on e-satisfaction (H₁)

This result is in accordance with previous research conducted by Pan et al. (2010) which states that in several studies perceived service quality also shows service quality that has a positive effect on customer satisfaction which is considered an antecedent of customer satisfaction. In addition, these results are also supported by research conducted (Sativa & Astuti, 2016) that e-service quality has a positive effect on e-satisfaction, where the service quality of a company can increase or decrease the satisfaction of customers who have transaction experience with a company. Therefore, the role of good e-service quality can be applied as a strategy to encourage the formation of electronic satisfaction. So, it concluded that the better the e-service quality provided by Shopee, the higher the e-satisfaction for Shopee online shopping application users.

E-trust has a significant positive effect on e-satisfaction (H₂)

The results of this study support previous research conducted by Ghane et al., (2011). The research stated that e-trust directly and positively affects e-satisfaction. Matters related to electronic trust will significantly affect electronic satisfaction by positively to Shopee customers. Therefore, the stronger the aspect of trust given by Shopee to customers, the higher the satisfaction felt by Shopee customers.

E-service quality has a significant positive effect on e-loyalty (H₃)

These results do not support the theory put forward by Amnardy P et.al., (2013) which states that good e-service quality based on the existing literature that satisfaction with electronic media will be determined by the perceived quality of e-service quality that causes customer satisfaction which has an impact on online store customer loyalty. However, online business service quality (e-service quality) is still considered an important driver for the success of business to consumer (B2C) in e-commerce and corporate differentiation strategies (Gasc et al., 2018).

E-trust has a significant positive effect on e-loyalty (H₄)

The results showed that the e-trust variable did not have a significant negative effect on e-loyalty. This is not supported by the results of research conducted by Connolly & Bannister (2007) which states that when customers feel the trust of an online store, they will feel comfort and confident when shopping at the store. According to Kotler & Amstong (2007: 112) trust has a very big influence on the sustainability of a brand, because if a brand is no longer trusted by consumers, then the brand will be difficult to get customer loyalty because customers tend to evaluate the brand and will switch to competitors who working in the same field. Although it was found that e-trust did not affect the e-loyalty of Shopee customers, Shopee must maintain the security and convenience of transacting its customers in order to maintain credibility and relationships with loyal customers.

E-satisfaction has a significant positive effect on e-loyalty (H₅)

This is in accordance with the results of research conducted by Anderson and Srinivasan (2003) which states that satisfaction affects user behavior and assessment of a service, and this will greatly affect loyalty. As one of the most popular e-commerce sites in Indonesia, it is important for Shopee to always provide maximum satisfaction to its customers. This is of course influenced by several aspects such as the quality of electronic services (e-service quality) and also electronic trust (e-trust) in order to build satisfaction that has an impact on customer loyalty for the long term.

This result is supported by the theory put forward by Kotler (2008) which states that in general a high standard of service will result in high satisfaction and frequent repeat purchases. Kotler and Keller (2006) reveal "the main key to retaining customers is customer satisfaction" (p.137). In addition, research conducted by Aladwani (2006) also supports the results of this study which states that satisfaction can be a mediation between two other concepts, considering that if the service quality is not satisfactory then the customer will not have loyalty. In addition, by using the development of an e-

service quality scale to measure service quality. The results of this study also support previous research conducted by Ramadhana, (2019) which states that e-service quality affects e-loyalty through e-satisfaction.

In a study conducted by Ramadhana, (2019) that the results of this study indicate that the e-satisfaction variable is a connecting variable between the e-trust variable and the e-loyalty variable which means the more trust a consumer has, the higher the level of consumer satisfaction with online businesses so that will increase consumer loyalty to online business. Therefore, Shopee should strengthen service quality and electronic trust in order to build customer satisfaction and satisfied customers will always be loyal to shop using Shopee.

CONCLUSSION

Based on the results of the analysis of hypothesis testing the effect of e-service quality, e-trust and e-satisfaction on e-loyalty on Shopee online shopping application users as follows: E-loyalty has many aspects that influence it, some of which are e-service quality, e-trust and e-satisfaction. E-service quality has no direct effect on e-loyalty, this is evidenced through the analysis of primary data obtained from Shopee customers and analyzed by researchers through the PLS application. However, e-service quality itself can positively and significantly affect e-satisfaction of customers of the Shopee online shopping application, where e-satisfaction also mediates between e-service quality and e-loyalty. Thus it can be concluded that the quality of electronic services can only affect Shopee customer satisfaction. The role of e-service quality is very much needed for Shopee's marketing strategy to provide maximum satisfaction for each of its customers. Due to the increasing quality of electronic services from an online store, customer satisfaction will also increase which has an impact on increasing Shopee customer loyalty. Furthermore, electronic trust or e-trust also has an important role in providing satisfaction to Shopee online shopping application customers where e-trust can affect e-satisfaction and indirectly affect e-loyalty through e-satisfaction. It is very important for Shopee to maintain transaction security, apart from maintaining the reputation and credibility of a well-built trust shop, which will increase customer satisfaction, make customers feel safe and will transact again with Shopee.

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