

The Effect of E-Satisfaction and E-Trust Towards E-Loyalty on Shopee Customers in Bandar Lampung

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ABSTRACT

This study examined the effect of E-Satisfaction and E-Trust on E-Loyalty for Shopee consumers in Bandar Lampung. A questionnaire was developed and data was collected from 160 Shopee customers. Results revealed that E-Satisfaction improves E-Trust and E-Loyalty, and that the E-Satisfaction variable significantly influences the E-Trust variable, meaning that the more consumers feel satisfied with an E-Commerce, the greater the level of consumer trust in E-Commerce. Additionally, the E-Trust variable significantly influences the E-Loyalty variable, meaning that the more consumers trust E-Commerce, the more loyal consumers will be to E-Commerce

INTRODUCTION

The use of internet and mobile phone technology continues to increase from year to year. Internet needs are almost treated as one of the daily necessities. The increasing number of internet users makes business people want to try to increase their business sales by expanding their business network via the internet or mobile phones as a means of offering their products. The use of e-commerce on micro and small enterprises; and in the service sectors has a noteworthy blow on firm performance. This shows that many people use online stores or e-commerce to carry out buying and selling activities to meet their daily needs. Online transaction activities carried out by Indonesians in the form of buying food ingredients, buying used goods from buying and selling applications, price comparisons.

According to (Siagian & Cahyono 2014), conducting online transactions is a simple and complex process, however customer trust in internet sites is extremely fragile and difficult to build. E-satisfaction, according to this study, is one factor that can boost consumer e-trust. Organizational goals can be achieved effectively if consumers are satisfied and have the potential to be loyal to the products or services offered (Tjiptono & Diana 2019).

Trust involves the willingness of a person to behave in specific ways by trusting a person to believe in the action taken by the other person (Turban 2015). Trust in e-commerce is known as E-trust. E-trust is vital because the risk level in doing e-commerce transactions is higher than the non-online in the matter of shipping, payment, and personal information. Trust in e-commerce is known as E-trust. E-trust is vital because the risk level in doing e-commerce transactions is higher than the non-online in the matter of shipping, payment, and personal information. To increase customer trust, E-Commerce must provide clear, complete and accurate information so that customers feel that E-Commerce prioritizes quality online services, so that customer trust in the site increases. E-trust is also the main factor in building e-loyalty.

The company requires customer loyalty or e-loyalty since it cannot develop successfully without it. Customer loyalty, according to (Kotler et al 2017), is a consistent customer commitment to re-subscribe or re-purchase selected products/services in the future, despite the possibility for situational factors and marketing attempts to cause customer behavior to shift. In online business, consumer loyalty is one of the right strategies to survive in the competition by maintaining good relations with consumers. According to (Lumintang, 2013), consumer loyalty is a commitment to persist deeply by making repeat purchases or re-subscribe with selected products or services consistently in the future. Consumer loyalty can be formed by providing satisfaction and trust to consumers so that consumers can repurchase products or services. Consumers who are satisfied with the product or service that have been selected, then consumers tend to buy the product or service (Martinez 2013).

THEORETICAL REVIEW

E-Satisfaction

According to (Oliver, 2014) customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the product's perceived performance (outcome) and expectations. (Ranjbarian et al., 2012) argues that e-satisfaction or online customer satisfaction is the result of consumer perceptions of online convenience, trade/transaction methods, site design, security and service. (Wilson et al., 2016) defined customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Satisfaction has been shown to be positively related to loyalty and this effect also occurs in online environment. (Shankar et al., 2003) indicated that the effect of satisfaction on loyalty is stronger online than offline.

E-Trust

According to (Martínez & Del Bosque, 2013) consumer trust is defined as the belief that a product or service provider can be relied on to behave in such a way that the long-term interests of consumers can be met. e-Trust is defined as the basic initiation of relationship formation and maintenance between customers and online sellers (Kim et al., 2009). Trust is an important element in online marketing. In line with the opinion of (Mohammad et al, 2013) which states that trust is an important attribute that must be adopted into e-commerce applications. According to (Andromeda, 2015), consumer trust in online shopping websites lies in the popularity of the online shopping website itself. The better a website, consumers will be more confident and believe in the reliability of the website.

E-Loyalty

According to (Tjiptono, 2014), customer loyalty is defined as repeat purchases that can be the result of market dominance by companies that have succeeded in making their products the only available alternative. (Setyaningsih, 2014) consumer loyalty is defined as the mindset of customers who are kind to the company, committed to repurchasing the company's products or services and recommending products or services to others. Meanwhile, e-loyalty is a commitment to re-visit a site consistently because shopping at that site is preferred over switching to other sites (Flavián et al., 2006). According to (Hur et al 2011), defines e-loyalty as the customer's intention to visit the website again with or without the occurrence of online transactions. This definition considers customer loyalty as a constructive attitude and potentially also beneficial for conventional circumstances.

Theoretical Framework

This research is intended and designed to determine whether there is an effect of e-satisfaction and e-trust on Bandar Lampung consumers' e-loyalty in Shopee. A model was first developed based on the current literature, and three hypotheses were derived from this model.

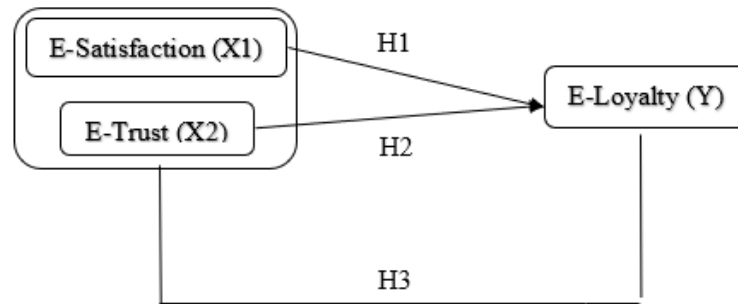


Figure 1. Theoretical framework

Research variable indicators are then developed from the research model above, resulting in questionnaire questions of this research.

METHODOLOGY

This research is quantitative research. Quantitative research is research by obtaining data in the form of numbers or qualitative data that is leveraged. This research is an associative quantitative research that is a form of research using at least two variables that are connected and in this study will see the effect of e-satisfaction and e-trust on e-loyalty at Shopee The population of this research is people that ever made the transaction at Shopee in Bandar Lampung. . In this study, the sampling technique used is non-probability sampling by using a purposive sampling technique in which the sampling is based on certain criteria that have been determined by the researcher. The criteria determined by the researchers are as follows:

Table 1. Sampling criteria

No	Sample Criteria
1	Bandar Lampung people who use the Shopee application
2	Bandar Lampung people aged 18 - 30 aged
3	Bandar Lampung people who have made buying and selling transactions on the Shopee application for more than 3 times

A total of 160 samples are taken from a population. (Hair, 2009) suggested that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of questions multiplied by 5-10. The number of questions studied in this study amounted to 16 questions, then the results of the sample calculation are as follows, the number of samples = 16 x 10 = 160 respondents (minimum).

RESULTS

Data Analysis Method

The 160 respondents involved in this study were people of Bandar Lampung in 2022 who had or are currently purchasing at Shopee. The characteristics are described based on gender, age, and income. The demographic appearance can be seen in the following table:

Table 2. Descriptive statistic

Demographic	Description	Respondent	Percentage
Gender	Female	88	55.0
	Male	72	45.0
Age	Less than 18	3	1.9
	18-24	138	86.3
	25-34	13	8.1
	35 and older	6	3.8
income	Rp.0 - 1.000.000	82	51.2
	Rp. 1.000.000 - 2.500.000	35	21.9
	Rp. 2.500.000 - 5.000.000	27	16.9
	More than Rp. 5.000.000	16	10.0

The demographic appearance shows that there are more female respondents with 88 responses (55.0%). Respondents aged 18-24 are the most with 138 responses (86.3%). Based on monthly income, most of the respondents have a monthly income range of Rp. 0 - 1.000.000 (51.2%).

Validity and Reliability Test

From the table 2 below, it can be understood that every indicator that makes up each variables has R count > R table (or sig. value <alpha), which means that all of the indicator items are valid.

Table 3. Validity test result

Variable	Items	Anti-Image Correlation	KMO Measure of Sampling Adequacy	Description
E-Satisfaction (X1)	1	0.882	0.787	Valid
	2	0.849	0.787	Valid
	3	0.807	0.787	Valid
	4	0.655	0.787	Valid
	5	0.858	0.787	Valid
	6	0.635	0.787	Valid
E-Trust (X2)	1	0.856	0.848	Valid
	2	0.785	0.848	Valid
	3	0.873	0.848	Valid
	4	0.861	0.848	Valid
	5	0.883	0.848	Valid
E-Loyalty (Y)	1	0.873	0.866	Valid
	2	0.892	0.866	Valid
	3	0.909	0.866	Valid
	4	0.869	0.866	Valid
	5	0.812	0.866	Valid

Table 4. Reliability test result

Variables	Total Items	Cronbach' s Alpha Limit	Cronbach Alpha Output	Description
E-Satisfaction	6	0.60	0.848	Reliable
E-Trust	5	0.60	0.899	Reliable
E-Loyalty	5	0.60	0.877	Reliable

Multiple linear regression

Table 5. Multiple linear regression result

Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std. Error			
(Constant)	2.279	1.057		2.155	0.033
E-Satisfaction	0.381	0.057	0.427	6.708	0.000
E-Trust	0.392	0.056	0.449	7.054	0.000

According to the results of the regression test in Table 4.8 the regression equation for this study is as follows:

$$Y = 2.279 + 0.427X_1 + 0.449X_2$$

The interpretation of the results from the regression test of the E-Satisfaction (X1) has a value of $0.427 > 0.05$. E-Trust has an influence on E-Loyalty. This is because the significance $>$ alpha value of the researcher is 0.05 so that the E-Satisfaction variable has an effect on E-Loyalty. The interpretation of the results from the regression test of the E-Trust (X2) has a value of $0.449 > 0.05$. E-Trust has an influence on E-Loyalty. This is because the significance $>$ alpha value of the researcher is 0.05 so that the E-Trust variable has an effect on E-Loyalty.

T Test

A multiple linear regression analysis was performed to test the effect among the independent variables, namely e-satisfaction (X1) and e-trust (X2) on the dependent variable e-loyalty (Y). The results of multiple linear analyses can be seen in the following table.

Table 6. T-test result

	Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig
	B	Std.Error			
(Constant)	2.279	1.057		2.155	0.033
E-Satisfaction	0.381	0.057	0.427	6.708	0.000
E-Trust	0.392	0.056	0.449	7.054	0.000

The statistical results of the t test for E-Satisfaction variable are obtained the value of t count is 6.708 with a significance level of 0.000. because significance is less than 0.05 ($0.000 < 0.05$), then the hypothesis that stated that "E-Satisfaction has an influence towards E-Loyalty" is accepted. While, the statistical results of the t test for E-Trust variable are obtained the value of t count is 7.054 with a significance level of 0.000. because significance is less than 0.05 ($0.000 < 0.05$), then the hypothesis that stated that "E-Trust has an influence towards E-Loyalty" is accepted.

DISCUSSION

E-Satisfaction and E-Loyalty

The statistical results of the t test for E-Satisfaction variable are obtained the value of t count is 6.708 with a significance level of 0.000. because significance is less than 0.05 ($0.000 < 0.05$), thus, this study succeeded in proving the first hypothesis, which states that "E-Satisfaction has an influence towards E-Loyalty". Shopee has strong E-Satisfaction, as indicated by the fact that respondents not only recognize Shopee but also Shopee gives a positive impression on customers and make's customers loyal to the E-Commerce. Shopee customers are made to feel satisfaction when they access the E-Commerce.

E-Trust and E-Loyalty

The statistical results of the t test for E-Trust variable are obtained the value of t count is 7.054 with a significance level of 0.000. because significance is less than 0.05 ($0.000 < 0.05$), thus, this study succeeded in proving the second hypothesis, which states that "E-Trust has an influence towards E-Loyalty". According to the respondent's data of respondents when they aware with the brand, recognize the

brand, feel comfortable with the brand, feel special by visiting the brand, and get good services from the brand they will trust the brand and they will continue to buy product from the brand.

E-Satisfaction and E-Trust Towards E-Loyalty

The statistical of the f test for the E-Loyalty variable f test of E-Satisfaction and E-Trust variables towards E-Loyalty, it can be concluded that H3 E-Satisfaction and E-Trust has an influence towards E-Loyalty, is accepted. This can be seen from the results of F count 136.370 > f table 3.05 with a significance value of 0.000 < 0.05. This study succeeded in proving the third hypothesis, which states that "E-Satisfaction and E-Trust together influence towards E-Loyalty". Trust is important in influencing good word of mouth communication and customer repurchasing behaviour. The concept of trust, which is developed through positive experiences, is a key component in influencing the likelihood of repeat purchases. According to (Upamannyu et al 2014), trust can lead to loyalty because customer satisfaction with the way staff and organizations manage complaints can generate trust. With good E-satisfaction, Shopee customers begin to trust Shopee, which drives customer loyalty. Shopee offers more than just an E-Commerce but they also provide a platform that can serve them well. Shopee is genuinely concerned about their customers convenience. Customers will always leave a positive impression when they close the door to leave the store.

CONCLUSIONS AND RECOMMENDATIONS

According to the purpose of the study, which are investigate the effect of E-Satisfaction and E-Trust Towards E-Loyalty on Shopee customers, the researcher attempted to draw conclusion based on the data analysis completed in preceding chapter. The conclusion is that E-Satisfaction and E-Trust have a positive relationship, as well as strong and positive relation between E-Satisfaction and E-Trust towards E-Loyalty at Shopee. Shopee customers may easily distinguish Shopee based on the survey data. Respondents responded that they feel at ease when access Shopee, and that they also feel satisfy because of the service and secure provided by Shopee, which makes customers want to back to Shopee. Consumers have trust in Shopee because it meets their expectations as an E-Commerce by delivering good services ambience that makes customers feel comfortable and safe. Shopee is expected to continue to give the best quality products and services to its consumers as a result of brand trust. Shopee customers are loyal because they have faith in the company. Customers will feel safe towards loss if they obtain good service and quality from a brand, which will lead to customer loyalty.

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