



The Effect of E-Service Quality and Brand Image on E-Satisfaction with Customer Loyalty as an Intervening Variable

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Abstract The research to analyze and test the influence of brand image and e-service quality on e-loyalty with e-satisfaction as an intervening variable for Shopee consumers in Semarang City. The population of this research is Shopee consumers in Semarang City. Data was obtained using an online questionnaire via Google Form, namely 65 respondents. The data analysis method used is descriptive analysis and Partial Least Square analysis (SEM-PLS). Analysis is assisted by the Smart PLS 3.0 program. The research results show that e-service quality (X1) has a positive and significant effect on customer satisfaction (Y1), brand image (X2) has a negative and insignificant effect on customer satisfaction (Y1), e-service quality (X1) has a positive and significant effect on customer loyalty (Y), brand image (X2) has a positive and significant effect on customer loyalty (Y), customer satisfaction (Z) has a positive and significant effect on customer loyalty (Y), customer satisfaction (Z) improves e-service quality relationships (X1) to customer loyalty (Y), customer satisfaction (Z) increases the relationship between brand image (X1) to customer loyalty (Y).

Keyword service quality, brand image, e-satisfaction, customer loyalty

INTRODUCTION

The development of communication in the marketplace business is very helpful. This makes it easier for people to transact online. Online shopping is a popular trend nowadays, because consumers do not need to bother going to the store to buy the desired item, simply by opening an online shopping site and searching for the desired item using a smartphone or computer that is connected to the internet. The trend of online shopping has triggered the emergence of a new business called e-commerce. E-commerce is the activity of conducting business transactions online through internet media and devices that are

integrated with the internet. In general, e-commerce means transactions that occur on the internet and web. Commercial transactions involve the exchange of value (e.g. money) across organisational or individual boundaries in exchange for goods and services. Shopee which is one of the most popular e-commerce in Indonesia. Shopee is a company that focuses on a mobile platform using a customer to customer (C2C) business model. As is known shopee is no stranger to the wider community. Since its launch Shopee Indonesia has experienced very rapid development, even until January 2022 the application has

Tabel 1
Net Promotor Score E-Commerce Indonesia 2022

E-Commerce	Net Promotor Score	Dectractors	Passive	Promoters
Tokopedia	49	5%	41%	54%
Shopee	42	9%	39%	51%
Lazada	32	15%	38%	47%
Bualapak	32	14%	41%	45%
JD.ID	30	14%	43%	43%
Blibli.com	26	12%	49%	39%

Source: Jakpat (2021)

been downloaded by more than 100 million users on the google play store.

Translated with Online survey platform, jakpat released a digital report jakpat special report e-commerce. One of the points addressed in this report is consumer loyalty to e-commerce platforms. The report was created using the Net Promoter Score (NPS) parameter, as one of the main standards in measuring consumer loyalty to e-commerce businesses. Based on the results of the report involving 1,054 respondents in 25 provinces, Tokopedia outperformed Bukalapak, Lazada, JDID, and also Shopee.

Based on the table above, it explains the net promoter score value which reflects consumer loyalty. Net promoter score is categorised into 3 categories: 1) Promoters: make repeat purchases and recommend to other consumers 2) Passive: no attitude means not giving a positive or negative response 3) Dectractors: do not recommend and give a negative assessment. It was recorded that during the semester 1-2021 period Shopee's NPS figure was 42%, which was obtained by reducing the percentage of promoters 54% with dectractors 9%. This illustrates that only about 42% of e-commerce users are loyal to Shopee. The net

promoter score category below 50 does not yet state that consumers are loyal to Shopee e-commerce.

From table 1 it is known that Shopee's customer loyalty is still low compared to Tokopedia. Because in e-commerce sellers and buyers do not meet face to face, it will be difficult to retain customers to keep deciding to buy back in the Shopee application. Consumers will easily switch places to buy because there are many service providers and have almost the same risks. Another important factor that contributes to influencing loyalty is e-satisfaction. E-satisfaction is the goal of an e-commerce company, because satisfaction in marketing is used to predict good or bad purchasing behaviour. This is also supported by research conducted by (Hendrawan & Agustini, 2021), (Permada et al., 2018), and (Anggoro Wilis & Nurwulandari, 2020) which state that e-service quality has an influence on e-satisfaction, and e-service quality also has an influence on e-loyalty.

According to (Purboyo et al., 2021) consumer behaviour is a behaviour in obtaining the desired item, which can be influenced by factors that encourage consumers to make decisions in purchasing products. The existence of consumer needs that can affect the desire to get products. Meanwhile, according

to (Harahap, 2018) online purchasing behaviour is the process of buying products or services through internet media. The online purchasing process has different steps such as physical purchasing behaviour. The specificity of the buying process through the internet media is when potential consumers use the internet and search for information related to the goods or services they need.

According to (Kotler & Armstrong, 2016) in (Lee et al., 2016) article, customer satisfaction depends on the estimated product performance in providing value, relative to the buyer's expectations. According to Tjiptono, customer satisfaction is the level of a person's feelings after comparing the performance (or results) that the customer feels compared to his expectations. If performance fails to meet expectations, the customer will be dissatisfied. If the performance is in line with expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy.

Anderson and Srinivansan (2021) in (Kumar & Lata, 2022) book argue that e-loyalty is the attitude of customers who make repeat visits to websites and make frequent online purchases. (Kartono & Halilah, 2018) e-loyalty is the intention of consumers to visit a website again, which can be interpreted as consumer interest in companies that can potentially make repeat purchases.

Ulum & Muchtar (2018) in (Permana & Ratnasari, 2023) article explain that a broad description of service quality using the internet network as a medium for connecting buyers and

sellers in fulfilling online consumer shopping activities effectively and efficiently is conceptualised as a definition of e-service quality. E-service quality or electronic service quality means a service provided or offered by online business actors to their online consumers as an extension of the ability of an application site and or website to facilitate purchasing activities, as well as effective and efficient distribution (Abid & Dinalestari, 2019) in (Wijayanti et al., 2021)article.

Literature Review

Consumer Behaviour

According to (Purboyo et al., 2021) consumer behaviour is a behaviour in obtaining the desired item, which can be influenced by factors that encourage consumers to make decisions in purchasing products. The existence of consumer needs that can affect the desire to get products. Meanwhile, according to (Harahap, 2018) online purchasing behaviour is the process of buying products or services through internet media. The online purchasing process has different steps such as physical purchasing behaviour. The specificity of the buying process through the internet media is when potential consumers use the internet and search for information related to the goods or services they need.

Customer Satisfaction

According to (Kotler & Armstrong, 2016) in (Andri et al., 2022)article, customer satisfaction depends on the estimated product performance in providing value, relative to the buyer's expectations. According to Tjiptono in (Dwita & Agustine, 2023), customer satisfaction is the level of a

person's feelings after comparing the performance (or results) that the customer feels compared to his expectations. If performance fails to meet expectations, the customer will be dissatisfied. If the performance is in line with expectations, the customer will be satisfied. If the performance exceeds expectations, the customer will be very satisfied or happy.

E-Loyalty

Anderson and Srinivansan (2021) in (Juwaini et al., 2022) article, (Kumar & Lata, 2022) book argue that e-loyalty is the attitude of customers who make repeat visits to websites and make frequent online purchases. Kartono and Halilah (2018) e-loyalty is the intention of consumers to visit a website again, which can be interpreted as consumer interest in companies that can potentially make repeat purchases.

E Servis Quality

(Ulum & Muchtar, 2018) explain that a broad description of service quality using the internet network as a medium for connecting buyers and sellers in fulfilling online consumer shopping activities effectively and efficiently is conceptualised as a definition of e-service quality. E-service quality or electronic service quality means a service provided or offered by online business actors to their online consumers as an extension of the ability of an application site and or website to facilitate purchasing activities, as well as effective and efficient distribution (Abid & Dinalestari, 2019) in (Wijayanti et al., 2021) article.

Brand image

According to (Keller, 2007), brand image must convey distinctive product benefits and positioning. Even when competing offers look the same, buyers feel different based on brand image differentiation. According to (M. Anang, 2019), brand image is a description of the overall perception of the brand and is formed from information and experience with the brand. According to (Sari Dewi et al., 2020), brand image is the way consumers perceive a brand as a picture of what is in the mind or mind of consumers towards a brand.

Based on the above understanding, it can be concluded that Brand Image is the result of consumer perceptions of a particular brand, which is based on considerations and comparisons with several other brands, in the same type of product.

Logical Relationship Between Variables

Effect of E Service Quality on Customer Satisfaction

According to research conducted by Vincent Andre Saputra (2020) in (Vu & Khanh, 2021) disertation, it was found that e-service quality has a significant effect on customer satisfaction without the interaction of the moderating role of brand image. Where the results of this study indicate that the better the e-service quality offered by the company, the higher the e-satisfaction of users in using electronic services as online shopping sites. The most important indicator of e-service quality is efficiency, which is indicated by the ease and speed with which users can access and use the site. (Yanto & Anjarsari, 2021) research, states that the reliability dimension in e-service

quality has a positive and significant effect on e- satisfaction on Shopee customer satisfaction. Can be seen from previous research, the hypothesis formed is:

H1: E-service quality has a positive effect on customer satisfaction

The Effect of Brand Image on Customer Satisfaction

According to research conducted by Eko Budiyo, Ichwan Bagus Airlangga, and Ali Mahsun (2019) in (Indriyati et al., 2022) article, the results obtained show that brand image has a positive effect on customer satisfaction. Where this research shows that consumers will think that Shopee E-Commerce provides satisfying Electronic services when they see or hear the brand.

This is in line with the results of research by (Bandawaty, 2020), which states that the better the brand image, the higher the customer satisfaction of Bukalapak, and the worse the brand image, the lower the customer satisfaction of Bukalapak. Brand image has a significant effect on customer satisfaction" is proven true. brand image has a positive effect because respondents feel attracted to the image provided by the e-commerce brand. This means that the image formed by e-commerce is in accordance with the expectations and customer satisfaction of (Iriantini, 2022) research results (2022) in . Can be seen from previous research, the hypothesis formed is:

H2: Brand Image has a positive effect on customer satisfaction

The Effect of E-Service Quality on Customer Loyalty

Electronic customer loyalty is highly dependent on the quality of electronic services provided. It is not uncommon to find complaints that are felt as a result of unsatisfactory electronic services causing customers to be reluctant to transact again (Saragih, 2019). The consequence of good service by e-retailers is that customers will stick to their choice, and give rise to ongoing revenue, increased spending, premium price and referred customer behaviour Riza & Sutopo (2017) in (Juwaini et al., 2022) where it refers to the behaviour of loyal customers.

According to research conducted by (Sugiarto, 2017) with the results obtained that e-service quality affects customer loyalty. Where the research shows that E-service quality has an influence on customer loyalty when a company provides good service and in accordance with customer expectations, customers will have a sense of reusing the service or product. Customers will be loyal to good service quality and will recommend to those closest to them and this sense of loyalty arises because of their satisfaction with the services provided. Can be seen from previous research, the hypothesis formed is:

H3: E-service quality has a positive effect on customer loyalty

The Effect of Brand Image on Customer Loyalty

In research conducted by (Sugiarto, 2017), the results also show that brand image has a significant effect simultaneously on customer loyalty. Brand Image has always been one of

the important assets for customer satisfaction and their loyalty to the product. Customer loyalty and brand image have an impact on each other. It was found that brand image can influence customer loyalty in accordance with customer satisfaction. On customer loyalty, brand image buyers have a positive impact. When customers are satisfied, the brand image becomes strong. That's how the image in a brand will have a positive impact on customer satisfaction (Abbas et al., 2021). Can be seen from previous research, the hypothesis formed is:

H4: Brand image has a positive effect on customer loyalty.

The Effect of Customer Satisfaction on Customer Loyalty

In research conducted by Calypra (2018) in (Amelia, 2018), it was found that customer satisfaction has a positive influence on customer loyalty through privacy, where if the starter pack buyer has a more positive perception of privacy, it will cause customer satisfaction and customer satisfaction to affect customer loyalty.

The results of research by Manaf et al., (2018) in (Al-Khayyal et al., 2020) article state that consumers will be loyal to an online shopping site if they get satisfaction from the online shopping site, therefore if consumers make online purchases in several e-commerce which consumers then evaluate whether the e-commerce has exceeded their satisfaction criteria or not. If after trying and then the response is good, it means that the consumer is satisfied with making online purchases so that he will decide to make repeat purchases on

the e-commerce consistently over time, this means that consumer loyalty has been created, this is in line with the research of Hidayah, F. E. & Suryadi (2021) in (Sudirjo et al., 2023) e-satisfaction can increase the e-loyalty of Tokopedia e-commerce users, so that the higher the customer satisfaction on Tokopedia e-commerce, the more user loyalty will increase to continue using electronic services in Tokopedia e-commerce in shopping online. Can be seen from previous research, the hypothesis formed is:

H5: Customer Satisfaction affects Customer Loyalty

The Influence of Customer Satisfaction on the Relationship between E-Service Quality and Customer Loyalty

Research conducted by (Ridhorezky Raynare & Trianasari, 2021) states that reliability has a positive effect on e-customer loyalty through JD.ID e-customer satisfaction. Chess & Kerti's research (2018) states that the reliability dimension in e-service quality has a positive and significant effect on e-loyalty through e-satisfaction for Shopee application users in Denpasar.

In research conducted by (Tanzil & Lestari, 2023) which states that there is an effect of customer satisfaction and e-service quality on customer loyalty. Where it is explained that if the quality of service provided by the company is in accordance with expectations and performance, consumers will be happy because the expectations and performance of the service are good and consumer loyalty will directly arise to the company. If a customer is satisfied with the product being

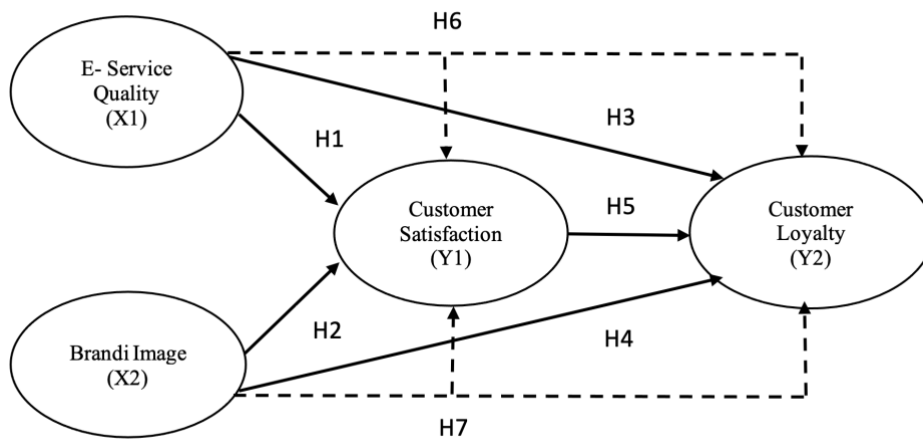


Figure 1. Theoretical Framework

sold, they will become a loyal customer and will recommend your product to others It can be seen from previous research, so the hypothesis formed is:

H6: Customer Satisfaction has an effect on Improving the Relationship between E-Service Quality and Customer Loyalty

The Effect of Customer Satisfaction Increases the Relationship between Brand Image and Customer Loyalty

Research conducted by (Maulana & Sunaryo, 2020) in his research shows that brand image has a significant effect on customer loyalty through customer satisfaction. The implication of this research is that companies must remain active in improving service quality and product quality in an effort to give a consistent good impression for a good brand image so that customers can be satisfied, which with this satisfaction will make customers become loyal.

In the same way, some other researchers say that customer

loyalty and customer satisfaction are separate from each other. Satisfaction is something people say about the product. And loyalty is what people do. A customer becomes loyal when he is satisfied with the products and services of that brand. From a loyal customer, the organisation gains more profit as loyal customers buy the same brand products repeatedly and praise others to buy the same products and services. Loyal customers cannot switch to other brand products and are sincere with their brand products. In different market situations and marketing efforts, customers will not switch to competitors and other brands. Can be seen from previous research, the hypothesis formed is: H7: Customer Satisfaction has the effect of enhancing the relationship between Brand Image and Customer Loyalty

Theoretical Framework

It can be seen from the explanation of the hypothesis development above, so a framework of thought is created which is the basis of this

research. The following is a picture of the framework in this study.

Munir, 2021) article. In this study the variables used are as follows:

Table 2. Operational Definition of Variables

No	Operational Definition	Indicators	Source
1	E-Service Quality (X1) <i>E-service quality means a service provided or offered by online business actors to their online consumers as an extension of the ability of an application site and or website to facilitate purchasing activities, as well as effective and efficient distribution.</i>	1. Efficiency 2. Reliability 3. Privacy 4. Responsiveness 5. Compensation 6. Contact	(Abid & Dinalestari, 2019).
2	Brand Image (X2) Brand image is the way consumers perceive a brand as a picture of what is in the mind or mind of consumers towards a brand.	1. Functional image 2. Affective brand 3. Brand reputation 4. Brand Excellence 5. Brand strengthness	Sari Dewi et al. (2020)
3	Customer satisfaction (Y1) Customer Satisfaction is a customer who has feelings as a form of assessment of product or service performance based on customer expectations. When a company gets a comment	1. Loyal 2. Fulfilment of consumer expectations 3. Attitude or desire to use the product 4. Recommend to others 5. Service quality 6. Good reputation 7. Location	(Purwanto, 2022)
4	Customer Loyalty (Y) Griffin states that: "Loyalty is a defined as non-random purchase expressed over time by some decision-making unit." That is, loyalty refers more to the form of behaviour of decision-making units to make continuous purchases of a company's goods / services.	1. Repeat purchase 2. Recommendation 3. Commitment 4. Retention / Not Interested in other products 5. Demonstrate immunity to the pull 6. from competitors	(Griffin, 2019)

Source: Previous studies, 2022

**Research Methods
Research Variables**

A research variable is an attribute of the nature or value of people, objects or activities that have certain variations set by researchers to be studied and conclusions drawn (Sugiyono, 2013) in (Mahendri &

Independent Variables (Free Variables)

The independent variable is a variable that becomes a change or the emergence of the dependent variable. In this study the independent variables used are as follows:

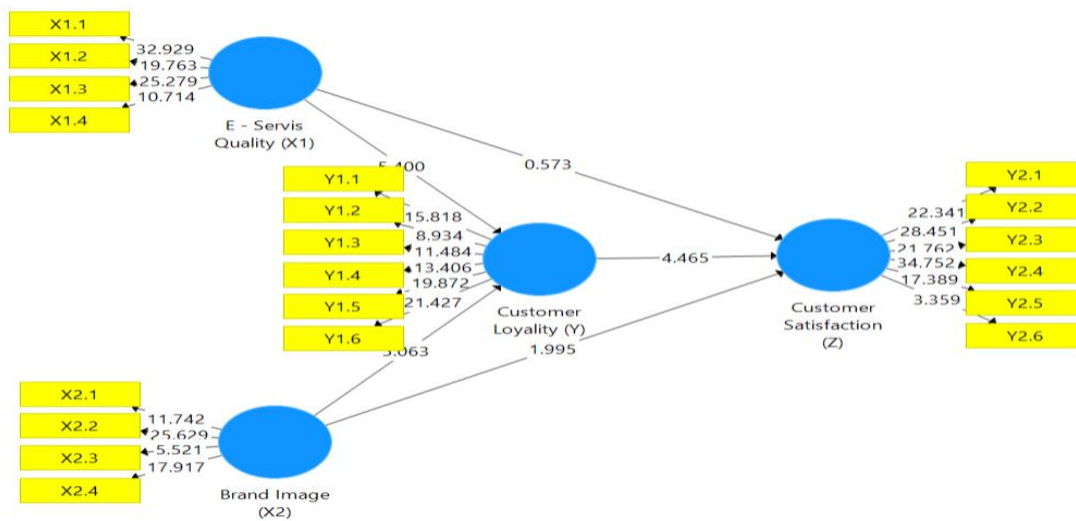


Figure 2. PLS-SEM Framework

X1 = E-Service Quality
 X2 = Brand Image

Dependent variable

Variables that are affected or become a result due to the existence of independent variables (independent). In this study, the dependent variable used is e-satisfaction (Y).

Intervening Variable

According to Sugiyono (2017) in (Hendrawan & Agustini, 2021) article intervening variables are the influence of the link between the two independent and dependent variables. Intervening variables can theoretically affect the relationship between the independent and

dependent variables into an indirect relationship. The intervening variable used in this study is customer loyalty (Z).

Operational Definition of Variables

Operational definition is a definition that makes the variables being studied operational in relation to the measurement process of these variables. An operational definition allows an abstract concept to be made operational so that it makes it easier for researchers to make measurements (Ridha, 2017) article.

Population and Sample

Population

Population is a generalisation area consisting of objects or subjects that

Tabel 3. Average Variance Extracted (Ave)

Variabel	Rata-Rata Varians Diekstrak (Ave)	Ave
E Servis Quality (X1)	0,634	0,796
Brand Image (X2)	0,668	0,818
Customer Loyalty (Z)	0,657	0,811
E Satisfaction (Y)	0,691	0,832

Source: Data with PLS processed (2023)

have certain quantities and characteristics set by researchers to study and then draw conclusions (Sugiyono, 2014) in (Yanto & Anjarsari, 2021) article. The population in this study were ecommerce shoppe customers in Semarang city.

Sample

The sampling technique used is non-probability sampling technique, namely by means of purposive sampling is a sampling technique with certain considerations. The purposive sampling technique is based on an assessment of several characteristics of respondents tailored to the research objectives (Sugiyono, 2014) (Yanto & Anjarsari, 2021) article.

The criteria used in this study are customers who use Queen Laundry services. According to Rao Purba in (Sujarweni, 2015) in (Susanti et al., 2023) if the population is unknown then the number of samples can be determined by the Rao Purba formula, namely:

$$n = \frac{1,96}{4 + (0,10)}$$

Description:

n = Number of Samples

Z = Normal distribution level at a significant level of 5% = 1.80 moe = Margin of error max or maximum tolerable error, usually 10%.

From the above calculations, it can be seen that the number of samples used in this study were 80 respondents who used Queen Laundry services.

**Type of Data Source
Type of Data**

Based on the scale, the type of data used to measure the variables tested is ordinal scale data.

Data Source

Primary Data

The data source obtained in this study is primary data, namely data collected by researchers themselves (Marzuki, 2008). Primary data in this study were obtained directly from respondents' answers through questionnaires regarding e-service quality (X1), brand image (X2), customer satisfaction (z) and customer loyalty (Y).

Secondary Data

Secondary data in this study were obtained from various sources. Secondary data in this study is in the form of a literature review, which contains material about e-service quality, brand image, e-satisfaction, and customer loyalty.

Data Collection Methods

According to Sugiyono (2018) in (Handayanti1 et al., 2023) data collection techniques consist of observation, interviews, questionnaires and documentation. In obtaining data to conduct research, the authors collected data by making a list of questions for distributing questionnaires, in accordance with the research variables and distributed to respondents in order to obtain more complete data. The study uses a rating scale whose alternative answers move between 5 scales, with the following ratings

Analysis Technique

Analysis technique is a process of analysing data that is expected to provide useful information for

Tabel 4. Cronbach Alpha

Variabel	Cronbach's Alpha
E Servis Quality (X1)	0,805
Brand image (X2)	0,900
Customer loyalty (Z)	0,785
E satisfaction (Y)	0,849

Source: Data Processing With PLS (2023)

Tabel 5. Reliability Composite

Variabel	Composite Reliability
E Servis Quality (X1)	0,873
Brand Image (X2)	0,923
Customer Loyalty (Z)	0,885
E Satisfaction (Y)	0,899

Source: Data Processing With PLS (2023)

Tabel 6. Adjusted R-Square

	R Square	R Square Adjusted
Customer Loyalty (Z)	0,831	0,285
E Satisfaction (Y)	0,733	0,761

Source: Data Processing With PLS (2023)

researchers as research purposes that have been formulated in the research objectives, so that the data that has been collected can be processed and interpreted. Data that has been interpreted can make it easier for researchers and interested parties to understand the results of the research so that it is expected to be useful for making important decisions.

Descriptive Statistical Analysis

Descriptive analysis conducted in this study has the aim of providing an overview of the variables in the study, namely return on equity, firm size, sales growth, current ratio, total asset turnover and firm value, the description is in the form of min, max, standard deviation and average values (Imam Ghozali, 2011) in

(Kwong-Kay, 2013), (Sarstedt et al., 2020) article.

SmartPLS Analysis

Data analysis was carried out using SmartPLS version 3 software as a data processing aid. SmartPLS was used in this study because the number of samples was limited while the model built was quite complex. Structural Equation Modeling or SEM is used to solve research problems, this method is better when compared to other techniques. Structural Equation Modeling has a high level of flexibility, so it is not based on long-winded assumptions, so the analysis method is said to be quite strong. To get good research results, the sample used does not have to be large.

Tabel 7. Hypotheses Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E Servis Quality (X1) -> Customer Loyalty (Z)	0,474	0,485	0,009	4.785	0,000
E Servis Quality (X1) -> E Satisfaction (Y)	0,312	0,314	0,145	2,141	0,033
Customer Loyalty (X2) -> E Satisfaction (Y)	0,667	0,668	0,150	4.456	0,000
Brand Image (X2) -> Customer Loyalty (Y)	0,447	0,349	0,098	6.078	0,000
Brand Image (Z) -> Satisfaction (Y)	0,305	0,077	0,137	0,581	0,561

Source: Data Processing With PLS (2023)

Measurement Model (Outer Model) Validity Test

The validity test is carried out with the aim of knowing whether the processed research data is valid or not. Validity testing describes all existing research data on each variable. The validity test stage has several tests, including convergent validity, discriminant validity and average variance extract (AVE). If the test value is said to be valid, further testing can be carried out.

Reliability Test

Reliability test is a series of tests conducted to assess the reliability of the data collected. The reliability test describes the level of consistency of the measuring instrument used to measure research data. The reliability test is carried out through composite reliability, where the variable is concluded to be reliable if the resulting value has a value of more than 0.7.

Structural Model Test (Inner Model)

This test is used to predict the causal relationship between variables in the study, the structural model test consists of:

Coefficient of Determination (R2)

The coefficient of determination is a test that is seen from the value of the independent variable as the strength of the research model prediction. The R2 test results are used as a basis in describing the level of influence given by the independent variable to the dependent variable. Based on (Hair et al., 2014) in (Sarstedt et al., 2020) article the influence is said to be strong if it has a value of 0.75, the model is said to be moderate if it has a value of 0.50 and is said to be low if it has a value of 0.25. The conclusion is that the higher the coefficient of determination, the better the model proposed in a study.

Table 8 Hypothesis Test Results Mediation

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E Servis Quality (X1) -> Customer Lotality (Z) -> E Satisfaction (Y)	0,316	0,326	0,108	2,941	0,003
Brand Image (X2-> Customer Lotality (Z) -> E Satisfaction (Y)	0,333	0,325	0,088	3,776	0,000

Source: Data Processing with PLS (2023)

Predictive Relevance

Predictive relevance is done to test how much observation value is produced by the research model and its indicator estimates. If the value shows a number greater than zero, the research model is said to have predictive relevance, while if the value shows a number less than zero, it is said that the model does not have good predictive relevance (Ghozali and Latan, 2015) in (Maulana & Sunaryo, 2020) article.

Hypothesis Testing

Hypothesis testing in this study uses structural equation modeling analysis with the smartPLS 3.0 program. SEM testing in addition to confirming the theory also describes whether there is a relationship between independent variables (Ghozali, 2012) in (Amelia, 2018). The conclusion of the hypothesis test is seen from the path coefficient value obtained in testing the inner model. If the t-stat value is greater than the t-table value of 1.96 (α 5%), it is concluded that the hypothesis proposed in the study is accepted. The research model equation in the study is formulated with the formula:

$$\eta_1 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \zeta_1$$

$$\eta_2 = \gamma_1\xi_1 + \gamma_1\xi_2 + \gamma_1\xi_3 + \zeta_1$$

Description:

ξ = independent variable

η = dependent variable

λx = factor loading of the independent variable

λy = dependent variable factor loading

γ = coefficient of influence of the independent variable on the dependent variable

ζ = error

Model Evaluation

The measurement model or outer model with reflexive indicators is evaluated by convergent and discriminant validity of the indicators and composite reliability for indicator blocks. The structural model or inner model is evaluated by looking at the percentage of variance it explains by looking at R² for exogenous latent constructs using the Stone Gaiser Q Square test and also looking at the magnitude of the structural path coefficient. The stability of this is evaluated using the t-test statistics obtained through the bootstrapping procedure. The full model thus constructed is:

Results and Discussion

Validity Test

The validity test is used to measure whether a questionnaire is valid or not. A questionnaire is said to be valid if it is able to reveal something

that will be measured by the questionnaire. This test is carried out using the convergent validity measure in PLS. The convergent validity value of each indicator can be seen from the outer loading value. Individual indicators are considered valid if they have an outer loading value above 0.70 according to Chin (1998) in (Sasono et al., 2021) article. An indicator is said to have good reliability, if the outer loading value is above 0.70 (Sarwono, 2016) in (Rinaldy & Parwoto, 2021) article. In this study, a loading factor limit of 0.70 will be used.

Reliability Test

Reliability measurement using 2 (two) ways, namely:

a. The questionnaire is said to be reliable or reliable if a person's answer to the statement is consistent or stable over time (Ghozali, 2014). Reliability test is the level of stability of a measuring device in measuring a symptom / event. The higher the reliability of a measuring device, the more stable the measuring device is. A construct is said to be reliable if it provides a Cronbach Alpha value > 0.60 (Ghozali, 2014) in (Muharam et al., 2021).

Finding that shown from the results of Cronbach Alpha that each construct is good, which is above 0.60. This means that the construct value is realibel.

a. Apart from Croanbach Alpha, to assess the reliability of a construct, it can also be done by looking at the Composite Reliability between constructs and their indicators which gives good results, namely above 0.70. where the loading factor result of 0.70 and above is good.

Table 5 shows that the results of the composite reliability of each

construct are good, which is above 0.7. A variable can be declared to meet composite reliability if it has a composite reliability value > 0.70 (Ghozali, 2014) in (Muharam et al., 2021) article. It can be seen here that the value for all variables has a composite reliability value > 0.70, meaning that it has a good reliability value and can be used for further research processes. What is meant by reliable here is that the indicators used in real research are in accordance with the real conditions of the object of research.

Structural Model Testing (Inner Model)

After the estimated model meets the discriminant validity criteria, the next structural model testing (inner model) is carried out. Assessing the inner model is to see the relationship between latent constructs by looking at the results of the estimated path parameter coefficient and its significance level (Ghozali, 2014) in (Sasono et al., 2021). The following is the Adjusted R-square value on the construct.

Table 6 shows that the R2 value shows that the variables that affect e-satisfaction such as brand image and e-service quality together have an effect of 0.733 (73.3%), while the remaining 26.7% of other constructs. The effect of brand image, e-service quality and e-satisfaction on e-loyalty is 0.831 (83.1%).

Research Model

The results of data processing using PLS software tools, the output results of the loading factor construct structure model which will explain the relationship between constructs are shown in the following figure.

To determine whether a hypothesis is accepted or not by comparing the t-count with the t-table with the condition that if the t-count > t-table or p values < the alpha level (0.05), then the hypothesis is accepted. For more details can be seen in Table 3 below.

The Effect of E Service Quality on E Satisfaction

Based on the results of the PLS test output in the processed data in the table above on the second hypothesis, namely the effect of e service quality (X1) on e satisfaction (z), the original sample estimate value is 0.312 with a t value of (2.141) > t table (1.98) and a p-values value of (0.033) < significance (0.05) so that it can be concluded that e service quality has a positive and significant effect on e satisfaction on e commerce shoppe customers in Semarang city.

The Effect of Brand Image on E Satisfaction

Based on the results of the PLS test output in the processed data in the table above on the fifth hypothesis, namely the effect of brand image (X2) on e satisfaction (Z), the original sample estimate value is 0.305 with a calculated t value of (0.581) > t table (1.98) and a p-value of (0.00561) > significance (0.05) so that it can be concluded that brand image has a negative and insignificant effect on E Satisfaction on E Commerce Shoppe customers in Semarang City.

The Effect of E Service Quality on Customer Loyalty

Based on the results of the PLS test output in the processed data in the table above on the first hypothesis,

namely the effect of E service quality (x1) on Customer Loyalty (y), the original sample estimate value is 0.474 with a t value of (4.785) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that e service quality has a positive and significant effect on Customer Loyalty at E Commerce Shoppe Customers in Semarang City.

The Effect of Brand Image on Customer Loyalty

Based on the results of the PLS test output in the processed data in the table above on the fourth hypothesis, namely the effect of brand image (X2) on customer loyalty (Y), the original sample estimate value is 0.447 with a t value of (6.078) > t table (1.98) and a p-values value of (0.000) < significance (0.05) so that it can be concluded that brand image has a positive and significant effect on customer loyalty in e commerce shoppe customers in Semarang city.

The Effect of Customer Loyalty on E Satisfaction

Based on the results of the PLS test output in the processed data in the table above on the third hypothesis, namely the effect of customer loyalty (Y1) on e satisfaction (Z), the original sample estimate value is 0.667 with a calculated t value of (4.456) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that customer loyalty has a positive and insignificant effect on e satisfaction on e commerce shoppe customers in Semarang city.

Effects of Mediation

The Effect of E Service Quality in Influencing E Satisfaction Mediated by Customer Loyalty

Based on the results of the PLS test output in the processed data above, the original sample estimate value is 0.316 with a t value of (2.941) > t table (1.98) and a p-value of (0.003) < significance (0.05) so that it can be concluded that customer loyalty can mediate the relationship between e service quality on e satisfaction at E Commerce Shoppe Customers in Semarang City.

The Effect of Customer Satisfaction Increases the Relationship of Brand Image to Customer Loyalty

Based on the results of the PLS test output in the processed data above, the original sample estimate value is 0.0333 with a t value of (3.776) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that customer loyalty can mediate the relationship between brand image and e satisfaction in E Commerce Shoppe customers in the city of Semarang.

Discussion

This discussion is carried out with the aim of answering the problems that have been formulated previously. Furthermore, it discusses the acceptance of the research hypothesis accompanied by facts or rejection of the research hypothesis accompanied by an explanation.

The Effect of E Service Quality on E-Satisfaction

Based on the results of the PLS test output in processed data in table 4.14 above on the first hypothesis, namely the effect of e service quality (X1) on e satisfaction (Y), the original sample estimate value is 0.312 with a t value of (2.141) > t table (1.98) and a p-values value of (0.033) <

significance (0.05) so that it can be concluded that e service quality has a positive and significant effect on e satisfaction on e commerce shoppe customers in Semarang city.

The results of descriptive analysis on the e service quality variable which has the highest value in shaping e satisfaction in the good and significant category. This means that the Effect of E-servis Quality on E-satisfaction at Shopee is a concept that reflects the extent to which the quality of electronic services on the Shopee platform affects the level of customer satisfaction in using these services. As well as an increase in the quality of electronic services will contribute positively to the level of customer satisfaction. Factors such as speed, security, and responsiveness can create a satisfying experience for users. In Perception Customers perceive that the e-services they receive are of high quality are likely to have a positive perception of the platform. This creates a strong basis for higher levels of satisfaction.

It can therefore be concluded that e-service quality has a positive and significant effect on e-satisfaction of Shopee e-commerce consumers. The results of this study are in line with previous research conducted by (Vincent Andre Saputra, 2020) in (Alfano, 2020) article and (Yanto & Anjarsari, 2021) with the conclusion that E Servis Quality has a positive and significant effect on e satisfaction.

The Effect of Brand Image on E Satisfaction

Based on the results of the PLS test output in processed data in table 4.14 above on the second hypothesis, namely the effect of

brand image (X2) on satisfaction (Z), the original sample estimate value is 0.305 with a calculated t value of (0.581) > t table (1.98) and a p-value of (0.00561) > significance (0.05) so that it can be concluded that brand image has a negative and insignificant effect on E Satisfaction on E Commerce Shoppe customers in Semarang City.

The results of descriptive analysis on the brand image variable which has the highest value in shaping satisfaction are categorised as negative and insignificant. This means that shoppe customers in Semarang city feel that the Brand Image built by Shopee may not be consistent with customer expectations when they interact with the platform. If customers have higher expectations than the brand can fulfil, this can lead to dissatisfaction. Service Quality Doesn't Match the Brand Image, While Shopee has a strong brand image, the quality of service provided may not be in line with those positive perceptions. Customers may experience a gap between what is promised by the brand and what they experience during their use of the platform.

If Shopee is not responsive to customer feedback or does not make changes based on customer input, this may lead to dissatisfaction. Customers may feel that the brand is not paying attention to their needs and preferences. In addition, customers feel that they experience obstacles or dissatisfaction during the usage process which can affect E-Satisfaction: The trust built by the brand image may be damaged due to negative experiences or mismatches with customer expectations. Broken trust factors can have a negative

impact on the level of customer satisfaction.

Thus it can be concluded that brand image has a positive and significant effect on customer loyalty. The results of this study are in accordance with previous research conducted by (Iriantini, 2022) and (Ali Mahsun, 2019) in (Budiman et al., 2020) article with the conclusion that brand image has a negative and insignificant effect on e satisfaction.

Effect of E Service Quality on Customer Loyalty

Based on the results of the PLS test output in processed data in table 4.14 above on the third hypothesis, namely the effect of E service quality (x1) on Customer Loyalty (z), the original sample estimate value is 0.474 with a t value of (4.785) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that e service quality has a positive and significant effect on Customer Loyalty at E Commerce Shoppe Customers in Semarang City.

The results of descriptive analysis on the e sevis quality variable which has the highest value in shaping Customer Loyalty are very good and significant. This means that there is a match between certain aspects of services or features at Shopee that are highly appreciated and expected by consumers which will have an impact on e-commerce consumer e-loyalty. This indicates that most consumers are satisfied with the reliability of the platform, responsive customer service, ease of navigating the site, or attractive promotions. With a sense of satisfaction, this certainly causes consumers to develop a sense of loyalty which makes

consumers become loyal consumers to Shopee. In addition, the quality provided by e-commerce gives a good impression to customers, so it is possible that customers will feel loyal to Shopee e-commerce.

Thus it can be concluded that e-service quality has a positive and significant effect on Shopee e-commerce consumer e-loyalty. The satisfaction and dissatisfaction felt by Shopee consumers will affect subsequent behaviour patterns. If consumers are satisfied, there is a high probability that Shopee consumers will shop online again by buying the same product and giving good references for the product to others.

The results of this study are in line with previous research conducted by (Eko Budiyanto, Ichwan Bagus Airlangga, and Ali Mahsun, 2019) in (Budiman et al., 2020) article and (Avania & Widodo, 2022) with the conclusion that Service Quality has a positive and significant effect on Customer Loyalty. Translated with

The Effect of Brand Image on Customer Loyalty

Based on the results of the PLS test output in processed data in table 4.14 above on the fourth hypothesis, namely the effect of brand image (X2) on customer loyalty (Y), the original sample estimate value is 0.447 with a t value of (6.078) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that brand image has a positive and significant effect on customer loyalty in shoppe e-commerce customers in Semarang city.

The results of descriptive analysis on the brand image variable

which has the highest value in shaping customer loyalty in the good and significant category. This means that Brand Image has a significant impact on Customer Loyalty at Shopee and contributes to how customers perceive, value, and decide to remain loyal to the brand or platform. Here are some of the ways in which Brand Image affects Customer Loyalty at Shopee, that is: a positive Brand Image can build customer trust in Shopee. When customers believe that the brand can provide consistent and quality service, they are likely to feel satisfied with their experience. Shopee's positive reputation in the minds of customers can form the basis for trust and loyalty. Customers who know that the brand is valued and recognised by many can feel more trusting and more motivated to remain loyal. Through good management of Brand Image, Shopee can build a strong foundation for Customer Loyalty, create positive experiences, and maintain customer trust in the long run.

Thus it can be concluded that brand image has a positive and significant effect on customer loyalty. The results of this study are in accordance with previous research conducted by (Sugiarto, 2017) and (Abbas et al., 2021) with the conclusion that brand image has a positive and significant effect on customer loyalty.

The Effect of Customer Loyalty on E Satisfaction

Based on the results of the PLS test output in processed data in table 4.14 above on the fifth hypothesis, namely the effect of customer loyalty (Y1) on e satisfaction (Z), the original

sample estimate value is 0.667 with a t value of (4.456) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that customer loyalty has a positive and significant effect on e satisfaction on e commerce shoppe customers in Semarang city.

The results of descriptive analysis on the customer loyalty variable which has the highest value in shaping e satisfaction in the good and significant category. This means that the effect of Customer Loyalty on E-satisfaction at Shopee reflects the relationship between customer satisfaction and the level of customer loyalty to the platform. Where Customer Loyalty can influence E-satisfaction at Shopee through Positive Feedback. Loyal customers tend to give positive feedback towards the platform, as they already have a previous positive experience. This positive feedback can increase the level of customer satisfaction and create a positive loop. High usage can reflect a good level of satisfaction, as customers see significant value and benefits in using Shopee repeatedly.

In Loyalty as a Satisfaction Indicator Customer loyalty is often an indicator that the customer is satisfied with the service provided. If a customer continues to use Shopee and chooses it again rather than looking for another platform, this can be considered a sign of high satisfaction. Loyalty programmes such as discounts, rewards, or exclusive benefits for loyal customers can increase E-satisfaction. These benefits not only create incentives for customers to remain loyal but also increase their satisfaction.

By understanding the positive relationship between Customer Loyalty and E-satisfaction in Shopee, companies can design strategies to increase customer satisfaction levels and maintain customer loyalty. This involves efforts in improving services, providing added value, and maintaining a positive relationship with existing customers.

Thus it can be concluded that e-service quality has a positive and significant effect on e-satisfaction of Shopee e-commerce consumers. The results of this study are in line with previous research conducted by (Hidayah, F. E. & Suryadi, 2021) in (Sudirjo et al., 2023) and (Manaf et al., 2018) in (Al-Khayyal et al., 2020) article with the conclusion that customer loyalty has a positive and significant effect on e satisfaction.

The Effect of E Service Quality in Influencing E Satisfaction Mediated by Customer Loyalty

Based on the results of the PLS test output in the processed data above, the original sample estimate value is 0.316 with a t value of (2.941) > t table (1.98) and a p-value of (0.003) < significance (0.05) so that it can be concluded that customer loyalty can mediate the relationship between e service quality on e satisfaction at E Commerce Shoppe Customers in Semarang City.

The results of descriptive analysis on Service Quality, E-Satisfaction, and Customer Loyalty variables can be categorised as good and significant. This means that the relationship between Service Quality, E-Satisfaction, and Customer Loyalty can be explained through a conceptual model, where Service Quality has a direct influence on E-Satisfaction and also has an

influence on Customer Loyalty mediated by E-Satisfaction. Service Quality has a direct impact on E-Satisfaction. Customers who experience high quality service tend to feel electronically satisfied with their shopping or transaction experience at Shopee. E-satisfaction reflects the extent to which customers feel satisfied with their online experience. The importance of a positive experience in the entire process, from service to e-satisfaction, forms the basis for fostering customer loyalty. A positive experience can create an emotional connection and motivation to continue interacting with Shopee. By understanding this relationship, Shopee can develop strategies to improve service quality, e-satisfaction, and ultimately customer loyalty. This can include feature enhancements, user interface updates, customer service improvements, and other innovations.

The measurement and analysis process can take place on an ongoing basis to monitor changes in service quality, e-satisfaction, and customer loyalty over time. This allows Shopee to proactively respond to customer needs and preferences.

Thus it can be concluded that the Service Quality, E-Satisfaction, and Customer Loyalty variables can be categorised as good and significant. The results of this study are in accordance with previous research conducted by (Ridhorezky Raynare & Trianasari, 2021) and (Tanzil & Lestari, 2023) with the conclusion that brand image has a positive and significant effect on e satisfaction.

The Effect of Customer Satisfaction Increasing the Relationship between Brand Image and Customer Loyalty

Based on the results of the PLS test output in the processed data above, the original sample estimate value is 0.0333 with a t value of (3.776) > t table (1.98) and a p-value of (0.000) < significance (0.05) so that it can be concluded that customer loyalty can mediate the relationship between brand image and e satisfaction in E Commerce Shoppe customers in Semarang City.

The results of descriptive analysis on the customer loyalty variable can mediate the relationship between brand image and e satisfaction, indicating that the relationship between Customer Satisfaction, Brand Image, and Customer Loyalty can be explained as a continuous process in which customer satisfaction acts as a driver to improve the relationship between Brand Image and Customer Loyalty at Shopee.

Customer satisfaction can have a direct influence on Customer Loyalty.

Customers who are satisfied with Shopee are more likely to become loyal customers and make repeat purchases, forming the basis for a sustainable relationship. then in the context of Positive Perception of Brand Image: Customer satisfaction builds a positive perception of Shopee's Brand Image. Positive customer experiences create a good brand image in the minds of customers, encompassing elements such as quality, reliability, and other positive values.

Furthermore, positive perceptions of Brand Image motivate

customers to remain loyal. Customers who have a positive view of the brand are more likely to choose Shopee compared to competitors, regardless of price or promotion factors. Satisfied customers tend to give positive recommendations to friends and family. Positive word-of-mouth strengthens the brand image in the eyes of potential customers, which in turn can increase loyalty.

Thus, it can be concluded that Customer Satisfaction Increases the Relationship between Brand Image and Customer Loyalty can be categorised as good and significant.

Conclusion

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

- 1) The results of testing the first hypothesis know that E Service Quality has an effect on E Satisfaction for Shopee Ecommerce customers in Semarang City. This means that the hypothesis which reads that if e service quality is good, e loyalty will increase, is accepted.
- 2) The results of testing the second hypothesis know that Brand Image has an effect on E Satisfaction for Ecommerce Shopee customers in the city of Semarang. This means that the hypothesis which reads that if Brand Image is good, then e satisfaction will increase, is rejected.
- 3) The results of testing the third hypothesis know that e service quality has a positive and significant effect on customer loyalty for Shopee Ecommerce customers in Semarang City. This means that the hypothesis which reads that if e service quality is good, customer loyalty will increase, is accepted.

- 4) The results of testing the fourth hypothesis know that brand image has a positive and significant effect on customer loyalty in Ecommerce Shopee customers in Semarang City. This means that the hypothesis which reads that if the brand image is good, customer loyalty will increase, is accepted.

- 5) The results of testing the fifth hypothesis know that E Satisfaction has a positive and significant effect on Customer Loyalty in Ecommerce Shopee customers in Semarang City. This means that the hypothesis that reads E Satisfaction is good, then Customer Loyalty will increase, is accepted.

- 6) The results of testing the sixth hypothesis show that satisfaction can mediate the relationship between e service quality on customer loyalty for Shopee Ecommerce customers in Semarang City. This means that the hypothesis that reads e service quality on e satisfaction increases when strengthened customer loyalty, is accepted.

- 7) The results of testing the seventh hypothesis show that customer satisfaction can mediate the relationship between brand image and e satisfaction for Ecommerce Shopee customers in Semarang City. This means that the hypothesis that reads Service Quality on Purchasing Decisions increases when strengthened by Consumer Trust, is accepted.

Suggestions

Based on the research results that have been obtained, the suggestions that can be given by researchers are as follows:

- 1) For companies, Brand image in Shopee e-commerce, Shopee

companies should continue to improve the brand image that has been built to date. Both by continuing to improve Shopee's e-commerce reputation and the quality of Shopee's electronic services. Make a good impression on consumers by experiencing an online shopping experience that is different from other e-commerce. That way, consumers feel that shopping online at Shopee e-commerce is the right choice.

2) In e service quality, shopee e commerce companies need to conduct in-depth analyses related to customer preferences, needs and expectations. A good understanding of customers will help companies align electronic services with customer desires.

3) In e-satisfaction, Shopee e-commerce needs to pay attention to relationships with consumers so that consumers still feel the e-satisfaction provided by Shopee even though they are not given direct service.

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