

The Influence of e-Satisfaction, e-Service Quality, e-Trust on Shopee Marketplace Customer e-Loyalty

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Abstract

This research aims to test the Influence of e-satisfaction, e-service quality, and e-trust on the e-loyalty customer marketplace Shopee. The approach used in this research is quantitative, with a casual associative research type. The sampling method used nonprobability sampling with a purposive sampling method for 384 users of the Shopee marketplace application. Data collection uses a Google Form questionnaire distributed on WhatsApp, Instagram, and Facebook—data analysis using SmartPLS 4.0 software. The result found that e-service quality, e-trust, and e-satisfaction are essential to developing e-loyalty toward customers in Shopee's marketplace. This study also found that e-satisfaction has a role in building e-trust.

Keywords: e-satisfaction, e-service quality, e-trust, e-loyalty customer, Shopee marketplace

1. Introduction

Information technology is developing rapidly, with technological breakthroughs in almost all aspects of life, including the electronic business or e-commerce sector (Masitoh et al., 2019). E-commerce is a way of doing business by using interesting internet technology to bring together many buyers and sellers, allowing them to carry out business transactions through various mechanisms managed by a third party where exchanges occur and offering various value-added services relationships (Anita & Miranda, 2016).

Based on survey results from the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia they reached 215.63 million people in 2022-2023. Indonesia is also recorded as the internet citizen buying the most online goods. CNN reported that as many as 86% of internet users in Indonesia shop online, and in 2018, Google Search named Indonesia the most significant and fastest-growing e-commerce market in Southeast Asia, with an economic value reaching US\$ 12 billion (CNN Indonesia.com). Statista Market Insights data records that the number of e-commerce users in Indonesia will reach 178.94 million people in 2022. This figure has increased by 12.79% compared to the previous year, which had 158.65 million users. If you look at current trends, e-commerce users in Indonesia are projected to continue to increase until they reach 196.47 million users by the end of 2023.

Many types of e-commerce are used to carry out business activities, but in 2020, Shopee was ranked first among the most clicked e-commerce sites in Indonesia. Shopee is an application that engages in online buying and selling and can be accessed easily using a smartphone. Shopee

is a mobile application that allows users to carry out shopping activities online. It can be accessed anytime and anywhere.

In 2023, internet users are estimated to reach 150 million. Recorded on money.kompas.com, Shopee received 29.78% of traffic and 120 million monthly visits. Shopee is widely accessed via mobile, with a percentage of 72.4% and an average visit duration of 6 minutes and 30 seconds. Markplus Inc. (2020) stated that Shopee was the favorite marketplace during the coronavirus pandemic. Shopee is the marketplace most remembered by consumers (71%), followed by Tokopedia (15%), Lazada (8%), and Bukalapak (2%).

In initial interviews with 30 respondents, researchers found that respondents made repeated purchases because they felt satisfied with their online shopping experience at Shopee. The relationship between satisfaction and loyalty is strengthened by the research results of Liani and Yusuf (2021), which prove that satisfaction significantly influences customer loyalty. The scope of e-commerce is also the same, where e-satisfaction directly influences e-loyalty (Ayu & Valentina, 2020).

Customer satisfaction is an emotional response to the evaluation of the consumption experience of a product or service (Windasuri & Hyacintha, 2016, p. 64). Pre-survey respondents also stated that the e-service quality provided by the Shopee application is one of the attractions that determine whether consumers will be loyal to an online shopping application. Shopee's e-commerce ability to provide services in the form of ease in carrying out goods purchase transactions, application displays that are very easy for consumers to understand, and various other facilities, one of which is free shipping, makes Shopee e-commerce the most frequently visited marketplace.

Komara (2013) states that e-service quality is the service the company provides, whether the service is satisfactory or unsatisfactory, influencing customer satisfaction (e-satisfaction). Alwere et al. (2019) stated that e-service quality is seen from the extent to which the application site facilitates effective purchasing and delivery. Research conducted by Fitriani (2018) found that e-service quality positively affects e-satisfaction and e-loyalty. This is reinforced by research by Putri and Pujani (2019), which proves that the quality of the information system and electronic services on the Shopee website can influence consumer loyalty in online shopping.

Consumer trust also has a crucial role in building e-commerce. Shopee has succeeded in convincing consumers that shopping at Shopee is safe. The purchase money is not immediately given to the seller until the consumer confirms that the goods have been received correctly. Shopee also provides seller recommendations, making it easier for consumers to find trusted sellers. E-trust is often measured by how much the ability of the original product/service meets the perceived quality in consumers' minds (Liao & Zhong, 2013). Novianti (2018), in his research, proves that there is a significant relationship between e-trust and e-loyalty. E-trust also influences e-satisfaction and e-loyalty (Fitriani, 2018). This means that when Shopee customer e-trust increases, it will increase e-satisfaction, impacting Shopee customer e-loyalty. E-Loyalty is vital from a marketing perspective because the costs incurred to acquire new

customers are much higher than the costs to retain existing customers (Shan et al., 2016).

Previous research shows that e-service quality positively and significantly influences e-customer loyalty (Noviantry & Setiawardani, 2021). However, other research says that e-service quality positively but not significantly influences e-customer loyalty (Gotama & Indarwati, 2019). This is not in line with research by Rachmawati and Syafarudin (2022), which states that e-service quality does not positively influence e-customer loyalty [14]. These three research results show a gap between e-service quality and e-customer loyalty.

Previous research on e-satisfaction and e-customer loyalty shows that e-satisfaction significantly influences e-customer loyalty (Sasono et al. (2021). This research contrasts other research, which explains that e-satisfaction has a positive but insignificant effect on e-customer loyalty (Juwaini et al. (2022). Both studies still leave a gap between e-satisfaction and e-customer loyalty.

Research on e-trust and e-customer loyalty found that e-trust has a significant positive effect on e-customer loyalty (Purba et al., 2021), while other research states that e-trust does not have a positive effect and is not significant in e-customer loyalty (Rahmawaty et al., 2021).

Based on the description above, researchers found differences in results or evidence in previous research (evidence gap). An evidence gap is a finding of inconsistency or contradiction in the results of previous studies. Further research needs to be carried out to determine whether the results of the various variables analyzed in the research are effective.

2. Literature Review

E-Satisfaction. Hansemark and Albinsson (2004) define e-satisfaction as a goal or desire reflected in the customer's attitude towards buying and selling activities or emotional interactions regarding what customers expect online and what they get. Ahmad (2017) defines e-satisfaction as the relationship between website users and online sellers. This is the same as what Anderson and Srinivasan (2003) defined e-satisfaction as consumer satisfaction regarding previous purchasing experiences with retail-oriented websites. E-Satisfaction is an overall construct that reflects the cumulative effect of experience with service provision over a certain period (Gunari et al., 2010).

E-Service Quality. E-Service quality includes how an online shopping site can be used easily and comfortably, including all the services provided by the site to customers or consumers. It is crucial to improve the quality of the e-service quality of a site or application because by improving and having high visits to the quality of the site, web, or application, it is hoped that it can retain customers, persuade them to return to the website, and ultimately secure their loyalty (customer loyalty) (Jeon & Jeong, 2017). This is also reinforced by research conducted by Pee et al. (2019), which states that maintaining a high-quality website is very important for online business success. Dai, Huang, and Yi (2005) (Shan et al., 2016) explain that dimensions of e-service quality, such as efficiency, system availability, privacy, responsiveness, and contact, influence consumers' use of an online shopping site. Zeithaml. V.A. (2002) and Shan et al. (2016) also stated that the e-service quality of a site can facilitate consumers in shopping and

efficient and effective delivery of products and services.

E-Trust. Ghane et al. (2011) define e-trust as the level of confidence or certainty that customers have in exchange options. Giovanis and Athanasopoulou (2014) stated that e-trust is the basis for establishing and maintaining relationships between customers and online sellers. Kao and Lin (2016) also stated that there is a relationship between trust and loyalty, suggesting that loyalty has a positive relationship with trust and that trust has a positive impact on loyalty.

E – Loyalty. Hur. Y., Ko, Y.K., and Valacich, J (2013) in Putri and Pujani (2019) define consumer loyalty as a commitment to repurchase a product or service in the future despite the influence of circumstances and marketing efforts that have the potential to switch to a product or service under another brand. Anderson, R. E., and Srinivasan, S. S (2003). Shang, R. A., Chen, Y. C., and Liao, H. J. (2006) (Putri & Pujani, 2019) divide loyalty into two, namely: 1) Commitment to repeat orders. Loyalty is a solid commitment to consistently buy back products and services in the future, where purchases are made for the same brand. 2) Loyalty is not just a commitment but buying again.

3. Research Method

Research Hypothesis. This research hypothesis was formulated based on a research model built from the results of a theoretical review and study of previous research results as described in the form of a research hypothesis, as follows:

E-Service Quality Towards E-Satisfaction. The first hypothesis (H1) referred to the positive relationship between e-service quality and e-satisfaction of Shopee application users. With the better Shopee's e-service quality, it is hoped that consumer e-satisfaction will be higher on the Shopee application.

H1 : e-service quality positively and significantly affects e-satisfaction among Shopee application customers.

E-Service Quality Towards E-Trust. The second hypothesis (H2) refers to the positive relationship between e-service quality and buyer e-trust in the Shopee application. If Shopee's e-service quality is better, consumer e-trust will be higher in the Shopee application.

H2 : e-service quality positively and significantly affects e-trust among Shopee application customers.

E-Service Quality for E-Loyalty. The third hypothesis (H3) was formulated referring to the positive relationship between e-service quality and buyer e-loyalty on the Shopee application. If Shopee's e-service quality is better, consumer e-loyalty will be higher towards the Shopee application.

H3 : e-service quality has a positive and significant effect on e-loyalty among Shopee application customers

E-Satisfaction on E-Trust. The fourth hypothesis (H4) was formulated referring to the positive relationship between e-satisfaction and e-trust of Shopee application users. If consumer e-

satisfaction improves, consumer e-trust will likely increase in the Shopee application.

H4 : e-satisfaction positively and significantly affects e-trust among Shopee application customers.

E-Satisfaction on E-Loyalty. The fifth hypothesis (H5) was formulated referring to the positive relationship between e-satisfaction and e-loyalty of Shopee application users. The better consumer e-satisfaction, the higher consumer e-loyalty to the Shopee application.

H5 : e-satisfaction positively and significantly affects e-loyalty among Shopee application customers.

E-Trust towards E-Loyalty. The sixth hypothesis (H6) refers to the positive relationship between e-trust and e-loyalty of Shopee application users. If the consumer's e-trust is better, it is hoped that their e-loyalty will be higher towards purchases on the Shopee application.

H6 : e-trust positively and significantly affects e-loyalty among Shopee application customers.

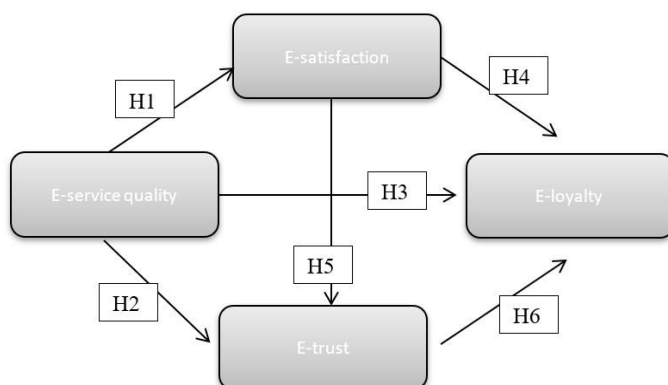


Figure 2. Conceptual Model

Source: Ribbink et al. (2004), Cheng (2014), Casalo et al. (2007)

Population and Sample. The population in this research is Shopee marketplace customers. The sampling technique used is non-probability sampling with a purposive sampling method, with respondent criteria: 1) customers who have shopped on the Shopee application and 2) Customers who have shopped more than three times. Furthermore, to calculate the number of samples needed in the research using the Cochran formula (Sugiyono, 2017, p. 148), the number of samples to be studied is 384 Shopee marketplace customers. The data collection method uses a questionnaire.

The operational definition of variables can be seen in Table 1 below:

Table 1. Operational Definition of Variables

Variable	Indicator	Source
e-satisfaction (X1)	1. Product quality 2. Serviceability 3. Site design 4. Price 5. Convenience 6. Recommended Product 7. Security	Irawan (2012:35), Ranjabran et. al., (2012), Kotler and Keller (2015)
e-service quality (X2)	Efficiency Fulfillment Sistem availability Privacy Responsiveness Contact Reliability	Pasuraman et.al (2005), Zavareh et. al (2012), Tiptono and Chandra (2016)
e-trust (X3)	Trust in the information Trust to fulfill their promises Trust the security Competence Consistency Openness	Ghane et. Al (2011), Prayitno (2015)
e-loyalty (Y)	Repeat order Recommended product Say positive things App as the first choice Purchase across product	Parasuraman et.al (2005), Griffin (2016)

The Likert scale measures attitudes, opinions, and perceptions of a person or group regarding social events or phenomena (Ridwan & Kucoro, 2011, p. 20). For each question item, a score of one to five is given: Strongly Agree (SS), Agree (S), Neutral (N), Disagree (TS), and Strongly Disagree (STS).

Validity test. Validity measures the extent to which an indicator accurately measures its intended measure (Haryono, 2017, p. 60). Construct validity testing in PLS is carried out through convergent validity (> 0.70), discriminant validity (> 0.70), and Average Variance Extracted (AVE) > 0.50 .

Evaluation of the 1st Measurement Model (Outer Model). Measurement models are evaluated to determine a construct's validity and reliability. Testing uses convergent validity, discriminant validity, AVE (Average Variance Extracted), and composite reliability to measure indicators and reflective items. The following are the results of developing a path diagram in SmartPLS.

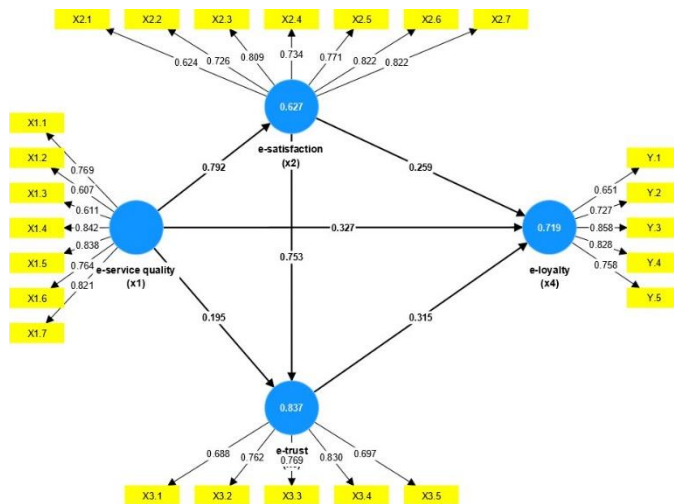


Figure 3. Path Diagram Development

Source: SmartPLS 4.0 Output, 2023

The convergent validity test can be seen from the outer loading value for each construct indicator. The standard to assess convergent validity is a loading factor value of 0.7 for confirmatory research and 0.6 – 0.7 for exploratory research (Ghozali, 2015).

Table 2. Convergent Validity (1st measurement model)

Item	e-service quality	e-satisfaction	e-trust	e-loyalty customer	Standard	Criteria
X1.1	0.769				0.7	Valid
X1.2	0.607				0.7	Not Valid
X1.3	0.611				0.7	Not Valid
X1.4	0.842				0.7	Valid
X1.5	0.838				0.7	Valid
X1.6	0.764				0.7	Valid
X1.7	0.821				0.7	Valid
X2.1		0.624			0.7	Not Valid
X2.2		0.726			0.7	Valid
X2.3		0.809			0.7	Valid
X2.4		0.734			0.7	Valid
X2.5		0.771			0.7	Valid
X2.6		0.822			0.7	Valid
X2.7		0.822			0.7	Valid
X3.1			0.688		0.7	Not Valid
X3.2			0.762		0.7	Valid
X3.3			0.769		0.7	Valid

X3.4			0.830		0.7	Valid
X3.5			0.697		0.7	Not Valid
Y1				0.651	0.7	Not Valid
Y2				0.727	0.7	Valid
Y3				0.858	0.7	Valid
Y4				0.828	0.7	Valid
Y5				0.986	0.7	Valid

The six items marked red in Table 2 indicate that the item is invalid because it has a value of less than 0.7, namely X1.2, X1.3, X2.1, X3.1, X3.5, and Y1. These six items were then removed from the outer model.

Table 3. Discriminant Validity (1st measurement model)

Item	e-service quality	e-satisfaction	e-trust	e-loyalty customer	Kriteria
X1.1	0.769	0.610	0.617	0.597	Valid
X1.2	0.607	0.393	0.421	0.421	Valid
X1.3	0.611	0.508	0.449	0.506	Valid
X1.4	0.842	0.701	0.679	0.677	Valid
X1.5	0.838	0.688	0.679	0.668	Valid
X1.6	0.764	0.571	0.583	0.570	Valid
X1.7	0.821	0.655	0.692	0.648	Valid
X2.1	0.393	0.624	0.456	0.437	Valid
X2.2	0.613	0.726	0.555	0.579	Valid
X2.3	0.657	0.809	0.712	0.654	Valid
X2.4	0.544	0.734	0.702	0.588	Valid
X2.5	0.575	0.771	0.770	0.634	Not Valid
X2.6	0.611	0.822	0.804	0.636	Not Valid
X2.7	0.764	0.822	0.763	0.708	Valid
X3.1	0.552	0.618	0.688	0.549	Valid
X3.2	0.560	0.740	0.762	0.648	Valid
X3.3	0.539	0.696	0.769	0.596	Valid
X3.4	0.637	0.780	0.830	0.641	Valid
X3.5	0.690	0.552	0.697	0.599	Valid
Y1	0.398	0.468	0.437	0.651	Valid
Y2	0.580	0.576	0.472	0.727	Valid
Y3	0.709	0.717	0.699	0.858	Valid
Y4	0.654	0.679	0.740	0.828	Valid
Y5	0.608	0.609	0.691	0.758	Valid

The results of the cross-correlation Measurements in Table 3 above show invalid indicators, namely X2.5, and a loading factor more significant than the cross-correlation on other variables, so all items are declared valid.

Table 4. AVE value (1st measurement model)

Variable	AVE	Standard	Criteria
e-service quality	0.572	0.5	Valid
e-satisfaction	0.579	0.5	Valid
e-trust	0.564	0.5	Valid
e-loyalty customer	0.590	0.5	Valid

Based on the table above, it can be seen that all variables, namely e-satisfaction, e-service quality, e-trust, and e-customer loyalty, produce Average Variance Extracted (AVE) values greater than 0.5, so these indicators are declared valid for measuring the variables.

Evaluation of the 2nd Measurement Model (Outer Model). The second measurement model was evaluated by removing invalid latent construct items from the first measurement model. In discriminant validity, there are items X2.5 and X2.6 where the e-satisfaction variable has a low value compared to other variables. Therefore, it needs to be eliminated from the structural model.

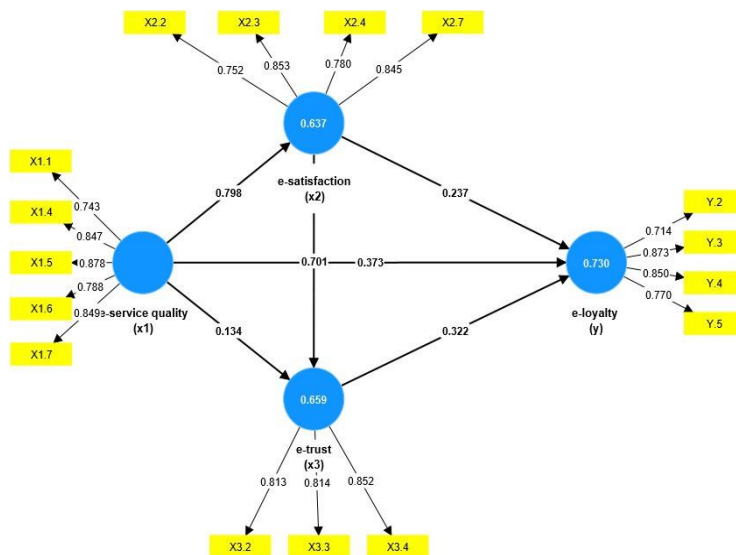


Figure 3. Outer Model Test (2nd measurement)

The results of convergent validity calculations are presented in Table 5.

Table 5. Convergent Validity (2nd measurement model)

Item	e-service	e-satisfaction	e-trust	yalty	Standard
X1.1	0.743				0.7
X1.4	0.847				0.7
X1.5	0.878				0.7
X1.6	0.788				0.7
X1.7	0.849				0.7
X2.2		0.752			0.7
X2.3		0.853			0.7
X2.4		0.780			0.7
X2.7		0.845			0.7
X3.2			0.813		0.7
X3.3			0.814		0.7
X3.4			0.852		0.7
Y.2				0.714	0.7
Y.3				0.873	0.7
Y.4				0.850	0.7
Y.5				0.770	0.7

The results of the cross-correlation discriminant validity of the second model can be seen in the table below:

Table 6. Discriminant Validity (2nd measurement model)

Item	e-service quality	e-satisfaction	e-trust	e-loyalty customer	Criteria
X1.1	0.743	0.602	0.574	0.610	Valid
X1.4	0.847	0.705	0.589	0.689	Valid
X1.5	0.878	0.705	0.604	0.680	Valid
X1.6	0.788	0.587	0.505	0.586	Valid
X1.7	0.849	0.670	0.573	0.656	Valid
X2.2	0.606	0.752	0.522	0.567	Valid
X2.3	0.659	0.853	0.640	0.670	Valid
X2.4	0.513	0.780	0.756	0.603	Valid
X2.7	0.784	0.845	0.685	0.717	Valid
X3.2	0.531	0.772	0.813	0.662	Valid
X3.3	0.554	0.564	0.814	0.619	Valid
X3.4	0.636	0.648	0.852	0.629	Valid
Y.2	0.582	0.610	0.405	0.714	Valid
Y.3	0.709	0.750	0.636	0.873	Valid
Y.4	0.631	0.688	0.728	0.850	Valid

Y.5	0.600	0.495	0.686	0.770	Valid
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Reliability Test. Reliability testing in PLS uses composite reliability and Cronbach's alpha methods. Composite reliability must be greater than 0.7, although a value of 0.6 is still acceptable (Hartono & Abdillah, 2014, p. 62).

1st Measurement Model Reliability Test (Outer Model). The results of calculating composite reliability and Cronbach's alpha can be presented in Table 7 below:

Table 7. Composite Reliability and Cronbach's Alpha 1st Measurement Model

Variable	Result		Rule of Thumb		Criteria
	Composite	Cronbach'	Composite	Cronbach'	
e-service	0.902	0.872	0.7	0.6	Reliable
e-satisfaction	0.905	0.878	0.7	0.6	Reliable
e-trust	0.866	0.805	0.7	0.6	Reliable
e-loyalty	0.877	0.825	0.7	0.6	Reliable

Table 7 shows that the composite reliability value is good because it exceeds the composite reliability value of 0.7. Furthermore, Cronbach's alpha value for the e-satisfaction variable is 0.878, the e-service quality variable is 0.872, and the e-trust variable is 0.805, indicating a Cronbach's alpha value of more than 0.6, so it is reliable in measurement.

Tabel 8. Composite Reliability dan Cronbach's Alpha (model pengukuran ke 2)

Variabel	Hasil		Rule of Thumb		Kriteria
	Composite	Cronbach'	Composite	Cronbach'	
e-service	0.879	0.879	0.7	0.6	Reliable
e-satisfaction	0.823	0.876	0.7	0.6	Tidak
e-trust	0.768	0.768	0.7	0.6	Tidak
e-loyalty	0.816	0.816	0.7	0.6	Reliable

Table 8 shows that Cronbach's alpha value of the e-satisfaction, e-service quality, e-trust, and e-customer loyalty variables is more significant than 0.6, so it is declared reliable.

Structural Model Evaluation (Inner Model). This inner model testing aims to determine the relationship between constructs, significance values, and the research model's R-square. Evaluation Testing of the inner model or structural model was carried out to determine the relationship between constructs, significance values, and the research model's R-square.

R-square. The structural model was evaluated using R-square for the t-test endogenous construct and the significance of the structural path parameter coefficients. The R-Square values are 0.67 (strong), 0.33 (moderate), and 0.19 (weak) (Ghozali, 2015).

Tabel 9. R-Square Model Fit

Variabel Endogen	R-Square	Variabel Eksogen
e-loyalty customer	0.728	e-satisfaction, e-service quality, e-trust

Table 9 shows the R-square results for the two endogenous variables, namely the customer e-loyalty (Y) variable with a value of 0.728. The e-customer loyalty variable (Y), the relationship value which is influenced by the variables e-satisfaction (X1), e-service quality (X2), and e-trust (X3), is 72.8%. The remaining 27.2% is influenced by other variables not included in the model. The R-Square results for the customer e-loyalty (Y) variable are included in the Strong category.

Hypothesis testing. The structural model (inner model) is used for causality testing or hypothesis testing for prediction model testing (Ghozali & Latan, 2015, p. 7).

Evaluation of the Measurement Model (Outer Model). Validity tests confirm the research instrument's ability to be measured (Cooper & Schindler, 2006; Hartono and Abdillah, 2014: 58). The main concepts used in this case are measurement, validity, and reliability.

Measurement of Structural Model Equations (Inner Model). The structural model is evaluated using R-square (R^2) for the dependent construct, path coefficient values, or t-values for each path to test the significance of the construct in the structural model. The structural model was evaluated using R-square (R^2) for the dependent construct. Changes in the R-square value can be used to assess the influence of certain independent latent variables on whether the dependent latent variable has a substantive influence (Ghozali, 2012). A summary of the rule of thumb for structural model evaluation can be seen in the table below:

Table 10. Summary of Rule of Thumb Evaluation of PLS Structural Model

Criteria	Rule of Thumb
R-square	$\leq 0,70$ = kuat $\leq 0,45$ = moderate $\leq 0,25$ = lemah

Hypothesis Testing (Bootstrapping). Hypothesis testing uses the entire original sample to be able to carry out resampling again. According to Ghozali and Latan (2015: 80), several bootstrap samples of 200-1000 are sufficient to correct the standard error of the PLS estimate. Bootstrap resampling method, significance values used (two-tailed) t-values 1.65 (significance level = 10%), 1.96 (significance level = 5%), and 2.58 (significance level = 1%)

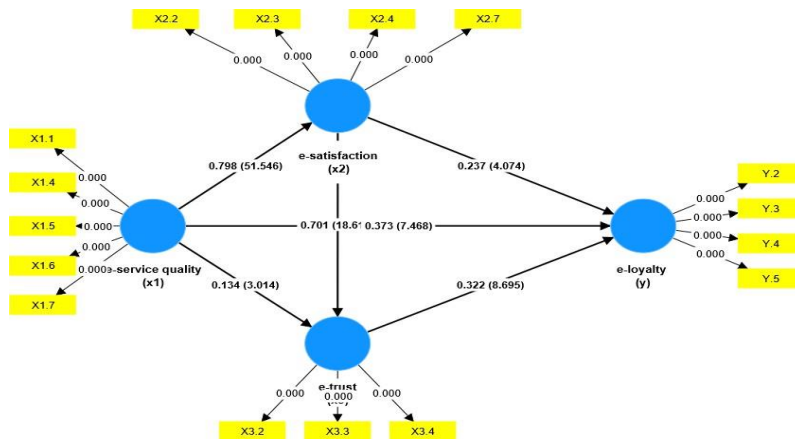


Figure 2. Bootstrapping Process

Table 12. Path Coefficients

	Origin al sample	Sample mean	Standard deviation	t-statistics	P- values
e-service quality-> e- satisfaction (H1)	0.798	0.799	0.015	51.546	0.000
e-service quality-> e- trust (H2)	0.134	0.133	0.045	3.014	0.003
e-service quality-> e- loyalty (H3)	0.373	0.371	0.050	7.468	0.000
e- satisfaction-> e-trust (H4)	0.701	0.703	0.038	18.615	0.000
e- satisfaction-> e-loyalty (H5)	0.237	0.239	0.058	4.074	0.000
e-trust-> e-loyalty (H6)	0.322	0.322	0.037	8.695	0.000

Based on the results shown in Table 12 above, it can be described as follows:

Hypothesis 1: E-service quality has a significant effect on e-satisfaction. The results of this hypothesis testing reveal a relationship between the e-service quality variable and the e-satisfaction variable, which has a P-value of 0.000 (smaller than 0.05) and a t-value of 51,546 (more significant than the t-table value of 1.96). These results state that the e-service quality variable significantly influences the e-satisfaction variable; thus, hypothesis 1 is accepted.

Hypothesis 2: E-service quality has a significant effect on e-trust. The results of this hypothesis testing reveal a relationship between the e-service quality variable and the e-trust variable, which has a P-value of 0.003 (smaller than 0.05) and a t-value of 3.014 (more significant than the t-table value of 1.96). These results state that the e-service quality variable significantly influences the e-trust variable; thus, hypothesis 2 is declared accepted.

Hypothesis 3: E-service quality has a significant effect on e-loyalty customer. The results of this hypothesis testing reveal a relationship between the e-service quality variable and the customer e-loyalty variable with a P-value of 0.000 (smaller than 0.05) and a t-value of 7.468 (more significant than the t-table value of 1.96). These results state that the e-service quality variable significantly influences the customer e-loyalty variable; thus, hypothesis 3 is declared accepted.

Hypothesis 4: e-satisfaction has a significant effect on e-trust. The results of this hypothesis testing reveal a relationship between the e-satisfaction variable and the e-trust variable with a P-value of 0.000 (smaller than 0.05) and a t-value of 18,615 (more significant than the t-table value of 1.96). These results state that the e-satisfaction variable significantly affects the e-trust variable. Thus, hypothesis 4 is declared accepted.

Hypothesis 5: e-satisfaction has a significant effect on e-loyalty customer. The results of this hypothesis testing reveal a relationship between the e-satisfaction variable and the e-customer loyalty variable with a P-value of 0.000 (smaller than 0.05) and a t-value of 4.074 (more significant than the t-table value of 1.96). These results state that the e-satisfaction variable significantly affects the customer e-loyalty variable; thus, hypothesis 5 is declared accepted.

Hypothesis 6: E-trust has a significant effect on e-loyalty customer. The results of this hypothesis testing reveal a relationship between the e-trust variable and the e-customer loyalty variable, which has a P-value of 0.000 (smaller than 0.05) and a t-value of 8.695 (more significant than the t-table value of 1.96). These results state that the e-trust variable significantly affects the customer e-loyalty variable; thus, hypothesis 6 is declared accepted.

4. Finding and Discussion

The influence of e-service quality on e-satisfaction. Previous research conducted by Pudjarti et al. (2019) shows that service quality, which causes customer satisfaction, is a company's success in increasing customer loyalty who use the company's products or services. Research conducted by Tobagus (2018) also revealed that e-service quality positively and significantly affects e-satisfaction. The results show that the better e-service quality offered by Shopee, the higher the user's e-satisfaction in using electronic services on Shopee as an online shopping site. The e-service quality indicator that plays the most role is efficiency, shown by the ease and speed with which users access and use the site.

The influence of e-service quality on e-trust. E-service quality, also known as E-ServQual, is a new version of Service Quality (ServQual). E-ServQual was developed to evaluate a service provided on the Internet network. According to (Chase & Jacobs, 2006), e-service quality is defined as expanding a site's ability to facilitate shopping, purchasing, and distribution activities

effectively and efficiently. E-trust is consumer trust in companies as a starting point for online contracts (Hanifati & Samiono, 2018, p. 40). Conversely, Biki (2022:21) explains that buyer trust is crucial. Because transactions are carried out online, sellers and buyers can only trade indirectly. Furthermore, trust is defined as the buyer's desire to find what he wants in an exchange relationship. The buyer's confidence that their relationship will achieve what is expected and can be trusted is known as trust. Liani and Yusuf (2021:141) explain e-trust as consumer trust in companies that offer online products or services that they can trust or rely on for promises that meet consumer expectations. This research supports the results of Putri and Pujani (2019), who also found that e-service quality has a significant effect on the e-trust variable. The directional coefficient of the relationship is positive, which means that if e-service quality is good, it will increase e-trust. On the other hand, if e-service quality is terrible, it will reduce e-trust.

The influence of e-service quality on Customer e-loyalty. E-service quality is one of the e-customer loyalty factors for Shopee marketplace users. In this case, efficiency is demonstrated by consumers getting much information about the desired product and the ease with which consumers can access the Shopee application and quickly complete product purchases. Consumers can also see the availability of the desired product item by looking at the amount of product stock that is still available. Apart from that, privacy, namely the absence of data leaks and the confidentiality of data that can be well protected, makes consumers confident in continuously using the Shopee marketplace. A polite, professional response, the ability to explain related products, and responsive service will convince consumers to make transactions and purchases on the Shopee marketplace.

Building good relationships with consumers is one of the critical factors in building electronic consumer loyalty. Shopee will compensate customers when errors or failures occur in the system. It provides a 100% refund guarantee if the transaction fails and offers the return of goods if the goods arrive incorrect or damaged. Shopee also helps consumers consult and get information regarding the products they want through the chat feature with the seller. Shopee also has customer service that can help handle consumer problems anytime.

The results of this research align with research that states that e-service quality is directly related to e-customer loyalty and has a significant positive effect (Tambusai, 2019). When the e-service quality meets customer expectations, consumers will make repeat purchases or transactions on the marketplace, forming e-customer loyalty. This research supports the results of Ai Heni Novianti (2018), who found that e-service quality significantly affects the customer's e-loyalty variable.

The influence of e-satisfaction on e-trust. E-satisfaction is when products and services exceed consumer expectations, the level of consumer satisfaction after comparing the purchase experience and the expectations felt in the experience after making a transaction (Ahmad et al., 2017). While E-trust is the trust that consumers have in purchasing via the Internet for online shopping, consumer distrust can arise from uncertainty about the risks seen in payments and the security of information on online shopping websites. (Bulut, 2015). Therefore, when

consumers feel satisfied shopping on the Shopee marketplace application, this will further increase consumer confidence in shopping again on the Shopee marketplace application. Business people need to build consumer trust so that these consumers have the potential to become loyal customers because internet users' electronic trust (e-trust) is very dependent on the quality of the electronic services provided. This trust depends on the level of security when they carry out transactions (Hasanudin et al., 2017). Trust will arise if proven so that consumer satisfaction can occur. Logically, e-trust is vital because consumers have a higher level of risk perception when compared to non-online transactions in terms of delivery, payment, and personal information (Sativa & Astuti, 2016).

The influence of e-satisfaction on customer e-loyalty. The Shopee website design, which is neatly arranged and simple, can make it easier for consumers to get the product information displayed. Consumers can see complete information about the product they want by using the search feature that has been provided to make it easier for consumers to search for a product (Ayuditama & Pujianto, 2021). Using the Shopee marketplace, consumers do not need much time to purchase the product they want anytime and anywhere. Shopee also always provides notifications of essential actions or activities on Shopee consumer accounts. Apart from that, Shopee will also verify consumer accounts to increase the security of consumer Shopee accounts. The better the service, the more it will inspire consumers to continue using the Shopee marketplace, leading to customer loyalty. When consumers feel satisfied when making a purchase transaction, consumers will provide a good evaluation of the Shopee marketplace. The results of this research align with research that states that e-satisfaction significantly affects e-customer loyalty (Melani & Rahmiati, 2021). This research shows that satisfied customers want to stay with the product or service and are willing to continue using the product or service in the future and become loyal customers.

The Influence of e-Trust on Customer E-loyalty. Research results have proven that e-trust has a significant effect on e-loyalty. When consumers feel safe when making transactions using the Shopee marketplace application, the level of loyalty from its users will be higher. Chou et al. (2015) stated that trust or e-trust is the level of customer trust in online exchanges, and trust is an essential factor for consumers to adopt services provided via the Internet as well as one-time purchases (Hidayah (2017). Ziaullah et al. (2014) stated that there is a positive and significant relationship between e-trust and e-loyalty. The results of this research are also supported by Melani & Rahmiati, 2021 that e-trust has a positive and significant influence.

5. Conclusion

The conclusions that can be drawn from this research are as follows: (1) -service quality positively and significantly affects e-satisfaction among Shopee Marketplace application users. (2) E-service quality positively and significantly affects e-trust among users of the Shopee Marketplace application. (3) E-service quality positively and significantly affects customer e-loyalty among Shopee Marketplace application users. (4) E-satisfaction positively and significantly affects e-trust among users of the Shopee Marketplace application. (5) E-satisfaction does not positively and significantly affect customer e-loyalty among users of the

Shopee Marketplace application. (6) E-trust does not positively and significantly affect customer e-loyalty among users of the Shopee Marketplace application.

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