THE EFFECT OF E-SERVICE QUALITY THROUGH CUSTOMER SATISFACTION AND CUSTOMER TRUST ON CUSTOMER LOYALTY OF KLIKINDOMARET USERS

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Abstract: A change in consumer behavior that increasingly uses digital systems in shopping encourages companies to implement an omnichannel sales system, as well as Indomaret. Meanwhile, the increasing number of retailers adopting the online system will lead to the emergence of competition between sellers, so customer loyalty has an important role. In running a business online, service quality is known to influence customer satisfaction and customer shopping behavior. This study aims to analyze the effect of e-service quality on customer loyalty in using Klik Indomaret. This research was conducted on 350 respondents who had used Klik Indomaret for the last six months and were domiciled in Jabodetabek. Data was collected using a snowball sampling technique with a questionnaire distributed online. The method used in this research is structural equation modeling (SEM). The results of the study show that e-service quality has a significant direct effect on customer satisfaction and trust. Furthermore, customer satisfaction also has a significant direct effect on customer trust. Increasing customer satisfaction and trust will also increase customer loyalty in shopping through Klik Indomaret. Managerial implications that can be applied by companies to increase customer loyalty include improving KlikIndomaret's e-service quality so that customer satisfaction and trust in e-commerce increase. In addition, the majority of KlikIndomaret's customers are Generation Z and millennials, so information and promotions will be delivered more effectively through message services and social media by using digital marketing.

Keywords: customer loyalty, customer satisfaction, customer trust, e-service quality, SEM

Abstrak: *Perubahan perilaku konsumen yang semakin banyak menggunakan sistem digital dalam berbelanja mendorong perusahaan untuk menerapkan sistem penjualan omnichannel, begitu juga dengan Indomaret. Semakin banyaknya ritel yang mengadopsi sistem online akan menyebabkan munculnya kompetisi antar pelaku usaha, sehingga loyalitas pelanggan memiliki peranan penting. Dalam bisnis online, services quality diketahui memengaruhi kepuasan pelanggan dan perilaku belanja pelanggan. Penelitian ini bertujuan untuk menganalisis pengaruh e-service quality terhadap loyalitas pelanggan dalam menggunakan e-commerce KlikIndomaret. Penelitian ini dilakukan pada 350 responden yang pernah menggunakan KlikIndomaret selama 6 bulan terakhir dan berdomisili di Jabodetabek dengan tenik pengambilan sampel snowball sampling menggunakan kuesioner yang disebarkan secara online. Metode analisis yang digunakan pada penelitian ini adalah structural equation modeling (SEM). Hasil penelitian menunjukkan bahwa e-service quality memiliki pengaruh langsung yang signifikan terhadap kepuasan dan kepercayaan pelanggan. Selanjutnya, kepuasan pelanggan memiliki pengaruh langsung yang signifikan terhadap kepercayaan pelanggan. Semakin meningkatnya kepuasan dan kepercayaan pelanggan juga akan meningkatkan loyalitas pelanggan dalam berbelanja di KlikIndomaret. Implikasi manajerial yang dapat diterapkan oleh perusahaan dalam upaya meningkatkan loyalitas pelanggan diantaranya dengan meningkatkan e-service quality KlikIndomaret sehingga kepuasan dan kepercayaan pelanggan terhadap e-commerce meningkat. Selain itu, mayoritas pelanggan KlikIndomaret merupakan generasi z dan millennials sehingga penyampaian informasi dan promosi akan lebih efektif disampaikan melalui layanan pesan singkat dan media sosial dengan memanfaatkan digital marketing.*

Kata kunci: *loyalitas pelanggan, kepuasan pelanggan, kepercayaan pelanggan, e-service quality, SEM*

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INTRODUCTION

The COVID-19 pandemic that occurred in early 2020 caused major changes in consumer behavior, as predicted by Inventure Knowledge (2020). These major changes include the formation of a new lifestyle of staying at home with working-playing-living activities and using digital media to carry out various activities. Consumer behavior during the pandemic shows that consumers will be more selective in shopping and will prefer to make purchases of almost all product categories online (McKinsey, 2020). In addition, there has also been a change in the map of retail business competition in Indonesia. The number of large modern retail outlets (supermarkets and hypermarkets) has decreased while small modern retail outlets (minimarkets) are still growing and continue to make profits (Katadata, 2019). Based on a Nielsen survey, supermarket sales decreased by 5,2% while minimarket sales increased by 7,4% (CNN Indonesia, 2018). In 2021, it was recorded that Indomaret had 19.133 outlets, making Indomaret the minimarket with the most outlets in Indonesia (Katadata, 2022). The increasing number of emerging outlets with the availability of e-commerce services provides easy access for its customers.

The shift in consumer behavior that increasingly uses e-commerce along with offline retailers adopting online systems will lead to competition between sellers, so customer loyalty has an important role. This was conveyed by Hoffman and Novak (2000) in their research which found that online businesses, especially e-commerce, experienced difficulties in maintaining customer loyalty even though B2C (Business to Consumer) e-commerce was developing. Changes in consumer behavior have encouraged companies to implement an omnichannel sales system, as well as Indomaret. Apart from making sales through minimarket outlets, Indomaret also has an official e-commerce, namely Klik Indomaret. However, the Klik Indomaret website experienced a significant decrease in visitors when compared to other similar service providers (Siteprice, 2023). This is supported by the many complaints written by customers in the review columns on the Google Play Store and App Store, as well as KlikIndomaret's social media account.

Research related to e-commerce states that service quality affects customer satisfaction and influences customer shopping behavior (Li et al. 2009; Liu 2012). Zeithaml et al. (2000) define e-service quality as the dual function of a website that provides efficient and effective shopping,

purchasing, and delivery services. This definition is in line with Parasuraman et al. (2005), which explains that e-service quality starts from the pre-purchase phase (ease of use, product information, ordering information, and protection of personal information) to the post-purchase phase (delivery, customer support, and return policies). The quality of electronic services in online business is important because it plays a competitive advantage so that a company can have higher performance compared to other companies (Sheng and Liu, 2010). According to Liu (2012), five dimensions can measure e-service quality, namely information quality, ease of use, website design, reliability, and security. This makes KlikIndomaret's e-service quality have an important role in retaining customers so they become loyal and do not switch to other companies.

The service quality of a website is known to have a positive influence on satisfaction and e-loyalty (Lin and Sun 2009; Al-dweeri et al. 2019). Tjiptono (2007) mentions that customer satisfaction has various benefits, including creating harmonious relationships between companies and customers, providing a good basis for repeat purchases, encouraging customer loyalty, and forming a profitable word of mouth for the company to make the company's good reputation. In addition, trust also needs to be built from the start so it can encourage consumer intentions to visit the website, which results in consumer interest in the company and has the potential to make repeat purchases and create loyalty (Tjiptono, 2011). Based on Bernadus et al. (2021), retail managers must focus more on learning and making an effort to increase customer trust and customer loyalty so that retail business performance can increase. In general, customer loyalty is closely related to profits and long-term growth of a company. Reicheld and Schefter (2001) stated that acquiring new online customers can result in less profit than retaining existing customers. Flavia'n and Guinaly'u (2006) stated that e-loyalty needs to be understood as "consumer intention to buy" from a particular website and not switch to another similar website.

The purposes of this study are: Identify the lifestyle of Klik Indomaret customers; Analyze the effect of e-service quality on customer satisfaction and customer trust in shopping through Klik Indomaret; Analyze the effect of customer satisfaction on customer trust in shopping through KlikIndomaret; Analyze the effect of customer satisfaction and customer trust on customer loyalty in shopping through Klik Indomaret; Formulate

a strategy in the form of managerial implications that can be implemented by the Indomaret modern retail company to increase customer loyalty in shopping through the company's e-commerce.

METHODS

This research was conducted on 350 respondents who live in the Jabodetabek area and have done online grocery shopping through Klik Indomaret. The sampling technique used in this study was non-probability sampling with the snowball sampling method by sending a link to a few respondents and then forwarding it to the respondent's relatives who meet the criteria. Data collection was carried out by distributing self-administered questionnaires to respondents through Google Forms. Questionnaire links are shared through messenger groups and social media applications. In this study, descriptive analysis was carried out to describe the characteristics and respondents' lifestyle in using technology and the internet, processed using Microsoft Excel and SPSS. Furthermore, the relationship between variables, both conceptually and structurally, was analyzed using the SEM (Structural Equation Model) analysis model, which was processed using LISREL software.

Consumer behavior is a dynamic thing because it is closely related to economic, social, cultural, technological, and information conditions (Sumarwan, 2011). This is proven by the development of a new trade channel known as e-commerce (electronic commerce), which has led to changes in consumer shopping behavior. Research by Li et al. (2009) and Liu (2012) stated that service quality influences customer satisfaction and influences customer shopping behavior in e-commerce. This study will analyze the variable e-service quality which includes 5 dimensions, which are information quality, ease of use, website design, reliability, and security, as well as its influence on customer satisfaction, customer trust, and customer loyalty.

Based on the theoretical review and previous research studies that have been described, the research hypothesis is compiled as follows: E-service quality describes the extent to which e-commerce is capable of facilitating consumer activities, which include purchasing transactions and product delivery efficiently and effectively. So in electronic retail trade, service quality has a role as important as physical stores. The

service quality of a website is known to have a direct positive influence on satisfaction (Lin and Sun, 2009). Furthermore, Candiwan and Wibisono (2021) stated that e-service quality has a positive and significant effect on customer satisfaction and loyalty. Meanwhile, Wijaya et al. (2018) developed a strategy that involved a website quality chain with customer satisfaction and trust; that is, improving website quality could increase satisfaction and, subsequently customer trust in online stores.

H1: E-service quality has a significant effect on e-customer satisfaction.

Trust has a very important role in online business because online shopping has a bigger risk than offline shopping, so the quality of a website will be very influential. This is also in line with several studies related to e-commerce which found that e-service quality affects customer trust (Cahyono, 2015; Purnamasari, 2018; Susanti et al. 2018; Wijaya et al. 2018).

H2: E-service quality has a significant effect on e-customer trust

Customer satisfaction has a stronger influence on customer trust than other antecedents, especially for customers who have already purchased before (Kim et al. 2004). Customer satisfaction from an online store for its services will encourage customer trust in the online store (Wijaya et al. 2018).

H3: E-customer satisfaction has a significant effect on e-customer trust

When a customer is satisfied with a product or service purchased through e-commerce, the customer will not switch to another site. In addition, the high level of trust will also affect the decrease in the possibility of customers switching to other service providers. This is in line with Akbar and Parvez (2009) that customer satisfaction and customer trust affect customer loyalty. The results of Faradiba (2021) also revealed an increase in satisfaction and trust related to the loyalty of online shopping users.

H4: E-customer satisfaction has a significant effect on e-customer loyalty

H5: E-customer trust has a significant effect on e-customer loyalty

The conceptual framework in this study is presented in Figure 1. The framework in this study is based on the relationship between variables from previous research, which includes the variables e-service quality, customer satisfaction, customer trust, and customer loyalty.

RESULTS

Characteristics of Respondents

The profile of respondents in this study consisted of 142 men and 208 women who were dominated by Generation Z (44%) and Millennials (38%). Respondents in this study focused on the Jabodetabek area, with the largest number of respondents (43.4%) coming from Bogor. The education level of the respondents was dominated by undergraduates (46.3%) with the majority being students (35.1%), and as many as 31.7% of respondents had monthly expenses of Rp1,000,000 - Rp3,000,000. Respondents in this study were divided into 3 categories when viewed from their lifestyle in utilizing technology and the internet presented in Table 1. Azwar (2012) states that categorizing measurement results into 3 categories can be done by determining the average value (M) and standard deviation (SD) of the data.

The majority of respondents are in the intermediate category in terms of technology utilization and internet, as much as 72.3% of respondents. Meanwhile, the number of respondents who were included in the low and high categories in terms of technology utilization had almost the same number, 50 and 47 respondents respectively. This is in line with the characteristics of respondents who are dominated by Generation Z and millennials, who are known to occupy the highest smartphone ownership (Nielsen, 2016) so the majority of respondents currently spend a lot of time on their gadgets.

Overall Model Fit

The overall fit test of the model can be seen from the SRMR, RMSEA, GFI, AGFI, NFI, CFI, RFI, and PGFI values. The overall value of the model fit test based on the suitability criteria in this study is presented in Table 2. The results showed that the overall fit test of the model was well received.

Measurement Model Fit

At this stage, the criteria for model fit are measured based on the significance of the indicator variables on the latent variables. The indicator is said to be significant if it has a loading factor of 0.5 and a t-value of 1.96. Furthermore, the measurement model is done by looking at the value of construct reliability (CR) and variance extracted (VE) from each construct in the model as presented in Table 3. The acceptable construct reliability value is 0.7, while the acceptable variance extracted value is 0.5.
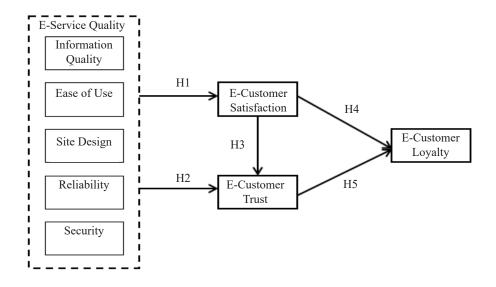

Figure 1. Research framework

Table 1. KlikIndomaret's customer lifestyle categories

Categories	Criteria	Total (n)	Percentage (%)
Low	$X < M - 1SD$;	50	14,3
Intermediate	$M - 1SD \leq M + 1SD$;	253	72,3
High	$M + 1SD \leq X$	47	13,4

Table 2. Overall model fit test

GOF Measures	Cut-off Value	Result	Conclusion
SRMR	≤ 0.08	0.053	Good Fit
RMSEA	≤ 0.08	0.055	Good Fit
GFI	$0 < GFI < 1; GFI \geq 0.9$	0.89	Good Fit
AGFI	$0 < AGFI < 1; AGFI \geq 0.9$	0.85	Good Fit
NFI	$0 < NFI < 1; NFI \geq 0.9$	0.97	Good Fit
CFI	$0 < CFI < 1; CFI \geq 0.9$	0.98	Good Fit
RFI	$0 < RFI < 1; RFI \geq 0.9$	0.96	Good Fit
PGFI	$0 < PGFI < 1$; the higher the better	0.64	Good Fit

Table 3. Loading factors, construct reliability (CR), and variance extracted (VE)

Latent Variable		Loading factors	CR	VE
E-Service Quality (ESQ)			0.9	0.34
IQ1	Product descriptions displayed are accurate	0.6		
IQ2	Product prices displayed are accurate	0.61		
IQ3	Product availability displayed is accurate	0.51		
EU1	The site is easy to use	0.69		
EU2	Search information on the site is easy	0.69		
EU3	Site features can be explored easily	0.69		
EU4	Transactions are easy to complete	0.71		
SD1	Attractive visual appearance of the site	0.57		
SD2	The features and design of the site are suitable for retail e-commerce	0.62		
SD3	Information is well-displayed	0.75		
RL1	Exact delivery time	0.51		
RL2	The product received is the same as the display	0.34		
RL4	Customer service is easy to contact	0.61		
SC1	Feel safe providing personal information	0.72		
SC3	Trust the administrator will not misuse the personal data	0.52		
E-Customer Satisfaction (ECS)		0.82		0.48
ECS1	Online shopping saves time	0.7		
ECS2	The site provides complete information	0.72		
ECS3	Attractive site design	0.69		
ECS4	A variety of products displayed	0.61		
ECS5	Satisfactory site performance	0.75		
E-Customer Trust (ECT)		0.84		0.57
ECT1	Pay for the product in advance	0.58		
ECT2	The site protects personal information	0.77		
ECT3	Feel safe during transactions on the site	0.82		
ECT4	Sure, the site can be trusted	0.82		
E-Customer Loyalty (ECL)		0.85		0.65
ECL1	Visit again to buy similar products	0.78		
ECL2	Say positive things about the site	0.83		
ECL3	Recommend the site to relatives	0.81		

Structural Model Fit

The results of the structural model fit test are presented in Figure 2. The approach used to test the structural model fit by determining the t-value of each latent variable must be greater than 1,96 so that the hypothesis can be accepted at a significance level of 0.05 (95%).

Hypothesis Test

The hypothesis test in this study was carried out through analysis of the path coefficient and t-value on the structural equation model. If the loading factor is > 0.05 and the t-value is > 1.96, the influence between variables is said to be significant. The estimation results of the SEM model based on direct effects are explained in Table 4. The results show that all the hypotheses proposed are accepted (H1-H5).

In addition, there is also an indirect influence in this study. Indirect influences in this study include e-service quality (ESQ) variables which have an indirect effect on e-customer trust (ECT) through e-customer satisfaction (ECS), e-service quality (ESQ) which has an indirect effect on e-customer loyalty (ECL) through e-customer satisfaction (ECS), and e-customer satisfaction (ECS)

which has an indirect effect on e-customer loyalty (ECL) through e-customer trust (ECT). Table 5 shows the indirect effect between the variables in this study.

E-service Quality on E-Customer Satisfaction

The results show that the loading factor value of the e-service quality variable on customer satisfaction is 0.87 with a t-value of 12.7. The t-value > 1.96 indicates that the e-service quality variable has a significant influence on customer satisfaction. A positive path coefficient value indicates that the better e-service quality provided by KlikIndomaret will directly increase customer satisfaction in using KlikIndomaret. Thus, the first hypothesis (H1) in this study is accepted. The results of this test are the results of the research by Lestari (2018) and Romadhan et al. (2019) who in their research also found that e-service quality has a positive and significant influence on customer satisfaction. Increasingly fierce competition causes companies to place orientation on customer satisfaction as the main goal (Tjiptono, 2008). Thus, improving the e-service quality performance provided by KlikIndomaret will increase customer satisfaction in using KlikIndomaret to shop online.
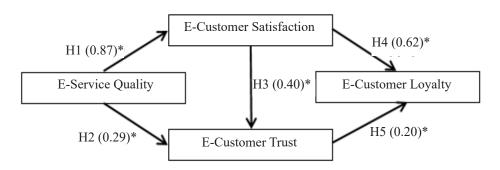

Figure 2. SEM Measurement Model

Table 4. Hypothesis test result

Variable	Loading factor	t-value	Conclusion	Information
E-Service Quality (ESQ) → E-Customer Satisfaction (ECS)	0.87	12.7*	Significant	H1 accepted
E-Service Quality (ESQ) → E-Customer Trust (ECT)	0.29	2.48*	Significant	H2 accepted
E-Customer Satisfaction (ECS) → E-Customer Trust (ECT)	0.40	3.46*	Significant	H3 accepted
E-Customer Satisfaction (ECS) → E-Customer Loyalty (ECL)	0.62	8.26*	Significant	H4 accepted
E-Customer Trust (ECT) → E-Customer Loyalty (ECL)	0.20	3.34*	Significant	H5 accepted

*) t-value > t-table 1,96 (significance level 5%)

Table 5. Indirect effect between the variables

Indirect Effect	Loading factor	t-value	Conclusion
E-Service Quality (ESQ) → E-Customer Satisfaction (ECS) → E-Customer Trust (ECT)	0.35	3.44*	Significant
E-Service Quality (ESQ) → E-Customer Satisfaction (ECS) → E-Customer Loyalty (ECL)	0.67	11.53*	Significant
E-Customer Satisfaction (ECS) → E-Customer Trust (ECT) → E-Customer Loyalty (ECL)	0.08	2.73*	Significant

*) t-value > t-table 1,96 (significance level 5%)

E-service Quality on E-Customer Trust

The e-service quality variable has a significant influence on customer satisfaction variables. This is shown by the results of the t-value 2.48 which is > 1.96 and the loading factor value 0.29 so it can be concluded that H2 in this study is accepted. The positive path coefficient value in this study indicates that the better e-service quality of KlikIndomaret will increase customer trust in using KlikIndomaret. The results of this test are supported by Purnamasari (2018) who found that service quality influences customer trust. Aspects that affect e-service quality such as information quality, ease of use, site design, reliability, and security will affect customer trust in online stores (Saufika et al. 2018; Pohan and Zida (2019). This shows that increasing KlikIndomaret's e-service quality can increase KlikIndomaret's customer confidence in shopping through its e-commerce.

E-Customer Satisfaction on E-Customer Trust

The results of testing the effect of the customer satisfaction variable on the customer trust variable show a loading factor value of 0,4 and a t-value of 3.46. The t-value > 1.96 proves that the customer satisfaction variable has a significant influence on the customer trust variable, so it can be concluded that H3 in this study is accepted. The positive path coefficient indicates that the higher the customer satisfaction, the customer trust will increase. The results of this study give the meaning that customers are satisfied with the e-commerce performance they have felt and generate customer trust in e-commerce performance. The results of this test are supported by Dhiranty et al. (2017) which also shows that customer satisfaction influences customer trust. Customer satisfaction from an online store for its products and services will encourage customer trust in the online store (Wijaya et al. 2018).

E-Customer Satisfaction on E-Customer Loyalty

The results showed that the customer satisfaction variable has a significant influence on customer loyalty variables. This is shown by the results of the t-value 8.26 which is > 1.96 and the loading factor value of 0.62 so it can be concluded that H4 in this study is accepted. The positive path coefficient value in this study indicates that the higher the respondent's satisfaction with the performance of KlikIndomaret's service, the higher the likelihood of the respondent being loyal to KlikIndomaret's service. The results are from previous research (Hannan et al. 2017; Utami, 2017; Sudirman and Suasana, 2018; Aeni and Siti, 2020) which show that customer satisfaction has a significant effect on customer loyalty. Apart from that, Faradiba (2021) shows that there is a positive correlation between customer satisfaction and customer loyalty. This indicates that when a customer is satisfied with a product or service purchased through an e-commerce, the customer will not switch to another similar site.

E-Customer Trust on E-Customer Loyalty

The results of testing the effect of the variable customer trust on customer loyalty in this study showed a loading factor value of 0.2 and a t-value of 3.34. The t-value, which is > 1.96, proves that the customer trust variable has a significant influence on the customer loyalty variable, so it can be concluded that H5 in this study is accepted. In addition, the positive path coefficient indicates that the higher the customer trust, the higher the level of customer loyalty. The results of this test are supported by the results of research by Hidayat et al. (2016) as well as research by Kartono and Ii (2019) which states that customer trust has a significant positive effect on customer loyalty in e-commerce. A high level of trust will affect the possibility of switching to another service.

Indirect Effect Between the Variables

In the results of analyzing the influence between variables in this study, three indirect effects were also found between variables. The three indirect effects found in this study have a significant effect because they have a t-value > 1.96. The first indirect effect found in this study is e-service quality, which influences customer trust through customer satisfaction. This is indicated by the loading factor value of 0.35 and the t-value of 3.44 so it has a significant effect. The results of the analysis show that the indirect effect of e-service quality on customer trust through customer satisfaction has a greater value than the direct effect between e-service quality and customer trust, which has a loading factor value of 0.29 and a t-value of 2.48. The results of this study are in line with the research of Masitoh et al. (2019) which states that service quality is a determinant of satisfaction, while customer satisfaction is a determinant of trust. So the higher e-service quality of KlikIndomaret will increase customer satisfaction which in turn encourages customer trust in KlikIndomaret e-commerce.

The indirect effect with the most significant value in this study is the effect of e-service quality on customer loyalty through customer satisfaction. This is indicated by the loading factor value of 0.67 and the t-value of 11.53. The results of this analysis are supported by several similar studies, including Utami (2017); Purnamasari (2018); Reirnarny (2019); Indrawan et al. (2022); Pratama and Fransisca (2022) which state that customer satisfaction mediates the relationship between service quality and customer loyalty. The higher e-service quality of KlikIndomaret will increase customer satisfaction so that increased customer satisfaction can encourage the creation of customer loyalty in using KlikIndomaret.

Another indirect effect found in this study is the effect of customer satisfaction on customer loyalty through customer trust. This is indicated by the loading factor value of 0.08 and the t-value of 2.73 so it has a significant effect. Higher customer satisfaction will increase customer trust so that increased customer trust can encourage customer loyalty in using Klik Indomaret. In line with Gultom et al. (2020), customers who are satisfied with the service they have received will make these customers trust the company and have high hopes that they will reuse the service in the future.

Managerial Implications

Based on the results of the research and discussion that have been described, there are several things that companies can consider doing to increase customer loyalty so they don't switch to other services. The results of this study indicate that the majority of respondents come from Generation Z and Millennials. Meanwhile, several previous studies have stated that Generation Z consumers have high expectations for companies, have low brand loyalty, and prioritize the shopping experience, so it is important to formulate the right strategy to retain customers.

The results of the analysis show that e-service quality has a positive influence on customer satisfaction and trust, so it is important for Klik Indomaret to improve service quality. Several things that can be done by Klik Indomaret to improve service quality include: 1) improve the quality of information with the latest and accurate information; 2) Ensure convenience for customers in completing transactions can be done by making tutorials that are made creatively and attractively; 3) improve the visual quality of e-commerce; 4) improve customer service flow by adding channels that can be contacted by customers easily such as the live chat feature; 5) provide guarantees to customers if the product purchased and the delivery time does not match; 6) socialize to customers that Klik Indomaret protects the security of personal data information from various parties.

KlikIndomaret's performance is proven to be able to satisfy the expectations of its customers. This needs to be maintained, one of which is by carrying out sustainable creative marketing so that it is still remembered by customers. The majority of customers are Generation Z and millennials who are quite familiar with phones, so companies can take advantage of digital marketing. Things that can be done include building partnerships with public figures and creating promotional content on various social media. In addition, because the majority of KlikIndomaret's customers are quite proficient in using technology and the internet, the delivery of information related to orders and promotions will be more effective through message services.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

The results state that respondents in this study were divided into 3 categories when viewed from their lifestyle in utilizing technology and the internet and the majority of respondents are in the intermediate category. The analysis of the relationship between the variables stated that variable e-service quality has a positive and significant influence on customer satisfaction and customer trust. Meanwhile, the variable of customer satisfaction has a positive and significant influence on the variable of customer trust. Furthermore, the customer satisfaction variable and the customer trust variable have a positive and significant influence on customer loyalty. Several forms of managerial implications that can be carried out by companies to improve service quality include improving the quality of the information provided to make it more complete and accurate, providing usage guidelines to make it easier for customers to complete transactions, developing live chat features, and implementing standards in protecting customer data information. The majority of KlikIndomaret's customers are Generation Z and millennials who are proficient in using technology and the internet so that the delivery of information related to orders and promotions will be delivered more effectively through message services and social media by using digital marketing.

Recommendations

To increase KlikIndomaret customer loyalty, companies need to pay attention to factors that influence customer satisfaction and KlikIndomaret customer trusts, such as e-service quality which includes information quality, ease of use, website design, reliability, and security. Suggestions for further research are to add variables such as product quality by specifically categorizing the products purchased. Besides that, you can also use each e-service quality dimension separately or other e-service quality dimension models. This research was conducted in a limited area in Jabodetabek so that further research can examine other areas with wider coverage.

This research focuses on respondents who shop through Klik Indomaret as one of the retail industries, there is a possibility that the application of e-commerce in other industries will be limited. Data collection in this study only focused on the Jabodetabek area, so it cannot be generalized to consumers in other regions. In addition, in this study, there are still several indicators that are still not able to describe the variables perfectly.

CONFLICTS OF INTEREST: The authors declare no conflict of interest.

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