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CONSUMER BEHAVIOR | RESEARCH ARTICLE

Improving The E-Satisfaction and E-Loyalty Based on E-Trust and E-Service Quality on Shopee Customer

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Abstract: The lack of consumer disloyalty in the shopping process, especially amid Shopee's dominance as a market leader, is the focal point of this research. Shopee managed to achieve top rankings in shaping customer loyalty in the online marketplace. This study aimed to identify several factors that affect customer loyalty on the Shopee platform through trust, good service at Shopee, and satisfaction. Considers related to the important role e-satisfaction plays as a mediating variable in understanding the impact of e-trust and e-service quality on Shopee customer loyalty. A quantitative research design was used, with 100 respondents receiving a questionnaire via Google Form, using simple random sampling techniques in data collection. Data analysis was performed through Structural Equation Modeling (SEM) using the SMART PLS application. Research findings show that the impact of e-trust on Shopee consumer loyalty is quite significant and that the quality of e-service also significantly impacts Shopee customer e-loyalty. In contrast, e-satisfaction is a mediator that significantly affects customers' e-loyalty levels. Managers must focus on improving the quality of e-services for customer satisfaction. This can include continuous measurement and improvement in website consistency, response speed, and information availability.

Keywords: electronic-trust, electronic-service quality, electronic-satisfaction, electronic-loyalty

JEL Classification: D24, D47, D81, E32

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PUBLIC INTEREST STATEMENT

The research conducted in this study holds significant relevance and importance for both consumers and the e-commerce industry in Indonesia in an era where online shopping is becoming increasingly prevalent and integral to people's lives; understanding the factors that influence customer e-satisfaction and e-loyalty is paramount.

This research was designed with the broader public interest in mind, aiming to enhance the overall online shopping experience for Indonesian consumers and contribute to developing a thriving e-commerce sector in the country. By conducting this research, the aspiration to offer practical recommendations and insights for online retailers in Indonesia, enabling them to improve their e-service quality e-trust, enhance customer satisfaction, and ultimately foster customer e-loyalty. Furthermore, as the e-commerce landscape continues to evolve, the study's contribution to the existing literature serves as a stepping stone for future research and a foundation for ongoing efforts to enhance the online shopping experience for consumers in Indonesia.

1.   Introduction

The current technological developments are increasing, making it easier for an individual's daily life. Advances in technology have led to the creation of a network known as the Internet (Asih & Kasmi, 2018). The Internet is a series of computers that connect various networks globally, and it can be considered a widespread natural network. Current Internet developments significantly impact society and encourage changes in behavior (Yulianto et al., 2015). Apidana and Kholifah (2022) explained that e-commerce involves social media, websites, and online markets.

Online shopping sites have become popular over time. Various online shopping sites make it easier for consumers to see and buy the products they want, one of which is Shoppee e-commerce. Based on data from August 2022, the shopping site Shopee recorded 190.7 million visits for repeat purchase visits (Annur, 2022). This figure shows an increase of 11.37% compared to the previous month, July 2022, which recorded 171.2 million visitors. With this achievement, it can be proven that Shopee has the potential to become a leader in the current trading industry. Online loyalty is an important factor that will be further examined in this study. As an electronic trading platform, Shopee has succeeded in reaching the top position among other marketplaces by building a high level of loyalty among its consumers (Avania & Widodo, 2022).

Hapsari and Setyawan (2023) explained that the e-trust concept includes consumer expectations regarding the reliability and trustworthiness of service providers in fulfilling promised commitments. Avania and Widodo (2022) noted that trust refers to consumers' desire to conduct online transactions based on their positive expectations regarding future shopping behavior. Berliana al. (2022) identified e-trust indicators that included aspects of integrity (honesty), security, privacy, prepayment, and reliability. Consumers have less trust in electronic channels and this can be a major cause of failure in the Internet environment (Liani & Yusuf, 2021).

Many strategies have been implemented to strengthen consumer trust and form a positive view of a company. However, on the Tokopedia platform, e-trust has no appreciable impact on e-loyalty, according to (Sativa & Sri, 2016). Saragih (2019) found that e-loyalty is significantly impacted by e-service quality, while Melinda (2017) mentioned that e-service quality did not affect e-loyalty. Given the differences in the previous findings, further research is required to investigate this phenomenon. Research was conducted to understand the factors that contribute to the formation of high loyalty among Shopee customers, which can ultimately shift the dominance of other marketplaces. This research is novel in that it can be used to expand theoretical research, namely the addition of e-satisfaction as a modification variable and the implementation of the Theory of Planned Behavior to identify customer loyalty of Shopee consumers. This study aims to quantify and identify customer e-loyalty stemming from Shopee's services. This study examines the e-loyalty variable perceived by all Shopee platform users, which is impacted by e-trust and e-service quality.

2.   Literature Review

2.1   Theory of Planned Behavior

The elements that influence user acceptance of computer technology were examined and understood. The Technology Acceptance Model (TAM) was developed

by Fred Davis in 1986 (Andryani, 2016). The relationship between beliefs, attitudes, intentions, and behavior is described in detail in Ajzen's Theory of Planned Behavior (TPB). This model has proven successful in assessing loyalty behavior, and is recognized as one of the best models for understanding behavior modification. Ajzen's introduction to the TPB established the basis for studying planned behavior (Berliana & Sanaji, 2022). Theory of Planned Behavior (TPB) has become an effective analytical tool in understanding consumer behavior, mainly when applied to the context of customer loyalty TPB emphasizes three key elements that influence individual decision-making and behavior: attitudes toward behavior, subjective norms, and perceptions of behavioral control.

According to Wilis and Nurwulandari (2020), understanding that customer loyalty has more to do with behavior than attitude can be key to obtaining and maintaining loyalty. In other words, when a customer uses the products or services of a company more than three times, they are automatically considered loyal customers (Ashoer, 2019). This concept of loyalty can be connected to the theory of planned behavior, a useful model for evaluating one's behavior. This model offers a solid basis for examining and understanding planned behavior, especially for assessing loyalty behavior. Rahmah and Satyaninggrat (2023) revealed that consumer behavior includes all activities, actions, and psychological processes that support these behaviors before buying, as well as after buying, utilizing, and consuming products and services after evaluation activities.

2.2   E-Trust and E-Satisfaction

Wilis and Nurwulandari (2020) revealed that e-trust includes consumers' expectations regarding the reliability and trust of service providers in fulfilling their commitments, explaining that trust involves consumers' willingness to make online transactions based on positive expectations of shopping behavior in the future. Customers can show their loyalty to the shop marketplace if they are satisfied with the services provided by the shop marketplace. To form customer trust, especially in terms of online purchases, the company must build customer satisfaction through satisfactory service and successfully achieve customer expectations before customer loyalty to purchases in the Shopee marketplace. Ribbink et al. (2004) found that e-trust indicators include integrity (honesty), security, privacy, pre-payment, and reliability. Oliver (2006) argued that customer distrust of electronic channels is a major factor in the failure of the online environment. As a result, various initiatives have been taken to win customers' trust and improve the company's reputation.

From the above explanations, it can be concluded that e-trust is defined as consumer trust in the ability of suppliers of products or services to fulfill their online promises based on definitions given by different experts. The purpose of efforts to gain customer trust is to improve the company's image. Junaidi and Sabar (2019) show that e-satisfaction is directly positively influenced by e-trust, meaning that customers will trust the marketplace if they feel satisfied with the company's services. According to (Berliana & Sanaji, 2022), e-trust affects e-satisfaction directly and positively.

H1: E-trust has a significant effect on e-satisfaction

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2.3   E-Service Quality and E-Satisfaction

The quality of electronic services reflects the ability of online commerce platforms to provide services and facilitate shopping, ordering, and delivering products or services effectively and efficiently (Maziriri et al., 2023). The quality of online services is supported by technological changes that are developing today, as evidenced by the emergence of online platforms that continue to grow to meet customer satisfaction. Service quality on online platforms can trigger customer satisfaction in making purchases in the Shopee marketplace, so that the development of the online platform triggers the company to be able to compete to meet better service to customers to form customer satisfaction in terms of online purchases.

Electronic service quality is used as an evaluation tool for consumer service. (Liani & Yusuf, 2021) found that e-service quality, satisfaction, and loyalty are positively correlated. Satisfaction will trigger someone to recommend their experience to others; thus, in this case, customer satisfaction becomes important in online purchases (Saragih, 2019). While service quality plays an important role for businesses in increasing or decreasing sales through online platforms, the satisfaction of customers is equally indispensable. Therefore, for online businesses to attain customer e-satisfaction, the role of service quality can be played strategically by providing the customer with reliable and truthful information regarding the products (Ashiq & Hussain, 2023).

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

2.4   E-Satisfactionas Meditating on E-Trust and E-Loyalty

Liani and Yusuf (2021) defined e-satisfaction as the experience felt after using a product, which is then compared with the difference between perceived quality and quality expectations. In the context of services or products accessed online, e-satisfaction is explained as an evaluation of the extent to which expectations match reality after experiencing a service or product. Junaidi and Sabar (2019) mentioned that several indicators such as comfort, product procurement, appearance, and service can support the formation of e-satisfaction.

E-satisfaction plays the role of a mediator between e-trust and e-loyalty (Asnaniyah, 2022). Similar results were reported by Ulum and Muchtar (2018) who observed that e-satisfaction acts as an intermediary influencing the impact of e-service quality on e-loyalty. Santika and Pramudana (2018) reached a significant conclusion that the connection between e-service quality and e-loyalty is mediated by e-satisfaction. A study involving Lazada Indonesian users discovered that e-satisfaction functions as an intervening variable between e-loyalty and e-service quality (Bakti, 2020). These findings align with earlier research indicating that cultivating customer satisfaction is crucial for establishing trust and fostering loyalty to reliable online businesses (Hapsari & Setyawan, 2023).

H3: The mediating role of e-satisfaction on the influence of e-trust on e-loyalty

2.5   E-Satisfaction as Meditating E-Service Quality and E-Loyalty

Research conducted by Asnaniyah (2022) confirmed that e-satisfaction functions as a mediator between e-service quality and e-loyalty. Similar findings were obtained by Ulum and Muchtar (2018), who discovered that e-service quality had an effect on

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e-loyalty through e-satisfaction interventions. Similar findings were made by Ulum and Muchtar (2018), who found that through e-satisfaction intervention, the quality of electronic services had an effect on electronic loyalty. Other research shows that e-satisfaction acts as a mediator that influences e-service quality and e-loyalty (Liani & Yusuf, 2021; Santika & Pramudana, 2018; Wardhana et al., 2021). Ashiq and Hussain (2023) concluded that e-satisfaction plays a mediating role between the e-service quality variable and Shopee customer e-loyalty.

H4: The mediating role of e-satisfaction on the influence of e-service quality on e-loyalty

2.6   E-Satisfaction and E-Loyalty

E-loyalty refers to consumers' desire to return to a website, with or without online transactions. Ashoer (2019) notes that e-loyalty involves a customer's intention to revisit a site and consider purchasing goods from that site in the future. Gawi (2019) shows that solid consumer loyalty can be achieved through the level of consumer satisfaction. Kotler (2016) mentioned that e-loyalty can be measured using indicators such as repeat purchases, retention, referrals, and positive reviews. E-loyalty, as defined by several experts, can be defined as a customer's commitment to visit a website frequently and complete online transactions going forward, independent of rivals' marketing campaigns. Melinda (2017) defines the desire to spread e-loyalty is defined by Melinda (2017) as a customer's favorable attitude towards electronic firms that promotes recurrent purchases. Previous research has confirmed that e-satisfaction positively influences e-loyalty, the result study former studies confirmed that when customers experience higher satisfaction on online platforms, they are more likely to exhibit loyalty towards the business (Khristianto & Suyadi, 2021).

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

3.   Conceptual Framework

Based on the empirical studies reviewed in the previous section, this section presents hypotheses in a conceptual framework based on the variables analyzed. Figure 1 displays the conceptual framework improving the e-satisfaction and e-loyalty based on e-trust and e-service quality on shopee costumer.
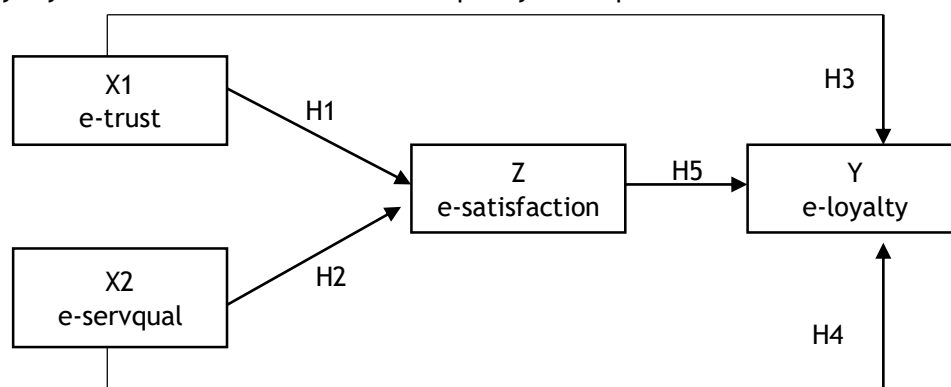

Figure 1. Conceptual framework improving the e-satisfaction and e-loyalty based on e-trust and e-service quality on shopee costumer

Thus, this research aims to examine improving e-satisfaction and e-loyalty based on e-trust and e-service quality among Shopee customers. The hypotheses of this study are as follows:

H1: E-trust has a significant effect on e-satisfaction.
H2: E-service quality has a significant effect on e-satisfaction.
H3: The mediating role of e-satisfaction on the influence of e-trust on e-loyalty.
H4: The mediating role of e-satisfaction on the influence of e-service quality on e-loyalty.
H5: E-satisfaction has a significant effect on e-loyalty.

4.   Methods

4.1   Research Design

This study was conducted in Ponorogo. Ponorogo is a city that is classified as advanced in the technology system, especially in the field of buying and selling online. With the existence of the Shopee marketplace, many Ponorogo people prefer to shop online rather than offline. The number of students who have graduated and entered the consumptive period allows many people to be accessible to shop online. This is why Ponorogo is suitable for research, especially people who often shop online. The population that is the focus of this research involves all Shopee consumers who have made purchases on the platform. In this study to measure consumer loyalty, respondents are given to the general public from adolescence to adulthood ranging from 18 years old to over 33 years old. Researchers have purchasing criteria more than one time. Other characteristics in this study is the determination of monthly income that is balanced with UMR Ponorogo, so it will focus more on respondents who are consumptive and have their income.

4.2   Sampling

The questionnaires were distributed online as an integral part, and a five-point Likert scale was used in this study. In this study, the sampling technique used was a probability sampling method and specifically applied simple random sampling. This sampling process was carried out randomly, without considering the strata that may be present in the population. Sample determination was performed using a formula from Rao Purba (Safitri & Mutmainah, 2023).

$$n = \frac{Z^2}{4Moe^2}$$

Information:
n   = Number of Samples
Z^2 = Normal distribution rate at a significant level 5% = 1.96
Moe : The maximum error rate in the tolerated or desired sampling was 10% or 0.10.

So, the sample in this research is:

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = \frac{3,8416^2}{0,04}$$

$$n = 96,4 = 100$$

4.3   Measurement

This study investiaged e-trust, e-service quality against e-loyalty, with e-satisfaction as an intervening variable. The measuring instrument used in this study was obtained from several indicators per variable. The e-trust and e-service quality consist of 5 statements while e-loyalty and e-satisfaction use 4 indicators and 5 statements per variable, with a five-point Likert scale from strongly disagree to strongly agree (Table 1).

Table 1. Operational definition and indicators of personal care determinant factors

Variables	Operational definition	Indicators
E-trust (Ling et al., 2010; Ribbink et al., 2004)	It is the online trust that consumers give to a marketplace.	1. Integrity 2. Security 3. Privacy 4. Reliability 5. Advance payment
E-service quality (Parasuraman et al., 2005; Zeithaml et al., 2000)	The quality of online services and facilities provided by a marketplace.	1. Efficiency 2. Responsiveness 3. Contact 4. Compensation 5. Fulfillment
E-satisfaction (Ranjbarian et al., 2012)	The online satisfaction felt by consumers regarding marketplace services and facilities that can change behavior.	1. Convenience 2. Merchandising 3. Site design 4. Serviceability
E-loyalty (Kotler and Keller, 2006)	The online loyalty that consumers have towards a marketplace they trust.	1. Repeat purchase 2. Retention 3. Referrals 4. Positive review

4.4   Data Collection

The data-gathering procedure involved the distribution of online questionnaires to respondents using Google Forms. The respondents were encouraged to provide honest and unbiased answers without coercion. The questionnaire comprised statements aligned with the indicators of each variable and presented in a clear and easily comprehensible language for the participants.

4.5   Analysis

In this research, the data analysis technique applied is PLS (Partial Least Squares), a statistical method included in Structural Equation Modeling (SEM). This method is variant-based and can simultaneously perform measurement model testing as well as structural model testing. When processing mediation data, researchers use indirect effects to determine the influence between independent and dependent variables through mediation or intervening variables.

5.   Findings

5.1   Respondent Characteristics

Table 2 shows that the characteristics of participants in this study include the age group of 23 to 27 years, which accounts for 47%. In this age range, a person has begun to show economic independence. This productive age is often associated with various activities, and in this period, they tend to have more efficient online shopping habits. The results showed that most respondents, as many as 62%, are females, while the remaining 38% are males. Females tend to have more detailed, conscientious, picky personalities and compare prices. In addition, they make purchases more often on one shopping platform they trust. Respondents with a monthly income of IDR 2,100,000 to IDR 4,000,000 often transact at Shopee. This is due to the income of IDR 2,100,000 to IDR 4,000,000, dominated by respondents aged 23 to 27 years; this category includes in the millennial generation, which is considered to be involved in many online shopping activities.

Table 2. Socio-demographic characteristics of respondents

Respondent characteristics	Percentage (%)
Age	
18 to 22 yo	28
23 to 27 yo	38
28 to 32 yo	19
$\geq$ 33 yo	15
Gender	
Male	38
Female	62
Income per Month	
< IDR 2,000,000	30
IDR 2,000,000 – IDR 4,000,000	41
IDR 4,000,001 – IDR 6,000,000	16

5.2   Model Scheme Partial Least Square

This study used Partial Least Square (PLS) analysis by SmartPLS 4.0. The schema is created by entering variables along with indicators and connecting with arrows according to the research hypothesis In results that are more than 0.70 will be declared valid, so it is suitable for use in research, if it is lower than 0.70 then the indicator is not suitable for use in research, the following is a PLS program model scheme to be tested (Figure 2).
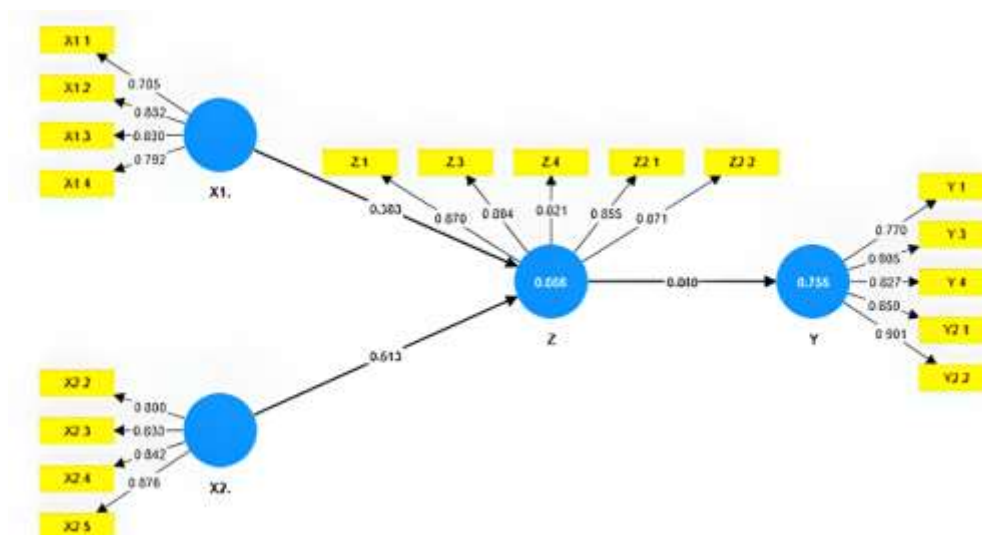
Figure 2. Model scheme improving e-satisfaction and e-loyalty based on e-trust and e-service quality

5.3 Convergent Validity

Hair (2017) revealed that the guideline used for convergent validity is an outer loading value of more than 0.7; convergent validity in this study meets the rule-of-thumb criteria. Initially, the study included 18 indicators. Table 3 shows that after a convergent validity test, it was found that two indicators, namely X1.5 and X2.1, were invalid and were eventually removed from the study. Therefore, the study used only 16 indicators with 18 stat indicators elements because they were declared valid. The factor value is greater than 0.70. Therefore, the indicators were considered appropriate for use in this study.

Table 3. Result of convergent validity

Indicators	Outer Loadings	Conclusion
X1.1	0.785	Valid
X1.2	0.832	Valid
X1.3	0.830	Valid
X1.4	0.792	Valid
X2.2	0.808	Valid
X2.3	0.833	Valid
X2.4	0.842	Valid
X2.5	0.876	Valid
Z1	0.870	Valid
Z2.1	0.855	Valid
Z2.2	0.871	Valid
Z3	0.894	Valid
Z4	0.821	Valid
Y1	0.770	Valid
Y2.1	0.859	Valid
Y2.2	0.901	Valid
Y3	0.905	Valid
Y4	0.827	Valid

5.4   Discriminant Validity

Table 4 shows that the discriminant validity test used the AVE (Average Variant Extracted) value with the AVE value must be more than 0.5. All variables are declared valid because the AVE value is more than 0.50, and all of these variables are worthy of being used in this study.

Table 4. Result discriminant validity

Variables	AVE values	Conclusion
e-trust	0.656	Valid
e-service quality	0.706	Valid
e-satisfaction	0.744	Valid
e-loyalty	0.729	Valid

5.5   Reliability Test

Variable is considered reliable if it meets the requirements of the rule of thumb, namely, Cronbach's alpha and composite reliability values must be more than 0.7 (Hair, 2017). Based on Table 5, all variables in this study are considered reliable, which indicates that they meet the requirements and can be considered for use in this study.

Table 5. Result of reliability test

Variables	Cronbach's alpha	Composite reliability	Conclusion
e-trust	0.826	0.835	Reliable
e-service quality	0.862	0.876	Reliable
e-satisfaction	0.914	0.914	Reliable
e-loyalty	0.906	0.907	Reliable

Based on Cronbach's alpha and composite reliability values exceeding 0.70, it can be concluded that all variables are considered reliable. These findings indicate that each variable met the reliability standards set by Cronbach's alpha and composite reliability. Therefore, all variables were considered to have an adequate level of reliability and were worthy of use in the context of this study.

5.6   Coefficient of Determination R2

From the results listed in Table 6, it can be concluded that, based on the R-square criteria, a value of 0.755 is classified as the "strong" category. This means that this model shows a strong effect of exogenous variables on endogenous variables, so all the variables involved in the model can influence the e-loyalty variable by 0.755, which is equivalent to 75.5%. The remainder (around 22.5%) can be influenced by other variables outside the framework of this research.

Table 6. Result of coefficient of determination

Variables	R-Square	Adjusted r square
Y (e-loyalty)	0.755	0.753

5.7   Hypothesis

Table 7 shows that the relationship between variables in this research method can be known from estimating path coefficient. Testing the proposed hypothesis can be

known from the magnitude of the p-value. If the p-value less than 0.05, then Ho is accepted, otherwise it is rejected.

The results in Table 7 show that e-trust and e-service quality had a significant direct influence on e-satisfaction. This means that Hypotheses 1 and 2 are supported. Other results also showed that e-trust and e-service quality had a significant indirect influence on e-loyalty through e-satisfaction. This means that Hypotheses 3 and 4 are accepted. Hypothesis 5 shows that e-satisfaction has a significant direct effect on e-loyalty.

Table 7. Hypothesis testing results

Paths	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T statistic (O/STDEV)	p-value	Conclusion
e-trust-> e-satisfaction	0.384	0.384	0.086	4.479	0.000**	Significant
e-service quality -> e-satisfaction	0.512	0.518	0.089	5.772	0.000**	Significant
e-trust -> e-satisfaction -> e-loyalty	0.333	0.333	0.074	4.512	0.000**	Significant
e-service quality -> e-satisfaction -> e-loyalty	0.446	0.453	0.081	5.537	0.000**	Significant
e-satisfaction -> e-loyalty	0.869	0.871	0.027	32.460	0.000**	Significant

*significant <0.05; **significant <0.001

6. Discussion

6.1 The Effect of e-Trust on e-Satisfaction

E-trust has a positive and significant influence on Shopee customer e-satisfaction. Means H_1 accepted, this illustrates that the higher the level of e-trust, the higher is the e-satisfaction among Shopee customers. Positive trust in Shopee can create customer satisfaction, which can be attributed to its integrity and honesty in providing services to customers. The relationship between e-trust and e-satisfaction is crucial in the digital world. E-trust is the extent to which users feel comfortable using an online platform considering dependability, security, and transparency. Because a high level of trust in the digital world greatly increases overall customer satisfaction, e-trust greatly affects e-satisfaction. This result, in line with Roisah et al. (2022), shows that e-trust can significantly affect customer e-satisfaction. It has been proven that a site has high consumer trust, which creates shop consumer satisfaction.

These findings are also in line with those of Sativa and Sri (2016), who found that e-trust has a positive and significant influence on e-satisfaction. This study contributes significantly to the understanding that e-trust is a crucial component of the online environment. This has the potential to have a positive impact on customer satisfaction.

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6.2   The Effect of e-Service Quality on e-Satisfaction

E-service quality has a positive and significant influence on Shopee customer e-satisfaction. Means H_2 accepted. This implies that Shopee customer happiness increases with the quality of the electronic services. Positive electronic service quality can create customer satisfaction by providing easy, effective, and efficient services during the shopping process. The relationship between e-service quality and e-satisfaction is crucial in online services. E-service quality, which includes website operations, responsiveness, and efficiency, is the total level of digital services rendered. The quality of e-services significantly influences e-satisfaction, because satisfied clients are more likely to have positive online experiences when receiving high-quality digital services (Ulum & Muchtar, 2018).

The convenience and efficiency provided by e-service quality in the shopping process are believed to positively impact customer satisfaction and provide benefits for customers. Tobagus (2018) mentioned that customers' sense of satisfaction is based on good service from a site. The pleasure felt by customers when using the service also forms a level of satisfaction. Consistent with Liani and Yusuf (2021), e-satisfaction is positively and significantly impacted by e-service quality.

6.3   The Effect of e-Trust on e-Loyalty with e-Satisfaction as Mediation

This research confirms that the relationship between Shopee consumers' e-trust and e-loyalty is mediated by e-satisfaction, which means that H_3 is accepted. Respondents must experience satisfaction before they can develop loyalty to the shop marketplace. A key mediating factor in the link between Shopee customer e-loyalty and e-trust was e-satisfaction. Customers' degree of trust in the Shopee platform during their online interactions is measured by several parameters, including reliability, transparency, and data security. Sativa and Sri (2016) found that e-trust can influence e-loyalty even more through e-satisfaction as a mediator. E-satisfaction acts as a conduit for the indirect impact of e-trust on shop customer e-loyalty. When clients perceive a high level of trustworthiness in the online transactions and services supplied by Shopee, this contributes to their overall pleasure with the platform. Increased customer happiness has a direct impact on repeat business, customer loyalty, and the development of a strong, long-lasting relationship between users and online stores. Consequently, e-satisfaction serves as a mediating element that enhances the influence of e-trust on shop customers' e-loyalty.

In line with Saragih (2019), e-satisfaction functioned as a mediator between e-trust and e-loyalty. To create customer e-loyalty, a high level of e-trust is generated by a high level of e-satisfaction. A high level of e-satisfaction has a positive impact on Shopee customer e-loyalty. The presence of e-satisfaction as a mediator strengthens the influence of e-trust on e-loyalty with higher intensity than its direct influence. Consistent with Asih and Pramono (2018), e-satisfaction acted as a positive and substantial mediator between e-trust and e-loyalty.

6.4   The Effect of e-Service Quality on e-Loyalty with e-Satisfaction as Mediation

The results of this study show that e-satisfaction plays a role as a mediator in the influence of e-service quality on Shopee customer e-loyalty, which means H_4 is accepted. Respondents must feel e-satisfied before they feel e-loyal towards the Shopee marketplace. A key mediating factor in the link between customer e-loyalty

and e-service quality is e-satisfaction. E-service quality, which includes customer service, transaction efficiency, and website performance, is Shopee's benchmark for digital service quality. E-satisfaction acts as a conduit for the indirect effect of e-service quality on shop customer e-loyalty. Customers are more satisfied with their online purchasing experience when they believe they offer high-quality services. This increased level of pleasure is essential for building repeat business, client loyalty, and a strong and long-lasting relationship between users and the shop's online store. Therefore, e-satisfaction serves as an intermediary element that increases the influence of e-service quality on customer customer e-loyalty.

In line with Anderson and Srinivasan (2003), e-satisfaction, or the quality of an e-service, influences e-loyalty. It is impossible to divorce the achievement of generating high e-satisfaction from the exceptional caliber of e-services offered to Shopee clients. Consumers who are pleased with Shopee's service and response, and who feel at ease using the platform, are likely to become highly loyal. Consistent with Berliana and Sanaji (2022), e-satisfaction is a beneficial and significant bridge between e-loyalty and e-service quality.

6.5   The Effect of e-Satisfaction on e-Loyalty

The results of this study suggest that e-loyalty among Shopee customers is influenced by e-satisfaction, meaning that H_5 is accepted. Respondents who showed loyalty to the online site first formed a level of satisfaction. Customer satisfaction when shopping at Shopee is reflected in the comfort they feel, fulfilling expectations regarding goods and prices, and satisfactory appearance and service. Customers who feel that a shop can meet their needs well and, according to expectations, will be more likely to be loyal to the platform. In line with Ishak and Luthfi (2011), e-satisfaction positively and significantly affected e-loyalty.

In the online business world, the correlation between customer e-loyalty and e-satisfaction is vital to the development and maintenance of e-loyalty, which is strongly influenced by e-satisfaction, or the degree of customer happiness in online interactions. Positive customer experiences such as easy-to-use interfaces, quick service, and seamless transactions have a beneficial effect on customer loyalty to a digital platform or brand high (Moliner & Tortosa-Edo, 2023). E-satisfaction levels provide a feeling of trust, contentment, and general favorable perception, which encourages users to stick around, do repeat business, and possibly recommend the platform to others essentially, the relationship between customer e-loyalty and e-satisfaction highlights how crucial it is to create a flawless and fulfilling online experience in order to cultivate long-lasting customer relationships in the digital realm (Liani & Yusuf, 2021).

6.6   Managerial Implications

The managerial implications of the research to increase e-satisfaction and e-loyalty by using e-trust and e-service quality for Shopee customers are expected to be useful for interested parties, especially for future researchers and Shopee companies. Shopee customers, if they are trusted and happy with the services provided, will feel more satisfied so that they can create higher e-loyalty, compared to the level of trust and good quality, without paying attention to the satisfaction felt by Shopee customers. Managers should prioritize continuous improvements in electronic service quality to increase customer satisfaction. Focusing on website functionality, responsiveness, and information availability can contribute to heightened e-satisfaction and foster e-loyalty.

Establishing and nurturing electronic trust are paramount for sustained customer loyalty. Investments in online security, transparent communication, and ethical practices contribute to building and reinforcing e-trust, positively influencing e-loyalty. It is essential to recognize the moderating influence of e-satisfaction. Managers should actively measure and understand how satisfied customers are with electronic services, as this moderating factor can amplify or diminish the impact of e-services and e-trust on e-loyalty. Proactive monitoring of customer feedback on service quality, trust, and satisfaction is crucial. Managers should use this feedback to adapt strategies, rectify issues promptly, and enhance overall customer experience, thus positively impacting loyalty.

Staying ahead in technological innovation is vital for maintaining high e-service standards. Managers should explore and adopt emerging technologies that enhance the experience of electronic services and contribute to increased customer satisfaction and loyalty. Aspects of e-trust can be bolstered by educating customers on security measures. Transparent communication regarding data protection, secure transactions, and privacy policies helps build and maintain e-trust, thereby influencing e-loyalty. Leveraging analytics to understand customer behavior patterns in response to changes in service quality, trust-building initiatives, and satisfaction levels can provide valuable insights. This data-driven approach allows managers to refine their strategies to maximize e-loyalty.

6.7   Theoretical Contribution

The main contribution of this study is that it determines how e-trust and e-service quality influence e-loyalty through e-satisfaction as an intermediary. In addition, to show trust and good quality in consumers greatly affects the satisfaction felt by customers so that satisfied customers will become loyal customers and if compared to trust and service that does not use satisfaction in influencing loyalty.

6.8   Limitations

In this study, there were limitations in finding a sample of respondents with vulnerable Shopee users aged 30 years and over, which is a limitation for consumers in processing data. In addition, the two indicators were invalid or inappropriate for use in this study, so the study only used 18 statements and 16 indicators. Early and efficient payment indicators are two invalid indicators, so it is expected that Shopee companies can improve and consider the transaction payment system at Shopee and Shopee's efficiency in meeting customer demands.

7.   Conclusion

This study employs e-satisfaction as an intervening variable to examine how e-trust and e-service quality affect e-loyalty The study's findings indicate that while e-trust has a major impact on e-loyalty, e-service quality also has a significant impact on it. Furthermore, e-satisfaction functions as a mediator in the influence of e-trust on e-loyalty, whereas e-service quality also acts as a mediator in e-loyalty. This study aims to determine the elements that lead to the development of e-loyalty among Shopee customers while also quantifying the degree to which e-satisfaction, through e-trust and e-service quality, influences e-loyalty. The contribution of this research is to determine the strength of the influence of consumer behavior in building e-loyalty in Shopee, and to identify the characteristics of consumers who are easily loyal to Shopee.

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8.   Recommendation

Given the substantial impact of e-services on e-loyalty, organizations should prioritize ongoing investment in improving the quality of e-services. Regular assessments, updates, and optimization of digital platforms can increase e-loyalty. Companies should prioritize building and maintaining e-trust by implementing strong online security measures, transparent communication, and ethical business practices, which are critical to fostering and maintaining e-loyalty. Future research should explore industry-specific nuances to understand how e-service, e-trust, and e-satisfaction vary across sectors. This approach can provide tailored insights for industries with different customer expectations, and conducting longitudinal studies can offer a temporal perspective on the relationship between e-service, e-trust, e-satisfaction, and e-loyalty. Analyzing changes over time can reveal evolving patterns and contribute to a deeper understanding of these dynamics. Investigating the impact of cultural differences on the relationship between e-service, e-trust, e-satisfaction, and e-loyalty is critical to global applicability. Cross-cultural studies can uncover variations in customer behavior and inform culturally sensitive strategies.

Future research should explore contextual factors that influence the moderating role of e-satisfaction. Investigating how industry dynamics, product/service types, or customer segments impact this moderation can refine our understanding of these relationships. Investigating the role of customer co-creation and innovation in shaping e-services, e-trust, and e-satisfaction is pertinent. Understanding how involving customers in the co-creation process affects loyalty can offer insights into fostering collaborative relationships. The generalizability of the findings and future research should validate the relationships among e-service quality, e-trust, e-satisfaction, and e-loyalty across diverse demographic groups. This includes age, sex, socioeconomic status, and technological literacy.

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