



Examining e-service quality influence on e-loyalty: A mediating effects of e-satisfaction and e-trust for Tokopedia users

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ABSTRACT

This research will focus on users of the Tokopedia online shopping application in the city of Padang. The objective of this research is to investigate how Electronic Service Quality (E-Service Quality) influences Electronic Loyalty (E-Loyalty), and to explore the involvement of Electronic Satisfaction (E-Satisfaction) in this relationship, and Electronic Trust (E-Trust) as mediating variables. A total of 250 respondents were sampled for this research. Data was processed using SmartPLS and collected through questionnaires online. The research findings indicate that (1) Electronic Service Quality significantly and positively influences the e-satisfaction. (2) Electronic Service Quality has a significant and positive impact on electronic trust. (3) Electronic Service Quality has a significant positive impact on e-loyalty. (4) Electronic Satisfaction has a significant and positive impact on e-loyalty. (5) Electronic Trust has a significant and positive impact on e-loyalty. (6) Electronic Trust has a significant and positive impact on e-satisfaction. (7) E-Service Quality has a significant and positive effect on e-satisfaction with e-trust as a mediation. (8) E-Service Quality has a significant and positive impact on e-loyalty, with e-satisfaction as a mediation. (9) Electronic Service Quality has a significant and positive impact on e-loyalty with e-trust as a mediation.

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INTRODUCTION

Innovation plays had an impressive impact on numerous parts of human existence. The current development of technology in an all-digital direction makes it an important part that cannot be separated from digital era society, which has high mobility and usually likes things that are instant and practical. Technological developments have changed people's behavior, one of which is in shopping or transaction activities. People initially shopped offline but are now slowly being replaced by online shopping.

The tendency of people to use buying and selling platforms such as e-commerce simplifies the process of conducting buying and selling transactions for individuals. Online business alludes to the business interaction of trading labor and products through the Web (Ghosh, 2018). One of the online shopping applications used by many people is Tokopedia. Tokopedia is an online shopping application According to data released by SimilarWeb, visits to e-commerce in Indonesia will decline in early 2023. This decline occurred in the five e-commerce sites with the most significant visitors: Shopee, Tokopedia, Lazada, Blibli and Bukalapak. Tokopedia experienced a decline in February, with the number of visits

reaching 108.1 million visits. This figure decreased by 15.60 per cent compared to January 2023 and decreased by 20.92 per cent from the achievement in December 2022. Based on several data that have been obtained, it shows that the development of Tokopedia from 2022 to early 2023 has experienced a decline, especially in consumer loyalty towards Tokopedia e-commerce.

In e-commerce, loyalty has grown into e-loyalty, defined as repeated customer satisfaction through factors specific to e-commerce platforms that encourage customers to make repeat purchases of products or services (Anderson & Srinivasan, 2003). Based on Al-Dmour et al., (2019), service quality significantly positively affects consumer loyalty. At the point when clients get better help for the cash they spend, they accept they are getting great worth, which can expand their dependability.

The assessment made by the customer regarding the quality of E-service of how efficient the seller offers electronic services, effective and by the website delivering services (Yen & Lu, 2008). E-service quality crucial to increasing customer loyalty because positive experiences with online services can increase customer trust and satisfaction. Previous studies have looked at how trust in the service industry is affected by service quality. It was discovered that trust is considered a precursor to service quality. (Rasheed & Abadi, 2014). Administration quality and trust are factors in making consumer loyalty. Customer loyalty, commitment, and intention to purchase can all be reflected in levels of customer satisfaction.

Regarding the quality-of-service Tokopedia provides, it still needs to be optimal. This is because there are several customer complaints regarding Tokopedia services, such as many customer complaints regarding several problems, including the system availability and efficiency of the Tokopedia application, which is poor and difficult to access, as well as the security of transaction data on the Tokopedia application, which is not secure.

Service quality will be a driving factor in creating customer satisfaction. Regarding customer satisfaction with Tokopedia, it still needs to be optimal. Some of these complaints include Tokopedia customers who feel disappointed by restrictions on using free shipping vouchers. Apart from that, there are often delays in delivering goods that are not on time, and too many advertisements appear, which annoy users when they want to use the application.

As for the trust aspect, Tokopedia still needs to be fully optimal. There are still many customer complaints regarding trust, especially about the products advertised on the Tokopedia application needing to match the goods received by customers. Customers also feel cheated because many shops use fake ratings to increase their shop ratings.

LITERATURE REVIEW

E-loyalty

Electronic loyalty refers to a customer's goal to return to a site. This can be interpreted as consumer interest in a company, which has the potential to lead to repeat purchases (Kartono & Halilah, 2018). According to Jeon & Jeong, (2017), e-loyalty can be interpreted as a user trait that benefits online sellers where users will make repeat purchases. This satisfaction is the aftereffect of consumer loyalty with electronic service quality. If a company has loyal users, it will be very profitable for the company, considering the increasing competition.

According to Alnaim et al. (2022), the indicators contained in the e-loyalty variable are as follows:

1. Recommend the application used.
2. Say positive things related to the application used.
3. Make supplementary purchases.
4. Will keep using the same app for shopping.

E-service quality

As defined by Zeithaml et al., (2002), electronic service quality is the spectrum electronic media that leads to ease of shopping, purchasing and efficient and Efficient provision of goods and services.

According to Santos, (2003), e-service quality is consumers' assessment and evaluation of the advantages and services offered electronically in the digital market. Based on Alnaim et al., (2022), e-service quality is client's characterized appraisal of the degree to which merchants give productive, viable and fitting electronic service on sites and in help conveyance.

According to Alnaim et al., (2022), the indicators contained in the e-service quality variable are as follows:

1. Relevant in-app ordering information.
2. Ordering in the app is well organized.
3. Easy-to-use application.
4. Fast transaction settlement.
5. Adequate security features.
6. Do not share personal information with other applications.
7. Protect personal information from unauthorized access.
8. Protect transaction information.
9. Online ordering application is always available.
10. The application is immediately launched and run.
11. The application does not experience obstacles.
12. Ensure the application runs smoothly.

E-satisfaction

Kotler and Armstrong (2008), characterize consumer loyalty as the outcome clients feel when an organization measures up to their assumptions. With the improvement of web-based business, the idea of consumer loyalty in the web-based setting is called electronic satisfaction. E-satisfaction has the potential to be described as customer's satisfaction with their previous e-commerce purchases and the favorable responses, such as repeat purchases, which followed.

According to Alnaim et al., (2022), the indicators contained in the e-satisfaction variable are as follows:

1. The application provides satisfaction to users.
2. The application provides a sense of pleasure to the user.
3. The application gives a delighted feeling to the user.
4. The app provides a good experience.

E-trust

Another essential element in developing enduring relationships with clients is trust, connected with keeping up with the classification of data connecting with clients and to the obligation to offer the best support or item occasionally, (Al-dweeri et al., 2017). According to (Corritore et al., 2003), e-trust is an expectation that instills confidence in an online risk in which vulnerabilities are not exploited.

According to Ahmed et al., (2014), the indicators contained in the e-trust variable are as follows:

1. Trust this brand.
2. Rely on this brand.
3. Honest brand.
4. This brand meets my expectations.
5. This brand is safe.

E-service quality and e-satisfaction

Customer satisfaction and loyalty to a company's products are indicators of success. Depending on Alnaim et al., (2022), e-service quality influences electronic satisfaction. These findings also support earlier research by Pudjarti et al (2019), which found that a company's ability to provide high-quality customer service leads to increased customer loyalty when those customers use that company's goods or services. Therefore, the hypothesis is:

H1: E-Service Quality has a positive and significant effect on E-Satisfaction.

E-service quality and e-trust

E-service quality increases e-trust, according to Rita et al., (2019). Customers trust companies with better e-services. Customer satisfaction and trust increase with exceptional service. Alnaim et al., (2022) found that quality of e-service positively and significantly affects e-trust.

H2: The E-Service Quality has positively and significantly effect on E-Trust

E-service quality and e-loyalty

E-service quality measures a company's online service. In business, e-loyalty is consumer loyalty to a company's online platforms and services. Al-Dmour et al., (2019) found that electronic service quality affects customer loyalty.

H3: The E-Service Quality has positively and significantly effect on E-Loyalty

E-satisfaction and e-loyalty

The satisfaction impact on e-loyalty is significant due to the tendency for customers who are happy with online services provided to show loyalty. Based on Alnaim et al., (2022), it was determined that e-satisfaction has a significant and positive impact on e-loyalty.

H4: E-Satisfaction has a positively and significantly effect on E-Loyalty

E-trust and e-loyalty

Customers who trust shops on the internet will feel at ease and secure when purchasing there (Connolly & Bannister, 2007). Clients will keep on shopping at a similar spot, causing higher unwaveringly (Liu, et al., 2005). Past examination by Alnaim et al., (2022), expressed that e-trust fundamentally affects electronic loyalty.

H5: E-Trust has positively and significantly effect on E-Loyalty

E-trust and e-satisfaction

Research conducted by Al-adwan & Al-Horani, (2019), shows that e-trust significantly influences e-satisfaction. This can be made sense of by customer satisfaction showing that the application can meet customer expectations and needs, thereby increasing their trust in the application used.

H6: E-Trust has a positive and significantly effect on E-Satisfaction.

E-service quality and e-satisfaction mediated by e-trust

Based on Alnaim et al., (2022) establishes that e-trust has a mediating role among e-service and e-satisfaction. This research implies that the degree of consumer trust may play a role in the positive impact of e-service quality on e-satisfaction.

H7: E-Service Quality has a positive significant effect on E-Satisfaction which is mediated by E-Trust

E-service quality and e-loyalty mediated by e-satisfaction

According to research According to Al-adwan & Al-Horani, (2019), The study contends that when an online service's quality falls short of expectations in terms of customer satisfaction, e-satisfaction Can function as a mediation in impacting e-loyalty, then customer loyalty will not be created.

H8: The E-Service Quality has a positive significant effect on E-Loyalty which is mediated by E-Satisfaction

E-service quality and e-loyalty mediated by e-trust

This finding is consistent with the studies done by Al-adwan & Al-Horani, (2019), which also confirms that e-service quality, when mediated by e-trust, impacts e-loyalty in the sector of electronic commerce. High-quality e-services will enhance customer satisfaction and make customers loyal to the brand or online store.

H9: E-Service Quality has a positive significant effect on E-Loyalty, with E-Trust serving as a mediating.

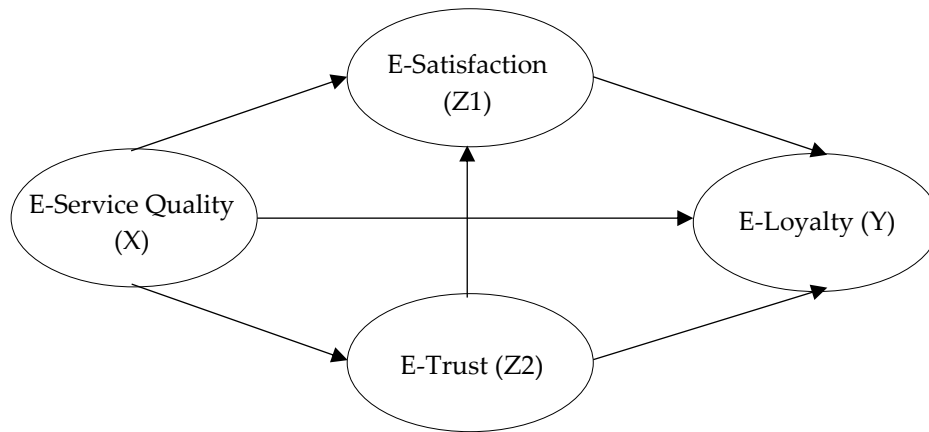


Figure 1. Conceptual Framework

METHOD

This type of research is quantitative methods. The research data is sourced from primary data which is collected directly by the researcher. Using Google Forms, questionnaires were distributed at random online to collect the research data. The population in this study were all users of the Tokopedia online shopping application in Padang City, with 250 respondents. The sample in this study was selected using a non-probability sampling technique. The researcher's sampling method used a purposive sampling method. The assessment of the measurement model's validity, which in this study utilizes two ways of evaluating validity, namely convergent validity and discriminant validity, is done as part of categorizing the data analysis using PLS. A reliability test will be conducted following the validity test, As evidenced by both Cronbach's alpha and the values related to the reliability of the composite. Additionally, the structural model will be assessed by examining R-square and Q-square to determine the impact of The correlation and orientation of the connection among variables, as well as evaluate the significance of the relationships among variables. In this review, there are four factors to consider: one exogenous variable, namely e-service quality; two mediating variables, namely e-satisfaction and e-trust; and one endogenous variable, namely e-loyalty.

RESULT AND DISCUSSION

During the estimating model's test (external model), The measurement method of reliability and validity were examined. A legitimacy test is completed to demonstrate the way that much the estimating instrument can gauge what is wanted. The validity test assesses the quality of the instrument and illustrates its validity, as well as the extent to which a concept can be effectively implemented. Not entirely settled by size (Hair et al., 2018) The average variance extract (AVE) value > 0.5, and the loading factor > 0.7 to pass the validity test. This study's validity test meets the criteria for a construct validity test's minimum value. The experimental outcomes should be visible in Table 1.

Table 1. Outer Loading

	E-Loyalty (Y)	E-Satisfaction (M1)	E-Service Quality (X)	E-Trust (M2)
E-Loyalty 1	0.865			
E-Loyalty 2	0.835			
E-Loyalty 3	0.841			
E-Loyalty 4	0.873			
E-Satisfaction 1		0.808		
E-Satisfaction 2		0.819		

	E-Loyalty (Y)	E-Satisfaction (M1)	E-Service Quality (X)	E-Trust (M2)
E-Satisfaction 3		0.854		
E-Satisfaction 4		0.789		
E-Service Quality 1			0.838	
E-Service Quality 2			0.827	
E-Service Quality 3			0.778	
E-Service Quality 4			0.741	
E-Service Quality 5			0.845	
E-Service Quality 6			0.738	
E-Service Quality 7			0.802	
E-Service Quality 8			0.884	
E-Service Quality 9			0.807	
E-Service Quality 10			0.800	
E-Service Quality 11			0.846	
E-Service Quality 12			0.775	
E-Trust 1				0.793
E-Trust 2				0.768
E-Trust 3				0.820
E-Trust 4				0.781
E-Trust 5				0.844

Sources: Primary Data (2023)

As shown in Table 1, all variable indicators are > 0.7, proving their convergent validity are valid. According to Hussein (2015), if the outer loading is below 0.7 on an indicator, then the indicator can be removed because it does not represent the existing construct.

Table 2. Outer AVE

	Average Variance Extracted (AVE)
E-Loyalty (Y)	0.729
E-Satisfaction (M1)	0.669
E-Service Quality (X)	0.652
E-Trust (M2)	0.643

Sources: Primary Data 2023

Considering Table 2, the outcomes show that the AVE an incentive for all factors is > 0.5, convergent validity is therefore considered to be accurate.

Table 3. Cross Loading Value

	E-Loyalty (Y)	E-Satisfaction (M1)	E-Service Quality (X)	E-Trust (M2)
E-Loyalty 1	0.865	0.661	0.667	0.645
E-Loyalty 2	0.835	0.656	0.549	0.636
E-Loyalty 3	0.841	0.612	0.494	0.620
E-Loyalty 4	0.873	0.625	0.597	0.671
E-Satisfaction 1	0.556	0.808	0.577	0.602
E-Satisfaction 2	0.616	0.819	0.484	0.602
E-Satisfaction 3	0.642	0.854	0.504	0.639
E-Satisfaction 4	0.628	0.789	0.532	0.682
E-Service Quality 1	0.434	0.485	0.838	0.407
E-Service Quality 2	0.652	0.537	0.827	0.538
E-Service Quality 3	0.470	0.499	0.778	0.492
E-Service Quality 4	0.514	0.453	0.741	0.492

E-Service Quality 5	0.533	0.541	0.845	0.491
E-Service Quality 6	0.636	0.461	0.738	0.433
E-Service Quality 7	0.548	0.655	0.802	0.498
E-Service Quality 8	0.523	0.548	0.884	0.513
E-Service Quality 9	0.526	0.499	0.807	0.493
E-Service Quality 10	0.494	0.478	0.800	0.459
E-Service Quality 11	0.543	0.500	0.846	0.552
E-Service Quality 12	0.649	0.518	0.775	0.537
E-Trust 1	0.541	0.620	0.507	0.793
E-Trust 2	0.624	0.596	0.489	0.768
E-Trust 3	0.612	0.598	0.498	0.820
E-Trust 4	0.628	0.623	0.413	0.781
E-Trust 5	0.615	0.663	0.545	0.844

Sources: Primary Data 2023

Based on Table 3, the variable exhibits a stronger correlation with the indicator compared to its correlation with other indicators. All indicators evaluated in this research are stated to have discriminant validity.

Table 4. Cronback Alpha and Composite Reliability

	Cronbach's Alpha	Composite Reliability
E-Loyalty (Y)	0.876	0.915
E-Satisfaction (M1)	0.835	0.890
E-Service Quality (X)	0.951	0.957
E-Trust (M2)	0.860	0.900

Sources: Primary Data 2023

Table 4 shows Cronbach's alpha and composite reliability > 0.7. Consequently, the variable is very reliable or capable of measuring the construct.

Table 5. R Square

	R Square
E-Loyalty (Y)	0.675
E-Satisfaction (M1)	0.643
E-Trust (M2)	0.376

Sources: Primary Data 2023

Table 5 shows that e-loyalty R square value 0.675. This shows that e-service quality accounts for 67.5% of e-loyalty variance. Comparatively, other factors not considered in this research model affect the remaining 32.5%. In addition, the e-satisfaction variable's R square is 0.643. According to this percentage, the e-service quality variable explains 64.3% of the e-satisfaction variable, while other variables not examined in this study account for the remaining 35.7%. Lastly, the e-trust variable's R square is 0.376, meaning that the e-service quality variable can explain it by 37.6% and other variables not examined 62.4%.

Table 6. Q Square

	Q Square
E-service quality (X)	-
E-Loyalty (Y)	0.447
E-Satisfaction (M1)	0.393
E-Trust (M2)	0.356

Sources: Primary Data 2023

Table 6 shows that Q square values 0.447, 0.393, and 0.356 for e-loyalty, e-satisfaction, and e-trust. Since Q square values above 0 (except X), indicating that the model is predictive.

Table 7. Path Coefficient

	Original Sampel	T Statistics	P Values
E-Service Quality (X) -> E-Satisfaction (M1)	0.267	3.142	0.002
E-Service Quality (X) -> E-Trust (M2)	0.613	7.810	0.000
E-Service Quality (X) -> E-Loyalty (Y)	0.267	2.441	0.015
E-Satisfaction (M1) -> E-Loyalty (Y)	0.300	3.721	0.000
E-Trust (M2) -> E-Loyalty (Y)	0.358	3.825	0.000
E-Trust (M2) -> E-Satisfaction (M1)	0.610	6.642	0.000

Sources: Primary Data 2023

Table 7 illustrates that the electronic service quality variable has a positive influence on e-satisfaction, with a coefficient of 0.267, as evidenced by the original sample value in the study. The p-value of 0.002 is less than 0.05, and the t-statistic value of 3.142 is greater than 1.96, supporting H1, which posits that e-service has a positive impact on e-satisfaction. Moving on to the connection between the electronic service quality variable and e-trust, an initial sample value of 0.613 (positive) is observed, indicating that the quality of electronic services enhances e-trust by 0.613. Furthermore, the p-value is 0.000, less than 0.05, and the t-statistic is 7.810, greater than 1.96. Hence, electronic service quality has a positive effect on e-trust, leading to the acceptance of H2.

Regarding the relationship between e-service and electronic loyalty, a positive sample value of 0.267 is found, signifying that electronic service quality increases electronic loyalty by 0.267. The p-value is 0.015, below the 0.05 significance level, and the t-statistic is 2.441, greater than 1.96. The study suggests that electronic service quality significantly and favorably enhances electronic loyalty, supporting H3.

Moving forward, the hypothesis testing in Table 7 shows a p-value of 0.000 for the e-satisfaction-e-loyalty relationship, with an initial sample value of 0.300. This implies that e-satisfaction positively influences e-loyalty, validating H4. The association between the e-trust variable and e-loyalty is 0.358, indicating a positive impact of the variable on loyalty. The results show p-values of 0.000, less than 0.05, and t-statistics of 3.825, greater than 1.96. Therefore, H5 is accepted, as e-trust positively and significantly impacts e-loyalty.

Finally, the relation between e-trust and e-satisfaction reveals a positive initial sample measurement of 0.610 for e-loyalty. The results indicate p-values less than 0.05 and t-statistics of 6.642, greater than 1.96. Thus, H6 is accepted, as e-trust positively and significantly influences e-satisfaction.

Table 8. Indirect Effect

	Original Sample	T Statistics	P Values
E-service Quality (X) -> E-Trust (M2) > E-Satisfaction (M1)	0.374	6.503	0.000
E-service Quality (X) -> E-Satisfaction (M1) > E-Loyalty (Y)	0.080	2.960	0.003
E-service Quality (X) -> E-Trust (M2) > E-Loyalty (Y)	0.219	3.372	0.001

Sources: Primary Data 2023

Table 8 presents the results of the indirect effect as follows:

1. Indicating a positive and significant relationship between e-service and e-satisfaction via e-trust mediation (t-statistics value: 6,503 > 1.96, p-value: 0.000 < 0.05).
2. Electronic Service Quality (X) has a positive and significant effect on Electronic Loyalty (Y), mediated by E-Satisfaction (M1).

3. A significant correlation exists between e-service and e-loyalty, mediated by e-satisfaction, with a t-value of 2.960 and a p-value of 0.003. E-satisfaction mediates, and e-service quality positively and significantly affects e-loyalty, validating H8.
4. Electronic trust mediation assesses e-service quality and electronic loyalty. The t-statistics are 3.372, surpassing 1.96, while the p-value is 0.001, below 0.05. Because electronic trust mediates the positive and substantial relationship of e-service quality and e-loyalty, H9 is accepted.

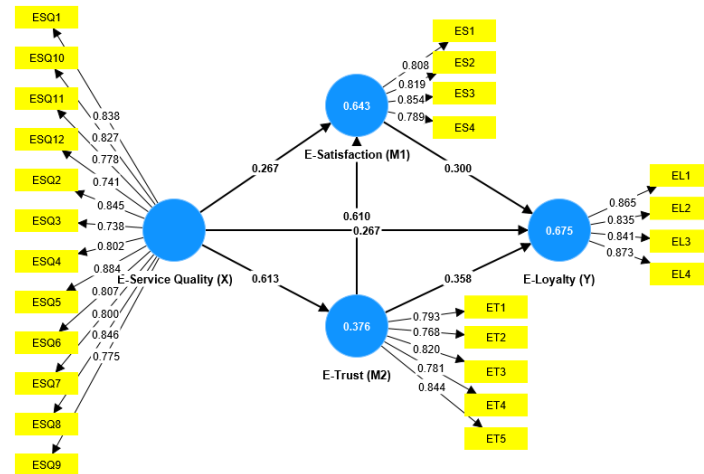


Figure 2. Final PLS Model Output

Effect of e-service quality on e-satisfaction

The findings of this study demonstrate that electronic service quality significantly and positively have an impact on e-satisfaction. This indicates that the Tokopedia application positively impacts the quality of the e-services it offers users, which can raise users' e-satisfaction with the Tokopedia online shopping application. According to the findings of Alnaim et al., (2022), e-service quality has a positive and significant impact on e-satisfaction. These findings support the conclusions of research by Al-dweeri et al., (2017) that customer satisfaction is positively impacted by service quality. Therefore, to assess a company's or organization's service quality, it is necessary to consider how well it meets the client's expectations, as this can result in customer satisfaction (Fernandes & Solimun, 2018).

Effect of e-service quality on e-trust

The results of this investigation show that electronic service quality significantly and positively affects e-trust. This indicates that consumers will feel more trust in the Tokopedia online shopping application when Tokopedia can deliver high-quality service by safeguarding customer information data and offering a sense of security and comfort when using the application. The outcomes of this investigation support those of (Alnaim et al., 2022). E-service quality significantly and favorably affects e-trust. Additionally, the survey by Rita et al., (2019) demonstrates that e-service quality positively affects e-trust. Customer trust is higher when a company's e-services are of higher quality.

Effect of e-service quality on e-loyalty

According to the study's findings, e-service quality significantly and positively affects e-loyalty. If Tokopedia can deliver high-quality electronic services and match their expectations, customers will be satisfied. Customers who are happy with the services will stick with the same application and become devoted. The analysis's findings confirm that e-service quality has a significant and positive impact on e-loyalty among Jordanian online banking users, depending on Al-Dmour et al., (2019). E-loyalty, or the degree of client loyalty to the company in electronic services, is directly influenced by the service quality.

Effect of e-satisfaction on e-loyalty

The conclusions of this study demonstrate that e-satisfaction significantly and positively affects e-loyalty. This indicates that in the Tokopedia online shopping application, the e-satisfaction variable may impact user e-loyalty. The analysis results confirm the premise that e-satisfaction was shown to have a positive and significant effect on e-loyalty, according to research (Alnaim et al., 2022). Al-dweeri et al., (2017) study demonstrates that e-satisfaction positively impacts e-loyalty. Customers are more satisfied with the company's goods, and services are more loyal to the business.

Effect of e-trust on e-loyalty

Based on the study's findings, e-trust significantly and positively affects e-loyalty. This indicates that the e-trust variable may affect the users of the Tokopedia application's e-loyalty. Customers will feel secure and at ease when using an application as a platform for online shopping when they trust it. Customers will stay loyal to the same retailer by continuing to shop there. Alnaim et al., (2022) completed earlier research that serves as a foundation for this study. The analysis's findings are consistent with the hypothesis that e-trust significantly and positively has an impact on e-loyalty. Additional research by Muhdiyanto & Pramesti, (2018) demonstrates that e-loyalty is positively impacted by e-trust.

Effect of e-trust on e-satisfaction

In accordance with the study's findings, e-trust significantly and positively affects e-satisfaction. The ability of the Tokopedia application to meet user expectations and needs will increase the user's sense of satisfaction when using the Tokopedia online shopping application, which is what it means when customers feel that the online shopping application, they use provides a sense of security and trust. The findings of this study are consistent with those of Alnaim et al., (2022), E-satisfaction is significantly and positively influenced by e-trust. Al-adwan & Al-Horani, (2019) indicated that e-trust significantly impacts e-satisfaction, validating this research.

Effect of e-service quality on e-satisfaction, mediated by e-trust

The study shows a positive and significant correlation between e-service quality and e-satisfaction, which is mediated through e-trust. A survey conducted by Kundu, (2015) found that customer happiness is significantly positively impacted by e-service quality, mediated through trust in Internet banking users. The satisfaction of customers and e-service quality Internet banking are related. However, trust mediates this link to some extent. These results are consistent with a study by Alnaim et al., (2022), which demonstrates that e-trust mediates the association between the caliber of an e-service and e-satisfaction. This indicates that the positive impact of e-service quality on e-satisfaction is partly explained by the degree of consumer trust.

Effect of e-service quality on e-loyalty, mediated by e-satisfaction

It is evident in this study that there is a positive and significant association between electronic service quality and e-loyalty, which is mediated through e-satisfaction. Al-adwan & Al-Horani (2019), suggests that e-satisfaction can mediate between the other two categories since bad service prevents the development of consumer loyalty. Alnaim et al., (2022) revealed that e-trust and e-satisfaction, two potential mediators, could not balance the relationship between e-service quality and e-loyalty. However, both factors must be present for them to be relevant—concurrent mediation.

Effect of e-service quality on e-loyalty, mediated by e-trust

This study's e-service quality and e-loyalty have a positive and significant relationship mediated by e-trust. The findings of this study, which demonstrate an influence on the quality of electronic services mediated by consumer trust on electronic loyalty in e-commerce, are supported by research done by (Al-adwan & Al-Horani, 2019). This demonstrates that customers have more faith in the caliber of

service that can safeguard client information, and customer loyalty is higher when they stick with the same e-commerce.

CONCLUSION

The researcher will draw the following findings from the results of the hypothesis testing study of the relationship between electronic service quality and e-loyalty among users of the Tokopedia online shopping application in Padang City:

1. Service quality improves e-satisfaction for Padang City Tokopedia consumers. Tokopedia consumers are happier as the quality of its electronic services increases.
2. Electronic service quality boosts Padang City Tokopedia users' e-trust. This means the user's trust in using Tokopedia increases with the quality of its electronic offerings.
3. Tokopedia e-loyalty consumers in Padang City are favorably and considerably influenced by electronic service quality. This means Better electronic services from Tokopedia increase customer loyalty and retention.
4. E-satisfaction positively and significantly impacts e-loyalty on users of the online shopping application Tokopedia in Padang City. This implies that as customer satisfaction increases Tokopedia application users, the more likely users are to become loyal customers to the Tokopedia application.
5. E-trust positively and significantly influences the e-loyalty on users of the online shopping application Tokopedia in Padang City. This means that when Tokopedia provides users with a sense of security and comfort when using the application, it will increase their sense of trust in the application, which will lead to higher loyalty in continuing to use the Tokopedia application.
6. E-trust positively and significantly impacts user e-satisfaction on online shopping application Tokopedia in Padang City. This suggests the greater the level of user trust when using Tokopedia application, the greater the user satisfaction.
7. E-service quality influences consumers of the online shopping platform Tokopedia in Padang City in a good and significant way through e-trust. This means that the Tokopedia application can attain greater satisfaction when it maximizes the quality of its electronic services and fosters client confidence.
8. Electronic service quality positively and significantly influences e-loyalty mediated by e-satisfaction on users of the web-based shopping application Tokopedia in Padang City. This suggests that when the Tokopedia application maximizes the standard of digital services, it will help improve user gratification. and will indirectly increase user loyalty in using the Tokopedia application.
9. Electronic service quality positively and significantly influences e-loyalty mediated by e-trust on users of the web-based shopping application Tokopedia in Padang City. This suggests that when the Tokopedia application maximizes the standard of electronic services, it will contribute to enhancing user confidence and will indirectly increase user loyalty in using the Tokopedia application.

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