THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON E-LOYALTY WITH E-SATISFACTION AS INTERVENING VARIABLES ON E-COMMERCE SHOPEE USERS IN JABODETABEK

ABSTRACT

This research is motivated by competition e-commerce which is the driving force of the digital-based economy. With so many new e-commerce emerging to form a competition between e-commerce to become the market leader and achieve a desire and profit. The purpose of this study was to determine the effect of e-service quality and e-trust on e-loyalty with e-satisfaction as an intervening variable.

The analysis method in this study uses qualitative primary data, the population in this study are consumers who have shopped on the Shopee site at least 1 time in the last 3 months the sampling technique used purposive sampling technique with a sample of 200 people. The test phase carried out is validity test, reliability test, normality, multicollinearity, heteroscedasticity, coefficient of determination test, f test, t test and the data analysis technique used to answer the hypothesis is path(analysis path analysis). The test tool used is SPSS 25.

The results of this study indicate that there is a positive and significant effect on the variable e-service quality on e-satisfaction, then there is a positive and significant effect of e-trust on e-satisfaction however, e-service quality has no effect on e-loyalty, there is a positive and significant effect of e-trust on e-loyalty, there is a positive and significant effect of e-satisfaction on e-loyalty, there is a positive and significant effect on e-service quality on e-loyalty through e-satisfaction and there is a positive and significant effect of e-trust on e-loyalty through e-satisfaction on Shopee users.

Keywords : E-Service Quality, E-Trust, E-Loyalty, E-Satisfaction
(xiii + 86 + Attachment)
Bibliography (1995-2021)