



The Influence of E-Service Quality on E-Customer Loyalty Through E-Satisfaction as a Mediation in Indonesian Social Media Commerce

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ABSTRACT

This research aims to determine the effect of e-service quality on e-customer loyalty mediated by e-satisfaction among social media commerce users in Indonesia. The sample of this research was 100 respondents. Data was collected using a questionnaire that had been tested for validity and reliability. The data analysis technique used is descriptive analysis using SEM Amos 22. The results of the research show that there is a significant direct influence between e-service quality on e-satisfaction and e-customer loyalty among social media commerce users. There is a partial influence of the mediating impact of e-satisfaction between e-service quality on e-satisfaction and e-customer loyalty on social media commerce users. This shows that customer satisfaction can be built through good service so that customers do not switch to competitors.

Keyword: e-Service Quality; e-Satisfaction, e-Loyalty; e-commerce

INTRODUCTION

The growth of online businesses is currently growing rapidly thanks to the presence of web-based services that provide various conveniences and benefits for consumers. The ever-growing innovation of web technology also supports this phenomenon. Web-based services offer various advantages, including ease of access, better customer management, and reduced transaction costs. Dare-based lifestyles are increasingly rooted in society, such as shopping activities that previously could only be done in physical stores can now be accessed through online platforms. The online shopping system can be accessed by all age groups. Consumers no longer have to visit physical stores to buy goods or services, but can do so via their smartphones. Thus, consumers are more free to choose products and services from anywhere and at any time (Lova and Indra, 2023). This change also has an impact on business models. Many players are adopting digital systems, especially in the online retail sector, to maintain customer loyalty.

Websites play an important role in maintaining customer loyalty in the digital ecosystem. As a collection of internet-based pages containing information in the form of text, images, videos, and audio files, websites make the process of searching for products, ordering, and paying easier. In the context of e-commerce, websites allow consumers to quickly find solutions, search for information, and complete transactions efficiently (Mohseni et al., 2018). Social media also plays an important role in this ecosystem. According to Kaplan and Haenlein's definition (2022), social media includes internet-based applications that allow the exchange of user-generated content, thus connecting individuals virtually for personal and business purposes.

Despite the rapid increase in the popularity of e-commerce, consumer trust in e-commerce platforms in developing countries such as Indonesia is still a challenge. This challenge is mainly related to security and privacy issues in bold transactions. Therefore, increasing consumer trust and strengthening the security of online transactions is an urgent need. Along with the development of e-commerce, the volume of trade transactions between business actors and consumers is also increasing. Through e-commerce platforms, business actors can expand the reach of products and services to more consumers.

Currently, there are many social media commerce platforms that are growing rapidly in Indonesia, such as Facebook Market Place, TikTok Shop, Instagram, YouTube, and Pinterest. These platforms support e-commerce transactions as an alternative electronic payment method. The popularity of e-commerce is increasing along with consumer preferences for making bold payments through social media platforms. With this model, consumers can pay easily through their mobile phones, allowing for more practical and faster payments.

In line with the growth of e-commerce, social media platforms also continue to grow, facilitating interactions between businesses and consumers. Based on SameWeb data in e-Marketer (2024), Facebook is predicted to be the largest social commerce platform in the United States of Indonesia, with 60.9% of social buyers making purchases through this platform. Facebook dominates the market thanks to its mature market infrastructure and smooth transition from product discovery to payment. TikTok, Instagram, YouTube, and Pinterest have also shown significant growth as social commerce platforms. TikTok, for example, relies on creator-based marketing campaigns, while Instagram uses a visual approach to product discovery. YouTube with its review videos, as well as Pinterest with its visual inspiration, also play a role in driving consumer purchasing decisions.

To face the increasingly fierce competition in the online market and build customer loyalty, business actors must improve their service quality. Previous studies have shown that consumer loyalty is greatly influenced by their satisfaction with the quality of e-commerce services. The study by Kaya et al. (2019) found that e-service quality directly and indirectly affects e-loyalty through e-satisfaction. This study is reinforced by the findings of Lova and Budaya (2023) which show that e-satisfaction has a mediating role in the relationship between e-service quality and e-customer loyalty. Therefore, understanding and improving the quality of e-commerce services is very important for business actors to meet customer expectations.

This study aims to refine research related to the influence of electronic service quality on electronic satisfaction and electronic customer loyalty on social media commerce users in Indonesia. This study aims to provide new insights and enrich the literature related to factors that influence e-commerce customer loyalty in Indonesia.

E-Service Quality

E-Service Quality refers to the extent to which a website can support the shopping, purchasing, and delivery process effectively and efficiently. In addition, e-recovery service quality is also part of this concept. E-recovery service quality refers to the company's response in dealing with customer dissatisfaction due to service failure, which aims to maintain relationships with customers (Lova and Haryono, 2023).

Zeithaml et al. (2018) identified four main dimensions that customers use to broadcast e-service quality, namely efficiency, providing (fulfillment), system availability (system availability), and privacy. In the context of customer experience, e-services have a significant impact on consumer interactions on websites, from information search, product selection, to purchasing and submitting reviews. Good e-service quality has the potential to increase customer satisfaction.

This satisfaction is closely related to customer attitudes and intentions, where customer

satisfaction has a direct influence on their positive behavioral intentions. Various previous studies have confirmed that e-service quality has a positive effect on customer satisfaction (Gounaris et al., 2010; Udo et al., 2010; Blut et al., 2015; Thaichon and Quach, 2015; Rita et al., 2019; Lova, 2021; Lova and Indra, 2023; Lova and Haryono, 2023).

Improving the quality of e-service has been shown to increase customer satisfaction, strengthen customer retention, and ultimately increase consumer loyalty to the brand (Olaleye et al., 2021). Providing quality customer service provides an opportunity for customers to remain loyal. Satisfied customers tend to provide positive recommendations to others and are more likely to make repeat purchases.

Investing in e-commerce service quality can attract customers to return to the platform. This is also in line with research by Kaya et al. (2019) and Lova and Haryono (2023), which found that e-commerce service quality has a significant influence on customer loyalty. Therefore, strengthening the quality of electronic services is an effective strategy for e-commerce companies in maintaining and increasing customer loyalty. Considering the magnitude of the impact of E-service quality on E-satisfaction and e-loyalty from online purchases, we propose:

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

H2: E-service quality has a positive effect on e-loyalty.

E-satisfaction

E-satisfaction is defined as the level of customer satisfaction obtained from their experience in interacting with an e-commerce platform, both during the development and purchasing process. This satisfaction is created when the perceived performance of a service or product meets or exceeds customer expectations (Lova and Budaya, 2023).

In the context of e-commerce, there is empirical evidence that shows a positive relationship between e-satisfaction and various related constructs, such as site attachment, repurchase intention, and desire to continue the relationship with the service provider. E-satisfaction is considered a key element in creating customer loyalty. As an important component in the e-commerce environment, customer satisfaction needs to be considered and evaluated continuously. This allows companies to make adjustments to their service quality to ensure that customer expectations are met (Jameel et al., 2021).

If customer satisfaction is not achieved, consumers tend not to be loyal to the service provider. Therefore, many digital marketing experts state that e-satisfaction is an important factor in building customer loyalty in electronic services (Lova, 2021; Lova and Budaya, 2023; Pereira et al., 2016; Tandon et al., 2017; Kaya et al., 2019; and Giao et al., 2020).

The relationship between e-satisfaction and consumer loyalty has been widely supported by previous research results. With a high level of satisfaction, customers tend to be more loyal, make repeat purchases more often, and are more likely to recommend products or services to others. Therefore, in an effort to build customer loyalty, e-commerce companies must prioritize increasing customer satisfaction by optimizing their service quality. Considering the magnitude of the impact of E-service quality on E-satisfaction and e-loyalty from online purchases, we propose:

H3: E-satisfaction has a positive effect on e-loyalty

E-loyalty

E-loyalty refers to customer loyalty in reusing an e-commerce platform, making repeat purchases, or recommending products or services to others. Customer loyalty in the context of e-commerce is reflected in the consumer's desire to continue visiting an online retail website, making regular purchases, and spreading positive reviews to others.

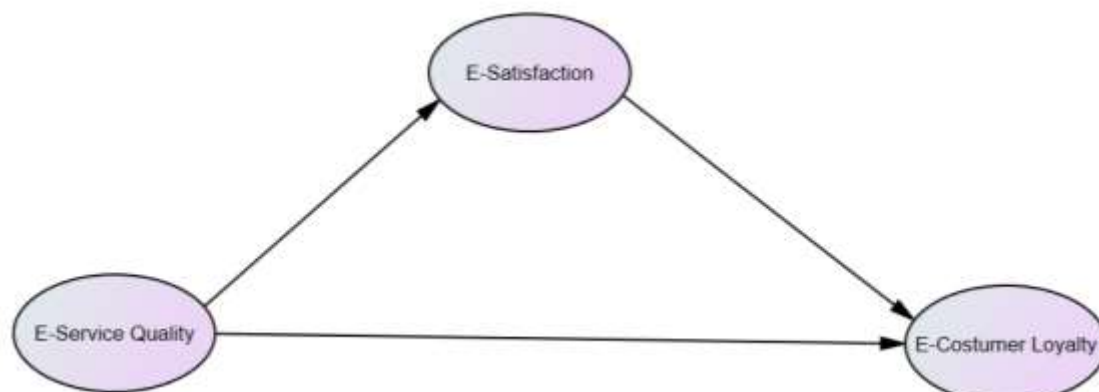
Customer loyalty is influenced by their level of satisfaction with the quality of service received. This satisfaction reflects the gap between customer expectations and the reality felt

after receiving the service. With the accumulation of positive experiences over time, customers tend to return to use the service and build loyalty. E-loyalty is not just the result of a one-time interaction, but is a process that develops from access to high-quality services, which then strengthens trust and ultimately increases customer satisfaction.

Increasing customer loyalty not only has an impact on increasing company revenue and profits but also turns customers into brand advocates. In the context of online commerce, previous studies have shown that e-service quality has a significant influence on consumer loyalty (Khan et al., 2019; Khan et al., 2020; Gull et al., 2020; Lova, 2021; Lova and Budaya, 2023). E-service quality acts as a key driver that directly influences customer satisfaction and loyalty.

In addition, research has identified the role of e-satisfaction as a mediator in the relationship between e-service quality and e-loyalty. In this study, e-satisfaction acts as a link that strengthens the impact of e-service quality on customer loyalty. The results of Lova and Budaya's (2023) study show that satisfaction obtained from online shopping experiences has a positive impact on customer loyalty to e-commerce services. In other words, the higher the level of satisfaction, the more likely customers are to be loyal.

Figure 1. Kerangka Konseptual



Therefore, improving e-service quality and ensuring customer satisfaction are key strategies for e-commerce companies to increase e-loyalty. By strengthening aspects such as efficiency, collection, system availability, and security, companies can drive higher customer loyalty and create a loyal and actively engaged customer base. There are four direct effect research hypotheses presented in the conceptual framework of Figure 1.

H4: E-satisfaction plays a role in mediating e-service quality towards e-loyalty.

METHOD

This research was conducted in the context of e-commerce, which currently dominates the global market with the emergence of various platforms such as marketplaces and social commerce. E-commerce enables online transactions involving digital payment processes. Therefore, this research focuses on social media commerce, with Facebook Marketplace, TikTok Shop, Instagram, YouTube, and Pinterest as references and research objects.

The population in this study includes online shoppers who actively use the social media commerce platform to purchase goods or services at least twice. The sampling technique used is purposive sampling. Through this approach, researchers choose respondents intentionally by considering certain criteria that are considered to be able to provide relevant and quality data.

The number of samples was determined by following the guidelines of Hair et al.'s theory (2019) which recommends a minimum sample size of 20 times the number of question

items. Since there are 14 question items in this research questionnaire, the number of samples needed is 280 respondents. Data were collected through questionnaires distributed to e-commerce consumers for one month. Respondents who participated in this study voluntarily provided their answers through an online questionnaire.

To analyze the data, this study used a structural equation modeling (SEM) approach with the help of AMOS software version 22. The measurement model is based on previous studies, where the measurement steps are adopted from validated literature. Table 1 in this article shows the indicators, standard loading factors, and reliability and validity values of the measurements.

The measurement of e-service quality includes 4 items adapted from the research of Al-Dweeri et al. (2019) and Lova and Haryono (2023). For the customer loyalty variable (e-customer loyalty), the measurement was carried out using 4 items developed by Madariaga et al. (2019) and Lova and Budaya (2023). Meanwhile, the measurement of e-satisfaction is based on 3 items developed by Lova and Budaya (2023).

The analysis of the instrument quality assessment was carried out through confirmatory factors (CFA) until the psychometric properties of the measurement tool were obtained. This process was carried out using the standard loading method, where the factor loading value must be greater than 0.50 to ensure measurement accuracy (Ghozali, 2016). The measurement model was then analyzed using maximum likelihood estimation in AMOS 22. If the factor loading value exceeds 0.50, then the measurement is considered valid and can be used to test causal relationships in the research model.

With this procedure, this study aims to explore the relationship between e-service quality, e-satisfaction, and e-customer loyalty, and to bring out the role of e-satisfaction as a mediator in the relationship. The applied methodology allows for accurate and relevant measurements, which are expected to produce findings that can support the literature in the field of e-commerce and customer behavior

Table 1: Validity and reliability statistics of convergent dimensionality

| Constructs and items | Standard. factor loading | C.R (Skew) | AVE | CR | Sources (The previous research |
|---|--------------------------------|---------------|------|------|--|
| E-Service Quality | | | | | |
| This e-commerce enables me to complete a transaction quickly | 0,80 | 0,07 | | | |
| This e-commerce does not share my personal information with other sites | 0.90 | 0,01 | | | Al-dweeri et al (2019); Lova dan Haryono, 2023) |
| This e-commerce quickly delivers what I order | 0,90 | -0,01 | 0,87 | 0,95 | |
| This website is ready and willing to respond to customer needs | 0.85 | 0,10 | | | |
| This E-commerce enables me to complete a transaction quickly | 0,90 | 1,08 | | | |
| E-Satisfaction | | | | | |
| Statified with the offerings at this e-commerce | 0,95 | -1,13 | 0,85 | 0,90 | Lova dan Budaya (2023) |

| | | | | | |
|---|------|-------|------|------|--|
| Satisfied with the purchases at this e-commerce | 0,90 | -1,08 | | | |
| Satisfied with the products at this e-commerce | 0,95 | 0,01 | | | |
| E-Customer Loyalty | | | | | |
| Encourage friends to visit e-commerce | 0,90 | 1,00 | | | |
| Say positive things about e-commerce | 0,95 | -1,13 | 0,95 | 0,95 | Madariaga et al (2019; Lova dan Budaya(2023) |
| Visit this e-commerce in the next few time | 0,90 | 1,11 | | | |
| Recommend this e-commerce to someone else | 0,90 | 1,18 | | | |

Notes: X² /df: 389.92, P: 0.073, RMSEA: 0.004, GFI: 0.993, AGFI: 0.990, TLI: 0.991, CFI:

0.990

Source: Amos 2024

RESULT AND DISCUSSION

This section explains the findings of the hypothesis testing and the interpretation of the results of the data analysis. Each indicator that forms the latent variable shows satisfactory results. These indicators have an average total respondent performance (Total Customer Response/TCR) of more than 70%, and a standardized loading factor value of more than 0.50 (Lova, 2021). This indicates that all variables manifested in the construction of e-commerce service quality are considered valid and reliable.

To analyze the relationship between variables, this study uses a structural equation model (SEM) with AMOS software version 22. The model measures the suitability of the data using several suitability indices, such as Chi-Square (X^2), RMSEA, GFI, AGFI, TLI, and Finance. The results of the analysis show that the model presented is in accordance with the research data, as indicated by the Chi-Square value of 389.92 ($p = 0.073$), RMSEA 0.004, GFI 0.993, AGFI 0.990, TLI 0.991, and CFI 0.990. These values indicate that the model has a very good level of suitability.

Table 2: Hypothesis Test

| Variables | | Estimate | SE | CR | P |
|-------------------|-------------------------|----------|------|--------|-----|
| E-Service Quality | ---> E Satisfaction | ,532 | ,104 | 4,933 | *** |
| E Satisfaction | ---> E Customer Loyalty | -,163 | ,066 | -5,888 | *** |
| E-Service Quality | ---> E Customer Loyalty | ,538 | ,113 | 5,913 | *** |

Source: Amos 25

Based on Table 2, it can be concluded that e-service quality has a significant direct effect on customer satisfaction (e-satisfaction). This can be seen from the Critical Ratio (CR) value of 4.933 which is greater than 1.96 ($4.933 > 1.96$) and the probability value is smaller than 0.05 ($p < 0.05$). Thus, the better the quality of service provided by e-commerce, the more likely customers are to feel satisfied. These results are consistent with the findings of previous studies, as reported by Ashiq and Hussain (2023), Lova (2021), Lova and Budaya (2023), Rita et al. (2019), Blut et al. (2015), Kaya et al. (2019), and Kitapci et al. (2014), all of which show that e-service quality positively affects e-satisfaction. Therefore, the H1

hypothesis in this study can be accepted.

Furthermore, Table 2 also shows that e-service quality has a significant direct effect on customer loyalty (e-customer loyalty). This result is evidenced by the CR value of 5.913, which is greater than 1.96 ($5.913 > 1.96$), and the probability value (p) which is smaller than 0.05 ($p < 0.05$). Thus, the higher the quality of e-commerce services, the more likely customers will remain loyal to the platform. This finding is in line with research conducted by Ashiq and Hussain (2023), Lova (2021), Lova and Haryono (2023), Oliveira et al. (2017), and Kaya et al. (2019), which also identified a positive effect of service quality on customer loyalty. Therefore, hypothesis H1 in this context is also supported.

In addition, Table 2 shows that e-satisfaction has a significant effect on customer loyalty (e-customer loyalty). The test results show that the CR value of -5.888 is greater than -1.96 ($-5.888 > -1.96$), with a probability value of 0.014 which is smaller than 0.05 ($p < 0.05$). This finding indicates that customer dissatisfaction with the services provided by e-commerce can lead to a decrease in customer loyalty. These results are in line with previous studies conducted by Ashiq and Hussain (2023), Lova and Budaya (2023), Pereira et al. (2016), Tandon et al. (2017), Kaya et al. (2019), and Giao et al. (2020), which show that the level of customer satisfaction affects their loyalty to e-commerce services. Thus, the H3 hypothesis in this study is also supported.

Table 3: E-satisfaction as a mediator of E-loyalty

| Standardized | Direct Effect | Indirect Effect E-satisfaction as mediation | Results |
|---------------------------------|---------------|---|-------------------|
| E service quality --> E-loyalty | 0.200 | -0.112 | Partial mediation |

Source: Amos 25

From table 3, the estimated parameters of standardized direct effect show that there is a direct influence of e-service quality on e-loyalty of 0.2. greater than the indirect influence of standard e-service quality on e-loyalty indirectly through e-satisfaction of -0.112. So it can be concluded that e-service quality has a partial influence (partial mediation) on e-loyalty through e-satisfaction. This is also proven by e-service quality influencing e-satisfaction and e-loyalty in hypotheses H1 and H2.

CONCLUSION

This study aims to explore the influence of e-service quality on e-satisfaction and e-customer loyalty in the context of e-commerce in Indonesia. Based on the results of the study, it can be concluded that e-service quality plays an important role in building e-satisfaction and e-customer loyalty.

These findings indicate that e-service quality has a direct influence on e-satisfaction and e-customer loyalty. Customers who are satisfied with the quality of e-commerce services tend to be more loyal to the platform. In addition, e-satisfaction acts as a mediator that strengthens the relationship between e-service quality and e-customer loyalty. In other words, high e-commerce service quality can increase customer satisfaction, which ultimately has an impact on customer loyalty.

The results of this study have a significant impact on the business and academic world. For e-commerce business actors, this study provides insight into the importance of improving service quality, especially in terms of efficiency, confidentiality, system availability, and privacy. These factors can help companies improve customer satisfaction and loyalty, which in turn can increase the company's competitiveness in the market.

In addition, the findings of this study can be used by policy makers and e-commerce

service providers to understand the factors that influence customer behavior. E-commerce service improvement strategies based on the results of this study can be applied in other countries with similar market characteristics.

This study also contributes to the development of academic literature in the field of e-commerce, especially in understanding the mediating role of e-satisfaction in the relationship between e-service quality and e-customer loyalty. Future research can expand its scope by considering additional variables, such as e-trust or user experience, to provide more comprehensive insights into e-commerce consumer behavior.

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