

Investigating the Relationship Between E-Service Quality and Online Customer Satisfaction

¹Denis Nugraha,²Muhammad Pauji Ramadan*

¹Universitas Terbuk,²Universitas Muhammadiyah Bandung *

Corresponding author e-mail: [dnugraha30@gmail.com]

Article Info	Abstract
<p><i>Keywords:</i></p> <ul style="list-style-type: none">○ <i>E-Service Quality;</i>○ <i>E-Satisfaction;</i>○ <i>E-Trust, E-Customer Loyalty;</i>○ <i>Online Shop;</i>	<p>This study's goal is to examine the relationship between e-service quality and e-satisfaction, e-trust and e-satisfaction, e-service quality and e-customer loyalty, e-satisfaction and e-customer loyalty, indirect effects of e-service quality on e-customer loyalty through e-satisfaction, and significant indirect effects of e-trust on e-customer loyalty through e-sa The research method is quantitative, and the purposive sampling approach is a non-probability sampling strategy. 301 online shop customers who had made purchases there served as the study's respondents. Through the use of social media, online questionnaires were sent to gather research data. employing SmsrtPLS 4.0 software tools for structural equation modeling (SEM) analysis of research data. Validity, reliability, and hypothesis testing (significance) are the phases of data analysis. According to the study's findings, e-service quality has a direct, positive, and considerable impact on e-satisfaction. The impact of e-Trust on e-Satisfaction is immediate, positive, and large. There is a strong positive and significant direct effect of e-service quality on e-customer loyalty, as well as a positive effect and direct significance of e-trust on e-customer loyalty. Additionally, there is a strong and significant positive indirect effect of e-service quality on e-customer loyalty through e-satisfaction, and there is a strong and significant positive indirect effect of e-Trust on e-customer loyalty.</p>
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INTRODUCTION

In the current digital era, the growing competition in online business is undoubtedly driving website managers and mobile e-commerce platforms to find ways to get a competitive edge, one of which is by encouraging customers to exclusively use one e-commerce platform for transactions. Obviously, it will take a long time to accomplish this aim, but it will be done gradually over a period of time.

Loyalty is essentially customer behavior that responds favorably to products and satisfaction such that customers return and repurchase services and goods, according to Azarine et al. (2022). According to Revita (2016), e-loyalty is a tactic for surviving in the market by fostering harmony with customers. The primary foundation for creating and managing e-commerce's sustained profitability is e-loyalty. The e-satisfaction component is essential to the

development of e-Loyalty. According to Fernández et al. (2022), one of the determining variables for e-customer loyalty is e-satisfaction. According to Dabees et al. (2023); David et al. (2022), e-satisfaction is the implementation of customer happiness that results from comparing advantages. If the resulting performance meets and exceeds preferences, then customer satisfaction is generated. This is consistent with a number of earlier research that found a relationship between customer loyalty and customer pleasure.

Developing e-commerce consumer loyalty is necessary to address other issues, particularly problem solving. E-Satisfaction, which is involved in other elements, creates e-Loyalty. E-service quality and e-Trust, in the opinion of Azarine et al. (2022); Bernardo et al. (2023), are elements that contribute to customers' e-Satisfaction. The effectiveness and efficiency of the services offered in sales, shopping, and the delivery of goods are all included in the concept of "e-service quality," which is a comprehensive and complete electronic service quality. E-Trust is a way of being willing to acknowledge a brand in all of its forms on the grounds that you want the brand to present positive things and inspire loyalty.

According to statistics from the 2020 BPS (Central Statistics Agency) census in Indonesia, the growth in the e-commerce industry has reached 19 percent with a total of 26.2 million firms. This is based on the trending phenomena of e-commerce in Indonesia and is of concern to business people. Within the previous ten years. Given the proliferation of e-commerce in Indonesia, service providers must be able to meet customer demands in order to survive the increasingly ferocious competition. One of the key topics the business discusses in an effort to continue to exist is service quality. Enterprise in the midst of current rivalry. Information technology has a significant impact on many facets of modern life because it makes a variety of tasks including commercial tasks easier to complete. According to Juwaini et al. (2022);

Munandar et al. (2022), business companies must be able to adapt. If initially the company focused on product quality and how to provide quality direct service, now businesses are forced to face the reality that businesses must provide online or electronic media, which of course must also be of a high standard, in order to win in the midst of competition. One of the company's current digital era priorities is evaluating the level of service provided by its electronic media. Ginting et al. (2023), according to Ghosh (2022), created a method for evaluating the caliber of electronic services, often known as e-service quality

RESEARCH REVIEW

E-Service Excellence

E-service quality is a service option offered by an e-commerce website or application to make it easier and more convenient to shop, buy, and send its products. The existence of a sense of satisfaction and loyalty, according to Ghosh (2022); Juwaini et al. (2022); and Kumars et al. (2022), is truly determined by the benefits offered to consumers. E-service quality was effectively evolved into seven aspects for service quality from four core dimensions, including

efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and interaction, according to Mukaromah et al. (2022); Munandar et al. (2022). Honest, accurate information, keeping promises without breaking them, acting professionally, credibly, and responsibly in every purchasing and selling transaction are the characteristics of high-quality e-services. According to Indriastuti et al. (2022), a high-quality service or product will undoubtedly have an impact on consumers' satisfaction, and ongoing customer contentment will foster a sense of loyalty toward the business. The customer's opinion of the discrepancy between the service they received and what they had anticipated is known as e-service quality. Consumers compare their expectations with the services they receive as part of an evaluation process, which yields the concept of perceived service quality. According to Kumar et al. (2022), who concur with the concept, service quality is determined by comparing customers' expectations and perceptions of the quality of the service. Service quality is the overall assessment of the company's services that results from a comparison between the company's performance and customers' expectations of what businesses in the sector should do.

E-Trust

E-Trust is the willingness to recognize a brand in all of its forms based on the hope that the brand will convey positive attributes and inspire loyalty. There are at least six definitions of trust that are pertinent to e-commerce applications, according to Nurjannah et al. (2022), and one of them is that trust will arise if a person has confidence in an exchange with a partner who has integrity and can be trusted. A company's e-trust is its confidence in other businesses, namely that they would benefit it. A hopeful and certain mindset when using a computer in circumstances where there is a chance that a vulnerability won't be exploited.

Another important component of internet stores is trust. These actions include setting unfair prices, providing false information, violating security, and tracking transactions made by unauthorized persons, according to Vayle et al. (2023). Customers are constantly anxious while making purchases online since there are so many unknowns. As a result, e-Trust has always been crucial in the context of online stores. It can be defined as a relationship that creates and upholds relationships between customers and online sellers. Consumers' faith in a business serves as the foundation for conducting online business, or "trust" or "e-trust."

Trust, according to Purwanto et al. (2021), refers to customers' readiness to accept and complete online transactions based on favorable expectations for further purchasing behavior. Consumer trust, as described by Puranda et al. (2022), is the consumer's expectation that a provider of goods or services can be depended upon to keep their commitments. E-trust is defined as "consumer confidence in product or service providers that they can be trusted or relied upon in fulfilling their promises in accordance with online consumer expectations" by a number of experts. Security, privacy, and reliability are the three dimensions of e-trust, according to Praditya (2019); Ramadan et al. (2022)

E-Satisfaction

There are five criteria to quantify electronic satisfaction, including convenience, merchandising, site design, security, and serviceability, according to Praditya (2019); Ramadan et al. (2022). Alfredo (2021) claims that offering opinions on services like itsar, softness, convenience, comfort, and responsiveness helps to show how Islamic marketing focuses on customer happiness and brand loyalty. Syahril et al. (2022) highlighted that increasing

customer satisfaction can have a number of advantages, such as fostering consumer loyalty for a particular product and generating profitable word-of-mouth recommendations for the business. According to research by Udayakumar et al. (2023), there is a correlation between e-satisfaction and e-loyalty, which means that e-satisfaction also affects how loyal a person is. Customer e-Loyalty will improve if e-Satisfaction does, and vice versa if e-Satisfaction declines, so will customer e-Loyalty. Customer satisfaction has been extensively examined and investigated in the subject of marketing, both conventional and modern, and is a far larger concept than simply evaluating the quality of a certain service.

Satisfaction, according to Praditya (2019); Ramadan et al. (2022), is a person's emotion of pleasure or disappointment brought on by a comparison between a product's performance and their expectations. E-satisfaction is the term for customer satisfaction in online commerce. Customers' feelings of satisfaction with regard to prior purchasing experiences with online trading provider companies are referred to as esatisfaction. This subjective evaluation based on the customer's individual emotions encompasses both positive and negative feelings regarding the purchase experience with a particular shopping site. In this study, "e-Satisfaction" refers to the degree to which customers are satisfied with online retailers based on prior purchase experiences and as a result of the high caliber of e-services these retailers offer. E-satisfaction is a post-purchase assessment used to gauge how well product and service suppliers adhere to customer expectations. E-customer satisfaction, according to Syahril et al. (2022), is the degree to which e-commerce customers' expectations and reality have coincided in the past. Rohana (2019) asserts that consumer impressions of online convenience, trade/transaction methods, site design, security, and service determine e-satisfaction, also known as online customer satisfaction. According to the definition of e-satisfaction offered by some of these experts, it can be inferred that consumer evaluations of the appropriateness of expectations with reality gained from product/service providers following the use of items or services online are what constitute e-satisfaction. There are five e-satisfaction characteristics, namely Convenience, Merchandising, Site design, Security, and Serviceability, according to Rohana (2019), Syahril et al. (2022), Udayakumar et al. (2023), and Vayle et al. (2023)

Digital Customer Loyalty

Although the company's circumstances and rivals' marketing strategies may alter consumer consumption behavior patterns, e-customer loyalty is a type of customer constancy in surviving, visiting, and repurchasing products in the future. Customer loyalty refers to a customer's promise to continuously repurchase the goods or services they select in the future. Customer retention is crucial to a business's profitability. E-loyalty, according to Dabees et al. (2023), is a positive client attitude toward online businesses that results in recurrent purchasing behavior. Word of mouth (WOM), in which customers recommend a business to others, is one of the anticipated outcomes of loyalty. E-loyalty is the mentality of customers who frequently shop online and return to websites. E-loyalty is defined by David et al. (2022); Fernández et al. (2022) as a customer's intention to return to a website and contemplate making a purchase from that website in the future. According to the definition of e-loyalty offered by some of these experts, it can be inferred that e-loyalty refers to a customer's resolve to frequent a website and conduct regular online transactions going forward, unaffected by rival marketing efforts and the emergence of curiosity. Alert others. There are three dimensions of e-loyalty: cognitive, affective, conative, and action, according to Bernardo et al. (2023), Dabees et al. (2023), David et al. (2022), and Fernández et al. (2022)

METHOD

Purposive sampling, a non-probability sampling strategy, was utilized in this quantitative research methodology. 301 online shop customers who had made purchases there served as the study's respondents. Through the use of social media, online questionnaires were sent to gather research data. Employing smstrpls 4.0 software tools for structural equation modeling (SEM) analysis of research data. Validity, reliability, and hypothesis testing (significance) are the phases of data analysis.

In this study, independent variables, dependent variables, mediating variables, and moderating variables were all used. E-service quality is the independent variable, e-loyalty is the dependent variable, e-satisfaction is the mediating variable, and e-trust is the moderating variable. In order to get a measuring tool that is appropriate for the nature of the variable whose concept has been defined, the operational definition of a research variable involves drawing boundaries that more clearly explain the specific, more substantive characteristics of a concept. The variables in this study are specified as follows:

1. The respondent's assessment of the effectiveness and efficiency with which online retailers make it easier to shop, make purchases, or receive goods or services is known as the e-service quality. The following are examples of e-service quality indicators, as stated by Azarine et al. (2022) and Fernández et al. (2022): 1) Needs-based information in online stores. 2) The online store's information is simple to find. 3) Present in a comprehensive web store. 4) My private information is safeguarded. 32
2. E-loyalty is the perception of people who have a strong commitment to returning time and time again to an online retailer to repurchase a favorite good or service. One of the e-Loyalty indications is a firm promise to repurchase. 2) Register for a product's online store newsletter. 3) Regularly shop at an internet retailer. 4) Not easily influenced by external circumstances. 5) Not easily swayed by other retailers' marketing initiatives.
3. A product's performance in relation to the respondent's expectations or expectations is what is referred to as e-satisfaction, which is the perception of consumer contentment. The following are some of the e-Satisfaction indicators: 1) The shopping experience exceeded expectations. 2) Being pleased with the online store's buying experience. 3) Lack of desire to explore for alternative internet retailers.
4. E-Trust According to Morgan and Hunt (1994), perceived trust is the belief that a company is trustworthy and reliable in comparison to other businesses. According to Robbins' (2007) thesis, there are several factors that influence consumer trust, including: 1) Honesty and being honest. 2) Technical expertise, personal standards, and capabilities. 3) Dependable in how they handle the situation. 4) Willingness to keep the connection going as long as feasible. 5) Willingness to freely exchange ideas and information

The study's primary premise is

H 1: The quality of an e-service has a substantial impact on customer satisfaction.

H 2: E-Trust significantly influences E-Satisfaction.

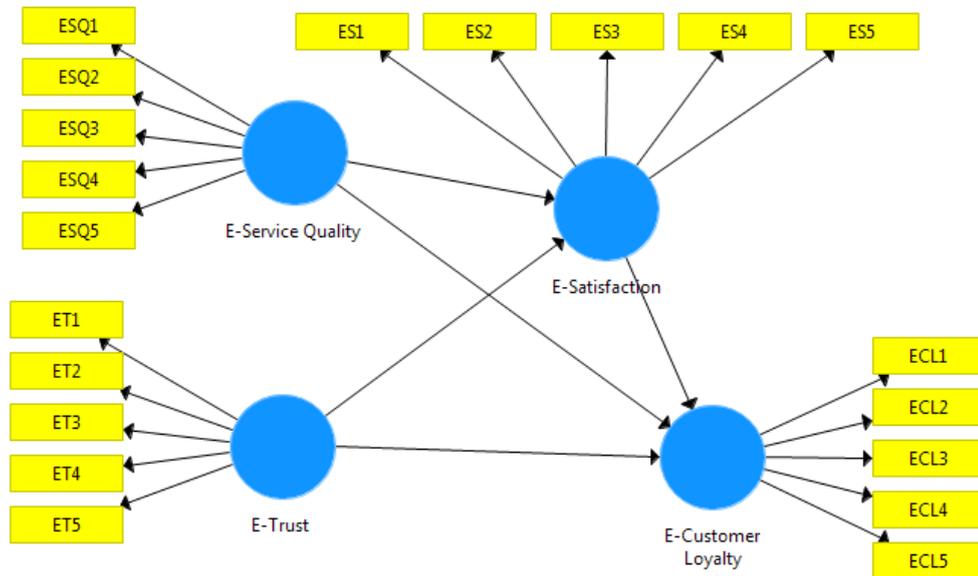
H 3: The level of e-service quality has a big impact on e-customer loyalty.

H 4: The level of e-service quality has a substantial impact on e-customer loyalty.

H 5: E-Satisfaction significantly affects e-customer loyalty.

H 6: Through e-satisfaction, there is a strong indirect impact of e-service quality on e-customer loyalty.

H 7: Through e-satisfaction, there is a strong indirect impact of e-trust on e-customer loyalty



CONCLUSION AND DISCUSSION

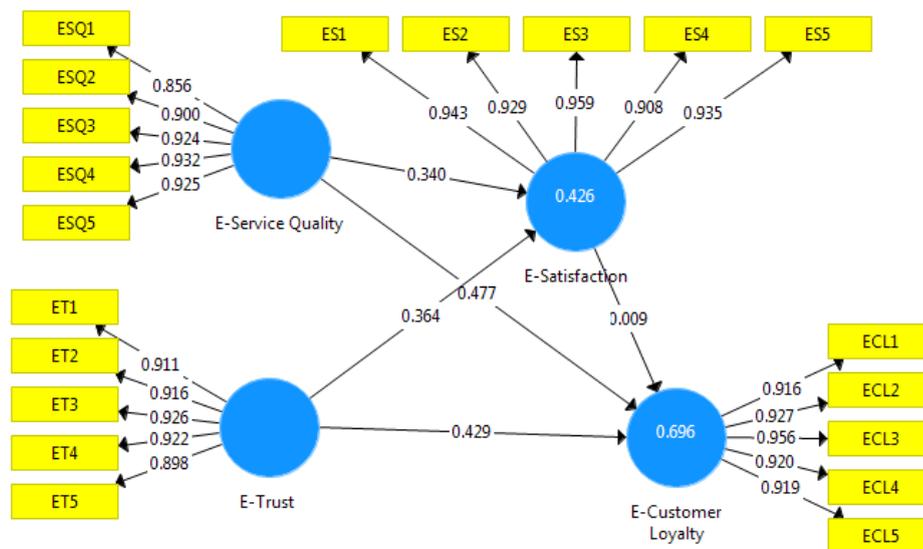
Differential Validity

It is known that the AVE value of every variable is larger than > 0.5 based on the information in table 1. As a result, it can be said that all variables have strong discriminant validity and that their combined reliability value is better than or equal to 0.7.

Table 1. Reliability Testing

	Cronbach's Alpha	Rho_A	Composite Reliability	Average Variance Extracted (AVE)
E-service quality	0.823	0.812	0.712	0.612
E-trust	0.815	0.821	0.821	0.613
E-satisfaction	0.823	0.815	0.812	0.632
E-customer loyalty	0.856	0.801	0.871	0.723

Due to the fact that it is based on the Convergent Validity Test and Reliability Test, feasible items and variables have been found, analysis of Discriminant Validity using the Cross Loading Value has already produced promising results, and the AVE value was also above 0.5, PLS SEM analysis is still feasible to carry out.



Testing for Validity and Reliability, Figure 2.

Analysis of Variance (R²) or Determination Test

The value of the coefficient of determination for the Analysis of Variant (R²) or Determination Test, that is, to determine the impact of the independent variables on the dependent variable, may be found in Table 3.

Table 3. R-square values

Variables	R-Square
e-satisfaction	0.426
e-customer loyalty	0.696

According to the r-square value in Table 2, e-service quality and e-trust account for 0.426 or 42.6% of the variance in e-satisfaction, and the remaining 57.4% is explained by other factors not included in the scope of this study. According to the r-square value in Table 2, e-service quality, e-trust, and e-satisfaction account for 69.6% of the variance in e-customer loyalty, with other constructs accounting for the remaining 31.4% of the variance.

Testing Hypotheses

Direct Results

The T-Statistics value and P-Values were used to test the hypotheses in this investigation. If the P-Values are 0.05, the study hypothesis is considered to be accepted.

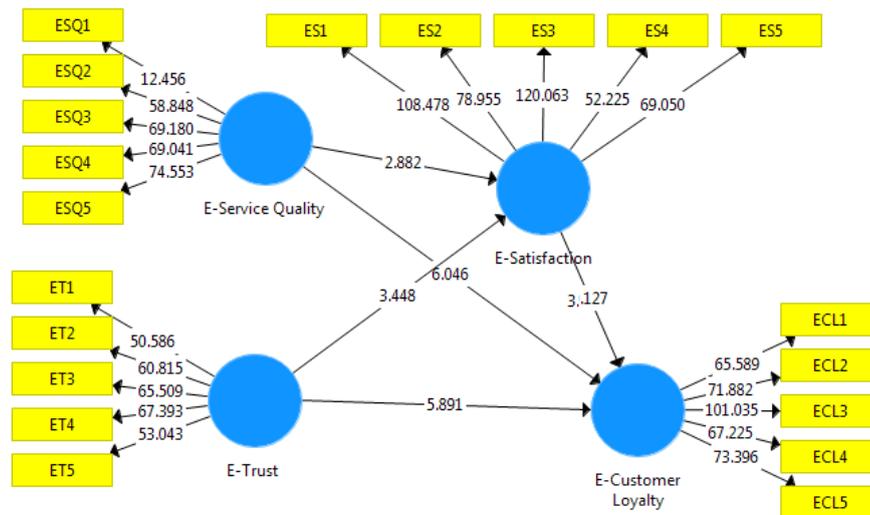


Fig. 3: Testing Hypotheses

SmartPLS (Partial Least Square) 3.0 software was used to implement the research hypothesis. The results of bootstrapping show these values. The t-statistic >1.96 with a significance-value level of 0.05 (5%) and a positive beta coefficient is the general criterion applied in this investigation. Table 3 illustrates the importance of testing the research hypothesis, and Figure 3 describes the findings of this research model.

Table 6. Testing Of Hypotheses

Correlation	T Statistics	P Values	Results
E-Service Quality on E-Satisfaction	2,882	0.000	Supported
E-Trust on E-Satisfaction	3,448	0.000	Supported
E-Service Quality on E-Customer Loyalty	6,046	0.000	Supported
E-Trust on E-Customer Loyalty	5,891	0.000	Supported
E-Satisfaction on E-Customer Loyalty	3,127	0.000	Supported

Indirect Results

The Indirect Effect analysis's goal is to examine the idea that an influencing variable's indirect effect on endogenous influenced variables that are mediated by/mediated by an intervening variable is valid. If the P-Values are 0.05 or lower, the indirect effect cannot be determined because the mediator variable (E-Satisfaction) does not mediate the relationship between an exogenous variable (E-Service Quality, E-Trust), and an endogenous variable (E-Customer Loyalty). In other words, it has a direct impact.

Table 7. Secondary Impacts

Correlation	P Values	Results
E-Service Quality on E-Customer Loyalty through E-satisfaction.	0.001	Supported
E-Trust on E-Customer Loyalty through E-satisfaction.	0.002	Supported

Consequently, it may be said that the Indirect Effect values in the preceding table. E-satisfaction has the ability to mediate the influence of E-Service Quality on E-Customer Loyalty, as shown by the indirect effect of E-Service Quality on E-Customer Loyalty through E-satisfaction, P-Values 0.001 (0.05) (significant). P-Values 0.002 (0.05) (significant) indirect influence of e-trust on e-customer loyalty, e-satisfaction is able to mediate the effect of e-trust on e-customer loyalty.

E-Service Quality's Impact on E-Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. E-satisfaction is directly and significantly positively impacted by the conclusion about e-service quality. This is consistent with studies by Ramadhan et al. (2022), Rohana (2019), and Syahril et al. (2022) that found that customer satisfaction is influenced by the quality of electronic services. When a result, when the quality of e-services increases, e-satisfaction experience will rise. Effect of e-service quality on e-Loyalty Services provided online are considered to be of high quality. Initial success in providing quality e-services was mostly dependent on having a website and offering affordable charges. Praditya (2019), Ramdan et al. (2022), and Rohana (2019) all claim that e-service quality has an impact on e-satisfaction. According to Udayakumar et al. (2023); Vayle et al. (2023) research, the quality of an e-service can even create long-lasting relationships with clients and has a positive and significant impact on customer satisfaction.

E-Trust's Impact on E-Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the findings of the hypothesis test. According to research by Ghosh (2022), Ginting et al. (2023), Haudi et al. (2022), Indriastuti et al. (2022), Juwaini et al. (2022), Kumar et al. (2022), Mukaromah et al. (2022), and Munandar et al. (2022), customer satisfaction is the measurement and expectations of customers with company products or services as long as customers The term "e-satisfaction" refers to contentment in the context of online shopping. An evaluation of a product or service is what is meant by e-satisfaction. Customers who give online store websites positive reviews are more likely to plan to make additional purchases. While this is going on, less critical clients will probably switch brands. The findings of this study are consistent with earlier studies by Munandar et al. (2022) and Mukaromah et al. (2022), which found that the quality of an e-service and e-Trust have a positive and significant impact on an e-satisfaction. He found through his research that high levels of e-Trust and high-quality e-services can boost customer satisfaction online. Because e-Trust and the caliber of e-services have an impact on e-satisfaction. Based on research findings, it can be concluded that e-Trust has a positive and considerable impact on e-satisfaction. Therefore, the higher the respondent's evaluation of the e-Trust online store, the higher the consumers' e-Satisfaction will be. In contrast, the less unsatisfied onlineshop customers are, the lower their respondents' ratings of e-Trust in Onlineshop are. In order to increase e-Satisfaction, an online store must also increase

e-trust.

Effect of Quality of E-Services on E-Customer Loyalty

The t value is more than 1.96, which indicates that there is a significant link based on the findings of the hypothesis test. Clients use their services for the functionality offered, the security of personal information and user transactions, and the prompt reaction when transaction issues arise. According to studies by Daud et al. (2022); Fernández et al. (2022); it can be said that e-service quality has a large positive direct effect on e-customer loyalty. The greater the e-service quality, the more loyal e-customers are to e-commerce Onlineshop. Based on the findings of the research, it can be concluded that e-service quality has a positive and considerable impact on e-satisfaction. According to Azarine et al. (2022); Bernardo et al. (2023), the higher the respondent's evaluation of the quality of the e-service provided by the Onlineshop, the higher the e-satisfaction of customers would be. Conversely, the e-Satisfaction of Onlineshop customers would decrease the worse the respondent's judgment of the quality of the e-service is. Therefore, Onlineshop must continue to enhance the quality of its e-services if it wants to raise customer satisfaction.

E-Trust's Impact on Online Customer Loyalty

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. Because e-Trust in Online shop is able to offer consideration, the best service, security, and simplicity in transactions, online shop customers become loyal. E-Trust plays a crucial role in demonstrating client loyalty. According to studies by Daud et al. (2022) and Fernández et al. (2022), it can be said that e-Trust has a direct, considerable beneficial impact on e-customer loyalty. The higher the e-Trust, the higher the e-customer loyalty e-commerce Onlineshop. The analysis's findings indicate that e-trust and e-loyalty are related. This influence is favorable and significant, according to Azarine et al. (2022); Bernardo et al. (2023), which means that the more customers trust online retailers, the more loyal they will become to those retailers. The consumer's e-loyalty to the vendor, on the other hand, decreases as e-trust increases. Therefore, building trust is the first step for sellers who want to increase e-loyalty because trust is necessary for successful commercial transactions. Providing items that are in line with what is advertised on the website, making deliveries on schedule, offering guarantees to customers, giving them cash back, and rechecking the quality of the goods once they have been delivered are advice for sellers.

E-Satisfaction's Impact on Online Customer Loyalty

According to the findings of the hypothesis test, the t value is larger than 1.96, indicating that there is a significant link, and the Serviceability indicator in the good group has the lowest response. These categories are excellent. According to the findings of the respondents' answers, it is explained that customer loyalty to Onlineshop results from satisfaction with the ease of transactions, finding information and the desired product, the features offered, the security of personal data and user transactions, and the prompt response when transaction issues arise. Consumers will feel satisfied if the products or services offered by Onlineshop are in line with expectations and meet consumer needs, according to Kumar et al. (2022); Mukaromah et al. (2022); Munandar et al. (2022), so that consumers will make visits, repeat purchases, and recommend to other consumers to turn them into loyal consumers. According to research by

Ghosh (2022); Ginting et al. (2023); and Haudi et al. (2022), the more the e-Satisfaction increases, the higher the e-customer loyalty e-commerce Onlineshop. It can be inferred that e-Satisfaction has a major beneficial effect directly towards e-customer loyalty. E-Satisfaction is a positive attitude that customers have toward online retailers as a result of frequent shopping habits. Customer satisfaction and loyalty are two interconnected notions, where customer satisfaction is the antecedent of loyalty, according to Haudi et al. (2022); Indriastuti et al. (2022). To establish long-lasting relationships with clients and subsequently foster customer loyalty, satisfaction is crucial. Researchers Juwaini et al. (2022); Kumars et al. (2022); Mukaromah et al. (2022); and Munandar et al. (2022) discovered that e-Loyalty in online stores is impacted by e-Satisfaction.

Customer Loyalty in the Digital Age: The Impact of E-Service Quality on Digital Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. Conclusion: Through e-satisfaction, the quality of an e-service has a considerable beneficial impact on e-customer loyalty. According to research by Puranda et al. (2022), the e-service quality offered by Onlineshop creates e-customer loyalty and increases consumer satisfaction. In this instance, the relationship between e-service quality and e-customer loyalty is established using e-satisfaction. The study's findings regarding the relationship between e-Trust and e-Service Quality and e-Satisfaction demonstrated that these two factors work in concert to significantly and favorably affect e-satisfaction. The higher the respondents' ratings of e-Trust and e-service quality Onlineshop, the more satisfied customers will be, claim Nurjannah et al. (2022); Purwanto et al. (2021). On the other hand, if the respondent's evaluation of the Onlineshop's e-Trust and e-service quality deteriorates, the consumer's e-Satisfaction would fall. Therefore, Onlineshop must further enhance e-Trust and e-service quality if it wants to raise e-Satisfaction.

Customer Loyalty in the Digital Age: The Impact of E-Trust on Digital Satisfaction

The t value is more than 1.96, which indicates that there is a significant link based on the results of hypothesis testing. The structural path indicates that e-Trust indirectly influences e-Customer Loyalty through e-satisfaction. It can be said that e-Trust significantly improves e-customer loyalty indirectly through e-satisfaction. According to Syahril et al. (2022), Udayakumar et al. (2023), and Vayle et al. (2023) research findings, this is the case. Demonstrating how a high level of online shop trust may foster customer loyalty and consumer satisfaction. E-Satisfaction in this instance serves as a bridge between e-Trust and e-customer loyalty.

According to Praditya (2019); Ramadan et al. (2022) on the results of the analysis claimed that e-Satisfaction has a positive and significant effect on e-loyalty, the findings of this study support those findings. Therefore, enhancing electronic happiness will also enhance electronic loyalty to Bibli.com's online store. The website and recommendations from others. The findings of this study corroborate those of earlier e-commerce research by Syahril et al. (2022), and e-Satisfaction has a good and significant impact on loyalty, according to Udayakumar et al. (2023). The findings of this study show that e-Trust significantly and favorably affects e-loyalty. This indicates that as users' faith in online services grows, so does their loyalty to those services. As a result, users of e-commerce services become more likely to use or return to the online store's website. The findings of this study are consistent with e-commerce research on

women's online buying by Asih and Pratomo (2018), according to Vayle et al. (2023), who found that e-Trust has a favorable and significant impact on e-loyalty. Customer pleasure will result from good e-service quality. Increasing customer satisfaction can have a number of advantages, including building brand loyalty for a specific product and generating profitable word-of-mouth recommendations for the business.

The findings of this study are consistent with those of studies done by Syahril et al. (2022); Udayakumar et al. (2023); and Vayle et al. (2023) through consumer satisfaction, which can be interpreted as e-service quality influencing e-loyalty through e-satisfaction. If an electronic service is of high quality, it will lead to online customer satisfaction, which will lead to customers being loyal to the website. The findings of this study are consistent with those of Syahril et al.'s research on Bandung online shoppers conducted in 2022 using the SEM-PLS (Partial Least Square) data analysis technique, which showed that e-Trust can mediate the relationship between e-service quality and e-loyalty. It can reinforce theoretical concepts and offer empirical support for earlier research based on the model created in this study. Theoretical ramifications can support earlier studies showing that high-quality e-services can boost customer satisfaction and trust, which will have an impact on consumers' e-loyalty to e-commerce websites. The findings' resemblance to findings from earlier studies demonstrates that different study regions and research subjects can yield comparable outcomes. In order for this model to be applicable to other industries that provide goods or services related to electronic activities. Based on the findings of the research outlined above, e-service quality, particularly electronic satisfaction and trust, is a significant element influencing consumer behavior. Thus, it is crucial for marketing managers or decision-makers to focus on consumers' favorable opinions of e-service quality indicators. These eleven indications have a significant role in developing e-Satisfaction and e-Trust, both of which can foster loyalty

Relevant Applications:

- a) For online stores, raise the quality of e-services by offering good customer service, placing a high priority on client satisfaction, and increasing dedication to upholding positive connections with clients. This will foster mutual trust and increased client contentment. According to the findings of the available data, e-service quality is demonstrated to have a favorable impact on satisfaction. To keep customers from switching to other e-commerce sites, online retailers must increase the performance of their e-service quality. Therefore, the researchers offer advice for online retailers on how to keep up their supremacy, including precise and accurate service in comparison to their rivals. According to the survey's findings, respondents concur that online shops provide quick and accurate service.
- b) Online shops must enhance their e-service performance in order to keep customers from switching to competing e-commerce websites. Therefore, the researchers offer advice for online retailers on how to keep up their supremacy, including precise and accurate service in comparison to their rivals. According to the survey's findings, respondents agreed that online retailers need to provide prompt and accurate customer assistance.
- c) Online stores are anticipated to further enhance transaction security by enhancing consumer confidence in making online purchases, enhancing consumer confidence in the security of personal data information, enhancing consumer security guarantees in

transactions, enabling online COD transactions, and providing delivery receipt numbers as proof of transactions.

- d) Trust: Online retailers should boost consumer confidence by managing their marketplaces honestly, being more competitively reliable, giving consumers accurate information, and showing more concern for their needs.
- e) Increasing dependability in handling client issues, promptness and correctness in responding to customer inquiries, the provision of service assurances that are satisfactory to customers, and customer focus

CONCLUSIONS

The following research conclusions were reached after analyzing the effects of e-service quality and e-trust on online customer loyalty and e-satisfaction during the COVID-19 pandemic using path analysis. E-service quality has a positive and significant direct impact on e-satisfaction. E-Trust has a direct, significant, and beneficial impact on e-Satisfaction. E-service quality has a direct, positive, and considerable impact on e-customer loyalty. E-Trust has a big and favorable direct impact on e-Customer Loyalty. E-Satisfaction has a direct, positive, and considerable impact on e-Customer Loyalty. E-service quality has a substantial, positive, and considerable indirect impact on e-customer loyalty via e-satisfaction. Through e-Satisfaction, E-Trust has a powerful, positive, and considerable indirect impact on e-customer loyalty.

According to the study's findings, online shop users should be able to improve service quality related to customer service, such as by giving a prompt response to customer complaints, in order to increase e-satisfaction and e-trust through quality e-services that will increase e-loyalty. Online stores have the ability to provide amenities that draw customers and make them glad to purchase there. One such amenity is the ability to compare a product's pricing to those of similar items. Blibli.com should pay more attention to the security system of the website so that users are happy to disclose their personal information, such as with a detailed explanation on how the company will use the data and a guarantee that they won't be identified. In order for the customer to feel aided by the advise offered by the online shop, the online shop should pay more attention to the service system provided by offering guidance when the buyer will select a product that is needed. To further investigate the impact on e-loyalty, researchers can add more variables. Expanding the subject of study and increasing the duration of observation are expectations for researchers. B. This study's mediating variable, e-Satisfaction, can mediate the association between the caliber of an e-service and e-loyalty. But there is a bad correlation between e-service quality and e-loyalty. C. Future studies are expected to use a variety of locations and online store kinds as research items. D. The findings of this study serve as a starting point and additional sources of information for research in the same field.

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