

# Whether E-Service Quality and E-Trust Are Able to Influence E-Customer Loyalty Through E-Customer Satisfaction on E-Commerce Lazada in Bandung City

Afrizal Azhar\*, Ratu Syahla Dilla Wishal Faridl, Restu Tenripada Yusuf, Sri Wiludjeng Sunu Purwaningdyah, Tiara Fatihah

Faculty of Economy and Business, Widyatama University, Indonesia

\*azhar.afrizal@widyatama.ac.id

## ABSTRACT

This study aims to determine the effect of e-service quality and e-trust on e-loyalty, with e-satisfaction as an intervening variable for Lazada Application customers who live in Bandung. The study is a descriptive and causal research. The sampling technique used nonprobability sampling with total of 100 people. This research uses quantitative methods with descriptive analysis techniques and path analysis. The results of the questionnaire were measured using a Likert scale. Data processing was performed by using SPSS 26. The results showed that e-service quality and e-trust have an influence on e-satisfaction; and e-service quality and e-trust have an influence on e-loyalty with e-satisfaction as an intervening variable. In conclusion, the results of this study prove that although e-service quality and e-trust have no effect on e-loyalty, e-loyalty is strongly influenced by e-satisfaction; and e-consumer satisfaction on Lazada is greatly influenced by the e-service quality provided by Lazada, and consumer e-trust in the Lazada application.

## Keywords

E-service quality, e-trust, e-customer loyalty, e-satisfaction

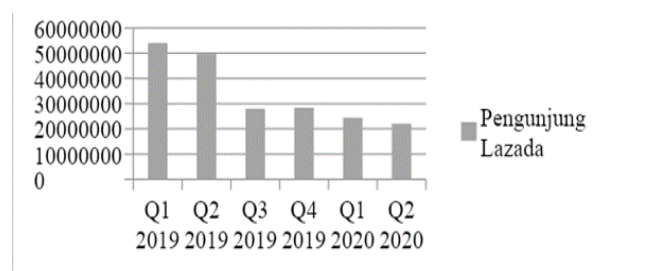
Article Received: 18 October 2020, Revised: 3 November 2020, Accepted: 24 December 2020

## Introduction

The rapid growth of technology provides many conveniences in aspects of life. One of these technologies is interconnection-networking or internet short. With the internet, users are given a variety of conveniences in processing information, communicating to ease in the business world. Indonesia is one of the countries with the most internet users in the world. Reported on the *Kumparan.com* at the end of January 2020 Internet users in Indonesia reached 175,400,000 users out of a total population of about 272,100,000. Quoted from *wearsocial.com* it is known that the average internet access of users in Indonesia in one day is 7 hours 59 minutes higher than the world average internet access of only 6 hours 43 minutes. The duration provides an opportunity for businesses to take advantage of the internet, one of the media that utilizes the internet, namely e-commerce.

E-commerce or electronic commerce makes it easy for anyone to do marketing activities including product buying and selling activities. Based on data from *We Are Social*, it is known that Indonesia is a country with the largest user

of e-commerce in the world, with 88% of the total internet users in Indonesia. Thus, the opportunities in the e-commerce market itself are quite promising for businesses. E-commerce companies in Indonesia today are quite numerous, one of these e-commerce companies is Lazada. The company established in Indonesia since 2014 provides online shopping services on applications or websites.



**Figure 1.** Number of Lazada visitors  
Source: [www.iprice.com](http://www.iprice.com)

Figure 1 describes Lazada's visitor numbers from the first quarter of 2019 until the second quarter of 2020. It is known that number of Lazada visitors at the beginning of 2019 was 54,044,500 which is the highest number of visitors to Lazada from 2019 to the second quarter of 2020. Followed by

the lowest number of visitors in the second quarter of 2020 only many as 22,021,800 visitors. The table gives an idea that Lazada experienced a decrease in visitor numbers almost every quarter. This indicates that Lazada lost more than 50% of its visitors, which is assumed to be due to a lack of e-customer loyalty to Lazada.

An introductory survey related to e-customer loyalty to Lazada was distributed to 30 respondents. It is known that overall Lazada loyalty is low which only reaches 42% of the predetermined standard of 100%. Based on the value it is known that Lazada consumers cannot be said to be loyal to Lazada, the lowest value on the loyalty instrument is easily affected by situational influence in this case is the price with the lowest percentage of 38%. This means that Lazada consumers do not yet have a strong commitment to continue using or buying back on Lazada's website.

E-loyalty positive impact on the company with the commitment of the company's opportunity to maintain existence and increase or maintain sales. There are several factors that influence customer loyalty, Sativa research (2016) found that e-service quality, e-trust and e-satisfaction affects e-customer loyalty. Then, research by Fitriani (2018) showed that e-service quality, e-trust and e-customer satisfaction also affects e-customer loyalty. Referring to previous research, it was decided that the factors to be used as free variables are e-service quality and e-trust, e-customer satisfaction as intervening variable and e-customer loyalty as bound variables.

In an effort to find out the quality of Lazada services, observations have been made through Lazada mobile application service son play store and apple store services. Based on these observations it is known that Lazada's services are reliable, reliable, the response provided by Lazada is appropriate, consumer personal information is protected, the services provided are in accordance with customer needs and ease of accessing Lazada services. Based on the data, it can be concluded that e-service quality and e-trust comments against Lazada are good.

Furthermore, to find out the picture of e-customer satisfaction is done by looking at the rating data

on android or Apple mobile applications. On Play Store service Lazada gets a value of 4.5 while on the Apple Store lazada gets a higher value of 4.8 close to the number 5. In the rating is generally 5 stars given to consumers who are very satisfied with the service, while 1 star is given to consumers who are very dissatisfied with the service. With the rating value that Lazada has, it can be concluded that consumers are satisfied with the service lazada provides.

Sulking at the data, it can be concluded that Lazada's e-service quality and e-trust are good and consumers are satisfied with Lazada's services. But Lazada's e-customer loyalty is still low. Based on previous research, it is known that e-service quality, e-trust and good e-satisfaction will increase e-customer loyalty. However, the situation is different from the phenomenon experienced by Lazada, namely there is a gap between e-service quality, e-trust and good e-satisfaction with low e-customer loyalty. Taking into account the above exposure, encourage the author to conduct research with the aim to find out respondents about e-service quality, e-trust and e-satisfaction and e-customer loyalty through e-customer satisfaction conducted by E-commerce Lazada in Bandung and analyze whether e-service quality and e-customer trust are able to influence e-customer loyalty through e-customer satisfaction at e-commerce Lazada in Bandung.

## Literature Review

### E-Service Quality

The definition of e-service quality put forward by Zeithaml et al. (2000) e-services quality is "which websites provide shopping facilities effectively and efficiently". E-service quality is a method used to measure e-commerce customer satisfaction by measuring how services are perceived and comparing with expected services in the dimensions of e-service quality.

### E-Trust

A business transaction between two or more parties will occur if each party trusts each other. In e-commerce context, trust is called e-trust which is the consumer's belief and expectation regarding the characteristics related to

the trust of the seller (Gefen et al., 2003). E-trust can be realized if the seller is able to provide information clearly, because the decline of e-trust can also decrease the buying interest in consumers (Giovanis & Athanasopouloy, 2014). Therefore, it is important to maintain e-commerce to shape and maintain consumer confidence, because the most important and influential aspects of buying interest are e-trusts (Baskara & Hariyadi, 2014). Mayer et al. (1995) explained that there are three factors that make up e-trust, namely ability, benevolence, and integrity.

### **E-Satisfaction**

E-satisfaction is defined as customer satisfaction with previous purchases made by e-commerce companies (Anderson & Srinivasan, 2002). According to Schnnars (Komara, 2014) customer satisfaction is created to provide several benefits, namely loyal customers to a certain product and forming word of mouth recommendations that benefit the company. Anderson (2011) explained that there is a positive relationship between e-satisfaction and e- customer loyalty, which means that the low e-loyalty can be determined by e-satisfaction and if e-satisfaction increases and e-loyalty increases, and vice versa if e-satisfaction decreases then e-loyalty will also decrease.

According to Oliver (1997) in Anderson and Srinivasan (2002) indicators governing e-satisfaction refer to:

1. Consumers are satisfied with the decision to make a purchase on e-commerce
2. If I make another purchase, I feel different in this site
3. The decision to buy from this site is a wise decision
4. I regret the decision to buy from this site
5. I think do the right thing by buying this site
6. I feel unhappy when making a purchase on this site

### **E-Loyalty**

Customer loyalty is the main thing for companies to be able to compete in the present and in the future. Lupiyoadi (2013) stated that customer loyalty is a more supportive attitude to a brand that has been compared to some other alternatives

and resubscribed. In the context of e-commerce, loyalty is called e-loyalty which according to Srinivasan et al. (2002) is a favorable of customer's attitude to an online site that results in repeat buying behavior. The process of forming loyalty is divided into several stages (Oliver, 1997) including cognitive loyalty, affective loyalty, cognitive loyalty, and action loyalty.

The following are five indicators of loyalty customer that need to be considered, namely:

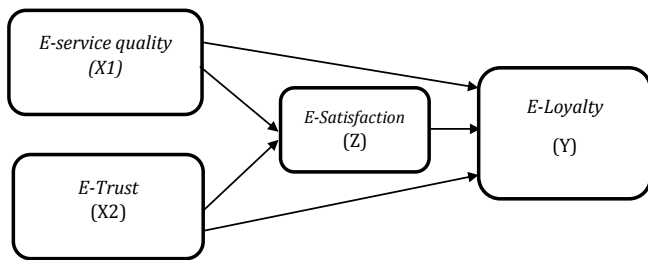
1. Have a strong commitment to buy back in e-commerce site
2. Subscribe to a product or service in an e-commerce
3. Buying products or services consistently in an e-commerce
4. Never affected by situational influences
5. Never be affected by marketing efforts that could potentially lead to displacement.

Loyal customers like the company's assets, this can be seen based on their characteristics. It can be concluded that e-loyalty can be relied on to predict the company's future growth.

### **Framework**

This research aims to find out if variable e-service quality and e- customer trust is able to influence e-customer loyalty of Lazada customers in Bandung City through e-customer satisfaction as intervening. Perfect Service Quality is the basis of customer satisfaction, in addition there is a positive relation between service quality, satisfaction and loyalty (Lu et al., 2012). Thus, the level of quality of e-service provided by the company affects the level of customer satisfaction (Komara, 2014). One other important thing to attract e-commerce customer loyalty is e-satisfaction because when a customer is satisfied with that site, they will interact more with the site in the future and become a loyal customer (Fang et al., 2011).

From the above frame of thought can be made a research paradigm as a little:



**Figure 2.** Research paradigm  
Source: Researcher data

Description:

X1: Independent variable E-Service Quality

X2: Independent variable E-trust

Y: E-loyalty dependent variable

Z: Variable Intervening E-Satisfaction

**Hypothesis**

Based on the frame of thought that has been described before, here are the hypotheses in this study:

Ho: No positive influence of e-service quality, e-trust one-loyalty through e-customer satisfaction

Ha: There is a positive influence of e-service quality, e-trust on e-loyalty through e-customer satisfaction

**Methodology**

**Population and Sample**

The research method in this research is quantitative research. Quantitative research method is the research whose specifications are planned, systematic and structured clearly from the beginning until the research design.

The sample population needed in this study is web visitors or Lazada application in Bandung with an age range of 20 to more than 40 years. The sampling formula according to Wibisono (2003) in Ridwan and Kuncoro (2013) if the population is not known for sure then use the following formula:

In determining the number of samples, the research used the Slovin formula using a 10% error rate. The sample calculation is as follows:

$$n = \left(\frac{Z_{\alpha/2}\sigma}{e}\right)^2 = n = \left(\frac{(1,96).(0,25)}{0,05}\right)^2 = 96,04$$

Description:

n = number of samples

Z = expected confidence level (1-α)

e = suspect error (sampling error)

σ = standard deviation or default deviation

**Data Collection Techniques**

This study uses primary data in the form of questionnaire made using Google Docs given to Lazada customers via WhatsApp short messages. The Likert scale is used to measure respondents' responses obtained from questionnaires. As well as using secondary data in the form of previous research (in the form of national and international journals and previous thesis), online news, online sites and books that support this research.

**Analysis Method**

This research is a type of tally descriptive with quantitative methods. Descriptive analysis techniques and path analysis techniques were used in this study. Using SPSS 26 software to process data. The relationship between free variables namely e-service quality and e-trust bound variables that is e-loyalty with intervening variables that is e-satisfaction is known by the analysis of the path. The equation of track analysis in this study is:

$$Z = pz_{x1} X1 + pz_{x2} X2 + \square 1 \text{ (structure model 1)}$$

$$Y = py_{x1} X1 + py_{x2} X2 + py_z Z + \square 2 \text{ (structure model 2)}$$

Description:

Z and Y = bound variables

pz<sub>x1</sub> X1 = coefficient value of the X1 path against Z

pz<sub>x2</sub> X2 = coefficient value of the X2 path against Z

py<sub>x1</sub> X1 = coefficient value of the X1 path to Y

py<sub>x2</sub> X2 = coefficient value of the X2 path to Y

py<sub>z</sub> Z = coefficient value of path Z to Y

□1 and □2 = error values in structures 1 and 2

**Operational Variables**

1. Variable dependents:

- E-loyalty According to Oliver (2014), customer loyalty is a long-term repurchaser as a

commitment to a product, although it is affected by changing marketing conditions. Hur et al. (2011), explaining several dimensions of e-loyalty as follows: 1) cognitive, 2) affective, 3) conative, 4) action.

2. Independent variables:

- E-service quality According to Zeithaml et al. (2013), some dimensions of e-service quality are 1) reliability, 2) responsiveness, 3) privacy/security, 4) information, 5) ease of use/ usability, 6) web design.

- E-trust The dimensions of e-trust described by Kotler and Keller (2016) include: 1) sincerity, 2) ability, 3) integrity, 4) willingness to rely.

3. Intervening variables:

- E-Satisfaction Opinions of Ranjbarian et al. (2012), several dimensions of e-satisfaction are described as follows: 1) convenience, 2) procurement of goods, 3) site design, 4) security, 5) service capabilities.

**Results and Discussion**

This research is intended to determine the influence of e-service quality (X1) and e-trust (X2) on e-customer loyalty (Y) through e-customer satisfaction (Z) as variable intervening by using regression analysis, following the results of the analysis:

**Table 1.** Results of multiple linear regression analysis equation 1

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
(Constant)	.404	.125		3.243	.002
1 E-service quality(X1)	.406	.087	.432	4.658	.000
E-trust (X2)	.497	.090	.512	5.519	.000

a. Dependent Variable: E-Satisfaction (Z)

Based on the table above obtained the following formulations:

$$Z = 0.404 + 0.406X1 + 0.497X2$$

In the regression equation I, it is known that the constant value of 0.404 indicates the amount of e-satisfaction is 0.404 if the variable e-service quality and e-trust is 0. The regression coefficient shows e-service quality and e-trust have a positive regression direction with e-satisfaction, if e-service quality increases by 1% then e-satisfaction increases by 40.6% and if e-trust increased by 1%

then e-satisfaction increased by 49.7%. Furthermore, based on t-test it is known that the value of t calculate e-service quality and e-trust is greater than t table which is 1,985 with the value of each t calculate e-service quality and e-trust of 4,658 and 5,519 and the significance value of e-service quality and e-trust of 0.000 (Sig.<0.05). Thus, it can be concluded that there is an influence of e-service quality and e-trust variables simultaneously and significantly on variable e-customer satisfaction.

**Table 2.** Results of multiple linear regression analysis equation 2

Model	Unstandardized Coefficients		Standardized Coefficients	Q	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.108	.270		4.100	.000
E-service quality (X1)	.047	.198	.053	.239	.812
E-trust (X2)	-.020	.212	-.021	-.093	.926
E-Satisfaction (Y)	.492	.207	.517	2.373	.020

a. Dependent Variable: E-loyalty (Y)

Based on the table above obtained the following formulations:

$$Y = 1,108 + 0.047X1 - 0.20X2 + 0.492Z$$

While in the regression equation II, it is known that the constant value of 1,108 indicates the amount of e-loyalty is 1,108 when e-service

quality and e-satisfaction is 0. The regression coefficient shows e-service quality and e-customer satisfaction has a positive regression direction with e-loyalty, if e-service quality increases 1% then e-loyalty increases 4.7% and if e-satisfaction increased 1% then e-loyalty increased 49.2%. As for variable e-trust giving a negative result of -0.020 can be explained that consumer confidence does not increase consumer loyalty to the Lazada application. Next, based on t test analysis it is known that the value t calculates e-service quality and e-trust are smaller than t table and sig value of both variables is greater than 0.05 then e-service quality and e-trust variables have no significant effect on e-loyalty variables. Furthermore, the variable intervening e-satisfaction has a calculated t value of 2,373 greater than the table t value of 1,984 with a significance value of 0.02 less than 0.05. Then, it can be concluded that e-customer satisfaction has a significant effect on the variable e-customer loyalty.

### Conclusion

Based on the results of the discussion above, this research can be concluded that e-service quality and e-trust have a simultaneous and significant effect on consumer e-satisfaction. Furthermore, e-service quality and e-customer satisfaction are able to increase consumer e-loyalty, but consumer e-trust is not able to increase consumer e-loyalty. As for e-satisfaction variables have an effect and significant effect on e-loyalty, it concluded that e-service quality and e-trust have an indirect influence on e-loyalty through e-satisfaction. This shows that customer loyalty in using Lazada can be improved by the quality of service and good trust supported by the high satisfaction felt by consumers in using online purchase services on Lazada.

### Acknowledgement

This journal involves many parties so that there is this opportunity we give a big thank you to the Rector of Widyatama University, Vice Rector I, Vice Rector II, Vice Rector III, Mrs. Sri Wiludjeng Sunu Purnawaningdyah. S.E., M.P., as the journal advisor for the guidance and attention as well the opportunity given to the author to be able to publish this journal. Not to forget also conveyed to all parties who give a significant

contribution to the implementation of research and contribute significantly as well as encouragement to the author until the journal is published also for criticism and suggestions that build for the perfectivity of this report to be eligible to publish.

### References

- [1] Anderson, S. (2011). The Effect of Trust Dimensions on E-Commerce Customer Participation (Study on E-Commerce Customers in Indonesia). University of Brawijaya Malang.
- [2] Apps.apple.com. "App Store Preview Lazada". <https://apps.apple.com/us/app/lazada-1-online-shopping-app/id785385147>.
- [3] Baskara, I. P. & Hariyadi, G. T. (2014). Analysis of the Influence of Trust, Security, Quality of Service and Perception of Risks to Purchasing Decisions Through Social Networking Sites. Semarang: Dian Nuswantoro University.
- [4] Fang, Y. H., Chiu, C.M., & Wang, E. T. G. (2011). Understanding customers' satisfaction and repurchase intentions an integration of is success model, trust, and justice. *Journal of Internet Research*. 21(4), 479-503.
- [5] Fitriani, Aisha. 2018. The Influence of E-trust and E-service quality on E- Loyalty with E-Satisfaction as Intervening Variables (Study On Shopee C2C E-Commerce Users). UIN Alauddin Thesis.
- [6] Gefen, D. et al., 2003. Trust and TAM in Online Shopping: An Integrated Model. *MIS Quarterly*, 2(1), 51-90.
- [7] Giovanis, A., & Athanopoulou, P. (2014). Gaining Customer Loyalty in the E-Tailing Marketplace: The Role of E-Service Quality, E-Satisfaction and E-trust. *Journal of Technology Marketing*, 9(3), 288-304.
- [8] Hur, Y. et al. (2011). A Structural Model of the Relationship Between Sport Website Quality, E-Satisfaction, and E-loyalty. *Journal of Sport Management*, 25(5), 458-473.

- [9] Iprice.co.id. "E-Commerce Map of Indonesia". <https://iprice.co.id/insights/mapofecommerce/>.
- [10] Katadata.co.id. "E-Commerce User Trends Continue to Grow". <https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023>.
- [11] Komara, A. T. (2014). Linkage of E-service quality and E-Recovery Service Quality of Air Asia Airlines Using Structural Equation Modelling. *Journal Computech & Business*, 8(2), 101-111.
- [12] Kumparan.com. "Riset:64% Penduduk Indonesia sudah Pakai Internet". <https://kumparan.com/kumparantech/riset-64-penduduk-indonesia-sudah-pakai-internet-1ssUCDbKILp/full>.
- [13] Kotler, P. & Keller, K. L. (2016). *Marketing Management*. London: Pearson Education, Inc.
- [14] Lupiyoadi, Rambat. 2013. *Manajemen Pemasran Jasa, Salemba Empat*: Jakarta
- [15] Mayer, R. C., Davis, J. H., & Schoorman, F. D. (1995). An integrative model of organizational trust. *Academy of Management Review*, 20(3), 709-734.
- [16] Oliver, Riscrd L. (1997), *Satisfaction A Behavioral Perspective On the Consumer*. McGraw-Hill Education, Singapore.
- [17] Riduwan, & Engkos Achmad Kuncoro. 2013. *Cara Menggunakan dan Memakai Path Analysis*. Bandung: Alfabeta.
- [18] Srinivasan, S. S., Anderson, R., & Ponnayolu, K. (2002). Customer loyalty in e-commerce: An exploration of its antecedents and consequences. *Journal of Retailing*, 78, 41-50.
- [19] Sugiyono. (2017). *Metode Penelitian Kuantitatif, Kualitatif, dan R&D*. Bandung: Alfabeta, CV.
- [20] Play.google.com. "Apps Lazada". <https://play.google.com/store/apps/details?id=com.lazada.android&hl=en&gl=US>.
- [21] Ranjbarian, B. et al. (2012). Factors Influencing on Customers' eSatisfaction: A case Study from Iran. *Journal of Contemporary Research Business*, 3(9), 1496-1511.
- [22] Sativa, Amila. (2016). Analisis Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening Universitas Diponegoro Semarang.
- [23] Techno.okezone.com. "11 Temuan Penting Peta E-commerce di Indonesia Q1 2019". <https://techno.okezone.com/read/2019/05/10/207/2054228/11-temuan-penting-peta-e-commerce-indonesia-di-q1-2019>.
- [24] Wearesocial.com. "Digital in 2020". <https://wearesocial.com/digital-2020>.
- [25] Zeithaml et al. (2013). *Services Marketing: Integrating Customer Focus Across the Firm*. Boston: McGraw Hill.