Journal of Economics, Finance and Management Studies

ISSN (print): 2644-0490, ISSN (online): 2644-0504

Volume 07 Issue 01 January 2024

Article DOI: 10.47191/jefms/v7-i1-34, Impact Factor: 7.144

Page No: 319-325

The Effect of E-Service Quality on E-Loyalty Through E-Satisfaction and E-Trust Which then Resulted in eWOM (Case Study: Mixue Products in Jabodetabek Area Using Go-Food Application)

Ericca Putri[1], Unik Dwi Lestari[2]

[1,2]Management Study Program, Faculty of Economics and Business, Esa Unggul University

ABSTRACT: E-service quality is the quality of services provided to consumers through website-based technology by using efficiency, fulfillment of needs, system availability or reliability, as well as privacy and security, in conducting purchase transactions and the process of delivering service products. This study aims to determine the effect of E-service Quality on E-Loyalty through E-satisfaction and E-Trust then produce eWOM for Mixue. It is expected that this research will contribute to increasing information at the level of marketing management theory / science and positive managerial implications in increasing customer loyalty by increasing e-service quality and e-trust so as to produce positive eWOM. The population in this study is GoFood application users, especially those who have bought Mixue products in the Greater Jakarta area, with a sample of 202 respondents. The data collection technique was carried out with a Likert scale questionnaire that was distributed online on a google form. The sampling technique uses purposive sampling. The analysis method used in this study is SEM Partial Least Square. The results showed that there was a positive influence between the variables of e-service quality on e-satisfaction and e-trust as evidenced by T-Statistics values of 14.395 and 3.379, and P Values of 0.000 and 0.001. Then there is a positive influence between the variables e-satisfaction with e-trust and e-loyalty as evidenced by T-Statistics values of 13.495 and 2.163 and P Values of 0.000 and 0.031. And there is a positive influence between the e-loyalty variable and eWOM as evidenced by the T-Statistics value of 9.155 and P Values of 0.000.

KEYWORDS: E-Service Quality, E-Satisfaction, E-Trust, E-Loyalty, eWOM.

I. INTRODUCTION

The influence of e-service quality on e-loyalty through e-satisfaction and e-trust, resulting in eWOM, is a complex and multifaceted relationship that has been the subject of extensive research. Several studies have delved into the mediating roles of e-satisfaction and e-trust in the relationship between e-service quality and e-loyalty, shedding light on the interconnectedness of these constructs. Conducted a study that confirmed the direct relationships among e-service quality, e-trust, e-satisfaction, and e-loyalty (Alnaim et al., 2022). This finding underscores the intricate interplay between these variables and their significance in shaping e-loyalty. Moreover, research highlighted the mediating role of e-satisfaction in the relationship between e-service quality and e-loyalty in the context of e-commerce (Pradnyaswari & Aksari, 2020). This underscores the importance of customer satisfaction as a key determinant of e-loyalty, influenced by the quality of e-services. Additionally, investigated the impact of service quality and product quality on customer loyalty through customer satisfaction in the e-commerce domain (Delia et al., 2023). While not directly related to e-loyalty, this study provides valuable insights into the mediating role of customer satisfaction, which is pertinent to understanding e-loyalty dynamics. Furthermore, explored the link between citizen satisfaction with e-government and trust in government (Welch et al., 2004). Although not directly related to e-loyalty in the commercial context, this study offers insights into the broader concept of satisfaction and trust in electronic environments, which can be relevant to understanding e-loyalty dynamics. In addition, 's research delved into the mediation role of customer trust on e-service quality, particularly during the COVID-19 pandemic, shedding light on the evolving nature of e-service quality and its impact on customer satisfaction (Gunawardana & Fernando, 2021). This is crucial in understanding the dynamic nature of e-service quality and its implications for e-loyalty. Moreover, 's study emphasized the significance of eWOM in shaping brand equity in the context of higher education institutions (Carvalho et al., 2020). While not directly related to e-loyalty in e-commerce, the influence of eWOM on brand equity underscores the broader impact of electronic word-of-mouth in

shaping consumer perceptions and behaviors. In summary, the synthesis of these studies underscores the intricate relationships among e-service quality, e-satisfaction, e-trust, and e-loyalty. These constructs are interconnected and play pivotal roles in shaping customer behaviors and perceptions in the digital domain, ultimately influencing eWOM and brand equity.

II. LITERATURE REVIEW

E-Service Quality, E-Trust, E-Satisfaction, E-Loyalty, and EWOM are crucial concepts in the realm of electronic commerce. E-Service Quality refers to the quality of services provided electronically, which significantly impacts customer satisfaction and loyalty (Amin, 2016). E-Trust is the confidence and reliance that customers have in electronic transactions and interactions, which is essential for fostering customer comfort and enabling widespread adoption of e-commerce (McKnight et al., 2002). E-Satisfaction is the contentment and overall feeling of comfort that customers experience in their electronic shopping experiences (Usman et al., 2021; Sleilati & Sfeir, 2021; Wiwiek, 2020; Toufaily et al., 2016). E-Loyalty is the customer's commitment and allegiance to an electronic commerce firm, which is influenced by e-service quality, e-trust, and e-satisfaction (Amin, 2016; Yaya et al., 2011; Azam, 2015). Lastly, EWOM (Electronic Word of Mouth) refers to informal communications directed at consumers through internet-based technology related to the usage or characteristics of particular goods and services, or their sellers (Oikarinen, 2022; Matute et al., 2016; Al-Gasawneh & Al-Adamat, 2020; Alzahrani et al., 2020).

These concepts are interconnected, as evidenced by the finding that the relationship between internet banking service quality, e-customer satisfaction, and e-customer loyalty are significant (Amin, 2016). Additionally, trust makes consumers comfortable sharing personal information, making purchases, and acting on web vendor advice, which are behaviors essential to widespread adoption of e-commerce (McKnight et al., 2002). Furthermore, the effects of e-service quality dimensions on e-satisfaction and the effect of e-satisfaction on e-loyalty have been demonstrated (Yaya et al., 2011). Moreover, studies have shown that trust influences e-loyalty either individually or in a sequential order, such as e-trust leading to e-satisfaction and subsequently to e-loyalty (Azam, 2015).

III. RESEARCH METHODS

Indonesia is a country that is undergoing transformation, one of which is in the field of transportation. Online food delivery services are growing rapidly in Indonesia because of their ease and speed, especially in terms of communication for orders. Not only online food delivery services, food delivery applications also have a fairly high popularity in various cities in Indonesia (Insalni & Maldialwati, 2020). The Gojek application with its service GoFood is one of the online food delivery applications that allows consumers to easily buy food without having to come to the intended restaurant location. The Go-Jek application itself has been downloaded more than 50 million times (Fitriyanto, 2019). This research model is quantitative research using correlational research design, which is research that uses statistical methods to measure the influence between two or more variables (Creswell, 2014). This research design uses a survey method with a data collection tool in the form of a Likert-scale questionnaire with an online dissemination method. The questionnaire was distributed twice, namely for pre-test research and dissemination for all research respondents. So that the data collected from surveys using questionnaires is primary data. The measurement of variables in this study used the Likert scale with a scale of 1-4. A score of 4 means strongly agree (SS), a score of 3 means agree (S), a score of 2 means disagree (TS), and a score of 1 means strongly disagree (STS). The Likert scale is a scale used to test individual responses about individual attitudes about an event chosen for research (Sugiyono, 2012). The measurement of the variable E-service quality refers to Li et al. (2015) which consists of 5 statements. The measurement of the variable E-satisfaction refers to Oliver (1980) which consists of 4 statements. E-trust variable measurement refers to Oliver (1980) which consists of 5 statements. The measurement of the E-loyalty variable refers to Li et al. (2015) which consists of 5 statements. The measurement of the variable E-WOM refers to Oliver (1980); Cheung et al. (2008) consisting of 6 statements. The population in this study is customers of Mixue products in the Jabodetabek area who use the Go-Food application. The sample used is customers with a minimum purchase of 1 time using the Go-Food application. The number of samples in this study used 202 respondents. This study uses non-probability sampling, which is a sampling method that does not provide equal opportunities for every component or member of the population to be selected as a sample. The type of non-probability sampling used in this study is a type of purposive sampling, which is a sampling technique with certain considerations. The reason for using this purposive sampling technique is because it is suitable for use in quantitative research. In this pre-test test, validity and reliability tests are carried out. For validity tests using convergent validity tests and Average Variance Extracted (AVE) values. Yalmin &; Kurniawati (2011) stated that an indicator in the study can be said to be sufficient if the outer loading value > 0.70. After the questionnaire is collected, then an analysis is carried out using Structural Equation Modeling (SEM) which is a multivariate statistical technique that combines all aspects in factor analysis, path analysis, and regression so that the results

will be more complete. This analysis is divided into three stages, namely Outer Model, Inner Model, and Hypothesis Testing. The inner model consists of an R-square, the R-square test terms of 0.67 indicate a strong model, 0.33 moderate, and 0.19 weak. Furthermore, testing to determine the influence between variables was carried out with a bootstrapping procedure that used all research respondents. Significance holds on to t-statistics with a > value of 1.96 and a p-value with a value of < 0.05.

IV. RESULT

This study used primary data collected through questionnaires disseminated online through Google Form. From the questionnaire, 202 respondents were collected.

Respondents collected by demographics are as follows:

1. Gender: 148 females (66.7%), 54 males (33.3%).
2. Age:

a. Under 23 years of age of 105 people (44%).
b. Aged 24-33 years as many as 62 people (31.6%).
c. 34-45 years by 27 people (18.4%).
d. Over 46 years old as many as 8 people (6%).

3. Employment status:

a. There were 91 students (45.2%).
b. PNS of 68 people (33,6%).
c. Private employees are 25 people (12.4%).
d. Wiraprivate by 11 people (5,4%).
e. Others were 7 people (3.4%).

4. Location:

a. Jakarta as many as 51 people (24.3%).
b. Bogor of 24 people (12,5%).
c. Depok as many as 102 people (46.1%).
d. Tangerang as many as 12 people (8.2%).
e. Southern Tangerang by 13 people (8,9%).

The validity test in this study was conducted on 202 research samples to see whether the instruments used were valid. Validity in this study uses convergent validity and discriminant validity. For convergent validity, use the value of the outer model average variance extracted (AVE). As for discriminant validity, it uses cross loading values. Convergent validity in the good category if outer loadings > 0.70 and while for outer loadings value 0.60 is categorized as moderate / sufficient. Based on this criterion, then if the outer loadings are below 0.6 then they are discarded (Halir et al., 2014). A reliability test is performed to see if there are no problems or are subject to measurement. Reliability tests were conducted using Composite Reliability and Cronbach's Alpha. Composite Reliability and Cronbach's Alpha tests aim to test the reliability of instruments in a research model. A variable can be said to be reliable if it has a value of Cronbach's Alpha ≥ 0.6 or composite reliability ≥ 0.7 (Halir et al., 2014). As in the variable e-service quality (CR = 0.911; CE = 0.857), e-satisfaction (CR = 0.844; CE = 0.752), e-trust (CR = 0.874; CE = 0.819), e-loyalty (CR = 0.874; CE = 0.819), and e-WOM (CR = 0.840; CE = 0.745).

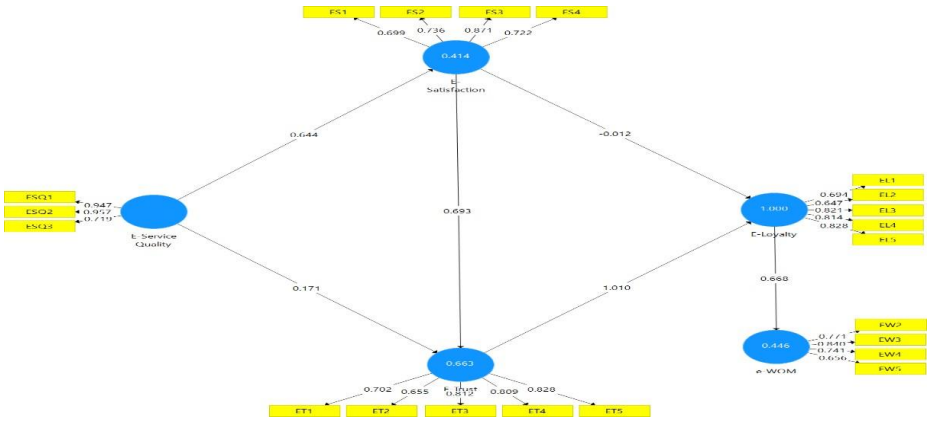

Figure 1. Structural Mode

After testing on the outer model, then testing on the inner model. In the inner model test, the R Square value which is the coefficient of determination on the endogenous variable is tested.

Table 1. R Square

	R Square	Kategori
E-Loyalty	1,000	Kuat
E-Satisfaction	0,414	Moderat
E-Trust	0,663	Moderat
e-WOM	0,446	Moderat

Based on the results of the R-Square test in the table, it can be seen that the R-square value of the influence of E-satisfaction, E-WOM, and E-Trust variables on E-Loyalty is 1,000. That is, the E-Loyalty variable can be explained by E-satisfaction, e-WOM, and E-Trust by 100% and is included in the strong category. The R-square value of the influence of the E-Service Quality variable on E-Satisfaction is 0.414. That is, the E-Satisfaction variable can be explained by E-Service Quality by 41.4%, while the remaining 58.6% is explained by other variables outside the study and is included in the moderate category. The R-square value of the influence of E-Service Quality and E-Satisfaction variables on E-Trust is 0.663. That is, the E-Trust variable can be explained by E-Service Quality and E-Satisfaction by 66.3%, while the remaining 23.7% is explained by other variables outside the study and is included in the moderate category. The R-square value of the influence of the E-Loyalty variable on e-WOM is 0.446. That is, the E-Loyalty variable can be explained by e-WOM by 44.6%, while the remaining 55.4% is explained by other variables outside the study and is included in the moderate category.
Furthermore, a Goodness of Fit (GoF) assessment test was carried out according to (Ghozali and Latan, 2015). The required NFI value is 0.90.

Table 2. Goodness of Fit Model

	Saturated Model	Estimated Model	Model
SRMR	0,136	0,136	Fit
d_ULS	4,256	4,256	Fit
d_G	1.133	1.133	Fit
Chi-square	648.138	648.138	Fit
NFI	0.755	0.755	Fit

The next step is to evaluate the relationship between the variables hypothesized in this study after evaluating the inner model. In this study, P-Values and T-Statistics were used to test the hypothesis. If the value of T-Statistics > 1.96 and P-Values < 0.05, then the hypothesis is accepted (Aldini &; Surya, 2020). Hypothesis testing is performed on SmartPLS results.

Table 3. Hypothesis Testing

	Originall Sample (O)	Sample Mean (M)	*Standard Deviation (STDEV)*	*T Statistics (STDEV)*	P Values	Result
E-Service Quality -> E-Satisfaction	0,644	0,645	0,045	14,395	0,000	The data support the hypothesis
E-Service Quality -> E-Trust	0,171	0,173	0,051	3,379	0,001	The data support the hypothesis
E-Satisfaction -> E-Loyalty	-0,012	-0,015	0,006	2,163	0,031	data support the hypothesis
E-Satisfaction -> E-Trust	0,693	0,690	0,051	13,495	0,000	data support the hypothesis
E-Trust -> E-Loyalty	1,010	1,011	0,004	230,734	0,000	The data support the hypothesis
E-Loyalty -> eWOM	0,668	0,673	0,073	9,155	0,000	The data support the hypothesis

1. The original sample value on H1 alhadallah was positive at 0.644 with t-statistic values of 14.395 > t-table 1.96 and p-values 0.00 < 0.05. The relationship between e-service quality and e-satisfaction has a positive and significant effect.
2. The original sample value on H2 was positive at 0.171 with a t-statistic value of 3.379 > t-table 1.96 and a p-value of 0.001 < 0.05. The meaning of the relationship between e-service quality and e-trust has a positive and significant effect.
3. The original sample value on H3 was negative of -0.012 with a t-statistic value of 2.163 > t-table of 1.96 and a p-value of 0.031 < 0.05. The relationship of e-satisfaction to e-loyalty has a positive and significant effect.
4. The original sample value on H4 was positive at 0.693 with a t-statistic value of 13.495 > t-table 1.96 and a p-value of 0.000 < 0.05. The meaning of the relationship between e-satisfaction and e-trust has a positive and significant effect.
5. The original sample value on H5 is positive at 1.010 with a t-statistic value of 230.734 > t-table of 1.96 and a p-value of 0.000 < 0.05. The relationship between e-trust and e-loyalty has a positive and significant effect.
6. The original sample value on H6 is positive at 0.668 with a t-statistic value of 9.155 > t-table 1.96 and p-values of 0.000 < 0.05. The relationship between e-loyalty to eWOM has a positive and significant effect.

V. DISCUSSION

This study aims to explore the relationship between e-service quality, e-satisfaction, and e-trust, as well as the relationship between e-satisfaction to e-loyalty and e-trust, and the relationship between e-loyalty to eWOM, especially in the context of purchasing Mixue products through the GoFood application. Through the test results on the hypothesis, results are obtained that support the hypothesis H1, H2, H3, H4, H5, and H6.The first result shows that e-service quality has a positive effect on e-satisfaction, supporting the findings of previous studies (Falahifah et al., 2020). E-service quality provided to consumers has a positive impact on consumer satisfaction, especially in the context of purchasing Mixue products through the GoFood application. Ease, speed, and high quality of service in the online purchase process provide satisfaction to consumers.The second result shows that e-satisfaction has a positive effect on e-trust, in line with previous findings (Susanto, 2020). Consumer trust in the GoFood platform increases when consumers feel satisfaction in making Mixue product purchase transactions. Consumer trust in the safety and quality of GoFood platform services is a key factor in forming e-trust.The third result shows that e-satisfaction has a positive effect on e-loyalty, along with previous research by Falahifah et al. (2020). When consumers are satisfied with the purchase decision of Mixue products through the GoFood application, they tend to become loyal customers and continue to make repeat purchases.The fourth result shows that e-trust has a positive effect on e-loyalty, in accordance with previous findings (Susanto, 2020). The level of consumer trust in the GoFood platform has a positive impact on consumer loyalty to Mixue products. Consumer trust in the safety and quality of GoFood platform services is a key factor in forming e-loyalty.The fifth result shows that e-loyalty has a positive effect on eWOM. This finding is in line with previous research by Widya et al. (2022), which showed that repeat purchases tend to create positive online reviews of Mixue products. Consumers who are loyal to Mixue products through the GoFood application are more likely to give positive recommendations online to others.Thus, it can be concluded that the interaction between e-service quality, e-satisfaction, e-trust, e-loyalty, and eWOM has a significant role in the context of purchasing Mixue products through the GoFood application. The roles of electronic service quality, consumer satisfaction, trust, loyalty, and online recommendations are interrelated and form a pattern of positive relationships in consumer experience in online transactions.

CONCULISON AND RESEARCH IMPLICATIONS

This study used primary data collected through questionnaires distributed online to 202 respondents of Mixue customers who used the GoFood application. Based on the results of this study, it is concluded that e-service quality has a positive effect on e-satisfaction and e-trust, then e-satisfaction has a positive effect on e-trust, and e-satisfaction has a positive influence on e-loyalty, and e-loyalty has a positive effect on eWOM.This can happen because when other applications provide more offers, cheaper prices, and more affordable shipping costs, consumers will prefer the application. Therefore, the GoFood application needs to carry out a more aggressive marketing strategy, such as providing greater discounts than other applications.

There are several shortcomings that can be corrected in future research, namely:

1. This research was conducted online, so there is a possibility that respondents do not fully understand and fill out the questionnaire questions correctly and correctly. In future research, it is recommended to distribute questionnaires directly to respondents in order to minimize errors.
2. This study does not limit age, so the authors suggest that future studies can limit age in order to obtain better and in-depth results.

3. The managerial implication of this research is to provide input to Mixue's management in order to increase customer loyalty by improving e-service quality and e-trust so as to produce positive eWOM.

Mixue must provide excellent service to consumers for ease and comfort in using the GoFood application. In addition, Mixue must also provide after-sales service so that consumers give positive reviews and increase eWOM. In addition, the seller must provide information in accordance with the products offered, including the quality of the product to consumers.

REFERENCES

1) Al-Gasawneh, J. and Al-Adamat, A. (2020). The mediating role of e-word of mouth on the relationship between content marketing and green purchase intention. Management Science Letters, 1701-1708. https://doi.org/10.5267/j.msl.2020.1.010
2) Alnaim, A., Sobaih, A., & Elshaer, I. (2022). Measuring the mediating roles of e-trust and e-satisfaction in the relationship between e-service quality and e-loyalty: a structural modeling approach. Mathematics, 10(13), 2328. https://doi.org/10.3390/math10132328
3) Alzahrani, A., Ramayah, T., Suppiah, N., Alfarraj, O., & Alalwan, N. (2020). Modeling blog usage from a developing country perspective using structural equation modeling (sem). Sage Open, 10(3), 215824402094710. https://doi.org/10.1177/2158244020947104
4) Amin, Kurniawati. 2011. Pengaruh Penerapan Total Quality Manajement (TQM) Terhadap Kepuasan Pelanggan Pada Hotel Pondok Asri Tawang Mangun Tahun 2011. Skripsi. Universitas Sebelas Maret. Surakarta.
5) Amin, M. (2016). Internet banking service quality and its implication on e-customer satisfaction and e-customer loyalty. The International Journal of Bank Marketing, 34(3), 280-306. https://doi.org/10.1108/ijbm-10-2014-0139
6) Azam, A. (2015). Investigation of psychological dimensions of trust on e-loyalty. Journal of Islamic Marketing, 6(2), 224-249. https://doi.org/10.1108/jima-12-2013-0083
7) Carvalho, L., Brandão, A., & Pinto, L. (2020). Understanding the importance of ewom on higher education institutions' brand equity. Journal of Marketing for Higher Education, 31(2), 261-279. https://doi.org/10.1080/08841241.2020.1788196
8) Cheung, C. M. K., Lee, M. K. O., & Rabjohn, N. (2008). The impact of electronic word- of-mouth. Internet Research, 18(3), 229–247. https://doi.org/10.1108/10662240810883290
9) Creswell. (2014). Definisi Kuantitatif Korelasional. Paper Knowledge. Toward a Media History of Documents, 33–40.
10) Delia, R., Yohana, C., & Rahmi, R. (2023). Pengaruh service quality dan product quality terhadap customer loyalty melalui customer satisfaction pada pengguna e-commerce di jabodetabek. DIGIBIS, 1(2), 84. https://doi.org/10.31000/digibis.v2i1.7855
11) Fitriana, I., Sugiono, A., Adistya, D., & Kunci, K. (2020). Pengaruh E-service Quality dan ETrust terhadap E-satisfaction (Survei pada Mahasiswa Pengguna OVO di FISIP Universitas Lampung). Jurnal Kompetitif Bisnis, 1, 172–178. https://doi.org/10.0120/kompetitif%20bisnis.v1i4.89
12) Ghozali, Imam, Hengky Latan. 2015. Konsep, Teknik, Aplikasi Menggunakan Smart PLS 3.0 Untuk Penelitian Empiris. BP Universitas Diponegoro.
13) Gunawardana, P. and Fernando, P. (2021). Assessing the mediation role of the customer trust on e-service quality: lessons during covid-19 pandemic. Sri Lanka Journal of Marketing, 7(3), 105-128. https://doi.org/10.4038/sljmuok.v7i3.76
14) Hair, et al, 2014, Multivariate Data Analysis, New International Edition., New Jersey : Pearson.
15) Insani, N., & Madiawati, P. (2020). Pengaruh Kualitas Pelayanan, Harga dan Promosi terhadap Loyalitas Pelanggan GoFood di Kota Bandung. Jurnal Ilmiah Manajemen, Ekonomi, & Akuntansi (MEA), 4(3), 112-122. https://doi.org/10.31955/mea.v4i3.300
16) Li, Honglei, Aham-Anyanwu, Nnanyelungo, Tevrizci, Luo, C. and, & xin. (2015). The Interplay Between Value and Service Quality Experience: E-Loyalty Development Process Through The EtailQ Scale and Value Perception. Academy of Management, 51(September), 1–51.
17) Matute, J., Polo-Redondo, Y., & Utrillas, A. (2016). The influence of ewom characteristics on online repurchase intention. Online Information Review, 40(7), 1090-1110. https://doi.org/10.1108/oir-11-2015-0373
18) McKnight, D., Choudhury, V., & Kacmar, C. (2002). Developing and validating trust measures for e-commerce: an integrative typology. Information Systems Research, 13(3), 334-359. https://doi.org/10.1287/isre.13.3.334.81

19) Oikarinen, E. (2022). The boundaries of a small company's human voice: insights into dark humour in internet recruitment advertising. Corporate Reputation Review, 26(3), 223-241. https://doi.org/10.1057/s41299-022-00151-x
20) Oliver, R. L. (1980). A Cognitive Model of the Antecedents and Consequences of Satisfaction Decisions. Journal of Marketing Research, 17(4), 460. https://doi.org/10.2307/3150499
21) Pradnyaswari, N. and Aksari, N. (2020). E-satisfaction dan e-trust berperan dalam memediasi pengaruh e-service quality terhadap e-loyalty pada situs e-commerce blibli.com. E-Jurnal Manajemen Universitas Udayana, 9(7), 2683. https://doi.org/10.24843/ejmunud.2020.v09.i07.p11
22) Raharjo, Fitriyanto (2019) Pengaruh Promosi, Gaya Hidup, Perceived Usefulness, dan Perceived Ease of Use Terhadap Keputusan Pemakaian Aplikasi Go-Jek Pada Layanan Go-Food (Studi Pada Mahasiswa Fakultas Ekonomi Universitas Negeri Yogyakarta). S1 thesis, Fakultas Ekonomi, Universitas Negeri Yogyakarta.
23) Sleilati, E. and Sfeir, C. (2021). The impact of value co-creation behaviour within the social media context. Asian Journal of Business and Accounting, 14(1), 33-58. https://doi.org/10.22452/ajba.vol14no1.2
24) Sugiyono. (2012). Metode Pengambilan Sample. Bandung. Alfabeta.
25) Susanto, S. A. (2020). Pengaruh E-Satisfaction & E-trust konsumen Hotel terhadap Online Repurchase Intention di Traveloka. Agora, 4(2), 95–100. http://dx.doi.org/10.1186/s13662-017-1121-6%0A
26) Toufaily, E., Legault, J., & Ricard, L. (2016). The roles of website characteristics and social network communities in developing customer e-loyalty in the online travel industry. Journal of Tourism & Hospitality, 5(3). https://doi.org/10.4172/2167-0269.1000222
27) Usman, H., Projo, N., Chairy, C., & Haque, M. (2021). The exploration role of sharia compliance in technology acceptance model for e-banking (case: islamic bank in indonesia). Journal of Islamic Marketing, 13(5), 1089-1110. https://doi.org/10.1108/jima-08-2020-0230
28) Welch, E., Hinnant, C., & Moon, M. (2004). Linking citizen satisfaction with e-government and trust in government. Journal of Public Administration Research and Theory, 15(3), 371-391. https://doi.org/10.1093/jopart/mui021
29) Widya, D. S., Harahap, D. A., & Maharani, N. (2022). Pengaruh E-Service Quality dan E- Word Of Mouth terhadap E-Loyalty Masa Pandemi Covid-19. Bandung Conference Series: Business and Management, 2(1), 764–770. https://doi.org/10.29313/bcsbm.v2i1.2432
30) Wiwiek, W. (2020). Analysis of the effect of trust, privacy, and efficiency on e-satisfaction in forming e-loyalty in tokopedia customers in surabaya. Research in Management and Accounting, 3(1), 12-25. https://doi.org/10.33508/rima.v3i1.2744
31) Yaya, L., Marimon, F., & Fa, M. (2011). Customer's loyalty and perception of iso 9001 in online banking. Industrial Management & Data Systems, 111(8), 1194-1213. https://doi.org/10.1108/02635571111170767

There is an Open Access article, distributed under the term of the Creative Commons Attribution – Non Commercial 4.0 International (CC BY-NC 4.0 (https://creativecommons.or/licenses/by-nc/4.0/), which permits remixing, adapting and building upon the work for non-commercial use, provided the original work is properly cited.