
The Role of E-Trust and E-Service Quality in Building E-Loyalty and E-Satisfaction

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Abstract: The development of the internet in the modern era has an impact on changing people's lifestyles, including in terms of shopping, namely online shops. With the presence of this online shop, people originally preferred to shop directly facing the seller and see the goods they wanted to buy, now people are starting to switch to using online shopping facilities so that with internet-based technology, buyers and sellers do not need to meet face to face in carrying out the transaction process. The presence of e-commerce people easily promote their products through social media, but there is a drawback to this online shopping activity, where sellers and buyers do not meet in person, so trust is very important in determining whether or not transactions occur. In talking about marketplaces and e-commerce, the main thing that must be considered is e-trust. This is because there is no direct interaction between sellers and prospective buyers when shopping online on a marketplace and e-commerce sites. In connection with improving services by internet networks, the development of e-service quality was carried out. E-service quality is the development of the capabilities of a site in order to realize the effectiveness and efficiency of shopping, purchasing and product distribution facilities. Satisfaction with good service quality will be achieved if the reality is in accordance with consumer expectations. E-satisfaction is an assessment of the good and bad of the seller's service in meeting consumer expectations, which is carried out after the use of the product. Buyback of a product often occurs in consumers who assess the online shop site positively, conversely, if the assessment is lacking, the possibility of consumers changing brands is even greater. In online maintenance, consumers today really see all aspects related to products and services so that they don't just buy. The higher the level of satisfaction on an e-commerce

site, the higher the loyalty that occurs. E-trust and e-service quality are the main keys in building e-satisfaction and e-loyalty

INTRODUCTION

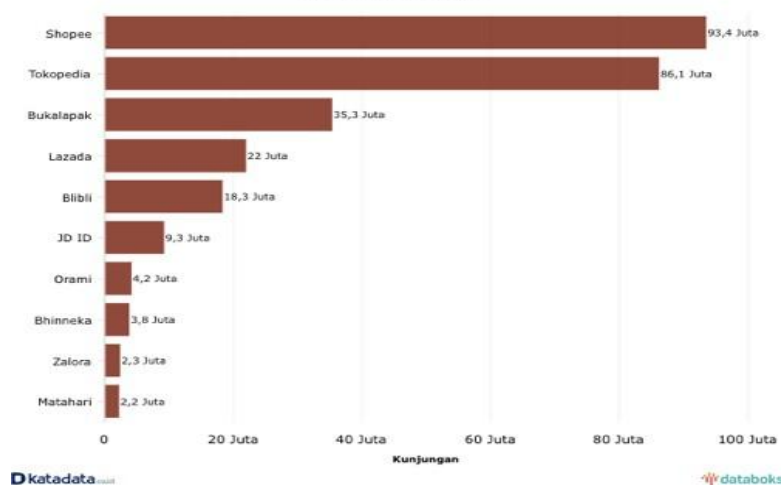
In the era of the industrial revolution 4.0 as it is today, the development of technology and information is running very rapidly. All community activities have used the internet in their daily lives. The development of the internet in the modern era has an impact on changing people's lifestyles, including in terms of shopping, namely online shops. With the presence of this online shop, people originally preferred to shop directly facing the seller and see the goods they wanted to buy, now people are starting to switch to using online shopping facilities so that with internet-based technology buyers and sellers do not need to meet face to face in carrying out the transaction process

The presence of e-commerce people easily promote their products through social media, but there is a drawback to this online shopping activity, where sellers and buyers do not meet in person, so trust is very important in determining whether or not transactions occur. To overcome transaction failures, marketplace and e-commerce business models have developed. E-Commerce is defined as commercial transactions conducted between individuals intended for the exchange of value through or using digital technology (Laudon & Traver, 2016).

Peta Persaingan E-Commerce Indonesia pada Kuartal II-2020

Rata-Rata Kunjungan Web E-Commerce Bulanan (Kuartal II-2020)

Sumber : iPrice, 21 Juli 2020



Based on the data taken from the data above, it can be seen that from the sales platform, the 3 largest marketplaces in Indonesia based on the number of monthly visitors in the second quarter of 2020 are Shopee (93.4 million), Tokopedia (86.1 million) and Bukalapak (35.2 million). With the number of monthly visitors in the second quarter of 2020, Tokopedia still does not get attention from consumers compared to its competitor who is in first place, namely Shopee, so it is necessary to pay attention to aspects of loyalty and customer satisfaction in the e-commerce business. In marketplaces and e-commerce, loyalty is referred to as e-loyalty. E-loyalty is a

commitment to revisit an online site or subscribe to a product or service you like.

In talking about marketplaces and e-commerce, the main thing that must be considered is e-trust. This is because there is no direct interaction between sellers and prospective buyers when shopping online on a marketplace or e-commerce site. Only a row of pictures and all information contained on the website become a reference for consumers in making their choices when buying products. That is what makes the level of consumer trust one of the main bases in online development (Chou et al., 2015).

In connection with improving services by internet networks, the development of e-service quality was carried out. E-service quality is the development of the capabilities of a site in order to realize the effectiveness and efficiency of shopping, purchasing and product distribution facilities. Satisfaction with good service quality will be achieved if the reality is in accordance with consumer expectations

E-satisfaction is an assessment of the good and bad of the seller's service in meeting consumer expectations, which is carried out after the use of the product (Hansen & Jonsson, 2013) in (Haria & Mulyandi, 2019). Buyback of a product often occurs in consumers who assess the online shop site positively, conversely, if the assessment is lacking, the possibility of consumers changing brands is even greater. In online maintenance, consumers today really see all aspects related to products and services so that they don't just buy. The higher the level of satisfaction on an e-commerce site, the higher the loyalty that occurs

LITERATURE REVIEW

E-Trust

Online shopping on marketplace sites there is no direct contact between the seller and prospective buyers. Consumers will only choose and consider purchasing products through images and information listed on the website page only. The buying process will depend entirely on the perception and trust of prospective buyers in the marketplace site manager and the seller. In online shopping, E-trust is often measured by how much the ability of the original product meets the perception of quality in the minds of consumers (Liao & Zhong, 2013).

Trust is a company's willingness to depend on business partners. Building trust can be difficult in an online situation, the company imposes strict rules on other partners. Because the buyer will feel worried that they will not get the right quality product or service and delivered to the right place at the right time, and vice versa (Kotler & Keller, 2012). Some say that trust is a belief from one party regarding the intentions and behaviors directed to the other party, thus consumer trust is defined as a consumer expectation that the provider of goods or services can be trusted or relied upon in fulfilling their promises (Siagian, Hotlan, & Cahnyono, 2014).

There are several factors that affect consumer trust, namely perceived web vendor reputation, and perceived web site quality (McKnight et al., 2002). Perceived web vendor reputation is an attribute that shows whether or not the seller is good. Reputation is important to build customer trust as positive information heard by consumers about sellers can create positive perceptions of customers about sellers. Furthermore, perceived website quality, namely the appearance of a website can affect the first impression of consumers who provide a sense of comfort, so as to make consumers make purchases.

E-Service Quality

E-service quality is a form of wider service quality with internet media that connects sellers and buyers to fulfill shopping activities effectively and efficiently (Chase et al, 2014). In

addition, E-service quality provided by the company to customers such as conveniences through the internet or sites provided by the company will also be used. E-service quality is the expertise of a site in providing services in shopping activities, or fast purchasing activities (Jonathan, 2013)

E-service quality or also known as E-ServQual was developed to evaluate a service provided on the internet network. E-service quality is defined as the expansion of a site's ability to facilitate shopping, shopping, and distribution activities effectively and efficiently. In distinguishing the seven dimensions of e-service quality into four core dimensions that customers use to assess websites where they do not experience questions or problems are as follows (Zeithaml et al., 2013)

1. Efficiency, ease and speed of accessing and using the site.
2. Fullfillment, the extent to which the site's promises about order availability and item availability are fulfilled.
3. System availability, the correctness of the technical functioning of the site.
4. Privacy, the extent to which the site is secure and protects user information
5. Responsiveness, effective problem handling and returns through the site.
6. Compensation, the extent to which the site compensates customers for problems.
7. Contact, availability of assistance by phone or online representative

E-Satisfaction

E-satisfaction is defined as the fulfillment of customer enjoyment about the online experience (including browsing experience and purchase experience) with the given marketplace or e-commerce site. E-satisfaction of online customer satisfaction is the result of consumer perception of online convenience, commerce / transaction methods, site design, security, and service. E-satisfaction can be said to be an assessment of a good or service (Ranjabarian, et al, 2012). E-satisfaction is a means to meet consumer satisfaction after doing online shopping, with sites provided by electronic commerce (Melinda, 2017)

There are 5 main dimensions that affect e-satisfaction, namely convenience, merchandising, site design, security, serviceability (Ranjbarian et al., 2012, p. 1502-1504):

1. Convenience, in online shopping can save time and effort by making it easier to find merchants, find goods, and get offers.
2. Merchandising, richer information (wider and higher quality) is available online to result in better purchasing decisions and better levels of e-satisfaction and higher levels of e-satisfaction. The factors determined are the number of offerings, variety of offerings.
3. Site Design, a good web design is about good organization and easy search. Includes an uncluttered service interface, a simple search path, and fast presentation. The factors determined are navigation structure, web design & interface, fast presentation, and updated information.
4. Security, a Bruskin/Goldberg study, for example, reports 75% of internet shoppers emphasize credit card security as a top consideration when deciding to buy things online. The factors determined are privacy, and financial security.
5. Service abilitiy, general feedback on website design, competitive product prices, merchandise availability, merchandise condition, on-time delivery, return policy, customer support, e-mail confirmation of customer orders, promotional activities are all factors that affect e-satisfaction. The factors determined are redressal complains, customer support, return policy, purchase process, post service.

E-Loyalty

E-loyalty is defined as the customer's intention to revisit the website with or without online transactions. This definition considers customer loyalty as constructive and potentially also beneficial for conventional circumstances. E-loyalty is conceptualized into four parts, namely cognitive, affective, conative, and action which is the application of the customer loyalty dimension to the website. (Hur et al., 2013).

Cognitive is defined as a preference, this preference can be towards other websites or other services available within one company. The indicator used to show the level of consumer preference is to use other services offered by the company. Affective results from a created preference, if a consumer likes a good or service provided by the company, then the consumer will recommend it. The affective level of consumers is indicated by indicators that consumers start visiting the website, recommending the website to others. Then conative customers are willing to revisit the website. This can be based on previous experience which can be in the form of matches/satisfaction/likes, so there is a desire or expectation to get a good experience that is the same as returning to visit the website, but this is not related to buying behavior, indicated by indicators such as actively visit the website again even without related to the purchase process. Then the fourth dimension is that action is the highest level of loyalty, which is when customers return to visit the website with readiness to make an online purchase. Customer loyalty is divided into two types, namely active loyalty and passive loyalty. In the market, companies can have loyal customers who are active and passive. Type is important, but active loyalty (sharing information and experiences with others) seems to be more important based on the widespread use of internet applications and social media (Kandampully et al., 2015) Previous research related to the problems and discussions in this paper include:

1. The first research was conducted by Sekar Sedyaning Kasih & Nadya Novandriani Karina Moeliono (2020) with the title The Effect of E-Trust and E-Service Quality on e-Loyalty with e-Satisfaction as an Intervening Variable (study on Sorabel customers in Bandung), stated that e-trust and e-service quality have an influence on e-satisfaction and e-trust and e-service quality have an influence on e-loyalty with e-satisfaction as an intervening variable. In their research, Sekar Sedyaning Kasih & Nadya Novandriani, Karina Moeliono used quantitative methods with descriptive analysis techniques and path analysis with sampling using non-probability sampling conducted on as many as 100 people at Sorabel customers in Bandung. Data processing is carried out using SPSS 25
2. The second study was conducted by Dhimas Prakosa & Ari Pradhanawati (2020) entitled the effect of e-trust and e-service quality on e-loyalty with e-satisfaction as an intervening variable (case study on Tokopedia users in Semarang City), stating that e-trust and e-service quality have an influence on e-satisfaction and e-trust and e-service quality have an influence on e-loyalty with e-satisfaction as an intervening variable. In their research, Dhimas Prakosa & Ari Pradhanawati used nonprobability sampling and purposive sampling techniques that were applied in selecting samples so that 100 respondents were selected as study samples. The type in this study is explanatory research. In tests such as regression tests, correlation, determination, significance and path analysis are applied in analyzing data.

RESULT AND DISCUSSION

The Relationship Between E-TRUSTS and E-SERVICE QUALITY In Building E-

LOYALTY and E-SATISFACTION

Consumer trust is basically a form of support from consumers for efforts made to get everything they want, through the trust of a consumer will provide support related to purchasing decisions to be determined. Analysis of consumer confidence will provide an overview of all forms of activities or activities carried out so that consumers really believe that the decision prepared is the best (Anang Sugara & Rizki Yudhi Dewantara, 2017)

The implementation of quality e-service quality will cause customers to feel comfortable and get e-satisfaction in the future which will affect behavior intention (Pratiwi, 2016). E-service quality is a service provided to consumers using the internet network as an extension of the ability of a site to facilitate shopping, purchasing and distribution activities effectively and efficiently. Thus the e-service quality provided by the company will satisfy or not satisfy customers because the quality of services provided by the company affects the level of customer satisfaction (Anton Tirta Komara, 2013). There is a relationship between service quality, sataisfaction and loyalty. Perfect service quality is the basis of customer satisfaction (Lu Xinjung et al., 2012). E-trust is defined as the basic beginning of the relationship of formation and maintenance between customers and online sellers. If the Information what is provided by online sellers is clear, accurate and complete, so customers will feel that this online store is not concerned with stability alone so that this will increase customer trust in the online services provided by the seller. To gain consumer loyalty, they must first gain their trust (Anindea Revita, 2016).

E-service quality is defined as a service that includes before and during website services that facilitate customers in shopping, buying, and delivering products effectively and efficiently. If the customer is satisfied with what the customer has gotten, there will be an intention to visit again or *e-loyalty* to a company (Muhammas Nurrisal, 2015). The creation of customer satisfaction can provide several benefits, including the creation of customer loyalty to a particular product and forming a profitable word-of-mouth recommendation for the company (Schnaars, 2018). Consumers who are satisfied with the product will tend to be loyal to the product (Prasetyo & Purbawati, 2016). There is a positive relationship between e-satisfaction and *e-loyalty*, meaning that the high and low of *e-loyalty* is also determined by e-satisfaction. If *e-satisfaction* increases, it will also increase the *e-loyalty* of customers, and vice versa when *e-satisfaction* decreases, customer *e-loyalty* will also decrease (Anderson, 2011).). Consumer loyalty can be formed by providing satisfaction and trust to consumers so that consumers can make purchases again on products or services. Consumers who are satisfied with the product or service that has been chosen, then consumers tend to return to buy the product or service. E-satisfaction is a connecting variable between the e-trust variable and the e-loyalty variable which means that the more trust a consumer has in a product or service, the greater the level of consumer satisfaction with online business so that it will increase consumer loyalty to online business (Anindea Revita, 2016).

E-service quality and e-satisfaction are variables that play a key role in building online customer *e-loyalty* (romadhoni et al., 2015). This is because service quality is the goal in improving the fulfillment of customer trust in the services received, namely the fulfillment of consumer expectations, desires and needs. Consumer expectations are fast getting service, consumer desires are services in accordance with the range of financing charged, and consumer needs are the fulfillment of quality services so that positive impacts can be created, namely customer loyalty on an ongoing basis.

Operationalization and Measurement of E-TRUSTS, E-SERVICE QUALITY, E-LOYALTY and E-SATISFACTION

E-Trust

There are several factors that affect consumer trust, namely perceived web vendor reputation, and perceived web site quality (McKnight et al., 2002).

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6. Serviceability, general feedback on website design, competitive product pricing, merchandise availability, merchandise condition, on-time delivery, return policy, customer support, e-mail confirmation of customer orders, promotional activities are all

factors that affect e-satisfaction. The factors determined are redressal complains, customer support, return policy, purchase process, post service.

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CONCLUSION

Online service is a move from direct service to consumers. In the world of e-commerce, electronic service quality which is often referred to as e-service quality or known as *e-servqual* is part of service quality. In the field of marketing, the most frequently researched topic is *e-service* quality because of the close relationship that occurs between cost, satisfaction, retention and loyalty. The quality of electronic services has a positive effect on the success of an online business. The performance of the application in providing shopping facilities through efficient and effective purchase and delivery of products and services is known as e- service quality. The quality of electronic services is literally different compared to conventional service quality. This happens because there needs to be consideration related to aspects of technology used in service quality in e-commerce, so it can be said that e-service quality is one of the extensions of a site's ability to provide shopping, purchasing and distribution facilities effectively and efficiently through online.

Online shopping activities are still an obstacle that is often experienced by many e-commerce business actors, therefore consumer trust is an aspect that until now still needs to be considered by service providers in order to create trust in each of their customers. Things that can be done to increase trust are by providing services and paying attention to quality so that it can be maintained properly. The most basic requirement in doing business is trust. In an online site, trust is often called e-trust. Trust can arise when accompanied by evidence so that it can create consumer satisfaction that makes trust not something that is easily recognized by other parties. Consumer satisfaction in ecommerce is called e-satisfaction is an assessment of the good and bad of the seller's service in meeting consumer expectations, which is carried out after the use of the product (Hansen &; Jonsson, 2013).

Repurchases occur in consumers who rate the online shop site positively, conversely, if the assessment is lacking, it is likely that consumers will switch brands to become bigger. In online purchases, consumers today really see all aspects that have to do with products / services so that not only buying but they are also very selective. Therefore, basically customer satisfaction includes all the differences that exist between expectations and performance that have been felt and assessed by customers. Consumer satisfaction can be measured by the following indicators: : (1) Overall service satisfaction, (2) Recommend to other parties, (3) Will use the service again, (4) Fulfillment of customer expectations after buying the product. Aulia (2020) shows that the

increase in consumer satisfaction occurs due to the influence of good/bad transactions that occur in e-commerce. Thus, consumer satisfaction in making transactions using e-commerce is closely related to the good quality of services provided so that it does not rule out the possibility that these consumers will entrust their choices by making repurchases on the e-commerce / service. It can also create word of mouth related to good things about services that have been felt as a result of customer satisfaction.

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