

Affect Of E-Service Quality On E-Customers Loyalty Through E-Customers Satisfaction On E-Commerce Shopee

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Abstract

The rapid development of the digital economy in Indonesia has had a positive impact on the national economy, one of which is the growth of various online trading platforms or e-commerce. This study aims to determine the effect of e-service quality on e-customers loyalty through e-customers satisfaction as an intervening variable. The method used in this research is quantitative with descriptive and causal research and SEM-PLS analysis method. The sampling technique used is a non-probability sampling technique, using the slovin formula with a sample of 100 respondents who have used the Shopee e-commerce application in Batam City. The results of the influence test using the structural model show that e-service quality has a positive but not significant effect on e-customers loyalty, then e-service quality has a positive and significant effect on e-customers satisfaction, then e-customers satisfaction has a positive and significant effect on e-customers customer loyalty. Tests using the intervening variable show that e-customers satisfaction mediates the effect of e-service quality on e-customers loyalty. This illustrates that the ups and downs of e-customers loyalty for the Shopee e-commerce application are determined by e-customers satisfaction, and the fluctuations in e-customers satisfaction for the Shopee e-commerce application are determined by several factors, including e-service quality.

Keywords

e-service quality; e-customers satisfaction; e-customers loyalty



I. Introduction

The increasing number of internet users, provides great opportunities for online buying and selling activities. E-commerce is an arena for transactions or information exchange between sellers and buyers in cyberspace (Indrajit, 2018). The increase in the internet is increasing, including in Indonesia, from the total population of Indonesia, which is 274.9 million people, the total internet users in Indonesia are 202.6 million active users or about 73.7% of the total population of Indonesia, and from 2020 to 2021 The growth of internet users in Indonesia is 27 million users with a percentage of 16%. (source: www.websindo.com, accessed on July 29, 2021).

The Use of the internet in Indonesia is fairly rapid, this is because its practical use makes it easier to do activities in all kinds of ways, such as making it easier to get information from all over the world, used for communication, as a means of entertainment, and transactions for buying and selling. In line with the data above, the increase in internet users in 2020 was due to the corona virus pandemic or Covid-19 which has hit the whole world including Indonesia, so that people are faced with new activity patterns. Activities that

are usually carried out face-to-face are now limited to suppress the spread of the virus. So that work, study, and even shopping activities are carried out by utilizing digital technology from home, this makes the need for internet access at home increases drastically. (Source: www.kompas.com, accessed on July 29, 2021)

E-commerce is an arena for transactions or information exchange between sellers and buyers in cyberspace (Indrajit, 2018). With the increasing number of COVID-19 cases, many people tend to choose to shop from home using the internet. E-commerce can make transactions to sell, buy, or market products online using the internet. For business people, using e-commerce can provide benefits such as increasing revenue with lower usage or operational costs, reducing late payments using electronic transfers or appropriate payments, speeding up service to customers, and more responsive service.

The number of users ecommerce in Indonesia in 2017 reached 139 million users, then rose 10.8% to 154.1 million users in 2018, then in 2019 rose to 168.3 million with a percentage increase of 4.6%, in in 2020 rose to 181.5 million with a percentage of 7.8%, and will continue to increase every year (www.katadata.co.id, accessed on 29 July 2021) With the development of the internet and the increase in users ecommerce, there are not a few people or business people who take advantage of these developments to make business opportunities.

Seeing the increase in e-commerce users in Indonesia, the Batam area is one area that is currently accelerating readiness towards a national e-commerce center by building various supporting infrastructure. This is a response to Batam's economic growth which is getting better due to the development of the e-commerce ecosystem. "Infrastructure support and the privileges of the Batam area in terms of economic development are very good provisions for the local young generation if they are able to take advantage of business opportunities, especially in the midst of high transactions in e-commerce and the use of fintech," said the Economist and Vice Chancellor IV of the University of Riau Islands. Sri Langgeng Ratnasari, Tuesday (10/8/2021). (Source:: <https://www.wartaEkonomi.co.id/read354736/percepat-jadi-sentral-e-commerce-user-kredivo-di-batam-naik-90-pada-2020>, accessed on 10 August 2021). The government has prepared an e-commerce supporting ecosystem such as the Batam Logistic Ecosystem and built several Special Economic Zones. Among them are Batam Aero Technic, Nongsa Digital Park as an IT Hub to prepare Batu Ampar Port and Hang Nadim Airport.

The head of the Batam Business Board (BP), some time ago explained the orientation of the development of Batu Ampar and Hang Nadim, to support industrial, tourism and e-commerce activities going forward. This area will become an international logistics hub, to support the development of integrated and competitive industry, trade, maritime and tourism. With a focus on each of these areas, Batam is focused on international logistics hubs (e-commerce), aerospace industry, light and valuable (high tech) industrial, digital and creative industries, international trade and finance centers and tourism. The development of Hang Nadim Airport and Batu Ampar Port as Batam e-commerce is in line with the master plan for the development of KPBPB BBKT) in 2020-2045. With a focus on each of these areas, Batam is focused on international logistics hubs (e-commerce), aerospace industry, light and valuable (high tech) industrial, digital and creative industries, international trade and finance centers and tourism. (Source: <https://gizmologi.id/news/batam-sentral-e-commerce/>, accessed on August 10, 2021).

The shift in the ranking of the 2 largest E-commerce in 2021, namely Shopee and Tokopedia. This has caused Shopee, which was previously ranked 1st in 2019 to 2020, to be replaced by Tokopedia. The Development of e-commerce very rapidly has led to an

increasingly consumptive lifestyle, especially for the people of Indonesia. According to the Indonesian E-Commerce Association (idEA), companies e-commerce must build consumer trust as a way of doing business success to survive and sustain their company (www.indotelko.com, accessed on 29 July 2021).

The datareportal.com site reviews e-commerce activities in Indonesia. The website states that Indonesia has the highest level of e-commerce usage in the world, with 90% of users aged 16-64 years buying products and services online. The number of visitors every month on e-commerce shopee is 126,996,000. Shopee itself is most accessed by via mobile 72.4 percent and desktop 21.3 percent, with an average visit duration of 6 minutes 30 seconds.

Shopee is indeed in the top 2 positions as e-commerce that leads the Indonesian market share, but it does not guarantee user satisfaction. There are still many cases of complaints against the e-service quality of the Shopee application, this makes consumers less satisfied with the services provided and can result in decreased loyalty to Shopee users. Customer satisfaction is an important factor that must be considered by service providers because satisfaction can form a customer loyalty to the use of these services (Kotler and Armstrong, 2018: 44).

E-service quality on the Shopee application is still not optimal due to user complaints when using the application. Complaints submitted by Shopee application users in Play Store reviews indicate that there are still problems regarding e-service quality in the Shopee application.

Based on previous exposure, the authors are interested in researching Shopee titled "Effect of E-Service Quality on E-Customer Loyalty through E-Customers Satisfaction on E-Commerce Shopee Application".

1.1 Problem Formulation

From the background that has been described, the following problems can be formulated:

1. How is e-service quality in e-commerce Shopee?
2. How is e-customer loyalty on e-commerce Shopee?
3. How is e-customer satisfaction in e-commerce Shopee?
4. How does e-service quality affect e-customer loyalty on e-commerce Shopee?
5. How does e-service quality affect e-customer satisfaction in e-commerce Shopee?
6. How does e-service satisfaction affect e-customer loyalty on e-commerce Shopee?
7. How does e-service quality affect e-customer loyalty through e-customer satisfaction on e-commerce Shopee?

1.2 Problem Formulation

Based on the problem formulation described above, the purpose of this research is to find out:

1. To find out and analyze how e-service quality is in e-commerce Shopee.
2. To find out and analyze how e-customer loyalty is on e-commerce Shopee.
3. To find out and analyze how e-customer satisfaction is in e-commerce Shopee.
4. To find out and analyze the effect of e-service quality on e-customer loyalty in e-commerce Shopee.
5. To find out and analyze the influence of e-service quality on e-customer satisfaction in e-commerce Shopee.
6. To find out and analyze the effect of e-service satisfaction on e-customer loyalty on e-commerce Shopee.
7. To find out and analyze how the effect of e-service quality on e-customer loyalty through e-customer satisfaction on e-commerce Shopee

II. Review of Literatures

2.1 Marketing

According to Kotler and Keller (2016:26) "Marketing is the activity, set of institutions, and process for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large". Marketing is an activity carried out by companies to be able to meet consumer needs in a way that can benefit all parties. Meanwhile, according to Kotler and Armstrong (2018) Marketing is a process to create a value that can build strong relationships between companies and customers with the aim of getting value from customers in return.

2.2 Marketing Management

According to Kotler and Keller (2016) "marketing management as the art and science of choosing target market and getting, keeping, and growing customers through creating, delivering, and communication superior customer value" which means marketing management as the art and science of choosing targets market and acquire, grow customers, create, deliver, and communicate superior value to customers.

2.3 Service Marketing

According to Kotler and Keller (2016:255) Service marketing is a social and managerial process activity in which individuals and groups obtain what they need and want through the creation of offerings that are essentially intangible and do not result in any ownership having value. added that is also intangible when purchased.

2.4 E-Service Quality

According to Tjiptono and Chandra in Ulum and Muchtar (2018:69) E-service quality or electronic service quality is a way to assess customer satisfaction from internet-based service providers which includes the process of purchasing and delivering products or services by measuring the ability of an internet service provider. website in providing effective and efficient shopping facilities. Measurement is done by assessing how the service received by the customer and comparing it with the service expected by the customer based on the dimensions of service quality. According to Zeithaml et al in Anita (2018:2) states that there are seven dimensions in e-service quality consisting of Efficiency, Fulfillment, System Availability, Privacy, Responsiveness, Compensation, and Contact.

2.5 Customer Satisfaction

According to Kotler and Keller (2016: 50) satisfaction is a person's feelings of pleasure or disappointment resulting from comparing the product's perceived performance (or results) with expectations. If according to expectations, consumers are satisfied. If it exceeds expectations, consumers are satisfied or happy.

2.6 Electronic Satisfaction (E-Customer Satisfaction)

Ahmad in Junardi (2019) stated that e-customer satisfaction is when online products and services exceed customer expectations, and exceed consumer satisfaction after comparing previous purchase experiences, and can also exceed online purchasing experiences. According to Ranjbarian et al., in Tobagus (2018), there are five dimensions that can affect e-satisfaction, namely Convenience, Merchandising, Site design, Security, and Serviceability.

2.7 Consumer Loyalty

According to Griffin in Adi (2017), consumer loyalty is a reliable measure to predict sales growth and also customer loyalty can be defined based on consistent buying behavior. Based on the description described above, it can be concluded that consumer loyalty is a form of purchase by consumers without repeated coercion and a reliable measure to predict sales growth. According to Priansa in Nusjirwan (2020) "Implementation of communication activities to customers within the company is carried out formally, however, currently there are also companies that practice their communication activities to consumers in an informed manner so that they can explore in-depth information from customers". Regarding the background, this research considers the customer value as an important element for an industry, both in service and manufacture. Moreover, the maximum customer value can be made only if positive influence of marketing and individual environment association does exist (Kusumadewi, 2019). The quality of products that are in great demand by consumers can be seen from several factors including packaging, price, quality, and benefits obtained by consumers (Romdonny, 2019).

2.8 Electronic Loyalty (E-customer Loyalty)

According to Anderson and Srinivasan in Ariefandi (2018), e-customer loyalty is an attitude of loyalty from customers to electronic businesses that gives rise to repurchase activities on a product from a certain brand. In addition, e-customer loyalty can be interpreted as a consumer's intention to buy again from an online site. According to Oliver in Fitriani (2018), there are four dimensions of e-customer loyalty, namely as follows: Cognitive, Affective, Conative, and Action

2.9 Thinking Framework

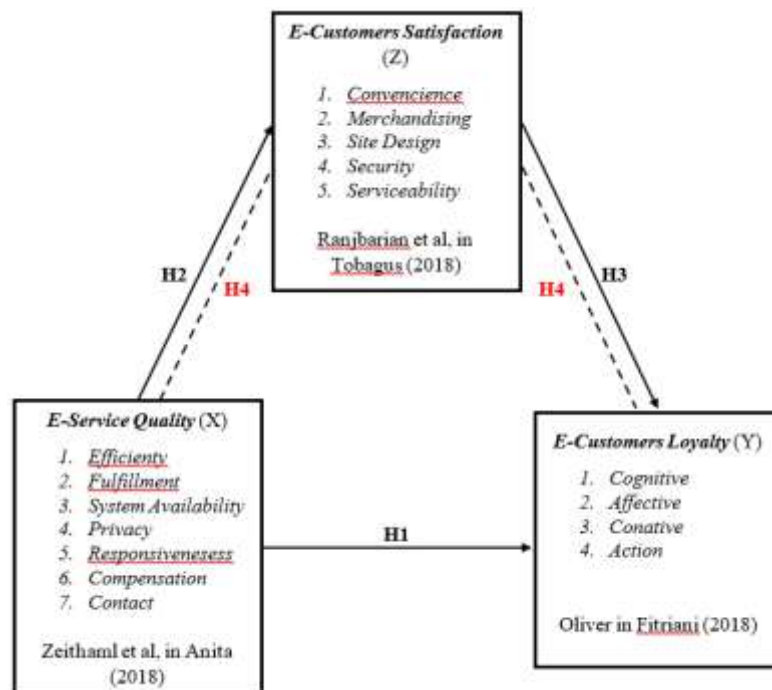


Figure 1. Thinking Framework
Source: Results of the Author (2021)

2.10 Research Hypothesis

Based on the framework that has been put forward Previously, the hypothesis that will be tested in this study is formulated as follows:

H1 : There is an effect of e-service quality on e-customers loyalty in e-commerce Shopee

H2 : There is an effect of e-service quality on e-customers satisfaction in e-commerce Shopee

H3 : There is an effect of e-customers satisfaction on e-customers loyalty on e-commerce Shopee

H4: There is an effect of e-service quality on e-customers loyalty through e-customers satisfaction on e-commerce Shopee

III. Research Methods

3.1 Types of Research

This study uses descriptive and causal research with a quantitative approach. According to Sugiyono (2018:11) descriptive research is research conducted to determine the existence of independent variables, either only on one or more variables without making comparisons or connecting with other variables. According to Sugiyono (2018), causal research is research related to causal relationships and consists of two variables, namely the independent variable (influence) and the dependent variable (influenced). The timing of this research is *cross sectional*, where the research is conducted by taking data at one time with different subjects to describe the situation (Suliyanto, 2018:11). According to Sugiyono (2018:8) quantitative methods are research methods based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative, with the aim of testing predetermined hypotheses.

3.2 Population and Sample

According to Sugiyono (2018:80) Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. The population in this study is the Batam City community aged 15-35 years as many as 458,153 (Batam City Statistics Center 2020) who use *e-commerce applications* and have made transactions on the Shopee application.

According to Sugiyono (2018:127) the sample is part of the number and characteristics possessed by the population. This research uses sampling technique *non - probability* with *purposive sampling type*. *Non-probability sampling* is a technique that does not provide an opportunity or opportunity for each element or member of the population to be selected as a sample (Sugiyono 2018: 133).

The number of samples needed to describe the known population is calculated using the Slovin formula. In Sugiyono (2018:87) the formula from Slovin's opinion is as follows:

$$n = \frac{N}{1 + (N \times e^2)}$$

Description:

n = Sample size/number of respondents

N = Population size

e = maximum error tolerance of 10% (0.1)

In this study the total population N = 458,153 million and error tolerance is set at 10%. Based on the above formula, the following results are obtained:

$$n = \frac{458,153}{1 + (458,153 \times 0.1^2)}$$

$$n = 99.99 \text{ 100}$$

Based on the results of the sample count, the results obtained are 99.99 for the minimum number of samples, which are then rounded up to 100 respondents to minimize errors when filling out the questionnaire.

IV. Discussion

4.1 Characteristics of Respondents

Table 1. Characteristics of Respondents

Characteristics	Criteria	Total	Percentage
Gender	Male	40	40%
	Female	60	60%
Total		100	100%
Age	15-20 years	18	18%
	21-26 years	77	77%
	27-35 years	5	5%
	>35 years	0	0%
Total		100	100%
Employment	Student	3	3%
	Student	68	68%
	Entrepreneur	10	10%
	Worker/Employee	19	19%
Total		100	100%
<i>E-Commerce</i> Used by	Tokopedia	30	30%
	Shopee	65	65%
	Bukalapak	3	3%
	Blibli	1	1%
	Others	1	1%
Total		100	100%
Number of transactions per month on E-Commerce	1-3 times	48	48%
	4-6 times	33	33%
	7-9 times	10	10%
	>9 times	9	9%
Total		100	100%

Source: Data Processed by Author (2021)

4.2 Descriptive Analysis

a. Analysis of *E-Service Quality*

Variable *E-service quality* gets a total score of 5776 with an average of 82.51%. This shows that the *e-service quality* on *e-commerce* Shop Is good. So that it can be seen that respondents' responses to *e-service quality* on the Shopee e-commerce application in Batam have been rated very good.

b. The results of the descriptive analysis of the variable *E-Customers Satisfaction*

The Variable *e-customers satisfaction* obtained a total score of 4176 with a calculation percentage of 83.52%. This shows that *e-customers satisfaction* on Shopee's e-commerce is good. So it can be seen that respondents' responses to *e-customers satisfaction* on the Shopee e-commerce application in Batam city have been rated very well.

c. The results of the descriptive analysis of the variable *E-Customers Loyalty*

Variable *e-customers loyalty* obtained a total score of 2894 with a calculation percentage of 82.69%. This shows that *e-customers' loyalty* to Shopee's e-commerce is good. So it can be seen that respondents' responses to *e-customers loyalty* on the Shopee e-commerce application in Batam city have been considered very good.

4.3 Validity Test

Based on the results of the validity test, the following results were obtained:

Table 2. Validity Test

Variable	AVE	Critical Value	Evaluation of
<i>E-Service Quality</i>	Model 0.532	0.5	Valid
<i>E-Customers Satisfaction</i>	0.664		Valid
<i>E-Service Loyalty</i>	0.744		Valid

Source: Author Processed Data (2021)

In table 2 it can be seen that the results of all variables have an AVE > 0.5 which can be said to have *convergent validity*.

4.4 Test Reliability

Based on the reliability of composite test results are as follows:

Table 3. Test Reliability

Variable	Composite Reliability	Critical Value	Cronbach Alpha	Critical Value	Evaluation Model
<i>E-Service Quality</i>	0.941	Σ 0.7	0.932	Σ 0.6	realibel
<i>E-Service Satisfaction</i>	0.952		0.943		realibel
<i>E-Service Loyalty</i>	0.952		0.939		Reliable

Source: Author's Processed Data (2021)

The table above shows that the results of the reliability test in this study obtained reliable results because the value of *Cronbach's alpha* > 0.6 so it can be used as a measure of the variables in this study.

4.5 R-Square Value

Based on the R-Square results, the following results are obtained:

Table 4. R-Square

Variable	R-Square
<i>E-Customers Loyalty</i>	0.706
<i>E-Customers Satisfaction</i>	0.803

Source: Data Processed by Author (2021)

In the table above it can be seen the results of the R value - The Square of the variable *e-customers loyalty* is 0.706, which means that the *e-service quality* variable can affect the variable *e-customers loyalty* by 70.6%, leaving 29.4% results which are influenced by other variables not examined in this study. Furthermore, the R-valueSquare on the variable *e-customers satisfaction* is 0.803 which means that the *e-service quality* variable can affect the variable *e-customers satisfaction* by 80.3% which leaves 19.7% results which are influenced by other variables not examined in the study.

4.6 Hypothesis Testing

Table 5. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>E-Service Quality > AND-Customers Loyalty</i>	0.142	0.145	0.149	0.952	0.342
<i>E-Service Quality > AND-Customers Satisfaction</i>	0.896	0.899	0.025	36,357	0.000
<i>E-Customers Satisfaction > E-Customers Loyalty</i>	0.711	0.711	0.149	4,784	0.000
<i>E-Service Quality > E-Customers Satisfaction > E-Customers Loyalty</i>	0.637	0.640	0.141	4.522	0.000

Source: Author Processed Data (2021)

1. Effect of *e-service quality* one-customer loyalty

H_1 = There is a significant effect of *e-service quality* on *e-customers loyalty*

H_0 = There is no significant effect of *e-service quality* on *e-customers loyalty*.

There is a significant value with the T-value statistic of the variable *e-service quality* on *e-customers loyalty*, the results are $0.928 < 1.96$ and the value of the *path coefficients* is positive with the results *original sample* of 0.142. Then **H_1 is rejected** and H_0 accepted.

1. The effect of *e-service quality* on *e-customers satisfaction*

H_2 = There is an effect of *e-service quality* on *e-customers satisfaction*

H_0 = There is no effect of *e-service quality* on *e-customers satisfaction*

There is a significant value with the T-value statistic of the variable *e-service quality* on *e-customers satisfaction*, the results obtained are $34,264 > 1.96$ and the value of the *path coefficients* is positive with the result *original sample* of 0.896. Then **H_2 accepted and H_0 rejected**.

2. The effect of *e-customers satisfaction* on *e-customers loyalty*

H_3 = There is an effect of *e-customers satisfaction* on *e-customers loyalty*

H_0 = There is no effect of *e-customers satisfaction* on *e-customers loyalty*

There is a significant value with the T-value statistic of the variable *e -customers satisfaction* to *e-customers loyalty* results obtained $4.672 > 1.96$ and the value of the *path coefficients* is positive with the result *original sample* of 0.618. Then **H₃ accepted and H₀ rejected**.

3. Effect of *e-service quality* to *e-customers loyalty* through the conclusion of *e-customers satisfaction*

H₄ = influences of the *e-service quality* time-*customers loyalty* through the conclusion of *e-customers satisfaction*

H₀ = No influence of *e-service quality* of the *e- customers loyalty* through *e-customers satisfaction* A

Significant value was with the T-value statistic of the variable *e-service quality one-customer loyalty* through *e-customers satisfaction*, the obtained results obtained were $4.447 > 1.96$ and the value of the *path coefficients* was positive with the result *original sample* of 0.637. Then **H₄ accepted and H₀ rejected**.

V. Conclusion

5.1 Conclusions

Based on the results of research and discussion on "The Effect of e-service quality against e-customers loyalty through e-customers satisfaction in applications e-commerce Shopee" can be summed up as follows:

1. Variable e-service quality overall gain percentage value 82.51%. This means that the e-service quality owned by the e-commerce shopee has good quality.
2. The Variable e-customers satisfaction overall gets a percentage value of 83.52%. This means that e-customers satisfaction of e-customers owned by e-commerce shopee is of good quality.
3. The Variable e-customers loyalty as a whole gets a percentage value of 82.69%. This means that e-customers loyalty of e-customers owned by e-commerce shopee is of good quality.
4. Based on the results of data processing that has been carried out using the test, Inner Model it can be concluded that the e-service quality variable can affect the variable e-customers loyalty by 70.6%, leaving 29.4% results which are influenced by other variables not examined in this study. Furthermore, the e-service quality variable can affect the variable e-customers satisfaction by 80.3%, leaving the result 19.7% which is influenced by other variables not examined in this study.

5.2 Suggestions for Companies

There are several suggestions for Shopee companies so that they can be considered regarding which factors should be considered as priorities in better development efforts, including:

1. Based on research results from the variable e-service quality, the statement with the lowest value is the statement "Shopee's response is very fast if users have problems using the application". Therefore, shopee should pay more attention to the complaints from users and provide a fast and accurate response regarding the problems that users complain about. This is intended to improve the e-service quality of the Shopee e-commerce application. The response in question is the response from the shopee to various complaints owned by users, the speed and accuracy of information to help and

resolve problems or complaints that are owned by users. Such as increasing the responsiveness of customer service from Shopee, or by increasing the number of customer service.

2. Based on the research results of the variable e-customers satisfaction, the statement with the lowest value is the statement "e-commerce Shopee Appearance is neat ". This shows that users are still not satisfied with the appearance of the Shopee e-commerce application because it is not neat, therefore researchers give suggestions for Shopee to improve the neatness of their application to make it more attractive and provide satisfaction to application users.
3. Based on the research results of the variable e-customers loyalty, the statement with the lowest value is the statement "Shopee is my first choice of e-commerce ". This shows that users do not always make the Shopee application their first choice, therefore researchers provide suggestions to increase user satisfaction so that they do not easily switch to other e-commerce and make Shopee their first choice.

5.3 Suggestions for Further Researchers

Based on the research that has been done, suggestions for further researchers can be put forward as follows:

1. Further research can expand the object of research by adding or comparing with other e-commerce applications such as Tokopedia, Bukalapak, and Shopee.
2. Future researchers are expected to be able to add indicators so that they can be measured accurately.
3. It is hoped that further research can add the number of variables that can affect e-customers loyalty

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