

# The Effect of E-Servicescape in Increasing Customer Loyalty through Customer Satisfaction and Trust as Intervening Variables on Tokopedia Users in Malang

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## Abstract

The development of e-commerce in Indonesia has made the competition for e-commerce players even tighter. Thus, customer loyalty is an important factor for the company. Tokopedia is one of the online marketplaces in Indonesia. Along with the number of e-commerce companies in Indonesia, one way that can be done to be able to compete is through increasing e-service escape on the website marketplace. E-Servicescape are all elements on the website that are used by companies to deliver digital services to consumers. The purpose of this study was to determine the effect of e-servicescape in increasing customer loyalty through customer satisfaction and trust as intervening variables for Tokopedia users in the city of Malang. This type of research is explanatory research with a quantitative approach. The variables in this study are e-servicescape, customer satisfaction, trust and customer loyalty. The population in this study were Tokopedia users in the city of Malang. The sample in this study amounted to 90 respondents who were taken by purposive sampling technique. The analytical technique used is descriptive analysis technique and inferential analysis using SmartPLS. The results showed that e-servicescape had a significant effect on customer satisfaction, customer trust and loyalty, customer satisfaction and trust had a significant effect on customer loyalty, e-servicescape had a significant effect on customer loyalty through customer satisfaction and trust as intervening variables.

## Keywords

E-Servicescape, Customer Satisfaction, Trust, Customer Loyalty.



## I. Introduction

Indonesia is the ninth largest market for e-commerce with US\$43 billion in revenue in 2021, placing it ahead of Canada and behind India. With an increase of 32%, the Indonesian e-commerce market contributes to a world growth rate of 29% in 2021. Revenues for e-commerce continue to increase. New markets are emerging, and existing markets also have the potential for further development. Global growth will continue over the next few years (Katadata.co.id). E-commerce is retail with a non-store format which is the most optimal type in supporting advances in information technology to be able to interact with consumers (Kotler and Armstrong, 2012).

In Indonesia, there are several e-commerce websites. Tokopedia is in first place in the development of the number of users in 2021, then Shopee is in second place. The rankings 3 to 5 are consistently filled by Bukalapak, Lazada, and Blibli with each recording visits of more than 15 million. The results held by Tokopedia as the most visited e-commerce (Iprice, 2021). Tokopedia recorded a gross transaction value (GTV) of IDR 126.6 trillion for the first seven months of 2021. Gross revenue for Tokopedia's e-

commerce services reached IDR 3.3 trillion. In the third quarter of 2021, the Company estimates a gross revenue of IDR 1.8 trillion (Katadata.co.id).

Along with the number of e-commerce companies in Indonesia, there are many ways that can be done to be able to compete to win consumers. One of them is through e-servicescape. Unlike conventional stores, online stores do not allow consumers to see products directly. Therefore, e-service escape a website is important as a tool to attract consumers to make online purchases so that consumers can be loyal to these services. Customer loyalty is very important in running a business because maintaining and maintaining good relationships with customers is an important key for business survival (Griffin, J., 2016). Human Resources (HR) is the most important component in a company or organization to run the business it does. Organization must have a goal to be achieved by the organizational members (Niati et al., 2021). Development is a change towards improvement. Changes towards improvement require the mobilization of all human resources and reason to realize what is aspired (Shah et al, 2020). The development of human resources is a process of changing the human resources who belong to an organization, from one situation to another, which is better to prepare a future responsibility in achieving organizational goals (Werdhiastutie et al, 2020).

Several previous studies related to e-servicescape, Research conducted by Savelli et al., (2017) The results of the study are that e-servicescape can positively affect customer loyalty. Another important factor is that companies must pay attention to customer satisfaction. Kusumawati and Rahayu's research, (2020) The results show that customer satisfaction has a significant effect on customer loyalty. Next is trust. Trust is one of the factors that can affect consumer loyalty (Ali Hasan, 2013). Research conducted by Marakanon and Panjakajornsak, (2017) The results show that customer trust has a direct influence on customer loyalty. In line with the research conducted by López-Miguens and Vázquez, (2017) The results show that electronic satisfaction and electronic trust have a direct effect on electronic loyalty, where electronic satisfaction has a large influence and is followed by electronic trust. This shows that satisfaction and trust in the website is the key to building customer loyalty in an online context.

Tokopedia is one of the e-commerce platforms that is often used, including residents in the city of Malang. Malang is a city located in the province of East Java, Indonesia and is also the second largest city in East Java. This study uses objects on Tokopedia users in the city of Malang because Tokopedia is a platform that contributes to increasing MSMEs in the city of Malang. MSMEs in the city of Malang are users of one of the e-commerce sites that have an increase in sales of up to 123% (Repjoja.Republika.co.id).

Based on the description on the background, the researchers are interested in conducting research with the title: The Effect of E-Servicescape in Increasing Customer Loyalty through Customer Satisfaction and Trust as Intervening Variables for Tokopedia Users in Malang City.

## II. Review of Literature

### 2.1 E-Servicescape

*Servicescape* First introduced by Bitner (1992) revealed that the servicescape as a physical environment which includes services to an interior facility or an exterior facility. Its services include an assessment of interior design, exterior design, parking lot layout plans, equipment provided, and parking spaces. The concept of e-servicescape was first discovered by Harris & Goode (2010) who defined e-servicescape as an aspect of a virtual

environment that exists when providing services. This is because seeing the increasing number of internet users in conducting business or e-commerce activities.

## **2.2 Customer satisfaction**

Oliver in Daryanto (2014), states that satisfaction is the customer's response to his needs. So, it can be concluded that satisfaction is a person's feeling of satisfaction, pleasure and relief due to consuming/getting a product or service. Customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the product's perceived performance (or results) to brand expectations (Kotler, 2017). Satisfaction is important in the business world. In general, satisfaction can be interpreted as a comparison between services or results received by consumers which refers to the perceived performance and the level of satisfaction or dissatisfaction with products or services after making a purchase.

## **2.3 Trust**

According to Mowen and Minor (2012), consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. According to Wibasuri et al., (2018), Trust is an important factor for consumers to decide whether to make a transaction or not. Trust is an important factor in building an online business (Marakanon and Panjakajornsak, 2017). Trust is very important in the e-commerce environment because it is the main factor in establishing transactions with other parties, in online business parties who have interests cannot meet in person. The existence of this makes some consumers who are hesitant to provide their personal information when they want to make online transactions.

## **2.4 Customer loyalty**

Consumer loyalty is a response that is closely related to a pledge or promise to uphold the commitment that underlies the sustainability of the relationship, and is usually reflected in consistent repeat purchases (Tjiptono, 2017). Customer loyalty is very important in running a business because, maintaining and maintaining relationships good relationship with customers is an important key for business survival (Griffin, J., 2016). Savelli et al., (2017), define customer loyalty as a cumulative construct that includes the act of consuming (action loyalty) and expected consumption (future repurchases). Loyalty is very important in the business world whether online or offline.

Reference source that supports the hypotheses and conceptual framework models:

1. Savelli, Cioppi, and Tombari, (2017); Tankovic and Benazic (2018),
2. Jalil, Fikry, and Zainuddin, (2016), Kusumawati and Rahayu, (2020),
3. Harris and Goode (2010), Wu, Quyen, and Rivas (2017), Kühn et al., (2019), Tran and Strutton, (2020)
4. Kusumawati and Rahayu, (2020), El-Adly (2019) López-Miguens and Vázquez, (2017)
5. López-Miguens and Vázquez, (2017), Marakanon and Panjakajornsak, (2017); Mainardes and Cardoso, (2019)

## **2.5 Hypothesis**

- H1: E-Serviceescape affects customer loyalty
- H2: E-Serviceescape affects customer satisfaction
- H3: E-Serviceescape affects trust
- H4: Customer satisfaction affects customer loyalty
- H5: Trust affects customer loyalty

H6: E-Servicescape has an effect on customer satisfaction through customer satisfaction as an intervening variable

H7: E-Servicescape has an effect on customer satisfaction through trust as an intervening variable

### III. Research Method

This study uses a quantitative approach, and this research is explanatory or can be called explanatory research, namely research that is in the process of testing using the same data, where researchers try to show a casual or causal relationship between variables in research by testing hypotheses. In this study, the approach used by the researcher is not only to collect data from respondents, but also to examine the effect of e-servicescape in increasing customer loyalty through customer satisfaction and trust as intervening variables for Tokopedia users in the city of Malang. When the research was conducted in February – May 2022

According to Sugiyono (2015) the population is all research subjects consisting of subjects who have certain qualities and characteristics that are determined directly by the researcher which can then be drawn as a conclusion. The population in this study involved all Tokopedia users in the city of Malang whose number was unknown.

The sample is part of the population to estimate the characteristics of the entire population, so the sample must represent the total number studied (Sciffman and Wisenbilt, 2019). Purposive sampling is the determination of samples with certain criteria that provide information according to the type of judgment that is based on the researcher's assessment criteria (Sekaran and Bougie, 2017). The sample selection criteria used in this study are:

- 1) Residents in Malang City who use the Tokopedia application,
- 2) Tokopedia users who make online purchases using Tokopedia in the last 3 months at the latest,
- 3) Tokopedia users who make transactions using Tokopedia at least 3 times.

If the population cannot be known, according to Hair (2014) recommends taking samples with a minimum number of five to ten times the number of indicators. The number of indicators in this study was 18, so referring to the concept, the sample used in this study was  $18 \times 5 = 90$  respondents. so the sample used in this study was 90 respondents.

Collecting data using a survey method, which is a research approach that uses a sample as a representation of the population. In the survey method, the researcher uses a questionnaire as the main tool to obtain data directly from the object under study. The method used to determine the measurement scale in this study is the itemized rating scale, a scale that is often used in business research (Ghozali & Latan, 2015). For measurement, the Likert scale is used, a scale that is formed to explain how strongly the subject agrees or disagrees by asking questions to the respondents. Generally the Likert scale consists of 5 points, namely Strongly agree (SS) with a score of 5, Agree (S) with a score, 4 Neutral (N) with a score of 3, disagree (TS) with a score of 2, strongly disagree (STS) with a score of 1 (Sugiyono, 2015)

**Table 1.** Variable Measurement Indicator

Variable	Items	Source
<b>E-Servicescape (X)</b>	Tokopedia displays its products attractively in terms of pictures	(Harris and Goode,
	Creative Tokopedia application display	
	The Tokopedia Play feature on the Tokopedia website can be	

	entertaining	2010)
	I don't need much help when using the Tokopedia app	
	The information available on the Tokopedia website is exactly what I need	
	Tokopedia makes purchase recommendations that suit my needs	
	The Q&A interaction between sellers and buyers on the website is very interesting	
	Tokopedia has an easy-to-use payment procedure	
	Overall, Tokopedia pays attention to the element of transaction security	
<b>Customer satisfaction (Z1)</b>	The facilities provided by Tokopedia are in line with my expectations	Tjiptono (2014:101)
	I will visit Tokopedia again to shop online in the future	
	I will recommend Tokopedia to friends	
<b>Trust (Z2)</b>	Tokopedia does not make false statements	(López-Miguens and Vázquez, 2017)
	The website doesn't do anything that harms its users on purpose	
	The recommendations offered by the Tokopedia website are for mutual benefit	
<b>Customer loyalty (Y)</b>	I will be a loyal Tokopedia customer	(López-Miguens and Vázquez, 2017)
	I say positive things about the Tokopedia site to other people	
	I still shop at Tokopedia even though other marketplaces drop lower prices	

This research uses PLS-based SEM data processing techniques. PLS software in this study uses software called SmartPLS version 3.3.3. In PLS there are two stages, namely: evaluation of the measurement model (outer model) and evaluation of the structural model (inner model). The measurement model consists of the relationship between observable variable items and the latent construct that is measured by these items. Furthermore, the structural model consists of latent constructs that cannot be observed. In this test, the estimation of path coefficients is also carried out which identifies the strength of the relationship between the independent variable and the dependent variable.

## IV. Result and Discussion

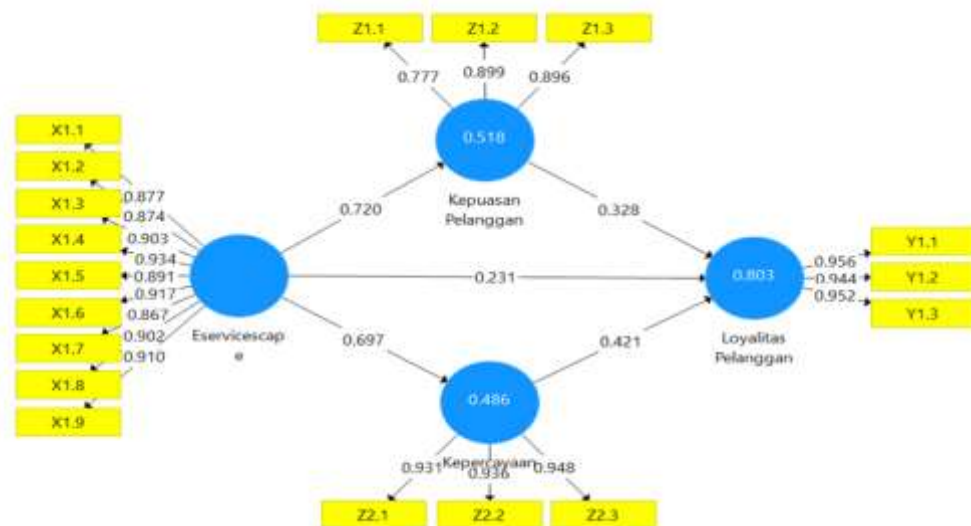
### 4.1 Partial Least Square (PLS)

PLS is a powerful analytical method because it can be applied to all data scales, PLS analysis also does not require many assumptions and the sample size does not have to be in large numbers, besides that it can also be analyzed constructs formed with reflective indicators and formative indicators. This is possible because the PLS algorithm uses series ordinary least square analysis so that model identification is not a problem in the recursive model and does not assume the shape of a certain distribution of the measurement of research variables. Furthermore, the efficiency of the analytical analysis is able to estimate large and complex models (Falk and Miller, 1992 in Ghazali, 2014).

The structural model in the PLS approach is the relationship between latent variables called the inner model, while the measurement model of each indicator, both reflective and formative, is called the outer model. The inner model can be evaluated by looking at the



percentage value of the variance described, namely by looking at the value of R2 (R-square exogenous variable) for the dependent variable construct using the Stone-Geiser Q Square test and seeing the magnitude of the structural path coefficient. The stability of this estimate was evaluated using the t-statistic test obtained through the bootstrapping procedure (Ghozali, 2014).



**Figure 2.** Results of the Research Structural Model

#### 4.2 Construct Validity and Reliability Testing

The use of PLS analysis tools requires testing the validity and reliability of the constructs, as testing the Goodness of Fit on the outer model. There are three measurements, namely (1) convergent validity, (2) discriminant validity, and (3) composite reliability.

**Table 2.** Convergent Validity and Reability Construct Test Results

Variable	Indicator	Loading Factor	Reliability Construct	Information
E-Servicescape (X)	X1.1	0.877	0.974	Valid
	X1.2	0.874		Valid
	X1.3	0.903		Valid
	X1.4	0.934		Valid
	X1.5	0.891		Valid
	X1.6	0.917		Valid
	X1.7	0.867		Valid
	X1.8	0.902		Valid
	X1.9	0.910		Valid
Customer Satisfaction (Z1)	Z1.1	0.777	0.894	Valid
	Z1.2	0.899		Valid
	Z1.3	0.896		Valid
Trust (Z2)	Z2.1	0.931	0.957	Valid
	Z2.2	0.936		Valid
	Z2.3	0.948		Valid

Customer Loyalty (Y)	Y1.1	0.956	0.966	Valid
	Y1.2	0.944		Valid
	Y1.3	0.952		Valid

The test results in table 2 show that all indicators in each variable have a loading factor value  $> 0.5$  with a Construct reliability value  $> 0.7$ . The results show that all indicators have met Convergent Validity and Construct Reability.

Discriminant validity of the measurement model with reflexive indicators, assessed based on the crossloading of measurements with constructs. If the correlation value of the construct items is greater than the other constructs, it can be said that the latent construct can predict the size of the block better than other block sizes. Another method to measure discriminant validity is by comparing the value of the square root of Average Variance Extracted (AVE) of each construct with the relationship between other constructs in the model. If the mean value of the AVE in each construct is greater than the correlation value between constructs and other constructs in the model, then the correlation value is said to have a good discriminant validity value. This measurement standard can also be used to assess the reliability of latent variable component scores and the results are more conservative than composite reliability. In this case, the value of the AVE is suggested to be more than or greater than 0.50 (Fornell and Larcker, 1981 in Ghazali, 2014).

**Table 3.** Discriminant Validity Test Results

Variable	<i>Fornell-Larcker Criterion</i>				Information
	Eservicescape	Trust	Customer satisfaction	Customer loyalty	
Eservicescape	0.898				Valid
Trust	0.697	0.938			Valid
Customer satisfaction	0.720	0.798	0.859		Valid
Customer loyalty	0.761	0.844	0.830	0.951	Valid

Based on the table above, all the roots of the AVE (Fornell-Larcker Criterion) of each construct are greater than their correlations with other variables, so the discriminant validity requirements in this model have been met.

### 4.3 Direct Influence Testing

**Table 4.** Results of Direct Effect Hypothesis Testing

Direct Influence	<i>Inner Weight</i>	T-stats	<i>P-value</i>	Conclusion
<i>E-Servicescape</i> -> Customer Loyalty	0.231	2,377	0.018	significant
<i>E-Servicescape</i> -> Customer Satisfaction	0.720	10,405	0.000	significant
<i>E-Servicescape</i> -> Trust	0.697	7,331	0.000	significant
Customer Satisfaction -> Customer Loyalty	0.328	2.854	0.004	significant
Trust -> Customer Loyalty	0.421	4,955	0.000	significant

#### 4.4 Indirect Effect Testing

**Table 5.** Results of Direct Effect Hypothesis Testing

Indirect Influence	Coefficient	P-value	Conclusion
X1 -> Z1 -> Y	$0.720 \times 0.328 = 0.236$	0.006	Significant
X1 -> Z2 -> Y	$0.697 \times 0.421 = 0.293$	0.000	Significant

**Table 6.** Goodness of Fit Model . Test Results

Indicator	R Square
Customer satisfaction	0.513
Trust	0.480
Customer loyalty	0.803

#### 4.4 Discussion

##### a. Effect of E-servicescape on Customer Loyalty

Testing the direct effect between E-Servicescape on Customer Loyalty shows that there is a significant and positive direct influence between E-Servicescape on Customer Loyalty. This means that the better the E-Servicescape will result in higher Customer Loyalty, and vice versa.

Theoretically, the results of this study indicate that e-servicescape has a positive and significant effect on increasing customer loyalty. These findings are in line with the research conducted by Savelli et al. (2017) and Tankovic and Benazic (2018).

##### b. The Effect of E-servicescape on Customer Satisfaction

Testing the direct effect between E-Servicescape on Customer Satisfaction shows that there is a significant and positive direct influence between E-Servicescape on Customer Satisfaction. This means that the better the E-Servicescape will result in higher Customer Loyalty, and vice versa.

Theoretically, the results of this study indicate that e-servicescape has a positive and significant effect in increasing customer loyalty. These findings are in line with research conducted by Jalil, Fikry, and Zainuddin (2019), Kusumawati and Rahayu, (2020).

##### c. The Effect of E-servicescape on Trust

Testing the direct effect between E-Servicescape on trust shows that there is a significant and positive direct effect between E-Servicescape on trust. This means that the better the E-Servicescape, the higher the Trust, and vice versa.

Theoretically, the results of this study indicate that e-servicescape has a positive and significant effect on trust. This finding is supported by research conducted by Harris and Goode (2010), Wu, Quyen, and Rivas (2017), Kühn et al., (2019), Tran and Strutton, (2020)

##### d. The Effect of Customer Satisfaction on Customer Loyalty

Testing the direct effect between Customer satisfaction on customer loyalty shows that there is a significant and positive direct effect between E-Servicescape on trust. This means that the better the E-Servicescape, the higher the Trust, and vice versa.



Secara teoritis, hasil penelitian ini menunjukkan bahwa kepercayaan berpengaruh positif dan signifikan terhadap loyalitas pelanggan. Temuan ini didukung oleh penelitian terdahulu yang dilakukan oleh Imanto et al. (2016), Kusumawati dan Rahayu, (2020), El-Adly (2019) López-Miguens dan Vázquez, (2017)

#### **e. The Effect of Trust on Customer Loyalty**

Testing the direct effect of customer satisfaction on customer loyalty shows that there is a significant and positive direct effect between E-Servicescape on trust. This means that the better the E-Servicescape, the higher the Trust, and vice versa.

Theoretically, the results of this study indicate that trust has a positive and significant effect on customer loyalty. This finding is supported by previous research conducted by López-Miguens and Vázquez, (2017), Marakanon and Panjakajornsak, (2017); Mainardes and Cardoso, (2019)

#### **f. The Effect of E-Servicescape on Customer Loyalty through Customer Satisfaction as an Intervening Variable**

Testing the indirect effect between *E-Servicescape* to Customer Loyalty through the intermediary of Customer Satisfaction, it is concluded that the Customer Satisfaction variable is able to mediate the effect of E-Servicescape on Customer Loyalty. That is, the higher the E-Servicescape, the higher the Customer Loyalty, the higher the Customer Satisfaction, and vice versa.

Customer satisfaction can partially mediate the relationship between e-servicescape and customer loyalty, thus it can be interpreted that the e-servicescape in the Tokopedia marketplace is able to increase customer loyalty by first increasing customer satisfaction. Consumers who already have confidence in the e-servicescape provided by the Tokopedia marketplace tend to repurchase products in the Tokopedia marketplace, so that in the end these consumers have the potential to become Tokopedia marketplace customers.

#### **g. The Effect of E-servicescape on Customer Loyalty through Trust as an Intervening Variable**

Testing the indirect effect of E-Servicescape on Customer Loyalty through Trust intermediaries, it can be concluded that the Trust variable is able to mediate the effect of E-Servicescape on Customer Loyalty. That is, the higher the E-Servicescape, the higher the Customer Loyalty. if the trust is also higher, and vice versa.

Trust can partially mediate the relationship between the e-servicescape and customer loyalty, thus it can be interpreted that the e-servicescape in the Tokopedia marketplace is able to increase customer loyalty by first increasing consumer trust. Consumers who already have confidence in the e-servicescape provided by the Tokopedia marketplace tend to repurchase products in the Tokopedia marketplace, so that in the end these consumers have the potential to become Tokopedia marketplace customers.

## **V. Conclusion**

Based on the data obtained in research on e-service escape, customer satisfaction, trust and customer loyalty to Tokopedia users in Malang City. then it has been analyzed, it can be concluded as follows:

1. E-servicescape has an impact on customer loyalty, where the increase in e-servicescape will increase the customer loyalty of Tokopedia users in the city of Malang.

2. E-servicescape have an impact on customer satisfaction, where increasing e-servicescape will increase customer satisfaction. The better the trust will increase the customer satisfaction of Tokopedia users in the city of Malang.
3. E-servicescape has an impact on trust, where increasing e-servicescape will increase trust. The better the e-servicescape it will increase the trust of Tokopedia users in the city of Malang
4. Customer satisfaction has an impact on customer loyalty. The better customer satisfaction that consumers have, the more loyal Tokopedia users will be in Malang City.
5. Trust has an impact on customer loyalty. The better the trust that consumers have, the more loyal Tokopedia users will be in Malang City.
6. Customer satisfaction is able to mediate the effect of e-servicescape on customer loyalty to Tokopedia users in the city of Malang. The role of customer satisfaction as a partial mediation shows that customer satisfaction is able to bridge the effect of e-servicescape on customer loyalty. This proves that e-servicescape is able to influence customer loyalty either directly or indirectly.
7. Trust is able to mediate the effect of e-servicescape on customer loyalty of Tokopedia users in Malang City. The role of trust as a partial mediation shows that trust is able to bridge the effect of e-servicescape on customer loyalty. This proves that e-servicescape is able to influence customer loyalty either directly or indirectly.

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