The Dominant Effect of Electronic Service Quality Attributes on Affective, Conative, and Action Electronic Customer Loyalty on Shopee E-Commerce Users in East Java

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Abstract

The high value of e-commerce business transactions which reached more than forty-four billion US Dollars, caused e-commerce companies to compete fiercely. Shopee is an example of a company that has successfully taken advantage of e-commerce business opportunities in Indonesia. Shopee, as the e-commerce with the most visitors, currently has to face competition in its business scope. One way to face competition is to pay attention to the quality of its services (e-servqual). This study analyses the indicators that influence the electronic service quality variable in maintaining affective, conative, and action e-customer loyalty in e-commerce users—Shopee in East Java, using Structural Equation Modelling. The sampling technique was carried out by purposive sampling, which was selected by Shopee users in various cities in East Java. The number of samples that are taken is as many as 393 respondents. The attributes of the quality of electronic services in this study include efficiency, fulfilment, privacy, responsiveness, compensation and contact. The research results found that the indicators that give the most significant contribution to the diversity of the quality of electronic services are privacy, responsiveness, and contact. In addition, the relationship between e-servqual variables with affective, conative, and action customer loyalty, among others: e-servqual has a significant direct relationship and has a positive effect on affective E-loyalty, e-servqual has a significant direct and indirect relationship and has a positive effect on conative e-loyalty, e-servqual has a significant direct and indirect relationship and has a positive effect on action e-loyalty, affective e-loyalty has a significant direct and positive effect on conative e-loyalty, and affective e-loyalty has a significant direct relationship and has a positive effect on action e-loyalty.

Keywords: e-commerce; affective e-loyalty; action e-loyalty; conative e-loyalty; e-servqual; SEM

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1.   **Introduction**

The value of e-commerce business transactions which reached 44 billion USD, caused e-commerce companies to compete tightly (Global Digital Overview, 2021). In a customer-oriented industry or business, it is unavoidable that service quality becomes the only determining factor of the existence of the company or industry in being involved in an industry or business that is full of competition because if service quality is not considered, the consequences will be that customers will suffer. Move to other similar industries or businesses that provide more satisfactory service and provide good complaint responses to consumers. Consumer satisfaction is a person's feeling of pleasure or disappointment from comparing his impression of a product's performance (or results) and his expectations. In Zeithaml et al. (2009), there is an important relationship between customer satisfaction and customer loyalty. This relationship will be stronger if consumers feel very satisfied.

Satisfying consumer needs is the desire of every company. Because satisfying consumers can provide many benefits and advantages for the company and be an essential factor for the company's survival, satisfying consumer needs can increase competitive advantage. Consumers satisfied with products and services tend to repurchase the product and reuse the service when the same need reappears in the future. This means that satisfaction is a key factor for consumers in making repeat purchases which is the largest portion of the company's sales volume.

With good service quality, customers will be satisfied and loyal to the company. Several studies show a positive relationship between customer satisfaction and customer loyalty (Tam, 2012). When customers are satisfied with a site, they will be willing to interact with the site more in the future and become loyal customers (Fang, Y., Chiu, C., & Wang, TE, 2011)

A survey has been conducted by iPrice to see the development of e-commerce in Indonesia. The survey released in September 2021 maps e-commerce rankings based on monthly web visitors, Appstore rankings, Playstore rankings, Twitter followers, Instagram followers, Facebook followers and number of employees. Shopee ranks first in the most monthly visitors, first in the Appstore and Playstore and among the most Instagram followers (price, 2021).

Shopee is an example of a company that has successfully taken advantage of the e-commerce business market opportunity in Indonesia and can become a company that is the first choice of the Indonesian people. In previous years, Lazada was ranked first as the most popular e-commerce in Indonesia according to iPrice survey data in 2017. However, from 2019 until now, Shopee has been able to compete with Lazada in first place in Top E-Commerce. Therefore, being in first place today as the most widely used e-commerce does not necessarily make Shopee feel safe. Efforts and strategies need to be made to maintain customer loyalty which previously needed to be studied from service aspects that needed to be improved or maintained. Based on the explanation above, the researcher will conduct a study on the service aspect and look for its influence on customer loyalty and find out the dominant effect of electronic service quality by using the research area of East Java where East Java is the area in Indonesia with the third most internet users in Indonesia after West Java and Central Java (APJII, 2021).

2.   **Literature Review**

Literature review should explain any theories or framework used in the study and describe the difference of the manuscript with other papers, that it is innovative.

2.1.   *E-commerce*

In Turban et al. (2015), Electronic commerce refers to the use of the internet and intranets to buy, vend, transport, or trade data, goods, or services. E-commerce can be pure or partial depending on its three main conditioning ordering and payment, order fulfilment, and delivery to guests. Each exertion

can be physical or digital. The media generally used in-commerce conditioning is the world wide web (www). A study by Aberg and Shahmehri in David Wong (2017) shows that advancements to the services handled by the web system must be carried out continuously to have a major influence on deal situations and consumer satisfaction.

2.2.   *E-Servqual*

Parasuraman in Dewa (2019) developed a comprehensive e-Servqual scale to measure the quality of e-commerce website services. The study was taken in the e-Servqual (electronic service quality) domain, from which items were taken for research. The good quality of service provided by e-commerce sites will increase customers repurchase intention and increase their loyalty to the company. To conduct a study that helps establish the link between e-service quality, perceived value and satisfaction. In the face of these difficulties, the proper method to measure service quality is to measure how consumers perceive the quality of their services (Parasuraman in Dewa, 2019). A scale for service quality measuring based on how consumers perceive service quality called servqual was developed. The servqual scale developed in the context of service delivery persons was inadequate in measuring the service quality of e-commerce sites. Therefore, a separate scale was developed.

Zhou (2009) said that service quality has a more substantial effect than website design quality on consumer trust and satisfaction; satisfied customers who are willing to visit the website repeatedly in the future can be a source of competitive advantage for e-commerce companies.

Several dimensions can measure service quality in both offline and online contexts. Based on the e-servqual model studied previously, Leena (2018) proposes six dimensions of e-servqual that affect the satisfaction of E-Banking users in India, including Competence, Reliability, Communication, Security, Access, and Creditability. By testing the correlation, it was found that the six dimensions significantly affect the satisfaction of e-banking users in India.

Ladhari's research (2010) uses six dimensions to assess e-service quality in the context of online retailing, namely:

1. Reliability refers to the e-tailer's ability to perform the promised service precisely and accurately

2. Responsiveness (responsiveness), which refers to the speed of response and willingness of e-tailers to help customers;

3. Privacy/security (privacy/security), which refers to the protection of personal and financial information;

4. Information quality/benefit, which refers to the suitability of information with customer needs and objectives;

5. Ease of use/usability refers to the effort required by the customer to gain access to the available information.

6. Web design (site design) refers to an online catalogue's aesthetic features, content, and structures.

Ladhari's research is a literature review research for the development of the e-servqual scale, which is carried out using CIT (Critical Indent Technique), where the results of the 6-dimensional research are more consistent in the construct of e-service quality.

Meanwhile, the results of research conducted by Parasuraman in Dewa (2019) found the concept of service quality as an e-servqual model which includes seven dimensions, namely:

a) Efficiency: It is related to how easy it is for users to find information on the website. Without interaction with customers, online customers need to find information on the product or service that is being sought. If customers are often confused during the search process, they will stop.

b) Availability: Providing what consumers need.

c) Fulfilment: refers to the success of the website in delivering its products or services and its ability to correct errors that occur during the transaction process.

d) Privacy: Relate to how a website can be trusted to store personal data for its customers. Services online are done properly and smoothly can build trust and confidence in the customer.

e) Responsiveness: Can be measured based on the timeliness of a website responding to customers in an online environment.

f) Compensation: In relation to an e-commerce business, compensation and or replacement to consumers if the goods or services provided to consumers are not satisfactory.

g) Contact: Related to how a web can provide service features that allow users (users) to interact with other users.

2.3. *E-loyalty*

Xiaoshu's research (2013) examines the e-loyalty model in social websites and the impact of website quality on e-loyalty, where there are four stages of loyalty, namely:

1. Cognitive Loyalty (Loyalty based on awareness)
   In this first stage, the available information about a brand becomes the determining factor. This stage is based on consumer awareness and expectations. In Xiaoshu's (2013) research, website quality occupies this loyalty stage.

2. Affective Loyalty (Loyalty based on the effect)
   The next stage of loyalty is based on influence. At this stage, it can be seen that influence has a strong position, both in behaviour and as a component that affects satisfaction. This condition is challenging to eliminate because loyalty is embedded in the minds of consumers, not just awareness or expectations. In Xiaoshu (2013) research, customer satisfaction occupies this loyalty stage.

3. Conative Loyalty (Loyalty based on commitment)
   Phase loyalty contains a commitment to conduct high to purchase a product or service. The difference from the previous stage is that Affective Loyalty is only limited to motivation, while behavioural commitment gives a desire to take action. The desire to make repeat purchases or loyalty is an action that can be anticipated but not realized. Included in conative loyalty are purchase intention and intention to revisit.

4. Action Loyalty (Loyalty in the form of action)
   This stage is the final stage of loyalty. This stage begins with a desire accompanied by motivation, a readiness to act, and a desire to overcome all obstacles to take action. Participation, positive e-wom, and co-shopping (deposit service, joint purchase, reseller, or drop shipper through Shopee).
   The study results show that the four loyalty models above are related to each other; besides, there are additional components in conative loyalty and action loyalty influenced by cognitive and affective loyalty.

2.4. *The effect of e-customer loyalty on e-costumer loyalty*

Every business will undoubtedly face competition in its business scope. In facing this competition, companies must pay attention to their services' quality to satisfy their customers (Panjaitan, 2016). Online service quality or e-service quality describes how a website can be effective and efficient in facilitating the purchase of business products. Good service quality will increase customer satisfaction and loyalty to the product (Siwantara, 2011). Loyalty is indicated by the behaviour of customers who

are committed to wanting to repurchase the product and recommend the company's services to others so that this behaviour benefits the company.

The development of the hypothesis in this research regarding E-Servqual is taken from the results of research from Ario Arzaq Akbar (2016), Ong Soo Ting (2016) and Kaya B (2019), which states that E-servqual has a significant influence on consumer satisfaction when shopping online. The results of research by Santoso and Aprianingsih (2017) state that e-service quality has a significant relationship with repurchase intention. In contrast, customer satisfaction (online) has an essential effect on increasing repurchase intention. Santoso and Aprianingsih's research results align with Paulo, Tiago, and Almira (2019) research, which states that e-service quality has a significant relationship with behavioural intention, including repurchase intention and intention to revisit and also positive e-wom through e-mail. -satisfaction. The research results conducted by Permada and Yasa (2018) state that e-service quality has a significant relationship with e-loyalty, including e-wom and participation through e-satisfaction.

The following hypothesis for the effect of affective e-loyalty is taken from the results of research conducted by Al-Dweeri (2017), which states that customer satisfaction is the most crucial factor in terms of customer loyalty, in this case, repurchase intention, positive e-wom, and participation and research that conducted by Akbar and Djatmiko (2016) which stated that E-customer satisfaction had a positive and significant effect on e-customer loyalty in terms of repurchase intention and intention to revisit.

3.   **Method**

The research data in this study were obtained from the distribution of research questionnaires. The respondents were those who had used e-commerce services at least three transactions in the last year and are currently domiciled in East Java. The questionnaire used in this study is a questionnaire using an assessment based on a Likert scale of 1 – 5 (strongly disagree - strongly agree) (Sugiyono, 2014). The e-servqual variable in this study will be represented by indicators of efficiency, availability, fulfilment, privacy, responsiveness, compensation and contact. Variables are e-loyalty affective with one indicator e-loyalty affective itself, variable e-loyalty conative represented by indicators of purchase intention and intention to revisit, and the variable e-loyalty of action represented by the indicator e-wom, participation, and co-shopping. This study will also analyse the relationship between e-servqual and affective, conative, and action e-loyalty with the following hypotheses:

H1: E-Servqual has a significant direct relationship and has a positive influence on Affective E-Loyalty

H2: E-Servqual has a significant direct and indirect relationship and has a positive influence on Conative E-Loyalty

H3: E-Servqual has a significant direct and indirect relationship and has a positive influence on Action E-Loyalty

H4: Affective E-Loyalty has a significant direct relationship and has a positive influence on Conative E-Loyalty

H5: Affective E-Loyalty has a significant direct relationship and has a positive influence on Action E-Loyalty

This study will use the Structural Equation Modelling (SEM) method to get the relationship value between variables.

4.   **Results**

From the results of the distribution of research questionnaires, obtained questionnaire data from as many as 393 respondents. This number already meets the minimum number of samples required in this

study, which is 385 respondents calculated using the statistical software Raosoft. Inc. Before processing using the previous SEM method, it is necessary to determine the path diagram used in this study. The path diagram in this study can be seen in Figure 1.
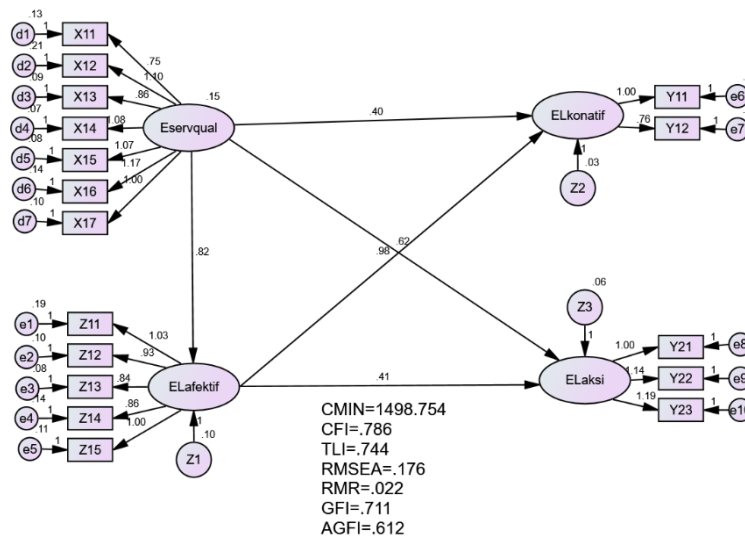

CMIN=1498.754
CFI=.786
TLI=.744
RMSEA=.176
RMR=.022
GFI=.711
AGFI=.612

Figure 1. Path diagram

After making the path diagram, linearity, normality, and outlier assumptions were tested. In linearity testing, all relationships between exogenous variables and endogenous variables produce a probability < level of significance (alpha (α=0.5%). Thus, it can be stated that all relationships between exogenous variables and endogenous variables are linear relationships. In normality testing based on the Central Limit Theorem, the data used in this study can be considered normally distributed because the number of samples used is large (above 120). In the outlier test, all observations produce probability 1 (P1) and probability 2 (P2), which are greater than the level of significance (Alpha = 5%). Thus, the data used in this study is declared not to contain outliers.

The next step is to evaluate the measurement model by testing the validity and reliability of the construct. Testing the validity of the analysis showed that all indicators of each variable, e-servqual, affective e-loyalty, conative e-loyalty, and action e-loyalty, produce a loading factor greater than 0.5. Thus, the indicator is valid or capable of measuring e-servqual, e-affective loyalty, e-loyalty conative, and action e-loyalty. Reliability testing above informs that the variable e-servqual, e-affective loyalty, e-loyalty conative, and action e-loyalty produce an AVE value greater than 0.5 and composite reliability is greater than 0.7. Thus, all indicators that measure these variables are declared reliable or reliable used to measure or explain the variables. Converting the path diagram into a measurement model gets the following results:

E-servqual variable measurement model:
X11 = 0.640 X1   X15 = 0.830 X1
X12 = 0.687 X1   X16 = 0.778 X1
X13 = 0.755 X1   X17 = 0.783 X1
X14 = 0.851 X1
Affective E-loyalty variable measurement model:
Z11 = 0.731 Z1
Z12 = 0.794 Z1
Z13 = 0.805 Z1

Z14 = 0.717 Z1
Z15 = 0.804 Z1
Conative E-loyalty variable measurement model:
Y11 = 0.954 Y1
Y12 = 0.824 Y1
Action E-loyalty variable measurement model:
Y21 = 0.853 Y2
Y22 = 0.965 Y2
Y23 = 0.912 Y2

The E-servqual variable informs that the privacy indicator (X14) has the highest loading value of 0.851. This means that the privacy indicator (X14) is the most dominant indicator in measuring the E-servqual variable. The second dominant indicator on the e-servqual variable is the responsiveness indicator (X15), with a loading value of 0.830. Moreover, the third dominant indicator is contact (X17), with a loading value of 0.783.

Furthermore, the evaluation of the structural model is carried out by first conducting a feasibility test of the construct and testing the hypothesis for further conversion of the path diagram into a structural model. The feasibility test of the SEM model is intended to determine whether the SEM model formed is appropriate (feasible) or not. There are several test indices in SEM analysis, namely the probabilities of the Chi-Square (CMIN), CMIN/DF, RMR, GFI, AGFI, TLI, CFI, and RMSEA tests. The results of the feasibility test of the SEM model have been summarized in the following table:

Table 1. Feasibility test results of SEM model

Index	Goodness of Fit	Criteria	Information
Chi-Square	1498,754 (p-value = 0.000)	p-value > alpha 0.5%	Not feasible
CMIN/DF	13,147	2.00	Not feasible
CFI	0.786	0.95	Not feasible
TLI	0.744	0.95	Not feasible
RMSEA	0.176	0.08	Not feasible
RMR	0.022	0.05	Worthy
GFI	0.711	0.9	Not feasible
AGFI	0.612	0.9	Not feasible

Source: Processed data

Based on the goodness of fit summary, it can be seen that only the RMR index matches the cut off value, while chi-square, CMIN/DF, CFI, TLI, RMSEA, GFI, and AGFI have criteria that do not match the cut off value - so that the seven indices have not been met. Thus, the construct that has been formed is declared inappropriate (not feasible).

Therefore, modification of the model is carried out by providing an asymmetrical relationship between variables with variables, variables with error variables, and error variables with error variables according to the guidance of the modified index. The results of the feasibility test of the SEM model after model modification have been summarized in the following table:

Table 2. Feasibility test results of SEM Model after modification

Index	Goodness of Fit	Criteria	Information
Chi-Square	55,904 (p-value = 0.000)	p-value > alpha 0.5%	Not feasible
CMIN/DF	3.288	2.00	Not feasible
CFI	0.944	0.95	Marginal
TLI	0.952	0.95	Worthy
RMSEA	0.076	0.08	Worthy
RMR	0.005	0.05	Worthy
GFI	0.984	0.9	Worthy
AGFI	0.859	0.9	Marginal

Source: Processed data

Based on the summary of the goodness of fit, it can be seen that the TLI, RMSEA, RMR and GFI indices correspond to their cut off values. Meanwhile, CFI and AGFI are in the marginal fit criteria. Chi-Square (CMIN) and CMIN/DF have criteria that do not match their cut off values, so both indices are declared unfit. Thus, the overall SEM model after model modification is declared feasible. The Path Diagram after modification of the model is as follows:
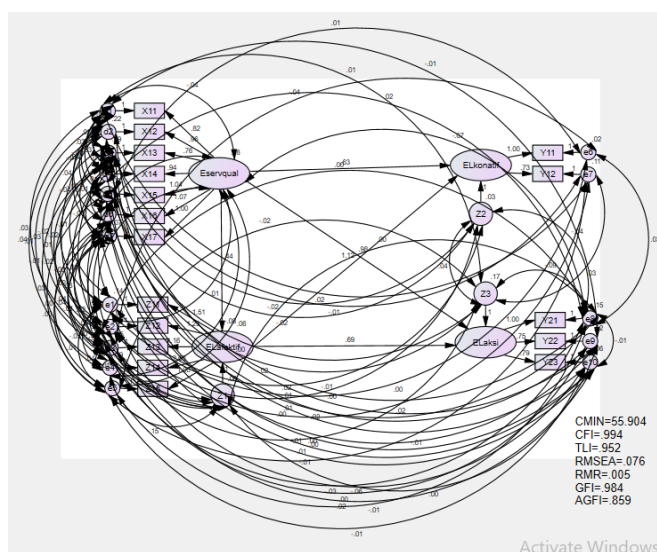

Figure 2. Path Diagram after modification of the model

Direct effect hypothesis testing is intended to test whether there is a direct effect of exogenous variables on endogenous variables. Testing criteria mentioned that if the p-value ≤ level of significance (alpha (α) = 0.5%), then declared there is a significant influence of exogenous variables on endogenous variables. The results of the analysis can be seen through the summary in the following table,

Table 3. Results of hypothesis testing for direct effects of exogenous variables on endogenous variables

Exogenous	Endogenous	Path Coefficient	SE	CR	P
Eservqual	ELaffective	0.710	0.066	12,458	<0.005
Eservqual	ELkonatif	0.264	0.065	6.134	<0.005

ELaffective	ELkonatif	0.751	0.066	14,866	<0.005
Eservqual	ELaksi	0.514	0.068	9.098	<0.005
ELaffective	ELaksi	0.399	0.056	7.416	<0.005

Source: Processed data

From the results of hypothesis testing above, all p-values are <0.005. This shows that the p-value < level of significance (alpha (α) = 0.5%). Therefore, it can be interpreted that there is a significant influence between exogenous and endogenous variables:

1. There is a significant effect of e-servqual on affective e-loyalty

2. There is a significant effect of e-servqual on conative e-loyalty

3. There is a significant effect of affective e-loyalty to the conative e-loyalty

4. There is a significant effect of e-servqual on action e-loyalty

5. There is a significant effect of affective e-loyalty on the action e-loyalty

The indirect effect hypothesis test is intended to test whether there is an indirect effect of exogenous variables on endogenous variables through mediating variables. The test criteria state that if T statistics t-table (1.96), then it is stated that there is a significant effect of exogenous variables on endogenous variables through mediating variables. The results of the analysis can be seen through the summary in the following table:

Table 4. Results of hypothesis testing for the indirect effect of exogenous variables on endogenous variables

Exogenous	Intervening	Endogenous	Indirect coefficient	SE	T statistics
Eservqual	ELaffective	ELkonatif	0.533	0.068	7,801
Eservqual	ELaffective	ELaksi	0.283	0.048	5,922

Source: Processed data

The effect of e-servqual on conative e-loyalty through affective e-loyalty produces T statistics of 7,801. This shows that T statistics > from T-table (1.96). Therefore, it can be interpreted that there is a significant effect of e-servqual on conative e-loyalty through affective e-loyalty. The effect of e-servqual on action e-loyalty through affective e-loyalty produces T statistics of 5.922. This shows that T statistics > from T-table (1.96). Therefore, it can be interpreted that there is a significant effect of e-servqual on action e-loyalty through affective e-loyalty.

Next is the conversion of the path diagram into a structural model, which is intended to find out how the exogenous to endogenous influences are, as shown in the following table:

Table 5. Results of conversion of path diagrams into structural models

Exogenous	Intervening	Endogenous	Path coefficient	Indirect coefficient
Eservqual (X1)		ELafective (Z1)	0.710*	
Eservqual (X1)	ELafective (Z1)	ELkonatif (Y1)	0.264*	0.533*
ELafective (Z1)		ELkonatif (Y1)	0.751*	
Eservqual (X1)	ELafective (Z1)	ELaksi (Y2)	0.514*	0.283*
ELafective (Z1)		ELaksi (Y2)	0.399*	

Description = * significant (alpha 0.5%)
Source: Processed data

Equation 1

Z1 = 0.710 X1

From equation 1 it can be informed that:

1.   The direct effect coefficient of e-servqual on affective e-loyalty is 0.710, which states that e-servqual has a positive and significant effect on affective e-loyalty. This means that the better the e-servqual, the more likely it will increase affective e-loyalty.

Equation 2

Y1 = 0.264 X1 + 0.751 Z1

From equation 2 it can be informed that:

1.   The direct effect coefficient of e-servqual on conative e-loyalty is 0.264, which states that e-servqual has a positive and significant effect on conative e-loyalty. This means that the better the e-servqual, the more likely it will increase conative e-loyalty.

2.   Coefficient direct effect affective e-loyalty against e-loyalty connative of 0751 states that the E-affective loyalty positive and significant impact on e-conative loyalty. This means that the better affective e-loyalty, the more likely it will increase conative e-loyalty.

3.   The indirect effect coefficient of e-servqual on conative e-loyalty through affective e-loyalty is 0.533, which states that e-servqual has a positive and significant effect on conative e-loyalty through affective e-loyalty. This means that the better the e-servqual, the more likely it is to increase affective e-loyalty so that it can increase conative e-loyalty.

Equation 3

Y2 = 0.514 X1 + 0.399 Z1

From equation 3 it can be informed that:

1.   The direct effect coefficient of e-servqual on action e-loyalty is 0.514, which states that e-servqual has a positive and significant effect on action e-loyalty. This means that the better the e-servqual, the more likely it is to increase the e-loyalty of the action.

2.   The direct effect coefficient of affective e-loyalty on action e-loyalty is 0.399, which states that affective E-loyalty has a positive and significant effect on action e-loyalty. This means that the better the affective e-loyalty, the more likely it is to increase the action e-loyalty.

3.   The indirect effect coefficient of e-servqual on action e-loyalty through affective e-loyalty is 0.283, which states that e-servqual has a positive and significant effect on action e-loyalty through affective e-loyalty. This means that the better the e-servqual, the more likely it is to increase affective e-loyalty so that it can increase action e-loyalty.

 E-servqual has a significant direct relationship and positively affects affective e-loyalty. E-servqual has a significant direct and indirect relationship and positively influences conative e-loyalty. E-servqual has a significant direct and indirect relationship and positively influences action e-loyalty. Affective e-loyalty has a significant direct relationship and positively influences conative e-loyalty. Affective e-loyalty has a significant direct relationship and positively influences action e-loyalty.

5.   **Discussion**

Online service quality or e-service quality describes how the website can be effective and efficient in facilitating the purchasing activities of the business product. The quality of service that both can increase the likelihood of customers feeling satisfied and loyal to the product. The results of the study are in accordance with the research hypothesis. The results of this study are in line with research conducted by Paulo, Tiago, and Almira (2019), which states that e-service quality has a significant relationship with e-loyalty; in this case, a behavioural intention includes conative e-loyalty and action e-loyalty. The results of this study are also in line with research conducted by Permada and Yasa (2018), which states that e-service quality has a significant relationship with e-loyalty through e-satisfaction. So

it can be concluded that e-service quality has a strong influence in realizing action e-loyalty through affective e-loyalty from customers.

6. Conclusions

This study aims to analyze the indicators that influence the electronic service quality variable in maintaining affective, conative and action e-customer loyalty on Shopee e-commerce users in East Java. Among the seven e-servqual indicators, the indicators that have the most influence on the electronic service quality variable in maintaining affective, conative, and action e-customer loyalty on shopee e-commerce users in East Java are privacy, responsiveness, and contact. To maintain customer loyalty, it is necessary to focus attention on maintaining and improving the e-servqual dimension on an ongoing basis. This, in the future, can increase the comfort felt by customers when making transactions, so it is expected to further affect the level of customer satisfaction and loyalty. This can be done by paying attention to each of its dimensions, especially for the e-servqual variable that has a dominant influence on affective, conative, and action loyalty, namely privacy, responsiveness, and contact.

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Pengaruh Dominan Atribut Kualitas Layanan Elektronik Terhadap Loyalitas Pelanggan Elektronik Afektif, Konatif, dan Tindakan Pada Pengguna E-Commerce Shopee di Jawa Timur

Abstrak

Tingginya nilai transaksi bisnis e-commerce yang mencapai lebih dari empat puluh empat miliar US Dollar, menyebabkan perusahaan-perusahaan e-commerce bersaing ketat. Shopee merupakan salah satu contoh perusahaan yang berhasil memanfaatkan peluang bisnis e-commerce di Indonesia. Shopee sebagai e-commerce dengan pengunjung terbanyak saat ini harus menghadapi persaingan dalam lingkup bisnisnya. Salah satu cara menghadapi persaingan adalah dengan memperhatikan kualitas layanannya (e-servqual). Penelitian ini menganalisis indikator-indikator yang mempengaruhi variabel kualitas layanan elektronik dalam mempertahankan loyalitas pelanggan e-customer afektif, konatif, dan tindakan pada pengguna e-commerce—Shopee di Jawa Timur, dengan menggunakan Structural Equation Modeling. Teknik pengambilan sampel dilakukan dengan purposive sampling, yang dipilih oleh pengguna Shopee di berbagai kota di Jawa Timur. Jumlah sampel yang diambil sebanyak 393 responden. Atribut kualitas layanan elektronik dalam penelitian ini meliputi efisiensi, pemenuhan, privasi, daya tanggap, kompensasi dan kontak. Hasil penelitian menemukan bahwa indikator yang memberikan kontribusi paling signifikan terhadap keragaman kualitas layanan elektronik adalah privasi, daya tanggap, dan kontak. Selain itu, hubungan antara variabel e-servqual dengan afektif, konatif, dan tindakan loyalitas pelanggan antara lain: e-servqual memiliki hubungan langsung yang signifikan dan berpengaruh positif terhadap afektif E-loyalty, e-servqual memiliki hubungan langsung yang signifikan dan berpengaruh positif terhadap loyalitas

pelanggan e-servqual. hubungan tidak langsung dan berpengaruh positif terhadap e-loyalty konatif, e-servqual memiliki hubungan langsung dan tidak langsung yang signifikan dan berpengaruh positif terhadap e-loyalty tindakan, e-loyalty afektif berpengaruh langsung dan positif signifikan terhadap e-loyalitas konatif , dan afektif e-loyalitas memiliki hubungan langsung yang signifikan dan berpengaruh positif terhadap e-loyalitas tindakan.

Kata kunci: e-commerce, afektif e-loyalty, action e-loyalty, conative e-loyalty, e-servqual, SEM