E-Servqual Analysis of Satisfaction and Loyalty on Tokopedia Consumers in Riau Province

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Abstract

The competitive e-commerce competition and the many alternatives make consumers selective in choosing the marketplace. E-servqual provided by e-commerce encourages consumers to make transactions which ultimately creates customer satisfaction and loyalty. This study examines the effect of e-servqual dimensions, namely efficiency, fulfilment, system availability, and privacy on satisfaction and loyalty consumers. The population in this study were Tokopedia consumers in Riau Province. The sampling technique used was purposive random sampling with a total sample of 100 respondents. They were collecting data using a questionnaire with a Likert scale. Data were analysed using SEM (Structural Equation Modelling) analysis. The results partially showed an effect of efficiency, fulfilment, system availability, and privacy on satisfaction. Besides, there was also the influence of Efficiency, Fulfilment, system availability, and confidentiality on Loyalty through Satisfaction as a mediation. The higher consumer satisfaction level so that the higher consumer loyalty on Tokopedia.

Keywords: e-servqual; e-commerce; satisfaction and loyalty

1.   Introduction

The development of technology penetrated all aspects of human life has made many people use it for economic matters. Technology and the sophistication of the internet today help humans meet their needs. This causes the number of internet users to grow rapidly to become a potential market for business people to enter. On the other hand, the application of this practice turns out to have many advantages for both companies and consumers. The development of internet users in Indonesia from 2015 to the end of 2020 increased sharply, by around 36% (Association of Indonesian Internet Service Providers).

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With the rapid growth of internet users, in 2020 Bank Indonesia recorded 24.7 million people who shopped online.

In 2020, there are already several e-commerce companies that are at the unicorn level or private companies with a capitalization value of more than $1 billion. One of the e-commerce companies with unicorn status from Indonesia is Tokopedia. Tokopedia is one of the companies that has succeeded in taking advantage of the e-commerce business market opportunities in Indonesia and can be one of the companies of choice for the Indonesian people. Tokopedia was in the first place based on the number of visitors per month (Insight, 2020). With The number of monthly visitors from Tokopedia is as many as 50,667. And the number of applications from each site that has been installed is 10,000 (Insight, 2020). The data is viewed in the C2C (consumer-to-consumer) business model category. Tokopedia is a company founded on August 17, 2009, under PT Tokopedia by William Tanuwijaya and Leontinus Alpha Edison on February 6, 2009. The establishment of this company is an online trade intermediary that can safely and reliably brings together sellers and buyers from all over Indonesia. Since its official launch, PT.Tokopedia has succeeded in becoming one of the Indonesian internet companies with a rapid growth and the largest marketplace in Indonesia.

The results of this study seek to contribute to filling the gaps in the existing literature. In addition, it is hoped that it can help practice for e-commerce business actors in general and Tokopedia in particular in increasing e-servqual for consumers and potential customers and its relation to the concept of e-servqual, consumer satisfaction, and customer loyalty. In general, it is possible to provide more services than companies because consumers are important assets for companies that determine the success or failure of businesses. Therefore, increasing loyalty through customer satisfaction becomes very important to adjust to the current tight competition, especially in the e-commerce industry.

2.   **Literature Review**

2.1.   *Customer loyalty*

Every company always tries to provide the best service for consumers, and good service will impact consumer loyalty. According to (El-Adly, 2019), consumer loyalty is a commitment to persist deeply to make repeat purchases or re-subscribe consistently in the future, even though the influence of the situation and marketing efforts can cause changes in behaviour. According to (Jeon & Jeong, 2017), Loyalty is defined as consumer attitudes that benefit online sellers, which results in repeat purchases., Loyalty is the impact of customer satisfaction on service quality. Having loyal customers is very beneficial for online companies. Given the high online sales competition, loyal consumers will recommend their friends and family to purchase.

2.2.   *Customer satisfaction*

Consumer Satisfaction in a decision process, consumers will not stop only until the use process. Consumers will carry out an evaluation process of the use they have done. This is called post-purchase or post-use alternative evaluation (Kotler et al., 2021). This process can also be referred to as the second stage alternative evaluation process. The result of the second stage of post-use evaluation is that consumers are satisfied or dissatisfied with the company they have done. After using it, consumers will feel satisfied or dissatisfied with the company. Satisfaction will encourage consumers to buy and reuse the product. On the other hand, feeling dissatisfied will cause consumers to be disappointed and stop repurchasing and using the company (Ibhar & Zulkarnain, 2019).

2.3.   *E-service quality*

E-service quality, often called e-servqual, is an important thing that every online-based company must consider. Service quality assesses whether what consumers receive with what consumers expect is compatible or contradictory. For Service companies, are demanded by their consumers to provide maximum service quality, provide good service that can distinguish the company from competitors, and firm positioning.

According to (Rahayu, 2021), basically, every interaction with consumers was a form of customer service. There are various forms of interaction. By telephone, letter, email, or face to face. These forms of contact with consumers bear equal responsibility for consumers' perceptions of a business and the overall level of satisfaction they feel when dealing with that business. Customer service is really about satisfying the customers' needs and exceeding their expectations.

According to (Billyarta & Sudarusman, 2021), the quality of electronic services is was described as an evaluation and assessment of consumers as a whole regarding the excellence and quality of delivery regarding the excellence and quality of electronic delivery services on the virtual world market. (Ghotbabadi et al., (2015) mentioned that Service quality measurements were: a review covering the consumer's ability to access the website, search for products and information related to the product, and leave the site with minimal effort.

Service quality is something that consumers perceive (Tjiptono, 2014). Consumers will judge the perceived quality of a service based on what they describe in their minds. Consumers will switch to other service providers who can understand their specific needs better and provide better services.

In essence, the two main factors that affect service quality included; the service expected by consumers and the service received or perceived by consumers (perceived results).

2.4.   *Dimension of e-servqual*

Many dimensions can be used to measure service quality or service quality. There are at least four concepts of service quality measurement, (Tjiptono & Chandra, 2019)., as follows:

1. Efficiency (Efficiency),
   The consumer can access the website, search for the desired product and information related to that product, and leave the site with minimal effort.
2. Fulfilment
   The dimensions of electronic service quality in which includes actual company performance in contrast to what was promised through the website, including the accuracy of service promises, such as product stock availability and product delivery by the promised time.
3. System Availability
   System Availability is one of the dimensions of the quality of electronic services, in which includes the technical functionality of the site concerned that functions properly.
4. Privacy
   Privacy is one of the dimension s of the quality of electronic services, in which includes guarantees and the company's ability to maintain data integrity from consumers.

3.   **Method**

This research was conducted on Tokopedia consumers located in Riau Province. The type of research used in this study was a quantitative method by asking about casual/cause-effect relationships (Sugiyono, 2019). A set of questionnaires was distributed in the data collection techniques (Ferdinand, 2014). The population in this study were all Tokopedia consumers in Riau Province; 100 respondents were chosen as the sample, using the Slovin formula. The questionnaires were distributed via Google

form. This research uses the data analysis method using the SEM technique (Structural Equation Modeling) assisted by SmartPLS software version 3.2.7.

4.   **Results**

The results of the convergent validity test by looking at the value of the loading indicator or loading factor of each indicator on each variable constructed in this study could be seen as follows:

Table 1. Convergent validity test results of research variables

Outer Loadings

Matrix

	Efficiency	Fulfillment	Kepuasan Pela...	Loyalitas Pelan...	Privacy	System Availib...
E1	0.764					
E2	0.877					
E3	0.733					
E4	0.864					
E5	0.842					
F1		0.837				
F2		0.836				
F3		0.777				
F4		0.784				
F5		0.881				
F6		0.821				
KP1			0.817			
KP2			0.761			
KP3			0.823			
KP4			0.783			
KP5			0.791			
LP1				0.710		
LP2				0.828		
LP3				0.719		
LP4				0.851		
LP5				0.809		
P1					0.876	
P2					0.885	
P3					0.834	
LP1				0.710		
LP2				0.828		
LP3				0.719		
LP4				0.851		
LP5				0.809		
P1					0.876	
P2					0.885	
P3					0.834	
SA1						0.779
SA2						0.846
SA3						0.843
SA4						0.807

Source: Processed data, 2021

The Reliability Indicator is a measurement that indicates the stability and consistency of the instrument measuring a concept. It is useful for testing the "goodness" of the measurement in measuring or evaluating reliability, namely the Reliability Indicator.

Indicator reliability is the magnitude of the indicator/item variance to explain the latent construct (Ghozali & Latan, 2015). The results of the reliability test with reliability indicator criteria is illustrated in the Cronbach's alpha and composite reliability table below:

Table 2. Cronbach's Alpha test results and composite reliability of research variable constructs

Construct Reliability and Validity

Matrix	Cronbach's Alpha	rho_A	Composite Reliability	
	Cronbach's Al...	rho_A	Composite Rel...	Ave
Efficiency	0.875	0.880	0.910	
Fulfillment	0.905	0.909	0.926	
Kepuasan Pela...	0.854	0.855	0.896	
Loyalitas Pelan...	0.843	0.851	0.889	
Privacy	0.832	0.834	0.899	
System Availibi...	0.837	0.843	0.891	

Source: Processed data, 2021

Table 2 showed that entire value of Cronbach's alpha and composite reliability of the research variable construct variables was above 0.70. This explains that all construct variables meet the reliability requirements.

In this study, the bootstrapping method was also carried out on the sample; testing with bootstrapping was also intended to minimize problems with research data. The results of the bootstrapping test from the PLS analysis can be seen as follows:
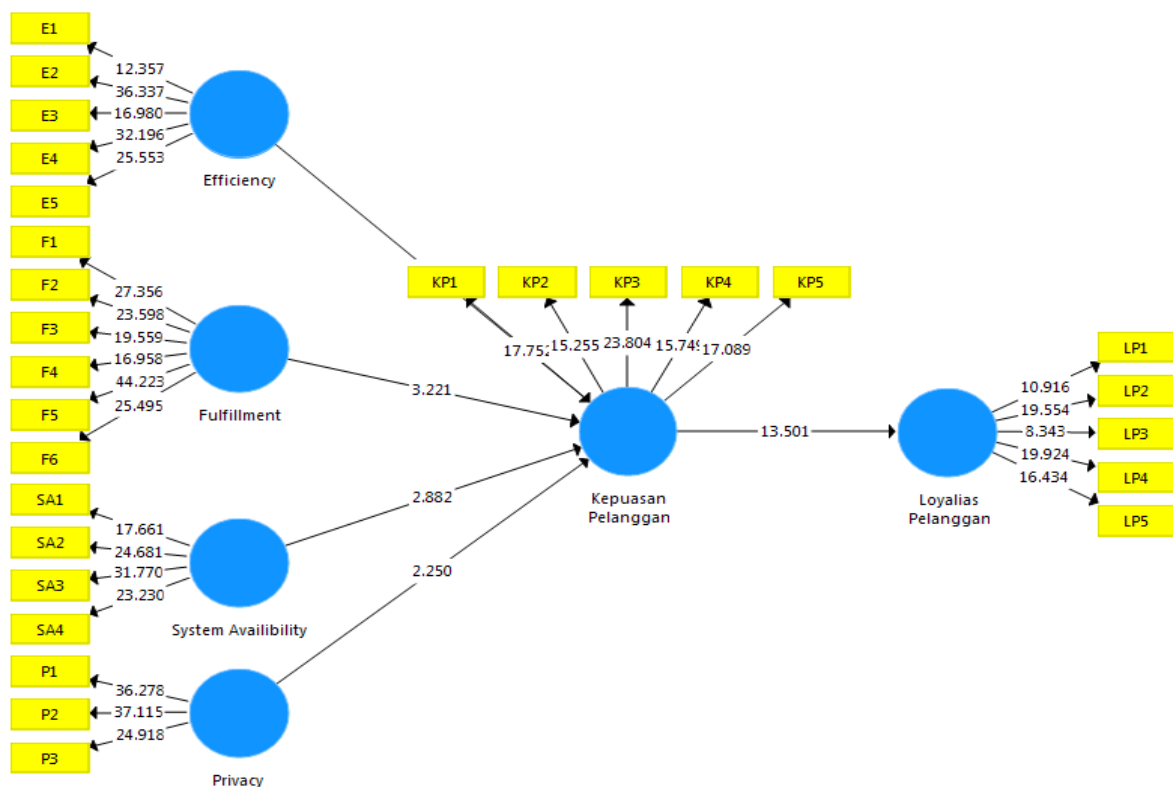

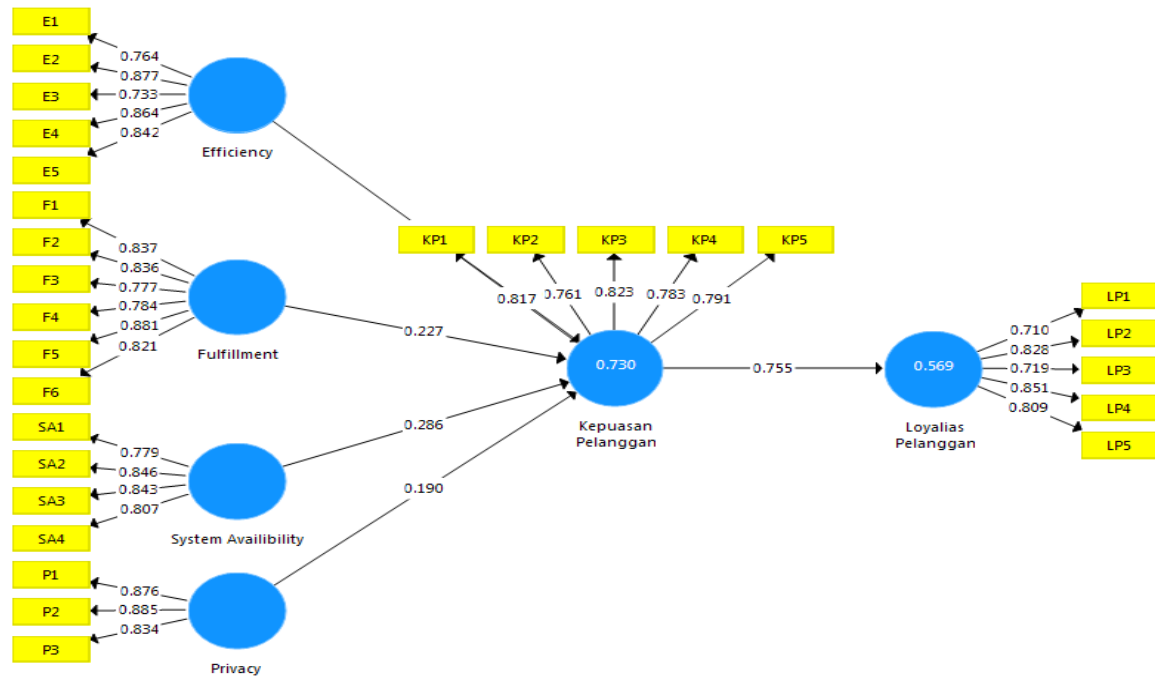**Figure 1**. Structural diagram model Pls bootstrapping

Figure 2. Structural diagram model Pls loading factor

Table 3. Characteristics of respondents

No	Category	Number of people	Percentage (%)
1	Age		
	15-19 years old	7	7.0
	20-24 years old	27	27.0
	25-30 years	36	36.0
	31-35 years old	25	25.0
	> 40 years	5	5.0
	Amount	100	100.0
2	Gender		
	Male	52	52.0
	Female	48	48.0
	Amount	100	100.0
3	Education		
	Primary school	5	5.0
	Junior high school	3	3.0
	Senior high school	24	24.0
	Diploma	11	11.0
	Bachelor	57	57.0
	Amount	100	100.0
4	Transaction frequency in the last 1 month		
	1 time	3	3.0

2 times	9	9.0
3 times	17	17.0
4 times	71	71.0
5 times	3	3.0
Amount	100	100.0

Source: Research results, 2021

Table 4. Hypothesis testing results

Path Coefficients

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Correc...	Samples	Copy to Clipboa
	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O...	P Values
Efficiency -> Kepuasan Pelanggan	0.285	0.282	0.084	3.413	0.001
Fulfillment -> Kepuasan Pelanggan	0.227	0.224	0.070	3.233	0.001
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.755	0.760	0.055	13.694	0.000
Privacy -> Kepuasan Pelanggan	0.190	0.189	0.082	2.314	0.021
System Availibility -> Kepuasan Pelanggan	0.286	0.296	0.096	2.963	0.003

Specific Indirect Effects

Mean, STDEV, T-Values, P-Values	Confidence Intervals	Confidence Intervals Bias Correc...	Samples	Copy to Clipboard:	Excel Format
	Original Sampl...	Sample Mean (...	Standard Devia...	T Statistics (|O...	P Values
Efficiency -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.215	0.214	0.066	3.241	0.001
Fulfillment -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.171	0.171	0.057	2.982	0.003
Privacy -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.143	0.144	0.063	2.279	0.023
System Availibility -> Kepuasan Pelanggan -> Loyalitas Pelanggan	0.216	0.224	0.072	2.979	0.003

Source: Processed data, 2021

The results of hypothesis testing in Table 2 are as follows:

1. Efficiency-> Consumer Satisfaction

   Earned value path coefficients of 0.285 with a T count value of 3.413 and a P value of 0.001. These results indicate that the path coefficient was positive (0.285) and t count (3.413) > t table (1.96) or P value (0.001) < 0.05. Thus, it can be interpreted that there was an efficiency influenced the satisfaction of Tokopedia consumers in Riau Province. The easier and faster the consumers use/operate the Tokopedia application, the more consumers satisfy. In contrast, if consumers think that using the Tokopedia application was difficult and slow, consumer satisfaction would decrease.

2. Fulfilment-> Consumer Satisfaction

   Earned value path coefficients of 0.227 with a t count of 3.233 with a P value of 0.001. These results indicate that the path coefficient was positive (0.227) and t count (3.233) > t table (1.96) or P value (0.001) <0.05. Thus, it can be interpreted that fulfilment influenced the satisfaction of Tokopedia consumers in Riau Province. If Tokopedia can always fulfils delivery promises and the availability of goods, consumer satisfaction will be higher. Consequently, if Tokopedia cannot properly fulfil the delivery promise and the availability of goods, consumer satisfaction will be lower.

3. System Availability-> Consumer Satisfaction

   Earned value path coefficients of 0.286 with a t count of 2.963 with a P value of 0.003. These results indicate that the path coefficient was positive (0.286) and t count (2.963) > t table (1.96) or P value (0.003) <0.05. This means the system availability influenced the satisfaction of Tokopedia consumers in Riau Province. If the technical functions of the Tokopedia application

function properly and correctly, consumer satisfaction will be higher. On the contrary, if the technical function of the Tokopedia application did not function properly was slow or has frequent errors, then consumer satisfaction will be lower.

4. Privacy-> Consumer Satisfaction

    Earned value path coefficients of 0.190 with a t count of 2.314 with a P value of 0.021. These results indicate that the path coefficient was positive (0.190) and t count (2.314) > t table (1.96) or P value (0.021) < 0.05. This indicated that privacy influenced Tokopedia consumers' satisfaction in Riau Province. In other words, the better Tokopedia maintains the confidentiality of consumer data entered through the application the higher consumer satisfaction will be. However, if Tokopedia cannot maintain the confidentiality of consumer data, consumer satisfaction will be lower.

5. Efficiency-> Consumer Satisfaction -> Consumer Loyalty

    Earned value path coefficients of 0.215 with a t count of 3.241 with a P value of 0.001. These results indicate that the path coefficient was positive (0.215) and t count (3.241) > t table (1.96) or P value (0.001) <0.05. Thus, it can be interpreted that there was an efficiency influenced the loyalty through Tokopedia consumer satisfaction in Riau Province. The easier and faster it was for consumers to use/operate the Tokopedia application, the higher consumer satisfaction will be and will impact increasing consumer loyalty. However, if consumers think that using the Tokopedia application was difficult and slow, consumer satisfaction with Tokopedia will decrease, and loyalty will decrease.

6. Fulfilment-> Consumer Satisfaction -> Consumer Loyalty

    Earned value path coefficients of 0.171 with a t count of 2.982 with a P value of 0.003. These results indicate that the path coefficient was positive (0.171) and t count (2.982) > t table (1.96) or P value (0.003) <0.05. This indicated that there was influence fulfilment on loyalty through Tokopedia consumer satisfaction in Riau Province. If Tokopedia can be consistent in fulfilling the delivery promises and the informing the availability of goods, the consumer satisfaction will be higher. Hence, it will increase consumer loyalty. However, if Tokopedia could not to fulfil the delivery promise and the availability of goods, the consumer satisfaction will be lower, and the consumer loyalty will decrease.

7. System Availability-> Consumer Satisfaction -> Consumer Loyalty

    Earned value path coefficients of 0.216 with a t-count of 2.979 with a P value of 0.003. These results indicate that the path coefficient was positive (0.216) and t count (2.979) > t table (1.96) or P value (0.003) <0.05. This means that the system availability influenced the on loyalty through Tokopedia consumer satisfaction in Riau Province. If the technical functions of the Tokopedia application function properly and correctly, consumer satisfaction will be higher, thus the consumer loyalty will be better. However, if the technical function of the Tokopedia application did not function properly (i.e being slow, or has frequent errors), the consumer satisfaction will be lower and thus may result in the decreasing consumer loyalty.

8. Privacy-> Consumer Satisfaction -> Consumer Loyalty

    Earned value path coefficients of 0.143 with a t count of 2.279 with a P value of 0.023. These results indicate that the path coefficient was positive (0.143) and t count (2.279) > t table (1.96) or P value (0.023) <0.05. Thus, it can be interpreted that there was influence privacy on loyalty through Tokopedia consumer satisfaction in Riau Province. The better Tokopedia maintains the confidentiality of consumer data, the higher consumer satisfaction. In result, the consumer loyalty will increase. Consequently, if Tokopedia cannot maintain the confidentiality of consumer data, consumer satisfaction will be lower and so will the consumer loyalty.

9. Consumer Satisfaction -> Consumer Loyalty

Earned value path coefficients of 0.755 with a t count of 13.694 with a P value of 0.000. These results indicate that the path coefficient was positive (0.755) and t count (13.694) > t table (1.96) or P value (0.000) <0.05. Thus, it can be interpreted that there was an influence of satisfaction on the loyalty of Tokopedia consumers in Riau Province. The more satisfied the consumer, the higher the consumer's loyalty. On the other hand, the lower the customer satisfaction, the lower the customer loyalty.

5.   **Discussion**

5.1.   *Consumer satisfaction with Tokopedia's e-servqual*

This method was used to see the level of consumer satisfaction with e-servqual provided by Tokopedia. The analysis was carried out by comparing the relationship between the average value and the loading factor with the performance importance analysis (PIA) approach. The PIA, was done by mapping the level of relationship (importance) and satisfaction or performance (performance).

A low average value can be interpreted as most respondents considering that the indicator was not good (not satisfactory, or rarely applied). On the other hand, a high average value can be interpreted that most respondents consider that the indicator is good (satisfactory, or often applied). The results of the analysis on the combination of the average value and loading factor will be divided into 4 possibilities, namely: 1) Low average, low loading factor; 2) Low average, high loading factor; 3) High average, low loading factor; and 4) High average, high loading factor. This analogy was used for interpretation between the average value and loading factor which were divided into 4 groups, namely: Efficiency, Fulfilment, System Availability, Privacy. from the results of the tests carried, on the level of consumer satisfaction with Tokopedia's E-Servqual was illustrated as follows:

Table 5. Tokopedia consumer satisfaction level

Variable	Indicator	Mean	Loading factor	Information
Efficiency	E1	3.61	0.764	Low priority
	E2	3.61	0.877	Concentrate here
	E3	3.73	0.733	Possible overskill
	E4	3.63	0.864	Concentrate here
	E5	3.71	0.842	Keep up the good work
Fulfillment	F1	3.79	0.837	Keep up the good work
	F2	3.47	0.836	Concentrate here
	F3	3.61	0.777	Low priority
	F4	3.62	0.784	Low priority
	F5	3.56	0.881	Concentrate here
	F6	3.72	0.821	Possible overskill
System Availability	SA1	3.51	0.779	Low priority
	SA2	3.54	0.846	Concentrate here
	SA3	3.69	0.843	Keep up the good work
	SA4	3.53	0.807	Low priority
Privacy	P1	3.83	0.876	Keep up the good work
	P2	3.84	0.885	Keep up the good work
	P3	3.72	0.834	Keep up the good work
Average		3.65	0.83	

Source: Processed data, 2021

Table 5 it can be seen showed that the category "keep up the good work" is a position where the indicator had a high loading factor and a high average. The high loading factor means that the results of the observations on this indicator being was very varied or "uneven". Some respondents had very high

scores, and others had very low scores. The general trend with a relatively high average meant that most respondents have assessed the main indicators of latent constructs as good. These indicators should be maintained or "keep up the good work". Indicators included in the "keep up the good work" category were:

a. Built with a good structure

b. The application can accept orders when the transaction is confirmed

c. Application is not slow

d. Confidential buying behavior

e. The application will not share personal information

f. The app protects payment info

The "possible overskill" position was obtained when the indicator had a low loading factor and a high average. A high loading factor indicated that the results of observations on this indicator were less varied or "even". The scores obtained for respondents with high and low scores had a short distance (range). So, this lower variation implied that the contribution of this indicator to explain latent constructs is "weaker" (not the main indicator). The general trend with a relatively high average could be interpreted as this indicator being rated good by most respondents. The "good" phenomenon was easy to find in various respondents. Thus, the indicators which had been assessed as good and occurred evenly would be increased to be excessive or "possible overskill". Indicators that fall into the "possible overskill" category were:

a. Applications can be used easily.

b. Reliable shipping

Then "low priority" was a position where the indicator had a low loading factor and a low average. A high loading factor occurred when the results of observations on this indicator were less varied or "even". The high and the low values on this indicator are short-distanced (short range). The general trend with the average being classified as low can indicated that most respondents still consider this latent construct indicator unfavourable. An indicator with a low loading factor indicated that it was a weak measurement of latent constructs (not the main indicator). So, the indicators in this quadrant were considered "low priority". Indicators in the "low priority" category were:

a. Ease of finding what you need in the app

b. Fast delivery after ordering

c. The system will send a list of items

d. Apps always available

e. The page is not frozen after entering the information.

Furthermore, "concentrate" is where the indicator has a high loading factor and a low average. A high loading factor was the observations on this indicator being very varied or "uneven". Some respondents had very high scores, and others had very low scores. The general trend with a low average means that the main indicator of the latent construct was still considered unfavourable by most of the respondents. Hence, it was considered a "top priority" or "concentrate here". Indicators of the "concentrate" category were:

a. Information is well managed.

b. The application can continue to be used easily

c. Promise to deliver goods on time

d. Inventory of recorded goods

e. Easy application to run

5.2. *Influence efficiency on consumer satisfaction and loyalty*

Efficiency is one of the dimensions of the quality of electronic services, which includes the ability of consumers to access applications, the ability to search for products and information related to these products, and leave the application in question with minimal effort. The research results showed that the respondents' responses to the efficiency variable at Tokopedia to have a relatively good performance.

From the inferential test carried out to see the effect of efficiency on consumer satisfaction, the results showed that the implementation of efficiency, which was considered good by the respondents, had a positive and significant impact on consumer satisfaction. Thus, it proved that efficiency affected satisfaction Tokopedia consumers in Riau Province. The results of this study were in line with the research conducted by (Shin et al., (2021), found that efficiency had a significant effect on satisfaction. The results implied that most e-commerce companies failed to efficiently convert security, awareness, and novelty improvements into customer satisfaction.

Then, the results of inferential testing were carried out to see the effect of efficiency on consumer loyalty through customer satisfaction. The results showed that the implementation of efficiency, which was considered good by the respondents, would increase customer satisfaction and significantly increase customer loyalty. This proved that efficiency affected Tokopedia consumers' loyalty in Riau Province with consumer satisfaction as an intervening variable. The results of this study were in line with the research conducted by (Baberr, (2019), who found that e-servqual affected online consumer satisfaction which then impacted on online consumer loyalty.

Services that were easily accessible and easy to find the desired product and information, as well as the ease of leaving the application with a minimum of time, will certainly intensify consumer time in transactions. The long waiting time and the difficulty of finding the desired product will certainly make consumers bored and bored and reduce the level of satisfaction. By paying attention to the consumer efficiency variable, it will be easier to get the desired product, increasing customer satisfaction.

Consumer loyalty is very important for companies; therefore, a company needs to create strong bonds with consumers by creating an unforgettable experience and touching consumer emotions on the products or services offered. Experiential marketing is a marketing concept that emphasizes the performance of products or services in providing emotional experiences to touch the consumers' hearts and feelings. This approach was carried out to complement the traditional approach by presenting unique, positive, and memorable experiences that form an unforgettable experience for consumers. The unforgettable experience is in the form of emotional benefits offered according to consumer needs and become a company advantage that is difficult to imitate by competitors so that it will increase customer satisfaction. Satisfied consumers tend to be loyal to the product or service. Customer satisfaction is very important. Although it did does not guarantee repeat purchases, it still plays an important role in ensuring customer loyalty and retention.

5.3. *Influence fulfilment on consumer satisfaction and loyalty*

Fulfilment is one of the dimensions of electronic service quality, which includes the company's actual performance in contrast to what is being promised through the application., This includes accuracy of service promises, such as product availability and product delivery by the promised time. The research results showed that respondents' responses to the fulfilment variable on Tokopedia have a relatively good performance.

The inferential test carried out to see the effect of fulfilment on consumer satisfaction, results obtained that the application of fulfilment, which is considered good by the respondent, had a positive and significant impact on consumer satisfaction. Thus, it proved that fulfilment affected satisfaction Tokopedia consumers in Riau Province. The results of this study were in line with the research

conducted by (Top & Ali, 2021) who found that requirements fulfilment significantly affected satisfaction in the sense that business depends on customers, this implied that the profitability of each company changed depending on customer demand. Therefore, it was necessary to treat customers as the central factor of the market. In another sense, customer satisfaction was an important issue for a company's business performance. Based on the research results, fulfilment was the variable that mostly influences influenced customer satisfaction.

In addition, the results of inferential testing carried out to see the effect of fulfilment on consumer loyalty through customer satisfaction indicated that the application of fulfilment which was considered good by the respondents would increase customer satisfaction and resulted in a significant increase in customer loyalty. Thus, it was proved that fulfilment affected Tokopedia consumers' loyalty in Riau Province with consumer satisfaction as an intervening variable. The results of this study were in line with the research conducted by (Barabino et al., 2012), who found that e-service quality had a significant effect on e-loyalty through e-satisfaction.

Availability of good products as well as providing correct and on-time services were highly expected by consumers. Services that cannot realize their promises will make consumers disappointed and will no longer believe in the services provided. Of course, if this happens, it will cause dissatisfaction with the products and services offered.

Consumer satisfaction is created because the seller can meet consumer expectations. Consumers Satisfaction experienced in using or consuming products or services will have implications for on loyal attitudes to service products that are felt to meet their expectations. Consumer satisfaction is the key driving force for long-term relationships between principals, suppliers, and buyers. The high level of customer satisfaction on a service, the greater the possibility of customer loyalty.

5.4. *Influence system availability on consumer satisfaction and loyalty*

System availability is one of the electronic services quality dimensions. This dimension, includes the proper functionalities of the relevant application techniques. The study results showed that the respondents' considered the performance of the Tokopedia system availability variable relatively good.

The result of the inferential test carried out, on the application of system availability which was considered good by the respondent, has a positive and significant impact on consumer satisfaction. Thus, it is proven that system availability affects satisfaction Tokopedia consumers in Riau Province. The results of this study were in line with the research conducted by (Siyal et al., 2021), who found that the quality of information systems had a significant relationship with internet banking consumer satisfaction in New Zealand. If the consumers view system good, their satisfaction in transactions will increase.

The inferential testing was carried out to see the effect of system availability on consumer loyalty through customer satisfaction. The result indicated that the application of system availability, which was considered good by the respondents, will increased customer satisfaction and significantly increase customer loyalty. Thus, it is proved that system availability affected the Tokopedia consumers' loyalty in Riau Province, with consumer satisfaction as an intervening variable. The results of this study were in line with the research conducted by (Kusumawati et al., 2021), who found that the quality of e-servqual electronic services affected online consumers satisfaction, which then impacted Tokopedia's online consumers loyalty.

Consumers certainly do not expect any disruption to a desired online service. However, the problem of interference or error is sometimes inevitable in online services, and consumers generally understand that. However, the lengthy handling, frequent interruptions, and the unusual way the application works will confuse and annoy consumers. Consequently, it led to a decreased satisfaction.

Consumers who have used a product in good form or services can assess or determine the level of satisfaction with the use of the product. Consumer satisfaction is an important factor that service

providers must consider because satisfaction can form consumer loyalty to the use of these services. After using its services, consumer satisfaction can determine whether a consumer wants to become a loyal customer to the service provider company. The higher the level of customer satisfaction after using the service, the more probability of the consumer to be loyal to the product.

5.5.   *Influence privacy on consumer satisfaction and loyalty*

Privacy is one of the dimensions of the quality of electronic services, which includes guarantees and the company's ability to maintain data integrity from consumers. The study results showed that the respondents considered Tokopedia privacy variable to be relatively good performance. From The result of the inferential test that the application of privacy, which was considered good by the respondents, had a positive and significant impact on consumer satisfaction. Thus, it proved that privacy affected Tokopedia consumer satisfaction in Riau Province. The results of this study were in line with the (Baber., 2019), who found that privacy had a significant effect on online consumer satisfaction. Privacy is necessary for building online consumer satisfaction.

The inferential testing of privacy on consumer loyalty through customer satisfaction. Implied that that the application of privacy, which was considered good by the respondents, would increase customer satisfaction and significantly increase customer loyalty. Thus, it proved that privacy affected Tokopedia consumer loyalty in Riau Province with consumer satisfaction as an intervening variable. The results of this study were in line with (Barabino et al., 2012), who found that e-service quality had a significant effect on e-loyalty through e-satisfaction.

Shopping online, of course, requires a consumer identity that was made in the form of an account. This account contained the personal data required by the seller to establish smooth and secure sale and trading transactions. Consumers certainly expected that the seller could maintain consumer data security so that irresponsible parties did not misuse it. Sellers who could maintain consumer data would certainly create a sense of consumer confidence in the seller so that satisfaction with transactions would increase.

The service of an online selling application is considered quality if it can provide satisfaction for consumers. Consumers who receive services that exceed their expectations during certain transactions tend to be satisfied with the application. Consumers who have loyalty to an application would return to make repeated purchases, it was more than the goods and services offered by the application. Instead, it was, rather the existence of a profitable consumer relationship between the seller and the buyer. Loyalty is evidence of the emotion that transforms buying behaviour into a relationship. The relationship between satisfaction and loyalty is when consumers feel satisfaction at the highest point involving emotions and attitudes, not just behaviour.

5.6.   *Influence satisfaction with consumer loyalty*

From the study results, it is known that the level of consumer satisfaction of Tokopedia consumers in Riau Province is quite good. From The inferential test of the effect of satisfaction on consumer loyalty, revealed that high consumer satisfaction had a positive and significant impact on consumer loyalty. Thus, it proved that satisfaction affects Tokopedia consumer loyalty in Riau Province. The results of this study were in line with research conducted by (Lie et al., 2019), who found that Satisfaction affected consumer loyalty. Increasing satisfaction could improve customer loyalty.

Consumer satisfaction is the extent to which the benefits of a product were felt by what consumers expect. Consumer satisfaction was determined by the service desired by consumers so that quality assurance became the main quality for a particular company, two of which were efficiency and privacy. When consumers were satisfied with the service they received, they were likely to come back again and make other purchases. In addition, they would also recommend to their friends and family about the

company. Marketing is not only about making sales but also about satisfying consumers to create continuous consumer loyalty.

6.   **Conclusions**

From the results of the study that had been described previously, it can could be concluded as follows:

1. Efficiency affected Tokopedia consumer satisfaction in Riau Province. The easier and faster it was for consumers to use/operate the Tokopedia application, the more satisfy the consumer would be.

2. Fulfilment affected the satisfaction of Tokopedia consumers in Riau Province. If Tokopedia could keep fulfilling delivery promises and the availability of goods, consumer satisfaction will would be higher.

3. System Availability affected on the Tokopedia consumer satisfaction in Riau Province. If the technical functions of the Tokopedia site function correctly and adequately, consumer satisfaction would be higher.

4. Privacy affected the satisfaction of Tokopedia consumers in Riau Province. The better Tokopedia maintains consumer data confidentiality, the more satisfy the consumer would be.

5. Efficiency affected loyalty through Tokopedia consumer satisfaction in Riau Province. The easier and faster it was for consumers to use/operate the Tokopedia application, the higher consumer satisfaction would be. Thus, it would increase consumer loyalty.

6. Fulfilment affected loyalty through Tokopedia consumer satisfaction in Riau Province. If Tokopedia could keep fulfilling delivery promises and the availability of goods, consumer satisfaction will increase and increase consumer loyalty.

7. System availability affected loyalty through Tokopedia consumer satisfaction in Riau Province. If the technical function of the Tokopedia site functions correctly and adequately, consumer satisfaction would be higher. Thus, the consumer loyalty will would be better.

8. Privacy affected loyalty through Tokopedia consumer satisfaction in Riau Province. The better Tokopedia maintained the confidentiality of consumer data, the higher consumer satisfaction would be. Hence, the consumer loyalty would be higher.

9. Consumer Satisfaction affected the loyalty of Tokopedia consumers in Riau Province. The more customer satisfaction, the higher consumer loyalty.

10. All variables of marketing relationship, significantly influenced the formation of consumer loyalty. These results showed that the marketing relationship built by Tokopedia could increase consumer loyalty.

Limitation & Further Research

This study only involved 100 respondents, considering the limitations of the researcher and only taking one research object. It is hoped that the next researcher will take more samples and take more numbers of e-commerce as the research object. Further, researchers can use interview methods and open questionnaires in research so that the data obtained are by the actual situation. Moreover, it is also necessary to add other factors that influence e-commerce consumer satisfaction and loyalty in Riau Province based on different characteristics and analytical tools.

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Analisis E-Servqual Terhadap Satisfaction Dan Loyality Konsumen Tokopedia Di Provinsi Riau

Abstrak

Persaingan e-commerce yang kompetitif dan banyaknya alternatif membuat konsumen selektif dalam memilih pasar. E-servqual yang disediakan oleh e-commerce mendorong konsumen untuk melakukan transaksi yang pada akhirnya menciptakan kepuasan dan loyalitas pelanggan. Penelitian ini mengkaji pengaruh dimensi e-servqual yaitu efisiensi, pemenuhan, ketersediaan sistem, dan privasi terhadap kepuasan dan loyalitas konsumen. Populasi dalam penelitian ini adalah konsumen Tokopedia di Provinsi Riau. Teknik pengambilan sampel yang digunakan adalah purposive random sampling dengan jumlah sampel sebanyak 100 responden. Pengumpulan data menggunakan kuesioner dengan skala likert. Analisis data menggunakan analisis SEM (Structural Equation Modelling). Hasil penelitian secara parsial menunjukkan pengaruh efisiensi, pemenuhan, ketersediaan sistem, dan privasi terhadap kepuasan. Selain itu juga terdapat pengaruh Efficiency, Fulfilment, System Availability, dan Confidentiality terhadap Loyalitas melalui Satisfaction sebagai mediasi. Semakin tinggi tingkat kepuasan konsumen maka semakin tinggi pula loyalitas konsumen pada Tokopedia.

Kata kunci: e-servqual, e-commerce, satisfaction dan loyality

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