

**THE EFFECT OF E-SATISFACTION AND E-TRUST TOWARDS
E-LOYALTY ON SHOPEE CUSTOMERS IN BANDAR LAMPUNG**

(Undergraduate Thesis)

By

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ABSTRACT

THE EFFECT OF E-SATISFACTION AND E-TRUST TOWARDS E-LOYALTY ON SHOPEE CUSTOMERS IN BANDAR LAMPUNG

By

Indra Wijaya

The rapid development of technology in Indonesia has an impact on the increasing number of online businesses. In online business, e-loyalty is a very important issue because consumers can easily switch because consumers easily compare the same goods to other online businesses.

The purpose of this study was to examine the effect of E-Satisfaction and E-trust on E-loyalty for Shopee consumers in Bandar Lampung. This research is survey research. The population in this study is the customer's Shopee in Bandar Lampung. To accomplish this goal, a questionnaire was developed and data was collected from 160 Shopee customers. Data collection techniques using questionnaires that have been tested for validity and reliability.

Results reveal that E-Satisfaction and E-Trust have significant influence towards E-Loyalty . Study results indicate that E-Satisfaction improves E-Trust and E-Loyalty. Not only that, in this study it is proven that the E-Satisfaction variable significantly influences the e-trust variable, which means that the more consumers feel satisfied with an E-Commerce, the greater the level of consumer trust in E-Commerce. Likewise with the E-Trust variable which significantly influences the E-Loyalty variable, which means that the more consumers trust E-Commerce, the more loyal consumers will be to E-Commerce.

Keywords: E-Satisfaction, E-Trust, E-Loyalty, Shopee Customer, E-Commerce

ABSTRAK

PENGARUH E-SATISFACTION DAN E-TRUST TERHADAP E-LOYALTY PADA KONSUMEN SHOPEE DI BANDAR LAMPUNG

Oleh

Indra Wijaya

Pesatnya perkembangan teknologi di Indonesia berdampak pada semakin banyaknya bisnis online. Dalam bisnis online, e-loyalty menjadi isu yang sangat penting karena konsumen dapat dengan mudah beralih karena konsumen dengan mudah membandingkan barang yang sama dengan bisnis online lainnya.

Tujuan dari penelitian ini adalah untuk menguji pengaruh E-Satisfaction dan E-trust terhadap E-loyalty konsumen Shopee di Bandar Lampung. Penelitian ini merupakan penelitian survei. Populasi dalam penelitian ini adalah pelanggan Shopee di Bandar Lampung. Untuk mencapai tujuan ini, kuesioner dikembangkan dan data dikumpulkan dari 160 pelanggan Shopee. Teknik pengumpulan data menggunakan kuesioner yang telah diuji validitas dan reliabilitasnya.

Hasil menunjukkan bahwa E-Satisfaction dan E-Trust berpengaruh signifikan terhadap E-Loyalty. Hasil studi menunjukkan bahwa E-Satisfaction meningkatkan E-Trust dan E-Loyalty. Tidak hanya itu, dalam penelitian ini terbukti bahwa variabel E-Satisfaction berpengaruh signifikan terhadap variabel e-trust, artinya semakin konsumen merasa puas terhadap suatu E-Commerce maka semakin besar pula tingkat kepercayaan konsumen terhadap E-Commerce. Begitu juga dengan variabel E-Trust yang berpengaruh signifikan terhadap variabel E-Loyalty, artinya semakin konsumen percaya terhadap E-Commerce maka konsumen akan semakin loyal terhadap E-Commerce.

Kata Kunci: E-Satisfaction, E-Trust, E-Loyalty, Shopee Customer, E-Commerce

**THE EFFECT OF E-SATISFACTION AND E-TRUST
TOWARDS E-LOYALTY ON SHOPEE CUSTOMERS IN
BANDAR LAMPUNG**

By

INDRA WIJAYA

As Undergraduate Thesis

**In Partial Fullfillment of the Requirements for the Degree of
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At

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Faculty of Economics and Business The University of Lampung**



**FACULTY OF ECONOMICS AND BUSINESS
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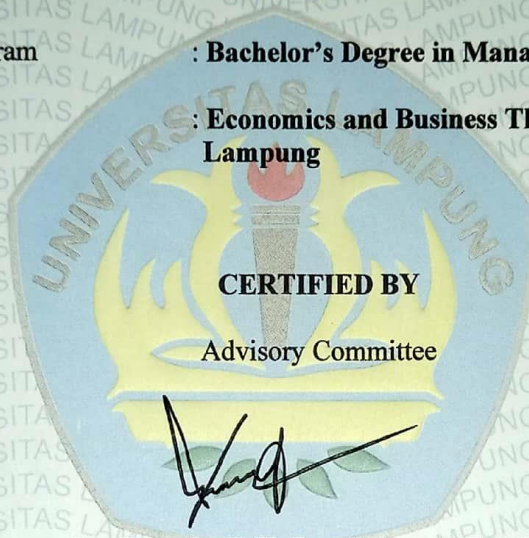
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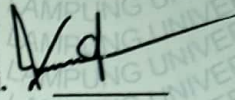
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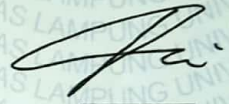
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Declaring that the undergraduate thesis titled "THE EFFECT OF E-SATISFACTION AND E-TRUST TOWARDS E-LOYALTY ON SHOPEE CUSTOMERS IN BANDAR LAMPUNG" is truly the result of the author's own work, not duplication or the work of others except for parts that have been referred to and listed in the reference list. If there is any deviation in this work at a later time, time responsibility lies interely with the author.

Thus I made this statement letter so that it can be understood.

Bandar Lampung, June 11th, 2023



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BIOGRAPHY

The author's name is Indra Wijaya and was born in Bandar Lampung on April 25, 1999. The researcher is the second child of Mr. Alpian and Mrs. Rini Supriatin, S.Pd.

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MOTTO

“So which of the favors of your Lord do you deny?”

(Qs. Ar-Rahman : 13)

“Verily, after the difficulty there is ease, so when you have finished (from an affair), do it in earnest (affairs), and only to your Lord should you hope.”

(Qs. Al-Insyirah : 6-8)

“Live only once, so do don't waste your time and make the best of it.”

(Indra Wijaya)

DEDICATION

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

Thank God for all the blessings and mercy given by Allah SWT so that researchers can finish this thesis well. Sholawat and salam are always poured out to the great prophet Muhammad SAW who has provided intercession until the end of time.

I dedicate this thesis to:

Dear Mama and Papa,

Who has cared for, raised, given me love and always prayed for me every step I take. Thank you for always providing support from childhood to this point.

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The author realizes that this thesis is far from perfect, but the author hopes that this thesis can provide benefits for researchers and for readers and the wider community. Finally, the researcher hopes that all parties who help and support in the process of compiling this thesis will always be given health and blessings in their lives,*Aamiin ya Rabbal Allamin.*

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Bandar Lampung, May 8th, 2023

Indra Wijaya

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CHAPTER I INTRODUCTION

A. BACKGROUND

The use of internet and mobile phone technology continues to increase from year to year. Internet needs are almost treated as one of the daily necessities. The increasing number of internet users makes business people want to try to increase their business sales by expanding their business network via the internet or mobile phones as a means of offering their products. The internet, which is accessed via cellphone, is one of the important media used for shopping. Changes in people's lifestyles that are increasingly modern and internet access is increasingly easy in various regions, making the growth of online shops in our country more and more. Various kinds of products and services have even begun to be marketed by business actors in cyberspace to bring large profits each month.

The combination of the internet and e-commerce usage has produced a new online atmosphere that is extremely efficient and effective. The feasibility features offered by e-commerce has swiftly transforming the way in which enterprises communicating with each other, as well as with consumers and governments. The use of e-commerce on micro and small enterprises; and in the service sectors has a noteworthy blow on firm performance.

According to the report of (Statista and datareportal, 2022) in October 2022, Looking from the past 4 years, in 2019 the number of internet users worldwide was 4.1 billion and there was an increase in the number of internet users by 10% every year until 2022. Currently, 5.07 billion people worldwide use the internet in October 2022, equivalent to 63.5 % of the world's total population. This is due to easier access to computers, modernization of countries worldwide, and the increased use of smartphones has given people the opportunity to use the internet more often and more conveniently.

According to (Data Reportal, 2022) Indonesia have 277.7 million of population and 73,7% of the total population are active internet users, which is 277.7million people. That number slightly increased by 1.03% compared to the previous year. In January 2021, the number of internet users in Indonesia was recorded at 202.6 million. The trend of the number of internet users in Indonesia has continued to increase in the last five years. When compared to 2018, currently the number of national internet users has jumped by 54.25%..The growth of internet users in Indonesia is also quite large every time coupled with the current conditions that require people to carry out their activities online.

Based on the data on (wearesocial.com, 2022) that are 60.6% of people in Indonesia shop for their needs online. This shows that many people use online stores or e-commerce to carry out buying and selling activities to meet their daily needs. Online transaction activities carried out by Indonesians in the form of buying food ingredients, buying used goods from buying and selling applications, price comparisons.

According to (ESW, 2021) there are currently 158 million ecommerce users in Indonesia, with an additional 63 million users to be shopping online by 2021. These 221 million ecommerce users will represent 77% of the total population. The average user spends US\$240 online, which will grow to US\$254 by 2025. The forecast is adjusted for the expected impact of COVID-19.

The pandemic momentum has forced almost all the fulfillment of basic needs and various other activities to be diverted through digital services. Although now the situation is starting to recover, it seems that people are already dependent on the products and services that are presented through digital platforms, one of which is shopping through e-commerce.

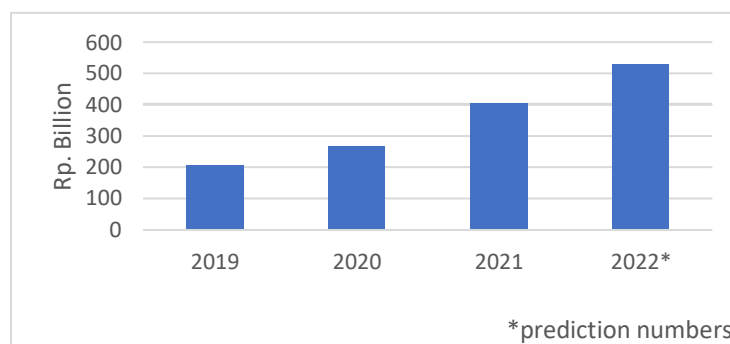


Figure 1.1 Development of E-Commerce Transactions in Indonesia

Source: (databoks.katadata.co.id, 2021)

Moreover, Indonesia is the largest e-commerce market in Southeast Asia. According to the report (databoks.katadata.co.id, 2021) of the 2021 Bank Indonesia Annual Meeting, e-commerce transactions in the country are projected to reach Rp 403 trillion in 2021. This number grows 51.6% from the previous year which was Rp 266 trillion. Bank Indonesia has also projected that e-commerce transactions in Indonesia will continue to grow. increase in 2022 with a value of Rp 530 trillion or a growth of 31.4%. In line with the development of e-commerce transactions, digital banking payment transactions in 2021 are projected to reach Rp 40 thousand trillion, up 46.1% (yoy). This increase in digital banking transactions is also estimated to continue to increase to Rp 48.6 thousand trillion or grow 21.8 percent in 2022.

Today, there are many social commerce sites operating in Indonesia, whether their origins are local (e.g. Tokopedia, Bukalapak, Blibli, Kaskus, etc.) or foreign (e.g. Shopee, Lazada, Fave, Zalora, etc.). Customers have several possibilities to make purchases from multiple social commerce sites, and they are unlikely to make more purchases from a social commerce site where they have already made purchases. E-

commerce competes with each other by providing the best form of service from their respective brand versions. From many E-commerce in Indonesia, of course, there is one E-commerce which become trendsetter among the people of Indonesia.

Filter berdasarkan Model Bisnis Store Type Asal Toko Pilih Data per Kuartal Q4 2021






Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking PlayStore	Twitter	Instagram	Facebook	Jumlah Karyawan
1  Shopee	138,776,700	#1	#1	719,900	8,348,130	24,173,450	6,193
2  Tokopedia	157,443,300	#2	#4	1,000,000	4,876,410	6,523,340	6,109
3  Lazada	28,173,300	#3	#2	455,700	3,085,550	31,934,320	5,543
4  Zalora	3,310,000	#4	#8	6,440	743,730	8,008,550	625
5  Sociolla	1,913,300	#5	#3	6,850	1,028,750	18,050	658

Figure 1.2 Rank of Online Shop Apps in Indonesia Q4 2021

Source: iprice.co.id (2022)

Based on Figure 1.2 it is explained that Shopee in Q4 2021 was in first place after Tokopedia and was the market leader with the over one hundred million visitor each month and occupied the first position of the most favorite E-commerce application in the AppStore and PlayStore. Since Q4 2020, Shopee has been in the first position. this shows how successful Shopee is, especially during the pandemic when economic conditions had declined according to the (iPrice, 2022). Shopee was followed by its four toughest competitor Tokopedia, Lazada, Zalora and Sociolla. Market leaders can miss trends when they are risk averse, obsessed about protecting their existing markets and physical resources, and more interested in efficiency than innovation (Kotler *et al.*, 2012). At short-term phase in Q1 2022, Shopee has managed to maintain its position as the market leader from Tokopedia. Although Shopee loses in the number of visitors each month, Shopee still survives as a favorite e-commerce application on the Appstore and Playstore.

However, according to (Seeking Alpha, 2020), Shopee has dominated the Southeast Asian e-commerce business since its launch in 2015. Shopee rated first in top shopping apps by downloads in all major Southeast Asian markets, as indicated below. Shopee reported 742 million orders in the third quarter of 2020, up from 321 million in the third quarter of 2019. Shopee Indonesia, on the other hand, had a 124

percent increase in orders from 138 million to 310 million. Indonesia accounts for around 42 percent of Shopee's total gross orders as of Q3 2020, making it the company's largest and most important market. Buyers appreciate free delivery, according to BrizFeel's consumer study data, which is why Shopee was able to attract so many users in such a short time and develop so quickly to become the champion in Southeast Asia countries.

According to research firm (IPrice, 2021), Singapore-based Sea Ltd.'s Shopee had the greatest proportion of Indonesia's e-commerce market in the second quarter. Tokopedia and Bukalapak, two local rivals. Source from Seekingalpha.com said that Per its 2020 Q3 update, Shopee registered a total of 742 million orders, a 131% increase from 321 million orders in 2019 Q3. Looking at the various data above, it shows that Shopee is the largest online shop in Indonesia with good quality e-commerce services.

In order for customers to continue using your products or services, you must first earn their satisfaction and trust. Customers who are happy with the product or service they have chosen are more likely to make another purchase afterwards (Martínez & Del Bosque, 2013). E-satisfaction, according to this study, is one factor that can boost consumer e-trust. It is relevant to the study of (Setyaningsih, 2014), which reveals that e-satisfaction influences e-loyalty. However, the opposite result was found by the study of (Phromlert et al., 2019) showing that E-Satisfaction does not influence E-Loyalty.

Organizational goals can be achieved effectively if consumers are satisfied and have the potential to be loyal to the products or services offered (Tjiptono & Diana, 2019). If customers are happy and perhaps devoted to the given goods or services, organizational goals can be accomplished successfully.

E-satisfaction is defined as a user attitude when evaluating a website based on prior purchase experiences that will result in consumer satisfaction with e-commerce businesses due to service aspects from the online site and the online site factor itself. E-satisfaction can be defined as a user perspective when evaluating a website based on prior purchase experiences that will result in consumer satisfaction with e-

commerce businesses due to service aspects from the online site and the online site factor itself.

Online store owners must know and fulfill customer desires in order to trust and become loyal customers. The challenge is certainly not easy, like a store that competes to get customers from people who visit. Likewise, online stores will be visited by potential online media users whenever and wherever they are. Online shop owners must provide their best service to satisfy customers and earn trust and subsequently lead to customer loyalty (Sadeh et al., 2011). The awareness of consumers to keep using and recommending these online services increases with the level of e-loyalty. The ease with which customers can switch from one online site to another and compare their purchases of the same product across other online sites has made customer loyalty in online company a crucial issue (Eroglu, 2014).

Based on the research of Kamal (2012), trust is a consumer's belief in the quality and reliability of products or services offered. Trust involves the willingness of a person to behave in specific ways by trusting a person to believe in the action taken by the other person (Turban, 2015:413). Trust in e-commerce is known as E-trust. E-trust is vital because the risk level in doing e-commerce transactions is higher than the non-online in the matter of shipping, payment, and personal information. To increase customer trust, E-Commerce must provide clear, complete and accurate information so that customers feel that E-Commerce prioritizes quality online services, so that customer trust in the site increases. E-trust is also the main factor in building e-loyalty. Besides, E-trust can gain the consumer's loyalty in using a product or service because they tend to be loyal with their trusted e-commerce.

Every business, including Shopee, aims to satisfy its consumers, but sometimes problems might arise that leave customers unsatisfied. The following is a summary of complaints of Shopee consumers about their satisfaction and trust in Shopee's services described in Table 1.1.

Table 1.1 Complaints from Shopee E-Commerce Users in Indonesia

No	Name	Complaints	Source
1	Idzan Putra Ramadhan	On September 12, 2022, I ordered 2 Eiger products from the official store at Shopee. On the 12th evening, the product entered the JNE warehouse which coincidentally in the early hours of the morning there was a fire at the JNE warehouse. The seller agrees to cancel orders affected by the disaster. But strangely, Shopee continues to refuse to submit refunds to this day, on the grounds that the goods are in the process of being sent.	Mediakonsumen.com (2022)
2	Suwajal	I bought the Xiaomi Poco F4 cellphone from the official Xiaomi store at Shopee. However, the item received was damaged. I recorded all the unboxing and checking processes for evidence just in case. I also submitted a return of goods/funds through the Shopee application. After the goods are received on March 25, 2023 at the Shopee warehouse, the goods are checked and validated. On March 26, 2023, my application decision was rejected for reasons that didn't make sense to me, because my package was still factory sealed.	Mediakonsumen.com (2023)
3	Afriana Dyah Ratnapuri	I ordered an item in the form of a pressure cooker at Shopee, on December 12, 2022, through the seller's account: Versastore01, however the item received was different/incompatible, only a brooch, even though according to the description the item should have been a pressure cooker.	Mediakonsumen.com (2022)

Source : Mediakonsumen.com (2023)

It is important to note that companies like Shopee often receive a range of feedback from customers, including both positive and negative comments or complaints. According to (Siagian & Cahyono, 2014), conducting online transactions is a simple and complex process, however customer trust in internet sites is extremely fragile and difficult to build. The company needs to take this feedback seriously and work to address any issues or concerns customers may have, in order to increase overall Shopee customer satisfaction and trust. It is relevant to the study of (Pandjaitan et al., 2021) that e-trust has a positive effect on e-loyalty. On the other hand, (Melinda, 2017) discovered that e-trust has a negative effect on e-loyalty. These inconsistent findings provided an opportunity to investigate the impact of e-trust on e-loyalty.

The company requires customer loyalty or e-loyalty since it cannot develop successfully without it. Customer loyalty, according to (Kotler et al., 2017), is a consistent customer commitment to re-subscribe or re-purchase selected products/services in the future, despite the possibility for situational factors and marketing attempts to cause customer behavior to shift.

In online business, consumer loyalty is one of the right strategies to survive in the competition by maintaining good relations with consumers. According to (Lumintang, 2013), consumer loyalty is a commitment to persist deeply by making repeat purchases or re-subscribe with selected products or services consistently in the future. Consumer loyalty can be formed by providing satisfaction and trust to consumers so that consumers can repurchase products or services. Consumers who are satisfied with the product or service that have been selected, then consumers tend to buy the product or service (Martinez 2013).

Online buying and selling can cause doubts to consumers, because they do not physically face the seller and only see the product from the display on the internet. In addition, the duration of delivery of goods from goods ordered until goods received by consumers is also a variable that consumers usually consider in re-selecting a marketplace. Therefore the researchers view that this needs to be investigated, especially regarding customer satisfaction and trust in Shopee's

services. Researchers might develop a comprehensive understanding of customer satisfaction and trust in Shopee's services by looking into these elements. The results can be used to guide plans and projects focused at optimizing Shopee customers' overall customer experience.

Based on the phenomena described above, the author will examines how E-satisfaction and E-trust can affect consumer E-loyalty in online shopping. On this basis, the author chose to research by taking the research title "The Effect of E-Satisfaction and E-Trust Towards E-Loyalty on Shopee Customers in Bandar Lampung".

B. FORMULATION OF THE PROBLEM

Based on the existing background, the authors are interested in formulating the problem, namely:

1. How does e-satisfaction affect consumer e-loyalty in shopping at Shopee?
2. How does e-trust affect consumer e-loyalty in shopping at Shopee?

C. RESEARCH OBJECTIVES AND BENEFITS

The aims of this research are :

1. To find out whether E-satisfaction affect consumer E -loyalty in shopping at Shopee
2. To find out whether E -trust affect consumer E -loyalty in shopping at Shopee

D. RESEARCH PURPOSE

The purpose of this research is to determine how the influence of e-satisfaction and e-trust towards e-loyalty on Shopee's customers

E. USE OF RESEARCH

The results of this study are expected to provide benefits to various parties including, namely:

1. For Company

This research can be applied in real terms and become input in maintaining customer loyalty that this platform is truly trusted both in the transaction system and in terms of providing products.

2. For Author

This research is expected to increase the knowledge and insight of the author about the influence of e-satisfaction and e-trust towards e-loyalty on Shopee's customers, as an implementation of the theory that has been obtained during studying in University of Lampung and as a comparative study between theoretical knowledge and practice in the field.

3. For academics

This research is expected to be a reference material for studying issues related to customers loyalty and as a reference for other researchers who wish to examine similar problems.

4. For readers

As scientific rich that can add insight and knowledge, especially in the field of marketing and as a reference to conduct further research.

CHAPTER II LITERATURE REVIEW AND HYPHOTHESIS DEVELOPMENT

A. MANAGEMENT

Management, according to (Afandi, 2018), works with people to achieve organizational goals by implementing the planning function , organizing function personnel preparation or staffing function, direction and leadership function, and supervision function. Management is a distinct process that entails planning, organizing, moving, and directing actions in order to define and achieve certain goals through the use of human resources and other resources.

Management is a process that consists of planning, organizing, mobilizing, and controlling to achieve predetermined goals (Terry, 1997). Management is the process of working with and through others to achieve organizational objectives in a changing enronment (Kreitner & Cassidy, 2012). According to (Magretta, 2012) Management creating value for customers by helping people to be more productive and innovative in a common effort.

Management is the process of planning, organizing, directing, and supervising the work of organizational members and the utilization of other resources in order to achieve the organizational goals, according to James A.F. Stoner, translated by T. Hani Handoko (2011: 8). Management is the science and art of controlling the process of employing human resources and other sources effectively and efficiently to reach specific goals, claims Malayu S.P. Hasibuan (2014: 20).

The meaning of management according to professor (Appley et al., 2010) is the science and art of planning, organizing, directing, coordinating and supervising humans with the help of tools so that they can achieve goals. Management is the process of planning, organizing, leading, and controlling the efforts of organization members and of using all other organizational resources to achieve stated organizational goals (Stoner, 1986). Management is a science and an art that governs the process of successfully employing human resources and others to reach a specific purpose (Hasibuan, 2019).

1. Marketing Management

According to (Kotler & Keller, 2016) Marketing is about identifying and meeting human and social needs. One of the shortest, good definitions of marketing is meeting needs profitably.

According to (Panjaitan, 2018), Marketing is the science and art of exploring the social or managerial processes by which individuals or organizations obtain what they need by creating, offering and exchanging products with others with the aim of building strong relationships with customers and obtaining value from customers or consumers.

According to the American Marketing Association (AMA) in (Kotler & Keller, 2016) Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. According to Kotler and Amstrong (2017:32),

the twofold goals of marketing is to attract new customers by promising superior value and to keep and grow current customers by delivering satisfaction.

Marketing according to (Sudaryono, 2016) is a combination of interrelated activities to find out consumer needs through creating, offering and exchanging valuable products and services and developing promotions, distribution, services and prices so that consumer needs can be well satisfied at a certain level of profit.

The purpose of marketing management is to efficiently and successfully plan, implement (which includes planning, directing, and coordinating) and supervise or control marketing operations within a business. Corporate managers create, deliver, and communicate superior goods or services to clients in order to locate, draw in, keep, and develop target markets.

From the previous description, it can be concluded that marketing includes researching, analyzing, and comprehending consumer demands in order for producers' products/services to be acknowledged as meeting consumer needs.

B. E-SATISFACTION

The most common interpretations obtained from many authors support the idea that satisfaction is a state that arises from assessing what has been given to the client. what to anticipate, including the choice to buy and the wants and needs that motivate that decision (Amstrong & Kotler, 1996). According to (Zeithaml et al., 2003), customer satisfaction is defined as how well a product or service meets the wants and expectations of the consumer. According to Boselie, Hesselink, and Wiele (2002, in Mohammad et al., 2009) satisfaction is a positive, affective statement resulting from an assessment of all aspects of one party's working relationship with another.

In general, customer satisfaction is determined by fulfilled or customer expectations or not. Satisfaction is a function of perceived performance and expectations. (Wilson et al., 2016) defined customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. According to (Oliver, 2014) customer satisfaction is a feeling of

pleasure or disappointment that a person gets from comparing the product's perceived performance (outcome) and expectations.

(Ranjbarian et al., 2012) argues that e-satisfaction or online customer satisfaction is the result of consumer perceptions of online convenience, trade/transaction methods, site design, security and service. (Wilson et al., 2016) defined customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. Satisfaction has been shown to be positively related to loyalty and this effect also occurs in online environment. (Shankar et al., 2003) indicated that the effect of satisfaction on loyalty is stronger online than offline .

Satisfied customers are more likely to use the service, have a greater repurchase intention, and are more likely to suggest the product or service to their friends than those who are not. Furthermore, disappointed customers are more likely to seek alternative information and switch to another merchant, as well as being less willing to create a close relationship with the retailer.

Based on previous definitions it can be concluded that e-Satisfaction is a feeling that benefits customers regarding their relationship with the company. E-satisfaction is considered as customer satisfaction about online experience (including browsing experience and purchasing experience) with a given e-commerce site. A high level of consumer satisfaction with online transactions tends to increase consumer commitment to shopping.

According to Bulut (2015) e-satisfaction has the following indicators:

1. Consumers are happy with the services provided.
2. Consumers feel happy to make purchases through the website.
3. Consumers feel the decision to buy online is a wise decision.
4. Consumers are interested in making repeat purchases through the website.

C. E-TRUST

According to (Martínez & Del Bosque, 2013) consumer trust is defined as the belief that a product or service provider can be relied on to behave in such a way that the long-term interests of consumers can be met. e-Trust is defined as the basic initiation of relationship formation and maintenance between customers and online sellers (Kim et al., 2009).

According to (Alif & Harahap, 2013) trust is defined as a form of attitude that shows feelings of liking and persisting in using a product or brand. Trust will arise from the minds of consumers if the product purchased is able to provide the benefits or value that consumers want in a product. Consumer trust is a type of consumer support for the efforts made to obtain whatever they desire, based on the belief that a consumer will provide support for the purchase decision that will be made. Consumer trust is basically a form of consumer support for the efforts made to get everything they want, through trust a consumer will provide support related to the purchase decision that will be determined.

Trust is an important element in online marketing. In line with the opinion of (Mohammad et al, 2013) which states that trust is an important attribute that must be adopted into e-commerce applications. This is important, considering that all online transaction processes are carried out without face to face and rely on a service system that must be trusted so that all mutually beneficial transaction processes can continue to run well. According to (Andromeda, 2015), consumer trust in online shopping websites lies in the popularity of the online shopping website itself. The better a website, consumers will be more confident and believe in the reliability of the website.

Based on the opinions of several experts above, it can be concluded that the notion of e-trust or electronic trust is a basic aspect of a business, where a business transaction will occur if there is trust between each party. This trust does not appear suddenly, but must be built from the start. This trust is also the driving force in an effective relationship.

The e-trust variable indicators refers to Robbins' theory (in Prayitno, 2015), including:

1. Integrity: honesty (honest) and behave with the truth (truth-fullness)
2. Competence: technical knowledge and skills as well as personal standards
3. Consistency: reliable, predictable and well considered in handling situations
4. Loyalty: willingness to protect and maintain the best possible relationship
5. Openness: willingness to share information ideas freely

D. E-LOYALTY

Every company always tries to provide the best service for consumers, good service will have an impact on consumer loyalty. According to (Tjiptono, 2014), customer loyalty is defined as repeat purchases that can be the result of market dominance by companies that have succeeded in making their products the only available alternative. From this understanding it can also be interpreted that brand loyalty is obtained because of a combination of satisfaction and complaints.

According to (Setyaningsih, 2014) consumer loyalty is defined as the mindset of customers who are kind to the company, committed to repurchasing the company's products or services and recommending products or services to others. Meanwhile, e-loyalty is a commitment to re-visit a site consistently because shopping at that site is preferred over switching to other sites (Flavián et al., 2006).

Anderson and Srinivasan in (Hur et al., 2011) define e-loyalty as a customer's favorable attitude towards an electronic business that results in repurchase behavior. According to (Fahraka et al., 2019) e-service quality that leads to customer satisfaction will affect the growth of customer loyalty.

In the context of e-commerce, customer loyalty is called e-loyalty. According to Hur et al (2011), defines e-loyalty as the customer's intention to visit the website again with or without the occurrence of online transactions. This definition considers customer loyalty as a constructive attitude and potentially also beneficial for conventional circumstances.

According to Jeon (2017), e-loyalty is defined as a consumer attitude that benefits online sellers, which results in repeat purchases, e-loyalty is the impact of consumer 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 participate in making purchases.

Based on the opinions of these experts, it can be concluded that e-loyalty is a form of consumer trust and commitment to a product that has an impact on website visitors who can potentially make repeat purchases. The main characteristics of e-loyalty are the willingness to revisit and purchase intention from a website and continue to use the website in question even though there are other alternative websites.

According to (Harianto, 2013) indicators of strong loyalty are as follows:

1. Say positive thing: in the form of conveying to others in the form of positive words about a service provider, usually in the form of story reviews or experience descriptions.
2. Recommend friends: namely the process that culminates in inviting other parties to participate in enjoying the service provider as a result of the positive experience felt.
3. Continue purchasing: namely the attitude to repurchase continuously by the consumer at a particular service provider, causing repetition that can be based on loyalty.

E. E-COMMERCE

E-commerce is currently one of the promising industries, and it is widely used in Indonesia. His devoted following makes this industry one where one may expect to make a good living. E-commerce is a part of e-business, which has a broader definition that includes not only commerce but also business partner collaboration, job openings, customer service, and other activities.

E-commerce has its first phase on the 1970's, when e-commerce was restricted to operations among large corporations which established among themselves private communication networks and, by means of electronic fund transfer systems, which

electronically made financial transactions and document exchanges (Galinari et al., 2015).

E-commerce involves the use of the Internet, the World Wide Web (Web), and mobile apps and browsers running on mobile devices to transact business. Although the terms Internet and Web are often used interchangeably, they are actually two very different things. The Internet is a worldwide network of computer networks, and the Web is one of the Internet's most popular services, providing access to billions of web pages (Traver & Laudon, 2018).

As may be concluded from the explanation above, e-commerce is a transaction or exchange that can only be completely completed if it is supported by technology instruments and communication channels. Through e-commerce, transactions can be done out whenever, by anybody, and from anywhere the communication network is accessible.

Classification of e-commerce is generally done based on the nature of the transaction. According to (Laudon & Laudon, 2014) , the classification of e-commerce is distinguished as follows:

1. Business to Consumer (B2C)

Electronic commerce involves retailing products and services to individual buyers. This type of e-commerce is probably the most common in our environment where the transaction process is carried out by producers to sell goods and services to consumers directly.

Actually this type is the same as retail stores in general where producers can also sell their products retail but what distinguishes them is the media they use to process transactions via online. For example, Shopee consists of many producer sellers who will be directly connected to their consumers.

2. Business to Business (B2B)

Electronic commerce which involves the sale of goods and services between businesses. This e-commerce transaction is carried out by two parties who both have business interests. These two parties understand each other and know the business

they are running. Generally, the business is carried out on an ongoing basis, or simply by subscription. A simple example of B2B is producers and suppliers who transact online, both for consulting the needs of goods, to the payment process.

3. Consumer to Consumer (C2C)

Electronic commerce involving consumers selling directly to consumers. C2C is divided into two models, namely marketplace and classified. In the marketplace model, consumers as providers of goods and services need a platform as a place for transactions. On the platform, consumers who act as sellers can post various products for other consumers to buy. Examples of well-known C2C platforms in Indonesia are Tokopedia, Bukalapak, Shopee and so on. For the classified model which gives freedom to sellers and buyers to transact directly. The available website only serves to bring together sellers and buyers but does not facilitate online buying and selling transactions.

F. PREVIOUS RESEARCH

Table 2.2 Previous Research

No	Title	Authors	Year	The purpose of the research	The result of the research
1.	Website Quality, E-satisfaction, and E-loyalty of Users Based on The Virtual Distribution Channel Scopus : Journal of Distribution Science	Dorothy R. H. Pandjaitan, Mahrinasari MS, Bram Hadiano	2021	Technology induces the virtual distribution channel to exist, especially for booking a room online. This situation, indeed, provides an alternative for the customers to book based on their budget through digital platforms. One platform offering competitive prices is virtual hotel operators, such as Airbnb, OYO, RedDoorz, and Airy Rooms.	This investigation demonstrates the positive relationship between e-satisfaction and e-loyalty. Additionally, website quality positively associates with e-satisfaction and e-loyalty.

				<p>Preferably, after using their platform, the user should be satisfied and loyal. Hence, this investigation aims to prove some associations. The first is between e-satisfaction and e-loyalty. The second is between website quality and e-satisfaction. The final is between website quality and e-loyalty.</p>	
2.	<p>E-Satisfaction dan E-Trust Mempengaruhi E-Loyalty Konsumen Wanita Dalam Sosial Media</p> <p>Performa : Jurnal Manajemen dan Start-Up Bisnis – Vol 1 – Nomor 4</p>	Anindea Revita	2016	<p>This study aims to examine the effect of e-satisfaction and e-trust on female consumers' e-loyalty in social media.</p>	<p>The results of this study indicate that the e-trust variable is a connecting variable between the e-satisfaction and e-loyalty variables, which means that the more satisfied a consumer is, the greater the level of consumer trust in online business, so that it will increase consumer loyalty to online business. Not only that, in this study it was proven that the e-</p>

					satisfaction variable significantly affects the e-trust variable, which means that the more satisfied consumers are with an online business, the higher the level of consumer trust in online business.
3.	E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia IOP Conference Series: Materials Science and Engineering	Ong Soo Ting, Mohd Shoki Md Ariff,, Norhayati Zakuan, Zuraidah Sulaiman, Muhamad Zameri Mat Saman	2016	This study aims to determine the effect of e-service quality, e-satisfaction and e-loyalty from online buyers in Malaysia.	The results of this study are e-service quality, e-satisfaction and e-loyalty has become very important for online sellers to attract and retain online shoppers in this virtual environment.
4.	Female Online Shoppers: Examining The Mediating Roles of E-Satisfaction and E-Trust on E-Loyalty Development Emerald – Internet Research : Vol 25	Chou, S., Chen, C. W., & Lin, J. Y	2015	This study describes what factors are between e-satisfaction and e-trust that can affect the e-loyalty of female consumers in online businesses because in online	The results of this study indicate that online concerns and online experience have been shown to affect e-satisfaction and e-trust of consumers, thereby increasing the

					e-loyalty of female consumers in online business associated with purchase intention.
5.	The effect of E Service Quality, E Trust, Price and Brand Image Towards E Satisfaction and Its Impact on E-Loyalty of Traveloka's Customer Jurnal Ilmiah MEA (Manajemen, Ekonomi dan Akuntansi) : Vol 4 – No 3	Ratih Anggoro Wilis, Andini Nurwulandari	2020	This study aims to analyze the effect of E-Service Quality, E-Trust, Price, Brand Image to the E-Satisfaction, and E-Loyalty of Online Travel Agent Traveloka.	Based on the results of the study concluded that E-Service Quality, E-Trust, Price, and Brand Image have a positive effect on ESatisfaction and also on E-Loyalty.

Source: Author's Summary, 2022

Based on table 2.1 the author will use E-Satisfaction as the first independent variable from the first research by Pandjaitan et al., (2021) with the title "Website Quality, E-satisfaction, and E-loyalty of Users Based on The Virtual Distribution Channel". E-trust as the second independent variable came from another research by Revita (2016) titled "E-Satisfaction dan E-Trust Mempengaruhi E-Loyalty Konsumen Wanita Dalam Sosial Media". The dependent variable is E-Loyalty which from research by Ting et al., (2016) with title "E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia".

G. HYPOTHESIS DEVELOPMENT

The logical relationship between two or more variables expressed as testable propositions. It is thought that by testing hypotheses and validating the link between variables, solutions to issues would be discovered.

1. Relationship between E-Satisfaction and E-loyalty

(Hur et al., 2011) in (Pandjaitan et al., 2021), find that e-satisfaction positively influences e-loyalty. After researching the same relationship utilizing undergraduate and graduate students in Tunisia, Ltifi & Gharbi (2012) locate the positive sign. Additionally, surveying online shoppers in Vietnam, Giao et al. (2020) reveal a positive relationship between e-satisfaction and e-loyalty.

Indeed, the positive effect of e-satisfaction on e-loyalty has been suggested by several studies (Anderson & Srinivasan, 2003); (Chandrashekar et al., 2007); (Flavián et al., 2006); (Harris & Goode, 2004); (Yang & Peterson, 2004).

From the explanation above, the hypothesis can be formulated, namely:

H1 : E-Satisfaction has an effect on E-loyalty

2. Relationship between E-Trust and E-Loyalty

When customers have perceived e-trust from an online store, they may feel comfortable and confident while shopping at that store (Connolly & Bannister, 2007); (Corritore et al., 2003); (Lauer & Deng, 2007). Such a secure feeling generated from e-trust increases customers' willingness to provide truthful information (Cho & Fiorito, 2009) and to continue shopping on the same website (Liu et al., 2004), resulting in higher loyalty (i.e., willingness to revisit). In other words, e-trust can reduce consumers' uncertainty when shopping online and then increase the possibility of rebuying actions (Cyr, 2008; Doong et al., 2008). Indeed, the positive relationship between e-trust and e-loyalty has been suggested by several studies conducted in the context of the online environment (Harris and Goode, 2004; Horppu et al., 2008; Kassim and Abdullah, 2008).

From the explanation above, the hypothesis can be formulated, namely:

H2 : E-Trust has an effect on E-Loyalty

3. Relationship between E-Satisfaction and E-Trust

E-satisfaction has been found as one of the factors enhancing the sense of e-trust (Doong et al., 2008; Fang et al., 2011; Flavián et al., 2006; Horppu et al., 2008). Doong et al. (2008), for example, suggested that when customers are satisfied with a seller, such satisfaction might create a belief that the seller is trustworthy. Horppu et al. (2008) used brand familiarity as a moderator to examine the relationships between e-satisfaction and e-trust and found that no matter whether there is a high or low level of brand familiarity, the positive relationship between e-satisfaction and e-trust always exists, indicating that e-satisfaction is one source of e-trust. Thus, the higher the level of e-satisfaction, the higher the level of e-trust there may be (Fang et al., 2011).

From the explanation above, the hypothesis can be formulated, namely:

H3 : E-Satisfaction and E-Trust will be together positively associated with E-Loyalty

Based on the development of hypothesis, so the research model:

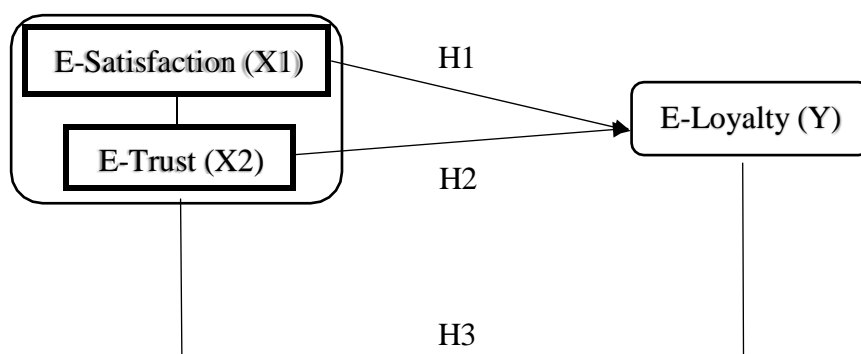


Figure 2.1 : Research Model

(Source : Pandjaitan et al., 2021; Revita, 2016; Ting et al., 2016)

CHAPTER III RESEARCH METHOD

A. RESEARCH DESIGN

Methods are critical and have a significant impact on a study's success or failure, particularly when collecting data. Because the information gathered in a study is a description of the research object.

This research is a quantitative research. Quantitative research is research by obtaining data in the form of numbers or qualitative data that is leveraged. Quantitative research is used to measure the independent and dependent variables by using numbers that are processed into statistical analysis. Quantitative analysis is an analysis of data based on the statistical philosophy of positivism with the aim of testing the established hypothesis (Sugiyono, 2013).

This research is an associative quantitative research that is a form of research using at least two variables that are connected and in this study will see the effect of e-satisfaction and e-trust on e-loyalty at Shopee.

B. SOURCE OF DATA

The source of the data generated by the researcher is the final result of the processing during the research. Data basically starts from raw material called raw data. Data is all information from a person who is a respondent or that comes from documents both in statistical form and in other forms for research purposes (Malhotra et al., 2006).

The source of data used are:

1. Primary Data

Primary data is data obtained from the field or obtained from respondents, namely consumers who have visited the Shopee site and application. These data are the results of the answers to filling out the questionnaire from the selected respondents and meet the respondent's criteria.

This research uses a Likert scale. The Likert Scale is used to measure the subject's response into 5 points with the same interval, then the data type used is the interval data type. The research instrument used in the Likert Scale can be made in the form of a checklist (Fauzi, 2009). Each point will be scored as follows:

Table 3.1 : Likert Scale

Alternative Answer	Note	Score
SS	Strongly Agree	5
S	Agree	4
R	Neither Agree or Disagree	3
TS	Disagree	2
STS	Strongly Disagree	1

Source : (Sekaran, 2006)

2. Secondary Data

Secondary data is data obtained indirectly. This data is gained by a researcher who does not seek to collect it himself, such as through related books, periodicals, the internet, or other publications. As a result, secondary data originates from second, third, and so on, meaning that it travels through one or more parties other than the researchers.

C. POPULATION AND SAMPLE

1. Population

According to (Arikunto, 2013) population is the whole object of research. Population is a group of people, events or things that have certain characteristics (Supomo & Indriantoro, 2020). Before starting the research, the population that is relevant to the research objectives and problems is determined. It can be concluded that the population is the entire subject or research object that has certain characteristics in accordance with the research conducted. The population of this research is people that ever made the transaction at Shopee in Bandar Lampung.

2. Sample

The sample is part of the population studied/observed, and is considered to be able to describe the state or characteristics of the population (Sugiyono, 2013). Sampling is done by considering the existing population is very large, so it is not possible to obtain from the existing population, thus forming a participating population.

The sample for this study was gathered from the population, specifically some Shopee customers in Bandar Lampung. In this study, the sampling technique used is non-probability sampling by using a purposive sampling technique in which the sampling is based on certain criteria that have been determined by the researcher. The criteria determined by the researchers are as follows:

Table 3.2 : Sampling Criteria Table

No	Sample Criteria
1	Bandar Lampung people who use the Shopee application
2	Bandar Lampung people aged 18 - 30 aged
3	Bandar Lampung people who have made buying and selling transactions on the Shopee application for more than 3 times

Source : Author (2022)

The sample in this study were Shoppe consumers who met the criteria in the study. (Hair, 2009) suggested that the sample size depends on the number of indicators used in all variables. The number of samples is equal to the number of questions multiplied by 5-10. The number of questions studied in this study amounted to 16 questions, then the results of the sample calculation are as follows, the number of samples = $16 \times 10 = 160$ respondents (minimum).

D. VARIABEL DEFINITION

In this study, E-satisfaction and E-trust are the exogenous variables. Futhermore, the measurement of e-satisfaction mentions the indicators utilized by (Bulut, 2015). There are six indicators, which are :

1. I am satisfied with my decision to purchase from Shopee site (E-SAT1)
2. If I had to purchase again, I would feel differently about buying from Shopee (E-SAT2)
3. My choice to purchase from Shopee site was a wise one (E-SAT3)
4. I feel badly regarding my decision to buy from Shopee (E-SAT4)
5. I think I did the right thing by buying from Shopee (E-SAT5)
6. I am unhappy that I purchased from Shopee (E-SAT6)

Meanwhile, to measure the E-trust indicator, we pointed to studies of (Ling et al., 2010) and (Ribbink et al., 2004). We combine them because they integrate items to measure trust. Thus, this trust is measured by five indicators:

1. I believe Shopee guarantees the security of my transactions (E-TRU1)
2. I'm sure Shopee keeps my personal identity very carefully (E-TRU2)

3. I feel safe entering my personal data on Shopee (E-TRU3)
4. I am willing to pay in advance to order on Shopee (E-TRU4)
5. I'm sure Shopee will fulfill its promise (E-TRU5)

Futhermore, Researcher treat e-loyalty as the endogenous variable. The measurement of e-loyalty mention the indicators utilized by Pandjaitan et al., (2021). Thus, this loyalty is measured by five indicators:

1. I always say good things about Shopee to anyone around me (E-LOY1)
2. I always suggest anyone using Shopee to look for information (E-LOY2)
3. I tend to use Shopee rather than others at the moment (E-LOY3)
4. I will be utilizing Shopee for the future (E-LOY4)
5. I always motivate anyone to operate Shopee (E-LOY5)

E. OPERATIONAL DEFINITION

1. Independent Variable

(Sugiyono, 2013) states that the independent variable is a stimulus variable, or a variable that affects other variables. This variable is the one that is measured, manipulated or chosen by the researcher to determine the relationship with a symptom to be studied. In this study the independent variable is E-satisfaction and E-Trust.

2. Dependent Variable

(Sugiyono, 2013) states that the dependent variable is a variable that is observed and measured to determine the effect caused by the independent variable. In this study the dependent variable is E-loyalty.

The definition of operational variable exists in table 3.3:

Table 3.3 : Operational Denifition Table

Variables	Definitioon	Indicators	Scale
E-Satisfaction (Pandjaitan et al., 2021)	Customer satisfaction as the customers' evaluation of a product or service in terms of whether	1. I am satisfied with my decision to purchase from this Web site 2. If I had to purchase again, I would feel differently about buying from this Web site	

	that product or service has met their needs and expectations. (Wilson et al., 2016)	3. My choice to purchase from this Web site was a wise one. 4. I feel great regarding my decision to buy from this Web site 5. I think I did the right thing by buying from this Web site. 6 I am happy that I purchased from this Web site	Likert
E-Trust (Ling et al., 2010) & (Ribbink et al., 2004)	E-Trust is defined as the basic initiation of relationship formation and maintenance between customers and online sellers. (Kim et al., 2009)	1. Transaction security and delivery capability as factors related to information security risks and purchase intentions. 2. The process of controlling information in all types of internet exchange transactions. 3. That is, honesty (honest) and being with the truth (truthfulness). 4. Willingness to make a payment in advance. 5. Consumer confidence that a company will fulfill its promises.	Likert
E-Loyalty Pandjaitan et al., (2021)	E-loyalty as the customer's intention to visit the website again with or without the occurrence of online transactions. (Hur et al., 2011)	1. I always say good things about this web site to anyone around me 2. I always suggest anyone using this web site to look for information 3. I tend to use this web site rather than others at the moment 4. I will be utilizing this web site for the future 5. I always motivate anyone to operate this web site	Likert

Source: Based on Bulut, (2015), Ling et al., (2010), Ribbink et al., (2004), Pandjaitan et al. (2021)

F. VALIDITY AND REALIBILITY TESTING

1. Validity

Validity is how much a measurement, test or research actually measures what it is supposed to measure. The validity test determines whether or not the measuring device can accurately measure what it claims to be able to measure. The degree to

which the data collected does not stray from the desired validity description is determined by the instrument's high and low validity (Arikunto, 2013).

The instrument validity test is done by testing the construct validity through the use of factor analysis. Construct validity refers to the consistency of the outcomes gained through the use of a measure or indicator with the theoretical concepts employed. If the results of the factor analysis model show Kiser-Meyer-Olkin (KMO) above 0.500 the loading factor is above 0.600 declared valid (Ghozali, 2015).

Table 3.4 Table Validity Test Result

KMO and Bartlett's Test

Variable	Items	Anti-Image Correlation	KMO Measure of Sampling Adequacy	Description
E-Satisfaction (X1)	1	0.882	0.787	Valid
	2	0.849	0.787	Valid
	3	0.807	0.787	Valid
	4	0.655	0.787	Valid
	5	0.858	0.787	Valid
	6	0.635	0.787	Valid
E-Trust (X2)	1	0.856	0.848	Valid
	2	0.785	0.848	Valid
	3	0.873	0.848	Valid
	4	0.861	0.848	Valid
	5	0.883	0.848	Valid
E-Loyalty (Y)	1	0.873	0.866	Valid
	2	0.892	0.866	Valid
	3	0.909	0.866	Valid
	4	0.869	0.866	Valid
	5	0.812	0.866	Valid

(Source: Primary Data, 2022)

Based on the results of the study above, it is known that the Kaiser-Meyer Olkin Measure of Sampling Adequacy (KMO MSA) value is greater than 0,50. While the result of Bartlett's Test of Sphericity obtained a significance level of 0,000, which means that between correlation there is a variable (significance < 0,05), thus it can be concluded that all existing variables can be analyzed further because it meets the criteria.

2. Reliability

Reliability refers to how consistently a method measures something. The measurement is considered reliable if the same result can be consistently achieved using the same methods under the same conditions. Reliability indicates an understanding that an instrument is reliable enough to be used as a data collection tool because the instrument is already good (Arikunto, 2013).

In this research, the reliability test uses the Alpha Cronbach measurement technique where an instrument can be said to be reliable if it has a reliability coefficient or alpha of 0.6 or more (Ghozali, 2018).

Table 3.5 Reliability Test Result

Variables	Total Items	Cronbach's Alpha Limit	Cronbach Alpha Output	Description
E-Satisfaction	6	0.60	0.848	Reliable
E-Trust	5	0.60	0.899	Reliable
E-Loyalty	5	0.60	0.877	Reliable

(Source: Primary Data, 2022)

Based on table, the results of the reliability test showed that all the question items from the three variables studied are reliable because they have Cronbach values Alpha > 0.60.

G. DATA ANALYSIS TECHNIQUE

1. Descriptive analysis

Descriptive method is a method that is used to describe or analyze a research result but is not used to make broader conclusions (Sugiyono, 2013). This descriptive analysis is used to describe the characteristics of the research by describing the object of research which consists of a description of the research location, the state of the respondents being studied, and the items distributed from each variable. The purpose of this analysis is to make a systematic, factual and accurate description, picture or painting of the facts, characteristics and relationships between the phenomena studied.

2. Quantitative data analysis

Quantitative data analysis methods are methods that depend on the ability to calculate data accurately. In addition, this method also requires the ability to interpret complex data.

Multiple linear regression analysis is basically a study of the dependence of the dependent variable with one or more independent variables, with the aim of estimating and or predicting the population average or the values of the known independent variables (Ghozali, 2015). In this study using more than one independent variable, namely E-Satisfaction and E-Trust that affect the dependent variable, namely E-Loyalty, in this study using multiple linear regression using SPSS. The general equation for multiple linear regression used is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Explanation :

Y	= E-Loyalty
A	= Constanta
β	= Regression Coefficient
X1	= E-Satisfaction
X2	= E-Trust
ε	= Error

H. HYPOTHESIS TESTING

1. T Test

The T-test is to test how the influence of each independent variable individually on the dependent variable (Sugiyono, 2009). This test can be done by comparing t count with t table or by looking at the significance column in each t count.

a. Effect of E-Satisfaction on E-Loyalty

Ho: E-Satisfaction has no effect on E-Loyalty on Shopee

Ha: E-Satisfaction affects E-Loyalty on Shopee

b. Effect of E-Trust on E-Loyalty

Ho: E-Trust has no effect on E-Loyalty on Shopee

Ha: E-Trust affects E-Loyalty on Shopee

c. Effect of E-satisfaction and E-trust together on E-Loyalty

Ho: E-satisfaction and E-trust together has no effect on E-Loyalty on Shopee

Ha: E-satisfaction and E-trust together affects E-Loyalty on Shopee

Test Criteria:

Determine and compare the probability value (sig) with the value of (0.05) with the following comparison:

1. If the value of $\text{sig} < 0.05$ then Ho is rejected
2. If the value of $\text{sig} > 0.05$ then Ho is accepted
3. Determine the conclusions and results of hypothesis testing

2. F Test

F test with simultaneous test or model test / anova test, which is a test to see how the effect of all the independent variables together on the dependent variable.

Effect of E-Satisfaction and E-Trust on E-Loyalty

Ho: E-Satisfaction and E-Trust do not affect the E-Loyalty on Shopee

Ha: E-Satisfaction and E-Trust affect the E-Loyalty on Shopee

Test Criteria:

Determine and compare the probability value (sig) with the value of (0.05) with the following comparison:

1. If the value of $\text{sig} < 0.05$ then H_0 is rejected
2. If the value of $\text{sig} > 0.05$ then H_0 is accepted
3. Determine the conclusions and results of hypothesis testing

CHAPTER V CONCLUSION AND SUGGESTION

A. CONCLUSION

According to the purpose of the study, which are investigate the effect of E-Satisfaction and E-Trust Towards E-Loyalty on Shopee customers, the researcher attempted to draw conclusion based on the data analysis completed in preceding chapter. The conclusion is that E-Satisfaction and E-Trust have a positive relationship, as well as strong and positive relation between E-Satisfaction and E-Trust towards E-Loyalty at Shopee. The following conclusions can be developed based on the findings of the research and discussion:

1. The results of the t test show that e-satisfaction (X1) has a positive and significant effect on e-loyalty for Shopee consumers in Bandar Lampung, it has been proven through the results of hypothesis testing using t-test analysis which shows the $t \text{ value} > t \text{ table}$. Shopee customers may easily distinguish Shopee based on the survey data. Respondents responded that they feel at ease when access Shopee, and that they also feel satisfy because of the service and secure provided by Shopee, which makes customers want to back to Shopee. But according to the data of respondents, some respondents don't feel happy with purchasing at Shoppe due to some factors like customers service issues, fake products and shipping delays.
2. The results of the t-test test show that e-trust (X2) has a positive effect on e-loyalty for Shopee consumers in Bandar Lampung, which has been proven through the results of hypothesis testing using t-test analysis which shows a positive t value. Consumer have trust in Shopee because it meets their expectations as an E—Commerce by delivering goods and services ambience that makes customers feel comfortable and safe. But still some respondents think that Shopee doesn't meet their expectations due to insufficient information about terms and conditions in Shopee.

Shopee is expected to continue to give the best quality of products and services to its customers as a result of brand trust.

3. The results of the f test show that e-satisfaction (X1) and e-trust (X2) have a jointly positive effect on e-loyalty for Shopee consumers in Bandar Lampung, which has been proven through the results of the hypothesis test using the F test analysis which shows the calculated F value $>$ F table. According to the results of the survey, respondents tend to recommend Shoppe and recommend it to those who ask about E-Commerce. Shopee customers are loyal because they have faith in the company. Customers will feel safe towards loss if they obtain good service and quality from a brand, which will lead to customer loyalty. But some of the respondents will not recommend Shopee to others because some of issues about the services that they serve.

B. SUGGESTION

Based on the results of research, discussion and conclusions obtained, then the Following are some suggestions that might be suggested:

1. Despite the fact that the majority of respondents stated they were happy with Shopee, it's essential to consider the issues and suggestions raised by the minority who stated dissatisfaction about the services that provided by Shopee. Some of them have an issue with customers service which do not find proper solutions to their problems. Every customer's opinion is valuable, regardless of the percentage they represent, as their feedback can highlight areas where improvements can be made and help identify potential issues that need to be addressed. This can guide decision-making processes, drive strategic improvements, and help Shopee deliver a better customer experience. Their feedback can provide insightful information, inspire changes, and increase overall customer satisfaction and trust in Shopee's services.

2. As an e-commerce company that focuses on customer service, Shopee really should provide adequate training to their customer service team to ensure that they can provide the best service to customers. The training provided should cover product knowledge, return policies, shipping and other customer service that customers may require. In addition, Shopee also needs to have a good mechanism for dealing with

complaints or problems experienced by customers. This can include a problem or complaint reporting system that is easily accessible and quickly handled by the Shopee customer service team. Thus, by providing proper training to the customer service team and improving the problem handling system, Shopee can improve the quality of their service and provide a better shopping experience for their customers.

3. Shopee should be sure that the information it offers regarding its goods, services, and policies is clear and detailed. This includes factual product descriptions, pricing, delivery information, and exchange/return procedures. In order to ensure that the goods offered on its platform fulfill the required standards, Shopee should put in place strict guidelines for quality control. Customers' trust can also be increased by checking and screening merchants to guarantee their consistency and trustworthiness.

4. This research is still limited because it was only conducted in Bandar Lampung. This population can be expanded on a national scale to better represent young Indonesian consumers. This research can also be applied in other cities and countries with different ages, occupations and backgrounds. This can be achieved through cross-cultural and cross-platform comparative studies, which will provide a more thorough understanding of the factors influencing online utilization intentions in different contexts.

5. This study uses a sample that is mostly teenagers. Different results may be obtained with a sample with more mature age. In addition, the limitation of this study lies in the number of samples that may be less able to describe the behavior of consumers in the E-Commerce. For further research, a comparative test of consumer behavior can be conducted across several different E-Commerce.

6. For future researchers who wish to conduct research with the same theme, it is recommended to be able to add other variables that can form e-loyalty, such as trend, e-service quality, content availability, user experience, website satisfaction, and more. This will allow for a more complete understanding of the factors affecting E-loyalty on various aspects of the subject being studied.

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