

Building E-Loyalty in Indonesian E-Commerce: The Interplay of Digital Leadership, E-Service Quality, and E-Satisfaction

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Abstract - The purpose of this study was to determine the effect of e-service quality on e-loyalty, digital leadership on e-loyalty, the effect of e-service quality on e-satisfaction and the effect of e-loyalty on e-satisfaction in e-commerce online shops. The research method is quantitative and the sampling of respondents uses non-probability sampling of 190 online shop consumers. The research uses quantitative methods with descriptive analysis techniques and path analysis. The results of the online questionnaire were measured using a Likert scale. Data processing is done by path analysis method using SPSS . The results of his research prove that the variables of digital leadership, e-service quality, e-satisfaction and e-loyalty are in the good category. The results of his research prove that digital leadership has a positive and significant effect on e-loyalty, digital leadership has a positive and significant effect on e-satisfaction , e-service quality has a positive and significant effect on e-loyalty, e-service quality has a positive and significant effect on e-satisfaction and e-loyalty has a positive and significant effect on e-satisfaction in e-commerce online shops.

Keywords: digital leadership, e-service quality, e-loyalty, e-satisfaction, E-commerce online shop.

Introduction

According to Al-dweeri et al. (2018) The development of technology towards digital is currently increasingly rapid and has a significant impact on all aspects of people's lives. Technology has become an inseparable part of society in the digital era, which is highly mobilized and tends to like things that are instant and practical. According to Al-Khayyal et al. (2020) All the information needed can be obtained easily and quickly through the internet. In an era that has become completely digital, it can be done online with the help of the internet, the effect of the internet is also getting stronger from time to time. The internet makes all the activities of life easier and faster. Indonesia is one of the countries that has enjoyed the development of the internet, which is indicated by the large number of users. According to Al-Khayyal et al. (2020) One of the growing activities is online shopping. Through online shopping, consumers can find out prices, product descriptions and get convenience in transactions in the form of ease of payment. The trend of online shopping has an impact on the emergence of e-commerce. E-

commerce is a business that is carried out without boundaries to connect companies as institutions with individuals as customers. According to Alkhateeb et al. (2020); Al-Khayyal et al. (2020) Changes in individual shopping styles as consumers are an advantage for e-commerce to develop.

According to Gotama et al. (2019) Consumer behavior is one aspect that is influenced by the advancement of the internet. The opinion of Muhdiyanto et al. (2018) customer behavior is an analysis of meeting needs based on individual and group experiences in using products or services. Technological advances change consumer shopping behavior which is always changing and changing all the time. According to Jeyaprabha et al. (2021) Online shopping is considered to have various conveniences because online shopping can be carried out anywhere and anytime. Consumers can easily compare product prices just by opening several sites or online store applications at once. Payment systems that facilitate purchase transactions are also the reason online shopping is very popular. The phenomenon of e-commerce is a trend that is getting a lot of attention from business people today. The rapid growth of e-commerce has caused many new e-commerce-based companies to emerge and continue to grow, causing the business development of the e-commerce industry to compete fiercely. This is motivated by the easier it is for consumers in online businesses to make the transition from one e-commerce to another and it is easier for consumers to compare purchases of the same product between different e-commerce. This situation causes each e-commerce company to be more careful and creative in building and determining its competitive strategy in order to maintain consumer loyalty and become a market leader.

According to Mashaqi et al. (2020) Various e-commerce companies are now competing to provide promotional offers that tempt consumers such as cashback, free shipping, discounts, points and others. This strategy has been widely applied by many e-commerce companies. However, if the company only focuses on promotional strategies, of course it will not make consumers loyal to the company because consumers have been familiarized with attractive promotions so that if the company does not offer promotions anymore, it will make consumers disappointed and will switch to other e-commerce that can provide more attractive promos. This is certainly a major concern for companies so as not to lose loyal customers. Therefore, it would be better if e-commerce companies to focus more on customer loyalty. Customer loyalty is needed by the company because without customer loyalty, the company will not develop properly. According to Ilham et al. (2018); Marati et al. (2021); Mashaqi et al. (2020) E-commerce companies must be able to attract the hearts of consumers to be loyal to their online business, because when a company has received e-loyalty from customers, the next step is to maintain loyalty, so that customers will buy more, not being sensitive to changes prices, and their talks tend to favor the company.

According to Jameel et al. (2021) e-satisfaction is the satisfaction given after making a purchase at a company with electronic services. According to Prayitno (2015), e-satisfaction is a feeling as a form of evaluating product or service performance based on customer expectations. It is known that there are negative comments regarding the information provided, namely customer complaints relating to the delivery status of goods that are not appropriate even though the goods have not yet reached the customer's hands. This is of course very disappointing and affects the lack of customer satisfaction at Sorabel. Loyalty is formed by e-satisfaction which is related to other aspects. In research According to

Jameel et al. (2021); Juwaini et al. (2022); Kaya et al. (2019) e-service quality and e-trust are factors that influence e-satisfaction in this research.

Method

The research method is quantitative and the sample of respondents uses non-probability sampling of 190 online shop consumers. The research uses quantitative methods with descriptive analysis techniques and path analysis.. This research method is a quantitative method through path analysis and data analysis using SPSS software. The research data was obtained using a Likert scale questionnaire distributed online This study uses a questionnaire method or distributes questionnaires to objects that have characteristics that have been determined by the researcher. All questions on the questionnaire use a Likert scale which will be scored, with the following levels: 1 point for strongly disagree, 2 for disagreeing, 3 for neutral, 4 for agree, and 5 for strongly agree.

Based on the conceptual explanation above as the basis for research, the conceptual model of the research can be described as follows:

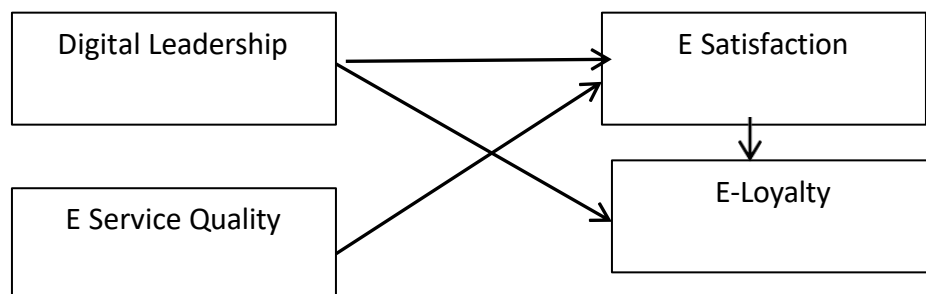


Fig 1. Research Model

Hypothesis

H1: Digital leadership has a positive effect on E-Satisfaction

H2: Digital leadership has a positive effect on E-Loyalty

H3: E-Service Quality has a positive effect on E-Satisfaction

H4: E-Service Quality has a positive effect on E-Loyalty

H5: E-Satisfaction has a positive effect on E-Loyalty

Result and Discussion

The Effect of Digital leadership on E-Satisfaction of E-Commerce Online Shop Users

Based on the research analysis results, the p value is $0.001 < 0.050$ and the beta value is 0.732, so it can be concluded that the Digital leadership variable has a significant positive effect on e satisfaction. These results are consistent with previous research conducted by Pudjarti et al (2019) that the Digital leadership that causes customer satisfaction is a company's success in increasing customer loyalty using the

company's products or services. This hypothesis is also supported by previous research by According to Puranda et al. (2022); Phromlert et al. (2019); Wibowo et al. (2019); Wilis et al. (2020) that Digital leadership variable has a significant positive effect on e-satisfaction.

The Effect of Digital leadership on E-Loyalty of E-Commerce Online Shop Users

Based on the research analysis results, the p value is $0.002 < 0.050$ and the beta value is 0.431, so it can be concluded that the Digital leadership variable has a significant positive effect e-loyalty. This result is in line with previous research by Al-dweeri et al. (2018); Alkhateeb et al. (2020); Al-Khayyal et al. (2020) with the results of his research which states that Digital leadership variable has a significant positive effect on loyalty. In addition, in the research of Puranda et al. (2022); Phromlert et al. (2019); Wibowo et al. (2019); Wilis et al. (2020) also states that the Digital leadership variable is able to have a positive and significant influence on the e-loyalty variable

The Effect of E-Service Quality on E-Satisfaction of E-Commerce Online Shop Users

Based on the research analysis results, the p value is $0.000 < 0.050$ and the beta value is 0.712, so it can be concluded that the e-service quality variable has a significant positive effect on esatisfaction. These results are consistent with previous research conducted by Pudjarti et al (2019) that the quality of service that causes customer satisfaction is a company's success in increasing customer loyalty using the company's products or services. This hypothesis is also supported by previous research by According to Puranda et al. (2022); Phromlert et al. (2019); Wibowo et al. (2019); Wilis et al. (2020) that e-service quality has a positive and significant effect on e-satisfaction. The results of this study indicate that the better the e-service quality offered by the online shop, the higher the e-satisfaction of users in using electronic services at the online shop as an online shopping site. The most important e-service quality indicator is efficiency, which is indicated by the ease and speed of users accessing and using the site. The average consumer is satisfied with the electronic services provided by the online shop so that this can create a good online purchasing experience for users.

The Effect of E-Service Quality on E-Loyalty of E-Commerce Online Shop Users

Based on the research analysis results, the p value is $0.001 < 0.050$ and the beta value is 0.621, so it can be concluded that the e-service quality variable has a significant positive effect on e-loyalty. This result is in line with previous research by Al-dweeri et al. (2018); Alkhateeb et al. (2020); Al-Khayyal et al. (2020) with the results of his research which states that e-service quality has a positive and significant effect on loyalty. In addition, in the research of Puranda et al. (2022); Phromlert et al. (2019); Wibowo et al. (2019); Wilis et al. (2020) also states that the e-service quality variable is able to have a positive and significant influence on the e-loyalty variable. Based on the results of the study, it is known that the p value is $0.000 < 0.050$ and the beta value is 0.541 so it can be concluded that the satisfaction variable has a significant positive effect on e-loyalty. This result is in line with previous research by Gotama et al. (2019); Jeyaprabha et al. (2021); Muhdiyanto et al. (2018) stated that consumers who are satisfied with products and services tend to repurchase products and reuse services when the same needs reappear in the future. This hypothesis is also in line with previous research by Gotama et al. (2019); Jeyaprabha et al. (2021); Muhdiyanto et al. (2018) that satisfaction has an effect on loyalty. The results of this study indicate that the higher the e-satisfaction felt by users in using the online shop, the higher the e-loyalty of users to continue using the online shop in shopping online. The most important e-satisfaction indicator is

convenience, which is indicated by consumer satisfaction with the ease of finding what an e-commerce online shop needs. The average consumer finds shopping online very easy because consumers do not need to leave their homes or travel to find and obtain goods online. From this, consumers will give rise to good preferences for websites or online shop applications.

The Effect of E-Service Quality on E-Loyalty Through E-Satisfaction on E-Commerce Online Shop Users

Based on the results of the hypothesis test that has been carried out, it shows that there is a significant influence between the e-service quality provided by the online shop which can create positive esatisfaction so as to create e-loyalty for e-commerce online shop users. This means that the provision of good quality e-service on the website or online shop application can increase e-satisfaction and can create e-loyalty. Esatisfaction has an effective role as a partial mediation between e-service quality and e-loyalty. This result is in line with previous research by Al-dweeri et al. (2018); Alkhateeb et al. (2020); Al-Khayyal et al. (2020) that customer loyalty can be increased with good service quality supported by high satisfaction when consumers use online purchasing services. In addition, this hypothesis is also in line with previous research by Puranda et al. (2022); Phromlert et al. (2019); Wibowo et al. (2019); Willis et al. (2020) that there is a significant effect between e-service quality on e-loyalty mediated by e-satisfaction. Esatisfaction as a partial mediation, which means that it is not the only e-satisfaction variable as a mediating effect of e-service quality on e-loyalty.

Conclusion

The results of his research prove that the variables of digital leadership, e-service quality, e-satisfaction and e-loyalty are in the good category. The results of his research prove that digital leadership has a positive and significant effect on e-loyalty, digital leadership has a positive and significant effect on e-satisfaction , e-service quality has a positive and significant effect on e-loyalty, e-service quality has a positive and significant effect on e-satisfaction and e-loyalty has a positive and significant effect on e-satisfaction in e-commerce online shops. in e-commerce Online shop as an online shopping site. It is known that e-service quality can increase e-commerce online shop user satisfaction, so that the better the quality of electronic services offered by e-commerce online shops, the more consumers will be able to increase consumer satisfaction in using electronic services at e-commerce online shops as online shopping sites. e-satisfaction can increase e-loyalty of e-commerce Online shop users, so that the higher consumer satisfaction in e-commerce Online shop, it will further increase user loyalty to continue to use electronic services at e-commerce Online shop in online shopping. e-service quality can increase e-loyalty through e-satisfaction of e-commerce Online shop users, so user loyalty in using e-commerce Online shops can be increased by the existence of good quality electronic services supported by high satisfaction felt by users in using services. shop online through the online shop. From the description of the research results, the researchers suggest that the Sorabel website be repaired so that maintenance errors do not occur by controlling website data to find out the maximum daily website visitors and find out problems when logging in to the website. online shop pays more attention to what customers need, for example, by adding product variations, such as the product being complained about, which is what was complained by adding the type. The information on the website is good regarding product stock information.

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