

The Effect of Statification, E-Service Quality on Loyalty Intentions: Perceived Value as a Mediating Variable on Online Shopping Sites

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ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh statistik, kualitas layanan e-commerce, dan nilai yang dirasakan pengguna situs belanja online di Kabupaten Sumenep, baik secara langsung maupun tidak langsung. Jumlah sampel yang digunakan adalah seratus orang yang dipilih dari populasi pembeli online. Pengambilan sampel dilakukan dengan menggunakan metode purposive sampling. Sampel yang dipilih harus berusia minimal 19 tahun dan telah melakukan minimal satu kali pembelian di situs belanja online setidaknya dalam tiga bulan terakhir. Validitas, reliabilitas, dan asumsi klasik merupakan uji instrumen penelitian. Analisis data digunakan analisis jalur, dan uji hipotesis dilakukan dengan menggunakan uji t. Semua ini dilakukan dengan menggunakan program SPSS 25. Hasil penelitian menunjukkan bahwa spesifikasi e-service berpengaruh signifikan terhadap nilai yang dirasakan, nilai yang dirasakan berpengaruh terhadap loyalitas tujuan, dan spesifikasi layanan elektronik berpengaruh tidak langsung terhadap loyalitas tujuan.

ABSTRACT

The aim of this research is to identify the influence of statistication, e-commerce service quality, and perceived value of online shopping site users in Sumenep Regency, both directly and indirectly. The number of samples used was one hundred people selected from the online buyer population. Sampling was done using the purposive sampling method. The selected sample must be at least 19 years old and have made at least one purchase on an online shopping website within at least the last three months. Validity, reliability, and classical assumptions are tests of research instruments. Path analysis was used to analyze the data, and hypothesis testing was carried out using the t-test. All of this was done using the SPSS 25 program. The research results showed that e-service specifications had a significant effect on perceived value, perceived value had an impact on goal loyalty, and e-service specifications had an indirect effect on goal loyalty.

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1. INTRODUCTION

In recent years, there has been a significant shift among large businesses and retailers towards digital business models. This trend is evident from the significant increase in visit statistics and ranking of e-commerce apps in Indonesia.

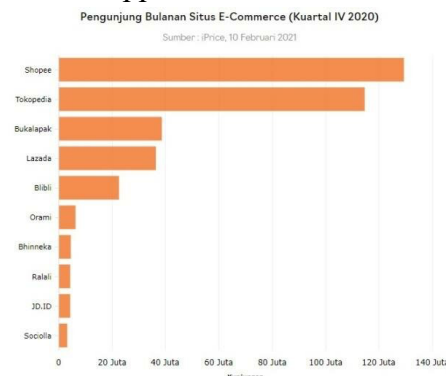


Figure 1. E-Commerce Ranking

Based on application ranking data, Shopee managed to outperform its old competitors such as Tokopedia, Bukalapak, Lazada, and Blibli, by occupying the top position in both the App Store and Play Store. This achievement is particularly striking considering that Shopee is a relatively new player entering the e-commerce market.

Studies [1] show that internet penetration in Indonesia has reached almost all industrial sectors. However, the fact that there is still a large part of the community that is not connected to the internet [2] actually opens up great opportunities for the development of online businesses or e-commerce. The rapid development of technology has changed people's lifestyles, one of which is the increasing habit of shopping online via smartphones. The ease of internet access and the wide selection of products available online have encouraged many business people to switch from conventional business to digital business [3]. Thanks to internet advances, the emergence of online shopping sites that sell fashion goods has enabled customers to fulfill their needs more efficiently. To provide optimal e-commerce satisfaction, e-commerce must provide robust security mechanisms and easy-to-use technology features to encourage customers to repurchase from their websites [4].

E-commerce service quality refers to the level of a website's ability to facilitate the customer transaction process effectively and efficiently. This research identified six main dimensions to measure e-commerce service quality, namely reliability, responsiveness, privacy and security, information quality, ease of use, and website design [5].

Online sellers must provide clear, complete, and accurate information to increase customer confidence and trust in their websites [6]. communicate customer satisfaction, which will encourage customers to use these goods and services in the long term. Good service can instill customer habits: When they make a purchase, consumers will assess how high their expectations can be met from the service they receive [7]. In Blended e-Learning which has become a common phenomenon in Education globally. There are Most developed countries adopting e-learning using strategic steps to increase their competitiveness, so Most developing countries implement e-learning that is reactive to the demands of Covid-19 [8]. Stakeholders in higher education are re-strategizing to identify the competition for convenience among student satisfaction. Student satisfaction is widely observed in the literature as a significant competitive

factor for higher education providers [9]. Developing countries like Pakistan, have seen a very rapid acceleration in the growth of online markets in recent years, so consumer trust in e-commerce platforms remains a very significant challenge [10]. Globalization has an impact on the way businesses are run as a whole. So there are fewer barriers to entering new markets or communicating and interacting with businesses and customers around the world [11]

2. METHODS

This research uses a quantitative approach with the path analysis method to test the hypothesis. A sample of 100 respondents was selected non-probably from the online consumer population. The research instrument in the form of a Likert scale questionnaire has been tested for validity and reliability. Data analysis was carried out using the t-test for direct effects and the Sobel test for indirect effects.

3. RESULT AND DISCUSSION

The research sample consisted of 100 respondents, predominantly young (19-30 years old) and female. The majority of respondents work as students with income ranging from IDR 500,000 to IDR 2,000,000 per month. After going through validity, reliability, and classical assumption tests, the data were analyzed using path analysis. The resulting path equation illustrates the relationship between the research variables.

$$(1) Z = b_1X + e_1$$

$$(2) Y = b_2X + b_3Z + e_2$$

Information:

X1 : Statistication

X2: E-Service Quality

Z: Perceived Value

Y: Loyalty Intentions

e1 : residual variables or variables that influence Z but are not discussed in the research

e2 : residual variables or variables that influence Y but are not discussed in the research.

The first regression equation in this study aims to test the hypothesis that E-Service Quality significantly affects Perceived Value. The regression analysis results show that:

Table 1: Results of Influence Path Analysis Variable X against Z

Variabel Bebas	Koefisien Jalur	t hitung	Probabilitas	Ket
X	0.743	10.995	0.000	Signifikan
Variabel Terikat Z				
R = 0.743				
R square = 0,552				
Adjusted R square = 0,584				

Based on the results of the regression analysis, a path coefficient of 0.743 was obtained, indicating a strong positive relationship between electronic service quality and perceived customer value. The very small significance value (0.00) indicates that this relationship is highly statistically significant. Thus, the hypothesis stating that electronic service quality affects perceived customer value is accepted.

The purpose of the second regression analysis is to test whether e-service quality and perceived value can jointly predict customers' intention to remain loyal. The results of this analysis will help us understand the extent to which these two variables contribute to customer loyalty:

Table 2. Results of Influence Path Analysis Variables X and Z against Y

Variabel Bebas	Koefisien Jalur	t hitung	Probabilitas	Ket
X	0.204	2.363	0.020	Signifikan
Z	0.660	7.659	0.000	Signifikan
Variabel Terikat Y R : 0,823 R Square : 0,677 Adjusted R Square : 0,671				

Based on the results of the regression analysis, a path coefficient of 0.660 was obtained, indicating a strong positive relationship between customers' perceived value and their loyalty intentions. The very small significance value (0.00) indicates that this relationship is highly statistically significant. Thus, the hypothesis that perceived customer value influences loyalty intentions is accepted.

Based on the results of the regression analysis, a path coefficient of 0.204 was obtained, indicating a positive relationship between electronic service quality and customer loyalty intention. Although the effect is not as large as other factors, the very small significance value (0.00) indicates that this relationship is highly statistically significant. Thus, the hypothesis that e-service quality affects customer loyalty intentions is accepted.

The path coefficient for e-service quality on loyalty intentions through perceived value is done using the formula:

$$\begin{aligned}
 Y &= b1X + b3Z \\
 &= 0,743X + 0,660Z \\
 &= 0,490
 \end{aligned}$$

Information:

Y : Path coefficient X to Y via Z

b1X : X to Z path coefficient b3Z : Z to Y path coefficient

Path analysis shows that there is an indirect effect of electronic service quality on customer loyalty intentions through an intermediary variable, namely perceived value. The magnitude of this indirect effect is 0.490. To test the significance of this indirect effect, we tested the fourth hypothesis.

Based on Sobel test calculations, it is known that the standard error for Se12 is 0.0623. Once the Standard Error for the indirect effect is calculated, the t value is 7.865

Based on the Sobel Test results above, the z-value is $7.865 > 1.98$. So, H4, which suspects that the e-service quality variable significantly indirectly loyalty intentions through perceived value, can be accepted.

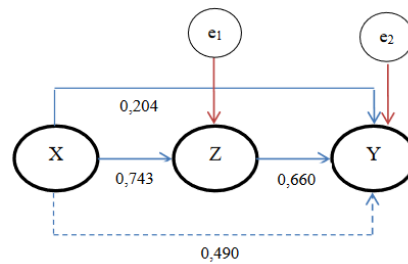


Figure 2. Path Analysis

E-commerce service quality, particularly in terms of accurate visual presentation of products, significantly contributes to increased customer value perception. The accuracy of the product image displayed on the website compared to the original product gives more confidence to customers so that they judge the product as more valuable.

3.1 Discussion

3.1.1 Direct influence of Statistication (X) on perceived value (Z)

The quality of services offered by online shopping sites, such as attractive site design, ease of use, and customer service responsiveness, significantly contribute to the formation of customer value perceptions. These features provide a positive shopping experience, so customers tend to overestimate the value they get from the site.

3.1.2 Direct influence of e-service quality (X) on perception value (Z)

E-service quality, which is reflected in the site's attractive design, ease of use, and accuracy of product images, has a significant influence on customers' perceived value. These factors directly contribute to customer satisfaction and encourage them to overvalue the value offered by the site.

3.1.3 Direct perceived influence value (Z) on loyalty intentions (Y)

Respondents' positive response to the ease of use and attractive appearance of online shopping sites indicates a positive correlation between customers' perceived value of a site and their level of loyalty. The higher the value customers perceive, the more likely they are to become loyal customers.

3.1.4 The influence of e-service quality (X) on loyalty intentions (Y)

This finding strengthens the hypothesis that e-commerce service quality has a significant positive influence on customer loyalty. Customers tend to be more loyal to sites that are able to provide a satisfying shopping experience.

4. CONCLUSION

The results show that e-service quality strongly influences customers' perceived value and their intention to remain loyal. In other words, the better the quality of service provided, the higher the perceived value of customers and the more likely they are to continue using the service.

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