

Volume 9 Nomor 1 April 2024

E-ISSN 2541-0938 P-ISSN 2657-1528

JURNAL PENDIDIKAN EKONOMI
JURKAMI

JURKAMI

**VOLUME 9
NOMOR 1**

**SINTANG
APRIL
2024**

**DOI
10.31932**

**E-ISSN
2541-0938
P-ISSN
2657-1528**



**EFFECT OF E-COMMERCE INNOVATION AND E-SERVICE QUALITY ON
TOKOPEDIA CUSTOMER SATISFACTION AND LOYALTY IN SURABAYA**

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Article History:

Received: December 2023

Revision: December 2023

Accepted: March 2024

Published: April 2024

Keywords:

E-Service Quality;

Satisfaction;

Loyalty

Abstract:

Recent developments have encouraged changes in people's shopping styles, from conventional to online. The online shopping style that society continues to adopt also influences the basis of people's decisions in determining which e-commerce to choose to fulfill people's online shopping activities. This research will analyze the influence of e-commerce innovation, e-service quality, customer satisfaction, and loyalty on Tokopedia customers in Surabaya. This research uses a quantitative approach with primary data in the form of a questionnaire, which is distributed and analyzed using the Structural Equation Modeling (SEM) method with the help of SmartPLS 4.0 software. The results of this research found that e-commerce innovation has a positive impact on customer satisfaction and customer loyalty. E-service quality has a positive impact on customer satisfaction but not a significant impact on customer loyalty. Customer satisfaction has a positive impact on customer loyalty. Customer satisfaction mediates the development of e-commerce innovation and e-service quality on customer loyalty. A thorough understanding of the factors that influence customer satisfaction is essential in gaining customer loyalty for e-commerce companies in Indonesia. Companies must be able to adapt the innovations and the quality of electronic services provided to the factors that influence customer satisfaction.

Abstrak:

Perkembangan zaman mendorong perubahan gaya belanja masyarakat, dari konvensional menjadi online. Gaya belanja online yang terus diadopsi masyarakat juga ikut memengaruhi dasar keputusan masyarakat dalam menentukan e-commerce mana yang akan dipilih untuk memenuhi kegiatan belanja online masyarakat. Penelitian ini akan menganalisis pengaruh *e-commerce innovation*, *e-service quality*, *customer satisfaction*, dan *customer loyalty* pada pelanggan Tokopedia di Kota Surabaya. Penelitian ini menggunakan pendekatan kuantitatif dengan data primer berbentuk kuesioner yang disebar dan dianalisis menggunakan metode *Structural Equation Modeling* (SEM) dengan bantuan *software* SmartPLS 4.0. Hasil penelitian ini menemukan bahwa *e-commerce innovation* berpengaruh positif terhadap *customer satisfaction* dan *customer loyalty*. *E-service quality* berpengaruh positif terhadap *customer satisfaction* namun berpengaruh tidak signifikan terhadap *customer loyalty*. *Customer satisfaction* berpengaruh positif terhadap *customer loyalty*. *Customer satisfaction* memediasi pengaruh *e-commerce innovation* dan *e-service quality* terhadap *customer loyalty*. Pemahaman yang matang terkait faktor yang memengaruhi kepuasan pelanggan menjadi elemen penting untuk mendapatkan loyalitas pelanggan bagi perusahaan *e-commerce* di Indonesia. Perusahaan harus mampu menyesuaikan inovasi yang dilakukan dan kualitas layanan elektronik

Sejarah Artikel

Diterima: Desember 2023

Direvisi: Desember 2023

Disetujui: Maret 2024

Diterbitkan: April 2024

Kata kunci:

Kualitas Layanan

Elektronik;

Kepuasan;

Loyalitas



yang diberikan dengan faktor-faktor yang memengaruhi kepuasan pelanggan tersebut.



How to Cite: Wibowo, F.A., Trisnawati, J.D., Megawati, V. 2024. *Effect of E-Commerce Innovation and E-Service Quality on Tokopedia Customer Satisfaction and Loyalty in Surabaya*. Jurnal Pendidikan Ekonomi (JURKAMI), 9 (1) DOI : 10.31932/jpe.v9i1.3065

INTRODUCTION

As time goes by, information technology also continues to develop. Developing information technology has made significant movements throughout the business world (Sari et al., 2020). Many technological innovations have made people switch from conventional purchases to online purchases. This is reflected in the online shopping lifestyle, which has become a phenomenon in various sectors now and in the future (Muharam et al., 2021). (Priyansah et al. 2023) Companies must innovate in this day and age as technology improves. Marketing and maximum service are both used to boost rivalry with other transportation businesses.

The lifestyle and high frequency of online shopping among Indonesians drive high online sales. This has encouraged the trend of increasing e-commerce use in Indonesia because people use it to fulfill their online shopping needs. With the rise of online sales, all entrepreneurs compete to provide quality online services through various conveniences in shopping, fast delivery, and multiple products and services offered, all aimed at satisfying customers (Saragih, 2019).

One e-commerce that has attracted the interest of people in Indonesia is Tokopedia. Tokopedia is one of Indonesia's most visited e-commerce sites from the first quarter to the fourth quarter of 2021, with an average number of visitors reaching 149.6 million (Dihni, 2022). Research conducted by Kadence International in

2022 with the title The Most Trusted E-commerce also showed that Tokopedia was the platform most trusted by the Indonesian people in 2022 (Nariswari, 2022). However, in the first quarter of 2023, Tokopedia visitors will likely decline and be overtaken by other e-commerce. A survey conducted by Similarweb shows that the e-commerce with the most visits in Indonesia in the first quarter of 2023 is Shopee, with an average total of 158 million visitors per month, while Tokopedia is in second place as the e-commerce with the most visits in Indonesia with the average visitor reaches 114 million visitors every month (Ahdiat, 2023).

The city of Surabaya is the scope of this research area. Surabaya is one of Indonesia's cities involved in Tokopedia's performance when running its business. It even plays a vital role in the Tokopedia business ecosystem. In 2022, Tokopedia sales from the City of Surabaya for transactions in East Java will increase up to 1.5 times, while Tokopedia sales from the City of Surabaya for transactions outside East Java will increase up to 2 times (Nurchayani, 2022). Surabaya is also one of Tokopedia's focuses in developing e-commerce, making it easier for people to fulfill various needs and encourage the development of existing MSMEs (Suryowati, 2023). This underlines the importance of the City of Surabaya in Tokopedia's logistics network and provides an overview of the strategic role of the City



of Surabaya in supporting Tokopedia's growth at the regional level.

There are differences in research results between the results of previous research studied by Rahman et al. (2022), Juwaini et al. (2022) and (Melawati et al., 2023) regarding the influence between research variables. Inconsistencies in the results occur in the effect of e-service quality on customer satisfaction, e-service quality on customer loyalty, and customer satisfaction on customer loyalty. Overall, this research further explores the influence of e-commerce innovation, e-service quality, customer satisfaction, and loyalty in online shopping context.

The existing phenomena support this research to see the magnitude of the influence between research variables on the research objects raised so that the research results are expected to positively impact researchers, business actors in related fields, and even future researchers. The suitability between the objects and phenomena found, supported by the findings of gaps in previous research results, makes this research exciting and produces the latest research on related topics.

RESEARCH METHODS

This research is based on a quantitative method that uses respondent questionnaire data as the primary data source. Apart from primary data sources, several secondary data sources, such as reference articles, e-books, and website data, are also used to produce much higher quality and relevant research results. Data from respondents was obtained by distributing questionnaires via Google Forms online.

Respondent characteristics are also determined to facilitate the grouping of

respondents and improve the quality of answers given by respondents. The respondents' features include age, educational background, gender, occupation, monthly expenses, and number of transactions on Tokopedia in the last six months. The total respondents in this study were 114 people living in Surabaya and using online shopping services on Tokopedia.

In this research, there are 4 variables consisting of 2 independent variables, 1 mediating variable, and 1 dependent variable. The variable measurement indicators used in this research questionnaire were created and adapted by referring to previous research articles. The number of measurement indicators in this research is 18 indicators, with details of four measurement indicators for the e-commerce innovation (ECI) variable, seven measurement indicators for the e-service quality (ESQ) variable, three measurement indicators for the customer satisfaction (CS) variable, and four measurement indicators for the customer loyalty (CL) variable.

The scale used in this research questionnaire is a Likert scale with 5 points indicating strongly disagree to agree strongly. The sampling technique used is non-probability sampling with a purposive approach because respondents must first meet the characteristics and consideration criteria determined (Hair *et al.*, 2019, 60).

The results of the questionnaire data obtained will be measured and analyzed using the Structural Equation Modeling (SEM) method with a Partial Least Square (PLS) focus. The data processing process will use the help of SmartPLS 4.0 software. The testing process will be carried out starting by testing the outer/measurement model, continuing with testing the



inner/structural model and ending with testing the proposed hypothesis.

RESULTS AND DISCUSSION

There are four variables in this research, which include e-commerce innovation, e-service quality, customer satisfaction, and customer loyalty, which produce seven hypotheses that will be examined further in this research. These four variables are measured through indicators totaling 18 indicators in total. According to Hair et al (2019), the minimum sample size was obtained by multiplying the number of indicators by five so that the minimum number of respondents for this research was 90. This research succeeded in getting 114 respondents, which shows that the minimum requirements for respondents have been met.

E-commerce innovation is activity of introducing new features, methods, displays, and services or improves them on a website or application with based of information technology (Rahman et al., 2022). Rahman et al. (2022) state that e-commerce innovation positively and significantly affects customer satisfaction and loyalty when shopping online. This is supported by Zuhri & Akhmad (2022), who also state that e-commerce innovation influences customer loyalty positively and significantly. The results of previous research prove that e-commerce innovation carried out by companies will affect customer satisfaction and loyalty towards the company concerned

E-service quality is a customer's overall evaluation and assessment of the superiority of the service received and its quality electronically in the scope of e-commerce (Prasetyo & Yusran 2022). Murhadi & Reski (2022) stated that when a

company can provide technology in its application that meets customer shopping needs well, customers will tend to feel satisfied shopping on the application. (Sari et al., 2020) also argue that the service received and exceeding customer expectations, both in general and electronically, will tend to make customers repeat purchases in the future. The results of previous research prove that the e-service quality provided by a company to its customers will influence customer satisfaction and loyalty towards the company concerned.

Customer satisfaction in an electronic context is customers' feelings about whether they are happy when the service they receive is compared with the service they expect from a product or service online (Raza et al. 2020). Sihombing et al. (2023) argue that customer loyalty will grow along with the satisfaction that customers feel when they get easy transactions, ease of information and finding the products they need, available features, security of personal data, as well as fast responses when there are problems with related transactions. Previous research proves that customer satisfaction will influence customer loyalty to the company concerned.

Customer Loyalty is the commitment that customers have to make repeat purchases of the products or services of their choice consistently in the future (Sihombing et al., 2023). The profitability of a business will be influenced by how loyal the customers are to the services or products provided. The research of Rahman et al. (2022), Juwaini et al. (2022) and Melawati et al. (2023) shows inconsistency in the results on the influence of e-service quality on customer satisfaction, e-service quality on customer loyalty, and customer



satisfaction on customer loyalty. This makes further research necessary to produce findings that can support previous research.

Testing the collected data will begin with testing the outer model, inner model, and hypothesis testing. The outer model in this research was tested for validity and reliability using SmartPLS 4.0 software. Validity test, according to Hair et al. (2019) the validity test functions to determine how far the items being measured will accurately reflect the design of the theoretical latent construct to be measured. According to Hair et al. (2019) the reliability test aims to determine how consistent the measuring instruments used in research involve the relationship between each indicator.

The convergent validity test will be carried out by looking at the loading factor and AVE values as part of convergent validity. In the first convergent validity test, two measurement indicators were removed because they were invalid, namely CL2 with a loading factor of 0,658 and ESQ2 with a loading factor of 0,623. The second convergent validity test was continued after deleting the two indicators. One indicator was still found to be invalid, namely ESQ3 with a loading factor of 0,687. This indicator had to be deleted and retested. Referring to Hair et al. (2019), which states that indicators can be considered valid when the loading factor value is $> 0,7$ and the third convergent validity test shows that the remaining 15 indicators can be considered valid because the loading factor value is $> 0,7$. Referring to Hair et al. (2019), the AVE value of each variable also shows that each variable is valid because it is $> 0,5$ where the value of customer loyalty is 0,670, customer satisfaction is 0,699, e-commerce innovation is 0,642, and e-

service quality is 0,573 so that testing can be continued to the next stage.

Table 1. Cross Loading Test Result

	CL	CS	ECI	ESQ
CL1	0,747	0,602	0,471	0,469
CL3	0,881	0,749	0,648	0,697
CL4	0,821	0,638	0,731	0,524
CS1	0,695	0,880	0,658	0,681
CS2	0,729	0,873	0,643	0,646
CS3	0,611	0,749	0,558	0,557
ECI1	0,670	0,650	0,858	0,628
ECI2	0,553	0,590	0,740	0,642
ECI3	0,648	0,623	0,800	0,528
ECI4	0,555	0,503	0,803	0,594
ESQ1	0,544	0,596	0,614	0,727
ESQ4	0,557	0,556	0,647	0,741
ESQ5	0,582	0,610	0,535	0,806
ESQ6	0,453	0,566	0,572	0,768
ESQ7	0,481	0,517	0,439	0,741

Source: Data Testing Results, 2023

Discriminant validity testing was done by looking at the cross-loading and Fornell Larcker values. According to Hair et al. (2019), the cross-loading value must be $> 0,7$ and the constructed value for the indicator must be higher than the correlation with other constructs. Table 1 shows that each indicator has a value of $> 0,7$ and its correlation value with the related construct is greater than the other constructs. This indicates that this test has met the existing requirements and has passed to be continued at the next stage.

Table 2. Fornell Larcker Test Results

	CL	CS	ECI	ESQ
CL	0,818			
CS	0,814	0,836		
ECI	0,762	0,743	0,801	
ESQ	0,696	0,754	0,745	0,757

Source: Data Testing Results, 2023



According to Hair et al. (2019), fornell Larcker measures discriminant validity by comparing the shared variance within constructs with the shared variance between constructs, where the variance within constructs must be greater than the variance between constructs. Table 2 shows the results of the Fornell Larcker test on the constructs of this research, which shows

that the diagonal value is more significant than each correlation value between variables. This indicates that each measurement indicator of a variable focuses on measuring that variable and is low on measuring other variables. This test also meets the existing criteria and can be continued to the next testing stage.

Table 3. Reliability Test Results

Variable	Cronbach's Alpha	Composite Reliability	Desc.
CL	0,752	0.858	Reliable
CS	0,782	0,874	Reliable
ECI	0,813	0,877	Reliable
ESQ	0,813	0,870	Reliable

Source: Data Testing Results, 2023

The next test is a reliability test. Referring to Hair et al. (2019), which stated that composite reliability and Cronbach's alpha can be used to measure construct reliability, and in general, the value must be > 0.7 and not more than 0.95. Table 3 shows that each variable has met the reliability requirements because the composite reliability and Cronbach's alpha values for each variable are > 0.7 , so the testing process can proceed to the next stage.

The inner model in this research will also be tested to produce more accurate test results. Referring to Hair et al. (2019), there

is no multicollinearity between constructs in this study because the inner VIF value of all constructs is < 5 . The R-square test results for the CL value are 0,710, which shows that the influence of ECI, ESQ, and CS on CL is 71%, and other variables influence the rest. Meanwhile, for CS, the value is 0,636, which shows that the influence of ECI and ESQ on CS is 63.6%, and other variables influence the rest. The Q-square test results also show that CL and CS have high prediction accuracy because their respective values are 0,593 and 0,612.

Table 4. Hypothesis Test Results

Hypothesis	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics ($ O/STDEV $)	P-Values	Decs.
ECI→CS	0,408	0,418	0,105	3,876	0,000	Supported
ECI→CL	0,331	0,340	0,118	2,803	0,005	Supported
ESQ→CS	0,450	0,445	0,124	3,629	0,000	Supported
ESQ→CL	0,049	0,052	0,103	0,477	0,634	Not Supported
CS→CL	0,531	0,520	0,113	4,698	0,000	Supported
ECI→CS→CL	0,217	0,220	0,008	2,709	0,007	Supported
ESQ→CS→CL	0,239	0,228	0,075	3,208	0,001	Supported

Source: Data Testing Results, 2023



After the outer and inner models are tested and meet the requirements, the testing process continues to the hypothesis testing stage. Referring to Hair et al. (2019), the hypothesis can be accepted when the t-value is $> 1,96$ and the p-value is $> 0,05$, which shows the significance level. The

original sample value can also be seen to identify the direction of testing the related hypothesis. Table 4 shows that of the seven hypotheses proposed, there is 1 hypothesis that is not supported, namely the influence of e-service quality on customer loyalty among Tokopedia customers in Surabaya.

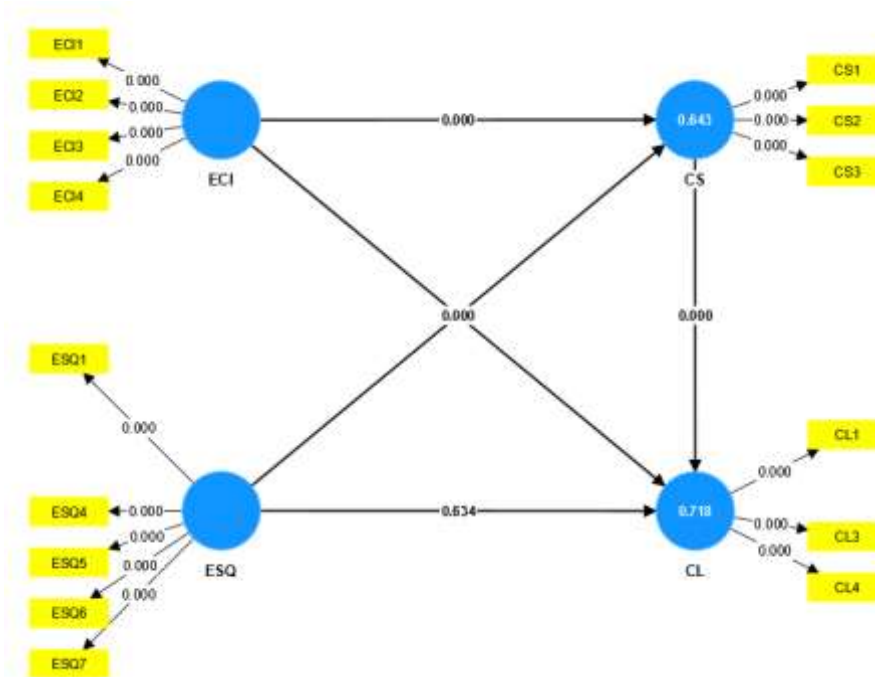


Figure 1. Hypothesis Test
 Source: Data Testing Results, 2023

According to Ismail and Haron, if customer satisfaction is met then loyalty will occur. Customer satisfaction and service improvement are crucial components that must be accounted for in order to improve company goals (Sore et al. 2021).

Figure 1 shows the first result, a positive and significant influence between e-commerce innovation and customer satisfaction among Tokopedia customers in Surabaya. This shows that respondents will feel more satisfied using e-commerce applications when the application has continuous innovation, such as search methods, ordering, payment, creativity, and

other new things that have never existed. The innovation carried out by Tokopedia is considered to be able to meet the needs and expectations of its customers when shopping online on the Tokopedia application, which drives customer satisfaction. This is in line with the research results of Rahman et al. (2022), which state that company innovation can increase the ability of the company's products or services to meet the needs of its customers, which will also tend to increase customer satisfaction.

The second result shows that there is a positive and significant influence between e-commerce innovation and customer

loyalty among Tokopedia customers in the city of Surabaya. This is in line with research by Zuhri & Akhmad (2022), which states that a higher level of innovation in e-commerce will also increase the loyalty of customers who do online shopping on e-commerce. This shows that respondents will also be loyal to using the Tokopedia application when the application has innovations that can facilitate the online shopping process on Tokopedia. When Tokopedia continues to develop innovations in its application, customers assess that these innovations can make it easier or provide benefits to them when making transactions on Tokopedia, and this will encourage satisfaction and customers to become more loyal in using Tokopedia.

The third result shows a positive and significant influence between e-service quality and customer satisfaction among Tokopedia customers in Surabaya. This shows that respondents will feel satisfied when the electronic services they receive using the Tokopedia application are of good quality. These results align with research by Septiani (2020), which states that good e-service quality will encourage customer satisfaction because the application performance matches the customers' expectations.

The fourth result shows that there is a positive but insignificant influence between e-service quality and customer loyalty among Tokopedia customers in the city of Surabaya. This shows that respondents will only sometimes be loyal to Tokopedia, even if Tokopedia has fulfilled the customer's online shopping experience with good quality electronic services. Even though the respondent's assessment stated that they agreed that the quality of the electronic services provided by Tokopedia was good, it still needed to rule out the possibility of

respondents switching to other e-commerce sites that provided more attractive offers. These results do not align with research by Rahman et al. (2022), which states that e-service quality has a positive and significant effect on customer loyalty. However, the research results align with research by Pudjarti et al. (2019), which states that good service quality only sometimes makes customers loyal, customers tend to evaluate satisfaction with the services provided first.

The fifth result shows a positive and significant influence between customer satisfaction and loyalty among Tokopedia customers in Surabaya. These results align with research by Sihombing et al. (2023), which also emphasizes that satisfaction plays a vital role in building long-term customer relationships, which will later form customer loyalty. This shows that respondents who are more satisfied with Tokopedia will also be more loyal to using Tokopedia to fulfill their online shopping activities.

The sixth result shows customer satisfaction can mediate the influence between e-commerce innovation and loyalty on Tokopedia customers in Surabaya. This shows that the better Tokopedia's innovation in its application, the more loyal respondents will be based on their satisfaction while using the application. These results align with research Rahman et al. (2022) stating that innovation will create more satisfaction and encourage growth in customer loyalty.

The seventh result shows that customer satisfaction can mediate the influence between e-service quality and customer loyalty on Tokopedia customers in Surabaya. These results align with research by Sari et al. (2020), who stated that conventional and electronic service



quality plays a vital role in assessing and increasing customer satisfaction and loyalty. This shows that respondents who receive good quality Tokopedia services will have the potential to be more loyal in using Tokopedia based on their satisfaction with Tokopedia's service performance. Good electronic service can make loyal customers use Tokopedia when the quality of the electronic service first meets expectations and satisfies customers.

CONCLUSION

Based on the research results, the better quality of the electronic services provided does not necessarily mean that customers who receive these services will be more loyal to the related e-commerce. E-commerce companies must focus on the factors influencing customer satisfaction to tailor innovation and e-services to customer satisfaction preferences. In this way, the added value of innovation and electronic services provided by the company can be well received by customers. It can encourage customer satisfaction when using these e-commerce services. Sustainable satisfaction will make customers more likely to be loyal to using related e-commerce services. Loyal customers will become a valuable asset for the company's success in the future.

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