

E-Trust and Website Quality Can Improve E-Loyalty Through E-Satisfaction

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Abstract

This research aims to know the effect of E-Trust and Website Quality to E-Loyalty through E-Satisfaction. The research population is obtained from Tokopedia users who transact at least 2 times. The population sample taken in the research is about 156 respondents. Within the data collection, this research employs questionnaire. From the path analysis method, it shows that E-Trust and Website Quality directly affect to E-Loyalty or indirectly affect to E-Satisfaction. This research concludes that E-Trust and Website Quality both directly and indirectly affect to build the E-Loyalty through their E-Satisfaction. In last, based on the research result, it recommends to create new innovations to boost E-Satisfaction.

Keywords: E-Trust, Website Quality, E-Satisfaction, E-Loyalty

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1. Introduction

The development of internet currently brings big influence toward society in some life aspects including business. In Indonesia, some enterprises have introduced a system called electronic commerce. It is a form of business transaction through internet media. E-commerce is an activity conducting business transaction in online through internet media and devices integrated with the internet (Laudon, 2012). E-commerce is the result from trend development in society as one of efforts to meet human needs in more effective and efficient. One of popular e-commerce in Indonesia is C2C (Customer to Customer) or well-known as buying and selling site. C2C e-commerce enables the users to sell and buy each other products or services through a market place (Laudon, 2012).

In Indonesia, e-commerce enterprises which apply C2C is Tokopedia. The company built on August 17th 2009 provides facility which ease the users to sell the product only by uploading the photos and writing down the description of product. The buyers can only browse the product in some browsing selections. Tokopedia provides complete information about seller so that the buyer can compare and choose where to buy.

Each site of e-commerce competes in giving the best experience of shopping for the satisfaction of customer. One of ways to preserve business continuity in intense competition is to maintain customer satisfaction. The aim of company preserve satisfaction of customer is to maintain customer by improving customer loyalty. In the context of e-commerce, customer's satisfaction is called e-satisfaction, whereas customer's loyalty is called e-loyalty. The steps which can be done to improve e-satisfaction is by concerning e-trust of customer and website quality.

E-trust is defined as consumer confidence toward quality and reliability of the offered products and services (Garbarino & Johnson, 1999), and the confidence about trustworthy nature, honesty and virtue possessed by e-commerce company (Gefen, 2000). whereas Website quality is one of methods or website quality measurement techniques based on the perceptions of end users. Website quality can be considered as an attribute of a website that contributes to its usefulness to consumers (Gregg and Walczak, 2010). the owner of online store must give their best service by paying attention to the website quality to convince visitors and get trust and then lead to customer loyalty (Sadeh et al. 2011).

E-satisfaction affects positively toward e-loyalty, but e-loyalty will be only formed if other factors are also completed (Oliver, 1999). therefore, e-satisfaction plays an important role in e-loyalty establishment and it also has correlation with other factors (Cheng, 2014).

This research aims to analyze the effect of e-trust and website quality toward e-satisfaction and the effect toward e-loyalty. Based on the described background, the problems in this research are as follow:

- 1) How are the descriptions of E-trust, Website Quality, E-Loyalty and E-Satisfaction of Tokopedia customers?
- 2) Does E-trust affect toward E-satisfaction of Tokopedia customers?
- 3) Does Website Quality affect toward E-satisfaction of Tokopedia customers?
- 4) Does E-Satisfaction affect toward E-Loyalty of Tokopedia customers?
- 5) Does E-Trust affect toward E-Loyalty of Tokopedia customers?
- 6) Does Website Quality affect directly toward E-Loyalty of Tokopedia customers?
- 7) Does Website Quality affect indirectly toward E-Loyalty through E-Satisfaction of Tokopedia customer?
- 8) Does E-Trust affect indirectly toward E-Loyalty through E-satisfaction of Tokopedia customer?

Based on existing theories, then proposed several hypotheses proposed in this study, namely:

- H1: E-Trust has a positive and significant effect on E-Satisfaction
- H2: Website Quality has a positive and significant effect on E-Satisfaction
- H3: E-Satisfaction has a positive and significant effect on E-Loyalty
- H4: E-Trust has a positive and significant direct effect on E-Loyalty
- H5: Website Quality has a positive and significant direct effect on E-Loyalty
- H6: Website Quality has a positive and significant indirect effect on E-Loyalty through E-Satisfaction
- H7: E-Trust has a positive and significant indirect effect on E-Loyalty through E-Satisfaction

2. Research Method

This research used quantitative research method with descriptive and Explanatory research approaches.. The method of quantitative research refers to the methods to clarify the certain theories by examining the relation between variables (Creswell, 2013). Descriptive approach was used to describe the circumstances of each variable of *E-Trust* (x_1), *Website quality* (x_2), *E-loyalty* (y), dan *E-satisfaction* (z). *Explanatory Research* is a research which aims to explain the relation between variable and phenomenon of research (Cooper & Schinder, 2011).

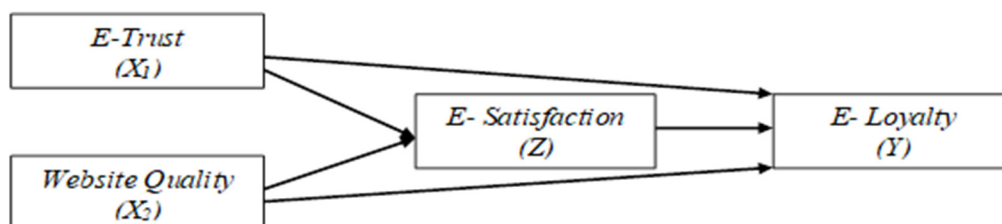


Figure 2.1 Research Design

2.1 Population and Sample

Population is as generalization area consisting of object or subject which has certain quality and characteristic determined by researcher to be studied, processed and drawn the conclusion (Sugiyono, 2014). The population in this study were unknown numbers of Tokopedia users. The sample used in this study were 130 people who had made product purchase transactions at Tokopedia at least twice. The sampling method used purposive sampling. Data were obtained from distributing questionnaires using Google Form media. The result of trial showed that questionnaire is valid and reliable.

2.2 Data Analysis

After the data are collected, the researcher will analyze the data. This research analysis uses method of descriptive and inferential analysis. In the data analysis process, the researcher describes and figures the collected data without having intention to draw general conclusion (Sugiyono, 2014). This descriptive analysis refers to the descriptive variable of research: E-Trust (X_1), Website Quality (X_2), Customer's Satisfaction (Z), and Customer's Loyalty (Y). Inferential analysis is a research method that analyze the sample data and make generalization (valid generally) in population.

2.3 Result of Descriptive Analysis

1. Variable of E-Trust (X_1)

Based on table 2.3.1, it shows that the average of E-Trust variable has average of 3.77. the class interval is categorized $3.40 < (ET,WQ,ES,EL) \leq 4.20$. It can be defined that the assessment of respondents toward E-Trust of Tokopedia is high.

Table 2.3.1 Frequency Distribution of E-Trust (X₁) Variable

No.	Questions	Average
ET1	Tokopedia is one of the biggest selling and buying sites in Indonesia	4,28
ET2	Product and service offered by Tokepedia are complete	3,97
ET3	Tokopedia updates in giving new information	4,21
ET4	Transaction in Tokopedia is easy to carry out	3,83
ET5	I am sure that Tokopedia will maintain my personal information security	3,76
ET6	I believe that Tokopedia will not misuse my personal information	3,75
ET7	Tokopedia is able to secure customer transaction from the fraud	3,40
ET8	Tokopedia will responsible over he problems in transaction	3,47
ET9	The delivery is not more than the estimation	3,72
ET10	Received product is accordance with the description of seller	3,79
ET11	There is return of goods when the product received is wrong / damaged	3,37
Total of average		3.77

Source: Data is processed by the researcher, 2019

2. Variable of Website Quality (X₂)

Based on table 2.3.2, it shows tgat the average of Website Quality has average of 4,21. In class intervals is categorized in $3.40 < (ET, WQ, ES, EL) \leq 4.20$. this can be interpreted that the value indicates that respondents' assessment of the Quality Tokopedia Website is good.

Table 2.3.4 Frequency Distribution of Website Quality (X₂) Variable

No.	Questions	Average
WQ1	The dispay of website/Tokopedia is user friendly	4,25
WQ2	Tokopedia's Website displays an interesting visual design	4,22
WQ3	The steps to do transaction of Tokopedia is easy.	3,96
WQ4	Tokopedia always gives notification while releasing new information.	4,19
WQ5	There is browsing facility to ease costumer in finding product needed.	4,27
WQ6	Opening Toopedia page does not need long time	4,13
WQ7	The choice of payment method is just to facilitate customer in transactions	3,96
WQ8	Website of Tokopedia provides customer testimony column to make it easier for me to assess a product.	4,46
WQ9	Tokopedia provides resolution center, chat as a means of communication between sellers and buyers	4,47
Total of average		4.21

Source : Data is processed by the researcher, 2019

3. Variable of E-Satisfaction (Z)

Based on table 2.3.3, it shows that the average of E-Satisfaction has average of 3.30. The class intervals is categorized $2.60 < (ET, WQ, ES, EL) \leq 3.40$. This can be interpreted that the Tokopedia E-Satisfaction assessment is still in the moderate category.

Table 2.3.3 Frequency Distribution of E-Satisfaction (Z) Variable

No	Question	Average
ES1	I am satified with the experience of shopping in Tokopedia	3,74
ES2	Tokopedia provides various services which will give easiness for the users, such us purchase train tickets, planes, top-ups, bill payments, etc.	4,16
ES3	Tokopedia often gives discount,	3,38
ES4	Tersedianya call centre 24 jam untuk melayani konsumen coupons, free shipping facilities to relieve consumers	2,54
ES5	Customer services service customer complain well and quickly	2,72
Total of average		3.30

Source : Data is processed by the researcher, 2019

4. Variable of Loyalty (Y)

Based on table 2.3.4, it shows that the average of E=Loyalty variable has average of 3.41. The class intervals is categorized $3.40 < (ET, WQ, ES, EL) \leq 4.20$. this can be interpreted that the Tokopedia E-Loyalty user is high.

Table 2.3.4 Frequency Distribution of E-Loyalty variable (Y)

No.	Questions	Average
EL1	I will revisit Tokopedia website at a later time	3,98
EL2	I will shop agi in Tokopedia	3,51
EL3	I will buy somme other products in Tokopedia website	3,51
EL4	I am willing to recommend Tokopedia to friends and relatives for online shopping	3,52
EL5	I will often use Tokopedia while shopping online	2,51
Total of average		3.41

Source : Data is processed by the researcher, 2019

First comparison

The researcher will analyze the line related to the variable of E-Trust (X₁), Website Quality (X₂), E- Satisfaction (Z):

Table 2.3.5 Anova Sub-Structure 1
ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	694,243	2	347,122	118,940	,000 ^b
Residual	446,526	153	2,918		
Total	1140,769	155			

a. Dependent Variable: Z

b. Predictors: (Constant), X₂, X₁

It is seen from Sig column. On the Anova table, Sig value is 0.000 or smaller than probability value 0.05 (Sig 0.000 < 0.050), then H₀ is rejected and H_a is accepted.

Table 2.3.6 Summary Sub-Structure 1
Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,780 ^a	,609	,603	1,708

a. Predictors: (Constant), X₂, X₁

b. Dependent Variable: Z

Simultaneously, the variable of product quality (X₁), Brand Image (X₂), Menu Variety (X₃) contribute 0.609 (60.9%) (Value of R square and Summary table) in describing the change on the variable of E-Satisfaction (Z), meanwhile the rest 39.1% is described by the other variables. On Anova table (Test F) shows that simultaneously the free variables have significant effect to the variable of E-Satisfaction (Z).

Table 2.3.7 Coefficients Sub-Structure 1
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-4,930	1,442		-3,419	,001		
1 X ₁	,282	,034	,513	8,232	,000	,660	1,516
X ₂	,257	,044	,361	5,793	,000	,660	1,516

a. Dependent Variable: Z

On the coefficient table of the variable of E-Trust (X₁), Website Quality (X₂), simultaneously affect to the E-Satisfaction (Z) which intends to test the constant significance and dependent variable. On the coefficient table, partial test / T Test shows that the variable of E-Trust (X₁), Website Quality (X₂), statistically affect significantly to the E-Satisfaction (Z). This is indicated by the Sig Value. Each value is smaller than alpha 5%, 0.000.

$$Z = \rho_{zx_1} + \rho_{zx_2} + \varepsilon_2$$

$$= 0,513x_1 + 0,361x_2 + 0,625\varepsilon_2$$

Second Comparison

E-Trust (X₁), Website Quality (X₂), through E- Satisfaction (Z) simultaneously to E-Loyalty (Y). Here are the discussion about the line analysis related to the variables.

Table 2.3.8 Anova Sub-Structure 2

ANOVA^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	822,810	3	274,270	137,122	,000 ^b
Residual	304,029	152	2,000		
Total	1126,840	155			

a. Dependent Variable: Y

b. Predictors: (Constant), Z, X2, X1

The Sig column on Anova table, Sig Value is 0.000 or smaller than Prob Value 0.05 (Sig 0.000 < 0.050), therefore, H₀ is rejected and H_a is accepted. It conclude that the variable of E-Trust (X₁), Website Quality (X₂) through E- Satisfaction (Z) affect simultaneously and significantly to E-Loyalty (Y).

Table 2.3.9 Summary Sub-Structure 2

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,855 ^a	,730	,725	1,414

a. Predictors: (Constant), Z, X2, X1

b. Dependent Variable: Y

Simultaneously, the variable of E- Trust (X₁), Website Quality (X₂), and E- Satisfaction (Z) has contributed 73.0% (R square Value) and on the Summary table describes the change on the variable of E- Loyalty (Y), meanwhile the rest 27.0% is described by the other variables. Anova table (F Test) shows that simultaneously the free variables affect significantly to the variable of E-Loyalty (Y) shown by the Sig Value 0.000 < 5%.

Table 2.3.10 Coefficient Sub-Structure 2

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
(Constant)	-2,725	1,239		-2,200	,029		
1 X1	,128	,034	,233	3,737	,000	,457	2,187
X2	,172	,041	,243	4,246	,000	,541	1,848
Z	,480	,067	,483	7,172	,000	,391	2,555

a. Dependent Variable: Y

On the table 2.3.11, the variable of E- Trust (X₁), Website Quality (X₂) and E- Satisfaction (Z) affect simultaneously to the E- Loyalty (Y) which intends to test Sig. constant and dependent variable. On coefficient table, T test / partial, it is seen that the variable of E-Trust (X₁) has value 0.000 higher than alpha 5% which means Sig Value or H₀ is rejected and H_a is accepted. E-Trust (X₁), Website Quality (X₂) and E-Satisfaction (Z) affect positively and significantly to the E-Loyalty (Y), which is partially shown from each Sig. Value higher than Alpha 5%, 0.000 and 0.000.

$$Y = \rho yx_1 + \rho yx_2 + \rho yz + \varepsilon_1$$

$$= 0,233x_1 + 0,243x_2 + 0,483z + 0,519\varepsilon_1$$

Table 2.3.11 Direct Effect

Effect	Path coefficient	Standard Error	t-count	Sig.
X ₁ → Z	0,513	0,034	8,232	0,000
X ₂ → Z	0,361	0,044	5,793	0,000
X ₁ → Y	0,233	0,034	3,737	0,000
X ₂ → Y	0,243	0,041	4,246	0,000
Z → Y	0,483	0,067	7,172	0,000

Keterangan: X₁ = E-Trust, X₂ = Website Quality, Z = E-Satisfaction, Y = E-Loyalty

Source: Data processed by the researcher, 2019

Beside using analysis in determining significance of intervening variable, to test sixth and seventh hypothesis, it could also use the measurement of Sobel Test with the formulation developed by Iman Ghazali (2011) below:

$$z = \frac{ab}{\sqrt{(b^2 SE_a^2) + (a^2 SE_b^2)}}$$

When:

a= independent variable regression coefficient toward mediation variable

b= mediation variable regression coefficient toward dependent variable

SEa = standard error of estimation from the effect of independent variable toward mediation variable
 SEb = Standard error of estimation from direct effect of E-Trust toward E-Satisfaction.

Table 2.3.12 Indirect Effect

Effect	Path coefficient	Standard Error	t-count	Sig.
$X_1 \rightarrow Z$	0,513	0,034	8,232	0,000
$Z \rightarrow Y$	0,483	0,067	7,172	0,000
$X_1 \rightarrow Z \rightarrow Y$	$0,513 \times 0,483$ = 0,248	$\sqrt{(0,513^2 \times 0,067^2 + 0,483^2 \times 0,034^2)}$ = 0,038	0,248/0,038 = 6,505	0,000
$X_2 \rightarrow Z$	0,361	0,044	5,793	0,000
$Z \rightarrow Y$	0,483	0,067	7,172	0,000
$X_2 \rightarrow Z \rightarrow Y$	$0,361 \times 0,483$ = 0,174	$\sqrt{(0,361^2 \times 0,067^2 + 0,483^2 \times 0,044^2)}$ = 0,032	0,174/0,032 = 5,415	0,000

Keterangan: X1 = E-Trust, X2 = Website Quality, Z = E-Satisfaction, Y = E-Loyalty

Source: Data processed by the researcher, 2019

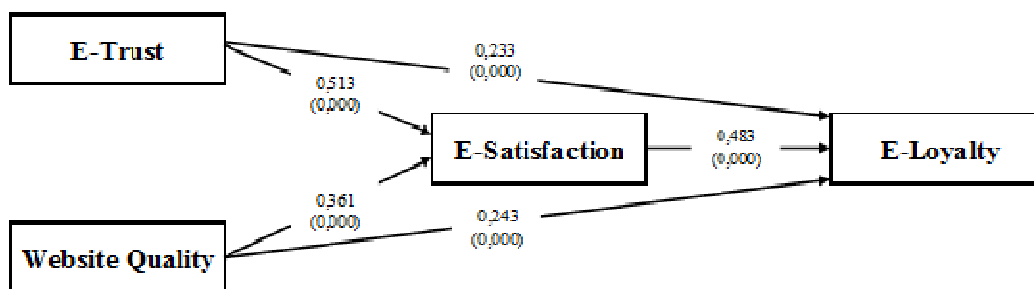


Figure 3.2 Analysis Results

Table 2.3.13 Results Analysis Path

No.	Variable	Direct Effect	Indirect Effect	Total Effect
1	$X_1 \rightarrow Z$	0.513		0.513
2	$X_2 \rightarrow Z$	0.361		0.361
3	$X_1 \rightarrow Y$	0.233		0.233
4	$X_2 \rightarrow Y$	0.243		0.243
5	$Z \rightarrow Y$	0.483		0.483
6	$X_1 \rightarrow Z \rightarrow Y$		$0.513 \times 0.483 = 0.247779$	$0.233 + 0.247779 = 0.480779$
7	$X_2 \rightarrow Z \rightarrow Y$		$0.361 \times 0.483 = 0.174363$	$0.243 + 0.174363 = 0.417363$

Source: Data processed by the researcher, 2019

- 1) The first Hypothesis test. The test of direct effect of E-Trust toward E-Satisfaction was obtained that t-count (8,232) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). This shows that there was a significant positive effect on E-Trust on E-Satisfaction.
- 2) The second hypothesis test. The test of direct effect of Website Quality toward E-Satisfaction was obtained t-count (5,793) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). This shows that there was a significant positive effect of Website Quality on E-Satisfaction.
- 3) The third hypothesis test. In the test direct effect of E-Satisfaction toward E-Loyalty, it was obtained that t-count (7.172) was bigger than t-table (1.976) or Sig. (0,000) was smaller than alpha 5% (0,050). This shows that there was a significant positive effect of E-Satisfaction on E-Loyalty.
- 4) The fourth hypothesis test. In the test of direct effect of E-Trust toward E-Loyalty, it was obtained that t-count (3.737) was bigger than t-table (1.976) or Sig. (0,000) was smaller than alpha 5% (0,050). This shows that there was a significant positive effect of E-Trust toward E-Loyalty.
- 5) The fifth hypothesis test. In the test of direct effect of Website Quality toward E-Loyalty, it was obtained that t-count (4,246) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). This shows that there was a significant positive effect of Website Quality toward E-Loyalty.
- 6) The sixth hypothesis test, In the test of direct effect of T-Trust toward E-Loyalty through E-Satisfaction, it was obtained that t-count (6,505) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0.050), besides, the indirect effect of E-Trust on E-Loyalty through E-Satisfaction was resulted from the multiplication of the value of beta E-Trust (X1) toward E-Satisfaction (Z) with value beta E-Satisfaction (Z) toward E-Loyalty (Y) which was $0.513 \times 0.483 = 0.247779$. Based on the calculations above, it is known that the indirect effect value is 0.247779 which means that the value of indirect influence is bigger than the value

of direct influence. These results showed that there was a significant indirect effect on E-Loyalty through E-Satisfaction as a intervening variable, so the sixth hypothesis was accepted.

- 7) The seventh hypothesis test. In the test of indirect Website Quality toward E-Loyalty through E-Satisfaction, it was obtained that t-count (5,415) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). Other than that, Website Quality's indirect effect toward E-Loyalty through E-Satisfaction resulted from the multiplication of the beta value of Website Quality (X2) toward E-Satisfaction (Z) with beta value E-Satisfaction (Z) toward E-Loyalty (Y) was $0.361 \times 0.483 = 0.174363$. Based on the calculations above, it is known that the indirect effect value was 0.174363 which meant that the value of indirect effect was greater than the direct effect value. These results indicated that there was a significant indirect effect of Website Quality on E-Loyalty through E-Satisfaction as an intervening variable. Thus, the seventh hypothesis was accepted.

3. Discussion

a. The effect of E-Trust toward E-Satisfaction

The result of the research showed that there is positive and significant effect of E-Trust (X1) toward E-Satisfaction. It was proven that t-count (8,232) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). It indicated that the higher the e-trust or the level of consumer confidence in the site, the higher the e-satisfaction or customer satisfaction with the site was. Conversely, the lower the e-trust, the lower the e-satisfaction was. This study supported previous studies of Kim et al. (2009) and Liao and Zhong (2013) which explained that there was a significant influence between e-trust and e-satisfaction.

b. The effect of Website Quality toward E-Satisfaction

The result of the research showed that there was positive and significant website quality (X2) toward E-Satisfaction (Z). This statement was proven by the value of t-count (5.793) which was than t-table (1.976) or Sig. (0,000) was smaller than alpha 5% (0,050). Thus, this study supported the previous study of Sadeh, et al. (2011) which stated that there was the positive and significant effect of website quality on customer satisfaction. Research was in line with Chen, et al. (2012) that website quality affected positively and significantly toward satisfaction.

c. The effect of E-Satisfaction toward E-Loyalty

The result of the research showed that there was positive and significant effect of E-Satisfaction (Z) toward E-Loyalty (Y). This statement was proven by the value of t-count (7.172) which was bigger than t-table (1.976) or Sig. (0,000) was smaller than alpha 5% (0,050). Thus, this study supported the previous research examined that the E-Satisfaction variable had a significant and positive effect toward E-Loyalty. The results of this study were in line with the opinion of Kim et al. (2009) and Miguens et al. (2017) which stated that E-Satisfaction had a positive and significant effect toward E-Loyalty. The results of this study were also consistent with the research of Sadeh et al. (2011) which explained that E-loyalty was the most significant variable in online retailing that received the most effect from other variables, especially E-Satisfaction. Research from Anderson and Srinivasan (2011) also stated that e-satisfaction had a positive effect toward e-loyalty.

d. The direct effect of E-Trust toward E-Loyalty

In the figure of analysis, it was shown that there was direct effect of E-Trust toward E-Loyalty. It was obtained that tcount (3.737) was bigger than t-table (1.976) or Sig. (0,000) was smaller than alpha 5% (0,050). Therefore, this study supported previous research of Kim et al. (2009) and Miguens et al. (2017) stated that E-Trust had a direct effect toward E-Loyalty. The results of the study were also in line with the research of Sadeh et al. (2011) and Siagian et al. (2014) which showed that E-Trust had a significant effect toward E-Loyalty.

e. The direct effect of Website Quality toward E-Loyalty

In the figure of analysis, it showed that there was direct effect of Website Quality toward E-loyalty. It was obtained that t-count value (4,246) was bigger than t-table (1,976) or Sig. (0,000) was smaller than alpha 5% (0,050). Therefore, this study supported previous research of Siagian et al. (2014) and O'cass & Carlson (2012) stating that Website quality had a direct effect toward E-Loyalty. The results of the study were also in line with the results of a study from Puspitasari et al. (2013) and Bai et al. (2008) which stated that website quality proved to have a direct effect toward customer loyalty.

f. The indirect effect of Website Quality toward E-Loyalty through E-Satisfaction

In the figure of analysis, it showed that there was indirect effect of Website Quality through E-Satisfaction. It was obtained that t-count (6,505) was bigger than t-table (1,976) or Sig. (0,000) as smaller than alpha 5% (0.050) and based on the multiplication calculation between beta values, it was known that the indirect effect value was 0.247779. It meant that the value of indirect influence was bigger than the value of the direct effect. It is concluded that there were significant indirect effects of E-Trust toward E-Loyalty through E-Satisfaction. These results indicated that Website Quality had an indirect influence on E-Loyalty through E-Satisfaction, or it can be concluded that E-satisfaction was a variable that mediated Website Quality toward E-Loyalty. This was in line with the research conducted by Bai et al. (2008) which revealed that the quality of a website affected loyalty through satisfaction.

g. The Indirect effect of E-Trust toward E-Loyalty through E-Satisfaction

In the analysis figure, it showed that there was indirect effect of E-Trust toward E-Loyalty through E-Satisfaction. It was obtained that t-count (5,415) was bigger than t-table (1,976) or Sig. (0,000) as smaller than alpha 5% (0.050). Based on the multiplication calculation between beta values, it is known that the indirect effect value was 0.174363 which meant that the value of indirect influence was bigger than the value of direct influence. Therefore, it is concluded that there were significant indirect effects on Website Quality towards E-Loyalty through E-Satisfaction. This showed that E-Satisfaction could be a variable that mediated E-Trust and E-Loyalty. The results of this study supported the study of Fitriani (2018) that there was an indirect influence between E-Trust toward E-Loyalty through E-Satisfaction.

4. Conclusion

Based on the results and discussion of the research about the effect of *E-Trust*, *Website Quality* toward E-Loyalty through E-Satisfaction as intervening variable of users of E-commerce C2C Tokopedia, it can be concluded as follow:

- a. E-trust and Website Quality affect positively and significantly toward E-Satisfaction.
- b. E-Trust, Website Quality and E-Satisfaction affect positively and significantly toward E-Loyalty.
- c. E-Satisfaction can mediate directly and indirectly between E-Trust and Website Quality toward E-Loyalty.

5. Recommendation

- a. Tokopedia is expected to be able to maintain and improve Website Quality by mentioning product information in detail and easy to understand in website, improve security regarding customer personal information, design menus that are easier to understand, improve website responsiveness, display more attractive and comfortable visual designs to see, complete transaction guidelines, and improve customer service. This is because the website quality variable has a significant effect toward customer E-Satisfaction and E-Loyalty.
- b. Furthermore, it is to make E-trust and E-Satisfaction is going to increase and it gives impact on the enhancement of E-Loyalty. Tokopedia is expected to always improve the expertise and skills in serving customers, immediately be responsible if there is an error in the transaction and make every effort to listen and consider the suggestions submitted by the customer.
- c. The further research is suggested to use other factors which can affect or add other variables such as word of mouth, repurchase intention or customer perception.

6. References

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