

# The Influence of Corporate Image and E-Service Quality on E-Satisfaction and E-Loyalty of Shopee Application Users in Denpasar

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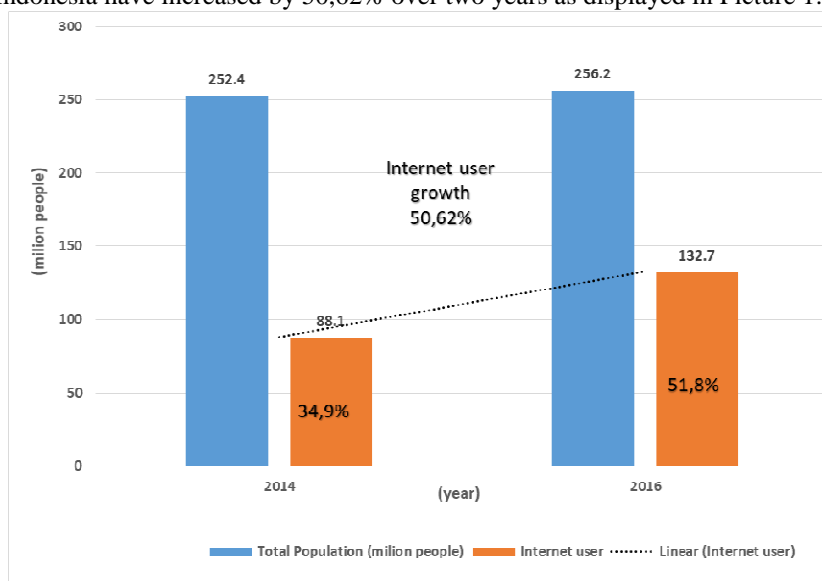
## ABSTRACT

The aim of this research is to examine the influence of corporate image and e-service quality (e-servqual) on e-satisfaction and e-loyalty of C2C e-marketplace application users. The sample in this research are 160 respondents, which is determined using the purposive sampling technique and analyzed using the structural equation modelling (SEM) analysis technique. The result of this research shows that (1) corporate image has a positive and significant influence on e-satisfaction, (2) e-servqual has a positive and significant influence on e-satisfaction, (3) corporate image positively and significantly influences e-loyalty, (4) e-servqual has a positive and significant influence on e-loyalty, and (5) e-satisfaction has a positive and significant influence on e-loyalty of customers.

**Keywords:** corporate image, e-servqual, e-satisfaction, e-loyalty

## INTRODUCTION

An infographic survey conducted by the Internet Service Provider Association of Indonesia (APJII) indicated that there was a rapid advancement of information technology in Indonesia. The Infographic survey results by APJII in 2016 showed that internet users in Indonesia have reached 132,7 million people from the total population of Indonesia (256,2 million people). In other words, 51,8% of the Indonesian residents are internet users. Compared to 2014, the internet users in Indonesia were only 88,1 million people, thus the amount of internet users in Indonesia have increased by 50,62% over two years as displayed in Picture 1.



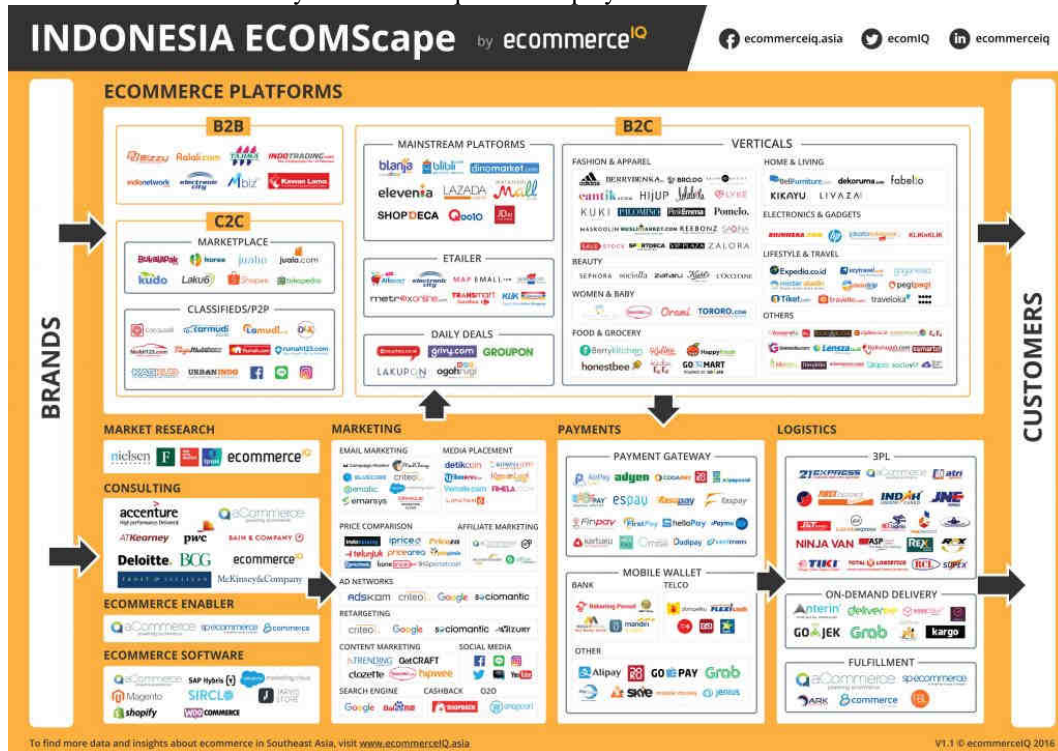
Picture 1. Internet User Growth in Indonesia  
Year 2014 – 2016

Source: processed data (2017)

The Chairman of the Indonesian E-commerce Association (idEA), Aulia E. Marinto, in an article quoted from Liputan6 (2017) explained that according to the economic census data in 2016 published by Statistics Indonesia (BPS), the electronic commerce (e-commerce) industry in Indonesia over the last ten years have grown around 17,0% with a total number of e-commerce businesses at 26,2 million units. The total transaction value of the e-commerce industry in Indonesia is estimated to be 4,89 billion US Dollars in the year 2016 (Tribunnews, 2017).

Ecommerceiq.asia (2017) conducted a mapping on e-commerce in Indonesia based on the corporate brand and categorized them based on the e-commerce platform model. The categories are: (1) B2B e-commerce model,

among others are Electronic City, Kawan Lama, (2) B2C business model, among others are Lazada, Blibli, and (3) C2C business model, among others are Tokopedia, Bukalapak, and Shopee. The mapping of e-commerce in Indonesia which was conducted by Ecommerceiq.asia is displayed in Picture 2.



Picture 2. Indonesian E-commerce Landscape (September 2017)

Source: Ecommerceiq.asia (<https://ecommerceiq.asia/indonesia-ecommerce-landscape-ecommerceiq>)

The chairman of idEA Aulia stated that the massive amount of smartphone usage is among the factors which supports the growth of the e-commerce industry in Indonesia (liputan6, 2017). This is in line with the Infographic survey results by APJII in the year 2016 which states that 47,6% of internet users use smartphone, 50,7% use smartphone and computer, and 1,7% only use computers to access the internet. This is the reason why conventional businessmen and e-commerce businessmen developed and implemented smartphone application based technology.

The C2C e-commerce model is among the e-commerce business models in Indonesia which experiences a high growth. The growth phenomena of C2C models is indicated by the increase in transaction value every year (Prabowo et al., 2014). One of the C2C companies in Indonesia which experienced high growth is Shopee. The transaction value of Shopee in Indonesia has exceeded US\$ 3 billion with more than 40 million downloads on the application in the first half of the year (SWA, 2017).

According to the data in Similiarweb (2017), based on the application usage frequency, Shopee ranked first in the shopping category followed by other applications. Ecommerceiq.asia (2017) stated that Shopee is in first place among ten shopping applications in Indonesia based on the transactions conducted through internet, may it be by Apple IOS users or even Google Android users for the C2C e-commerce category. Data from Google Play Store (2017) also displayed Shopee is in first place in the category of Top Free in Shopping.

Shopee entered Indonesia in 2015 as a newcomer in the C2C e-commerce business, following its predecessor such as Tokopedia and Bukalapak. On March 2017 Shopee received an award in the “Indonesian Netizen Brand Choice Award 2017” in the online shopping category (Beritasatu, 2017). On September 2017, Shopee attained an award as one of “The Best in Marketing Campaign” in a prestigious award event Marketing Award 2017 (Marketplus, 2017). The award attained by Shopee shows that Shopee is committed to compete in the e-commerce market in Indonesia.

The tight competition in the e-commerce world has caused business practitioners to compete for consumers. Among the important factors for the continuity of the business is by creating consumer loyalty so e-commerce practitioners must focus on loyalty in order to survive and keep making profit (Kassim and Abdullah, 2010). Loyalty is very important for the growth of a company and is profitable in the long run (Eid, 2011). Consumer loyalty in the context of e-commerce research is called electronic loyalty (e-loyalty). Consumer E-loyalty is expected to create consumer intention or behavior to make transactions again, or recommend it to others and stay loyal to the brand or company (Hapsari et al., 2017).

Among the factors which creates e-loyalty in e-commerce is to always satisfy consumers. Consumer satisfaction or electronic satisfaction (e-satisfaction) can result in a long term relationship with consumers (Anderson and Srinivasan, 2003). E-satisfaction is the accumulation of satisfaction attained by consumer from each purchase and the experience of consuming the goods or services, from time to time, on an e-commerce websites (Kim et al., 2009). E-satisfaction is also judgement of consumers regarding the fulfillment of needs and expectations that they attain from a certain product or service in e-commerce (Zeithaml et al., 2010). The relationship between e-satisfaction and e-loyalty is supported by the results of research conducted by Anggreani and Yasa (2012), and Lin et al. (2016).

According to Mahmud et al. (2013), to achieve customer satisfaction, e-commerce business practitioners must also pay attention to the quality of service, because customer satisfaction is not the only factor which could create consumer loyalty. Chung and Shin (2010) explained that consumers want good quality of service to be satisfied and become loyal. Service quality in this research is called e-service quality (e-servqual), which is the overall impression of consumers from the early navigation process until the consumers receive the goods or services (Kassim and Abdullah, 2010). E-servqual is the ability of a website or mobile application to provide shopping experience, which consists of the payment process and delivery of the product, effectively and efficiently (Zeithaml et al., 2010). The relationship between e-servqual, e-loyalty and e-satisfaction is supported in the research conducted by Boon-itt (2015) and Chen et al. (2017).

Aside from e-servqual, there are other factors which influence e-loyalty and e-satisfaction, namely the corporate image (Stan et al., 2013). Corporate image is the general impression left in the mind of consumers as a result of the accumulation of ideas, feelings, attitude and experience from a company, which is deeply ingrained in their memory. Afterwards, this impression may change into a positive or negative image depending on the consumer's feelings and experience in regards to the company (Adbel-Salam et al., 2013). According to Hussain (2016) in his research, there is a positive influence from corporate image towards e-satisfaction and e-loyalty.

Pre-research survey has been conducted on 60 (sixty) respondents who are domiciled in Denpasar City and has used the Shopee application to shop online. The pre-research survey was conducted by distributing pre-research questionnaires. The recapitulation result of pre-research survey can be seen in Table 1.

**Table 1.**  
**Pre-research Survey Results**

No	Question	Answer (%)	
		Yes	No
1	Will you make any online purchase using the Shopee application on your next purchase, and will you recommend it to others?	91,7	8,3
2	Do you feel satisfied after shopping online with the Shopee application?	93,3	6,7
3	Is it because the quality of service, the reason you shop online using the Shopee application?	86,7	13,3
4	Do you shop online through the Shopee application because of Shopee's image as a well known online shopping site?	80,0	20,0

Source: Processed primary data 2017

Pre-research survey results in Table 1 shows that 91,7% of consumers will make online purchases using the Shopee application on their next purchase and will recommend Shopee to other people. 93,3% consumers are satisfied after shopping with the Shopee application. Shopee's quality of service (such as easy, safe, and secure) becomes the reason 86,7% consumers shop using the Shopee application. 80,0% of consumers agree that Shopee's image is among the reason consumers use Shopee for online shopping.

Based on this research background, the growth of application based C2C e-commerce in Indonesia is seen as an e-commerce model that is still capable of improving and the large market share of C2C e-commerce causes competition and rivalry to become tighter in order to make consumers satisfied and loyal. Thus, this is an interesting research topic. In general, this research aims to examine the influence of corporate image and e-servqual on e-satisfaction and e-loyalty of consumers on application based e-commerce.

## LITERATURE REVIEW, CONCEPTUAL FRAMEWORK, RESEARCH HYPOTHESIS

E-commerce is the process of buying, selling, or marketing data, goods, or service through the internet (Turban et al., 2015: 7). E-commerce is defined as commercial transactions involving the exchange of value which is performed through or by utilizing digital technology between individuals or organizations (Laudon and

Traver, 2017: 8-9). E-commerce media involves the use of internet, world wide web, and applications or browsers in mobile phones for business transactions. Mobile platform is the latest development of internet infrastructure for various mobile devices such as smartphones and tablets through wireless networks (Wi-Fi) or mobile phone services. At the beginning of the development of e-commerce, the only digital media was web browsers, however the media that is largely used today is mobile applications (Laudon and Traver, 2017: 11-12).

Corporate image is the result of an accumulated process in which consumers compare various attributes such as product quality, or service quality of a company, and based on this experience, consumers will have a subjective perception towards the company and all its activities (Chiu and Hsu, 2010). According to Adbel-Salam et al. (2013) corporate image is the general impression of consumers as a result of accumulated feelings, ideas, attitude and experience with the company which is deeply ingrained in the consumer's memory, and this experience would eventually influence the public attitude towards the company.

Generally, service is an activity or a series of intangible activities and is available as a result of interaction between consumers and the employees or other matters provided by the company with the intention to solve consumer problems (Daryanto, 2014: 135). Service in the context of e-commerce and in this research is called e-servqual, which is defined as the overall impression of consumers, regarding the process from the initial navigation until the consumer receives the goods or services (Kassim and Abdullah, 2010).

In a research conducted by Zeithaml et al. (2010) e-servqual is defined as the ability level of a website or mobile application to efficiently and effectively provide the experience of shopping, payment, and product delivery. Thus, e-servqual is the development of the provided service quality as a result of the interactions between consumers and the company through electronic media (website or application) which has a purpose to give impressions and experiences effectively and efficiently.

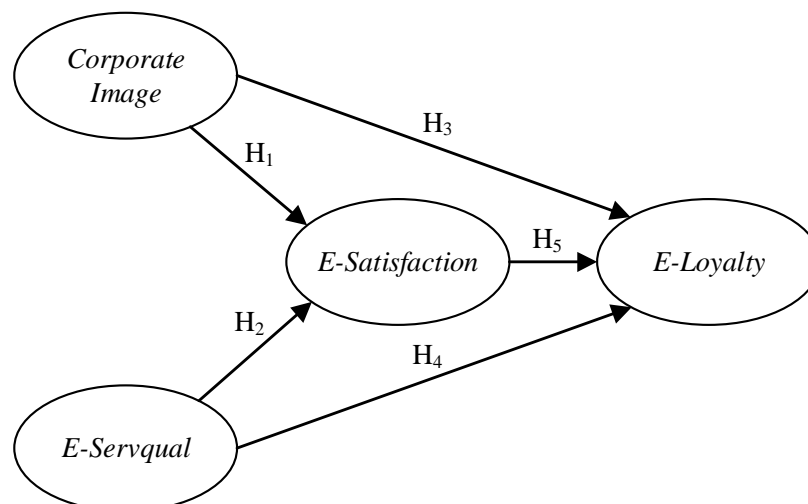
E-satisfaction is defined as the accumulation of satisfaction attained by consumers from each purchase and the experience of consuming goods or services in online websites from time to time (Kim et al., 2009). According to Zeithaml et al. (2010), e-satisfaction is the judgement of consumers regarding the fulfillment of their needs and expectations related to a certain product or service in e-commerce.

Lovelock and Wirtz (2011: 74) defined satisfaction as an attitude determined as a result of the experience attained. A research is needed to prove whether prior expectations exist or not, which is the most important part of satisfaction. According to Kotler and Keller (2016: 25), satisfaction reflects a person's assessment on the performance of a product in relation to the person's expectation. If the performance does not meet expectations, the consumer would be disappointed, but if it does meet expectations, the consumer would feel satisfied and if it exceeds expectations, consumers would be greatly satisfied and happy.

Loyalty is among the most important factors which determines the continuity of a business, regardless of how good the business is, no business can survive without loyalty from customers (Anderson and Srinivasan, 2003). According to Kassim and Abdullah (2010), online business practitioners must focus on loyalty to survive and still gain profit. Loyalty is very important for the growth of companies and it enhances profitability in the long run (Eid, 2011).

Consumer loyalty in the context of e-commerce research is called electronic loyalty (e-loyalty), defined as the preference and commitment of consumer towards a certain online website and consumers will make repurchases on this online website (Srinivasan et al., 2002). According to Hapsari et al. (2017) loyalty is defined as the intention of consumers to cooperate, recommending to other people and remain loyal to a certain brand or company.

Based on the explanations of previous thought frameworks, the conceptual framework of this research is illustrated in Picture 3.



**Picture 3. Conceptual Framework**

According to Stan et al. (2013), corporate image has positive influence on e-satisfaction, but is not significant. This research result shows that corporate image does not always influence e-satisfaction. However, according to Srivastava and Sharma (2013) and Janita and Miranda (2013), corporate image has a positive and significant influence on e-satisfaction. The better the corporate image of a company, the greater the level of e-satisfaction of consumers.

Based on previous research, the hypothesis is formulated as follows:

**H<sub>1</sub> : Corporate image has a positive and significant influence on e-satisfaction**

Janita and Miranda (2013), in their research, stated that e-servqual does not have any influence on e-satisfaction. In contrary, the research result by Wen et al. (2014) stated that e-servqual has a positive and significant influence on e-satisfaction. This positive result is supported by Boon-Itt (2015), Amin (2016), Lin et al. (2016) and Chen et al. (2017) who also found that a positive e-servqual would give a positive impact on e-satisfaction. Based on previous research, the hypothesis proposed is as follows:

**H<sub>2</sub> : E-servqual has a positive and significant influence on e-satisfaction**

The research conducted by Stan et al. (2013) stated that corporate image has a positive influence on e-loyalty, though the influence is insignificant. On the other hand, according to a research conducted by Janita and Miranda (2013) and Hussain (2016), corporate image has positive and significant influence on e-loyalty, and these findings show that a positive corporate image would result in an increased e-loyalty of customers towards the company. Based on previous research, the proposed hypothesis is as follows:

**H<sub>3</sub> : Corporate image has a positive and significant influence on e-loyalty**

According to Amin (2016) and Lin et al. (2016), the positive relationship between e-servqual and e-loyalty does not exist. Conversely, in the research conducted by Janita and Miranda (2013), Vos et al. (2014), and Chen et al. (2017), it was found that there is a positive and significant relationship between e-servqual and e-loyalty. This finding shows that with a good e-servqual, the e-loyalty of consumers can be significantly increased. Based on previous research, the proposed hypothesis is as follows:

**H<sub>4</sub> : E-servqual has a positive and significant influence on e-loyalty**

According to the research conducted by Janita and Miranda (2013) on 197 respondents who have performed transactions in e-marketplaces in Spain, e-satisfaction is shown to have no influence on e-loyalty. This research result differs from the result of research conducted by Wan et al. (2014), Amin (2016), Lin et al. (2016) and Ahmad et al. (2017), that stated there is a positive and significant relationship between e-satisfaction and e-loyalty in the e-commerce world. If the level of consumer e-satisfaction is high, there will be a positive impact on the increase in consumer e-loyalty level. Based on prior research, the hypothesis proposed is as follows:

**H<sub>5</sub> : E-satisfaction has a positive and significant influence on e-loyalty**

## RESEARCH METHOD

This research is an explanatory research which uses the causality model with the aim to determine the causal relationship among the variables of corporate image and e-servqual as the exogenous variables, and the variables of e-satisfaction and e-loyalty as the endogen variables. The data source in this research are primary data and secondary data. The primary data used in this research are data collected from the answers of respondents corresponding to the questions given by the researcher. The secondary data source in this research is information regarding the profile of internet users in Indonesia, economic census data, and the usage rank of the Shopee application. Data collection is conducted through questionnaire which is given to the selected respondents. Closed format questions utilizing the Likert scale are used to gather data directly from respondents.

To determine the research sample, the non probability sampling technique is used. The criteria of sample are consumers who have conducted online purchases using the Shopee application twice over the last one year, and should have at least graduated from high school or an equivalent degree. This research also use the cluster sampling technique which is a sampling technique based on the region of the population with the purpose to attain an even distribution or proportion of sample in the determined region. This sample in this research are taken from the population of consumers who have shopped using the Shopee application at least 2 (two) times over the last one year, at least graduated high school or an equivalent degree of education, and must be living in one of the four clusters in Denpasar City, namely North Denpasar, South Denpasar, West Denpasar, and East Denpasar, in which the total population cannot be determined with certainty (infinite). The analysis technique in this research is the structural equation modeling (SEM) AMOS21 and for the software, IBM SPSS *Statistics*22 is utilized.

The exogenous variables in this research are corporate image ( $X_1$ ), and e-servqual ( $X_2$ ), while e-satisfaction ( $Y_1$ ) and e-loyalty ( $Y_2$ ) are the endogen variables of this research. The operational definition of the exogenous variable in this research are as follows: corporate image ( $X_1$ ) is the overall judgement of consumers on Shopee. E-servqual ( $X_2$ ) is the performance level perceived by Shopee consumers in fulfilling their needs and wants. The variable of e-servqual in this research is divided into five dimensions shown as follows: dimension of information quality ( $X_{2,1}$ ) which is the dimension with the aim to measure the quality of information provided by Shopee to consumers, dimension of reliability ( $X_{2,2}$ ) which is the dimension with the purpose to measure the reliability of the Shopee application, the dimension of assurance ( $X_{2,3}$ ) which is the dimension with the aim to measure the Shopee application's assurance to customer, the dimension of responsiveness ( $X_{2,4}$ ) which is the dimension with the aim to measure the speed in which Shopee responds to customer, and the dimension of efficiency ( $X_{2,5}$ ) which is the dimension with the aim to measure the speed and ease of use of the Shopee application.

The operational definition of the endogen variables in this research are as follows: e-satisfaction ( $Y_1$ ) is the response of consumers towards the evaluation between expectation and the actual performance of product perceived by consumers. The last variable is e-loyalty ( $Y_2$ ) which is the commitment of consumers in conducting e-commerce transactions using the Shopee application in the future and to always have a good and positive perception regarding Shopee.

## RESULTS AND DISCUSSION

The instrument test of this research has a product moment score of higher than 0,361 with a level of significance lower than 5 percent, therefore all elements in the instrument are said to be valid. The validity test result in this research can be seen in Table 2. The reliability test has a purpose to measure the reliability of instruments. In this research, the Alpha Cronbach coefficient is used. An instrument is deemed to be reliable if the Alpha Cronbach value is  $>0,6$ . The reliability test results can be seen in Table 3.

**Table 2.**  
**Validity Test**

Classification of Construct / Variable	Construct/ Variable	Dimension	Indicator	Correlation Coefficient	Description	
Exogenous	Corporate Image (X <sub>1</sub> )		X11	0,844	Valid	
			X12	0,729	Valid	
			X13	0,694	Valid	
			X14	0,732	Valid	
	Information Quality (X <sub>2,1</sub> )		X211	0,854	Valid	
			X212	0,752	Valid	
			X213	0,873	Valid	
			X214	0,659	Valid	
	Reliability (X <sub>2,2</sub> )		X221	0,836	Valid	
			X222	0,776	Valid	
			X223	0,793	Valid	
			X224	0,815	Valid	
	E-servqual (X <sub>2</sub> )	Assurance (X <sub>2,3</sub> )		X231	0,843	Valid
				X232	0,679	Valid
				X233	0,730	Valid
				X234	0,765	Valid
	Responsiveness (X <sub>2,4</sub> )		X241	0,965	Valid	
			X242	0,886	Valid	
			X243	0,878	Valid	
			X244	0,790	Valid	
Efficiency (X <sub>2,5</sub> )		X251	0,806	Valid		
		X252	0,792	Valid		
		X253	0,790	Valid		
		X254	0,776	Valid		
Endogen	E-satisfaction (Y <sub>1</sub> )		Y11	0,902	Valid	
			Y12	0,946	Valid	
			Y13	0,868	Valid	
			Y14	0,934	Valid	
	E-Loyalty (Y <sub>2</sub> )		Y21	0,827	Valid	
			Y22	0,844	Valid	
			Y23	0,706	Valid	
			Y24	0,822	Valid	

Source: Processed primary data 2017

Based on Table 3, the Alpha Cronbach of all instruments are known to be greater than 0,6. This shows that a consistent result of measurement would be attained even if the same subject is measured again.

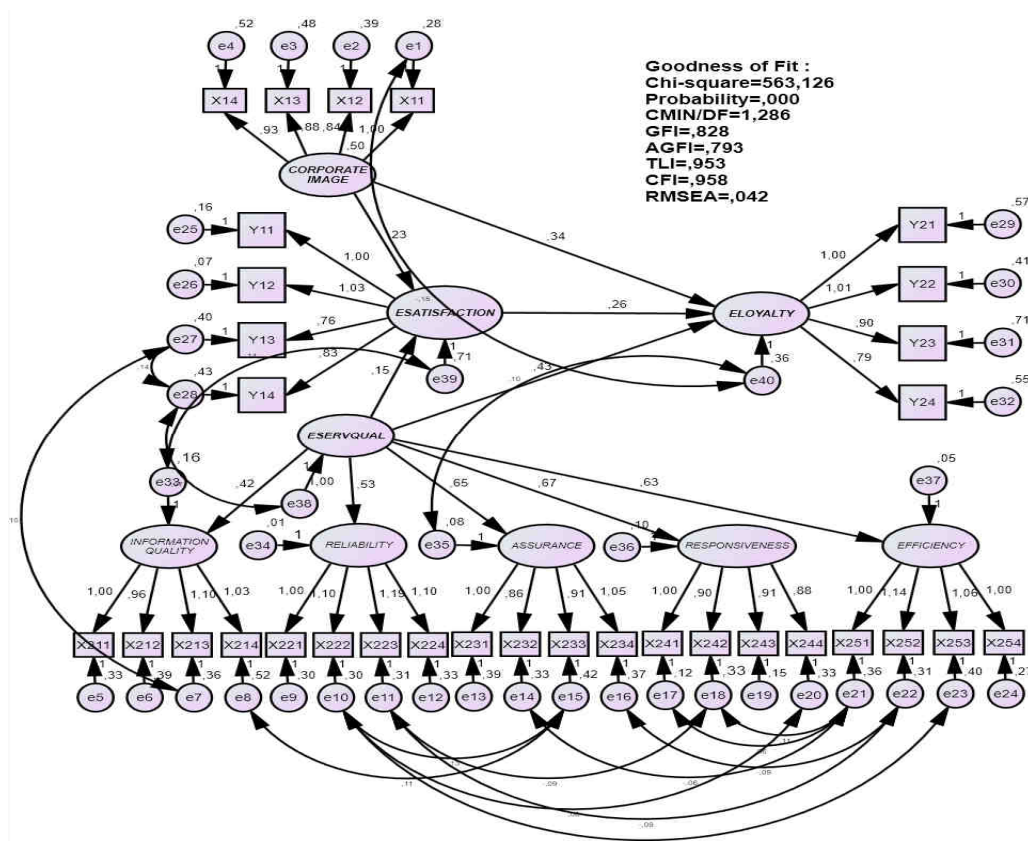
**Table 3.**  
**Reliability Test**

Classification of Construct / variable	Construct/ variable	Dimension	Alpha Cronbach	Description
Exogenous	Corporate Image (X <sub>1</sub> )		0,734	Reliable
	E-servqual (X <sub>2</sub> )	Information Quality (X <sub>2,1</sub> )	0,794	Reliable
		Reliability (X <sub>2,2</sub> )	0,819	Reliable
		Assurance (X <sub>2,3</sub> )	0,756	Reliable
		Responsiveness (X <sub>2,4</sub> )	0,901	Reliable
		Efficiency (X <sub>2,5</sub> )	0,799	Reliable
Endogen	E-satisfaction (Y <sub>1</sub> )		0,932	Reliable
	E-Loyalty (Y <sub>2</sub> )		0,809	Reliable

Source: Processed primary data 2017

The results of the goodness of fit test shows that not all instruments are good models. Even though the RMSEA and the CMIN/DF value fulfill the cut off value, modification on the model still must be done in order to attain a model with good result of goodness of fit such as shown in Picture 4. The change in the goodness of fit test result on the modified full structural model can be seen in Table 4.

Based on the cut-off value from the goodness of fit test on the modified full structural model, there are three criterion which have not fulfilled the cut-off value, namely probability, GFI and AGFI with a value below 0,90 but is still considered decent and satisfy the test criteria because it is near the cut-off value criteria.



**Picture 4. Modified Full Structural Model Test**

Source: Processed primary data 2017



**Table 4**  
**Comparison of the Modified Model's Goodness of Fit Index**

Goodness of fit Index	Cut Of Value	Initial Results	Modification Results	Description
Chi Square	Expected to be lower	719,364	563,126	Better
Probability	$\geq 0,05$	0,000	0,000	Remains the same
RMSEA	$\leq 0,08$	0,061	0,042	Better
GFI	$\geq 0,90$	0,788	0,828	Better
AGFI	$\geq 0,90$	0,754	0,793	Better
CMIN/DF	$\leq 2,0$	1,585	1,286	Better
TLI	$\geq 0,95$	0,903	0,953	Better
CFI	$\geq 0,95$	0,912	0,958	Better

Source: Processed primary data 2017

The causality test is a test to determine the relationship between exogenous construct and endogen construct. From the regression weightfull model test result in Table 5, the critical ratio value can be seen to be not equal to zero and the p-value is  $< 0,05$ . Hence, the relationships between variables are significant. The statistic test on the processed result of the structural equation model is conducted based on the probability (P) value and the critical ratio (C.R.) of each relationship between variables.

**Table5.**  
**Regression Weight Full Model Parameter Estimation**

			Estimate	S.E.	C.R.	P
Corporate_Image	-→	E-satisfaction	0,234	0,104	2,241	0,025
E-servqual	-→	E-satisfaction	0,154	0,072	2,125	0,034
Corporate_Image	-→	E-loyalty	0,344	0,107	3,207	0,001
E-servqual	-→	E-loyalty	0,430	0,071	6,054	0,000
E-satisfaction	-→	E-loyalty	0,261	0,070	3,741	0,000

Source: Processed primary data 2017

The results of data analysis on the influence of corporate image on e-satisfaction shows an estimate value of 0,234 and probability value of 0,025. The estimate value shows that there is a correlation between corporate image and e-satisfaction, and the positive value shows that corporate image has positive influence on e-satisfaction of Shopee consumers. While the probability value of 0,025, which is smaller than 0,05 ( $0,025 < 0,05$ ), shows that corporate image has a significant influence on e-satisfaction of consumers. Thus, the data analysis result statistically shows that corporate image has positive and significant influence on e-satisfaction of consumers. The largest loading factor value on the corporate image variable is in the indicator of actual experience with a value of 1,000. This means that a better shopping experience perceived directly by consumers, would result in a significant influence on the e-satisfaction of consumers.

This research result supports previous studies in which corporate image is shown to have an influence on e-satisfaction of consumers. Janita and Miranda (2013) in their research regarding e-marketplace in Spain with 197 respondents found that the corporate image variable has a positive and significant influence on e-satisfaction. The better the corporate image of a company, the higher the level of consumer e-satisfaction. This research result also supports the results of the research conducted by Srivastava and Sharma (2013) in the fields of telecommunication service industry, and Rahyuda and Atmaja (2011) in the fields of flight service industry, in which both have shown that there is a positive and significant relationship between corporate image and satisfaction.

The data analysis result on the relationship between e-servqual and e-satisfaction shows an estimate value of 0,154 and probability value of 0,034. The estimate value shows a correlation between e-servqual and e-satisfaction, and the positive value shows that e-servqual has positive influence on e-satisfaction of Shopee consumers. The probability value of 0,034, which is less than 0,05 ( $0,034 < 0,05$ ), shows that e-servqual has a significant influence on e-satisfaction of consumers. Hence, the data analysis result statistically shows that e-servqual has positive and significant influence on e-satisfaction of consumers. The largest loading factor value for the e-servqual variable is the dimension of responsiveness with a value of 0,679, which includes the indicators of response speed if consumers incur a problem during transactions, the processing speed in

transactions, the response speed on consumer feedbacks, and the application's ability to respond and to be used whenever needed by the consumer, which is concluded to have significant contribution and influence on the increase in e-satisfaction level of consumers.

This research result agrees with previous studies which state that e-servqual has an influence on e-satisfaction of consumers. Chen et al. (2017) in their research regarding the measurement of quality in e-service shows that a positive e-servqual will give a positive influence on the level of e-satisfaction. The better the e-servqual given to consumers, the higher the level of consumer e-satisfaction. This research result also supports the study conducted by Lin et al. (2016) regarding service quality in e-commerce, Boon-Itt (2015) regarding management of service quality to increase e-satisfaction and Wen et al. (2014) regarding the role of e-servqual in consumer's decision making process. The research result by previous researchers found that e-servqual has a positive and significant influence on the e-satisfaction of consumers.

The data analysis result on the relationship of corporate image towards e-loyalty shows an estimate value of 0,344 and probability value of 0,001. The estimate value shows a correlation between corporate image and e-loyalty, and the positive value shows that corporate image has a positive influence on the e-loyalty of Shopee consumers. The probability value of 0,001 which is smaller than 0,05 ( $0,001 < 0,05$ ) shows that corporate image has an influence on the e-loyalty of consumers. Thus the data analysis result statistically shows that corporate image has a positive and significant influence on the e-loyalty of consumers. The largest loading factor value for the corporate image variable is in the indicator of actual experience with a value of 1,000. This means that the better the shopping experience felt directly by the consumer, the more significant the influence on the e-satisfaction level of consumer.

This research result supports the result of previous research conducted by Janita and Miranda (2013) regarding e-marketplace in Spain with 197 respondents which found that corporate image has a positive and significant influence on e-loyalty. A better corporate image of a company would result in an effect which increases the e-loyalty of consumers towards the company. the positive and significant relationship between corporate image and loyalty is also supported by the research conducted by Hussain (2016) and Rahyuda and Atmaja (2011) which researched on this relationship on the flight service industry.

The data analysis result of the relationship of e-servqual on e-loyalty shows an estimate value of 0,430 and a probability value of 0,000. The estimate value shows that there is a correlation between e-servqual and e-loyalty, and the positive value shows that e-servqual has a positive influence on e-loyalty of Shopee consumers. The probability value of 0,000 which is lower than 0,05 ( $0,000 < 0,05$ ) shows that e-servqual has a significant influence on e-loyalty of consumers. Hence, the data analysis result statistically shows that e-servqual has positive and significant influence on e-loyalty of consumers. The largest loading factor value of the e-servqual variable is on the responsiveness dimension with a value of 0,679, which consists of the indicators of response speed if consumers incur a problem during the transaction, the processing speed in transactions, the response speed on consumer feedback, and the response ability of the application to be used when the consumer needs it, thus this is able to give a significant effect to increase the e-loyalty level of consumers.

This research result supports the result of previous research in which e-servqual has an influence on e-loyalty of consumers. Chen et al.(2017) in their research about the measurement of quality in e-service stated that a positive e-servqual would result in positive influence on the level of e-loyalty. This research result also supports the research conducted by Vos et al. (2014) regarding e-servqual in online shopping and the strategy to minimize risk, Janita and Miranda (2013) in their research regarding e-marketplace in Spain have also shown that the variable of e-servqual has positive and significant influence on e-loyalty. The better the e-servqual given to consumers the higher the level of consumer e-loyalty.

The data analysis result on the relationship of e-satisfaction towards e-loyalty shows an estimate value of 0,261 and a probability value of 0,000. The estimate value shows that there is a correlation between the variable of e-satisfaction and e-loyalty of consumers, which means that e-satisfaction has a positive influence on e-loyalty of Shopee consumers. The probability value of 0,000, which is smaller than 0,05 ( $0,000 < 0,05$ ), shows that e-satisfaction significantly influence e-loyalty of consumers. Thus the data analysis result statistically shows that e-satisfaction has positive and significant influence on e-loyalty of Shopee consumer. The largest loading factor value in the e-satisfaction variable is on the indicator of alignment with expectations with a value of 1,003. This shows that as more results felt by consumers meet their expectations, the higher the e-loyalty of consumers become.

This result supports the research conducted by Ahmad et al. (2017) regarding the role of website quality and hedonism in creating e-satisfaction and e-loyalty of internet users in India which concluded that e-satisfaction has a positive influence on e-loyalty of consumers. The positive and significant influence of e-satisfaction on e-loyalty is also supported by the research conducted by Amin (2016), Lin et al.(2016), and Wan et al. (2014).

## CONCLUSIONS AND RECOMMENDATIONS

Based on the analysis result attained in this research, it can be concluded that: Corporate image has a positive and significant influence on the e-satisfaction and e-loyalty of consumers. This means that corporate image is an important factor to achieve consumer e-satisfaction. The company should continuously improve their corporate image through developing good reputation, increasing employee competence and improving the system of the e-marketplace application, improving public relationships, and providing new and good experience to consumers. Strong corporate image is also able to repress negative influences on the company, thus the e-loyalty of consumers are better sustained.

E-servqual has a positive and significant influence on the e-satisfaction and e-loyalty of consumers. This means that the company is expected to continuously improve the e-servqual they provide to consumers, especially for the responsiveness dimension to be able to fulfill the needs and expectations of consumers. With good e-servqual, the e-satisfaction of consumers would increase and with a high e-satisfaction level, the company would be able to maintain the e-loyalty of consumers.

E-satisfaction has a positive and significant influence on e-loyalty of consumers. This means that by increasing the e-satisfaction level of consumers, may it be through the creation of good corporate image or through the improvement of e-servqual, consumer e-loyalty towards the company would increase. Hence, consumers are expected to constantly use the company's service as an e-marketplace, spread positive words regarding the company, and recommend the company's service to other people.

Future research are recommended to consider extending the reach of questionnaire distribution and to make it more evenly distributed or proportional in terms of gender, age, and income per month. Future research are also advised to measure the mediation effect of corporate image and e-servqual through e-satisfaction of consumers on the e-loyalty of consumers.

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