

IMPACT OF E-SERVICE ON CUSTOMER LOYALTY IN MARKETPLACE IN INDONESIA

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ABSTRACT

Online sales in Indonesia have experienced tremendous growth every year. With traditional class economic growth, e-marketplace has become the most promising online business in Indonesia. There are five e-marketplaces that are the most popular in Indonesia, such as: Tokopedia, Lazada, Shopee, Elevance and Bukalapak, which have quite a lot of customers. But the issue of e-service is a major concern to increase the loyalty of customers for e-marketplace in Indonesia. The purpose of this journal is to study what factors can affect e-service to customer loyalty in transacting in Indonesia's e-marketplace. You can help sellers who do business in e-marketplace in order to better understand the things that need to be improved in their services, in order to gain loyalty from their customers. Data collected by 107 respondents using e-marketplace. The results showed that usability perception factors had a significant effect on e-service, and e-service had a significant effect on customer loyalty. Trust and perceived ease of use are not felt for e-service. It can be concluded that e-marketplace is a new thing in Indonesia and there is a complex business environment to get customer loyalty.

Keywords: *E-Marketplace, E-Service, Loyalty, Online Business.*

1. INTRODUCTION

Since the last decade, public interest in e-marketplace has increased. E-marketplace is an online intermediary designed to build relationships and facilitate transactions between buyers and sellers [1]. In 2016, there were an estimated 180 million internet users with 20% growth [2]. Even during 2014 - 2017, the average annual growth of online sales in Indonesia is estimated at 38% [3]. Coupled with the prediction of market growth of 31.1% in 2019, where the market is largely represented by small and medium enterprises (SMEs) [4].

One of the main issues for the development of e-marketplace in Indonesia is e-service that can affect the loyalty of each customer in a particular e-marketplace. Based on the survey results, there are 5 largest e-marketplace platforms in Indonesia, such as: Lazada, Tokopedia, Shopee, Elevance, and Bukalapak competing to attract new customers or users by creating quality services from each e-marketplace [5].

Each e-marketplace must foster a sense of loyalty in every prospective and visiting customer. Loyalty can be defined as a customer commitment and attitude towards e-marketplace, which leads to repetitive goods buying behavior [6]. Having loyal customers is the ultimate goal of all companies. But most of the companies or producers do not know that customer loyalty can be formed through several stages. Starting from looking for potential customers up to a customer advocate that will bring benefits to the company [23].

One way to grow and increase the loyalty of each candidate and customer in the e-marketplace is by creating an e-service [24], which will make customers loyal and keep repeating and consistent in making transactions on the same e-marketplace. The increasing popularity of a service-based application will provide a flexible and low-cost business model [7]. This system will be expected by every user, because it can be used anytime and anywhere for 24 hours. So that it can facilitate customers in accessing and transacting on the e-marketplace.

In increasing loyalty to a service, each e-marketplace must have several variables to support the service. Variables that will be used are: online trust, perceived usefulness, and ease of use. This variable has become a major concern faced by all online buyers and sellers. Therefore, this study will discuss the impact of e-service on customer loyalty in e-marketplace in Indonesia.

Previous research has discussed the important role of improving online buying behaviors such as: trust, risk, seller expertise, convenience, seller reputation, website use and security. In their research, they emphasized that seller's expertise such as: seller's experience and attitudes, price justice, satisfaction in the buying process and trust are all approaches that are useful to increase the loyalty intention and loyalty of buyers in each e-marketplace itself [8]. This research focuses on which e-service is a new factor in increasing loyalty from the customer e-marketplace in Indonesia.

2. RESEARCH DESIGN

Every e-marketplace has its own way to attract consumers. Various features are provided to attract and satisfy its customers, one of which is e-service. This E-service, not only increases competitive advantage, but also increases loyalty [9]. One of them is linking e-service with e-satisfaction, e-loyalty to see which variables are needed a lot of e-commerce for customers [22]. Thus, this study uses several e-service variables that have been studied by previous researchers, such as trust [9] [10] [11], Perceived Usefulness [12] [13], and Ease of use [14]. The purpose of this study is to show that trust, and ease of use is not always a determining factor to get loyalty from its customers. The object of this writing itself is to show that there are other factors that must be considered in the implementation, namely e-service as discussed. E-service itself has a significant impact in increasing loyalty. Then these services will be scrutinized to see the impact on consumer loyalty.

The difference between our research and the previous research is that it is still rare to measure the impact of e-services provided by the marketplace to increase customer loyalty. While other studies measure indicators of the satisfaction of the marketplace itself to increase customer loyalty. There is also an advantage of our research is to measure whether the indicators of the impact of e-service provided by the marketplace can significantly influence in order to increase the customer loyalty in the marketplace, especially in

the marketplace in Indonesia, so that customers become more committed and can increase linkages between sellers of the marketplace.

Based on this research, we can formulate the following hypotheses:

1. H1: Estimated valuation of trust has a positive effect on e-service. Trust is a factor that is needed in managing online services. Trust has a positive effect on loyalty [10]. Thus, suspected trust has an impact on loyalty.
2. H2: Perceived Usefulness has a positive effect on e-service. Perceived Usefulness is one of the factors of the TAM (Technology Acceptance Model) model. TAM was introduced by Davis in 1986 [11]. This model is used to describe user behavior in the use of information technology.
3. H3: Ease of use has a positive effect on e-service. Ease of use is also a factor in the TAM (Technology Acceptance Model) model, which was introduced by Davis in 1986 [11], and is used to describe user behavior in the use of information technology [15].
4. H4: E-service has a positive effect on loyalty. E-service is defined as the quality of a multifunctional service from a website that facilitates the efficiency and effectiveness of shopping, purchasing and shipping [16]. Consumer decision making can be influenced by the quality of E-service from E-marketplace.

3. METHODOLOGY

This study will examine the impact of e-service on existing loyalty in Indonesia, consisting of components of Online Trust, Perceived Usefulness, Perceived Ease of Use. In this section, research methods and data collection methods will be explained.

3.1 Research Method

Table 1, shows research variables and indicators for testing hypotheses. Figure 1, shows the proposed research model.

Table 1. Research variables and indicators

Variables	Indicators	References
Trust (H1)	1. Security (TRS1).	[10][12]
	2. Information presentation (TRS2).	[12]
Perceived	3. Performance	[12] [13]

Usefulness (H2)	(PEOU1).	
	4. Productivity/Competitive (PEOU2)	[11] [13]
	5. Effectiveness (PEOU3).	[13]
Perceived Ease of Use (H3)	6. Usefull (PEOU4).	[13]
	7. Searching fungtion (PU1).	[14]
	8. Navigation (PU2).	[14]
	9. Organized (PU3).	[15]
E-service (H4)	10. Ease of use (PU4).	[11] [14]
	11. Loyalty (ESE1).	[16] [17]
Loyalty	12. Like this (LYL1).	[15]
	13. Repurchase (LYL2).	[15]
	14. Recommended (LYL3).	[15]

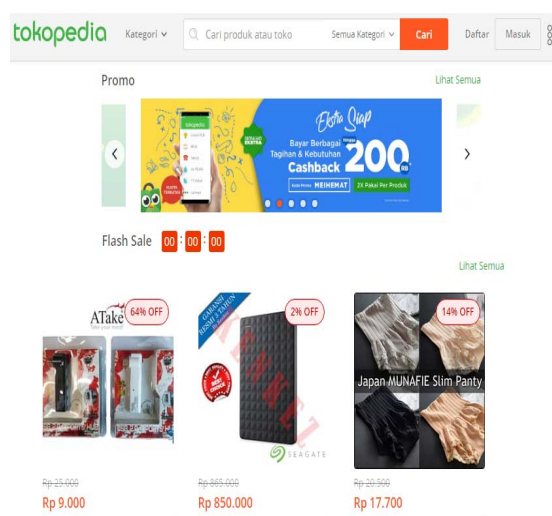


Figure 2. Tokopedia.com
(<http://www.tokopedia.com>)

Table 2 Shows the proposed research model.

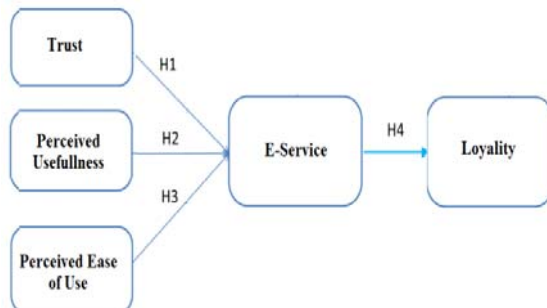


Figure 1. Impact of e-service to the Loyalty.

3.2 Data Gathering Method

To get the data used a questionnaire that uses an answer scale between 1 - 5. The questionnaire was distributed to the territory of Indonesia in April 2018. We chose to distribute to several customer e-marketplaces in Indonesia to get large amounts of data in a fast time. This questionnaire was sent through Google forms, forums and social media. The personal chat process was also chosen to verify all questionnaires. Figure 2-6 shows the e-marketplace that is used as the object of research.

Tokopedia ([tokopedia.com](http://www.tokopedia.com)) is one of the largest online shopping centers in Indonesia that carries out the e-marketplace business model. Since its launch in 2009 to date, Tokopedia has been selected as the Best Company in Consumer Industry from the Indonesia digital economy award in 2016. Tokopedia offers millions of products divided into 1200 major categories, including: Clothing, Fashion & Accessories, Beauty, Health, Household etc.

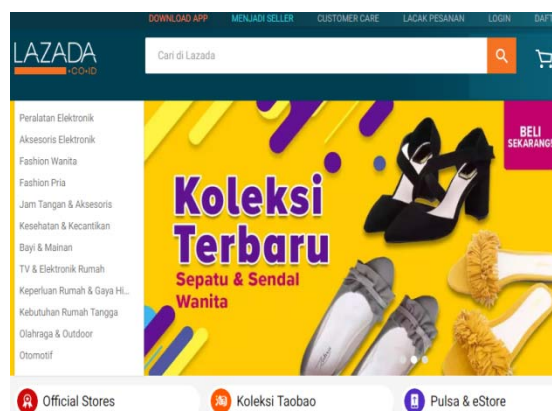


Figure 3. Lazada (<https://www.lazada.co.id/>)

Lazada is an online shopping site that offers various types of products, ranging from electronics, books, children's toys and baby equipment, medical devices and beauty products, household appliances, and travel and sports equipment. Lazada Indonesia was established in

2012 and is part of the Lazada Group operating in Southeast Asia. Until 2014, Lazada Group has been operating in Singapore, Malaysia, Indonesia, Vietnam, Thailand and the Philippines with Singapore as the location of their headquarters. Lazada also has an e-marketplace to facilitate online buying and selling provided by Lazada.co.id as an e-commerce service provider in Indonesia. This E-Marketplace provides an opportunity for all sellers and customers to get one of the best online buying and selling experiences in Indonesia.

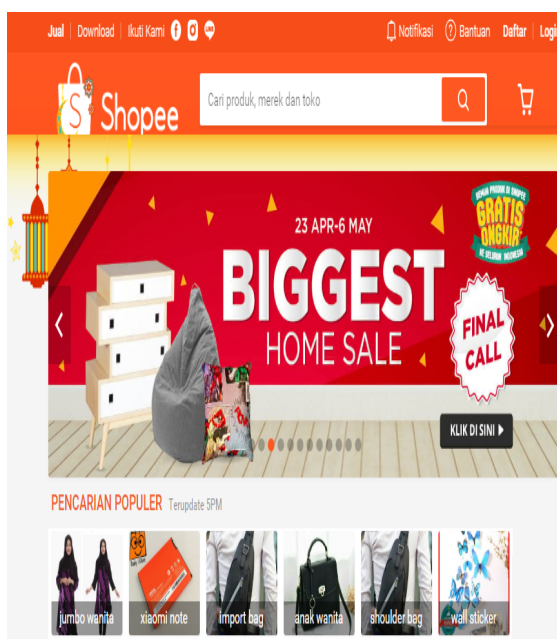


Figure 4. (<https://shopee.co.id/>)

Shopee Indonesia was officially introduced in Indonesia in December 2015 under the auspices of PT Shopee International Indonesia. Since its launch, Shopee Indonesia has experienced very rapid development, as of October 2017 there were 25 million visiting the e-marketplace website. Shopee provides a live chat feature that allows sellers and buyers to interact easily and quickly. As one of the e-marketplaces, Shopee provides a variety of products to support daily activities that include fashion, gadgets, cosmetic tools, electronic devices, hobbies and collections, photography, sports equipment, automotive, vitamins and supplements, home appliances, food and beverages, souvenirs, parties, etc. that are free shipping.



Figure 5. Lazada (<http://www.elevenia.co.id/>)

Elevenia is one of the online shopping sites with the concept of an open e-marketplace number in Indonesia that provides convenience and safety of shopping. This site offers a variety of products for lovers of online shopping. Until today, Elevenia offers a variety of products from 16,000 sellers which are divided into 8 categories including: fashion, beauty / health, babies / kids, home / garden, gadgets / computers, electronics, sports / hobbies, service / food. In one year, Elevenia also managed to reach 1 million users and send more than 400,000 thousand products. In addition, Elevenia is targeting to reach Rp. 1.1 trillion.

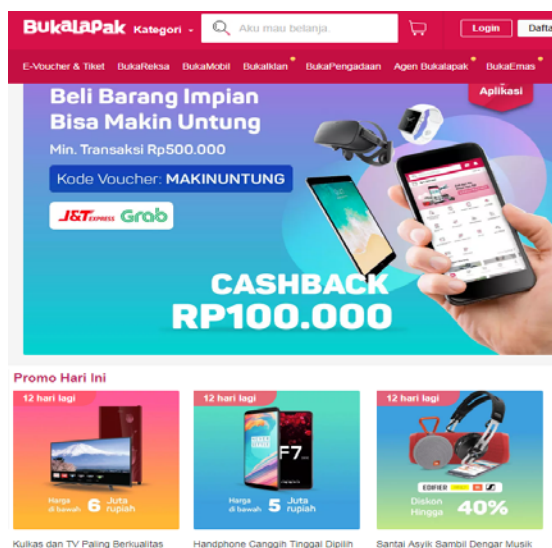


Figure 6. Bukalapak (<https://www.bukalapak.com/>)

Bukalapak is one of the leading e-marketplaces in Indonesia. Bukalapak was established in early 2010 as an online buying and selling service site with a customer-to-customer (C2C) business model. Anyone can open an online store to serve potential buyers from all over Indonesia, either in units or in large numbers. Individual users or companies can buy and sell new and used products, such as bicycles, cell phones, baby gear, devices (gadgets), accessory devices, computers, slates (tablets), household appliances, clothing, electronics, and others. Currently the types of products in Bukalapak include: cellphones, bicycles, tablets, gadget accessories, children, computers, laptops, Printers / Scanners, data storage media, women's fashion, men's fashion, accessories, fashion, electronic equipment, audio & videos, household items, baby equipment, musical instruments and others.

There were 107 respondents who were collected in the five e-marketplaces above. Table 2 shows the results of respondents as customers from e-marketplace, namely Tokopedia, Lazada, Shopee, Elevation, and Bukalapak.

Table 3. Description of the respondents based on E-Marketplace

E-Marketplace	Valid Respondents	Percentage
Tokopedia	59	55,1
Lazada	18	16,8
Shopee	18	16,8
Elevation	1	0,9
Bukalapak	11	10,3
Total	107	100,0

Table 3, shows that Tokopedia is the e-marketplace that is frequently visited by customers and the largest in Indonesia today. Meanwhile Elevation is visited by customers at least because e-marketplace is relatively new in Indonesia. Shopee is also a new e-marketplace in Indonesia, but the routine of advertising on television makes people know Shopee. This can be understood by the high interest of shopping people at Shopee, equivalent to Lazada as a famous e-marketplace no. 2 in Indonesia after Tokopedia.

In full the distribution of respondents is summarized into 6 categories consisting of: age, gender, education, domicile, occupation, and Expenditure per month outside the installment of luxury good.

Table 4. Distribution of Age

Description	Valid Respondents	Percentage
≤17 years old	4	3,7
18 - 25 years old	72	67,3
26 - 35 years old	28	26,2
≥ 36 years old	3	2,8
Total	107	100

Respondents at the age of 18-25 years are the highest interest in the use of e-marketplace as many as 72 respondents with a percentage of 67.3% which can be seen in table 3.

Table 5. Distribution of Gender

Description	Valid Respondents	Percentage
Males	57	53.3
Female	50	46.7
Total	107	100

Table 5 shows male and female online customers active on e-marketplace. It is understandable that they are customers who have used the internet and smartphones to shop.

Table 6. Distribution of Education

Description	Valid Respondents	Percentage
Junior high school	1	0,9
High School	23	21,5
Diploma	6	5,6
Bachelor	73	68,2
Master	4	3,7
Total	107	100

Table 6 shows that undergraduate education is an active online customer. It is understandable that they are people who have worked with enough income to make an online education. High School students are second active customers because they easily understand their use and access their needs through smartphone devices. Whereas Junior High School, Diploma and Master students are not active online shopping because

they are not the main target of e-marketplace customers.

Table 7. Transaction per month (Period July-Dec 2015).

Transaction per month	Respondents	Percentages
Jakarta Pusat	2	1.9
West Jakarta	15	14.0
East Jakarta	13	12.1
South Jakarta	20	18.7
North Jakarta	6	5.6
Bandung	2	1.9
Bekasi	15	14.0
Denpasar	3	2.8
Tangerang	19	17.8
Cirebon	1	0.9
Namec	1	0.9
Pematang Siantar	1	0.9
Malang	1	0.9
Pamulang	1	0.9
Surabaya	2	1.9
Depok	3	2.8
Bogor	1	0.9
Sumatra selatan	1	0.9
Total	107	100

Table 7 shows that the user of e-marketplace itself is the highest in South Jakarta as many as 20 respondents with a percentage of 18.7%.

Table 8. Distribution of Occupation

Description	Valid Respondents	Percentage
Pelajar/Mahasiswa	32	29.9
Freelance	9	8.4
Karyawan	47	43.9
Wiraswasta	12	11.2
Ibu rumah tangga	3	2.8

Dokter	1	1.9
Distributor	1	0.9
Masih nyari	1	0.9
Total	107	100

The data obtained from table 8 can be concluded that most of the users of e-marketplace are from employees as many as 47 respondents with a percentage of 43.9%.

Table 9. Distribution of Expenditure per month outside installment luxury goods

Description	Valid Respondents	Percentage
<1.000.000	19	17.8
1.000.000 - 2.999.999	27	25.2
3.000.000 - 4.999.999	35	32.7
5.000.000 - 9.999.999	22	20.6
≥10.000.000	4	3.7
Total	107	100

Our questionnaire results show that the number of respondents who use the most services are those who have monthly income at the level of Rp. 3,000,000 - 4,999,999, -. Can be seen in table 8.

4. FINDINGS AND DISCUSSION

4.1. Validity and Realibility Test

The data has been tested for validity and reliability using SPSS ver 25. Validation testing uses Pearson Moment Product as r count. If r counts \geq r table (sig. 0.05), then the indicator items are valid. Table 9 shows the results of the validity of each indicator used. Reliability testing uses Alpha Cronbach. High reliability if the coefficient value is obtained > 0.60 [18]. Table 10, shows the result of reliability for each variable use.

Table 10. Validity Tes.

Variables	Indicators	rHitung	rTable	Validity
Trust	TRS1	0.815	0.248	Valid
	TRS2	0.852	0.248	Valid
Perceived Usefulness	PEOU1	0.858	0.248	Valid
	PEOU2	0.836	0.248	Valid
	PEOU3	0.818	0.248	Valid
	PEOU4	0.874	0.248	Valid
Perceived Ease of Use	PU1	0.755	0.248	Valid
	PU2	0.808	0.248	Valid
	PU3	0.415	0.248	Valid
	PU4	0.832	0.248	Valid
E-service	ESE1	0.740	0.248	Valid
Loyalty	LYL1	0.855	0.248	Valid
	LYL2	0.866	0.248	Valid
	LYL3	0.876	0.248	Valid

$r \text{ count} \geq r \text{ table (sig. 0,05)}$.

Table 11. Reliability Tes.

Variables	Indicators	Cronbach's Alpha	Validity
Trust	TRS1	0.808	Reliable
	TRS2		
Perceived Usefulness	PEOU1	0.904	Reliable
	PEOU2		
	PEOU3		
	PEOU4		
Perceived Ease of Use	PU1	0.748	Reliable
	PU2		
	PU3		
	PU4		
E-service	ESE1	0.902	Reliable
Loyalty	LYL1	0.902	Reliable
	LYL2		
	LYL3		

Alpha Cronbach ≥ 0.60

Based on Table 10 above, the reliability coefficient value of each trust variable, perceived usefulness, perceived ease of use, e-service, and loyalty is greater than the coefficient or cut of value value (0.600). These results can be concluded that all variables in this study are declared reliable.

Table 9 shows that the value of r calculates the product moment correlation on all indicators of the trust variable, perceived usefulness, perceived ease of use, e-service, and loyalty is greater than the critical value (r table) of 0.248. Thus, all variable indicator items are declared valid.

4.2. Hypotesis Test

The method of analysis needed to test the hypothesis is a multiple linear regression analysis, namely the t test shows whether each trust variable (H1), perceived usefulness (H2), and perceived ease of use (H3), has a partial influence on e-variables service (H4). Then e-service (H4) affects the loyalty variable. Conclusion The t test is to reject or accept the hypothesis.

Testing through t-test is done by comparing t-count with t-table at a significant degree of 0.01. If the test results show $t_{count} > t_{table}$ and the probability value (sig.) Is less than 0.01 then the hypothesis is accepted. Conversely, if $t_{count} < t_{table}$ and the probability value (sig.) Is more than 0.01 then the hypothesis is rejected. Table 10 shows the results of the t test for each hypothesis, namely: H1, H2, H3, and H4. Then table 11 shows the conclusion of the hypothesis results based on t test.

Table 12. t test for hypothesis

Hipotesis	t hitung	t table	Sig.	Tingkat kepercayaan
H1	1.790	2.631	0.076	0.01
H2	4.820	2.631	0.000	0.01
H3	-1.324	2.631	0.188	0.01
H4	9.086	2.631	0.000	0.01

Table 13. Table 11. Hypothesis Results

Hypothesis	Results
H1: Trust affects the e-service.	Not Supported
H2: perceived usefulness affects the e-service.	Supported
H3: perceived of use affects the e-service.	Not Supported
H4: e-service affects the loyalty.	Supported

Based on table 10 and table 11, the results of the t test for H1 are $t_{count} < t_{table}$ (1.790 < 2.631) and $\text{sig} (0.076) > 0.01$. H1 results are rejected, variable trust does not significantly influence e-service. The result of the t test for H1 is $t_{count} > t_{table}$ (4.820 > 2.631) and $\text{sig} (0.000) < 0.01$. H2 results are accepted, perceived usefulness variables significantly influence e-service.

Based on table 10 and table 11, the results of the t test for H3 are $t_{count} < t_{table}$ (-1.324 < 2.631) and $\text{sig} (0.188) > 0.01$. H3 results are rejected, variable perceived of use has no

significant effect on e-service. He results of the t test for H4 are $t_{count} > t_{table}$ (9.086 > 2.631) and $\text{sig} (0.000) < 0.01$. H4 results are accepted, variable e-service has a significant effect on loyalty.

Then to get how much percentage the influence of variables on other variables used the coefficient of determination. Table 12 shows the results of the coefficient model 1 variable for trust, perceived usefulness, and perceived ease of use, towards e-service variables. Table 13 shows the results of the model 2 coefficient test for e-service variables on the loyalty variable.

Table 14. Coofisien test model 1

Variabel	R	R Square	Adjust R Square	Std. err
trust, perceived usefulness, perceived ease of use, and e-service	0.738	0.544	0.531	0.575

Predictor: (Constan): Trust, P. Usefulness, P. Ease of Use; Dependent variable: e-service

Table 15. Coofisien test model 2

Variabel	R	R Square	Adjust R Square	Std. err
e-service and loyalty	0.663	0.440	0.435	1.905

Predictor: (Constan): e-service; Dependent variable: loyalitas

Based on table 12 above, the results of r Square are .544. These results indicate the impact of variable trust, perceived usefulness, perceived ease of use of e-service variables as much as 54.4%. Table 13 r Square is .440. This result indicates that the impact of e-service variables on loyalty variables is 44.4%.

4.3. Discussion

From the results of testing the hypothesis above shows that perceived usefulness has a significant effect on e-service, and e-service has a significant effect on loyalty. This can be understood by the Indonesian people who want quality performance from the e-marketplace website. Website e-marketplace must be able to facilitate efficient and effective shopping, purchasing and shipping of goods. Competitive prices, convenience, speed of accessing and using the site also need to be considered to increase e-service from e-marketplace. When some aspects can be fulfilled or can be given to customers, it can be ensured that e-marketplace in Indonesia will experience an increase in the amount of loyalty from customers.

However, trust and perceived ease of use also need to be considered, although both results are not significant. This is the main driver for Indonesian customers to make online purchases. Indonesian buyers are more driven by low costs, fast delivery and product availability [19]. With the increasing number of middle class in big cities,

supported by high penetration of the use of affordable gadgets. Better e-service is influenced by trust, perceived usefulness, and perceived ease of use is needed to be provided by e-marketplace based on websites and android based applications.

Infrastructure in Indonesia has begun to develop, but, until now, many customers were skeptical or suspicious about the support of functional mechanisms for online business infrastructure. Efforts from the government to improve traffic conditions, transportation and internet infrastructure are also needed to encourage people to make online purchases. Meanwhile the efforts of e-marketplace companies must increase trust in e-services so that customers do not move e-marketplace. Trust can be a company that tends to benefit from providing services to customers [20]. Trust and e-service issues must be a priority of the company to encourage the growth of customer e-marketplace loyalty in Indonesia. While the issue of perceived ease of use with e-service also needs to be noticed. Perceived ease of use has increased transactions in online businesses [21]. Many have done research on variables that affect loyalty. But the presence of e-marketplace in the world of buying and selling online makes many new variables that must be tried to find out the factors that influence loyalty in e-marketplace in Indonesia.

5. CONCLUSION

E-marketplace is one of the biggest businesses in the Indonesian market, where there is an increase in the middle class economy in big cities. Tokopedia, Lazada, Shopee, Elevania, and Bukalapak as the top 5 e-marketplaces in Indonesia have attracted customers to do business online. To

maintain its essence, e-marketplaces need to find ways to maintain customer loyalty.

This research has seen e-service based on trust, perceived usefulness, and perceived ease of use to see customer loyalty in e-marketplace in Indonesia. These issues are the main problems faced by the e-marketplace when giving e-services to Indonesian customers. Research findings confirm the hypothesis that perceived usefulness has a significant effect on e-service, and e-service has a significant effect on customer loyalty. Trust and perceived ease of use have no effect on e-service. It is understandable that e-marketplace is a new thing in Indonesia and there is a complex business environment to get customer loyalty. The results of this study reveal new opportunities to understand e-marketplace in Indonesia. There are still very few studies that can be found to overcome the problem of e-service e-marketplace in Indonesia to increase customer loyalty. E-service testing based on trust, perceived usefulness, and perceived ease of use alone is not enough to improve the quality of e-service that can spur loyalty. Thus it is necessary to pay attention to various other influential factors.

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