

The Influence Of E-Service Quality, E-Trust, And Perceived Value On Customer Loyalty Through Customer Satisfaction Of Alfagift Application By Alfamart In Indonesia

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Abstract.

The purpose of this study is to identify some significant effects of perceived value, e-trust, and e-service quality on customer loyalty through customer satisfaction of Alfagift in Indonesia. This research includes quantitative research using questionnaires data collection methods. The researcher had sent online questionnaires to 155 respondents. The data analysis technique used is SEM with the Smart PLS application. The results of the statistical analysis shows that there is a significant impact of customer satisfaction with Alfagift on customer loyalty. Whereas, Alfagift's customer satisfaction is determined by factors such as perceived value, e-trust, and e-service quality that consumers experience while utilizing the program. Eventually, if the user is satisfied with the application's support, they will likely remain faithful to Alfagift. In addition, the customer loyalty of Alfagift users is significantly impacted by e-service quality, e-trust, and perceived value through customer satisfaction.

Keywords : E-Commerce, Marketing, Customer Behavior, E-Service Quality, E-Trust, Perceived Value, Customer Loyalty and Customer Satisfaction.

I. INTRODUCTION

In the current era of the Industrial Revolution 4.0, Everything is easily accomplished with the aid of technology in the contemporary Industrial Revolution 4.0 age. In every aspect of life, notably the economy, technological advancement brings about a host of advantages. Hence, in order to keep up with the annual growth in internet usage, businesses must be able to establish electronic-based business prospects. Nearly 77% of Indonesia's population will have used the internet by 2023, when there will be 212.9 million internet users in the country. The number of people using the internet in January 2023 increased by 3.85% over the same month the year before. In January 2022, there were 205 million internet users in Indonesia. With the exception of 2017, Indonesia's internet user growth pattern during the previous 12 years has been constant, with 205 million users by 2022. The average Indonesian spends 7 hours 42 minutes a day online, according to the data, aside from that. But nearly all Indonesian internet users now use smartphones to access the internet, according to Indonesian Data (2023). E-commerce is one sector that has grown in recent years and makes use of internet-based services. One of the most widely used e-commerce platforms in Indonesia is Alfagift, a franchise network of Alfamart that also comprises Lawson, Alfamidi, Alfa Express, and Alfagift. Only 13.65% of the 2,000 respondents in Indonesia who participated in the Jakpat survey in 2022 said they typically shop online or through e-commerce services for monthly household needs; the majority of this group, 21.98%, said they prefer to shop on the Alfagift application, which is ranked first among all shopping application (Katadata Media Network, 2022).

Despite being one of the top three apps that people download most frequently, Alfagift's reviews on the App Store and Google Store are actually not that much higher than those of its comparable competitors, who account for one-third of all downloads. User dissatisfaction with Alfagift's services has been expressed in a number of complaints, including lengthy delivery times, out-of-date product inventory on the application, inadequate features, difficult-to-track orders, unsuccessful orders that result in refunds, and so forth. High-quality websites and applications—particularly those with high-quality e-services—are essential to a digital application's success since they have a direct impact on client satisfaction. E-trust is another strategy, in addition to e-service quality, that could affect customer happiness. When clients feel confident in

an electronic service, they may declare it to be of high quality. When clients are satisfied with the web or application they are using to complete transactions, they are more likely to make their own decisions and become repeat or loyal customers when the service is of high quality. Also, as a result of customer happiness, this will foster e-trust and a sense of perceived value for the services. Customer perceived value will be the main trigger in improving and maintaining a customer satisfaction base, because it has an important influence in acquiring and retaining consumers to remain loyal. Perceived value can recognize how much consumers need and receive benefits from a product, the value of a service, the value of employees and the value of a brand or brand image. Based on the results of a pre-survey of 30 respondents, overall Alfagift customers are less satisfied with the application so the impact will affect customer loyalty. Therefore, the researcher is considering writing research on the Influence of E-Service Quality, E-Trust, and Perceived Value on Customer Loyalty through Customer Satisfaction on the Alfagift by Alfamart Application in Indonesia.

II. BASIC THEORY AND FRAMEWORK

1. E-Commerce

According to Laudon & Traver (2017), e-commerce is a term that was first used in the 1990s and according to Chaffey (2015) e-commerce is used to describe transactions that involve buying and selling goods and services over the Internet in exchange for money and the necessary data. to complete the transaction. Although there is no single definition agreed upon by all experts, most experts agree that "e-commerce" refers to business electronically (Rayport & Jaworski, 2002). Turban and King (2003) also define e-commerce as "the process of buying, selling, or exchanging products and services, and information via computer networks" (Rubab Ashiq, 2023).

E-commerce, according to Hult et al. (2019), is the term used to describe any transaction involving the purchase, sale, and exchange of valuable data via electronic platforms. "Potential e-buyers can directly purchase goods and services from electronic platforms such as Business-to-Consumer (B2C)". The growth of e-commerce has empowered consumers by enabling them to buy products both online and through traditional retailers (Miao, 2022).

2. Customer Behavior

Consumer purchasing behavior, according to Kotler and Armstrong (2018: 158), "refers to the final purchasing behavior of individual and family consumers who purchase goods and services for personal consumption." Consumer buying behavior is essentially determined by how each individual consumer receives goods and services for personal consumption. Customers' activities during the purchasing process are influenced by four factors, according to Kotler and Armstrong (2018:159-173) :

1) Cultural Aspects :

- a. Culture is the basis of every person's goals and behaviors.
- b. A person's subculture is influenced by a variety of elements, including their nation, religion, race, and geographic location. Large market segments are formed when many subcultures come together, and service providers usually adjust their products and marketing to appeal to those segments.
- c. A person's social standing is influenced by a variety of criteria, including their means of subsistence, degree of education, wealth, and other assets, rather than just one indicator like income.

2) Social Factors

Several social factors influence individual purchasing behavior, including:

a. Group of Reference

This is a group of persons who affect people's propensity to purchase particular things, either directly or indirectly.

a. The family

Families are a significant part of society's consumer purchasing system and are a strong primary reference group. Customers have two families: an orientation family made up of parents and siblings, and a procreation family made up of a husband and wife and their children.

a. Roles and Status in Social Roles and Society

People actively participate in a wide range of families, groups, and organizations. The company is the best source of information when it comes to understanding standards of behavior. Therefore, by examining a person's function and position, you may determine their role inside any organization they are a part of.

3) Individual Considerations

Aspects such as age, life stage, income, occupation, personality, self-awareness, and values are important factors for consumers.

4) Aspects of Psychology

Its constituents are viewpoints, acts, information, emotions, and beliefs.

3. E-Service Quality

E-service quality, according to Ojasalo (2010), is the general assessment and viewpoint of consumers on the caliber of services provided in the electronic market. E-commerce encompasses the full customer journey, including product purchase, pre-purchase appraisal, and post-purchase activities, such as e-service quality, according to Piercy (2014) and Shi et al. (2018). Consumers expect a particular level of e-service when they visit different websites for purposes like information seeking, product selection, purchase, and feedback sharing, since its availability can significantly affect their satisfaction (Rubab Ashiq, 2023). Rubab (2023) identifies four e-service quality dimensions:

- 1) Reliability, is capacity to deliver services as promised with accuracy and dependability.
- 2) Responsiveness is a desire to assist clients and deliver service promptly.
- 3) Security, the security of the website is ensured by its functionality, which prevents unauthorized access to personal information and data related to transactions.
- 4) Convenience is the simplicity, adaptability, and quickness with which consumers can make purchases via internet platforms.

According to Wolfenbarger and Gilly (2003), security and customer service are just as important as website design and dependability when it comes to service quality. The appropriateness of the products or services ordered, their delivery, and website upkeep, such as website loading time, amount of money received, etc., are all included in the definition of service quality (Rico, 2019).

4. E-Trust

In spite of the ability to watch over or exert control over the other party, e-trust is defined as a party's willingness to be open to the actions of another in the hopes that the latter will take certain actions that are significant to the one granting the trust (Mayer et al., 1995). E-trust is said to arise in a setting where there is no direct physical contact, moral and social effects are seen differently, and interactions take place via digital devices (Ba, Whinston, & Zhang, 1998; Taddeo, 2009).

Trust is defined by Kotler and Keller (2016: 225), there are four measures that indicate customer trust, which is defined as the company's readiness to rely on business partners based on interpersonal characteristics including competence, integrity, honesty and friendliness :

- 1) Benevolence, is the degree to which customers trust the salesman to treat them fairly.
- 2) Ability, Examining one's past performance is a terrific way for retailers to reassure customers and make sure they are happy with their purchases.
- 3) Integrity, is a trait that gives purchasers confidence in a seller's honesty and ability to follow through on his commitments.
- 4) Willingness to depend, is the buyer's assumption that the vendor will assume the risk of a bad outcome.

5. Perceived Value

According to Woodruff and Gardial (1996), what customers want from a product or service and the ratio of perceived benefits and price perceived by customers is the definition of perceived value (Md. Uzir Hossain, 2021). Zeithaml (1988) defined perceived value as a consumer's assessment of a product or service's utility derived from cognitive decision-making. This is carried out in accordance with the give-versus-get trade-off principle (Lin et al., 2005) by taking into account the advantages and what is given (Sarra Berraies, 2017).

According to Tjiptono (2016:141), four indicators are used to measure perceived value:

- 1) Emotional Value, is the mood that consumers experience when they go shopping or when visiting a beautiful location.
- 2) Social Values, is feeling pride in the visit and a willingness to tell people about it.
- 3) Quality/Performance Value, is when quality continues to be implemented and meets client expectations, then the quality is acceptable.
- 4) Price/Value Of Money, the quality is satisfactory and customers receive what they pay for.

6. Customer Satisfaction

In e-commerce, consumer satisfaction is defined as their level of contentment with previous purchases made through certain e-commerce companies, according to Anderson and Srinivasan (2003). As electronic service delivery becomes more and more significant, customer happiness must be measured through service quality management and continual monitoring (Rubab Ashiq, 2023). According to Jamal and Anastasiadou (2009), a compelling desire to stick with a company and make purchases or subscriptions in the future, despite outside influences and marketing campaigns that would persuade them to change their behavior, is what is meant to be understood as customer satisfaction (Rico, 2019).

There are several factors that influence customer satisfaction as stated by Kotler and Keller (2016: 157).

- 1) Product quality, If the assessment of an item is of good quality, the customer will be happy.
- 2) Price, consumers will give high value to products that have lower prices but still maintain their quality level.
- 3) Quality of service, when customers get service that meets their expectations, it makes them happy.
- 4) Emotional factors, when consumers utilize certain brand products, they may develop overconfidence and think that others admire them.
- 5) Cost and convenience, when purchasing a product, customers will be happier if they don't have to spend extra time or money to do so.

7. Customer Loyalty

According to Oliver (1999), loyalty is a deeply held commitment to repurchase or re-subscribe to a product or service that is liked consistently in the future, thereby causing repeated purchases of the same brand or series of brands, despite the influence of circumstances. and marketing efforts have the same effect, potentially leading to behavior change. Additionally, newer definitions of e-loyalty focus on the intention and commitment to make repeat purchases via the website. According to Ilsever Cyr and Parent (2007), loyalty is the habit of visiting e-commerce websites and the desire to buy something from that site in the future. Afsar et al. (2013) revealed that the desired tendency of customers towards e-retailing and resulting repeat purchasing behavior is the definition of e-loyalty (Rubab Ashiq, 2023).

Customer loyalty is formed by the following five factors, as stated by Kotler and Keller (2016: 650):

- 1) Satisfaction, which occurs when a person's hopes are fulfilled, and means remaining firm in one's stance.
- 2) Repeat Purchase, or buying the same item from the same shop.
- 3) "Word of Mouth" or "Buzz," refers to individuals discussing the business.
- 4) Evangelism, which is often referred to as spreading the word, is promoting a company's products to other people.
- 5) Ownership, implies personal responsibility for the future welfare of the company.

8. Research Hypothesis and Framework

Sugiyono (2019) defines a thinking framework as a conceptual model that elucidates the connection between theory and the identified key problem parts. This leads to the conclusion that a framework for thinking is a comprehension that serves as the foundation for all other thoughts and study. The following frameworks show how the study's framework has been modified:

1. Rubab Ashiq (2023), *Exploring the effects of e-service quality and e-trust on consumers'e-satisfaction and e-loyalty: insights from online shoppersin Pakistan*

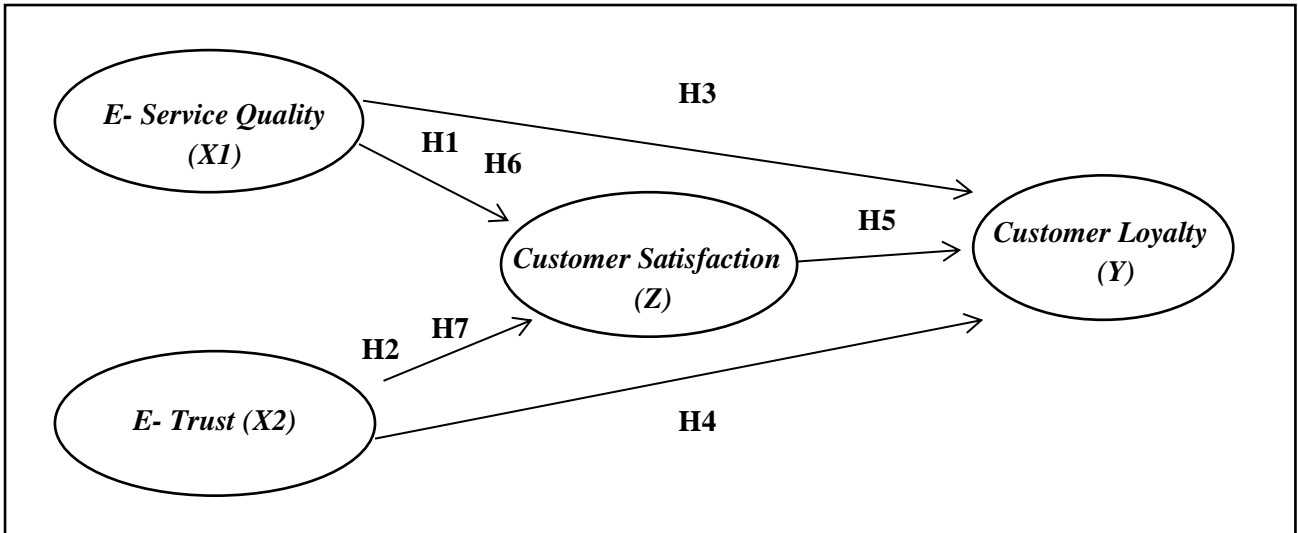


Fig 1. Framework of Journal 1

Sources : Rubab Ashiq, 2023

Figure 1 is the research framework Rubab Ashiq (2023) to investigate the effects of e-service quality and e-trust on customer satisfaction and customer loyalty to websites in Pakistan's online trade environment. Based on the findings, customers' loyalty is significantly impacted by the quality and trust of e-services provided on e-commerce sites, and customer pleasure positively influences consumer loyalty.

2. Md. Uzir Hossain (2021), *The effects of service quality, perceived value and trust in home delivery service personnel on customer satisfaction: Evidence from a developing country*

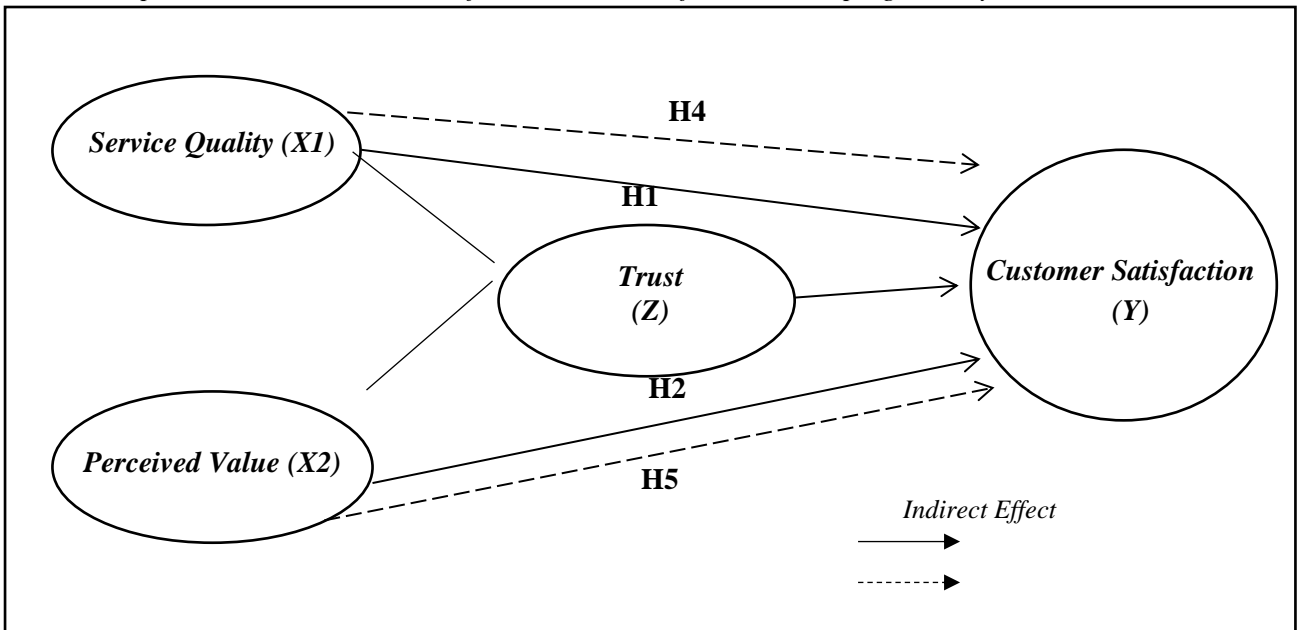


Fig 2. Framework of Journal 2

Sources : Md. Uzir Hossain, 2021

Figure 2 is research framework of is Uzir's (2021), aiming to study how e-service quality and perceived value impact customer satisfaction with e-trust as an intervention variable. Results reveal that customer perceived value, trust, and service quality influence customer satisfaction. Service quality influences the relationship between customer satisfaction and customer perceived value, and trust influences the relationship between the two.

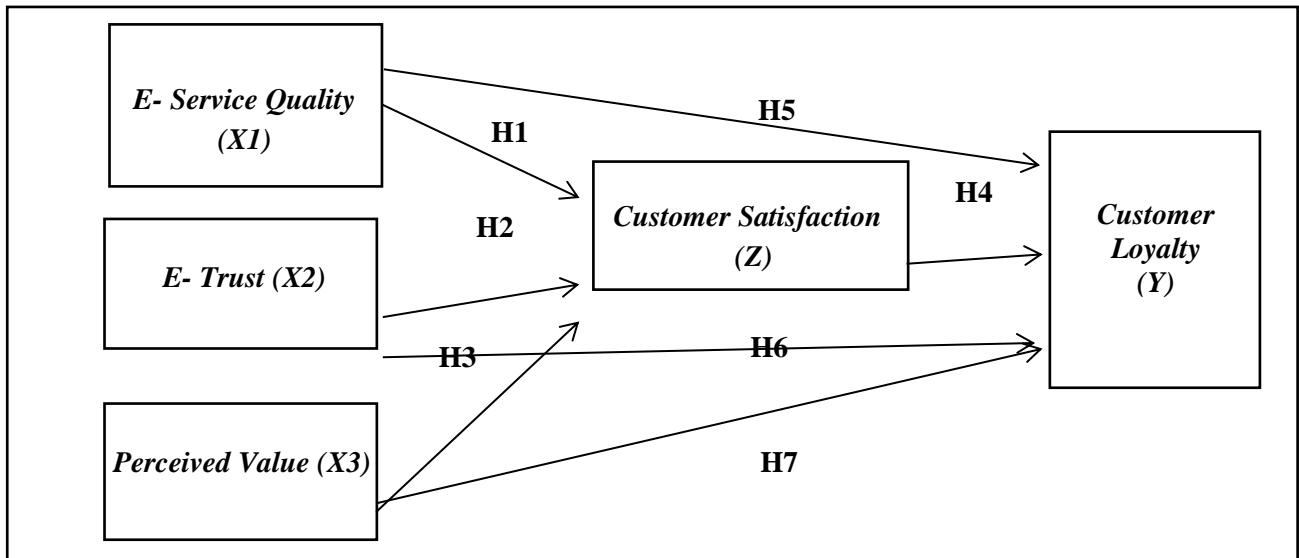


Fig 3. Framework of Research

Sources : (Rubab Ashiq, 2023), (Md. Uzir Hossain, 2021)

The research framework in this study can be depicted in Figure 2.3 above, the results show modifications to the conceptual framework that have been developed by researchers with the results of forming a new conceptual framework from the research of Rubab Ashiq (2023) and Uzir (2021). In this research, the variable perceived value was added as an independent variable to find out how much influence perceived value has on customer loyalty or the relationship between perceived value and customer satisfaction. Where perceived value is a customer's evaluation of the utility of a product or service based on cognitive decision making that influences customer satisfaction (Sarra Berraies, 2017). Thus, the following is how the researcher formulates the hypothesis:

H0: E-service quality has no significant effect on customer satisfaction on the Alfagift application in Indonesia.

H1: E-service quality has a significant effect on customer satisfaction on the Alfagift application in Indonesia.

According to Rico et.al (2019), service quality has a positive impact on customer satisfaction. It is explained that Tokopedia must be able to provide the best service compared to its competitors in facing increasingly fierce competition in today's online business. This includes faster delivery of goods to satisfy customers, and quick response to customer complaints through a call center that is available 24 hours a day. Other research by Karin Boonlertvanich (2018) also states that service quality has a positive impact on customer satisfaction. Apart from that, this study is supported by research by Akram et.al (2022) where service quality has a positive effect on customer satisfaction in home delivery personnel.

H0: E-trust has no significant effect on customer satisfaction on the Alfagift application in Indonesia.

H2: E-trust has a significant effect on customer satisfaction on the Alfagift application in Indonesia.

Research by Rico et.al (2019) shows that e-trust has a positive impact on customer satisfaction. It is explained that Tokopedia must foster trust as a trustworthy online shopping intermediary by maintaining the confidentiality of user data. As a result, customer accounts cannot be stolen by others because their data is stored securely. Tokopedia must be more alert to potential shop sellers who want to commit fraud by using strict administrative requirements and clear account accreditation data. This is also supported by research by Akram et.al (2022) where e-trust has a positive effect on customer satisfaction in home delivery personnel.

H0: Perceived value has no significant effect on customer satisfaction on the Alfagift application in Indonesia.

H3: Perceived value has a significant effect on customer satisfaction on the Alfagift application in Indonesia.

Akram et.al's research (2022) reveals that perceived value has a positive effect on customer satisfaction in home delivery personnel, where it is explained that customers' perceptions of the value of a good or service depend on how much they enjoy the good or service and how much they don't like spending money. For this reason, when customers are satisfied they will ask for it back. Another research by Rico et.al (2019) shows that perceived value increases customer satisfaction, for example, the Tokopedia application can offer a COD (cash on delivery) payment method, which makes purchasing easier. This keeps customers satisfied because they can see the product, check whether they are satisfied with the purchase, and then pay with cash or credit.

H0: Customer satisfaction has no significant effect on customer loyalty in the Alfagift application in Indonesia.

H4: Customer satisfaction has a significant effect on customer loyalty in the Alfagift application in Indonesia.

Research by Shara et al (2018) shows the results that customer satisfaction has a positive impact on customer loyalty. It is explained that online customer satisfaction is an important factor that shapes customer behavior. For many authors, this motivates them to repeat online purchases and produces positive reviews. Therefore, online customer satisfaction is an important factor in building long-term relationships between customers and internet companies. Another research by Rico et.al (2019) revealed that customer satisfaction has a positive impact on customer loyalty of Tokopedia users. It was also explained that to increase customer satisfaction and loyalty, Tokopedia is building a customer loyalty program by offering special discounts, free shipping and extraordinary customer ratings. They do this by monitoring the number of customer transactions and the amount of money they spend in a month, if not a year. Oliver (1999), referenced in Senjaya (2013:4), discovered that experience behavior has a noteworthy and substantial impact on patron loyalty (Maya Ariyanti, 2016)

H0: E-service quality has no significant effect on customer loyalty in the Alfagift application in Indonesia.

H5: E-service quality has a significant effect on customer loyalty in the Alfagift application in Indonesia.

Karin's research (2018) revealed that e-service quality has an effect on customer loyalty, where if the customer has main bank status, service quality has less impact on customer loyalty. This has less impact on the behavioral loyalty of wealthy customers than ordinary customers, but the impact on attitudinal loyalty is the same. Another study by Hsu et al., (2018) examined customer loyalty in Hong Kong restaurants and there was a relationship between perceived value, satisfaction and service quality. This study shows that service quality influences customer loyalty indirectly.

H0: E-trust has no significant effect on customer loyalty on the Alfagift application in Indonesia.

H6: E-trust has a significant effect on customer loyalty in the Alfagift application in Indonesia.

Research by Shara et al (2018) shows the results that e-trust has a positive impact on e-satisfaction and e-loyalty. Another thing that reveals, especially in the banking sector, research attention has been focused on how customer e-trust influences customer loyalty to the company. According to Morgan and Hunt (199). E-trust is also the basis of sustainable online relationships between customers and companies, as stated by Spekman (1988). Therefore, in the context of online relationships between customers and companies, extensive literature reviews have reached a consensus to consider e-trust as a guarantee of online loyalty (Sarra Berraies, 2017).

H0: Perceived value has no significant effect on customer loyalty in the Alfagift application in Indonesia.

H7: Perceived value has a significant effect on customer loyalty in the Alfagift application in Indonesia.

Research by Rico et.al (2019) shows that perceived value has a positive impact on customer loyalty, explaining that factors such as an extraordinary and enjoyable shopping experience, such as a fast and easy purchasing process, and the possibility of getting interest discounts by collaborating with banks or other financing institutions, have a positive effect on customer loyalty. Tokopedia must improve its promotional

program by offering high quality products at low prices. Additionally, they must provide an official guarantee to ensure that the product is genuine. Other research by Hui Wen (2014) also supports that there is an influence between perceived value and customer loyalty.

III. METHODS

3.1 Research Object and Analysis

The population in this study is Alfagift by Alfamart Application Users in Indonesia, which reached 13 million. Technically, the sample was taken using a non-probability sampling technique with a purposive sampling method, where the conditions that must be met by members of the population in order to become sample members are 1) Users of the Alfagift by Alfamart Application in Indonesia; and 2) Have made at least two or more transactions via the Alfagift by Alfamart application. Based on sample calculations using the formula Hair et al., (2022), the results obtained were 154,505 which were rounded up to 155. So, the number of samples that will be used to represent the population in this quantitative research is 155 respondents.

2.2 Variable Operationalization

The following definitions apply to operating variables in this study:

Table 1. Variable Operationalization

Variable	Dimention	Indicators	Item Code
E-Service Quality (X₁) (Rubab Ashiq, 2023).	1. <i>Security</i>	Feeling safe so they are willing to provide personal information for every purchase on the Alfagift application.	E-SeQu01
		Feeling safe because Alfagift protects the privacy of its application users.	E-SeQu02
		Feeling safe when completing transactions on the Alfagift application.	E-SeQu03
	2. <i>Reliability</i>	Alfagift provides useful and reliable information on its application.	E-SeQu04
		The information available on the Alfagift application is well organized, accurate and updated regularly.	E-SeQu05
		Alfagift provides information about products and services including prices, detailed descriptions as well as instructions for the purchase process and return process on its application.	E-SeQu06
	3. <i>Convenience</i>	The Alfagift application makes it easy to find what users need.	E-SeQu07
		The Alfagift application can be accessed at any time at any location.	E-SeQu08
		Transactions on the Alfagift application can be completed easily and quickly.	E-SeQu09
	4. <i>Responsiveness</i>	There is a filtration feature provided by Alfagift so that application users can obtain specific information regarding what they need.	E-SeQu10
		There is a chat feature where Customer Service is ready and ready to respond to complaints from Alfagift application users.	E-SeQu11
		If a user's transaction has problems, there is good faith from Alfagift to resolve it.	E-SeQu12
E-Trust (X₂) (Rubab Ashiq, 2023)	Confidence that Alfagift will not misuse the personal information of its application users.	E-Tru01	
	Confidence that the Alfagift application can be trusted.	E-Tru02	
	Confidence that the Alfagift application is reliable.	E-Tru03	
Perceived Value	The feeling that the delivery services facilitated by the Alfagift	PeVa01	

(X ₃) (Md. Uzir Hossain, 2021)	application are quality.	
	Feeling calm when receiving delivery services from Alfagift.	PeVa02
	Feelings happy when receiving products sent by Alfagift.	PeVa03
	Feelings of confidence and certainty when receiving products from delivery services facilitated by the Alfagift application.	PeVa04
<i>Customer Satisfaction (Z)</i> (Rubab Ashiq, 2023)	Confidence that shopping on the Alfagift application will be satisfying.	CuSa01
	Feeling satisfied with the decision to shop on the Alfagift application.	CuSa02
	The overall shopping experience on the Alfagift application is very satisfying.	CuSa03
<i>Customer Loyalty (Y)</i> (Rubab Ashiq, 2023)	Make repeat purchases via the Alfagift application.	CuLo01
	Recommend shopping via Alfagift app to others.	CuLo02
	Express positive testimonials about the Alfagift application to other people.	CuLo03

2.3 Model Analysis and Test Techniques

This study employs quantitative research methodologies, distributing surveys via Google Form as a means of data gathering. The method of data analysis utilized is descriptive analysis, and the acquired data will be processed in accordance with the requirements of the analysis in order to meet the goals of the study and test the hypotheses. The SmartPLS application will be utilized to test the collected data in this investigation. In addition, PLS-SEM is highly recommended for use in cases where the research objective is to understand increasing complexity through the analysis of pre-existing theories (Hair et al., 2021: 9). PLS-SEM can also explain the relationship between latent variables and theory confirmation, and the data used does not need to be normally distributed. In Outer Model, Quantitative research with confounding variables (Z) analyzed using the Structure Equation Modeling (SEM) technique using SmartPLS will be tested for validity by convergent validity and discriminant validity. According to Hair et al. (2019:663), convergent validity indicates valid if the standardized loading value and Average Variance Extracted (AVE) value is 0.5 or more, while discriminant validity indicates valid if the standardized loading value for all indicators is greater than the value of all cross loadings to other constructs. According to Ghazali (2020: 68), one way to test discriminant validity is HTMT (Heterotrait-Monotrait Ratio), where a high HTMT indicates a problem with discriminant validity. HTMT values > 0.90 indicate a lack of discriminant validity, while HTMT < 0.90 is very good. SEM research analyzed with SmartPLS will be tested for reliability by Cronbach's alpha and composite reliability.

According to Hair et al. (2019:663), construct reliability indicates reliability if the Cronbach's alpha value and composite reliability value are 0.7 or more. In Inner Model, there are 4 tests used in this research, namely Path Coefficient, R-Square, Q-Square and F-Square. Path Coefficient According to Hair et al., (2019: 781-782) shows the expected relationship between structures. The path coefficient value usually ranges between -1 and +1. A path coefficient close to +1 indicates a strong positive relationship. A path coefficient close to -1 indicates a strong negative relationship. The closer the estimated coefficient is to 0, the weaker or non-existent the relationship is. Next, R-Square is the value of R squared, x², where the squared result is the magnitude of the influence of the independent variable on the dependent variable. The magnitude of the influence of these independent variables is classified by Ghazali (2021) into three groups, namely values > 0.19 to 0.19. < 0.33 = weak influence, ≥ 0.33 s.d. < 0.67 = moderate influence, and > 0.67 = strong influence. Then, Q-Square is several R values entered into the formula to measure the relevance of the dependent variable (Y) due to the influence of the independent variables (X and/or Z) as predicted by the model in this SEM-PLS quantitative research. Meanwhile, the F-Square model value is used to determine how much influence the endogenous latent variable predictors have on the exogenous latent variable. An F-Square value > 0.35 indicates that the latent variable predictor has a large influence, a value > 0.15 indicates a medium influence, and a value < 0.02 indicates a small influence (Ghozali, 2021).

In this study, one-tailed hypothesis testing was used. One-tailed hypothesis testing tests observed values that are higher or lower than a certain value, but does not consider the possibility of differences in the opposite direction (Hair et al., 2019). Based on the criteria, the independent variable is declared influential if the T Statistics value is more than 1.96, while the independent variable is declared to have no effect if the T Statistics value is less than 1.96.

IV. RESULT AND DISCUSSION

4.1 Measurement (Outer) Model

In this research, the outer model used uses a test technique using SmartPLS for validity, namely convergent validity and discriminant validity. Meanwhile, for reliability, use the construct reliability test.

Table 2. Convergent Validity

Indicator	Standardized Loading	Indicator	Standardized Loading
E-SeQu01	0,716	E-Tru01	0,848
E-SeQu02	0,702	E-Tru02	0,869
E-SeQu03	0,662	E-Tru03	0,885
E-SeQu04	0,779	PeVa01	0,814
E-SeQu05	0,739	PeVa02	0,765
E-SeQu06	0,758	PeVa03	0,846
E-SeQu07	0,820	PeVa04	0,783
E-SeQu08	0,787	CuSa01	0,912
E-SeQu09	0,745	CuSa02	0,837
E-SeQu10	0,801	CuSa03	0,884
E-SeQu11	0,511	CuLo01	0,887
E-SeQu12	0,717	CuLo02	0,869
		CuLo03	0,737

Based on Table 2, it can be seen that the standardized loading value of each indicator that the researcher used is more than 0.5, so it can be concluded that convergent validity based on the standardized loading value in this study is valid. Meanwhile, the following are the convergent validity results based on the Average Variance Extracted (AVE) value:

Table 3. Average Variance Extracted (AVE)

Variabel	AVE	Nilai Kritis	Evaluasi Model
<i>E-Service Quality</i> (X_1)	0,536	> 0,5	Valid
<i>E-Trust</i> (X_2)	0,752		Valid
<i>Perceived Value</i> (X_3)	0,644		Valid
<i>Customer Satisfaction</i> (Z)	0,771		Valid
<i>Customer Loyalty</i> (Y)	0,696		Valid

Based on Table 3, it can be seen that the AVE value of each variable that the researcher used is more than 0.5, so it can be concluded that convergent validity based on the AVE value in this study is valid.

Table 4. Discriminant Validity

Indicator	<i>E-Service Quality</i>	<i>E-Trust</i>	<i>Perceived Value</i>	<i>Customer Satisfaction</i>	<i>Customer Loyalty</i>
E-SeQu01	0,716	0,483	0,574	0,525	0,525
E-SeQu02	0,702	0,501	0,440	0,438	0,406
E-SeQu03	0,662	0,526	0,505	0,457	0,469
E-SeQu04	0,779	0,577	0,576	0,468	0,467
E-SeQu05	0,739	0,486	0,608	0,435	0,450
E-SeQu06	0,758	0,516	0,539	0,465	0,481
E-SeQu07	0,820	0,702	0,714	0,577	0,595
E-SeQu08	0,787	0,637	0,656	0,653	0,669
E-SeQu09	0,745	0,559	0,549	0,573	0,630
E-SeQu10	0,801	0,598	0,666	0,521	0,555
E-SeQu11	0,511	0,469	0,365	0,505	0,438
E-SeQu12	0,717	0,572	0,645	0,455	0,456
E-Tru01	0,703	0,848	0,654	0,579	0,541
E-Tru02	0,622	0,869	0,571	0,568	0,545
E-Tru03	0,659	0,885	0,656	0,601	0,529
PeVa01	0,639	0,696	0,814	0,610	0,611
PeVa02	0,546	0,525	0,765	0,438	0,412
PeVa03	0,711	0,603	0,846	0,675	0,677
PeVa04	0,602	0,471	0,783	0,473	0,508
CuSa01	0,624	0,598	0,655	0,912	0,678
CuSa02	0,627	0,583	0,577	0,837	0,594

Indicator	<i>E-Service Quality</i>	<i>E-Trust</i>	<i>Perceived Value</i>	<i>Customer Satisfaction</i>	<i>Customer Loyalty</i>
CuSa03	0,606	0,590	0,613	0,884	0,660
CuLo01	0,717	0,629	0,654	0,647	0,887
CuLo02	0,601	0,529	0,622	0,657	0,869
CuLo03	0,445	0,374	0,474	0,524	0,737

Based on Table 4, it can be seen that the standardized loading value of each indicator that the researcher used is greater than the value of all cross loadings to other constructs so it can be concluded that the discriminant validity based on the cross loading value in this study is valid. Meanwhile, the following are discriminant validity results based on Heterotrait-Monotrait (HTMT) values:

Table 5. Heterotrait-Monotrait (HTMT)

Variabel	<i>e-Service Quality</i>	<i>Trust</i>	<i>Perceived Value</i>	<i>Customer Satisfaction</i>	<i>Customer Loyalty</i>
<i>E-Service Quality</i>		0,865	0,890	0,787	0,821
<i>E-Trust</i>			0,861	0,798	0,761
<i>Perceived Value</i>				0,817	0,853
<i>Customer Satisfaction</i>					0,898
<i>Customer Loyalty</i>					

Based on Table 5, it can be seen that there are ten HTMT values, five of which are green because they have a value of less than 0.850, while the other five are black because they have a value of more than 0.850. However, the ten HTMT values are less than 0.9 so it can be concluded that the discriminant validity based on the HTMT values in this study is valid.

Table 6. Construct Reliability

Variabel	<i>Cronbach's Alpha</i>	Nilai Kritis	<i>Composite Reliability</i>	Nilai Kritis	Evaluasi Model
<i>E-Service Quality</i> (X ₁)	0,920	> 0,7	0,932	> 0,7	<i>Realibel</i>
<i>E-Trust</i> (X ₂)	0,835		0,901		<i>Realibel</i>
<i>Perceived Value</i> (X ₃)	0,819		0,879		<i>Realibel</i>
<i>Customer Satisfaction</i> (Z)	0,851		0,910		<i>Realibel</i>
<i>Customer Loyalty</i> (Y)	0,779		0,872		<i>Realibel</i>

Based on Table 6, it can be seen that the Cronbach's alpha and composite reliability values of each variable that the researcher used are more than 0.7, so it can be concluded that the construct reliability in this study is valid.

4.2 Structural (Inner) Model

In this study, there are 4 tests used in Inner Model, namely Path Coefficient, R-Square, Q-Square and F-Square.

Table 7. Path Coefficients Test

Variabel	<i>E-Service Quality</i>	<i>E-Trust</i>	<i>Perceived Value</i>	<i>Customer Satisfaction</i>	<i>Customer Loyalty</i>
<i>e-Service Quality</i>				0,285	
<i>Trust</i>				0,230	
<i>Perceived Value</i>				0,311	
<i>Customer Satisfaction</i>					0,734
<i>Customer Loyalty</i>					

Based on Table 7, it can be seen that there are four path coefficient values where there is no minus sign in front of all the numbers so it can be concluded that each Variable X to Variable Z or Variable Z to Variable Y has a positive relationship. As an additional conclusion, the largest path coefficient value, in this case Customer Satisfaction on Customer Loyalty, means it has a greater influence than the influence of each Variable X on Variable Z.

Table 8. R-Square Test

Variabel	<i>R-Square</i>
<i>Customer Satisfaction</i> (Z)	0,573
<i>Customer Loyalty</i> (Y)	0,539

Based on Table 4.13, it can be seen that the R-Square value for the Customer Satisfaction (Z) variable is 0.573 and for the Customer Loyalty (Y) variable is 0.539. The value of 0.573 for the Customer Satisfaction (Z) variable means that 57.3% of the Customer Satisfaction (Z) variable is influenced by the e-Service Quality (X1), Trust (X2), and Perceived Value (X3) variables and the remaining 42.7% is influenced by other variables that the author did not use in this research. Meanwhile, the value of 0.539 for the Customer Loyalty (Y) variable means that 53.9% of the Customer Loyalty (Y) variable is influenced by the E-Service Quality (X1), E-Trust (X2), Perceived Value (X3) and Customer Satisfaction (Z) and the remaining 46.1% are influenced by other variables that the author did not use in this research.

Q-Square Test Result :

$$Q^2 = \sqrt{1 - (1 - R_1^2)(1 - R_2^2) \dots (1 - R_p^2)}$$

$$Q^2 = \sqrt{1 - (1 - 0,573^2)(1 - 0,539^2)}$$

$$Q^2 = 0,724$$

Predictive Relevance that is greater than zero (0)—in this study it is 0.724—clarifies that the structure being measured has a relevant predictive value.

Table 9. F-Square Test

Variabel	E-Service Quality	E-Trust	Perceived Value	Customer Satisfaction	Customer Loyalty
E-Service Quality				0,058	
E-Trust				0,047	
E-Perceived Value				0,078	
Customer Satisfaction					1,170

Based on Table 9, it can be seen that there are four F-Square values where there is not a single variable that has a weak influence with a value of less than 0.33. Variable 0.33 to $0.33 < 0.67$. Meanwhile, Customer Satisfaction (Z) has a big influence on Customer Loyalty (Y) because the F-Square value of 1.170 exceeds the criterion of 0.67. Thus, the F-Square results are in line with the Path Coefficients results.

4.3 Hypothesis Test Results

Tabel 10. Hypothesis Test Result

Variabel	Original Sampel (O)	Sampel Mean (M)	Standard Deviation (STDEV)	T Statistics ((O/STDEV))	P Values
E-Service Quality (X1) to Customer Satisfaction (Z)	0,285	0,294	0,097	2,935	0,003
E-Trust (X2) to Customer Satisfaction (Z)	0,230	0,228	0,095	2,408	0,016
Perceived Value (X3) to Customer Satisfaction (Z)	0,311	0,308	0,102	3,058	0,002
Customer Satisfaction (Z) to Customer Loyalty (Y)	0,734	0,737	0,041	17,781	0,000
E-Service Quality (X1) to Customer Loyalty (Y) [indirectly via Customer Satisfaction (Z)]	0,209	0,218	0,075	2,800	0,005
E-Trust (X2) to Customer Loyalty (Y) [indirectly via Customer Satisfaction (Z)]	0,169	0,168	0,071	2,392	0,017
Perceived Value (X3) to Customer Loyalty (Y) [indirectly via Customer Satisfaction (Z)]	0,228	0,227	0,077	2,984	0,003

The explanation of Table 10 regarding the hypothesis that the author tested on the variables in this research is explained through the following description:

1) The Influence of E-Service Quality (X1) on Customer Satisfaction (Z)

E-Service Quality variable (X1) has a calculated t value that is greater than the t table value ($2.935 > 1.96$) and a significance value that is smaller than the level of accuracy ($0.003 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.285 shows that the direction of the relationship between e-Service Quality (X1) and Customer Satisfaction (Z) is positive. Thus, it can be concluded that there is a significant influence of e-Service Quality (X1) on Customer Satisfaction (Z). Meanwhile, a positive relationship direction means that as e-Service Quality (X1) increases, it will be followed by an increase in Customer Satisfaction (Z).

2) Effect of E-Trust (X2) on Customer Satisfaction (Z)

E-Trust variable (X2) has a T count value that is greater than the t table value ($2.408 > 1.96$) and a significance value that is smaller than the accuracy level ($0.016 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.230 shows that the direction of the relationship between Trust (X2) and Customer

Satisfaction (Z) is positive. Thus, it can be concluded that there is a significant influence of Trust (X2) on Customer Satisfaction (Z). Meanwhile, a positive relationship direction means that as Trust (X2) increases, it will be followed by an increase in Customer Satisfaction (Z).

3) The Influence of Perceived Value (X3) on Customer Satisfaction (Z)

Perceived Value variable (X3) has a t count value that is greater than the t table value ($3.058 > 1.96$) and a significance value that is smaller than the level of accuracy ($0.002 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.311 shows that the direction of the relationship between Perceived Value (X3) and Customer Satisfaction (Z) is positive. Thus, it can be concluded that there is a significant influence of Perceived Value (X3) on Customer Satisfaction (Z). Meanwhile, a positive relationship direction means that as Perceived Value (X3) increases, it will be followed by an increase in Customer Satisfaction (Z).

4) The Influence of Customer Satisfaction (Z) on Customer Loyalty (Y)

Customer Satisfaction (Z) variable has a t count value that is greater than the t table value ($17.781 > 1.96$) and a significance value that is smaller than the precision level ($0.000 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.734 shows that the direction of the relationship between Customer Satisfaction (Z) and Customer Loyalty (Y) is positive. Thus, it can be concluded that there is a significant influence of Customer Satisfaction (Z) on Customer Loyalty (Y). Meanwhile, a positive relationship direction means that as Customer Satisfaction (Z) increases, it will be followed by an increase in Customer Loyalty (Y).

5) The influence of E-Service Quality (X1) on Customer Loyalty (Y) indirectly through Customer Satisfaction (Z)

E-Service Quality variable (X1) has a t count value that is greater than the t table value ($2,800 > 1.96$) and a significance value that is smaller than the level of accuracy ($0.005 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.209 indicates that the direction of the relationship between e-Service Quality (X1) and Customer Loyalty (Y) is positive. Thus, it can be concluded that there is a significant influence of e-Service Quality (X1) on Customer Loyalty (Y) through Customer Satisfaction (Z). Meanwhile, a positive relationship direction means that as e-Service Quality (X1) increases, it will be followed by an increase in Customer Loyalty (Y).

6) The influence of E-Trust (X2) on Customer Loyalty (Y) indirectly through Customer Satisfaction (Z)

E-Trust variable (X2) has a t count value that is greater than the t table value ($2.392 > 1.96$) and a significance value that is smaller than the accuracy level ($0.017 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.169 shows that the direction of the relationship between E-Trust (X2) and Customer Loyalty (Y) is positive. Thus, it can be concluded that there is a significant influence of E-Trust (X2) on Customer Loyalty (Y) through Customer Satisfaction (Z). Meanwhile, a positive relationship direction means that as E-Trust (X2) increases, it will be followed by an increase in Customer Loyalty (Y).

7) The influence of Perceived Value (X3) on Customer Loyalty (Y) indirectly through Customer Satisfaction (Z)

Perceived Value variable (X3) has a t count value that is greater than the t table value ($2.984 > 1.96$) and a significance value that is smaller than the level of accuracy ($0.003 < 0.05$), so H_0 is rejected. And the Path Coefficients value of 0.228 shows that the direction of the relationship between Perceived Value (X3) and Customer Loyalty (Y) is positive. Thus, it can be concluded that there is a significant influence of Perceived Value (X3) on Customer Loyalty (Y) through Customer Satisfaction (Z). Meanwhile, a positive direction of relationship means that Perceived Value increases

V. CONCLUSIONS AND RECOMMENDATIONS

6.1 Conclusions

1) Based on the results of descriptive analysis, Alfigift customers expressed a high assessment of the E-Service Quality variable at 80.97%, E-Trust at 77.12%, Perceived Value at 74.74%, Customer Satisfaction at 82.84%, and Customer Loyalty is 82.84%.

2) Based on the Path Coefficient test results, it can be concluded that the influence of E-Service Quality

on Customer Satisfaction is 28.5%, E-Trust on Customer Satisfaction is 23.0%, the Influence of Perceived Value on Customer Satisfaction is 31.10%, and Customer Satisfaction towards Customer Loyalty of 73.40%. The results show that there is no minus sign in front of all the numbers so it can be concluded that each Variable X has a positive relationship with Variable Z or Variable Z with Variable Y. Where, Customer Satisfaction on Customer Loyalty means that it has a greater influence than the influence of each Variable X on Variable Z.

3) Based on the results of the R-Square Test, the results showed that 57.3% of the Customer Satisfaction (Z) variable was influenced by the E-Service Quality (X1), E-Trust (X2), and Perceived Value (X3) variables and 42.7 The remaining % is influenced by other variables that the author did not use in this research. Meanwhile, 53.9% of the Customer Loyalty (Y) variable is influenced by the E-Service Quality (X1), E-Trust (X2), Perceived Value (X3) and Customer Satisfaction (Z) variables and the remaining 46.1% is influenced by other variables that the author did not use in this research

Referring to the results of Hypothesis Testing based on T Statistics, the E-Service Quality variable (X1) has a significant influence on Customer Satisfaction (Z).

4) Referring to the results of Hypothesis Testing based on T Statistics, the results obtained are:

- a. E-Service Quality variable (X1) has a significant influence on Customer Satisfaction (Z).
- b. E-Trust variable (X2) has a significant influence on Customer Satisfaction (Z).
- c. Perceived Value variable (X3) has a significant influence on Customer Satisfaction (Z).
- d. Customer Satisfaction (Z) variable has a significant influence on Customer Loyalty (Y).
- e. E-Service Quality variable (X1) has a significant influence on Customer Loyalty (Y) through Customer Satisfaction (Z).
- f. E-Trust variable (X2) has a significant influence on Customer Loyalty (Y) through Customer Satisfaction (Z).
- g. Perceived Value (X3) variable has a significant influence on Customer Loyalty (Y) through Customer Satisfaction (Z).

2.4 Recommendations

The following are some suggestions from the author that Alfacift can then consider:

- a. Alfacift to pay attention to and improve the variables E-Service Quality (X1), E-Trust (X2), Perceived Value (X3), Customer Satisfaction (Z) and Customer Loyalty (Y) which based on the results of Descriptive Analysis are included in the Good category so that in the future it can enter the Very Good category. Apart from that, Alfacift should pay attention to and correct the statements that still get the lowest scores:
 - 1) Based on the E-Service Quality variable (X1), the statement that gets the lowest score is "In my opinion, the information available on the Alfacift application is updated regularly." The author suggests that Alfacift provide information about the journey of couriers tasked with delivering orders so that users can updated tracking of the products they order.
 - 2) Based on the E-Trust variable (X2), the statement that got the lowest score was "I believe that the Alfacift application is reliable". The author suggests that Alfacift minimize the compromise of sending products ordered before the end of operational hours so that its users don't have to wait until the next day first.
 - 3) Based on the Perceived Value variable (X3), the statement that got the lowest score was "I felt calm when I received delivery services from Alfacift". The author suggests that Alfacift provide an updated order tracking feature on the application so that its users can prepare exact cash before arrival. courier. Alfacift to pay more attention and improve e-Trust (X2) because its influence on Customer Satisfaction (Z) is smaller than the influence of other variables that the author uses in this research.
- b. Alfacift should pay attention to other variables that were not examined in this research, for example the Delivery Service, Price, Ease of use, etc variable, so that the satisfaction felt can trigger users to become loyal.

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