

THE EFFECT OF E-SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS A MEDIATION VARIABLE**Ilham Firmansyah¹, Mahfudz²**

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E-mail: Ilham.firman1197@gmail.com, Mahfudz@lecturer.undip.ac.id**Keywords:** e-service quality, brand image, customer satisfaction and customer loyalty**Abstract**

This research takes the object of study on Tiktok Shop, which is an e-commerce platform that has advantages compared to its rivals, namely being able to combine social media activities with e-commerce. This study aims to analyze and test the effect of e-service quality and brand image on customer satisfaction and customer loyalty among TiktokShop users. In this study, the researchers used a purposive sampling method using a manual questionnaire and also a Google form, and obtained 110 respondents who live in Semarang City and have also used the Tiktok Shop feature for shopping. The data analysis method used in this study is structural equation modeling using AMOS software. The results of direct testing between E-Service Quality and E-Customer Satisfaction show that there is a significant and positive effect. The results of direct testing between Brand Image and E-Customer Satisfaction show that there is a significant and positive effect. The results of direct testing between E-Service Quality and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between Brand Image and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between E-Customer Satisfaction and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between Brand Image and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between E-Customer Satisfaction and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between Brand Image and E-Customer Loyalty show that there is a significant and positive effect. The results of direct testing between E-Customer Satisfaction and E-Customer Loyalty show that there is a significant and positive effect.

How to cite:	Ilham Firmansyah, Mahfudz (2023) The Effect Of E-Service Quality And Brand Image On Customer Loyalty With Customer Satisfaction As A Mediation Variable, <i>Volume 4 Issue 2 July 2023</i>
E-ISSN:	2807-6362
Published by:	Politeknik Siber Cerdika Internasional

INTRODUCTION

The era of globalization and digitalization in Indonesia where change is very fast, uncertainty is very high and competition is also very tight. The current era of digitalization will trigger many new things in terms of technology-based innovation. Many new companies have emerged (startups) that rely on digitalization of services so that they can support all types of business activities. Digital services that are currently used by all kinds of businesses today can be called electronic services (E-Service). A business or action and performance that can be measured through information technology (Rowley, 2006)

Currently, e-services through devices and online applications will make it easier to use anywhere and at any time, such as online shopping services, for example: Shopee, Tokopedia, Bukalapak, and Tiktok Shop which will be discussed in this study. Travel and hotel booking services, for example: Traveloka and Tiket.com. In addition to services that provide buying and selling activities, there are also online services created by the government or public offices to facilitate bureaucracy in managing various matters of interest, such as online tax payment applications (DJP Online), BPJS Health applications (Mobile JKN) and BPJS Employment applications. (BPJSTKU). Meanwhile there are also food and goods delivery services such as Gofood from Gojek, Grabfood from Grab and also Shopeefood from Shopee.

Online services and applications that exist today describe an effort formed by companies to create and also maintain the quality of services that have existed or did not exist before. This is important for companies so that consumers remain loyal and comfortable with the company and in the future it can also provide long-term profits for the company. In this study Electronic Service Quality (E-SQ) or digital service quality. The use of technology shows that in the future technology is able to provide value from the use of technology, this can produce positive or negative results. The results of this assessment are very dependent on the capability of the technology whether the technology dominates the positive or negative sides,

Electronic service quality can be interpreted as a combination and also the results of the evaluation results of all services carried out digitally. Initially, electronic service quality had eleven dimensions, namely: responsiveness, flexibility, reliability, access, efficiency, ease of navigation, insurance or honesty, security and privacy, site aesthetics, price knowledge, and customization (Malhotra, Zeithaml, 2005). However, this has changed since Parasuraman did a re-examination of the book (Malhotra, Zeithaml, 2005).

Customer satisfaction has become an important matter to consider in determining the reasons for customers to stay or leave companies that produce services or goods. For this reason, companies must know how to retain their customers, even if the customer is satisfied. All companies have believed that in order to survive and thrive, companies must acquire and retain customers. Loyal customers who can provide benefits every year according to (Ganiyu, AR, Uche II & Elizabeth, 2012).

Every customer who uses a product or service will definitely consider the quality of service according to (Sari & Harmawan, 2012). Because of this, product quality must be considered by every user of e-commerce services in Indonesia. Customer satisfaction is a feeling experienced by consumers after comparing expectations with the results obtained. (Kotler, P., & Keller, 2006). the consequences of a feeling of satisfaction or dissatisfaction felt by customers can be in the form of customer complaints and loyalty (Hidayat & Riza Firdaus, 2014).

Based on previous research, one of the consequences of satisfaction is loyalty that arises from customers. Repeat orders will be made by loyal customers, in the future they will have long-term attachment and commitment to a product so that loyal customers will provide product or service recommendations that consumers subscribe to (Kotler, P., & Keller, 2006).

In various kinds of research related to electronic service quality, a lot has been done from various countries, including the Unitary State of the Republic of Indonesia. This research is based on existing research in Indonesia and still leaves gaps between studies, therefore an explanation is still needed regarding electronic service quality in the e-commerce sector in Indonesia. There are several previous studies that have examined the topic of electronic service quality, both from developing countries to developed countries and also Indonesia. The research being conducted at this time is a new thing from previous research gaps that have been carried out previously in Indonesia, so that previous research needs to be explained briefly. Electronic service quality in the e-commerce sector. The following is research that has been done before:

Fuat Khamali et al., (2018) showed no positive effect between service quality and customer satisfaction. Meanwhile, according to (Solimun & Fernandes, 2018), (Mohtasham et al., 2017), (Subaebasni et al., 2019) showed a significant impact was found between service quality and customer loyalty. According to (Sondakh, 2014) it shows that there is no positive effect between product image on consumer satisfaction while research (Subaebasni et al., 2019), (Murhadi & Reski, 2022), (Tommy Yon Prakoso, 2022) shows that there is positive influence between brand image on customer loyalty.

Meanwhile, research (Kalalo et al., 2011) shows no positive effect between customer satisfaction on customer loyalty, while in research (Rodríguez et al., 2020), (Khan et al., 2019), (Tzavlopoulos et al. , 2019), (Murhadi & Reski, 2022) shows a positive effect between consumer satisfaction and consumer loyalty.

In research from (Solimun & Fernandes, 2018) it shows that there is no positive effect between service quality on customer loyalty while in research (Khan et al., 2019), (Tzavlopoulos et al., 2019), (Murhadi & Reski, 2022) shows that there is a significant relationship between service quality and customer loyalty.

In another research by (Solimun & Fernandes, 2018) his research shows that brand image has no positive effect on customer loyalty, this is inversely proportional to research (Tommy Yon Prakoso, 2022) that there is a positive effect between brand image on customer loyalty.

In Indonesia, research and empirical studies on testing the dimensions of electronic service quality in electronic services in the public sector on consumer loyalty are still very limited. Therefore, the authors are encouraged to carry out this research further, which aims to identify the relationship between electronic service quality, consumer loyalty and value perception. Perceived value is a value that is perceived depending on how to evaluate the benefits or quality received from a product compared to the price/cost or the amount of sacrifice that goes hand in hand with the price according to (Balamuralikrishnan, 2018).

Perception is what consumers feel about the utility or usefulness of a product based on what the customer receives, which can represent the trade-off between service benefits and costs incurred by consumers in terms of evaluating it. (Chinomona, R., Masihe, G., & Sandada, 2014). Several previous studies have shown that there is a very positive effect between perceived value on customer loyalty. (Ahmed, W., et al, 2017).

Conative loyalty is the loyalty variable found in this study which leads to customer feelings to visit the website again. The way to increase consumer feelings and the desire of consumers to be loyal is to make consumers feel satisfied with the electronic services, value, and quality of information provided to consumers. At this point, the consumer wants to return to the website to complete the transaction again.

While most studies show a positive impact of electronic service quality on loyalty, there are several studies that produce conflicting results, namely research by (Brown, I., and Jayakody, 2008) showing that electronic service quality can indirectly affect customer loyalty to web. Service quality has a positive influence on customer satisfaction, customer satisfaction is positively influenced by service quality, and quality information can have a positive effect on the perceived benefits of consumers. Meanwhile, customers who are satisfied and feel the benefits can positively influence electronic loyalty.

Electronic service quality developed by (Cristobal et al., 2007) in relation to elements such as website design, information, warranty, and order management, found no significant relationship between e-service quality and loyalty. Research by (Talib & Rahman, 2010), Electronic Service Quality results that service quality does not directly lead to customer satisfaction. (Cao et al., 2005) explains that there are several things that can channel 4 sets of factors which can then improve the quality of electronic buying and selling service sites, namely information quality, system quality, quality of attraction and services that can verify and measure the quality of website. The results of this study produce four factors that can influence customers to use the Return web page. (Kim and Niehm, 2009) produce quality information constructs that can influence consumer loyalty.

In September 2021, Tiktok made the latest steps to be able to meet market technology needs by implementing old-fashioned electronic services (e-services) by developing the latest functions in their application to expand the realm of marketing and also add service features, this was done to increase power competitiveness and utilization of resources as well as pre-existing target markets, so that Tiktok chose to

compete by launching their newest product, namely Tiktok Shop, to compete with existing rivals, namely Shopee, Tokopedia, Blibli, and Lazada. This Tiktok Shop feature presents a menu that is similar to its rival, namely e-commerce services. With the Tiktok Shop, Indonesian people have other and new choices in terms of e-commerce platforms. This feature has an advantage compared to its rivals, namely being able to combine social media activities with e-commerce. Based on the statement above, the author has an interest in taking research themes related to the influence of electronic service quality, brand image on customer loyalty and customer satisfaction as intervening variables (studies on Tiktok shop users in the city of Semarang).

METHOD

In this study, the researchers used a purposive sampling method using a manual questionnaire and also a Google form, and obtained 110 respondents who live in Semarang City and have also used the Tiktok Shop feature for shopping. The data analysis method used in this study is structural equation modeling using AMOS software.

RESULTS AND DISCUSSION

Research result

In this study, the researcher used a purposive sampling method using a manual questionnaire and also a Google form, and obtained 110 respondents who live in Semarang City and have also used the Tiktok Shop feature for shopping.

The identity of the respondents in this study was based on gender, age, last education and length of time using the Tiktok Shop. The majority of Tiktok Shop users who live in the Semarang City area are women as many as 78 people (70.9%), aged 20-25 years as many as 97 respondents (88.2%), most of the Tiktok Shop users who are domiciled in the Semarang City area have the last education minimum Bachelor degree of 61 people (55.5%), have been using Tiktok Shop for more than 6 months as many as 62 people (56.4%) and the majority of Tiktok Shop users who live in the Semarang City area have 1 transaction with Tiktok Shop -5 times as many as 68 people (61.8%).

The results of direct testing between E-Service Quality and E-Customer Satisfaction show that there is a significant and positive effect as indicated by looking at the CR (Critical Ratio) value of 3.691 > the standard value of 1.96 (5% significance level). Thus the first hypothesis which states that there is a positive effect of E-Service Quality on E-Customer Satisfaction, is accepted.

The results of direct testing between Brand Image and E-Customer Satisfaction show that there is a significant and positive effect as indicated by looking at the CR (Critical Ratio) value of 4.014 > the standard value of 1.96 (5% significance level). Thus the second hypothesis which states that there is a positive influence of Brand Image on E-Customer Satisfaction, is accepted.

The results of the direct test between E-Service Quality and E-Customer Loyalty show that there is a significant and positive effect as indicated by looking at the CR

(Critical Ratio) value of 2.389 > the standard value of 1.96 (5% significance level). Thus the third hypothesis which states that there is a positive effect of E-Service Quality on E-Customer Loyalty, is accepted.

The results of direct testing between Brand Image and E-Customer Loyalty show that there is a significant and positive effect as indicated by looking at the CR (Critical Ratio) value of 2.342 > the standard value of 1.96 (5% significance level). Thus the fourth hypothesis which states that there is a positive influence of Brand Image on E-Customer Loyalty, is accepted.

The results of direct testing between E-Customer Satisfaction and E-Customer Loyalty show that there is a significant and positive effect as indicated by looking at the CR (Critical Ratio) value of 2.641 > the standard value of 1.96 (5% significance level). Thus the fifth hypothesis which states that there is a significant and positive effect of E-Customer Satisfaction on E-Customer Loyalty, is accepted.

Discussion

The results of the study found that E-Service Quality and Brand Image have a positive effect on E-Customer Loyalty through E-Customer Satisfaction.

The results showed that there was a positive and significant effect of E-Service Quality on E-Customer Satisfaction, meaning that the better the E-Service Quality felt by consumers, the higher E-Customer Satisfaction. Conversely, the lower the E-Service Quality perceived by consumers, the lower the E-Customer Satisfaction. Thus the first hypothesis which states that there is a positive effect of E-Service Quality on E-Customer Satisfaction, is accepted. The results of this study are in accordance with research conducted by (Khan et al., 2019), showing that e-service quality has a positive impact on consumer satisfaction. The results of research conducted by (Tommy Yon Prakoso, 2022), states that the link between e-service quality has a significant relationship with customer satisfaction.

The results of the study show that Brand Image has an influence on E-Customer Satisfaction. The better the Brand Image implemented in the company, the more E-Customer Satisfaction will increase. And conversely the worse the Brand Image that is implemented in the company, the lower the E-Customer Satisfaction. Thus the second hypothesis which states that there is a positive influence of Brand Image on E-Customer Satisfaction, is accepted. The results of this study are in accordance with research conducted by (Subaebasni et al., 2019), stating that brand image has a positive effect on customer satisfaction or consumer satisfaction. The highest indicator that needs to be maintained is that Tiktok Shop gives a unique and different impression when shopping online,

The results showed that there was a positive and significant effect of E-Service Quality on E-Customer Loyalty. Thus the third hypothesis which states that there is a positive effect of E-Service Quality on E-Customer Loyalty, is accepted. The results of this study are in accordance with research conducted by (Khan et al., 2019) which states that e-service quality offers customer satisfaction and encourages customers to achieve

a level of loyalty in shopping at the marketplace. The highest indicator that needs to be maintained is that the seller delivers the goods according to the order, while the lowest indicator that needs to be improved is that the information provided on the Tiktok Shop interface is very relevant and easy to use.

Brand Image has a positive effect on E-Customer Loyalty, with a positive regression coefficient, which means the better the Brand Image, the more E-Customer Loyalty will increase. Thus the fourth hypothesis which states that there is a positive influence of Brand Image on E-Customer Loyalty, is accepted. The results of this study are in accordance with research conducted by (Choi, M., et al, 2017) found that Brand Image has a positive effect on E-Customer Loyalty. The highest indicator that needs to be maintained is that Tiktok Shop gives a unique and different impression in online shopping, such as more competitive prices and different services from competing applications, while the lowest indicator that needs to be improved is that Tiktok Shop has the ability to be easy to remember, an easy brand name be spoken.

The results of the study show that E-Customer Satisfaction has a positive and significant effect on E-Customer Loyalty. That is, the better E-Customer Satisfaction will have a very important role to increase E-Customer Loyalty. Thus the fifth hypothesis which states that there is a positive effect of E-Customer Satisfaction on E-Customer Loyalty, is accepted. The results of this study are in accordance with research conducted by Subaebasni et al., (2019) showing that the relationship between customer satisfaction and customer loyalty has a positive influence. The highest indicator that needs to be maintained is that Tiktok Shop provides a fairly complete variety of products, while the lowest indicator that needs to be improved is that the security of the payment system at Tiktok Shop is guaranteed to be safe and reliable.

CONCLUSION

Referring to the results of the research discussed earlier, the researcher draws a number of conclusions related to the results of the discussion namely, there is a significant and positive effect of e-service quality on e-customer satisfaction, there is a significant and positive effect of brand image on e-customer satisfaction, there is a significant and positive effect positive e-service quality on e-customer loyalty, there is a significant and positive effect of brand image on e-customer loyalty and there is a significant and positive effect of e-customer satisfaction on e-customer loyalty.

Limitations of the Study and Recommendations for Future Research

Some of the limitations and weaknesses of this study are as follows: The object of this research only takes consumers who use and shop at the Tiktok Shop feature, so they cannot be generalized to other materials given different situations and conditions. This research is a quantitative study, so it lacks depth in the discussion in reviewing the description of the analysis on the research variables. The consumer responses obtained in filling out the questionnaire were limited and only came from Tiktok Shop consumers in Semarang City.

The results of this research can be followed up with research on other parties related to consumers who use the Tiktok Shop application. Several points related to the future research agenda include: The selection of research objects for future research

should be carried out on broader research objects by taking national objects or scope, not only at the local scope in the city of Semarang. The need to add or include other variables that affect and increase E-Customer Satisfaction and E-Customer Loyalty in an application related to Tiktok Shop. For future researchers, to further discuss the influence variables of E-Service Quality and Brand Image on E-Customer Satisfaction and E-Customer Loyalty by using a qualitative analysis method or mix method.

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Tommy Yon Prakoso, RH (2022). analysis of the effect of service quality and brand image on consumer loyalty through customer satisfaction as an intervening variable (study on Samsung smartphone consumers in Semarang). *diponegoro journal of management*, 11.

Tzavlopoulos, I., Gotzamani, K., Andronikidis, A., & Vassiliadis, C. (2019). Determining the impact of e-commerce quality on customers' perceived risk, satisfaction, value and loyalty. *International Journal of Quality and Service Sciences*, 11(4), 576–587. <https://doi.org/10.1108/IJQSS-03-2019-0047>

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