

**The Influence of Service Quality on Customer Loyalty with Customer Satisfaction as a Mediation Variable and Customer Perceived Value as a Moderation Variable**

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**ABSTRACT**

*This research aims to assess how service quality influences customer satisfaction, loyalty and repurchase intentions on the Shopee e-commerce application in Indonesia. Shopee as one of the largest e-commerce platforms in the country has millions of users with various experiences regarding its services. The method used in this research is quantitative by collecting data through questionnaires distributed to Shopee users. The data obtained was then analyzed using SEM to determine the relationship between the variables studied. The findings from this research show that service quality has a positive and significant effect on customer satisfaction, which then has a positive impact on loyalty and repurchase intentions. This research provides important insights for Shopee management to continue to improve service quality to increase customer satisfaction, loyalty and repurchase intentions. Additionally, companies need to understand how customers assess the benefits and costs associated with using the Shopee application to design effective strategies to increase customer perceived value and ensure long-term business sustainability.*

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**Keywords: service quality, customer satisfaction, loyalty, perceived customer intent, e-commerce.**

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## **INTRODUCTION**

The success of an e-commerce platform (Kotler & Keller, 2022). Shopee is one of the largest e-commerce sites in Indonesia with millions of users (Gilbert et al., 2022). According to Lewis and Booms (2023) the quality of service offered by Shopee plays an important role in determining customer satisfaction and loyalty to the platform. Not a few Shopee users experience things that are not normal, for example consumers who are disappointed with the services provided (Cheung, 2020). Several Shopee customers also had positive experiences, such as feeling satisfied with free shipping, various abundant promotions, customer service available 24 hours, and transaction methods that are very easy to use on Shopee. (Lin et al., 2022). Service quality includes how well a website makes it easy for customers to shop, make purchases, and ensures products and services arrive well. This includes all aspects of the customer experience, from ease of navigation, smooth checkout process, to on-time delivery and responsive customer service (Kotler, 2023). Basically, companies aim to meet consumer needs and expectations. If companies or service providers do not understand consumer expectations, they will have difficulty providing satisfaction with the products or services they offer (Chase et al., 2019).

Service quality can be improved with satisfaction (Chingang and Lukong, 2021). Consumer satisfaction is very important in maintaining business continuity, especially in the context of online stores (Zeithaml, 2019). Consumer satisfaction can be measured by the extent to which the product or service received by customers meets their expectations (Griffin, 2023). Johnson & Rosenbloom (2022) say there are two main aspects in measuring consumer satisfaction in online stores, namely satisfaction at checkout and satisfaction after delivery. Satisfaction at checkout focuses on the customer experience during the purchasing process, where ease of ordering, availability of product information, website performance and customer service are important factors. Customers usually compare their shopping experience with the expectations they have of the purchasing system. Meanwhile, satisfaction after delivery is related to customers' feelings after receiving the product or service they ordered. Factors such as product suitability, order accuracy, and delivery quality greatly influence satisfaction at this stage. At this point, customers have experienced the product or service firsthand and assessed how well the seller meets their needs. Zhou (2009) said that to increase overall consumer satisfaction, it is important for online sellers to focus on these two aspects seriously. By ensuring a smooth purchasing process that meets customer expectations, as well as providing quality delivery services, sellers will have a greater opportunity to increase consumer satisfaction and build long-term relationships with them.

Another factor that influences service quality is loyalty (Griffin et al., 2020). Customer loyalty refers to the basic essence of service delivery because it is related to efforts to retain existing customers who are considered more beneficial. for service providers rather than efforts to attract new customers (Oliver et al., 2019). Customer loyalty means not only repeat purchases, but also showing a deep commitment to a particular product or service. Loyal customers will usually continue to buy or subscribe to the same products consistently, even when there are discounts or promotions from competitors.

Customer loyalty brings significant benefits to a business, and the characteristics of loyal customers can provide an idea of why they are a valuable asset to a company. Assael (2022) said that loyal customers usually show several characteristics. They have deep trust in the products or services they choose, feel safer making repeat purchases to reduce risk, and demonstrate loyalty to the store or brand as a whole. Additionally, customers in small groups are often more loyal than customers in larger groups. Kotler (2022) said that customer loyalty not only creates a strong relationship between the company and customers, but also provides significant strategic advantages for business growth and sustainability.

This research is a continuation of research conducted by Pei-Ling Sheu and Shu-Chun Chang (2022) regarding the relationship between the dimensions of service quality, satisfaction and customer loyalty in the e-commerce case study of the Shopee application. However, this research adds a variable, namely customer perceived value. This is important because this variable refers to customers' perceptions of the benefits they receive compared to the costs they incur to obtain the product or service. Customers tend to evaluate products or services based on how much value they perceive, which includes factors such as price, product quality, and other additional benefits Thung (2020). Leonard L. Berry (2023) said that high service quality usually increases the value perceived by customers. When the services provided meet or even exceed expectations, customers feel that they are getting more value from the product or service. This perceived value directly influences customer satisfaction. If customers feel that the benefits they receive exceed the costs they incur, they are more likely to be satisfied with the product or service they use.

This research aims to re-explore the relationship between the dimensions of service quality, satisfaction and customer loyalty in the e-commerce case study application Shopee Oliver (2019). The influence of service quality, customer satisfaction and customer loyalty on the value perceived by customers on the Shopee application in Indonesia is very important to understand. In addition, it is also important to understand how customers assess the benefits and costs associated with using the Shopee application. According to Lin et al., (2022), the level of customer satisfaction with their shopping experience on Shopee also needs to be determined, as well as the extent of their commitment to continuing to use the application in the long term. Good service quality tends to increase customer satisfaction, which in turn can increase customer loyalty. Customer loyalty is an important indicator of an app's long-term success, as loyal customers are more likely to continue using the app and recommend it to others.

## **RESEARCH METHOD**

Data measurement in this study uses a Likert scale with a scale of 1 – 5. Where in this study a score of one means strongly disagree (STS), a score of two means disagree (TS), a score of three means neutral (N), and a score of four means strongly agree (SS), and finally a score of five means agree (S). In this research, measurements related to the variables studied were adopted from previous research. Where the service quality variable is measured with 14 questions adapted from (Zehir et al., 2019). The customer satisfaction variable is measured with 4 questions adapted from (Anderson and Srinivasan, 2003). The customer loyalty variable is measured with 7 questions adapted from (Sheng and Liu,

2020). The customer perceived value variable is measured with 6 questions adapted from (Rod et al., 2020). Thus, the total measurement obtained was 31 questions.

Data collection in this research used a survey method by distributing online questionnaires using Google Form. The data collection technique begins with distributing an initial questionnaire (pre test) to respondents. The population in this study were Shopee users in Indonesia. The sampling method applied is nonprobability sampling, where not all members of the population have the same chance of being selected as the sample. The type of nonprobability sampling used is purposive sampling, where the sample is selected based on certain considerations. Meanwhile, the sample in this study was selected using a purposive sampling method with the sample criteria being respondents who use the Shopee application, respondents who have used the Shopee application for at least 6 months, both men and women.

This research is a quantitative study with a correlational approach, this type of research uses statistical methods to evaluate the relationship between two variables in depth Griffin (2020). This study uses a survey as a data collection tool, with a questionnaire distributed online in two stages. The first stage was a pre-test, while the second stage was carried out to collect data from all research respondents, including the complete score of the respondents' answers. The data collected from this survey is primary data. Primary data is information obtained directly from research sources, either through interviews or filling out questionnaires (Khan et al., 2020). In its implementation, this correlational approach allows researchers to understand the extent to which these variables are related to each other. Mathieson (2021). Through questionnaires distributed online, this research can reach more respondents, increasing the representativeness of the data. Thus, the results obtained are expected to provide more comprehensive insight into the relationship between the variables studied. In addition, the use of a pre-test helps ensure the validity and reliability of the measurement instrument before it is applied to all respondents.

Data processing and analysis was carried out using PLS 4.0 software. Based on SEM regulations, the number of samples in this study was determined to be 5 times the number of questions, so the total sample was 115 respondents. After the pre-test data was processed, the researcher carried out validity and reliability tests. Reliability tests were carried out using Cronbach's Alpha measurement, which is closer to the value

The 1st Cronbach's Alpha, the better the level of reliability.

## **RESULTS AND DISCUSSION**

The respondents of this research were 115 Shopee users in Indonesia. Of the 115 respondents, 48 people were male (41.7%) and 67 people were female (58.3%). Meanwhile, based on age, 18 respondents (15.7%) were aged 18-20 years, 6 people (5.2%) aged 30-40 years, as many as 91 people (79.1%) aged 20-30 years and as many as 0 people (0%) aged >40 years. Based on the respondents' occupation, 18 people (15.7%) were self-employed, 70 people (48.7%) were students. as many as 18 people (15.7%) were retail employees. as many as 4 people (3.5%) are civil servants. A total of 2 people (1.7%) are housewives. A total of 3 people (2.6%) were teachers/lecturers. Based on the use of the Shopee platform application to buy products, 114 people (99.1%) chose yes. A total of 1 person (0.9%) chose no. Based on how long they have used the

Shopee platform, 88 people (76.5%) < 1 year. as many as 20 people (17.4%) 6 months – 1 year. A total of 7 people (6.1%) 6 months. Based on how often they use Shopee, 110 people (95.7%) chose yes. A total of 5 people (4.3%) chose no. Based on Indonesian citizens, 114 people (99.1%) voted yes. A total of 1 person (0.9)% chose no. Based on the number of times in one month they shop using the Shopee marketplace, 55 people (47.8%) 3-5 times. A total of 18 people (15.7%) 5-10 times. A total of 10 people (8.7%) >10 times. A total of 32 people (27.8%) 1- 2 times.

To measure construct reliability, Cronbach Alpha and composite reliability measurements are used for each construct. According to Ong, MHA, & Puteh (2014), the generally accepted Cronbach Alpha and composite reliability value is 0.70, which indicates that the reliability is acceptable. Based on the calculation results, all indicators of the questionnaire questions used meet the requirements of the reliability test with a Cronbach alpha value of >0.70. This shows that all research indicators are said to be reliable. In the context of structural equation modeling (SEM) using partial least squares (PLS), internal consistency reliability can also be measured by looking at the composite reliability value (Afthanorhan, 2020) stating that the composite reliability value can be said to be reliable if it has a value > 0.70. Based on the calculations carried out, all latent variables (constructs) in this study have a composite reliability value of >0.70. Thus, it can be stated that all latent variables in this research are consistent or reliable and suitable for use in the next stage of analysis (Hartono 2015). Apart from that, it is also important to evaluate the average variance extracted (AVE) to assess convergent validity, where the recommended AVE value is >0.50. If the AVE value meets these criteria, then the variables can be said to have good convergent validity, which adds to the overall reliability and validity of the model used in this study.

**Table 1. Hypothesis Testing Result**

Hypothesis		<i>T- values</i>	Result
H1	<i>Customer Satisfaction has an influence positive towards customer loyalty</i>	0,000	Significant
H2	<i>Quality of service have influence positive impact on customer satisfaction</i>	0,000	Significant
H3	<i>Quality of service has a positive influence on customer loyalty</i>	0.060	Not Significant
H4	<i>Customer perceived value moderates the relationship between customer satisfaction and customer loyalty</i>	0.584	Not Significant

## CONCLUSION

The results of this research prove that customer satisfaction has a positive and significant influence on customer loyalty. This shows that the higher the level of customer satisfaction with the products or services offered by Shopee, the higher the customer loyalty to the platform. These findings emphasize the importance of customer satisfaction as a key factor in building and maintaining customer loyalty. Service quality does not have a significant positive influence on customer loyalty. Customers are very satisfied with the products or services they use, their perceived value does not significantly strengthen or weaken the relationship between satisfaction and loyalty. Customer satisfaction remains a fairly strong factor in predicting customer loyalty without being influenced by perceived value.

Future research can further explore other factors that influence customer loyalty on e-commerce platforms such as Shopee. In addition, further research can also explore more complex mechanisms behind the relationship between service quality, customer satisfaction and customer loyalty. Future research could also consider other variables such as customer experience, trust, and brand reputation in the context of e-commerce. The results of this research have several practical implications for Shopee. First, Shopee must continue to focus on increasing customer satisfaction as the main strategy for building customer loyalty. Second, although service quality is important, Shopee also needs to consider other factors such as price, promotions and customer experience in their strategy. Third, even though customer perceived value does not moderate the relationship between satisfaction and loyalty, it is still important for Shopee to understand and manage customer value perceptions of the products or services they offer.

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