

E-SATISFACTION AND E-LOYALTY: THE ROLE OF BRAND IMAGE AND E-SERVICE QUALITY

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ABSTRAK

Penelitian ini membuktikan secara empiris bahwa E-Satisfaction memediasi pengaruh Brand Image dan E-Service Quality pada E-Loyalty. Model penelitian menggunakan empat (4) variabel dan menerapkan konsep mediasi, yang masing-masing hubungannya dianalisis menggunakan SEM-PLS. Penelitian ini menggunakan metode purposive sampling dengan jumlah sampel sebanyak 384 konsumen e-commerce Shopee yang berdomisili di kota Medan dan telah melakukan pembelian online minimal 3 kali. Pengumpulan data dilakukan dengan menggunakan kuesioner online. Analisis data menggunakan teknik analisis Partial Least Squares (PLS). Hasil penelitian menemukan bahwa Brand Image berpengaruh positif dan signifikan terhadap e-satisfaction, e-service quality berpengaruh positif dan signifikan terhadap E-Satisfaction, Brand Image berpengaruh positif dan signifikan terhadap E-Loyalty, E-Service Quality berpengaruh positif dan signifikan terhadap E-Loyalty, E-Satisfaction berpengaruh positif dan signifikan terhadap E-Loyalty, Brand Image berpengaruh terhadap E-Loyalty melalui E-Satisfaction, E-Service Quality berpengaruh terhadap E-Loyalty melalui E-Satisfaction. Penelitian ini menunjukkan bahwa E-Satisfaction memediasi pengaruh Brand Image, E-Service Quality terhadap E-Loyalty e-commerce. Rekomendasi bagi penelitian selanjutnya cobalah menganalisis atau menggunakan variabel E-Satisfaction sebagai variabel independen, bukan sebagai variabel mediasi.

Kata kunci: brand image, e-service quality, e-satisfaction, e-loyalty.

ABSTRACT

The effect of brand image and e-service quality on e-loyalty is mediated via e-satisfaction, as this study's empirical evidence demonstrates. Four variables are used in the study model, which applies the idea of mediation. SEM-PLS is used to assess each association. A total of 384 Medan-based Shopee e-commerce users who have made at least three online purchases were included in this study using a purposive sample technique. An online questionnaire was used for data collecting, and the partial least squares (PLS) analysis method was used for data analysis. The study's findings revealed that e-satisfaction was positively and significantly impacted by brand image, e-satisfaction was positively and significantly impacted by e-service quality, e-loyalty was positively and significantly impacted by brand image, e-satisfaction positively and significantly impacted by e-loyalty, and brand image affects e-loyalty through e-satisfaction and e-service quality through e-satisfaction. According to this research, e-satisfaction acts as a mediator between brand image and e-service quality's effects on e-loyalty and e-commerce. The e-satisfaction measure should be analyzed or used as an independent variable rather than a mediating variable, according to recommendations for additional research.

Key words: brand image, e-service quality, e-satisfaction, e-loyalty.

INTRODUCTION

Numerous changes have been brought about in facets of human life by the growth of the internet. Everything is quicker and easier with the internet. The internet's growth, along with other technical advancements, has sped up and simplified human life. Another nation going through similar trend is Indonesia, where there are more and more people using the internet every day. The emergence of the internet coincides with the growth of other technology, including cellphones. A smartphone is a device that offers its customers a variety of convenient functions. Individuals who are reliant on smartphones today expect to be able to perform anything with a single tap of the screen.

With Increasing dependence on technology and the internet, society wants convenience and efficiency in various aspects of life, including shopping. Online shopping is a trend that is currently in vogue because consumers do not have to bother going to stores to buy the items they want; they need to open an online shopping site and search for the desired item using a smartphone or computer connected to the internet.

The development of the internet affects many aspects of life, one of which is consumer behaviour. According to Kotler and Keller (2016), consumer behaviour is the actions directly involved in obtaining, consuming, and spending products or services, including the decision processes that precede and follow these actions. Consumer behaviour is dynamic, meaning that consumer behaviour is constantly changing and moving; therefore, when the internet and technology continue to develop, consumer behaviour will also change, including shopping.

Trends in online shopping trigger the emergence of a new business called e-commerce. E-commerce is the activity of conducting business transactions online through internet media and internet-integrated devices. In general, e-commerce means transactions that occur on the internet and the web. Commercial transactions involve exchanging value (e.g., money) across organizational

or individual boundaries in exchange for goods and services.

E-commerce also requires a digital infrastructure; besides that, e-commerce development also involves integration with various elements, such as the use of social media. One thing that e-commerce companies must continue to do to support the sustainability of a business is to innovate continuously. Innovation is the key to business success in building added value; innovating is necessary to grow optimally.

Shopee is one of the most popular e-commerce in Indonesia. Shopee is a company that focuses on mobile platforms using a customer-to-customer (C2C) business model. As you know, Shopee is no stranger to the broader community. Since its launch, Shopee Indonesia has experienced rapid development. Until January 2022, the application was downloaded by over 100 million users on the Google Play Store.

Shopee offers a wide range of products, ranging from fashion products to products for daily needs. Shopee is a mobile application that makes it easier for users to shop online without opening a website via a computer device. The phenomenon in the e-commerce market, especially in Indonesia, is intense competition.

In Indonesia, e-commerce, with the highest number of website visitors, is still occupied by Tokopedia, reaching 157 million visitors in Q1 2022. This e-commerce from Indonesia has succeeded in becoming the only local e-commerce that has the most local website visitors in Southeast Asia, rivalling Shopee and Lazada.

Online survey platforms, such as Jakpat, released a digital report and a special report on e-commerce. One of the points addressed in this report is consumer loyalty to e-commerce platforms. The report uses the Net Promoter Score (NPS) parameter, one of the primary standards in measuring consumer loyalty to e-commerce businesses. Based on the results of a report involving 1,054 respondents in 25 provinces, Tokopedia outperformed Bukalapak, Lazada, JDID, and Shopee.

Table 1
Data Indonesia's E-Commerce Net Promoter Score 2021

E-Commerce	Net Promoter Score	Detractors	Passive	Promoters
Tokopedia	49	5%	41%	54%
Shopee	42	9%	39%	51%
Lazada	32	15%	38%	47%
Bualapak	32	14%	41%	45%
JD.ID	30	14%	43%	43%
Blibli.com	26	12%	49%	39%

Source: *Jakpat (2021)*

Table 1 explains the value of the net promoter score, which reflects consumer loyalty. The net promoter score is divided into three categories: 1) Promoters: make repeat purchases and recommend to other consumers 2) Passive: does not behave means not giving positive or negative responses 3) Detractors: do not recommend and give negative ratings. During the semester 1-2021, the Shopee NPS figure was 42%, obtained by subtracting 54% promoters and 9% detractors, and only about 42% of e-commerce users are loyal to Shopee. The net promoter score category below 50 has not declared loyal consumers to Shopee e-commerce.

Table 1 shows that Shopee consumer loyalty still needs to be higher than Tokopedia. Because sellers and buyers do not meet face to face in e-commerce, it will not be easy to retain customers and convince them to buy back on the Shopee application. Consumers will quickly move where to buy because there are many service providers and have almost the same risks.

Another essential factor that contributes to influencing loyalty is e-satisfaction. E-satisfaction is the goal of an e-commerce company because satisfaction in marketing is used to predict the good and bad of buying behaviour. With the experience gained by consumers, consumer satisfaction can be seen by comparing the actual and expected products. If the product matches or exceeds what is expected, the consumer is satisfied, and vice versa; if the product offered is below consumer expectations, the consumer is dissatisfied.

Table 2
User Satisfaction E-Commerce

E-Commerce	Level Of Satisfaction
Tokopedia	4.53
Shopee	4.47
Blibli.com	4.21
Lazada	4.20
JD.ID	4.16
Bukalapak	4.15

Source: *Jakpat (2021)*

Table 2 shows that Shopee satisfaction is under Tokopedia. Shopee is in the second level with a score of 4.47 out of 5.00, which means there are still many consumer complaints from Shopee users who are dissatisfied with Shopee's e-commerce.

Company e-commerce in Indonesia competes with each other to create a good brand image in the public so that consumers and potential consumers trust it. Creating a good brand image for e-commerce companies in Indonesia is difficult because companies must gain and maintain public trust and avoid negative issues that can damage their brand image.

Shopee is not only one of Indonesia's most popular e-commerce sites, but Shopee has mastered the market with extraordinary growth. Shopee is one of the most well-known brands in Indonesia and will be remembered if you want to buy products online. The consistent use of a brand by Shopee will have an impact on the emergence of consumer loyalty, where loyalty is created based on the consumer's experience

in buying and using a product, one of which is a product that has a good brand image in the minds of consumers who can be said to be loyal when purchasing a product with a brand that is the same repeatedly. Meanwhile, disloyal consumers will switch to competing products because they already have emotional feelings about the products they use.

Delivery services are crucial because they greatly influence the shopping experience and consumer satisfaction. The many choices of shipping services provided will provide certain satisfaction for consumers when the delivery service is good, fast, and easy to track. From the survey results, Tokopedia's delivery service is superior to e-commerce Shopee and other e-commerce. Matter Another vital thing besides the delivery service is the quality of the product. When a consumer is disappointed with the quality of the product purchased, he may switch to other online store options. Therefore, e-commerce platforms need to pay attention to the product's quality. Companies are required to understand consumer expectations and provide satisfactory service. Some Shopee consumers use electronic shopping services to fulfil their product shopping needs. The Shopee e-commerce company must offer better online facilities than its e-commerce competitors to create consumer satisfaction.

The importance of this research is carried out because it is based on the results of research conducted by Febrianti et al. (2022), Ramadhan and Sugiyanto (2023), and Riyadi et al. (2023) on customer satisfaction mediates the relationship between brand image and customer loyalty online shopping. The better the company creates a brand image for its consumers, the more satisfied consumers will be, which will also affect the loyalty of Shopee consumer electronics in Padang City. Research conducted by Catur and Yasa (2018) showed that e-service quality positively affects e-loyalty through e-satisfaction to Shopee e-commerce consumers in Denpasar. The better the e-service quality

provided by e-commerce Shopee to its consumers, the better the perceived e-satisfaction of consumers, which will affect the higher loyalty of the consumers concerned. In addition, it was found that with the ability of Shopee e-commerce to provide convenience through good quality e-service to its consumers in the dimensions of reliability, fulfilment, and responsiveness, the initial survey conducted by researchers found many problems related to the e-service quality provided by Shopee that was not following consumer expectations.

Shopee e-commerce customer loyalty is an important thing that needs to be studied because every e-commerce company is competing to get loyal consumers. Companies must be able to maintain existing customers and continue to work on new potential customers so that consumers do not leave Shopee e-commerce to become other e-commerce consumers. In addition, e-commerce practices can improve the country's economy by saving transaction costs, eliminating space and time constraints, reducing shipping costs, and facilitating communication between sellers and buyers.

THEORETICAL REVIEW

E-Loyalty

E-loyalty is a willingness to observe and revisit a website or to make future transactions. Although the theoretical underpinnings of traditional loyalty and the newly defined phenomenon of electronic loyalty are generally similar, they have unique aspects related to internet-based marketing and buyer behaviour. According to Mar'ati et al. (2021), e-Loyalty is the customer's attitude and commitment to the company to generate an intention to repurchase the company later and not at another company. Then proceed with the definition according to Kartono and Halilah (2018) that e-loyalty is a customer's intention to revisit a website and consider buying from that site in the future or without an online transaction. This definition finds customer loyalty as a constructive and potentially profitable attitude in conven-

tional situations. Berlianto (2017) e-loyalty is an attitude that benefits customers and their commitment to online retailers, which results in repeat purchase behaviour. A truly loyal customer is a customer who is committed and attached to the retailer and is not easily distracted by more attractive alternatives. According to Cyr (2014), Electronic loyalty is a customer's intention to revisit a website and consider purchasing from that site in the future.

E-Satisfaction

E-satisfaction is a condition in which online purchasing products and services received by consumers are more than expected, where buyer satisfaction will be seen after comparing their buying experience and expectations with the knowledge they get after purchasing (Archandar, 2010). According to Ahmad et al. (2017), e-satisfaction can be defined as a holistic evaluation of the relationship between website users and e-retailers. E-Satisfaction occurs when products and services exceed the perceptions expected by customers the level of buyer satisfaction after comparing the purchase experience and perceived expectations with the post-purchase experience. E-satisfaction is a psychological state that results when a customer is satisfied and no longer looks for alternatives to the website he is currently using. When a customer is dissatisfied, he will look for alternatives, allowing competitors to take advantage of this situation (Hidayah and Utami, 2017).

Brand Image

Brand image is the perception of a customer's assessment of the image of a product by assessing it in terms of brand quality or the meaning that the product has a specific value or quality (Kotler and Amstrong, 2012). According to Tjiptono and Chandra (2012), Brand image describes consumer associations and beliefs about a particular brand. Brand image is consumers' perceptions and beliefs, as in consumer associations or memories. Brand image is a consistent

perception that can last a long time and is shaped by experience (Schiffman and Kanuk, 2010). Sangadji and Sopiah (2019) state that brand image is a set of associations created by marketers with their uniqueness. A company must have a brand that has its own identity compared to its competitors and a brand image. Brand image is customer trust in a particular brand, and a positive brand image will make the company competitive against competitors. When a brand image has been able to provide emotional value to products purchased by consumers, it creates positive associations about the brand in the minds of consumers.

E-Service Quality

E-service quality in interaction with a website is one level of a website effectively and efficiently, which can facilitate users in performing online services (electronic services) such as online shopping, searching, and finding information that users want on the website (Berlianto, 2017). According to Rolland and Freeman (2010), e-service quality is a website that can facilitate the shopping, purchasing, and delivery stages of goods and services effectively and efficiently. It concludes that consumers must rely entirely on information technology in e-commerce activities. According to Zehir and Narcıkara (2016), Kortunay (2016), Saragih (2019), Pratiwi and Hutasuhut (2017) and describe e-service quality as a more comprehensive form of service quality with internet media that connects sellers and buyers to fulfil shopping activities effectively and efficiently. Zeithaml et al. (2002) identified seven dimensions comprising the "core online services" scale: efficiency, reliability and fulfilment, privacy, responsiveness, compensation, and contact.

The Effect of Brand Image on E-Satisfaction

Brand Image is a rational and emotional perception of a particular brand or an overall impression of a product, which is related to the perception that the product is good enough in terms of quality; as for the

dimensions of brand image, namely: easy to recognize, always remembered, famous, distinctive, and brand equity (Kotler and Keller, 2013). Brand image is one part of brand equity, which describes the extrinsic properties of the product/service, including where the brand tries to meet consumers' social needs. E-satisfaction arises when consumers feel pleasure or disappointment after comparing product performance and expected performance. A brand with a strong positive image will convince consumers and make them feel more satisfied and safer with the products and services provided. The impact on the level of consumer satisfaction is that the higher the conformity of performance with expectations, the higher the level of satisfaction. The literature review indicates that the relationship between e-satisfaction and brand image variables is projected to be positively related. The higher the e-satisfaction, the stronger the influence of the brand image. The proposition that can be put forward is that if e-satisfaction is positive, it will further strengthen the influence of the product's brand image. In line with the theory of Pramudyo (2016), brand image has a role in marketing an organization because it can influence consumer perceptions and expectations about the goods or services offered and ultimately influence consumer satisfaction and loyalty. The result is supported by the results of research by Idzni et al. (2021), Dam and Dam (2021), Fanany and Oetomo (2015), Cuong and Khoi (2019) and Malik et al. (2012) that brand image has a positive and significant effect on e-satisfaction. Thus, the following hypotheses can be drawn:

H₁: Brand image affects E-Satisfaction

The Effect of E-Service Quality on E-Satisfaction

E-service quality must be created for online businesses to form online customer satisfaction (e-satisfaction). Based on the research conducted by Tobagus (2018) on the Tokopedia site, e-service quality affects e-satisfaction. This relationship was found to

have a positive and significant effect; good e-service quality will significantly affect e-satisfaction.

Electronic service quality is a buyer's assessment of how sellers facilitate efficient and effective purchases and prompt delivery with high-quality online shopping services. With the quality of service the marketplace provides, they feel satisfied shopping at the online store (Wijayanti et al., 2021).

Based on research results by Bandawaty et al. (2020), the better the e-service quality the company provides to customers, the higher Bukalapak's customer satisfaction. In line with research conducted by Permada and Djatmiko (2018), the e-service quality dimension, namely responsiveness, has a positive and significant influence on shopee customer satisfaction in Bandung. Study Hendrayanti (2021) stated that Tokopedia's electronic services had succeeded in meeting the level of responsiveness required to solve customer problems and make customers. The Tokopedia site must also continue to improve responsiveness on its website for its significant impact and better final product.

Ting et al. (2016) researched the effect of e-service quality on e-satisfaction and e-loyalty for online shoppers in the Business to Consumer Market: Evidence from Malaysia. The research states that there are six dimensions of e-service quality: efficiency, privacy, trust, fulfilment, responsiveness, contact, and website design. The results of the study stated that all dimensions of e-service quality were found to have a positive and significant effect on the e-satisfaction of online shoppers. Responsiveness in e-service quality has the most substantial impact on online customer satisfaction.

H₂: Reliability Affects E-Satisfaction

H₃: Fulfillment Affects E-Satisfaction

H₄: Responsiveness Affects E-Satisfaction

The Effect of Brand Image on E-Loyalty

Brand image is the first thing consumers see before buying a product. After consuming the product, new consumers will know the quality of the product and service. Thus,

the good or bad brand image depends on the service provider's ability to consistently meet its customers' expectations. According to Kotler and Keller (2016), the link between brand image and consumer loyalty is that a positive brand image can increase brand choice. Brand image association is one of the main factors in consumers' decisions to be loyal to a brand.

The relationship between brand image and consumer loyalty tends to be based on brand image, especially when consumers have no experience with products in specific categories they have never purchased; they tend to "trust and believe" in products with well-known or favourite brand names. Nugroho (2021) states that brand image is vital in forming consumer loyalty in the Shopee marketplace. Alic et al. (2020) state that brand image can affect consumer loyalty. Consumer loyalty can increase significantly when an e-commerce company has a good brand image.

Previous research conducted by Sutarso and Suyanto (2019), Prayogi et al. (2022), Andreassen and Lindestad (1998), Wilson (2021) concluded that brand image has a positive and significant effect on e-loyalty of e-commerce consumers.

H₅: Brand Image Affects E-Loyalty

Effect of E-Service Quality on E-Loyalty

Electronic customer loyalty is very dependent on the quality of electronic services provided. It is not uncommon to find complaints that are felt due to unsatisfactory electronic services, causing customers to be reluctant to transact again Saragih (2019). The consequence of having good service by e-retailers is that customers will stick with their choices, which will cause ongoing revenue, increased spending, premium prices, and referred customer behaviour. Riza and Sutopo (2017) refers to the behaviour of loyal customers.

Following Purnamasari (2018), e-service quality positively and significantly affects e-loyalty. Increasing the quality of electronic services affects increasing electronic con-

sumer loyalty. In research, Catur and Yasa (2018) state that the reliability dimension in e-service quality has a positive and significant effect on the e-loyalty of Shopee application users in Denpasar.

In research, Santi et al. (2020) states that the fulfilment dimension in e-service quality positively and significantly affects Traveloka customers' e-loyalty. If customers get a good transaction experience as promised, the level of e-loyalty on the Traveloka application will increase.

Girang (2020) states that the fulfilment dimension in e-service quality positively and significantly affects e-loyalty for Blibli.com application users. Research conducted by Santi et al. (2020) states that the fulfilment dimension in e-service quality significantly affects e-loyalty for Traveloka e-commerce customers. Customers who have received quality service from Traveloka will undoubtedly feel satisfied. Satisfied customers will, of course, provide an objective assessment so that, in the end, it will increase customer loyalty.

According to Ting et al. (2016), Online business activities that are proliferating indeed require the involvement of service providers as much as possible so that later they prevent customers from switching to competitors, and companies must be able to understand how to build customers and loyalty in the online market (e-loyalty).

According to Catur and Yasa (2018), the responsiveness dimension in e-service quality has a positive and significant effect on the e-loyalty of Shopee application users in Denpasar.

H₆: Reliability Affects E-Loyalty

H₇: Fulfillment Affects E-Loyalty

H₈: Responsiveness Affects E-Loyalty

The Effect of E-Satisfaction on E-Loyalty

E-satisfaction is a fundamental variable or variable that is considered vital because it can form e-loyalty Purnamasari (2018). The level of electronic customer satisfaction with a site will affect the size of electronic cus-

customer loyalty. In B2C e-commerce in Saudi Arabia, it is stated that e-satisfaction affects e-customer loyalty (Eid, 2011). Research conducted by Wijiutami and Octavia (2017) states that e-satisfaction positively and significantly affects e-loyalty for C2C e-commerce customers in Jakarta and Bandung.

Results of the study by Manaf et al. (2018) stated that consumers will be loyal to an online shopping site if they get satisfaction from the online shopping site. Therefore, if consumers make online purchases at several e-commerce sites, they evaluate whether the e-commerce has exceeded their satisfaction criteria. If, after trying it and then the response is good, it means that the consumer is satisfied with making an online purchase, so he will decide to repurchase the e-commerce consistently over time; this means that consumer loyalty has been created, and this is in line with research Hidayah and Suryadi (2021) e-satisfaction can increase the e-loyalty of Tokopedia e-commerce users, so that the higher consumer satisfaction with Tokopedia e-commerce, will further increase user loyalty to continue using electronic services at Tokopedia e-commerce in shopping online.

Research conducted by Aminsyah and Yulianti (2019) shows that there is a positive effect of e-satisfaction on e-loyalty. Therefore, e-satisfaction can increase itemku.com consumer loyalty and encourage them to keep buying there in line with the results of research conducted by Ltifi (2012), Chen and Wu (2022), who concluded that e-satisfaction has a positive and significant effect on e-loyalty.

H₉: E-Satisfaction Affects E-Loyalty

The Effect of Brand Image on E-Loyalty Through E-Satisfaction

Brand image is the perception and belief carried out by consumers, as reflected in the associations in the consumer's memory. According to Kotler and Keller (2013), this

follows the theory, which defines the image as the sum of the images, impressions, and beliefs a person has towards an object. Brand image is interconnected with attitudes in the form of beliefs and preferences for a brand. If a company has a good image in the eyes of consumers, of course, the company will always be remembered by consumers.

According to research results, Iriantini (2022) states that "customer satisfaction acts as an intervening variable between brand image and customer loyalty proven because consumers repurchase them by not seeing the issues that are going on by reading on the internet or news, they are not affected, and a good image on e-commerce makes them feel safe to re-shopping at Shopee.

Research by Ogba and Tan (2009) found the effect of brand image on e-satisfaction and e-loyalty. Study Hsu et al. (2013) stated that e-satisfaction was also found to positively and significantly affect e-loyalty. In addition, it is in line with the research conducted by Hendrawan and Agustini (2021) that concludes-satisfaction bridges the influence of brand image on e-loyalty even though brand image also affects e-loyalty directly.

H₁₀: Brand Image Affects E-Loyalty through E-Satisfaction

The Effect of E-Service Quality on E-Loyalty Through E-Satisfaction

E-loyalty is the long-term impact of customer satisfaction on the performance of a site's services; customers will be satisfied with the services provided by the company if they feel the quality of service they receive can meet expectations. Research conducted by Magdalena and Jaolis (2018) and Santika et al. (2020) found that e-service quality affects e-loyalty through e-satisfaction. Study Rintasari and Farida (2020) state that electronic service quality is fully mediated by electronic satisfaction to influence e-commerce consumer loyalty.



Figure 1
Research Conceptual Framework

Source: Processed Author

E-satisfaction as a mediating variable was assessed positively and was significantly capable of mediating the effect of e-service quality on e-loyalty. Good e-service quality will lead to customer satisfaction. Creating customer satisfaction can provide several benefits, including customer loyalty for a particular product and forming word-of-mouth recommendations that are profitable for the company (Pradnyaswari and Aksari, 2020).

As supported by the research of Junardi and Sari (2019), the fulfilment dimension in e-service quality significantly affects e-loyalty through the e-satisfaction platform e-commerce JD.id in Pontianak, as Gull et al. (2020) state that the fulfilment dimension in e-service quality affects e-loyalty through e-satisfaction in e-commerce users in Pakistan. Research by Wijutami and Octavia (2017) states that e-satisfaction mediates the influence of the fulfilment dimension in e-service quality on loyalty to C2C e-commerce customers in Jakarta and Bandung.

Research Rintasari and Farida (2020) e-satisfaction significantly mediates the effect of e-service quality on e-loyalty. So, the vital role of customer satisfaction in service quality impacts line loyalty marketplace customers in the past.

Avania and Widodo (2022) state that dimensions of deep responsiveness-service quality positively and significantly influence e-loyalty, with e-satisfaction as an intervening variable for Shopee consumers.

In research, Hutama and Hutami (2021) states that customer satisfaction can mediate e-service quality to e-commerce customer e-loyalty in Bandung, where higher customer satisfaction can influence customers not to think about other services outside of e-commerce when consumers need information when making online purchases.

H₁₁: Reliability Affects E-Loyalty through E-Satisfaction

H₁₂: Fulfillment Affects E-Loyalty through E-Satisfaction

H₁₃: Responsiveness Affects E-Loyalty through E-Satisfaction

Following previous studies, this study describes the influence between Brand Image and E-Service quality on E-Loyalty through e-satisfaction in figure 1.

RESEARCH METHODS

The goal of the explanatory research approach is to clarify the causal relationship between the variables under investigation and the hypothesis testing. The four variables in this study are brand image, e-loyalty, e-satisfaction, and e-service quality. Three indicators indicate a customer's loyalty: they make repeat purchases on e-commerce, they don't plan to switch to another e-commerce, they tell others about their positive online shopping experiences, and they recommend e-commerce to others. Loyalty is defined as a

customer's commitment to repurchase specific products or services in the future (Avania and Widodo, 2022; Cahyanti et al., 2022). E-Satisfaction is the result of consumers' comprehensive assessment of the performance of products they consume online, which is formed from 3 indicators, namely conformity to expectations, interest in revisiting, and consumers' willingness to recommend (Ahmad et al., 2017; Irwansyah and Mappadeceng, 2018; Setiawan and Jaolis, 2018). Brand image is a description of the associations and beliefs of online shopping site users towards the application brand, which is formed from 3 indicators, namely brand strength, brand uniqueness, brand excellence (Kotler and Keller, 2016; Febrianti et al., 2022; Aldatya et al., 2021). E-service quality is the service that online consumers receive as an extension of the website's ability to facilitate shopping and distribution activities effectively and efficiently, formed from 16 indicators. This indicator was adapted from research by Christian and Nuari (2016) and Ting et al. (2016), namely that the application is always available for consumer needs, the application operates well, there is no damage to the application, the application page does not hang when processing transactions, products were delivered at the promised time, items available in the app were delivered within the appropriate time frame, the app quickly delivered what I ordered, earned what was ordered from the app site, the app delivered the ordered items, the app was honest about its offers, ordered products arrived in good condition. The application provides convenient options for returning goods that are not suitable; the application handles the return process well; the application offers a guarantee that is by what is stated; the application provides tutorial instructions regarding what to do when the transaction cannot be processed, the application takes care of existing problems immediately.

The population size is unknown and can be said to be in the infinite category. Technique sampling is a non-probability

sampling technique, namely purposive sampling (judgmental) and snowball sampling. The criteria used as samples from this study are: (1) Shopee consumers, (2) Domiciled in Medan City, (2) Have shopped at least three times in the period from January to May 2022 at Shopee e-commerce. This study adjusted the sample size to the analytical model used, namely Structural Equation Modeling (SEM). The sample size for SEM using the Maximum Likelihood Estimation (MLE) estimation model is 200-400 samples (Hair et al., 2014). Therefore, the sample used is 384 people who are Shopee e-commerce consumers who live in Medan City. Structural Equation Modeling (SEM) based on Partial Least Square (PLS) was used to analyze the data. SEM-PLS is used for complex models, which consist of many latent and manifest variables without experiencing data estimation problems, and it is also used to estimate path models.

ANALYSIS AND DISCUSSION

Characteristics of Respondent

The identity of the respondent can be seen in the following characteristics of the respondent. From the data in Table 3, the characteristics based on sex show that most male respondents, namely 384 Shopee customers who live in Medan City, have made online purchases at least three times. Characteristics based on gender: It is known that the majority of respondents' gender were female, namely 243 people or 63.30%; male, namely 141 people or 36,7%. From the data above, viewed from the perspective of respondents' gender, survey results show that the perpetrator of online shopping among women is higher than in men. However, the difference is not very significant. Based on age characteristics, it is known that the majority of respondents are aged 10-25 years, namely 103 people or 26.80%; aged between 26-41 years, namely 216 people or 56.30%; aged between 42-57 years, namely 65 people or 16.90%.

Table 3
Characteristics of Respondents

No	Characteristics	Description	freq	%
1	Gender	Male	141	36,7%
		Female	243	63,3%
2	Age	10-25 Years	103	26,8%
		26-41 Years	216	56,3%
		42-57 Years	65	16,9%
3	Education	Junior School/High School	152	39,6%
		Diploma/S1 Graduate	222	57,8%
		Master Graduate	10	2,6%
4	Employment	Does not work	15	3,9%
		Student	32	8,3%
		College student	136	35,4%
		Private sector employee	143	37,2%
		Housewife	48	12,5%
		Government employee/Lecturer	10	2,6%

Source: Processed Author

From the data above, most respondents aged 26-41 years were 216 people. This shows that the level of online shopping in various age groups varies. The highest percentage of online shoppers or digital consumers is in the 26-41 age group. Most respondents' education was in junior school/high school, namely 152 people or 39.60%; Diploma graduates or S1 graduates, namely two people 222 or 57.80%; Masters graduates, namely ten people or 2.60%. From the data above, the majority of respondents' findings from this survey only apply to the Diploma/S1 education level because, at the Master's/S3 education level, the amount of online shopping decreases again. Based on employment characteristics, it is known that the majority of respondents do not work, namely 15 people or 3.90%; employment between students, namely 32 people or 8.30%; employment between college students, namely 136 people or 35.40%, employment private sector employee, namely 143 people or 37.20%; employment housewife, namely 48 people or 12.50%; employment government employee or lecturer, namely ten people or 2.60%. From the data above, the majority of respondents are based on the type of work, and the survey results show

that self-employed workers and private employees are the groups that do the most online shopping.

Measurement Model Analysis (Outers Model)

Analysis of the indicator measurement model includes examining individual item reliability, internal consistency or composite reliability, average variance extracted, and discriminant validity. The first three measurements are grouped in convergent validity.

Convergent validity consists of three tests: item reliability (validity of each indicator), composite reliability, and average variance extracted (AVE). Convergent validity measures how much the existing indicators can explain the dimensions. The greater the convergent validity, the greater the dimension's ability to apply its latent variables. Item reliability is what we usually call indicator validity. Testing the reliability of the item (indicator validity) can be seen from the value of the loading factor (standardized loading). The value of this factor loading is the magnitude of the correlation between each indicator and the construct. The loading factor value above 0.7 is ideal, meaning the indicator can be valid for measuring cons-

tracts. Nevertheless, the value of a standardized loading factor above 0.5 is acceptable. Meanwhile, standardized loading factor values below 0.5 can be excluded from the model (Juliandi, 2018).

The calculation results show that the loading factor on the brand image variable for BI1 is 0.729, BI10 is 0.813, BI11 is 0.749, and so on. For the e-service quality variable, it can be seen that the loading factor on the reliability dimension for RL1 is 0.787, RL2 is 0.816, RL3 is 0.744, and so on; on the fulfilment dimension for F1 of 0.764, F2 of 0.713, F3 of 0.739; on the responsiveness dimension for RS1 of 0.812, RS2 of 0.834, RS3 of 0.795. For the e-satisfaction variable, it can be seen that the loading factor for e-SAT1 is 0.742, e-SAT10 is 0.767, e-SAT11 is 0.781, and so on. For the e-loyalty variable, it can be seen that the loading factor for e-LOY1 is 0.700, e-LOY10 is 0.829, e-LOY11 is 0.796, and so on. In addition to showing the item validity of each loading factor indicator, it can also show the magnitude of the contribution of each indicator to the factor. The indicator with the most significant loading factor for the brand image is BI10. For e-service quality through reliability, the indicator with the most significant loading factor is RL6; through fulfilment, the indicator with the most significant loading factor is F4; and through responsiveness, the indicator with the most significant loading factor is RS7. For e-satisfaction, the indicator with the most significant loading factor is e-SAT7. For e-loyalty, the indicator that has the most significant loading factor is e-LOY9.

The composite or construct reliability statistics are Cronbach's alpha and DG rho (PCA). Cronbach's alpha and DG rho (PCA) values above 0.7 indicate that the construct has high reliability as a measuring tool. A limit value of 0.7 and above means acceptable, and above 0.8 and 0.9 means very satisfactory Juliandi (2018).

Table 4 shows that the composite reliability value for the brand image is 0.941; fulfilment is 0.925; reliability is 0.916; responsiveness is 0.938; e-loyalty is 0.945; and e-

satisfaction is 0.953. The six latent variables obtained a composite reliability value above 0.7 so that it can be concluded that all factors have good reliability as a measuring tool.

Table 4
Composite Reliability Results

Variable	Composite Reliability
Brand Image	0.941
E-Loyalty	0.945
E-Satisfaction	0.953
fulfilment	0.925
reliability	0.916
Responsiveness	0.938

Source: Results of 2022 SEM-PLS Data Processing

Average Variance Extracted (AVE)

Average variance Extracted (AVE) describes the variance that items can explain compared to the variance caused by measurement errors. The standard is that the construct has good convergent validity if the AVE value is > 0.5 . So, the latent variables can explain, on average, more than half of the variance of the indicators.

Table 5
Average Variance Extracted Results

Variable	Average Variance Extracted
Brand Image	0.591
E-Loyalty	0.610
E-Satisfaction	0.629
fulfilment	0.577
reliability	0.610
Responsiveness	0.685

Source: Results of 2022 SEM-PLS Data Processing

Table 5 shows that the AVE value for a brand image is 0.591, e-loyalty is 0.610, e-satisfaction is 0.629, fulfilment is 0.577, reliability is 0.610, and responsiveness is 0.685. The six variables have an AVE value above 0.5, so the construct has good convergent validity where the latent variable can explain, on average, more than half of the variance of the indicators.

Discriminant Validity

Discriminant validity from the reflective measurement model is assessed based on cross-loading and comparing the AVE value with the square of the correlation between constructs. The measure of cross-loading is to compare the correlation of indicators with

their constructs and the constructs of other blocks. Good discriminant validity will be able to explain the indicator variables higher than explaining the variance of other construct indicators. The following is the value of discriminant validity for each indicator.

Table 6
Discriminant Validity Results

Indicator	Brand Image	E-Loyalty	E-Satisfaction	Fulfilment	Reliability	Responsiveness
BI1	0.729	0.511	0.576	0.393	0.565	0.538
BI2	0.786	0.559	0.650	0.528	0.644	0.654
BI3	0.739	0.535	0.565	0.414	0.584	0.556
BI4	0.792	0.602	0.637	0.519	0.659	0.627
BI5	0.808	0.602	0.649	0.488	0.627	0.588
BI6	0.635	0.424	0.462	0.371	0.567	0.487
BI7	0.803	0.586	0.644	0.520	0.648	0.651
BI8	0.786	0.596	0.691	0.522	0.632	0.639
BI9	0.802	0.630	0.701	0.590	0.695	0.658
BI10	0.813	0.681	0.710	0.576	0.683	0.640
BI11	0.749	0.622	0.669	0.553	0.691	0.629
F1	0.475	0.452	0.504	0.764	0.514	0.589
F2	0.412	0.324	0.416	0.713	0.456	0.491
F3	0.489	0.385	0.562	0.739	0.510	0.520
F4	0.480	0.419	0.545	0.801	0.488	0.523
F5	0.483	0.433	0.539	0.794	0.506	0.579
F6	0.523	0.460	0.524	0.780	0.511	0.595
F7	0.490	0.477	0.503	0.750	0.547	0.560
F8	0.456	0.440	0.552	0.729	0.452	0.510
F9	0.614	0.569	0.650	0.762	0.614	0.624
RL1	0.629	0.546	0.591	0.473	0.787	0.519
RL2	0.717	0.606	0.696	0.550	0.816	0.621
RL3	0.610	0.536	0.583	0.534	0.744	0.580
RL4	0.563	0.451	0.561	0.479	0.739	0.547
RL5	0.654	0.656	0.663	0.555	0.800	0.640
RL6	0.726	0.641	0.704	0.593	0.855	0.681
RL7	0.611	0.613	0.602	0.505	0.716	0.618
RS1	0.683	0.608	0.664	0.625	0.658	0.812
RS2	0.635	0.612	0.668	0.643	0.632	0.834
RS3	0.643	0.568	0.647	0.568	0.596	0.795
RS4	0.691	0.633	0.691	0.615	0.658	0.844
RS5	0.649	0.632	0.692	0.601	0.640	0.827
RS6	0.639	0.632	0.682	0.577	0.633	0.833
RS7	0.648	0.635	0.691	0.625	0.661	0.849
e-LOY1	0.556	0.700	0.632	0.463	0.584	0.533
e-LOY2	0.621	0.734	0.677	0.533	0.654	0.648
e-LOY3	0.699	0.790	0.731	0.611	0.668	0.700
e-LOY4	0.553	0.732	0.562	0.419	0.540	0.534
e-LOY5	0.509	0.708	0.529	0.347	0.511	0.497
e-LOY6	0.578	0.822	0.613	0.454	0.560	0.569

e-LOY7	0.630	0.814	0.666	0.477	0.621	0.626
e-LOY8	0.563	0.817	0.637	0.404	0.542	0.533
e-LOY9	0.598	0.834	0.681	0.426	0.564	0.566
e-LOY10	0.585	0.829	0.659	0.427	0.570	0.564
e-LOY11	0.568	0.796	0.648	0.437	0.569	0.595
e-SAT1	0.611	0.585	0.742	0.595	0.607	0.645
e-SAT2	0.665	0.621	0.799	0.582	0.641	0.668
e-SAT3	0.669	0.626	0.811	0.588	0.661	0.692
e-SAT4	0.639	0.663	0.797	0.510	0.607	0.617
e-SAT5	0.693	0.658	0.818	0.551	0.625	0.625
e-SAT6	0.686	0.689	0.811	0.519	0.693	0.693
e-SAT7	0.640	0.659	0.815	0.551	0.648	0.598
e-SAT8	0.633	0.631	0.756	0.504	0.569	0.556
e-SAT9	0.671	0.685	0.801	0.550	0.681	0.695
e-SAT10	0.634	0.613	0.767	0.610	0.632	0.612
e-SAT11	0.644	0.693	0.781	0.585	0.655	0.657
e-SAT12	0.688	0.705	0.814	0.602	0.669	0.705

Source: Results of 2022 SEM-PLS Data Processing

Table 6 shows the discriminant validity or cross-loading value for the BI1 indicator on the brand image variable is 0.729. The BI1 indicator correlation is higher in the brand image variable than in other latent variables. The same thing can be seen in the correlation of the F7 indicator, which is higher in the fulfilment variable, equal to 0.750 compared to other latent variables, and so on. All cross-loading for each indicator has a higher correlation with the variable than other variables. As for the indicators of each variable, this study shows that the placement of indicators for each variable is correct.

Structural Model Analysis (Inner Model)

Measurement of the inner model is explained by the results of the path coefficient test, the goodness of fit test, and the hypothesis test.

R-Square

Based on data processing done using the smartPLS 3.0 program, the R-Square value is obtained as follows: This is useful for predicting whether the model is good/bad (Juliandi, 2018).

Based on Table 7, the R2 value shows that the variables that influence e-satisfaction, such as brand image and e-service quality, have a joint effect of 0.782 (78.2%),

while the remaining 21.8% of the other constructs. The influence of brand image, e-service quality, and e-satisfaction on e-loyalty is 0.712 (71.2%).

Table 7
Results of R²

Variable	R Square
E-Loyalty	0.712
E-Satisfaction	0.782

Source: Results of 2022 SEM-PLS Data Processing

There are several stages in evaluating the structural model. The first is to look at the significance of the influence between the constructs. This can be seen from the path coefficient, which describes the strength of the relationship between constructs.

Goodness of Fit

To validate the model as a whole, it uses goodness of fit (GoF), which was introduced by Hu and Bentler (1999) in Hair et al. (2017). This GoF index is a single measure used to validate the combined performance of the measurement and structural models. This GoF value is obtained from the value Standardized Root Mean Square Residual (SRMR):

Table 8
Goodness of Fit

Goodness of Fit	Estimated Model	Criteria	Information
SUMMER	0.055	≤ 0.08	Good Fit

Source: Results of 2022 SEM-PLS Data Processing

Based on Table 8, it can be seen that the SRMR value of 0.055, which is less than 0.08, concludes that a good fit or model is very good, meaning that it has a high ability to explain empirical data.

Direct Effect

The significance of the influence between the constructs can be seen from the path coefficient. Signs in the path coefficient must be by the hypothesized theory to assess the significance of the path coefficient, which can be seen from the t-test (critical ratio) obtained from the bootstrapping process (resampling method). Following are the results of the t-test for the inner and outer models.

The t-test performed is the result of the t-test from bootstrap calculations. The t-test results in the figure 3 will then be compared

with the t-table value or the p-value with a significant level.

Indirect Effect

The indirect effect analysis aims to test the hypothesis of the indirect effect of an influencing (exogenous) variable on an influenced (endogenous) variable that is mediated/mediated by an intervening variable (Juliandi, 2018). If the coefficient value of the indirect effect (Indirect Effect) produces a significant probability that is P-values <0.05, then in conclusion, the actual effect is indirect, and vice versa.

Based on table 9, the results of partial testing of the effect of brand image on e-satisfaction, it is known that there is a positive and significant influence between brand image and e-satisfaction. The path coefficient with a positive value of 0.327 indicates that the better the brand image, the more e-loyalty it will have for Shopee e-commerce consumers in Medan City. This is in line with research conducted by Andriyanto and Nugroho (2016), Alic et al. (2020), and Prayogi et al. (2022), which states that brand image has a positive and significant effect on e-commerce consumer e-satisfaction.

Table 9
Path Coefficient Direct Effect Results

Hypothesis	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values	t Table
Brand Image↗e-Satisfaction	0.327	0.067	4,870	0.000	1,966
Reliability↗e-Satisfaction	0.228	0.069	3,314	0.001	1,966
Fulfillment↗e-Satisfaction	0.131	0.053	2,469	0.014	1,966
Responsiveness↗e-Satisfaction	0.286	0.061	4,705	0.000	1,966
Brand Image↗e-Loyalty	0.116	0.058	2,003	0.046	1,966
Reliability↗e-Loyalty	0.153	0.068	2,242	0.025	1,966
Fulfillment↗e-Loyalty	0.126	0.046	2,027	0.043	1,966
Responsiveness↗e-Loyalty	0.171	0.062	2,770	0.006	1,966
e-Satisfaction↗e-Loyalty	0.532	0.080	6,617	0.000	1,966

Source: Research Data Processed by SEM-PLS (2022)

This indicates that the better the brand image of an e-commerce Shopee, the more satisfied consumers will be. With the various features provided by Shopee's e-commerce services, Shopee always tries to provide the best, giving a good impression to consumers when shopping online at Shopee. The better the brand image that Shopee e-commerce can create, the more consumer e-satisfaction as indicated by the behaviour of asking to shop online again at Shopee e-commerce.

Based on table 9, the results of partial testing of the effect of reliability on e-satisfaction, it is known that there is a positive and significant effect between reliability in e-service quality and e-satisfaction. The path coefficient with a positive value of 0.228 indicates that the better the reliability in e-service quality, the more e-satisfaction of Shopee e-commerce consumers in Medan City. This aligns with research conducted by Yanto and Anjarsari (2021) and Khan et al. (2019), who state that the reliability dimension has a positive and significant effect on e-commerce consumer e-satisfaction. Thus, the better the reliability of the e-service quality provided by Shopee, the more consumers will feel satisfied with Shopee's e-commerce. The most crucial e-service quality dimension is reliability. Always having Shopee e-commerce available makes consumers feel satisfied with the technical functionality of the Shopee e-commerce application. The Shopee e-commerce application can be relied upon to avoid errors when consumers shop online. The reliability of the Shopee e-commerce application for online shopping makes consumers feel satisfied when shopping at e-commerce Shopee because of the electronic services from e-commerce Shopee that every consumer can count on when shopping online.

Based on table 9, the partial test results, the effect of fulfilment on e-satisfaction is known, and there is a positive and significant relationship between fulfilment and e-satisfaction. The path coefficient with a positive value of 0.131 shows that the better the fulfilment in e-service quality, the more

e-satisfaction of Shopee e-commerce consumers in Medan City. This is in line with research conducted by Saragih et al. (2021), Sokeh et al. (2017), Ting et al. (2016), and Safitri et al. (2022), which states that the fulfilment dimension has a positive and significant effect on e-satisfaction. Thus, the better Shopee e-commerce provides fulfilment in good electronic services to consumers, the more they will feel e-satisfaction when shopping online at Shopee e-commerce. In this case, Shopee e-commerce has made every effort to keep promises for services provided to consumers so that consumers feel safe and happy when shopping at Shopee. Consumer e-satisfaction has increased due to compatibility between the offers provided by Shopee e-commerce in the form of fulfilment and what consumers get so that Shopee consumers feel satisfied every time they use a free Shopee voucher for shopping. In this way, with the fulfilment of good promises from e-commerce Shopee, every consumer purchases online at Shopee, giving the consumer a good perception of Shopee.

Based on table 9, the results of partial testing of the effect of responsiveness on e-satisfaction, it is known that there is a positive and significant effect between responsiveness and e-satisfaction. The path coefficient with a positive value of 0.286 indicates that better responsiveness in e-service quality will increase e-satisfaction for Shopee e-commerce consumers in Medan City. This is in line with the results of research conducted by Bandawaty et al. (2020) and Ting et al. (2016), which state that the responsiveness dimension in e-service quality has a positive and significant effect on the e-satisfaction of e-commerce consumers. Thus, the better Shopee e-commerce provides responsiveness in electronic services to Shopee e-commerce consumers, the more they will feel e-satisfaction when shopping online at Shopee e-commerce. With the existence of electronic services in the form of fast responsiveness provided by Shopee to consumers according to consumer expectations, of course, this will affect the e-

satisfaction that consumers feel. The better the service e-commerce Shopee provides, the more satisfied consumers will be. Consumer e-satisfaction increases due to compatibility between the offers provided by e-commerce Shopee in the form of responsiveness and what consumers get. Shopee consumers feel satisfied every time they shop online at Shopee e-commerce because of good electronic services through responsiveness, which is good too. The better the service e-commerce Shopee provides, the more satisfied consumers will be. Consumer e-satisfaction increases due to compatibility between the offers provided by e-commerce Shopee in the form of responsiveness and what consumers get. Shopee consumers feel satisfied every time they shop online at Shopee e-commerce because of good electronic services through responsiveness, which is good too. The better the service e-commerce Shopee provides, the more satisfied consumers will be. Consumer e-satisfaction increases due to compatibility between the offers provided by e-commerce Shopee in the form of responsiveness and what consumers get. Shopee consumers feel satisfied every time they shop online at Shopee e-commerce because of good electronic services and responsiveness, which is good, too.

Based on table 9, the results of partial testing of the effect of brand image on e-loyalty, it is known that there is a positive and significant influence between brand image and e-loyalty. The positive path coefficient of 0.116 indicates that the better the brand image, the better the e-loyalty of Shopee e-commerce consumers in Medan City. In line with research conducted by Handayani et al. (2021), Aldatya et al. (2021), and Wilson (2021), brand image has a positive and significant effect on consumer e-commerce e-loyalty. Thus, brand image influences e-loyalty for e-commerce Shopee. If the brand image is improved and is valued well by consumers, then consumer e-loyalty will also increase. A good brand image can improve the company's reputation and give

a positive impression, benefiting Shopee e-commerce by getting loyal consumers.

Based on table 9, the results of partial testing of the effect of reliability on e-loyalty, it is known that there is a positive and significant effect between e-service quality and e-loyalty. The path coefficient with a positive value of 0.153 indicates that the better the reliability of e-service quality, the more e-loyalty of Shopee e-commerce consumers in Medan City will increase. This aligns with research conducted by Yanto and Anjarsari (2021) and Khan et al. (2019) state that the reliability dimension has a positive and significant effect on the e-loyalty of e-commerce consumers.

Thus, the better the e-service quality provided by Shopee, the better the e-loyalty of Shopee consumers to continue using Shopee. The most important e-service quality dimension is reliability. With e-commerce indicators, Shopee is always available for consumer needs. The always-available Shopee e-commerce makes consumers feel the technical functionality of the Shopee e-commerce application, with its always available and functioning as it should make consumers able to shop online at any time. This can encourage consumers to continue visiting the site, and consumers will be loyal to Shopee e-commerce.

Based on table 9, the partial test results, the effect of fulfilment on e-loyalty is known, and there is a positive and significant relationship between fulfilment and e-loyalty. The path coefficient with a positive value of 0.126 indicates that the better the fulfilment in e-service quality, the more e-loyalty of Shopee e-commerce consumers in Medan City. This aligns with the results of research conducted by Yanto and Anjarsari (2021) and Khan et al. (2019) state that the fulfilment dimension positively and significantly affects e-commerce consumer e-loyalty. Thus, the better the e-service quality fulfilment provided by Shopee, the better the e-loyalty of Shopee consumers to continue shopping online at Shopee. The most critical dimension of e-service quality in e-

commerce is the fulfilment of true promises. With e-commerce indicators, Shopee always fulfils promises that match the expectations of its consumers. Fulfilling consumer expectations will make consumers happy shopping online at Shopee.

Based on table 9, the results of partial testing of the effect of responsiveness on e-loyalty, it is known that there is a positive and significant effect between responsiveness and e-loyalty. The positive path coefficient of 0.171 indicates that the better the responsiveness in e-service quality, the more e-loyalty it will have for Shopee e-commerce consumers in Medan City. This is in line with the results of the study by Ting et al. (2016) and Catur and Yasa (2018), which state that the responsiveness dimension significantly affects the e-loyalty of e-commerce consumers. Thus, the better the responsiveness in e-service quality provided by Shopee, the better the e-loyalty of Shopee consumers to continue shopping online at Shopee. The dimension of e-service quality consumers need is responsiveness, as indicated by Shopee's customer service intention to help consumers, answer every question, and help solve consumer problems immediately. With good responsiveness from Shopee's customer service, every time consumers need help, of course, this will make consumers happy shopping online at Shopee. This can encourage consumers to continue to make online purchases at Shopee because of conformity to consumer expectations through good responsiveness. Consumer loyal behaviour towards Shopee e-commerce is shown by consumers talking about the positive experiences they get, such as telling about the availability of customer service. Who are ready to help consumers when there are problems in shopping online, as well as a return service. Consumer behaviour discusses the positive things consumers get while shopping online at Shopee. Of course, these consumers have shown behaviour in recommending Shopee to others by inviting others to use Shopee because of the return service for returning orders.

Based on table 9, the results of partial testing of the effect of e-satisfaction on e-loyalty, it is known that there is a positive and significant effect between e-satisfaction and e-loyalty. The positive path coefficient of 0.532 indicates that the better the consumer e-satisfaction, the greater the e-loyalty of Shopee e-commerce consumers in Medan City. This is in line with the results of research conducted by Eid (2011) and Wijiutami and Octavia (2017), which states that e-satisfaction has a positive and significant effect on the e-loyalty of e-commerce consumers. Thus, e-satisfaction positively and significantly affects e-loyalty for Shopee e-commerce consumers. The satisfaction and dissatisfaction felt by Shopee consumers will influence the following pattern of behaviour. If satisfied, Shopee consumers will likely shop online again by buying the same product and providing good references for the product to others.

Based on table 10, the partial test results of the indirect effect of brand image on e-loyalty through e-satisfaction, it is known that e-satisfaction can mediate the effect of brand image on e-loyalty for Shopee e-commerce consumers in Medan City. This is in line with the results of research conducted by Iriantini (2022) and Hendrawan and Agustini (2021), which states that e-satisfaction can mediate between brand image and e-loyalty of e-commerce consumers. Thus, e-satisfaction plays a role in mediating the indirect effect of brand image on the e-loyalty of Shopee e-commerce consumers. Shopee consumers feel that the brand image created by Shopee's e-service quality is good. E-service quality has given an excellent perception to consumers by being able to create a good reputation for Shopee e-commerce; Shopee is an e-commerce that is easy to remember and pronounce, and other things that can create a good brand image for Shopee e-commerce so that consumers will be loyal by recommending Shopee to others.

Based on table 10, the partial test results of the indirect effect of reliability on e-loyalty through e-satisfaction, it is known that e-

satisfaction can mediate the effect of reliability on e-loyalty for Shopee e-commerce consumers in Medan City. The results of Raynare and Trianasari (2021) and Catur and Yasa (2018) state that reliability positively affects e-customer loyalty through e-customer satisfaction. Thus, e-satisfaction plays a role in mediating the indirect effect of e-service quality on the e-loyalty of Shopee e-commerce consumers. Shopee consumers are satisfied with the quality of e-service through the reliability dimension provided by Shopee to consumers, which is good. The results of the descriptive reliability analysis indicate that e-satisfaction is obtained through the excellent service quality provided by the Shopee e-commerce application. In the end, good service quality will strongly affect repurchasing intentions and the desire to recommend Shopee to others who were previously influenced by the e-satisfaction factor of e-service quality, which consumers feel is also good. If the Shopee e-commerce company wants to increase transactional interest and word of mouth, the critical factor is to increase the satisfaction of Shopee consumers.

Based on table 10, the partial test results, the indirect effect of fulfilment on e-loyalty through e-satisfaction is known that e-satisfaction can mediate the effect of fulfilment on e-loyalty for Shopee e-commerce consumers in Medan City. This is in line with the results of research conducted by Junardi

and Sari (2019), Gull et al. (2020), and Wijiutami and Octavia (2017), which states that fulfilment has a positive effect on e-customer loyalty through e-customer satisfaction. Thus, e-satisfaction plays a role in mediating the indirect effect between fulfilment and e-loyalty for Shopee e-commerce consumers. Shopee consumers are satisfied with the fulfilment provided by e-commerce through e-service quality provided by Shopee to consumers in the category of goods and responsible in terms of the reliability of e-commerce applications according to consumer expectations so that consumers are satisfied with the quality of service provided by e-commerce -commerce Shopee. The results of the descriptive analysis of the e-satisfaction variable indicate that e-satisfaction is obtained through the excellent quality of service provided by the Shopee e-commerce application. So, in the end, Good service quality will strongly influence repurchasing intentions and the desire to recommend Shopee to other people who were previously influenced by the e-satisfaction factor obtained from e-service quality in the form of good fulfilment to consumers. Thus, it is concluded that if the Shopee e-commerce company wants to increase transactional interest and word of mouth, the critical factor is to increase the satisfaction of Shopee consumers.

Table 10
Path Coefficient Indirect Effect Results

Hypothesis	Original Sample (O)	Sample Average (M)	Standard Deviation (Stdev)	T Statistics (O/Stdev)	P Values
Brand Image \square e-Satisfaction \square e-Loyalty	0.174	0.177	0.045	3,844	0.000
Reliability \square e-Satisfaction \square e-Loyalty	0.121	0.122	0.041	2,963	0.003
Fulfillment \square e-Satisfaction \square e-Loyalty	0.069	0.069	0.029	2,414	0.016
Responsiveness \square e-Satisfaction \square e-Loyalty	0.152	0.154	0.044	3,484	0.000

Source: Research Data Processed by SEM-PLS (2022)

Based on table 10, the partial results of testing the indirect effect of responsiveness on e-loyalty through e-satisfaction, it is known that e-satisfaction can mediate the effect of responsiveness on e-loyalty for Shopee e-commerce consumers in Medan City. This is in line with the results of research conducted by Kasih and Moeliono (2020) and Avania and Widodo (2022), which states that responsiveness positively affects e-customer loyalty through e-customer satisfaction. Thus, e-satisfaction plays a role in mediating the indirect effect between responsiveness and e-loyalty for Shopee e-commerce consumers. This shows that good e-service quality is the ability to help Shopee users and provide services quickly or responsively to consumers, such as Shopee's responsiveness in handling consumer purchasing problems/complaints by providing call centre services in the form of telephone, email, and social media accounts., Shopee is alert in serving customers who have problems with damaged and inappropriate goods, so consumers will feel satisfied when using and making online purchases on e-commerce. Shopee is supported by this application, which provides guarantees in the form of the "Shopee Guarantee" service, which protects every consumer shopping activity. Shopee's responsiveness in handling consumer purchasing problems/complaints by providing call centre services in the form of telephone, email, and social media accounts will make consumers more loyal to making online purchases at Shopee e-commerce by continuing to make online purchases again and will not switch to other services and will advise other people to use the Shopee e-commerce application.

CONCLUSION AND SUGGESTION

The investigation came to the conclusion that brand image based on information gathered from respondents, or 384 Shopee customers. E-satisfaction e-commerce customers in Medan are greatly impacted by responsiveness, fulfillment, and reliability. E-Satisfaction mediates the influence of

Brand Image, Reliability, Fulfillment, and Responsiveness to E-Loyalty e-commerce Shopee in Medan City. These factors matter favorably and significantly towards E-Loyalty e-commerce Shopee in Medan.

Suggestions that can be given are that improving Shopee's brand image can be done by continuing to innovate and providing a solid foundation for campaigns, such as the phenomenal momentum in viral campaigns. Shopee cleverly chooses unique dates; these numbers are easy to remember and succeed in creating expectations among consumers, providing a message. Something big and special will happen, increasing the value of up-to-date innovations related to keywords, essential sound, and key visuals as well as innovation improvements in terms of shop design starting from suiting the character or identity of the shop, target market, or can be adjusted to suit the times such as Ramadan, Eid al-Fitr, Christmas and New Year. So that the brand, shop, or product will be more easily recognized and remembered by buyers or potential buyers. This can also encourage customer loyalty. Apart from that, Shopee management should be able to improve e-service quality and tighten the rules relating to Shopee sellers. Shopee management is expected to increase Shopee customers on the Shopee application to increase customer satisfaction and loyalty. The management must improve its ability to understand customer needs and be more proactive (making service a company culture). Such as improving customer service by always giving the best, going straight to the core of the problem to save time, and avoiding ending the conversation quickly if the consumer feels it still needs to be clarified. Shopee management must pay attention to customers' emotional factors by providing free shipping promos with a minimum purchase of 0 rupiahs to consumers who are loyal to Shopee e-commerce so that consumers get emotional value from Shopee, which has an impact on increasing loyalty to the company, in this way, it is hoped that

customers can recommend using Shopee to others.

The fact that this study's sample size was limited to 384 Shopee customers in Medan City means that its conclusions cannot be applied to Shopee customers in other cities. This is just one of the study's shortcomings. Analyzing additional cities and e-commerce could broaden the findings of future research. The purpose of this study is to get further insight into the relationship between E-Loyalty and Brand Image, E-Service Quality, and E-Satisfaction. The seven dimensions of E-Service Quality are as follows: efficiency, fulfilment, privacy, responsiveness, compensation, and contact. Reliability, fulfillment, responsiveness, and quality are the only four characteristics that the E-Service Quality variable in this study addresses. To better understand the application of the e-service quality dimensions overall, it would be beneficial for future study to broaden the scope of the e-service quality research dimensions. This study was only conducted at a specific period of time (cross-section). Since the environment is ever-changing, further research will probably be done.

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