

Abstract

Increasingly more intense competition and the global nature require a shifting from transactional marketing paradigm to relational marketing, especially in e-business to meet increasing and varied consumer's demands. Company management must establish e-loyalty to maintain and retain customers. This research aims to empirically investigate the relationship between dimensions of perceived e-service quality, the variable e-trust, e-satisfaction, and e-user loyalty in e-commerce settings.

The causal relationships between these variables form a structural equation model (SEM) which can be solved with the help of statistical software. The object of this study is user mobile application Shopee in Bandung. A total of 275 respondents have been obtained through the distribution of questionnaires consisting of 36 points statement in the city of Bandung using non probability sampling methods.

The result of this research indicates that the ease of use dimension has a significant influence on e-satisfaction and e-user loyalty, on the other hand this dimension does not significantly influence the e-trust variable. Furthermore, the dimensions of mobile application design have a significant effect on e-user loyalty, but do not have a significant effect on the variables e-trust and e-satisfaction. Different cases on the dimension of responsiveness that have a significant effect on e-trust and e-satisfaction, but do not have a significant effect on the variable e-user loyalty. In addition, the dimension of personalization or customization has a significant influence on e-trust and e-user loyalty, but it does not significantly influence e-satisfaction. E-trust that were built turned out to have a significant effect on the variable e-user loyalty, while e-satisfaction did not have a significant effect on e-user loyalty.

Results of this study show that there is the role of intervening variable e-trust and e-satisfaction on each dimension of e-service quality in building e-user loyalty. This research is expected to be useful for PT. Shopee Indonesia in order to achieve increased loyalty of mobile application users on Shopee.

Keywords : SEM, E-Service Quality, Ease of Use, Mobile Application Design, Responsiveness, Personalization or Customization, E-Trust, E-User Loyalty