

The Impact of E-Service Quality, Perceived Price, and Customer Satisfaction Towards Customer Loyalty on E-Commerce Shopee

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Abstract

The internet and digital technology have become an important part of the Indonesian economy and lifestyle. The notable increase in internet users has also spurred the growth of the e-commerce sector in Indonesia. Customer loyalty on e-commerce platforms is influenced by several factors. Studies indicate that both e-service quality and perception of price have a substantial influence on customer loyalty. Although the findings of several studies assert that electronic service quality positively impacts customer loyalty, other findings show different results. Likewise with price perceptions, where some studies find an influence on customer loyalty, while others find conflicting results. This research was conducted on consumers who had made transactions at Shopee more than 3 times through an online survey with a sample size of 170 respondents. The data analysis was conducted utilizing the Structural Equation Modeling (SEM) technique with the SmartPLS 4 analysis tool. The findings of the research revealed that electronic service quality, price perception, and customer satisfaction exhibited a positive and significant impact on customer loyalty. Additionally, electronic service quality was found to have a positive and significant effect on customer satisfaction. Furthermore, customer satisfaction was identified as a mediating factor influencing the relationship/correlation between electronic service quality, price perception, and customer loyalty in the setting of Shopee e-commerce. These findings develop an understanding of the factors that influence Shopee e-commerce consumer loyalty through e-service quality, price perception, and customer satisfaction. This study offers a more comprehensive insight into the determinants affecting customer loyalty on the Shopee e-commerce platform.

Keywords: *E-Service Quality, Perceived Price, Customer Satisfaction, Customer Loyalty, E-Commerce.*

INTRODUCTION

Internet and digital technology has now become an important part of the economy and lifestyle of Indonesian people (Affecting et al., 2023). The internet now not only functions as a tool for accessing information but also as a forum for conducting trade through new platforms, forming a broad and flexible global business network without

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geographic and time limitations (Mustikasari, 2022). Based on internet user data from We Are Social Data, Indonesia had 212.9 million individuals utilizing the internet out of a total population of 276.4 million at the beginning of 2023 (We Are Social, 2023). Alongside the substantial rise in internet users, the expansion of e-commerce in Indonesia is also undergoing rapid advancement.

The significant increase in internet use has boosted the potential of the e-commerce market in Indonesia. Currently, electronic trading activities have seeped into the lifestyle of Indonesian people (Sударusman & Partina, 2022). The survey results illustrate that in terms of visitors and popularity, Shopee is poised to become the most visited e-commerce platform, particularly in Indonesia in 2023, followed by Tokopedia, Lazada, Blibli, and Bukalapak. Shopee took first place by achieving an average of 166.9 million visits per month, up 5.7% compared to the previous quarter. This phenomenon shows the importance of understanding customer loyalty. Data indicating that Shopee has the highest number of visitors provides insight into customer loyalty to the platform.

Customer loyalty refers to customer loyalty to a particular brand or platform, where customers choose to return to the shop and carry out transactions on that platform repeatedly also an important factor in increasing market competitiveness and achieving long-lasting and sustainable competitive advantage (Aksari, 2020b). In the application context, if a user uses the same brand on three consecutive occasions, then the user is considered to have loyalty to that brand (Aditya et al., 2021).

The main thing in forming consumer loyalty is services from an e-commerce platform often called e-service quality, to suitable consumer wishes in an appropriate way, as well as ensuring that the delivery of the product or service meets or even exceed customer expectations (Indrasari, 2019).

Electronic service quality is a concept used to gauge the extent of customer satisfaction with services acquired via the internet, which includes the process of purchasing and delivering products or services and is defined as all transactions that occur between customers and a website. (Budiman et al., 2020). In this context, the website must provide a high level of convenience and effectiveness when customers make purchases and deliver products. In e-service experiences, customers do not evaluate each subprocess separately every time they visit a website, but they evaluate the entire process to determine overall service quality. When customers receive good quality service that meets expectations or even more, it will make consumers satisfied and further increase customer loyalty. Consumer loyalty to goods and services offered through websites depends on e-service quality (Suprapti & Kunci, 2020). Same as study research (Aksari, 2020a; Ardila et al., 2023; Septiani, 2020; Suprapti & Kunci, 2020; Veryani & Andarini, 2022) while it is stated that e-service quality impacts customer loyalty. However, it contrasts with the findings of (Aditya et al., 2021; Berliana

& Zulestiana, 2020) which discovered that e-service quality does not impact customer loyalty.

Based on Aprileny & Apri Emarawati, (2019) revealed that price is a significant variable in maintaining customer loyalty. Companies need to have an advantage in setting appropriate prices. Pricing is a key strategy for companies, especially in facing an increasingly competitive business environment due to deregulation and increasingly tight global market competition. Price refers to the sum of money customers must expend to acquire or use a product or service, as an exchange value to obtain benefits from the product or service (Maramis et al., 2018). When customers feel that the product they purchased has good value for the price paid, this tends to make consumers make purchases with money and be loyal to the platform. Several studies conducted by (Hariono & Marlina, 2021; Mahanani & Alam, 2022; Septiani, 2020; Solihin & Ahyani, 2023), found that price results affect customer loyalty. However, there were different results found by (Pramesti & Chasanah, 2021) said that price does not impact customer loyalty.

Achieving organizational goals can be considered effective when consumers are content with the products or services provided, and this has the potential to make them loyal to the company (Tjiptono, 2014). Customer satisfaction denotes how well a product's performance meets the expectations of the customer upon purchase (Sangaji & Sopiah, 2013). Customer satisfaction is a primary goal for companies when establishing a business (Syaifullah & Nasib, 2021). Companies will benefit when they provide satisfaction to their customers in the form of customers' willingness to advocate for products or services to other people (Tjiptono, 2014). Customer satisfaction varies because it is based on the degree to which an item a customer wants to buy or the service a customer gets meets customer expectations. If the service does not meet customer expectations, it can lead to dissatisfaction (Hutagaol & Erdiansyah, 2020; Nasib, 2019). Research conducted by (Hariono & Marlina, 2021; Safitri & Hayati, 2022; Solihin & Ahyani, 2023; Wiguna & Padmanty, 2023) discovered the impact of customer satisfaction on customer loyalty.

This research proposal also answers suggestions from (Saputri, 2019) to add a customer satisfaction variable which is a mediating factor between the impact of the perceived price variable on the customer loyalty variable. The correlation between good e-service quality and price suitability is often associated with customer satisfaction and can be a key factor affecting the level of customer satisfaction.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer Behavior

Consumer behavior involves the scientific investigation of how individuals, groups, and entities make choices, acquire, utilize, and interact with goods, services, concepts, or encounters to satisfy their requirements (Kotler & Armstrong, 2017). According to Zusrony, (2019)

consumer behavior studies a person's habits in buying certain products with certain brands including where they buy, under what conditions, and what their buying habits are. These things will help marketing managers in developing company marketing policies or tricks. The process of making purchasing decisions for goods or services will involve different parties, each fulfilling their specific roles.

E-Service Quality

Service quality refers to efforts to meet consumer needs and desires in the right way, thus, ensuring that the product or service can fulfill or surpass customer expectations. (Indrasari, 2019). E-service quality refers to electronically mediated services designed to streamline the shopping process, purchasing and delivering products and services in an efficient and effective way (Zeithaml et al., 2002). In this context, the website must provide a high level of convenience and effectiveness when customers make purchases and deliver products. In e-service experiences, customers do not evaluate each subprocess separately every time they visit a website, but they evaluate the entire process to determine overall service quality.

Perceived Price

Consumer perceptions of pricing can impact the decision to purchase or utilize a product, underscoring the importance for a company to create positive perceptions of the products or services they offer. (Juniantara & Sukawati, 2018). Price represents the monetary sum customers pay in exchange for the value or benefits derived from a product or service. (Maramis et al., 2018). Pricing is a key strategy in company operations, especially in the context of deregulation and increasingly fierce global market competition (Setiyaningrum et al., 2015).

Customer Satisfaction

Customer satisfaction is the evaluation given by customers regarding the effectiveness of a product or service, which is compared to what they anticipated (Sangaji & Sopiah, 2013). Creating customer satisfaction is a primary objective for all companies to gain benefits in the form of product recommendations to other people (Syaifullah & Nasib, 2021; Tjiptono, 2014). Customer satisfaction can vary depending on the degree to which the product or service delivers on expectations (Hutagaol & Erdiansyah, 2020; Nasib, 2019).

Customer Loyalty

Customer loyalty is when customers repeatedly buy products because of their commitment to a particular brand or company (Kotler & Armstrong, 2017). Customer loyalty reflects a customer's inclination to consistently make repeat purchases over an extended period of time and to recommend the product to other people (Wirtz & Lovelock, 2021). In the context of the application, using the same brand on three

consecutive occasions can be considered an indication of loyalty to that particular brand (Aditya et al., 2021).

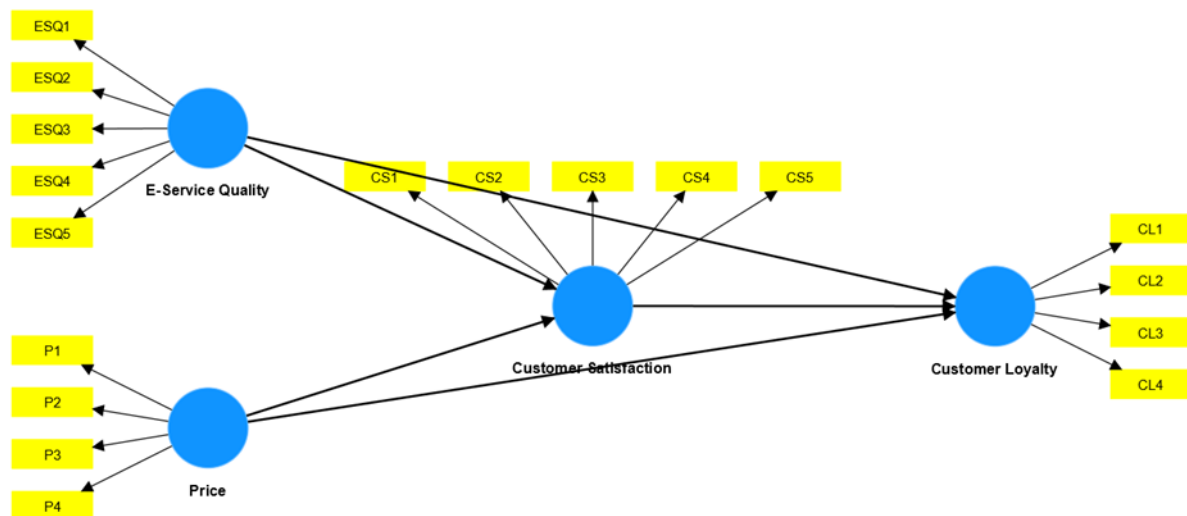


Figure 1. Conceptual Framework

E-Service Quality and Customer Loyalty

E-service quality denotes an electronically driven service intended to streamline transactions, purchases, and the delivery of products and services effectively and efficiently (Indrasari, 2019). The services provided in an application have an influence on consumer loyalty, such as an attractive appearance and easy-to-use features (Hidayat, 2018). When customers receive good quality service that meets their expectations, it will further increase customer loyalty (Ardila et al., 2023). Consumer loyalty to goods and services offered through websites depends on e-service quality (Suprapti & Kunci, 2020). Same as a study by “(Aksari, 2020b; Septiani, 2020; Veryani & Andarini, 2022)” who found e-service quality positively and significantly affected consumer loyalty. Drawing from prior research, the researcher formulated the following hypotheses:

H1: E-Service Quality has a positive effect on customer loyalty

Perceived Price and Customer Loyalty

Price is the monetary amount requested in return for an item a customer wants to buy or service a customer gets, which customers pay to obtain the advantages of possessing or utilizing the product or service (Maramis et al., 2018). Customers typically exhibit loyalty when they perceive that the benefits they receive are proportional to the price they pay (Pangaila et al., 2018). When customers feel that the price offered by the marketer is commensurate with the value they receive, the customer will feel satisfied, and this can lead to the creation of customer loyalty. (Septiani, 2020). Same as the study of “(Hariono & Marlina, 2021; Mahanani & Alam, 2022)” who found that price positively and significantly affected consumer loyalty.

H2: Perceived Price Has a Positive Influence on Customer Loyalty

E-Service Quality and Customer Satisfaction

Customer satisfaction stems from the quality of electronic service (e-service quality) offered by the seller. Consumers feel helped by the convenience of remote shopping offered by the platform, and this contributes to customer satisfaction levels (Juhria et al., 2021). High service quality has the potential to create customer satisfaction (Suprapti & Kunci, 2020). Service quality in Aprilaksi can make customers feel comfortable and satisfied with the performance that has been provided (Syaifullah & Nasib, 2021). The same study conducted by “(Berliana & Zulestiana, 2020; Hidayati & Heryanda, 2022; Nugraha, 2018; Sudarusman & Partina, 2022; Zuliestiana & Setiawan, 2022)” says that The quality of e-service has a positive impact on customer satisfaction.

H3: E-Service Quality Has a Positive Influence on Customer Satisfaction

Perceived Price and Customer Satisfaction

Price is used as a benchmark in measuring customer satisfaction (Hidayati & Heryanda, 2022). Prices coupled with substantial benefits tend to enhance consumer satisfaction with the services they utilize. Price frequently serves as an indicator of value for customers when they link price perceptions to the benefits they receive from a product or service (Saputri, 2019). The better the price's quality, the more satisfied the customer will be with the purchase because they feel they are getting benefits commensurate with the price they paid (Yusuf et al., 2022). Same as the study conducted by “(Anggraini & Budiarti, 2020; Hariono & Marlina, 2021; Safitri & Hayati, 2022; Solihin & Ahyani, 2023)” who found that Perceptions of price had an enhancing effect on customer satisfaction.

H4: Perceived price has a positive influence on customer satisfaction

Customer Satisfaction and Customer Loyalty

Customer satisfaction is a factor that fosters customer loyalty in utilizing a product or service, when the services offered can provide a sense of satisfaction to customers with stimulation that is well received, it will increase loyal consumers in using the product or service. (Ardila et al., 2023). Creating customer satisfaction brings various benefits, including strengthening the interaction between the company and customers, creating a strong basis for repeat purchases, and encouraging the formation of customer loyalty. (Wiguna & Padmantlyo, 2023). This is consistent with the results of the investigation carried out by “(Hariono & Marlina, 2021; Safitri & Hayati, 2022; Solihin & Ahyani, 2023)” who found Customer satisfaction was discovered to positively and significantly impact on customer loyalty.

H5: Customer Satisfaction Has a Positive Influence on Customer Loyalty

The Mediation Role of Customer Satisfaction

Customer satisfaction plays a pivotal role in fostering customer loyalty (Solihin & Ahyani, 2023). When customers are satisfied with the

product they get or the service they receive, they are more likely to remain loyal and make repeat purchases in the future. (Wiguna & Padmanty, 2023). The higher the efficiency and effectiveness of a website or application in offering customer facilities, the superior the quality of the application's services is perceived and makes customers feel satisfied because the website or application performs according to their expectations (Septiani, 2020). This ongoing customer satisfaction plays an important role in creating customer loyalty (Suprapti & Kunci, 2020). Research (Aksari, 2020) discovered that customer satisfaction was regarded as positive and significantly capable of acting as a mediator for the influence of electronic service quality on customer loyalty. Research results by “(Anggraini & Budiarti, 2020; Wiguna & Padmanty, 2023)” The study revealed that there was an indirect impact of price perception on consumer loyalty mediated by customer satisfaction. Price perceptions create expectations in customers about the value they receive from the product or service they purchase (Mahanani & Alam, 2022). If prices are judged according to the value provided, customers tend to feel satisfied (Yusuf et al., 2022). Customer satisfaction consequently gives a crucial role in cultivating customer loyalty. (Solihin & Ahyani, 2023). Based on previous research, the researcher formulated the following hypothesis:

H6: E-Serviced Quality Influences Customer Loyalty Mediated by Customer Satisfaction

H7: Perceived Price Influences Customer Loyalty Mediated by Customer Satisfaction

METHOD

This study employs a quantitative approach utilizing a sampling method known as non-probability sampling, specifically incidental sampling. The sample category used in this research is consumers who have made transactions using Shopee e-commerce more than 3 times. According to Ferdinand, (2014), the recommended sample size guidelines are typically based on multiplying the number of indicators by 5 to 10. In this study, the sample size utilized is Number of Samples = Number of Indicators *10, $17*10 = 170$ samples. The research collected data from an online survey with a survey platform, namely Google Forms. This questionnaire uses interval data on a measurement scale, in this study in the form of a differential cementitious scale, which is used to conduct surveys related to phenomena that occur when measuring individual attitudes/characteristics (Sugiyono, 2015). Meanwhile, the analysis of this research consists of descriptive analysis using the SPSS statistical application, as well as inferential statistical analysis of the structural equation model (SEM) with evaluation analysis of the measurement model (outer model), structural analysis of the model (inner model), as well as hypothesis testing using partial least squares software (PLS).

E-service quality pertains to the standard of service offered by Shopee e-commerce in effectively and efficiently fulfilling customer

needs and desires. Price perception refers to a customer's evaluation of the cost of a product or service on Shopee e-commerce. Concept of the customer satisfaction here is the customer's positive feelings towards Shopee's performance compared to their/customer's expectations and the concept of customer loyalty here is the consumer's desire to continue making transactions and repeat purchases on Shopee.

Table 1. Construct and Indicator

Variable	Indicator	Source
E-Serviced Quality (ESQ)	System availability Privacy Responsiveness Empathy Experience	(Suprapti & Kunci, 2020)
Perceived Price	Affordability Matching price with benefits Price competitiveness Price match with product quality	(Kotler & Keller, 2016)
Customer Satisfaction	Product Quality Service quality Customer emotional factors Costs or ease of obtaining products	(Hutagaol & Erdiansyah, 2020)
Customer Loyalty	Makes regular repeat purchase Purchases across product and service lines Refers other Demonstrates an immunity to the full competition	(Berry & Bendapudi, 1997; Tjiptono, 2014)

RESULTS AND DISCUSSION

Respondent Characteristics

In this research, data was analyzed from 180 respondents spread throughout Indonesia, with considerations explained in the methods section. Research data analysis starts from knowing the descriptive characteristics of respondents in terms of gender, age, education level, income and occupation of respondents who have made transactions on Shopee more than 3 times. This was done to find out how different backgrounds can influence perceptions of the question items (indicators) previously asked in the questionnaire. The analysis results show that the majority of consumers who transact more than 3 times on Shopee are women with a majority income of IDR. 1,500,000-Rp. 3,499,999 with a percentage of 38.2%. Meanwhile, the largest age range is 21-30 years, which covers 59.4% of the total respondents. In terms of education, the majority of users are undergraduates, with a proportion of 53.5%. The most common occupation among respondents was private sector employees, accounting for 43.5% of total respondents.

Table 2. Respondent Characteristics

Characteristic		Frequency	Percentage
Gender	Male	36	21,2%
	Female	134	78,8%
Age	<20years old	22	12,9%
	21-30years old	101	59,4%
	31-40years old	36	21,2%
	>40years old	11	6,5%
Education	Junior-Senior High School	43	25,3%
	Diploma	28	16,5%
	Bachelor's Degree	91	53,5%
	Master's Degree	8	4,7%
Income	< Rp.1.500.000,-	44	25,9%
	Rp.1.500.000-Rp. 3.499.999	65	38,2%
	Rp.3.500.000-Rp. 5.000.000	39	22,9%
	> Rp.5.000.000,-	32	12,9%
Job	Student/college student	43	25,3%
	Private employees	74	43,5%
	Government employees	22	12,9%
	Businessman	28	16,5%
	Other	3	1,8%

Measurement Model Analysis or Outer Model**Tabel 3. Outer Loading**

Variable	Indicator	Loading (>0.70)	AVE(>0,5)
E-Service Quality (ESQ)	ESQ1	0.849	0.755
	ESQ2	0.877	
	ESQ3	0.868	
	ESQ4	0.908	
	ESQ5	0.841	
Perceived Price (P)	P1	0.874	0.823
	P2	0.934	
	P3	0.931	
	P4	0.887	
Customer Satisfaction (CS)	CS1	0.852	0.822
	CS2	0.932	
	CS3	0.916	
	CS4	0.925	
Customer Loyalty (CL)	CL1	0.919	0.806
	CL2	0.933	
	CL3	0.889	
	CL4	0.848	

Tabel 4 Fornier-Lacker Criteria

Variable	CL	CS	ESQ	P
CL (Customer Loyalty)	0.898			
CS (Customer Satisfaction)	0.769	0.907		
ESQ (Electronic Service Quality)	0.786	0.741	0.869	
P (Perceived Price)	0.782	0.747	0.772	0.907

Tabel 5 Construct Reliability

Variable	Cronbach's Alpha > (0,7)	Composite Reliability > (0,7)
Customer Loyalty	0.919	0.943
Customer Satisfaction	0.927	0.949
E-Service Quality	0.919	0.939
Perceived Price	0.928	0.949

The outcomes of the convergent validity examination, as depicted by the loading factor values in Table 3 indicate that every component has a loading factor value greater than 0.7, which shows that each indicator can explain the research construct well. Besides the loading factor value, convergent validity can also be evaluated by examining the Average Variance Extracted (AVE) value. The expected AVE value for each variable is at least 0.5. If the AVE value of a variable is above 0.5, it indicates that the variable has met convergent validity (Adelekan et al., 2018). Table 3 demonstrates that the AVE value of all research variables surpasses 0.5, confirming that convergent validity has been achieved. Assessing discriminant validity involves comparing the square root of each construct's AVE with its correlation to other constructs. If the square root of each construct's AVE exceeds its correlation with other constructs, the model exhibits satisfactory discriminant validity (Fornell & Larcker, 1981). As observed in Table 4, the square root of the AVE is higher than the correlation between latent variables, indicating satisfactory discriminant validity, indicating that the research data has met discriminant validity and is considered valid. This research uses Cronbach's Alpha and Composite Reliability to measure variable (Ghozali & Latan, 2015) both have values >0.7, signifying a strong level of reliability for the measurement model.

Structural Model Analysis or Inner Model

Tabel 6. F -Square (F²)

	CL	CS
CS	0.120	
ESQ	0.137	0.177
P	0.116	0.203

The function of F-square analysis is employed to ascertain the strengths and weaknesses (effect size) of the influence of exogenous variables on endogenous variables and mediating variables on endogenous (Y). In general, a value of 0.02 is regarded as having a minor effect, 0.15 is indicative of a moderate effect, and 0.35 suggests a substantial effect (Joseph F Hair et al., 2017, p. 211). Values <0.02 can be ignored or considered to have no effect (Sarstedt et al., 2017). Table 6 F-Square, shows that none have a large effect size value with the criteria F Square > 0.35, while the influence of E-Service Quality on Customer satisfaction (F² = 0.177) and the influence of Perceived Price on customer satisfaction (F² = 0.203) is an effect size which is categorized as medium because it is in the range 0.15 – 0.35. Meanwhile the influence of the Customer Satisfaction variable on customer loyalty (F² = 0.120), e-serviced quality on customer loyalty (F²

= 0.137), and perceived price on customer loyalty ($F_2 = 0.116$) has a small effect size due to the F-Square value is in the range 0.02 – 0.15.

Table 7. R-Square (R^2)

	R Square	R Square Adjusted
Customer Loyalty	0.726	0.722
Customer Satisfaction	0.625	0.620

The coefficient of determination gauges estimation. Typically, an R-squared value of 0.75 indicates high prediction accuracy, 0.50 signifies moderate accuracy, and 0.25 suggests low accuracy “(Joseph F Hair et al., 2017)”. The R^2 Customer Loyalty model estimation is 0.726. Based on this value, it has a large accuracy estimate. Then the accuracy of the R^2 model estimation on the Customer Satisfaction construct is 0.625. Based on this value, it has a moderate accuracy estimate.

Table 9. Hypothesis Testing

Hypothesis	Coefficient	Original Sample (O)	T Statistics (O/STDEV)	P Values	Results
H1	E-Service Quality → Customer Loyalty	0.330	3.480	0.000	Support
H2	Price → Customer Loyalty	0.307	3.634	0.000	Support
H3	E-Service Quality → Customer Satisfaction	0.405	3.891	0.000	Support
H4	Price → Customer Satisfaction	0.435	4.743	0.000	Support
H5	Customer Satisfaction → Customer Loyalty	0.295	3.612	0.000	Support
H6	E-Service Quality → Customer Satisfaction → Customer Loyalty	0.120	2.694	0.004	Support
H7	Price → Customer Satisfaction → Customer Loyalty	0.128	2.798	0.003	Support

Structural model coefficient analysis is employed to examine hypotheses, identifying significant influences among relationships. The conditions for a hypothesis to be accepted or rejected depend on the p-value < (0.05) or t statistic > 1.96, then the relationship is significant (Joseph F Hair et al., 2017). The results of the analysis identified that all direct relationships between variables have been proven to be positive and significant. This can be demonstrated by obtaining a path coefficient value with a positive score and the significance requirements have been fulfilled through a t-statistic value above 1.65 with p-values below 0.05. Furthermore, the results of the hypothesis analysis through the bootstrapping procedure succeeded in proving that the customer satisfaction variable was able to act as a mediating construct, which was demonstrated by obtaining t-statistic values exceeding 1.65 with p-values smaller than 0.05.

E-Service Quality to Customer Loyalty

In summary, the results of this study reveal a significant positive influence of e-service quality on customer loyalty. This suggests that the standard of electronic service directly affects customer loyalty within the

Shopee e-commerce platform in Indonesia. The results obtained can strengthen the findings by (Magdalena & Jaolis, 2018) that there exists a direct correlation between the e-service quality offered by Blibli and consumer loyalty to using the service. Hidayat, (2018) e-service quality exhibits a positive and significant impact on customer loyalty. Consumer loyalty to items or assistance offered through the website depends on the e-service quality and use of the service (Suprapti & Kunci, 2020). E-service quality refers to electronic-based services that are used to facilitate transactions, purchases, and delivery of products and services effectively and efficiently. When customers receive good quality service that meets their expectations, this is likely to further enhance customer loyalty (Aksari, 2020; Septiani, 2020; Veryani & Andarini, 2022).

Perceived Price to Customer Loyalty

The outcome of this test indicates that perceived price positively and significantly impacts consumer loyalty. The research results indicate that the better the price perception of the products offered on Shopee e-commerce, the greater the consumer loyalty in using the platform. Customers tend to be loyal when they feel that they are getting benefits commensurate with the price they pay. Customers will tend to be loyal if the company sets product prices that are comparable to the value of the benefits provided to research customers (Hariono & Marlina, 2021; Mahanani & Alam, 2022). Pricing by companies is based on several factors, namely cost, promotion, purposes, market characteristics and demand, level of competition, and other external factors.

E-Service Quality to Customer Satisfaction

The findings of this study illustrate that electronic service quality exerts a positive and statistically significant impact on customer satisfaction. Research findings confirm that the better quality of service offered by e-commerce Shopee will be able to create increased consumer satisfaction. The outcome of this research corroborates the findings of the study conducted by (Juhria et al., 2021) who discovered that e-service quality had a positive and significant impact on customer satisfaction. Same as the study conducted by “(Berliana & Zulestiana, 2020; Hidayati & Heryanda, 2022; Nugraha, 2018; Sudarusman & Partina, 2022; Zuliestiana & Setiawan, 2022)” which says ss e-service quality improves, customer satisfaction is likely to increase. Customer satisfaction arises as a result of the quality of electronic service (e-service quality) provided by sellers via the Shopee e-commerce platform. Consumers feel helped by the convenience of remote shopping offered by the platform, and this contributes to customer satisfaction levels.

Perceived Price to Customer Satisfaction

The findings of this test suggest that perceived price positively and significantly influences customer satisfaction. The results of the

study have succeeded in proving that the better the product prices offered on the Shopee e-commerce platform, the greater the consumer satisfaction in using the platform. Prices accompanied by good benefits tend to enhance the level of consumer satisfaction with the services they utilize. Septiani, (2020) it was discovered that price has a positive influence on customer satisfaction. A study conducted by “(Angraini & Budiarti, 2020; Hariono & Marlina, 2021; Safitri & Hayati, 2022; Solihin & Ahyani, 2023)” found something similar. Price frequently serves as an indicator of value for customers, especially when they correlate price perceptions with the benefits they derive from a product or service. The better the price offered, the more satisfied the customer is with the purchase because they perceive that they are receiving benefits proportional to the price they paid (Yusuf et al., 2022).

Customer Satisfaction to Customer Loyalty

The results of this test demonstrate that customer satisfaction positively and significantly impacts customer loyalty. Research findings confirm that the higher the level of consumer satisfaction in using the Shopee e-commerce platform, the greater their loyalty to the platform will increase. Creating customer satisfaction brings various benefits, including strengthening the interaction between the company and its customers, creating a solid foundation for repeat purchases, and encouraging the formation of customer loyalty. Customer satisfaction has a significant impact on customer attitudes after they use or experience the products offered. Therefore, satisfied customers tend to return to using the services or products offered by the company (Wiguna & Padmanty, 2023). In this way, creating a sense of satisfaction in the minds of consumers will be able to encourage them to stay loyal to utilizing the products or services provided by the company (Hariono & Marlina, 2021; Safitri & Hayati, 2022; Solihin & Ahyani, 2023).

Mediation Role of Customer Satisfaction between E-Service Quality and Customer Loyalty

The findings of this test unveil the indirect effect coefficient of electronic service quality on customer loyalty mediated by customer satisfaction of 0.120. This shows that perceived e-service quality will notably impact customer loyalty via customer satisfaction. Same as the study conducted by (Septiani, 2020) the better the quality of the application's services is considered. When electronic service quality is good/better, this will lead to customers feeling satisfied because when a website or application has performance that meets customer expectations, this can create ongoing or ongoing customer satisfaction. This satisfaction in turn can play an important role in creating customer loyalty, which is an important factor in company survival. Furthermore, (Aksari, 2020) found that customer satisfaction was considered positive and significantly able to mediate the influence or impact of e-service quality on customer loyalty.

Mediation Role of Customer Satisfaction Between Perceived Price and Customer Loyalty

The outcome of this test reveals that the coefficient of indirect influence of perceived price on consumer loyalty through customer satisfaction is 0.128. This shows that perceived price will significantly give impact customer loyalty through customer satisfaction. The results of this analysis indicate that the better the price perception of the products offered on the Shopee e-commerce platform and the higher the level of consumer satisfaction, the greater the ability to increase consumer loyalty to the platform. Same as the study conducted by (Anggraini & Budiarti, 2020; Wiguna & Padmantyo, 2023) which states that “customer satisfaction can mediate the relationship between price and customer loyalty.” Users will feel loyal if the price received and issued is by the quality obtained so that consumers will feel satisfied (Wijaya et al., 2021). Affordable prices will increase consumer satisfaction in shopping this will form repeat buying behavior from consumers (Hidayati & Heryanda, 2022; Mahanani & Alam, 2022).

CONCLUSION

Drawing upon hypothesis testing, the discussion of results, and the research findings obtained, it can be inferred that the quality of online services, perceived pricing, and customer satisfaction all exert a favorable and noteworthy impact on purchase choices. Moreover, e-service quality and perceived pricing demonstrate a constructive and substantial influence on fostering customer loyalty. Customer satisfaction may mediate the influence of e-service quality and perceived price on purchasing decisions.

This study has the potential to have a significant impact, both theoretically and practically. The research contributes new knowledge that will be brought to the field of marketing and consumer behavior regarding the Shopee e-commerce platform. By filling existing literature gaps, this research will enrich the theory and understanding of consumer behavior and effective marketing strategies. The outcome of this study will not only offer valuable insights for e-commerce companies like Shopee in developing more effective business strategies but can also serve as a practical guide for the e-commerce industry as a whole. Based on this study e-commerce companies can design more appropriate strategies to improve consumer experience, strengthen customer relationships, and encourage repeat purchases. Thus, this research has the potential to have a positive impact on improving the performance and sustainability of the e-commerce industry as a whole. Several limitations in this study could be considered when conducting further research, including expanding the population and research sample to provide broader insight into the factors that impact consumer satisfaction and loyalty in using e-commerce platforms, especially by targeting a larger number of consumers. and you can study other e-commerce platforms besides Shopee. Furthermore, it is possible to include additional factors not explored in this study, such as brand

image, trust, or risk perception, to offer a more thorough insight into the elements that can heighten consumer satisfaction or loyalty in using Shopee.

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