

# MELITINA TECOALU

*by* Melitina Tecoalu

---

**Submission date:** 09-May-2020 12:55PM (UTC+0700)

**Submission ID:** 1320163377

**File name:** ICEBM\_2018\_Rico\_Mta\_Sgw\_ED.doc (138.5K)

**Word count:** 2584

**Character count:** 14869

# THE EFFECTS OF TRUST, SERVICE QUALITY AND PERCEIVED VALUE ON SATISFACTION AND THEIR IMPACT ON LOYALTY

Rico<sup>1</sup>, Melitina Tecualu<sup>2</sup>, Soegeng Wahyoedi<sup>3</sup> and Eka Desy Purnama<sup>3</sup>

<sup>1</sup>Master of Management, Krida Wacana Christian University

<sup>2</sup>Faculty of Economics and Business, Krida Wacana Christian University  
ricotrend@gmail.com, {melitina, swahyoedi, ekadesy}@ukrida.ac.id

Keywords: trust, service quality, perceived value, satisfaction, loyalty

Abstract: The purpose of this research is to analyse the effect of trust, service quality and perceived value on satisfaction and their impact on customer loyalty. The samples of this research are 115 customers, and questionnaire is the method of data collection from the respondents chosen by Nonprobability sampling method and purposive sampling technique. The data analysis technique used was quantitative analysis using Structural Equation Modelling (SEM) Partial Least Squares (PLS). The results of the analysis demonstrate that Trust, Service Quality, and Perceived Value have a positive and significant effect on customer satisfaction. Satisfaction has a positive influence on customer loyalty and as an intervening variable that has a positive effect and has a significant impact on customer loyalty. Trust and Perceived Value have a positive effect on customer loyalty, while Service Quality does not have a positive effect on Loyalty directly.

## 1 INTRODUCTION

The use of the internet network as digital promotion media to perform a range of economic activities, especially marketing, is called electronic commerce or e-commerce. E-commerce is an activity of conducting business transactions online through media and devices integrated with the internet. Laudon (2012) explains that e-commerce refers to the use of the internet and websites for business transactions.

The e-commerce market in Indonesia is very prospective evident by the growing number of active internet users in Indonesia leading to an increase in e-commerce sites both domestically and from abroad. This adds to the difficulty of competing e-commerce businesses in maintaining e-commerce sites/websites in Indonesia. To be able to succeed in an online business, a service strategy focused on customer is required.

Every e-commerce site/website attempts to provide the best offer and shopping experience for its customer satisfaction by maintaining the customer loyalty. Customer loyalty in online business is not only able to be measured through product quality, yet also through the transaction experience on the site as a whole, from ordering to the arrival of goods to the customers. Online buyers tend to be very critical as they can easily compare prices and product specifications from one site to another; hence, ordering and purchasing can simply occur in a few clicks.

### Research Problems

An intensely tight competition with numerous similar competitors in the e-commerce business world is the toughest challenge for Tokopedia to retain its customers and attract new consumers to conduct online buying and selling services through Tokopedia. Referring to this matter, the problem formulations of this research are as follow:

- 1) Does Trust have an effect on Satisfaction?
- 2) Does Service quality have an effect on Satisfaction?
- 3) Does Perceived Value have an effect on Satisfaction?
- 4) Does Satisfaction have an effect on Loyalty?
- 5) Does Trust have an effect on Loyalty?
- 6) Does Service quality have an effect on Loyalty?
- 7) Does Perceived Value have an effect on Loyalty?

### Research Objective

This research aims to analyze the effects of Trust, Service Quality and Perceived Value on customer satisfaction and their impact on customer loyalty.

## 2 LITERATURE REVIEW

### Trust

Morgan and Hunt in (Akbar and Parvez, 2009: 26) stated that "trust exists only when one party has confidence in an exchange of partner's reliability and integrity". Furthermore, trust is defined as a condition when one of the parties involved in the exchange process is convinced of the other party's reliability and integrity. Consumer confidence is basically the consumers' entire knowledge

and conclusions made on objects, attributes, and benefits (Mowen and Minor, 2002: 312).

### Service Quality <sup>11</sup>

Service quality is defined by Zeithaml et al. (2013) as the ability of website to provide effective and efficient product shopping, payment and delivery experience. Service quality dimensions, according to Wolfinbarger and Gilly (2003), consist of website design, reliability, security, and customer service. Service quality includes the suitability of goods or services purchased, shipping, and website maintenance (whether the website loads fast, whether the payment system is safe and reliable, whether customer service is friendly, etc.). Meanwhile, according to Arief (2006), service quality is the expected level of excellence and control over the level of excellence to meet customer needs.

### Perceived Value

Kotler (2003: 60) states that "Customer perceived value is the difference between the prospective customer evaluation of all the benefits and all the costs of an offering and perceived alternatives". Zeithaml (1988, in Sanchez & Iniesta, 2007) proposed 4 criteria of perceived value definition; i.e. low prices, things on products desired by consumers, quality obtained from products based on the prices offered, and what consumers receive from what they give (benefit and sacrifice).

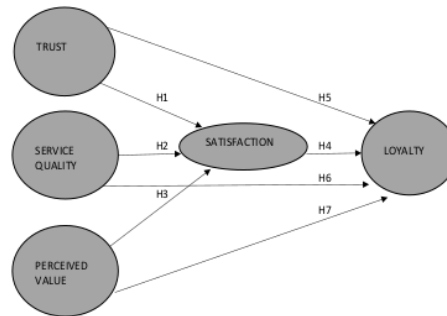
### Satisfaction

Customer satisfaction is a comparison between customer expectation and the perceived quality (Kotler, 2005). Customer satisfaction is also defined as a deep commitment to re-purchase or subscribe to a product or service consistently in the future to the same brand, despite the influence of situation and marketing efforts potentially causes the switching behavior (Jamal and Anastasiadou, 2009).

### Loyalty

Customer loyalty in an online context is defined as a commitment to continue purchasing certain products and a tendency to consistently do word of mouth communication in the future (Chang et al., 2009). Furthermore, Griffin (2005) argued that loyal customers are customers who: repurchase regularly (repeat buyers), repurchase the same product or service offered by the company, purchase across product and service lines, refer the product or service to others, communicate by word of mouth regarding the product or service to others, and demonstrate immunity to the full of competitions.

## Conceptual Framework



### Hypotheses

H1: Trust has an effect on Tokopedia's customer Satisfaction

H2: Service quality has an effect on Tokopedia's customer Satisfaction

<sup>15</sup> Perceived Value has an effect on Tokopedia's customer Satisfaction

H4: Satisfaction has an effect on Tokopedia's customer Loyalty

H5: Trust has an effect on Tokopedia's customer Loyalty

H6: Service quality has an effect on Tokopedia's customer Loyalty

H7: Perceived Value has an effect on Tokopedia's customer Loyalty

## 3 RESEARCH METHOD

### Objects of Research

The object in this study is the loyalty of Tokopedia customers, with Satisfaction as an intervening variable. Satisfaction is a dependent factor from the impact of Trust, Service Quality and Perceived Value as the independent factors on Tokopedia customers and how big the impact is.

### Population and Samples

The population covers Tokopedia e-commerce customers who have purchased products in Tokopedia at least two (two) times. Meanwhile, the number of samples refers Hair et al (2010) suggesting that the total number of sample sizes is at least 100-200 samples, and the minimum sample size is 5-10 in each indicator or estimated parameter. Therefore, in fulfilling these requirements, the number of samples is set at 115. The sample selection method utilizes Non probability sampling method with purposive sampling technique.

### Data Analysis Technique

The data analysis technique used is quantitative analysis by using smart PLS. Furthermore, analysis is carried out on the outer model evaluation, inner model evaluation, path analysis, and hypothesis of mediation/indirect influence testing.

## 4 ANALYSIS AND DISCUSSIONS

### Measurement Model Testing (Outer Model)

Measurement model aims to test the accuracy of the relationship between indicator (11) a variable in measuring the latent variables. Testing of the measurement model consists of: convergent testing and discriminant validity, as well as composite reliability testing.

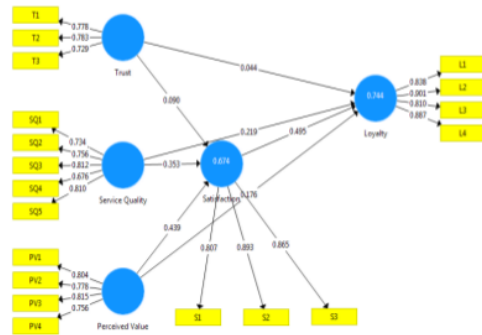


Figure 1: Outer Model.

### Validity Test

Validity test aims to measure the accuracy of indicators in measuring the latent variables. According to Ghozali (2008), an indicator is considered valid if it has a loading factor above 0.70. (12) loading factors of the indicators are above 0.7. Hence, it can be concluded that all indicators are valid.

### Reliability Test

Reliability of a variable is measured based on the values of cronbach alpha and composite reliability greater than 0.7 (Hair et al, 2010: 157).

Table 1: Composite Reliability Value.

	Composite Reliability	Cronbachs Alpha
L	0,919	0,882
PV	0,868	0,798
S	0,891	0,816
SQ	0,872	0,816
T	0,808	0,723

All variables in this research have composite (7) ability and Cronbach alpha values above 0.7. Thus, all variables in this research are reliable.

### Structural Model Testing (Inner Model) – Hypothesis 7st

The structural model (inner model) in this research consists of three exogenous latent variables (trust, service quality, perceived value) and two endogenous latent variables (satisfaction and loyalty).

Table 2: Path Coefficients.

	Original Sample	Sample Mean	Standard Deviation	Standard Error	T Statistics
PV-L	0,458205	0,463466	0,093018	0,093018	4,925963
PV-S	0,17381	0,170467	0,104642	0,104642	2,66099
S-L	0,369324	0,367367	0,130187	0,130187	5,66197
SQ-L	0,113986	0,11152	0,131142	0,131142	0,86918
SQ-S	0,702024	0,703126	0,104892	0,104892	6,6928
T-L	0,586199	0,583746	0,030084	0,030084	2,0020
T-S	0,520436	0,520032	0,020624	0,020624	3,6028

### Hypothesis 1. The Effect of Trust on Satisfaction

The effect of trust (T) variable on satisfaction (S) variable shows that the t-statistic (10) value of 3.602 is greater than the t-table which is 1.960. This means the first hypothesis is accepted.

### Hypothesis 2. The Effect of Service Quality on Satisfaction

The effect of service quality (SQ) on satisfaction (S) shows that the t-statistic value of 6.692 (6) greater than the t-table which is 1.960. This means that service quality has a significant effect on satisfaction or indicates that the second hypothesis is accepted.

### Hypothesis 3. The Effect of Perceived Value on Satisfaction

The effect of perceived value (PV) on satisfaction (S) shows that the t-statistic value of 2.660 is greater than the t-table (10) which is 1.960. This means that perceived value has a significant effect on satisfaction, or indicates that the third hypothesis is accepted.

### Hypothesis 4. The Effect of Satisfaction on Loyalty

The effect of satisfaction (S) on loyalty (L) shows that the t-statistic value of 5.661 is greater than the t-table which is 1.960. This means that satisfaction significantly affects loyalty, or the fourth hypothesis is accepted.

### Hypothesis 5. The Effect of Trust on Loyalty

Referring to the fifth hypothesis test, the (6) effect of trust (T) variable on loyalty (L) variable shows the t-statistic value of 2,002 greater than the t-table which is 1,960. This result demonstrates that trust has a significant effect on loyalty, meaning that the fifth hypothesis is accepted.

### Hypothesis 6. The Effect of Service Quality on Loyalty

The sixth hypothesis test shows that the effect of service quality (SQ) variable on loyalty (L) variable results in the t-statistic value of 0.869 smaller than the t-table which is 1.960. This means that service quality is not proven to affect loyalty, or the sixth hypothesis is rejected.

### Hypothesis 7. The Effect of Perceived Value on Loyalty

The seventh hypothesis test highlights that the effect of the perceived value (PV) variable on the loyalty (L) variable results in the t-statistic value of 4.925 greater than the t-table which is 1.960. This means that perceived value has a significant effect on loyalty or it also indicates that the seventh hypothesis is accepted.

## 5 CONCLUSION & IMPLICATION

Trust, Service Quality, and Perceived Value has proven to be able to provide satisfaction for customers and have a positive impact on customer loyalty. Therefore, Tokopedia needs more innovation and focus on considering customer loyalty in order to survive with high quality and excellence in the competition of online retail services in Indonesia.

Other influencing factors can also be examined in further studies, or adding other variables, such as price, promotion, discount, switching cost, customer relationship marketing can also be conducted.

### REFERENCES

- Ghozali, Imam. 2008, *Structural Equation Modeling : Metode Alternatif dengan Partial Least Square*, Semarang : Universitas Diponegoro.
- Griffin, Jill. 2005, *Customer Loyalty: Menumbuhkan dan Mempertahankan Kesetiaan Pelanggan*, Jakarta : Erlangga.
- Hair, J. F., Black. W. C., Babin. B. J.; and Anderson. R. E. (2010), *Multivariate Data Analysis*, 7th edition, New Jersey : Pearson Prentice Hall.
- Kotler dan Keller, 2009, *Prinsip-Prinsip Pemasaran*, Jakarta: Erlangga.
- Kotler, Philip, dan Armstrong Gary, 2013, *Prinsip-prinsip Pemasaran*, edisi 12, Jakarta : Penerbit Erlangga.
- Laudon, Kenneth C dan Jane P. Laudon, 2012, *Management System: Managing the Digital Firm*, twelfth edition, New Jersey : Prentice Hall.
- Mowen, John C dan Michael S Minor, 2002, *Perilaku Konsumen*, Jilid 1, edisi ke 5, Alih Bahasa Lina Salim, Jakarta : Erlangga.
- Zeithaml, V.A., M.J. Bitner, D.D. Gremler, 2013, *Services Marketing: Integrating Customer Focus Across the Firm*, 6th edition, Boston : Mc.Graw-Hill.
- Akbar M.M and Parvez. 2009. Impact of Service Quality, Trust, and Customer Satisfaction Loyalty, *ABAC Journal*, Vol. 29, No.1 Januari, 24-38.
- Chang, Chia-Chi Dan Hui Yun Chen. 2009, I Want My Product, My Own Way, But Which Way? The Effect of Different Product Categories and Cues On Customer Responses To WebBased Customizations, *Cyberpsychology And Behaviour*, Vol.12.
- Chin, W.W. 1995, Partial Least Square is to LISREL as Principal Component Analysis is to common Factor Analysis, *Technology Studies*, 2:315-319
- Gefen, David. (2000). E-commerce: The Role of Familiarity and Trust. *Omega The International Journal of Management Science*, 28(5) 725-737.
- Jamal, A., & Anastasiadou, K, 2009, Investigating the effects of service quality dimensions and expertise on loyalty, *Euro-pean Journal of Marketing*, 43(3/4), 398-420.
- Mahardika dan Wiyono, 2015, Analisis pengaruh service quality pada customer loyalty dengan customer satisfaction sebagai variabel pemediasi, *Universitas Sebelas Maret jurnal Fokus Manajerial*, Vol. 13 No. 1 Hal. 27-38, 2015.
- Morgan, R. M. and S. D. Hunt (1994), "The Commitment-Trust Theory of Relationship Marketing," *Journal of Marketing*, Vol. 58, pp. 20-38.
- Normasari, Selvy, Srikandi Kumadji, Andriani Kusumawati, 2013, Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan, Citra Perusahaan dan Loyalitas Pelanggan, *Jurnal Administrasi Bisnis (JAB)*.
- Novia Jessica J. 2016, Kualitas layanan dan kepercayaan seseorang terhadap loyalitas belanja pada vittoriashop , *Universitas Ciputra : Performa Jurnal Manajemen dan Start-Up Bisnis*, Vol. 1, No. 2, Juni 2016.
- Parasuraman A, Leonard L. Berry, And Valarie A. Zeithml. (1985). A Conceptual Model Of Services Quality And Its Implications For Future Research. *Journal Of Marketing*, Vol. 49, P.41-50.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Marketing*, 64(1), 12-40.
- Perwira, Yulianto dan kumadji, 2016, Pengaruh e-service quality dan perceived value terhadap kepuasan pelanggan dan loyalitas pelanggan, *Jurnal Administrasi Bisnis (JAB) Universitas Brawijaya*, Vol. 38 No.2 September 2016.
- Sánchez, Fernández. R., and Iniesta Bonillo, M. Á, 2007, The concept of perceived value: a systematic review of the research, *Marketing Theory*, 7 (4), 427-451.
- Sativa, Amila dan Sri Rahayu Tri Astuti. 2016, Analisis Pengaruh E-Trust dan E-Service Quality terhadap E-Loyalty dengan E-Satisfaction sebagai Variabel Intervening, *Diponegoro Journal of Management*, Vol. 5, No. 3, 2016, 1-10
- Setyaningsih Oktania, 2014, Pengaruh persepsi kualitas pelayanan e-commerce terhadap kepuasan pelanggan, kepercayaan dan loyalitas pada produk fashion, *Universitas Sebelas Maret Jurnal Bisnis & Manajemen*, Vol. 14, No. 2, 2014 : 67 -80.
- Siagian dan Cahyono, 2014, Analisis website quality, trust dan loyalty pelanggan online shop, *Universitas Kristen Petra Jurnal manajemen pemasaran*, Vol. 8, No. 2, Oktober 2014.
- Suhardi, 2006, "Faktor-faktor yang Mempengaruhi Kepercayaan dan Loyalitas Nasabah Perbankan di Surabaya", *Jurnal Kinerja*, Volume 10, No. 1, Tahun 2006, Hal. 50-56.
- Sweeney, J. C., and Soutar, G. N. 2001. "Consumer perceived value: The development of a multiple item scale" . *Journal of Retailing*, 77(2), 203-220.
- Wolfinger, M. dan M. C. Gilly. 2003. "eTailQ: dimensionalizing, measuring and predicting etail quality". *Journal of Retailing*. 79, 183-198.

- Yee, Yin and T.M. Faziharudean.2010. Factors Affecting Customer Loyalty of Using Internet Banking in Malaysia. *Journal of Electronic Banking Systems Faculty of Business and Accountancy*. University of Malaya
- Zeithaml, V. A. (1988). Consumer Perceptions of Price, Quality, and Value: A Means-End Model and Synthesis of Evidence. *Journal of Marketing*, 52 (3), 2-22.

# MELITINA TECOALU

## ORIGINALITY REPORT

24%

SIMILARITY INDEX

18%

INTERNET SOURCES

12%

PUBLICATIONS

25%

STUDENT PAPERS

## PRIMARY SOURCES

1

[www.scitepress.org](http://www.scitepress.org)

Internet Source

9%

2

Submitted to Universitas Warmadewa

Student Paper

2%

3

T Mulyana, W Susilawati, W Wufron, N Mardani.  
"Service quality factors: Web navigation on  
online transportation in Indonesia", Journal of  
Physics: Conference Series, 2019

Publication

1%

4

Submitted to Udayana University

Student Paper

1%

5

Submitted to Universitas Diponegoro

Student Paper

1%

6

Submitted to STIE Perbanas Surabaya

Student Paper

1%

7

Submitted to Universitas Mercu Buana

Student Paper

1%

8

Submitted to Postgraduate Schools -  
Limkokwing University of Creative Technology

1%

**9** Submitted to University of Northumbria at Newcastle  
Student Paper 1%

---

**10** Submitted to Universitas 17 Agustus 1945 Surabaya  
Student Paper 1%

---

**11** [www.gileexperts.com](http://www.gileexperts.com)  
Internet Source 1%

---

**12** Submitted to Universitas Negeri Surabaya The State University of Surabaya  
Student Paper 1%

---

**13** [www.bsi.si](http://www.bsi.si)  
Internet Source 1%

---

**14** [studylib.net](http://studylib.net)  
Internet Source 1%

---

**15** Submitted to School of Business and Management ITB  
Student Paper 1%

---

Exclude quotes  On

Exclude matches  < 15 words

Exclude bibliography  On