"THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP TOKOPEDIA USERS IN MALANG CITY"
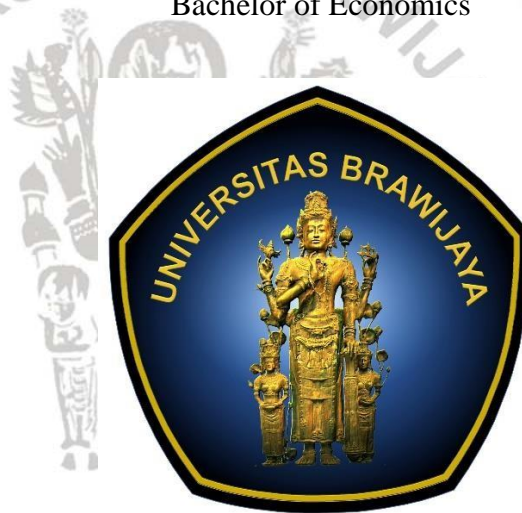
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"THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP USERS (RESEARCH ON TOKOPEDIA) IN MALANG CITY"

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TABLE OF CONTENT

viii

ix

LIST OF FIGURE

x

LIST OF TABLE

LIST OF APPENDICES

**"PENGARUH E-SERVICE QUALITY DAN PERCEIVED QUALITY
PADA LOYALITAS KONSUMEN PENGGUNA TOKO ONLINE
(PENELITIAN TOKOPEDIA) DI KOTA MALANG"**

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Abstrak

Tujuan dari penelitian ini yaitu untuk mengetahui pengaruh *e-service quality* dan *perceived quality* terhadap *consumer loyalty* pengguna *online shop* (penelitian terhadap tokopedia) di kota Malang. Penelitian ini merupakan penelitian penjelasan dengan pendekatan kuantitatif dengan menggunakan analisis jalur atau biasa disebut dengan analisis deskriptif. Data dikumpulkan melalui *online survey* menggunakan instrumen kuesioner dengan respon yang dapat digunakan dari 100 responden yang menggunakan *online shop* Tokopedia .

Hasil dari penelitian ini *service quality* dan *perceived quality* pada penelitian ini memberikan hasil yang signifikan terhadap *consumer loyalty*. Penelitian selanjutnya diharapkan dapat mengembangkan variabel penelitian ini dengan menambahkan variabel independen yaitu *Behavioral Intentions* atau langsung pada indikator *Word of Mouth, Site Revisit*, dan *Purchase Intention*.

Kata Kunci: *E-service quality, perceived quality, consumer loyalty, online shop*

"THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP USERS (RESEARCH ON TOKOPEDIA) IN MALANG CITY"

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Abstract

The purpose of this study is to determine the effect of e-service quality and perceived quality on consumer loyalty of online shop users (research on Tokopedia) in Malang. This research is a research study with quantitative analysis using path analysis or commonly referred to as descriptive analysis. Data was collected through an online survey using a questionnaire instrument with responses that can be used from 100 respondents who use Tokopedia's online shop.

The results of this study service quality and perceived quality in this study provide significant results on consumer loyalty. Future studies are expected to develop this research variable by adding independent variables namely Behavioral Intentions or directly to the Word of Mouth, Site Revisit, and Purchase Intention indicators.

Keywords: *E-service quality, perceived quality, consumer loyalty*

CHAPTER I
INTRODUCTION

1.1   Background of the Study

Human life has a experienced a new era of development called the era of technology and information technology that grow rapidly. The internet has become a common thing that cannot be separated in social life. Advance technology have encouraged companies to implement technology in their business activities. The company's ability to implement the technology will further assist the company in competing with its competitors. According to Irmawati (2011), that one form of technology implementation in terms of increasing business competition and product sales is to use electronic commerce to market a variety of products or services in the form of products or digital. In this digital age technological developments occur an evolution of media technology, its new media or often familiar with online media or the internet, is certainly not strange anymore. This media is touted as a media that is not matched by the growing number of users. In developing countries, the internet been used as a reference source in obtaining information. Not only information but also current progress such as the sale and marketing of products that are more accessible. The services offered through the internet in the digital age are profitable and have influential in increasing sales for sellers and convenience for consumers or users.

According to Chang (2009) the development of online business helps increase online shopping activities. In the consumer marketing community, customer loyalty has long been considered as an important issue. However, the level of online shopper loyalty on foreign and local sites are still in question. In addition,

with high competition, marketing managers must struggle to find out what aspects can increase online customer loyalty or online shopper. According to Johnson in Maulana, R., & Kurniawati, K. (2015), e-commerce is an act of conducting business transactions electronically using the internet as the most important communication media. Meanwhile, according to Nugroho (2006), e-commerce trading is defined as a way to sell and buy goods and services through the internet network, but this includes various aspects including purchase transactions and fund transfers via computer networks. E-commerce was first introduced in 1994, electronic banners are used for promotional and advertising purposes on a page or website. By looking at market developments that depend on mobile devices, companies engaged in e-commerce use mobile devices as a form of participation in competing to take advantage of new era developments by using it as a tool for business growth, not limited to Tokopedia.

Consumer loyalty is described as customer satisfaction that comes from previous real buying experience with companies that also have experience through electronics. Online buyer satisfaction will determine customer satisfaction or E-Consumer Loyalty. According to Dick and Basu (1994) loyalty is defined as the relationship between the behavior exhibited by a person towards a brand /product/ store and subscription behavior. E-loyalty is the tendency of consumers to make repeat purchases at an online store (Zheng, Lee, & Cheung, 2017). In Cyr (2008) defines e-loyalty as the intention of consumers to visit or use a website, make a purchase or consider buying from that website in the future where consumers will not move to another website. E-Service quality is one of the models of service quality. E-Service quality can be interpreted as an assessment of what consumers

receive with what consumers expect to be mutually compatible or contradictory.

According to Wood (2009) every interaction with a customer is a form of customer service. Various interaction type includes telephone, letter, email or face to face.

Perceived quality is another dimension of brand value that is important for consumers to choose the goods and services to be bought (Aaker 1991) It is important to note that product quality is an important company resource for achieving competitive advantage (Aaker 1989).

Source: CNBC INDONESIA
Figure 1.1 Online Shop Users

This figure explain that Tokopedia is an online shop with the most significant shopping tradition with the widest reach, the largest seller network and most users (tirto.id, 2019). Tokopedia provides a place for sellers and buyers to buy and sell products for free, without any charge. Besides of free of charge, Tokopedia also provides a joint account system with guaranteed security. The purpose of

developing Tokopedia mobile application is as a way to compete in providing services to its customers so that it can maintain its market share. Also, eases for users to make buying and selling transactions because it can be used wherever users are located so it is easier in terms of mobility. Even so, the level of consumer satisfaction with the Tokopedia site is still low, one of which is caused by the complaints from customers at Tokopedia.

Complaints are mostly directed To the lack of quality service in Tokopedia, especially by customer service who is slow in response to handle complaints (iprice.co.id, 2017). In line with the research results by Sudjatmika (2017), the test results show that product prices and reviews have a positive and not significant effect on online purchasing decisions at Tokopedia.com, while convenience and security have a positive and significant effect on online purchasing decisions at Tokopedia. Influential factor in online purchasing decisions at Tokopedia is convenience.

E-COMMERCE	BLOG FAQ	LIVE CHAT	SOSIAL MEDIA	TELEPON	E-MAIL
Lazada	Ya	Ya, 24 jam	Ya, 24 jam.	Tidak	Tidak
Bukalapak	Ya	Ya	Ya	Tidak	Ya
Tokopedia	Ya	Tidak	Ya	Ya	Ya
Zalora	Ya	Ya	Ya	Ya, tidak 24 jam.	Ya
Mataharimall	Ya	Ya	Ya	Ya, tidak 24 jam.	Ya
Shopee	Ya	Tidak	Ya	Ya, 24 jam.	Ya
Bhinneka	Ya	Ya	Ya	Ya	Ya
Elevenia	Ya	Ya	Ya	Ya	Ya
Blibli	Ya	Ya	Ya	Ya	Ya
JD.ID	Ya	Ya	Ya	Ya	Tidak

Source: Iprice.co.id

Figure 1.2 Customer Service of the Online Shop

This table explains that the live chat feature is an indicator to be able to respond complaints directly. While other features can be a less effective indicator because of stacked up message and not responded optimally. With the live chat feature, customer only needs wait to be able to communicate directly with customer service. The phone also includes features that can connect or communicate directly. However the cost and time to wait are fairly expensive and long, it becomes less efficient for the consumer.

However, with the increasing application of services through online media in the business world measurements of the quality of electronic services (e-service quality) is increasingly considered. This is due to the difference between service quality and e-service quality, which is the absence of service personnel and physical elements that can be seen or felt by consumers. According to Banerjee (2017) the importance of trust in online business has long been a ladder to facilitate transactions between business parties that expected to other parties will not behave opportunistically by taking advantage of the situation. According to Fang (2014) trust occurs when one party believes in the actions of another party. As a result, to believe in a brand or service, customers or users must see the quality to be positive. Thus, online trust is a major differentiator that determines the success or failure of companies doing their business via the Internet. According to Yang (2015) online vendors can be less familiar and it might face greater challenges. A retailer's website can be an important source of information for overcoming uncertainty.

Malang is a city with a lot of newcomers or students who are potential to make many online purchases. This is in line with Octaviani and Sudrajat (2016) who

explain that the phenomenon of the emergence of online shops has led to changes in shopping behavior among Surabaya State University students. The increasing number of online shops has led to the enthusiasm of students to prefer shopping online. The advancement in technology and the ease of accessing online shop websites are supporting factors that made to the many online shops nowadays.

Online shopping system is different from direct shopping at the store, in online shopping the buyer does not directly meet the seller. In Manik's research (2010) regarding consumer confidence in online shopping decisions, which aims to find out how much consumer confidence in online purchasing decisions. Based on the background above, the researcher proposed a research entitled "THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP TOKOPEDIA USERS IN MALANG CITY"

1.2 Problem of the Study

The problems in this study are:

1) Does e-service quality influence consumer loyalty?

2) Does perceived quality influence consumer loyalty?

3) Which variable is more influential on consumer loyalty?

1.3 Objective of the Study

The objectives to be achieved in this study:

1) To analyze whether e-service quality has an influence on consumer loyalty.

2) To analyze whether perceived quality has an influence on consumer loyalty.

3) To analyze which factor has a more dominant influence on consumer

loyalty.

1.4   Significance of the Study

From the research objectives mentioned above, it is expected that this research can be beneficial:

1. For companies

   The results of this research can be used as an objective basis in making corporate decisions, new knowledge for companies against phenomena in society, guidelines for determining the steps to be taken by the company in the future and can be a source of information to add knowledge of the influence of e-service quality and perceived quality on consumer loyalty of online shop users (research on Tokopedia) in Malang.

2. For academics

   This research be a source of information to increase knowledge about the effect of e- service quality and perceived quality on consumer loyalty of online shop users.

CHAPTER II
THEORETICAL FRAMEWORK

2.1 Previous Research

To provide a broad perspective and clear view of the research framework in this research, it is necessary to discuss and analyze the previous research. Previous research can be used as a guideline, basic method, or comparative research to get a quality and clear research framework. Below is the table of the relevance of previous studies that can be useful as a basis.

Table 2.1 Previous Research

Name	Title	Year	Variable	Result
Sudjatmi ka	The Effect of Prices, Product Reviews, Ease and Security on Online Purchasing Decisions at Tokopedia	2017	Independent Variable: • Price (X_1) • Product Review (X_2) • Ease (X_3) • Security (X_4) Dependent Variable: ▪ Buying ▪ Decison (Y)	▪ The price research results and product reviews have a positive and not significant effect on online purchasing decisions at Tokopedia.com ▪ Factors that greatly influence online purchasing decisions at Tokopedia.com is Ease
Lupi, and Nurdin	Analysis of E-Commerce Marketing and Sales Strategies on Tokopedia	2016	• Library Research • Field Research	The results show that the Tokopedia website is an online mall that provides online business with ease, while providing a safe and comfortable online shopping experience because it has a search engine that makes it easy to search for products, directories as a shopping catalogue, and features so that users can easily use Tokopedia, as well as The artist as a website ambassador is a unique marketing strategy to attract the interest of the public.

Sfenrianto	Impact of E-Service on Customer Loyalty In Marketplace In Indonesia	2018	Data collected by 107 respondents using marketplace	▪ Usability perception factors had a significant effect on e-service, and e-service has a significant effect on customer loyalty. Trust and perceived ease of use are not felt for e-service. It can be concluded that e-marketplace is a new thing in Indonesia and there is a complex business environment to get customer loyalty
Suhaily	What Effects Repurchase Intention of Online Shopping	2017	influence of E-Service Quality, Price Perception and Experiential Marketing to Repurchase Intention which mediated by Customer Satisfaction in On-line Shopping. The amount of samples is 180 respondents. Questionnaires were distributed to respondents who have shopped using online shopping with random sampling method	▪ There is the influence of e-service quality to customer satisfaction and to repurchase intention, while repurchase intention has negative impact occurs. Furthermore, the price has no influence on customer satisfaction but has the influence to repurchase intention. Experiential marketing does not influence customer satisfaction and purchase intention. Customer satisfaction has a positive effect on repurchase intention. The impact of e-service quality and experiential marketing through customer satisfaction as mediation variable does not influence to repurchase intention, while price perception influence to Repurchase intention.
Nugroho and Sari	Analysis of the Influence of Tokopedia Website Quality on User Satisfaction Using the Webqual 4.0 Method	2016	The variables of the Webqual 4.0 dimension are usability, information quality, service interaction and customer satisfaction variables. Indicators in the questionnaire	Based on data processing, it can be seen that the user's perception of usability, information quality, service interaction is in the good category. Meanwhile, based on the influence of these three variables, there are two variables that have a positive and significant effect on user satisfaction, namely usability and service interaction. Meanwhile, the information quality variable has no positive and significant effect on user satisfaction. Based on the research results, what should be focused on improving is service interaction because it has a high percentage of influence on user satisfaction, namely 62.7%. For example, by using language that is polite and easily understood by users when communicating, providing standards in communicating with potential customers.

Djatmiko and Akbar	The effect of E-service quality on E-customer satisfaction and E-customer loyalty at lazada.co.id	2016	• Independent Variable: E-servcice Quality (X) • Dependent Variable: - E-customer satisfaction (Y₁) - E-customer Loyalty (Y₂)	The results obtained in this research is e-service quality positive effect and significant to e-customer satisfaction, e-customer satisfaction positive effect and significant to e-customer loyalty, e-service quality positive effect and significant to e-customer loyalty and e-service quality has indirect influence against e-customers loyalty via e-customer satisfaction.
Ladhari	Developing E-service quality scales: A literature review	2010	• Critical Incident Technique (CIT)	Globally, there are six dimensions in the e-service quality construct that are more consistent, namely, reliability / fullfilment, responsiveness, ease of use / usability, privacy / security, web design and information quality / benefit.
Anderson and Srinivasan	E-Satisfaction and E-loyalty : A Contingency Framework	2003	• Exploratory Factor Analysis (EFA)	The results of this study indicate that although e-satisfaction has that influence strong against e-loyalty, this relationship is also influenced by (a) Individual level factors consumers and (b) Factors business level company. For a factor at the consumer level, convenience motivation and purchase size amplify influence from e-satisfaction to e-loyalty, despite suppressing inertia the effect of e-satisfaction with e-loyalty. Meanwhile for factors at the business level, trust and perceived value developed by the company significantly amplifies the influence of e-satisfaction with e-loyalty.

Muslim	Internet Banking service Quality and Its Implication on E-Customer Satisfaction and E-Customer Loyalty	2016	• Independent Variable: Service Quality (X) • Dependent Variable: - E-customer satisfaction (Y_1) - E-customer loyalty (Y_2)	Research result indicates that the four dimensions (Personal need, site organization, user friendliness and efficiency of website) is the notion clear and also indicates that internet banking service Quality which consists of four dimensions has a clear match and each dimension has a significant and positive relationship with internet banking service quality. Efficiency of banking website is an aspect the important of internet banking service quality. Relationship between internet banking service quality, e-customer satisfaction and e-customer loyalty are significant.
Apostolos and Giovanis	Gaining customer loyalty in the e-tailing marketplace: the role of e-service quality, e-satisfaction and e-trust	2014	• Explanatory Factor Analysis (EFA)	The results of data analysis of 451 customers from e-tailers users in Greece indicate that: 1. E-loyalty is positively influenced by e-satisfaction and e-trust. 2. The dimension of e-service quality (reliability / efficiency; privacy / security and ease of use / usability shows that it affects e-satisfaction and e-trust) 3. E-satisfaction becomes a link between the three dimensions of e-service quality, namely information quality / benefits, responsiveness, and web design and e-trust.

2.2 Theoretical Framework

2.2.1 Definition of E-Service Quality

The electronic service quality is often called as e-service quality. Businesses that have experience in using e-commerce begin to realize that the important key that determines the success or failure of an online business is not only in the presence of websites and low prices, but also e-service quality. E-service quality is the extent to which a website facilitates effective and efficient shopping, purchasing, and delivery of products and services (Linardi, 2019).

E-service quality is a service provided to consumers of the Internet network as an extension of the ability of a site to facilitate shopping, purchasing and distribution activities effectively and efficiently. E-service quality is the overall interaction that occurs between consumers and websites, where websites provide ease and effectiveness in shopping, buying and delivering their products to consumers. Unlike the assessment of service quality in the offline context, the e-service quality of consumers will not evaluate each sub-process in each visit to the online shop but rather the whole process through which to obtain services.

The Magdalena and Jaolis (2018) study of e-service quality conducted by Parasuraman tested various features of websites that affect e-service quality said that the core of the process of measuring e-service quality focuses more on perceptual and dimensional levels than features that are found on the website even though these features also influence the quality of services provided. Perceptual attributes are considered as relatively unchanged aspects of website features that can often change along with technological developments, for example website design and layout, search engines, content and so on. Besides that, perceptional attributes tend to be more experiential so they can be measured by consumers who have interacted with the website.

E- service quality has an important role in creating value for consumers (perceived quality) in an online shopping environment. The perceived value of consumers, is the consumer's assessment conducted by comparing the benefits obtained by consumers from a service provided by the company with the sacrifice that has been incurred by consumers to obtain products (Razavi, Safari, Shafie, and Khoram, 2012). E-service quality is an electronic-based service that is used to

facilitate shopping, purchasing, and shipping of products and services effectively and efficiently. Service quality has been conceptualized as the difference between customer expectations regarding the service to be received and the perception of service received.

E-Service quality is a combination of internet-based service quality consisting of efficiency, flexibility, system availability, privacy. Where customers will feel more efficient in conducting transactions in terms of time and cost, likewise the availability of information and the smoothness of transactions becomes the customer's choice to transact through the availability of adequate internet network and system facilities. Furthermore, the guarantee of the confidentiality of customer data is included in the measurement of e-service quality when a problem arises that consumers experience in the service delivery process consisting of responsiveness, compensation and contact (Bimo, Edy, and Srikandi Kumadji. 2016).

2.2.2 Definition of Perceived Quality

Good service quality arises because of the service strategy related to company policies. The service strategy must be continuously developed to be maintained and improved, especially to create consumer loyalty. Service strategy must be able to provide the perceived quality value received by its customers, such as services that must meet the expectations of its customers, and then this will motivate customers to remain loyal to the company rather than having to move to a competing company.

According to Bimo, et al. (2016), Perceived Quality, has two main dimensions of perceived value, namely functional and affective. Functional means the rational and economic assessment felt by the customer. The functional value

dimension is service quality whereas the affective dimension of perceived quality reflects the feelings or emotions created by the product or service. In general the affective dimension is divided into emotional and rational.

Perceived value is a form that underpins perceived service quality, as material value, perceived service quality can be conceptualized as a result and exchange or sale of customers between perceived quality and customer sacrifice in financial and non- financial terms. Non-financial sacrifices include time, physical or psychological effort. The results obtained and the difference in the quality of service and sacrifice made by the customer will influence the assessment of customer satisfaction as a result of the comparison between the overall profit received by the customer personally with the sacrifice or costs paid by the consumer. Therefore the customer's perception of the quality or benefits of the product and the sacrifice made through the price paid. Monetary unit for a series of economic, technical, service and social benefits in exchange for the price paid for a product, consider the offers and prices of available suppliers. With the quality perceived by the market and adjusted to the relative price of the company's product to the value of the customer in the emotional bond that exists between the customer and the producer after the customer uses the product or service and finds that the product concerned adds value as perceptual preferences and customer evaluations of the product attribute, performance attributes, and the consequences obtained from the use of products that facilitate or hinder the achievement of customer goals and objectives in situations of use (Yustisi, Suharyono, and Bafadhal, 2018).

The customer perceived is the difference between the prospective customer's assessment of all the benefits and alternative costs. The total customer benefit is the

monetary value of the collection of economic, functional and psychological benefits that the customer expects and a market offering caused by, the products, services, personnel, and image involved. Total customer costs are a collection of perceived costs that customers expect to incur in evaluating, obtaining, using, and getting rid of a market offers, including monetary, time, energy, and psychological costs. Then, the value that the customer perceived is based on the difference between what the customer gets and what he gives for different possible choices. Companies that get loyal customers by providing unique value are the essence of successful marketing.

What's new, is a more careful effort to understand how the company's customers feel value. The company's goal is a unique combination of benefits received by targeted buyers that include quality, price, convenience, timely delivery, and both before sale and after-sales service because managers often conduct customer value analysis to reveal the company's strengths and relative weaknesses to the strengths and weaknesses of various competitors. Because preferences are felt by consumers as a form of evaluation, product attributes, performance attributes, and consequences in terms of the goals and objectives of the customer. They also add value as a function of product features, quality problems, delivery, service, and price (Razavi, and friends. 2012).

Based on this understanding, perceived quality is an assessment given by consumers toward the benefits of a product that has been perceived either positive or negative. The quality of a product or service is one important factor for consumers to make a purchase, if the goods or services have high quality. Also, the customer will not hesitate to pay dearly to satisfy his desire to measure with the following items to calculate the performance of a product /services namely: having

a consistent quality, well-made, having acceptable quality standards, durable products, and consistent performance.

2.2.3 Definition of Consumer Loyalty

In general, this model is used to explain future loyalty behavior. Loyalty is a deep commitment to repurchase or become a regular customer and a product or service that is consistently loved in the future, where that commitment causes repeated purchases of the same service, even has the willingness to recommend service providers to others who are conative aspects (Turban, King, Lee, Liang, and Turban, 2015).

Loyalty can be interpreted as repetitive buying behavior based on experience about fulfilling its expectations. Customer loyalty can be expressed by a liking towards the product by making consistent purchases of a product or service repeatedly. There are four types of customer loyalty dimensions, according to Siagian and Cahyono, (2014):

1. A situation where a customer uses a product or service regularly and continues to make purchases at the same company even if different products or services are purchased.

2. A situation where a customer purchases the same product or service in the same place.

3. A situation where a customer recommends and gives a positive response in the community.

4. A situation where a customer demonstrates something that is considered as a strength that a product has with similar products and has the same function.

2.3 Conceptual Framework

Sugiyono in his book, states that: "Hypothesis Framework is a conceptual model of how theories relate to various factors that have been identified as important problems".

Based on the theory used, it can be concluded that E-Service Quality and Perceived Quality can have a positive influence on customer loyalty for its customers and will also have a good effect on companies, especially Tokopedia in optimizing and maintaining its market share. The variables used in this research are E-Service Quality (X1) and Perceived Quality (X2) as Independent or independent variables in this study. Consumer Loyalty (Y) is the dependent variable in thisresearch. For more details, the relationship between one variable with another variable can be seen in the following diagram or paradigm:

E-Service Quality
(X_1)

Perceived Quality
(X_2)

Consumer Loyalty
(Y)
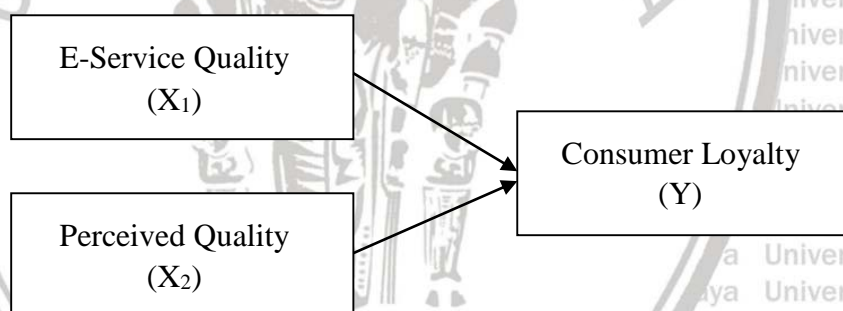
Figure 2.1 Conceptual Framework

2.4 Hypothesis

Hypothesis is a formula which states temporary answer to the problem that still needs to be tested for truth because the hypothesis will be used as a basis for drawing conclusions.

Based on the description or theoretical framework, and opinions as described, the formulation of the research hypothesis, namely:

2.4.1 The influence of E-service quality on consumer loyalty

E-service quality is an overall evaluation and customer evalution regarding the excellence and quality of electronic service delivery in virtual markets. In context, e-service quality can influence customer behavior such as revisiting websites and word of mouth recommendations (Carlson and O'Cass, 2010). In line with Swastha and Handoko (2000), who explain that there are five main factors that influence loyalty, namely product quality, service quality, emotional, price and cost. Then, the hypothesis can be formulated as follows:

H1: E-service quality has an influence on consumer loyalty.

2.4.2 The influence of perceived quality on consumer loyalty

Perceived value is the preference and evaluation of customers for online store attributes that facilitate the achievement of customer goals and objectives (Wu & Chang, 2016). Parasuraman et al (2005) suggest that when consumers evaluate E-Service quality, they will consider the basic service performance provided by the website, whether it is in accordance with what is needed by consumers. Then, the hypothesis can be formulated as follows:

H2: Perceived quality has an influence on consumer loyalty

2.4.3 The influence of E-service and perceived quality on consumer loyalty

The result of influence can be concluded that the perceived value variabel functions as a partial mediator (Widiapuri Suharyono and Bafadal, 2018). If the customer gets a good E-Service quality, he will immediately be satisfied from the E-Service quality received, namely E-Customer satisfaction without giving a perception of the value received by the customer first. This supports research from Lien et al. (2010) which states that there is a greater direct influence than the indirect

influence of the E-Service quality variabel on E-Customer satisfaction perceived value.

H-3: E-service have a more influence on consumer loyalty.

CHAPTER III
RESEARCH METHOD

3.1 Type of Research

This research is a quantitative analysis with descriptive analysis. As a basis and complement to data collection, the research approach used in this research is to use a descriptive research method by making a systematic and detailed research results based on facts and accurate data obtained in the city of Malang. This type of research is conclusive causal, namely research that aims to obtain a conclusion from the data that has been obtained and processed to explain the causal relationships between the variables discussed in this rsesarch (Augusty, 2006).

The variables to be examined in this research are:

1. The E-Service Quality variable is symbolized x_1
2. The Perceived Quality variable is symbolized x_2
3. The Consumer Loyalty variable is symbolized Y

3.2 Research Location

The research aimed to examine the behavior of users of Tokopedia applications that can be accessed in Malang. The selection of the city of Malang as a research location is also based on the number of newcomers or students who will automatically make many online purchases in the current era. This is in line with Octaviani and Sudrajat (2016) who state that the phenomenon of the emergence of online shops has led to changes in shopping behavior among Surabaya State University students.

Malang City in this research is used as a city to collect data from respondents with Tokopedia customer criteria who used the Tokopedia application in ordering their services and domiciled in Malang.

20

3.3   Research Approach

This is a research with quantitative method using descriptive analysis. As a basis and complement the data collection, the research approach used in this research is descriptive research method by making a systematic and detailed research results based on facts and accurate data obtained in the city of Malang. This type of research is conclusive causal, namely research that aims to obtain a conclusion from the data that has been obtained and processed to explain the causal relationships between the variables discussed in this research. So, to obtain these data the researcher needs (Siregar, 2013):

1. Literature Research

    Literature research is research conducted by looking at and how to collect some written data sourced from by studying books in libraries, literature, bulletins, newspapers, magazines, scientific works and other written sources that are closely related or regarding the problem in this research.

2. Field Research

    Field Research is conducted by conducting or observing research directly to the field of research sites to find accurate data in support of research in the city of Malang. To simplify data collection, it used document recording, using a questionnaire.

3.4   Population and Sample

3.4.1   Population

In each research it is expected to determine the subject to be studied to make it easier to obtain the required data. As Sugiyono states that: "Population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by to be studied and then draw conclusions". According

to Sugiyono (2008), in quantitative research population is defined as a generalization area consisting of: objects or subjects that have certain qualities and characteristics that are determined for and then drawn conclusions. The population is, for example, residents in certain regions and so on. Furthermore, according to Supriyadi, the population is the area of generalization in the form of the subject or object under study to study and draw conclusions.

Population is not only people, but also other natural objects. Population is also not just existing in the object or subject studied, but includes all the characteristics or properties possessed by the subject or object. The population of this study is people in Malang and have used the Tokopedia application at least for one transaction.

3.4.2   Sample

The sample represents a small portion of the population that is considered part of a small group observed from the population. If we are only going to study part of the population, then the research is called sample research. It is named as sample research to generalize sample research results. What is meant by generalizing is to raise the conclusion of research as applicable to the population.

Generalization and reduction are two important bases of any scientific research that does not investigate all objects, all situations or all events, but only a part of objects, situations, or all events.

According to Sugiyono (2011), the sample is part of the number and characteristics possessed by the population. If the population is large, and may not study everything in the population, for example due to limited funds, manpower

and time, then use samples taken from that population. For this reason the sample taken must be truly representative.

According to Roscoe in Sugiyono (2014), the ways to determine the number of samples in the research are stated as follow:

1) The appropriate sample size in the research is between 30 and 500 people.

2) If the sample is divided into categories (for example: male-female, private- sector employees, etc.), then the number of members of each category is at least 30 people.

3) If the research will carry out multivariate analysis (multiple correlation or regression), then the number of sample members is at least 10 times the number of variables studied.

4) For simple experimental research, which uses the experimental group and the control group, the number of sample members is between 10 and 20 each.

In this research there are 2 independent variables and 1 dependent variable so that there are 3 variables, the number of sample members is 10 x 3 = 30 so that the sample size of at least 30 can represent the research and in this research, the researcher used 100 samples.

Based on the above quotation, it is determined that the number of samples in this research are Tokopedia application users who have done at least one transaction. The sampling technique used in this research is a non-probability sampling technique using accidental sampling. Accidental sampling is a type of non-probability sampling method where the sample is taken from a group of people

easy to contact or to reach. For example, standing at a mall or a grocery store and asking people to answer questions would be an example of a convenience sample.

This type of sampling is also known as grab sampling or availability sampling. There are no other criteria for the sampling method except that people be available and willing to participate. In addition, this type of sampling method does not require random simple sample, since the only criteria is whether the participants agree to participate (Saunders; Lewis; Thornhill, 2012).

3.5 Data Collection

Every research requires accurate data so that the results of the research can be trusted, and take data. By conducting research directly, the types of data that is taken or used in this research are as follows:

1. Primary Data

In his book Abdillah & Hartono (2015) state that primary data is data that has never been processed by certain parties for certain interests. Primary data shows the authenticity of the information contained in the data. Primary data are generally sourced from primary sources, i.e. the data resides with the main party who owns the data. The primary data collection method in this research is the method of distributing questionnaires or questionnaires. According to Cresswell in Sugiono (2006), questionnaire is a data collection technique where the participant or respondent fills in a question or statement, and after it is completed, it will be returned.

The questionnaire collects answer from various questions based on indicators in the research variables. After the questionnaire has been arranged the questionnaire is distributed to respondents in accordance with the research

criteria. This research uses a closed questionnaire. According to Siregar, it means that the question given to respondents already in the form of multiple choice. Therefore, in this type of questionnaire respondents are not allowed to issue opinions. The questionnaire in this research uses, A Likert Scale, a Likert Scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions about an object or phenomenon. By using a Likert Scale, the variables to be measured are translated from variables into dimensions, and the dimensions is translated into indicators, and indicators are translated to sub-indicators that can be measured. Finally, sub-indicators can be used as benchmarks to make a question or statement that needs to be answered by the respondent. In the Likert Scale there is a score that is used as a benchmark in each statement. The examples are as follows:

Table 3.1 Likert Scale

Category	Score
Strongly Agree	5
Agree	4
Neutral	3
Disagree	2
Strongly Disagree	1

The primary data in this research are as follows:

1. E-service quality data obtained by distributing questionnaires.

2. Data about perceived quality was obtained by distributing questionnaires.

3. Data about consumer loyalty was obtained by distributing questionnaires.

2. Secondary Data

According to Abdillah & Hartono (2015), secondary data is data that has been processed, stored and presented in a specific format or form by certain parties for certain interests. Secondary data shows the authenticity of the information contained in the data because it has been processed for certain purposes. Secondary data is generally sourced from secondary sources but can also be sourced from primary sources. Secondary data obtained in this research are derived from library visits, namely other institutions that can assist with thesis preparation. This library research was also accompanied by coming from book, journals, articels, and internet media.

3.6 Data Collection Method

Data collection method is the mechanism that must be carried out in collecting data. This is the most strategic step in research, because the main purpose of research is to get data. Without knowing the data collection techniques and mechanisms, the research will not get data that meets the established data standards.

Data collection method are intended to uncover facts about the variables studied using appropriate methods and standard instruments. According to Arikunto: "In research activities, how to obtain data is known as a method of data collection". For this reason, techniques, procedures and tools that are reliable are used because the merits of a study depend in part on data collection method. The data collection method to obtain data of this study uses a questionnaire, namely through a list of questions compiled systematically with several answer choices that are easily understood by using a Likert scale.

3.7 Operational Definition

The operational variable definition is an element of research that provides the way to measure a variable. In other words, operational variables are a kind of guidance on how to measure variables. Singarimbun and Effendi, (2002: 56). The followings are the operational variable definitions used in this research.

E-Service Quality (X_1)

1. Is a combination of internet- based service quality consisting of efficiency, flexibility, system availability, and privacy. Where customers will feel more efficient in conducting transactions in terms of time and cost, likewise the availability of information and the smoothness of transactions becomes the customer's choice to transact through the availability of adequate internet network and system facilities as well as the guarantee of the confidentiality of customer data included in the measurement of e-service quality when a problem arises that consumers experience in the service delivery process consisting of responsiveness, compensation and contact. (Bimo, Edy, and Srikandi Kumadji, 2016). There are four indicators usedthis research, such as:

• Reliability, is the ability of provider to give the service they promised to customer and give the advantages than the other provider.

• Responsiveness is the ability of the provider to interact or response all the consumer needs or complain.

• Privacy, is the ability of the provider to give protection of consumer private data (address, telephone number,and so on).

• Information quality, is the ability to give information about product,

delivery track,and so on.

Table 3.2 The independent variable symbolized X1 is E-Service Quality

Variable	Indicator	Item	Scale
E- Service Quality (X₁) (Ladhari, 2010)	Reliability	Be able to perform the promised service Appropriately	Likert
	Responsiveness	a. response speed b. willingness to help customer constraints	
	Privacy	a. protection of customer's personal information b. protect customer's financial data information	
	Information Quality	Accuracy helps customer Problems	

Perceived Quality (X₂)

2. Has two main dimensions of perceived value, namely functional and effective. Functional means the rational and economic assessment felt by the customer. The functional value dimension is service quality. Whereas the affective dimension of Perceived Quality reflects the feelings or emotions created by the product or service. In general, the affective dimension is divided into emotional and rational. (Bimo, et al. 2016). There are four indicators used in this research,such as:

• Emotions, is the affective dimension of perceived quality that reflect on what consumer feelings after using/receiving the product or service.

• Social level, is the economic value of the product after feel the product or service.

• Expectation, consumers feel the expectations expected in accordance with what is obtained.

• Cost, consumers can feel if the cost they spend is equal with the product or service they serve.

Table 3.3 The independent variable symbolized X$_2$ is Perceived Quality

Variable	Indicator	Item	Scale
Perceived Quality (X2) (Sweeney and Soutar, 2001 in Perwira , 2016)	Emotions	Emotions that arise due to positive values when using products or services	Likert
	Social level	Consumers feel social levels increase when using products or services.	
	Expectation	Consumers feel the expectations expected in accordance with what is obtained	
	Cost	Consumers assess the level of cost efficiency can be fulfilled.	

Consumer Loyalty (Y)

3. Is a behavior of consumer that has a commitment to repeat orders or repurchase product or service because they already trust and confident that the provider will not be disappointed. (Turban, King, Lee, Liang, and Turban, 2015)

Table 3.4 The Dependent Variable of Consumer Loyalty Symbolized Y

Variable	Indicator	Scale
Consumer Loyalty (Y) (Oliver, 1999 dalam Giovanis, 2014)	1. Commit to repurchase 2. Subscribe to products or services 3. Buy products or services regularly or consistently 4. Not easily influenced by offers that have the potential to cause transfers	Likert

3.8 Instrument Testing

3.8.1 Validity Testing

According to Widayat (2004: 110), validity is a measure that shows the level of validity of an instrument. Valid measurement means that the measuring instrument used to obtain the data is valid. Valid also means that the instrument can be used to measure what is supposed to be measured.the

validity test formula is:

$$r_{xy} = \frac{N \sum XY - (\sum X)(\sum Y)}{\sqrt{[N\sum X^2 - (\sum X)^2][N\sum Y^2 - (\sum Y)^2]}}$$

Where: r_{xy} = correlation coefficient

N = Number of samples

X = Item of the variable under test

Y = Number of scores for all variable items tested

This calculation is be done by using SPSS software to find valid and deciduous item numbers. This calculation also needs to be consulted with table r product moment with validity test evaluation criteria;

a. If r count r table (at the level of α 5%) then it can be said that the questionnaire item is valid

b. If r count r table (at the level of α 5%) then it can be said that the questionnaire item is invalid

3.8.2 Reliability Test

Widayat (2004) states that a fairly popular approach to overcome this problem is to use a coefficient alpha. Alpha values range from 0 to 1. Measuring actions is said to be reliable if at least the alphabet value is 0.6.The reliability test formula is:

$$\alpha = \left[\frac{N}{N-1}\right]\left[1 - \frac{\sum \sigma^2 item}{\sigma^2 total}\right]$$

Where :

α = Cronbach's alpha

N = the number of question

$\sigma^2 item$ = variant of questions

$\sigma^2 total$ = variants of score

3.9 Data Analysis Method

3.9.1 Statistic Descriptive

This research, used a survey method using a questionnaire that contained statements, so in the data measurement technique, includes a Likert Scale. According to Widayat (2004: 18), Likert scale is widely used which requires respondents to show degrees of agreement or disagreement with each statement relating to the object being assessed. (Table 3.1)

Low points reflect strongly disagreement expressions and high points reflect strong agreement expressions of the statement stated. The choice of answer questions is made from the lowest to the highest intensity. This choice can be made three, five, seven and nine which must be an odd number (Simamora, 2002: 31).

To get data that can be proven, by using a Likert scale the number will be entered into a multiple linear regression formula to get a concrete average value

3.9.2 Multiple Linear Regression

1) Multiple Linear Regression

Processing or analyzing data in this study uses quantitative data analysis in the form of numbers. The reason is that in accordance with the objectives of this study using a multiple linear regression formula. Regression analysis is one of the data analysis techniques in statistics that is often used to examine the relationship between several variables and predicting a variable. If you want to study the relationship or effect of two or more independent variables on the dependent

variable, then the regression model used is a multiple linear regression model. Then to get a simple linear regression model and multiple linear regression models can be obtained by estimating its parameters using certain methods. The methods that can be used to estimate the parameters of simple linear regression models and multiple linear regression models are the least squares (OLS) method and the maximum likelihood estimation (MLE) method (Kutner, Nachtsheim and Neter, 2004).

The method of multiple linear regression is an analysis technique that tries to explain the relationship between two or more variables, especially between variables that contain cause and effect, called regression analysis. In order to test hypotheses, it uses a multiple linear regression formula, namely: (Suharyadi and Purwanto, 2011).

$$Y = a + b_1X_1 + b_2X_2 + ... + b_nX_n$$

Information:

Y = dependent variable (variable value to be predicted)

a = a constant $b_1, b_2, ...,$

$b_1, b_2, ..., b_n$ = coefficient of the independent variable

$X_1, X_2,$ = independent variable

If there are 2 independent variables, namely X_1 and X_2, the form of the regression equation is:

$$Y = a + b1X_1 + b2X_2$$

Conditions when the regression coefficients, namely b_1 and b_2 have values:

Value = 0 in this case the Y variable is not affected by X_1 and X_2

The value is negative. Here occurs a relationship with the inverse direction

between variables

Y is not free with variables X_1 and X_2

The value is positive. There is a direct relationship between independent variables

Y with free variables X_1 and X_2

Data analysis is performed after data collection, improvement of the data framework, so that it is more accurate, empirically making weak data elements so that it is more meaningful. Analysis of the data used in this study is descriptive by using data from the process of distributing questionnaires to respondents. The questionnaire in this study used a Likert Scale approach. Data collected from the results of the distribution of questionnaires is processed and analyzed with the aim that the processed data can be information, so that characteristics can be more easily understood to be used as a basis for decision making.

Reinterpretation of data through the accuracy of relationships between data, make changes that lead to data collection in order to facilitate the implementation of subsequent research. Data analysis techniques are used to study the direction and purpose of the data obtained. The process of data analysis is an attempt to obtain answers to research problems.

According to Arikunto (1998), "Data analysis is a way that must be taken to describe the data according to the elements in it so that it is easy to read and interpret".

This research is an associative research. The associative hypothesis is the alleged relationship between the research variables. The strength of the relationship between variables is expressed in the coefficient of determination (r^2) and the

multiple correlation coefficient (r).

Coefficient of Determination (r^2)

- To find out the percentage of the effect of variables X^1 and X^2 on the Y variable, the coefficient of determination is used

- The magnitude of r^2 is calculated by the formula:

$$r^2 = \frac{(b_1\sum x_1 y) + (b_2 \sum x_2 y)}{\sum y^2}$$

- If r^2 has a value of 0, then in the regression equation model that is formed, the variation of the independent variable Y is not the least can be explained by the variation of the independent variables X1 and X2

- If r^2 has a value of 1, then in the regression equation model that is formed, the independent variable Y can be perfectly explained by the variation of the independent variables X1 and X2

Multiple Correlation Coefficient (r)

- To find out how much correlation simultaneously / simultaneously between variables X_1, X_2, ..., Xn with Y variables can be used multiple correlation coefficients.

- The magnitude of the multiple correlation coefficient can be calculated by the formula:

$$r = \sqrt{r^2} = \sqrt{\frac{(b_1\sum x_1 y) + (b_2 \sum x_2 y)}{\sum y^2}}$$

- Value r: $-1 \leq r \leq +1$. If the value of r approaches the value +1 or - 1, then it can be said that the stronger the relationship / correlation that occurs. Conversely, if the value of r approaches 0, then the weaker relationship /

correlation occurs.

3.10   Classical Assumption Test

a.   Normality Test

Normality test is used for whether the data is normally distributed or not, using graphics. Whether or not normal data can be detected also plot level histogram graphs. Test for normality uses the Kolmogorov Smirnov method of analysis. In line with Malhotra (2009: 52), the normality test is to find out whether the dependent variable, independent or both are normally distributed close to normal or not. The normality test aims to test whether in the regression model, the dependent variable and the independent variables both have normal distributions or not. The normality test uses the One Sample Kolmogrov-Smirnov Test using the help of the SPSS 16.0 program. The basis of decision making according to Malhotra (2009: 52) can be done based on probabilities (Asymtotic Significance), namely:

- If the probability or sig> 0.05 then the distribution is normal.

- If the probability or sig <0.05 then the distribution is not normal

b.   Multicollinearity Test

Multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have a correlation between independent variables. If the independent variables correlate with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is zero. To detect the presence or absence of multicollinearity in the regression model, the criteria are stated as follows (Ghozali, 2005: 92):

a) Have a tolerance number above (>) 0.1

b) Have a VIF value below (<) 10.

c.   Heteroscedascity Test

Heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another observation. If the residual variance from one observation to another observation remains, then it is called homoscedasticity and if it is different it is called heteroscedasticity. A good regression model does not have any occurence of homoscedasticity or heteroscedasticity (Ghozali, 2005: 105). The basic decision making is as follows:

a) If there are certain patterns, such as the existing points form a certain pattern that is regular (wavy, widened and then narrowed), heteroscedasticity has occurred.

b) If there is a clear pattern, and the points spread above and below the number 0 on the Y axis, heteroscedasticity does not occur.

d.   Hypothesis Testing

Hypothesis Testing is an analysis to test the effect of brand equity on Purchase Intention in choosing future products using the T test and F test.

1. T test

At this stage, testing the effect of each independent variable on the model formed to determine whether all the independent variables in the model individually have a significant influence on the individual model. If the calculation results show that the probability value (P value) <alpha 0.05, then Ho is rejected and H1 is accepted. Thus the independent variable can explain

the dependent variable partially.

2. F test

At this stage, testing of the independent variable (X) together on the dependent variable (Y). Thus, it will be known that the model of the functional relationship between the dependent variable and the independent variable formed in this research. If the calculation results show that the probability value (P value) <alpha is 0.05, then Ho is rejected and H1 is accepted, so that it can be said that the independent variables of the regression model can explain the dependent variable simultaneously.
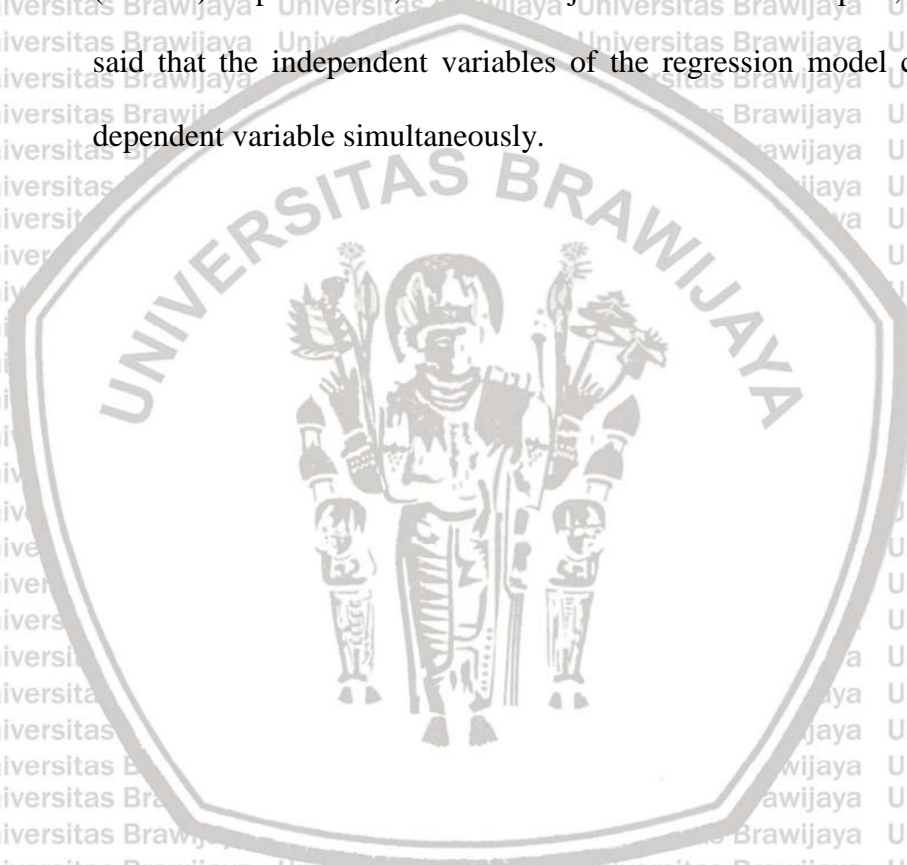
CHAPTER IV
FINDING AND DISCUSSION

4.1 Company Overview

Tokopedia is an Indonesian technology company with a mission to achieve digital economic equality. This mission will be achieved when everyone has the same opportunity to start and find anything. It includes trading without distance, creating new opportunities, and developing together. Founded since 2009, Tokopedia has been transformed into a unicorn that has influenced not only in Indonesia but also in Southeast Asia. More than just a marketplace, Tokopedia provides technology as a solution to empower millions of sellers and consumers to participate in building the future of trade with 97% of the whole districts in Indonesian, 90 million new users per month, 7.3 million sellers and 86.5% of sellers are new businesses (Tokopedia Website , 2019).

The founder of Tokpedia, William Tanuwijaya and Leontinus Alpha Edison, faced similar life experiences and challenges. They think, to stop this problem, they must do something to shorten the gap between big cities and small towns. Finally on August 17, 2009 they launched Tokopedia with the mission of digital economic equality. In the past ten years, they have encouraged digital economic equality by motivating Indonesian to start selling online. This initiative was carried out by building a platform that allows anyone to get started and find anything, anywhere. For the next decade, they will focus on efforts to develop a Super Ecosystem which allows everyone to contribute, add value to each other and grow together. They have built bridges with many partners, including logistics and payment partners, and they are still working to build a stronger network (Lupi and Nurdin (2016).

38

Tokopedia grows significantly from year to year. In 2009 , they started the C2C, business place. In 2014 being, they became the first Indonesian company in the SoftBank portfolio. In 2015 spearheaded instant delivery with an online transportation company. In 2016, they began entering the digital and fintech product business. In 2017, they received $ 1.1 billion funding from the Alibaba Group. In 2018, they were funding round only $ 1.1 billion from the SoftBank vision fund and Alibaba group. Then, in 2019, they acquired Bridestory and parent store (Website Tokopedia, 2019).

More than 7.3 million sellers prove that it is never too late to start. The only way for them to measure success is when their sellers have a better life by selling products and reaching more customers with the technology they provide. Tokopedia work hard to ensure that the sellers can expand businesses wherever they are. The sellers choose Tokopedia for the following reasons (Janah, Wahyuningsih and Pusparini. 2019):

1. Free

   There is no cost to start a business in the Tokopedia marketplace.

2. Reaching All of Indonesia

   Tokopedia sellers and customers come from all over Indonesia, reaching 97% of the districts throughout Indonesia.

3. Complete Logistics

   There are 13 logistics partners as an option for sellers to choose the logistics they like.

4. Many Supporting Features

   There are many financial technology products and other supporting features that are ready to help develop the users store.

4.2 Description of Respondents

Respondents in this study are Tokopedia users who make purchases based on their own desires and are not influenced by others, as many as 100 respondents. In this study the characteristics of respondents are seen from gender, occupation, and age which are discussed as follows:

4.2.1 Gender

Data description of respondents by gender in this study is as follows:

Table 4.1. Characteristics of Respondents Based on Gender

Gender	Number	Percentage (%)
Male	43	43
Female	57	57
Total	100	100

Source : Data Processing 2019

Based on the above table, it can be seen that the male respondents in this study are 43 respondents with a percentage of 43%, while female are57 respondents with a percentage of 57%. Based on these data, most respondents are female respondents, which means the majority of respondents who buy and use Tokopedia are female.

4.2.2 Occupation

Data description of respondents based on occupation in this study is as follows:

Table 4.2. Characteristic of respondent based on Occupation

Occupation	Number	Percentage (%)
Government Employee	3	3
Student	38	38
Private Employee	29	29
Entrepreneur	30	30
Total	100	100

Source : Data Processing 2019

Based on the research above, it was found that the highest number of users was 38 students or38%, 30 entrepreneurs or 30%, 29 private employees or 29%, while the lowest was 3, which are government employees withe the percentage of 3%.

Respondents with employment status as students dominate online shopping compared to others.

4.2.3 Age

Respondent data by age is as follows:

Table 4.3. Characteristic of respondent based on Age

Age	Number	Percentage (%)
17-21	20	20
21-25	46	46
25-30	24	24
>30	10	10
Total	100	100

Source : Data Processing 2019

Based on the above table, it can be seen that the age of respondents found with four vulnerable age range. The respondents between 17-21 years are 20 respondents, respondents aged 21-25 years are 46 people with a percentage of 46%, respondents age 25-30 years are as many as the last 24 people over 30 years as many as 10 people with a percentage of 10%. This shows that the users of Tokopedia are in the productive age range, and one of the supporting factors is that the increased needs at that age can be influenced by shopping trends.

4.2.4 Descriptive Statistic

a. E-SERVICE QUALITY

The frequency distribution of respondents' answers to the price variable

questions is explained in Table 4.4.1 below:

Table 4.4.1 The frequency distribution of E-Service Quality Variable (X1)

Item	Scale										Mean
	1		2		3		4		5		
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		
	F	%	F	%	F	%	F	%	F	%	
X1.1	0	0	2	2	6	6	47	47	45	45	4,35
X1.2	0	0	6	6	28	28	55	55	11	11	3,71
X1.3	0	0	0	0	2	2	61	61	37	37	4,35
X1.4	0	0	0	0	18	18	52	52	30	30	4,12
X1.5	10	10	10	10	14	14	42	42	24	24	3,6
X1.6	0	0	12	12	30	30	35	35	23	23	3,69
X1.7	2	2	12	12	19	19	43	43	24	24	4,29
X1.8	1	1	9	9	25	25	41	41	24	24	4,23
X1.9	2	2	11	11	18	18	45	45	24	24	4,34
X1.10	1	1	10	10	17	17	41	41	69	69	4,57
X1.11	2	2	17	17	25	25	30	30	26	26	3,9
E-service Quality											4,10

Source: Data Processing 2020

Information :

X1.1   The Tokopedia site makes it easy for consumers to access product info

X1.2   The Tokopedia.com site can function and be available anywhere and anytime

X1.3   The Tokopedia.com site provides assurance services to consumers properly

X1.4   The Tokopedia.com site provides telephone or online contact services to

consumers

X1.5   The Tokopedia.com site has privacy services for consumers

X1.6   The Tokopedia.com site provides service compensation to consumers

43

X1.7 The Tokopedia.com site provides accurate information if a problem occurs and provides an online guarantee

X1.8 The Tokopedia.com site provides the fastest delivery service in the city

X1.9 The Tokopedia.com site protects my financial information

X1.10 The Tokopedia.com site has an attractive website appearance

X1.11 The Tokopedia.com site displays structured content

Based on Table 4.4.1, it can be seen that the e-service variable (X1) has 11 question items with an average value of 4.10 from 100 respondents. In this case an average of 4.10 means that consumers' perceptions of the services that Tokopedia do mostly agree with the best services provided are that Tokopedia's service to users is of good quality. Most of the respondents answered agree on all the question items posed. The highest average is found in variable X1.10, which is the statement stating that "The Tokopedia.com site has an attractive site appearance" of 4.57 out of 100 respondents. Based on the results, 69% answered strongly agree, 41% answered agree, 17% answered Doubt, 10% answered disagree, and answered strongly disagree 1%. This shows that the more dominant user, strongly agrees that the Tokopedia service has an attractive appearance on the website that is presented and it makes users easy.

Furthermore, the lowest item is found in variable X1.2 with a statement that reads "The Tokopedia.com site can function and is available anywhere and anytime" "getting an average of 3.71 out of 100 respondents. Where 11% strongly agree, 55% agree, 28% doubt, 6% disagree. This shows that consumers think that the access and functions of Tokopedia are still quite good and need to be improved perhaps with a

large reduction in quota in accessing the site so that it is lighter and easier for users everywhere.

b. PERCEIVED QUALITY

Table 4.4.2 The frequency sidtribution of Peceived Quality variable (X2)

Item	Scale										Mean
	1		2		3		4		5		
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		
	F	%	F	%	F	%	F	%	F	%	
X2.1	0	0	2	2	6	6	47	47	45	45	4,35
X2.2	0	0	6	6	28	28	55	55	11	11	3,71
X2.3	0	0	0	0	2	2	61	61	37	37	4,35
X2.4	0	0	0	0	18	18	52	52	30	30	4,12
X2.5	10	10	10	10	14	14	42	42	24	24	3,6
X2.6	0	0	12	12	30	30	35	35	23	23	3,69
X2.7	1	1	11	11	19	19	47	47	23	23	4,35
X2.8	3	3	11	11	24	24	34	34	28	28	4,20
X2.9	3	3	15	15	16	16	34	34	32	32	4,44
Perceived Quality											4,09

Source: Data Processing 2020

Information :

X2.1   The Tokopedia.com site provides products that suit consumer needs

X2.2   The Tokopedia.com site provides quality products

X2.3   The Tokopedia.com site provides real product detail accuracy

X2.4   The Tokopedia.com site provides cheaper prices than other sites

X2.5   The Tokopedia.com site provides many discounts than other sites

X2.6   The Tokopedia.com site has the most complete delivery system according to consumer needs

X2.7   The Tokopedia.com site guarantees a return product if it is not suitable

X2.8   The Tokopedia.com site provides transaction protection against payments

X2.9   The Tokopedia.com site makes it easy to search for products as needed

From Table 4.4.2 above, the variable perceived quality (X2) has an average of 4.09 out of 100 respondents. In this case, an average of 4.09 means that respondents' perceptions of the perceived quality of Tokopedia users agree that the perceived quality provided is in accordance with the product presented. The item that shows the largest average is variable X2.9, which is a statement that reads "The Tokopedia site makes it easy to search for products as needed" with an average value of 4.44 from a total of 100 respondents. Based on the results, 34% answered t agree, 32% answered strongly agreed and 16% answered doubtful, the remaining 15% disagreed and 3% strongly disagreed. This shows that the majority of users think that the ease of users in making transactions for buying and selling products according to their needs is greatly helped by the existence of this site.

Meanwhile, the variable item that shows the smallest average is the variable X2.6, which is a statement that reads "The Tokopedia site provides the most complete goods delivery system" with an average value of 3.6 out of a total of 100 respondents. Based on the results, 24% of respondents answered strongly agree, 42% of respondents answered agree, 14% of respondents answered doubtful and 10% of respondents answered disagree. This shows that the delivery services provided by Tokopedia are in accordance with consumer expectations, but some still disagree with the delivery system and the delivery / delivery services provided by partners. This in Tokopedia can be improved and started improvements so that more enthusiasts.

c.   **CONSUMER LOYALTY**

Table 4.4.3 The frequency distribution of Consumer Loyalty variable (Y)

Item	Scale										Mean
	1		2		3		4		5		
	Strongly Disagree		Disagree		Neutral		Agree		Strongly Agree		
	F	%	F	%	F	%	F	%	F	%	
Y1.1	7	7	6	6	33	33	20	20	34	34	3,68
Y1.2	9	9	11	11	11	11	57	57	12	12	3,52
Y1.3	0	0	7	7	20	20	39	39	34	34	4
Y1.4	0	0	0	0	26	26	38	38	36	36	4,1
Y1.5	4	4	14	14	16	16	50	50	16	16	4,14
Y1.6	1	1	9	9	15	15	40	40	35	35	4,75
Y1.7	2	2	8	8	14	14	51	51	25	25	4,51
Y1.8	4	4	16	16	14	14	45	45	21	21	4,21
Consumer Loyalty											4,11

Source: Data Processing 2020

Information:

Y1.1   The Tokopedia.com site provides shopping satisfaction for consumers

Y1.2   Consumer feel the reality of the product on Tokopedia.com is better than my expectation

Y1.3   The Tokopedia.com site guarantees a return product if it is not suitable

Y1.4   Consumer feel that Tokopedia.com provides prompt and prompt responses to complaints and solutions to consumers.

Y1.5   Consumer satisfied with my shopping experience at Tokopedia.com

Y1.6   Consumer not interested in other online sites even though the prices offered are more affordable

Y1.7   Consumer committed to buying back at Tokopedia.com

Y1.8   Consumer subscribed to Tokopedia.com

The consumer loyalty variable has an average of 4.11 out of 100 respondents, meaning that consumer loyalty to Tokopedia users is still not enough to influence

users to choose to help products or to facilitate their daily needs. The item that shows the largest average is variable Y1.6, which is a statement that reads "Users are not interested in other online sites even though the prices offered are cheaper" with an average value of 4.75 from a total of 100 respondents. Based on the results, 35% of respondents answered strongly agree, 40% answered agreed and 15% answered doubtfully. This shows that the majority of users have the desire to remain loyal Tokopedia users and recommend to others because they have experienced the Tokopedia experience and create satisfaction that makes users feel satisfied.

Meanwhile, the variable item that shows the smallest average is the variable Y1.2, which is a statement that says "The product offered is better in reality than expected" with an average value of 3.52 from a total of 100 respondents. Based on the results, 12% answered strongly agree, 57% answered agree, 11% answered doubtful, 11% answered disagree and 9% answered strongly disagree. This shows that some users still don't really feel the satisfaction of the results of shopping made on the Tokopedia site as an influence on users' habits in choosing products when shopping.

4.3 Instrument Testing

4.3.1 Validity Test

This study used validity test of a questionnaire to measure. The instrument is said to be valid if the coefficient r count> r table is 0.195.

Table 4.5 Validity test result

Variable	Item number	R count	R table	Explanation
E-Service Quality (X1)	X1_1	0.732	0.195	Valid
	X1_2	0.732	0.195	Valid
	X1_3	0.740	0.195	Valid
	X1_4	0.697	0.195	Valid
	X1_5	0.737	0.195	Valid
	X1_6	0.746	0.195	Valid
	X1_7	0.721	0.195	Valid
	X1_8	0.710	0.195	Valid
	X1_9	0.736	0.195	Valid
	X1_10	0.668	0.195	Valid
	X1_11	0.714	0.195	Valid
Perceived Quality (X2)	X2_1	0.679	0.195	Valid
	X2_2'	0.707	0.195	Valid
	X2_3	0.757	0.195	Valid
	X2_4	0.682	0.195	Valid
	X2_5	0.709	0.195	Valid
	X2_6	0.727	0.195	Valid
	X2_7	0.756	0.195	Valid
	X2_8	0.723	0.195	Valid
	X2_9	0.740	0.195	Valid
	Y_1	0.702	0.195	Valid

	Y_2	0.750	0.195	Valid
	Y_3	0.728	0.195	Valid
	Y_4	0.730	0.195	Valid
Consumer Loyalty (Y)	Y_5	0.736	0.195	Valid
	Y_6	0.703	0.195	Valid
	Y_7	0.702	0.195	Valid
	Y_8	0.755	0.195	Valid

Source: Data Processed 2019

Based on the above table, this study obtained that the results of the validity test of each E-Service variable, Perceived Quality and Consumer Loyalty show that the statement has r count> r table of 0.195, so it can be concluded that the validity test on all items used in this study is valid.

4.3.2 Reliability Test

Reliability test was tested using Cronbach alpha. The questionnaire is said to be reliable if it has an absent ≥ 0.6.

Table 4.6 Reliability Test Result

Variable	Cronbach Alpha	Explanation
E-Service Quality (X1)	0.907	Reliabel
Perceived Quality (X2)	0.884	Reliabel
Consumer Loyalty (Y)	0.871	Reliabel

Source: Data Processed 2019

Based on the results of the reliability test presented above, it is known that the entire instrument of a reliable research variable that includes E-Service, Perceived Quality and Consumer Loyalty has a Cronbach Alpha greater than 0.6 and declared as reliable.

4.4 Classical Assumption Test

4.4.1 Normality Test

Normality test in the regression equation can be performed on regression residuals. The tests are carried out using a graph test (histogram) and Kolmogorov Smirnov statistical tests. Based on the results of the analysis on the histogram test, the data is said to be normal. It shows the existence of a histogram chart pattern resembling a perfect bell.
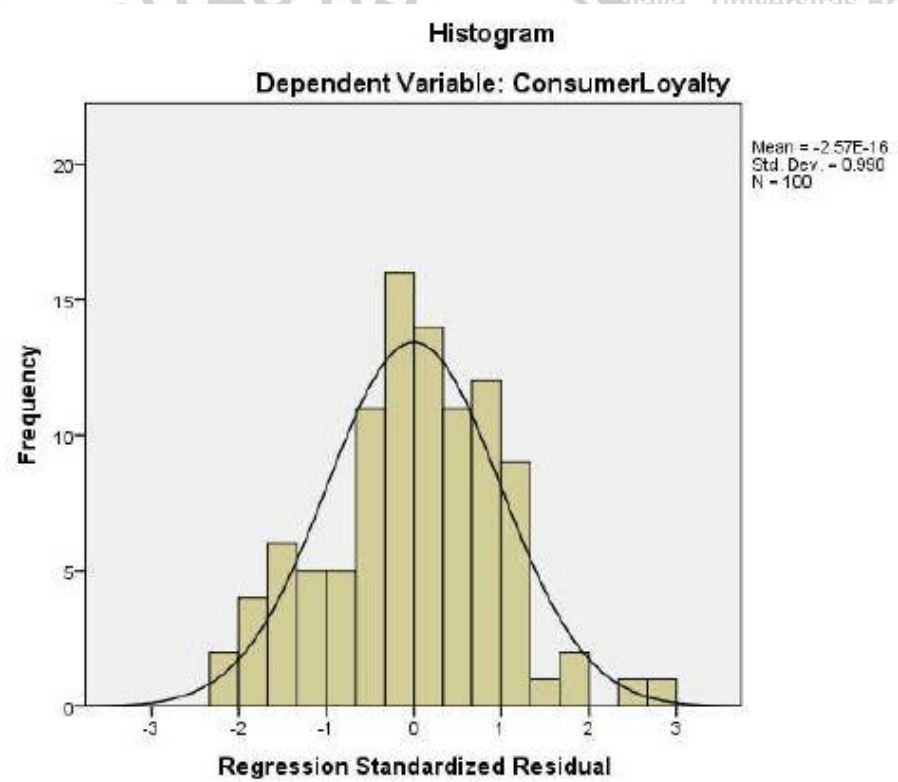

Figure 4.1 Normality Test Result

Source : Data Processed 2019

Based on the histogram presented above, the research findings are obtained that the regression model has a residual that has a nominal distribution, this finding is evidenced by the shape of the histogram that resembles a perfect bell. To avoid

misinterpretation using graphs, the study continued Kolmogorov Smirnov statistical test as follows:

Table 4.7 Kolmogorov Smirnov test result

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	0E-7
	Std. Deviation	3.48614671
Most Extreme Differences	Absolute	.064
	Positive	.051
	Negative	-.064
Kolmogorov-Smirnov Z		.638
Asymp. Sig. (2-tailed)		.810

a. Test distribution is Normal.
b. Calculated from data.

Source : Data Processed 2019

Based on the Kolmogorov Smirnov test, this study findings show that the regression model has a normal distribution of residuals, this finding is proven by the coefficient sig = 0.810> 0.05..

4.4.2 Multicollinearity Test

In this study, multicollinearity test is used to test whether there is a regression model found a relationship between independent variables. A good regression model is non multicollinear. This analysis is determined by the value of VIF (Variance Inflation Factor). If the VIF coefficient <10, it is concluded that the independent variables used are not indicated as multicollinearity problems (free from multicollinearity problems).

Table 4.8 Multicollinearity test result

Coefficients^a

Model		Collinearity Statistics	
		Tolerance	VIF
1	ServiceQuality	.191	5.246
	PerceivedQuality	.191	5.246

a. Dependent Variable: Consumer Loyalty

Source : Data Processed 2019

Based on the table above, it can be seen that the large VIF value of each independent variable has a VIF value of no more than 10 dal tolerance of not less than 0.1, so it can be concluded that all variables do not indicate the existence of multicollinearity.

4.4.3 Heterosdascity Test

The Heteroscedasticity Test is a test that assesses whether there is a variance in residual variance for all observations in the linear regression model. This test is one of the classic assumption tests that must be performed in linear regression. Heteroscedasticity test in this study was using the scatterplot test and glacier test. The basis for making a decision is to see whether there is a certain pole between Y predicted and the residual.

1. If there are certain patterns such as points forming a certain regular pattern, heteroscedasticity occurs

2. If there is a pattern that is not clear and the points that spread above and below the number 0, there will be no heteroscedasticity
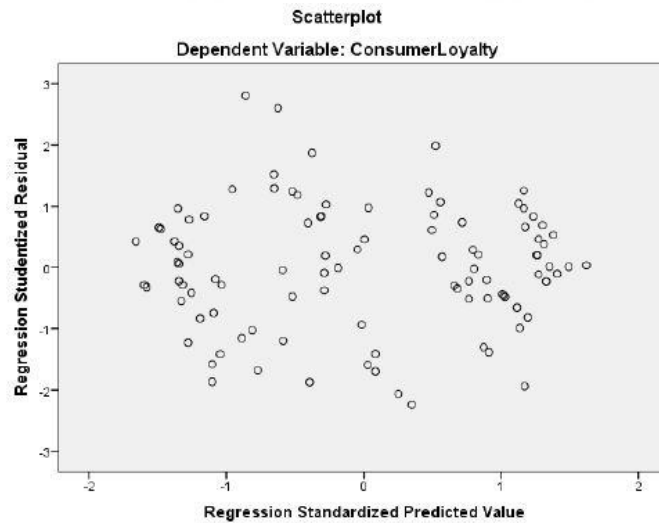
Figure 4.2 heteroscedasticity test result

Source : Data Processed 2019

Based on the scatterplot graph presented above, this study obtained that the regression model is free from the problem of heteroskedasticity, this finding is evidenced by the shape of the dot that is perfectly spread, resulting in heteroscedasticity.

4.4.4   F Partial Test

The F simultaneous test is carried out to find out whether the independent variables influence simultaneously and are significant. The simultaneous test is carried out using the F test as follows:

Table 4.9 F partial test result

ANOVAᵃ

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	5005.581	2	2502.791	201.776	.000ᵇ
	Residual	1203.169	97	12.404		
	Total	6208.750	99			

a. Dependent Variable: Consumer Loyalty

b. Predictors: (Constant), Perceived Quality, Service Quality

Source : Data Processed 2019

Based on the data presented above, this study findings show that there is a significant and simultaneous influence of the independent variables on the dependent variable, this finding is proven by the coefficient sig = 0.000 <0.05

4.4.5 Determination Coefficient Test

The coefficient of determination test aims to determine the amount of influence of the independent variable on the dependent variable.

Table 4.10 Determination coefficient test result

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.898[a]	.806	.802	3.522

a. Predictors: (Constant), Perceived Quality, Service Quality
b. Dependent Variable: Consumer Loyalty
Source : Data Processed 2019

Based on the coefficient of determination test this study obtained that the independent variables used have an influence by 80%. In comparison, the remaining 20% was influenced by variables outside this study variables, this finding was proved by the coefficient Rsquare = 0.806

4.5 Data Analysis Method

4.5.1 Multiple Linear Regression

Based on the requirements regarding multiple linear regression tests, if the requirements of multiple linear regression are met, it can be used. Conversely, if the requirements are not fulfilled, they cannot be used. The following discusses the results of the multiple linear regression analysis conducted using the SPSS 20 program.

Table 4.11 Multiple Linear Regression result

Variable	Coeffisient	T	Sig.
(Constant)	1.173	.935	.352
Service Quality	.279	3.747	.000
Perceived Quality	.481	5.246	.000

5   Dependent Variable : Consumer Loyalty
Source : Data Processed 2019

The results of multiple linear regression analysis in the table obtained a regression

equation Y = 1.173 + 0.279 X1 + 0.481 X2

The above equation can be explained as follows

1.   The constant value of 1.173 shows that if the service quality and Perceived Quality

variables do not change, then Consumer Loyalty has a value of 1.173.

2.   Service quality variable has a positive direction regression coefficient of .279. If it

is assumed service quality variable, this means that each increase in online shop

usage by 1 unit will increase consumer Loyalty by .279 units and vice versa.

3.   The Perceived Quality variable has a positive direction regression coefficient of

.481. If assumed to be Perceived Quality, this means that each increase in online

shop usage by 1 unit will increase Consumer Loyalty by .481 units and vice versa.

.

4.6   Discussion of Data Analysis Result

4.6.1 E-Service Quality on Consumer Loyalty

Based on the results of the study note that E-Service Quality has a significant

effect on consumer Loyalty, this is evidenced by the coefficient sig = 0.000 <0.05. The

results of the regression calculation, the regression coefficient for the E-Service

variable shows a positive sign that is 0.279. Based on the partial significance test, the effect of E-Service on consumer loyalty shows a significant number. This is indicated by the value of the t-variable e-service quality of Tokopedia media of 3.747, which is greater than the value of t table of 0.279 with a level of confidence ($\alpha = 0.05$) 95%. Thus, the first hypothesis which reads "E-Service Quality influences Consumer Loyalty from Tokopedia consumers" is proven and can be accepted. It is due to E-Service quality as a variable that can describe the quality of online shop services has the potential to increase consumer Loyalty by serving maximum service for Tokopedia customers. In line with the results of research from Ganguli and Roy (2011) which found that there is a positive influence between the quality of E-Service on customer Loyalty. Also, in line with the results of research conducted by Zehir et al., (2014) which found that the quality of service from this website has a significant influence on the Loyalty of their customers.

Quality of service in the online shop world is very important to encourage consumer Loyalty such as the intention to become loyal consumers. Tokopedia can also be accessed anywhere at any time. Not only that, Tokopedia also provides a guaranteed service in every service. Moreover, it is equipped with the fastest service for a city by using the service of go send or grab send in the service that only takes a few hours to arrive at the hands of the buyer. In line with Sari, Muthia and Melinda (2018) who stated that E-Service quality is an important one to form customer loyalty because now online-based businesses have begun to be developed so that e-service quality can determine customers to be loyal. Tokopedia service has a good quality in providing products, a wide selection of products in categories, pictures, clear

descriptions of products, and transparency of sellers and buyers in the transaction to support the overall quality of service in it so that consumers will be back shopping with an intensity more than once on the Tokopedia website. Thus, this study is in line with research conducted by Akbar and Djatmiko (2016) which examined the E-Service quality of customer Loyalty. The results showed that e-service quality has a significant effect on customer Loyalty. Messakh (2016) also stated that E-Service has a positive effect on customer Loyalty, this happens because customers feel satisfied with what they get. One of the best quality support services of Tokopedia is the web structure displayed for buyers and traders which is very neat and easy to understand.

4.6.2   Perceived Quality on Consumer Loyalty

Based on the results of the second hypothesis testing show that Perceived Quality is significant to consumer Loyalty. It can be shown from the results of the partial test on Perceived Quality which gives a significant and positive influence on consumer Loyalty, and this is evidenced by the significant coefficient = 0.000 <0.05, then hypothesis is accepted. It means that the perceived value variable has a positive and significant influence on customer Loyalty decisions. The results of the regression calculation, the regression coefficient for the perceived variable shows a positive sign that is 0.481. Based on the partial significance test, the effect of perceived on consumer Loyalty shows a significant number. It is indicated by the t-count value of the variable perceptive quality of Tokopedia, which is 5.246, greater than the t table value of 0.481 with a confidence level (α = 0.05) 95%. The instrument test results show that the products provided by the Tokopedia website are very appropriate to the user's needs. It

is not only the accuracy of the product according to the needs of the quality of the products offered are also very detailed so that it informs the user well so that it is less likely to cause user disappointment when receiving goods. It is in line with Kotler and Keller (2009) who stated that quality is the totality of features and characteristics that enable products to satisfy stated or unstated needs.

Several studies have shown that perceived value has a direct effect on customer satisfaction. According to Ariningsih (2009) regression analysis of perceived value variables to satisfaction variables shows significant results and directly influences. Supported by McDougall & Levesque (2000) research which found that perceived value has a contribution to customer satisfaction. Agree also with Aaker in Durianto (2004) who stated that the perception of quality is the perception of consumers for the overall quality or excellence of a product or service that is the same as the intended purpose. Discounts are also a benchmark for users of this site. Users really like the many discounts offered by this site, the discount up to half the normal price of the product also greatly influences the user to repurchase or buy more than one amount. Customer perceptions of service quality are based on a complexity of a range of variables including the direct experience customers have during using their services and relationships with the company or others such as what they read, saw or heard about the company, and what they gained while using and dealing with company services. (Brown et al., 1991; in Puspita, 2009). The findings in this study are interpreted that, the greater the Perceived Quality of media provided to users, it greatly influences the intention to become loyal consumers. However, if the Perceived Quality of Tokopedia is decreasing, the intention to become loyal consumers also follows the

decline in Tokopedia's users. This study is relevant to the research conducted. Thus, it can be concluded that the formation of one's perception depends on various factors that influence it, both internal and external factors.

5.1   Conclusion

Based on the analysis that has been carried out several conclusions can be drawn including:

(1) E-Service quality with consumer Loyalty. The influence of these two variables is shows that the better the quality of online shop services offered by Tokopedia on the Loyalty of users and consumers is increasing. Thus the first hypothesis in this study was accepted.

(2) Perceived Quality with consumer Loyalty it shows that better and significant influence. A positive relationship between variables indicates that there is a positive influence between variables, it shows that the better and better the quality of perception of the users of the Tokopedia website, the more loyal consumers will continue to use Tokopedia in the sale and purchase of the product. Thus, the second hypothesis in this study was also accepted.

(3) It can be seen that between E-Service and Perceived Quality, the variable which has a greater influence on consumer Loyalty is Perceived Quality. Indicators that excel in the Perceived Quality variable are receiving products that are actually beyond the expectations of the customer, and there is a guarantee of product and funding returns if the product does not match the customer.

5.2   Research Limitation

This study has been attempted and carried out in accordance with scientific procedures, however it still has limitations, there is a limitation of research using a questionnaire using the Google form that is sometimes the answers given by the sample do not indicate the real situation.

5.3   Suggestions

1. Future studies are expected to develop this study variable by adding independent variables namely Behavioral Intentions or directly to the Word of Mouth, Site Revisit, and Purchase Intention indicators.

2. For Tokopedia it is hoped that it can always improve the quality of services offered to users in all scope of services both in website appearance and in direct contact between buyers and sellers.

3. For further research, it is suggested that the future researcher can compare several other online shop site companies.

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APPENDICES 1

RESEARCH QUESTIONAIRE

QUESTIONAIRE

DAFTAR PERNYATAAN KUESIONER

"PENGARUH E-SERVICE QUALITY DAN PERCEIVED QUALITY TERHADAP CONSUMER LOYALTY PENGGUNA TOKOPEDIA DI KOTA MALANG"

("THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP TOKOPEDIA USERS IN MALANG CITY")

A. Identitas Responden
1. Jenis Kelamin : Laki- laki / Perempuan (coret yang tidak perlu)
2. Pekerjaan :
3. Umur :
   a. 17 – 21 Tahun
   b. 21 – 25 Tahun
   c. 25 – 30 Tahun
   d. >30 Tahun
4. Pernahkan membeli produk dari situs Tokopedia.com?
   a. Pernah
   b. Tidak Pernah
5. Produk yang dibeli di Tokopedia.com :
   a. Fashion
   b. Elektronik
   c. Handphone & Tablet
   d. Kesehatan
   e. Makanan dan Minuman
   f. Perkakas Rumah Tangga
   g. Olahraga
   h. Logam Mulia
   i. Buku
   j. Otomotif
   k. Lain- lain : ...
6. Pernahkah membeli produk lain selain Tokopedia.com ?
   a. Pernah
   b. Tidak Pernah
7. Jika YA, situs online apa yang dikunjungi? \
   a. Shopee

68

b. Lazada

c. JD.Id

d. Bukalapak

e. Lain- lain : ..

8. Apakah alasan anda membeli produk dari situs lain (setelah membeli di Tokopedia.com) ?

    a. Mencoba-coba situs yang lain yang tidak ada di Tokopedia.com

    b. Harga yang ditawarkan lebih murah

    c. Variasi produk yang lebih banyak

    d. Lain- lain

9. Jumlah Transaksi yang pernah di lakukan

    a. 1 kali

    b. 1 – 3 kali

    c. 4 – 6 kali

    d. >6 kali

B. PETUNJUK PENGISIAN KUESIONER :

1. Mohon di isi terlebih dahulu semua data diri Anda sesuai keadaan yang sebenarnya tentang identitas responden.

2. Berilah tanda checklist (√) pada salah satu pilihan jawaban yang sesuai dengan pendapat anda.

3. Pengisian pada komponen setiap variabel, masing-masing pilihan mempunyai kriteria sebagai berikut:

STS : Sangat Tidak Setuju (1)

TS : Tidak Setuju (2)

RR : Ragu-ragu (3)

S : Setuju (4)

SS : Sangat Setuju (5)

4. Diharap untuk tidak menjawab lebih dari satu pilihan jawaban

E- service Quality (Kualitas Pelayanan)

No	Pertanyaan	STS (1)	TS (2)	RR (3)	S (4)	SS (5)
1	Menurut saya situs Tokopedia.com memudahkan mengakses informasi produk atau mencari produk yang diinginkan					
2	Menurut saya situs Tokopedia.com dapat berfungsi dan tersedia dimana saja dan kapan saja.					

69

		STS (1)	TS (2)	RR (3)	S (4)	SS (5)
3	Menurut saya situs Tokopedia.com memberikan layanan jaminan dengan baik.					
4	Menurut saya situs Tokopedia.com menyediakan layanan kontak telepon atau secara online.					
5	Menurut saya situs Tokopedia.com memiliki layanan privasi.					
6	Menurut saya situs Tokopedia.com memberikan kompensasi layanan.					
7	Menurut saya situs Tokopedia.com memberikan informasi yang tepat jika terjadi masalah dan memberikan garansi online.					
8	Menurut saya situs Tokopedia.com memberikan layanan pengantaran tercepat se- kota					
9	Situs Tokopedia.com melindungi informasi keuangan saya					
10	Menurut saya situs Tokopedia.com memiliki tampilan situs yang menarik					
11	Menurut saya situs Tokopedia.com tampilan konten terstruktur					

Sumber : Zeithaml dalam Tjiptono (2011)

Catatan : pernyataan oleh Ario Arzaq Akbar dan Tjahjono Djatmiko (2015)

Perceived Quality (Persepsi Pelanggan)

No	Pertanyaan	STS (1)	TS (2)	RR (3)	S (4)	SS (5)
1	Menurut saya situs Tokopedia.com menyediakan produk yang sesuai dengan kebutuhan.					
2	Menurut saya situs Tokopedia.com menyediakan produk yang berkualitas					
3	Menurut saya situs Tokopedia.com memberikan ketepatan detail produk secara nyata					
4	Menurut saya situs Tokopedia.com memberikan harga lebih murah dari situs lainnya					

70

No	Pertanyaan	STS (1)	TS (2)	RR (3)	S (4)	SS (5)
5	Menurut saya situs Tokopedia.com memberikan banyak diskon daripada situs lainnya					
6	Situs Tokopedia.com memiliki sistem pengantaran terlengkap sesuai kebutuhan saya.					
7	Menurut saya situs Tokopedia.com memberikan jaminan produk kembali apabila tidak sesuai.					
8	Menurut saya situs Tokopedia.com memberikan perlindungan transaksi terhadap pembayaran					
9	Menurut saya situs Tokopedi.com memberikan kemudahan dalam pencarian produk sesuai kebutuhan					

Sumber : Sweeney and Soutar (2001)

Consumer Loyalty (Kepuasan Pelanggan)

No	Pertanyaan	STS (1)	TS (2)	RR (3)	S (4)	SS (5)
1	Menurut saya situs Tokopedia.com memberikan kepuasan berbelanja.					
2	Saya merasa produk di Tokopedia.com kenyataan lebih baik dari harapan saya					
3	Menurut saya situs Tokopedia.com memberikan jaminan produk kembali apabila tidak sesuai					
4	Saya merasa pihak Tokopedia.com memberikan tanggapan keluhan dan solusi yang tepat dan cepat terhadap konsumen.					
5	Saya puas dengan pengalaman berbelanja di Tokopedia.com					
6	Saya tidak tertarik dengan situs online lain meskipun harga yang ditawarkan lebih terjangkau					
7	Saya berkomitmen membeli kembali di Tokopedia.com					

71

Catatan : Pernyataan Rahayu (2018)

74