The Effect of E-Service Quality and Website Quality on E-Loyalty with E-Satisfication as an Mediating Variable at the Bluder Cokro Company

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ABSTRACT

The rise of the Indonesian economy after passing through the Covid-19 pandemic, Madiun city specialty food entrepreneurs have a competitive strategy to achieve customer satisfaction so that customer loyalty is maintained in the long term by improving business quality regularly and periodically.This study aims to analyze the effectiveness of e-service quality and website quality on e-loyalty with e-satisfaction as a mediating variable at the Cokro bluder company. The number of respondents in this study were 150 respondents who had experience shopping for bluder Cokro products online. The survey of respondents was conducted online using the google form facility so that the technique used to take samples in this study was purposive sampling technique because it was in accordance with certain considerations based on the objectives of this study. The data that has been obtained from respondents then goes through several test stages using the Smart PLS 3.0 program. Outer model there are several tests carried out such as validity test, reliability test and multicollinearity test while the inner model conducts Godness of Fit (Gof) test and hypothesis testing. The results of the analysis explain that e-service quality has a significant positive effect on e-loyalty, e-service quality has a significant positive effect on e-satisfaction, website quality has a significant positive effect on e-loyalty, website quality has a significant positive effect on e-satisfaction, e-satisfaction also has a significant positive effect on e-loyalty so that e-satisfaction successfully mediates the relationship between e-service quality and website quality on e-loyalty.

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1. INTRODUCTION

The evolution of the internet in Indonesia is very fast, as proven by the emergence of e-commerce in Indonesia, which has an affect on e-commerce retail sales from year to year which has increased. The Covid-19 that caused the pandemic is a supporting factor in the fast development of e-commerce because people find it difficult to move to fulfill the needs and desires of their lives so that e-commerce becomes an alternative to shopping online from home (Ginting et al., 2023). This results in a higher and tighter competition strategy in achieving sustainable profitability and competitive advantage. Every company provides benefits to customers in order to survive (Candraningrat et al., 2021)

The role of the government according to Sri Mulyani Indarwati as finance minister explained that one of the government's main focuses is related to volatile food or food ingredients. The Central Statistics Agency or in Indonesia is badan pusat statistik (BPS) detailed that the gross domestic product (GDP) at constant prices or in Indonesia is atas dasar harga konstan (ADHK) of the processing industry subsector, namely the food and beverage industry, ranked fourth largest processing in the quarter II/2023 with a value of Rp 209.51 trillion or an increase of 4.62% compared to the previous year in the same period (year on year, yoy) of Rp 200.30 trillion. The growth of the food and beverage industry was fairly slow in its increase in the quarter II/2023. According to the association of food and beverage entrepreneurs throughout Indonesia or known as Gapmmi, this happened because the form of customer spending in the country had shifted (Mustajab, 2023).
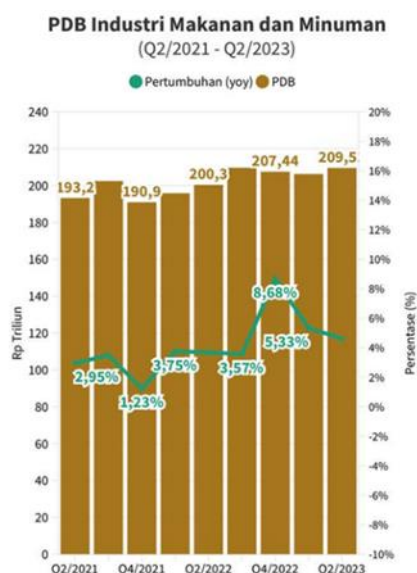

Fig1. Growth Data for the Food and Beverage Industry in Indonesia 2023
Source: (Central Bureau of Statistics) adapted and processed by researchers

As many as 215.63 million people in Indonesia, especially the island of Java, which is the largest contributor to the number of online activities (APJII, 2023). One example of an activity that uses internet facilities is marketing products and services through e-commerce. According to the head of Apkrindo in East Java, Tjahyono Haryono, stated that the culinary industry in East Java has increased (Diskominfo, 2023). Madiun City is a city where there is a lot of intense business competition related to famous regional souvenirs such as sambel pecel, bluder bread, brem, krupuk lempeng, Mimosa syrup and many more.

Nowadays, bluder bread is the most popular typical souvenir of the people from Madiun city. Bluder bread has various brands such as Mirasa, Kresna, Cokro, Dotmas, Metro, Koe, Cinta and so on. The existence of trade competition that raises a variety of new brands influences the sales turnover of bluder Cokro even though bluder Cokro is the market leader in its class. Therefore, the company must focus on service quality and marketing in order to be able to face the flow of trade competition. The more attractive, easy, and profitable the sales system is for customers, the greater the profit for the company.

One of the company's strategies to fullfil customer needs and expectations is to pay attention to service quality. A proper understanding of customers including high quality service has become an important basic requirement for the effectiveness of every company. Service quality at the bluder Cokro company provides benefits that are useful both explicitly and implicitly for the ease of getting goods and services. Related research also shows the fact that how to improve service quality has become one of the main management methods to increase customer loyalty and satisfaction and is one of the important factors influencing the success of the company (Chan et al.,2022).

The unprecedented development of the internet has influenced the growth of online retail and e-commerce in general (Joshi & Batt, 2021). The success of e-commerce in Indonesia can be measured by how often customers visit the e-commerce website. If the quantity of visits is high, then customers have a great opportunity to transact. Sellers use many types of marketing strategies such as offline and online marketing to attract customers and reach many customers. The bluder Cokro website is a vital marketing communication role considering the role of communication as facilitating the relationship between the company and the customer. Where the purpose of

communication is not only to encourage the first purchase, but also to ensure customer satisfaction when purchasing so that there is a high probability of repeat or loyal purchases.

The quality of the bluder Cokro website is one of the factors that can influence customer satisfaction. Companies must be able to innovate and develop features on the website as an effort to realize good expectations in the minds of customers when shopping online so that customers do not turn to other competitors. Quality features on the website created by the company are expected to be able to fulfill customer wants and needs and give a superior impression so that it becomes a website identity that is attached to customers. Good website quality can help receive information between sellers and customers and help customers to get the products they want or need quickly. Completeness of quality website features provides opportunities for customers to do repurchase activities through the website.

Customer satisfaction is the result of an evaluation related to the type of service or product that has been received according to their expectations (Tahanisaz & Shokuhyar, 2020). Customer expectations are customer estimates of what will be gained if they make a purchase of a product. Fulfilling customer satisfaction aims to keep customers loyal to a business so that profits in the business can increase and be sustainable in the industry (Nunkoo et al., 2019). Satisfied customers are useful as supporting marketing tools. The consequences that companies expect from customer satisfaction are the willingness of customers to visit again, talk positively about the company and products and recommend to other customers (Fajriyati et al., 2020).

Loyalty is an activity carried out by customers so that repeat purchase or repurchase transactions occur (Rachman et al.,2021). The bluder Cokro company uses a customer loyalty strategy by understanding the position of customers who cannot be reached, so it provides online marketing so that customers who are not in the physical store area can still enjoy the special food of Madiun city. Maintaining customer loyalty is not easy and is a form of big responsibility for the company. Efforts to improve the quality of the bluder Cokro business are carried out regularly and periodically to maintain customer loyalty in the long term.

2. LITERATURE REVIEW
Theory of SOR
The stimulus, organism, and response theory has an acronym known as the SOR theory. SOR theory arises because there is an influence of psychology on communication science so that it positions attitudes related to insight and understanding or called perception, attitudes related to feelings or called affection, attitudes that will relate more to action or called conation as the same research object.

Repurchase intention is part of consumer behavior so that this study uses the basis of SOR theory because there is a relevant link, namely explaining the communication process which has connectivity with attitude change. This theory has the assumption that the dependence of communication with organisms including the quality of stimuli causes changes in behavior. In addition, stimuli in the form of verbal words, non-verbal cues, and special symbols cause certain reactions in others so that it can be said that SOR theory can provide a positive or negative thing.

This theory focuses on the message sent, whether it can develop the spirit to the recipient of the message, if the message is received quickly by the recipient of the message, it can update the attitude in line with the content of the message (Sukanda & Abdurahman, 2020). The three vital elements contained in the SOR theory are Stimulus, organism, response. The success of SOR theory is influenced by three factors, namely communicator, media, and communicant characteristics (Jamil, 2023).

E-Service Quality
E-service quality can be called electronic services that can facilitate customers when accessing supporting facilities for buying and selling transaction activities effectively and efficiently (Putri, 2022). E-service quality focuses on the ability of a service to provide superior performance and quality through electronic media when serving customers in shopping, buying, and product delivery activities to customers (Juhira et al.,2021). 7 dimensions that can measure e-service quality are efficiency, reliability, privacy, fulfillment, responsiveness, compensation, and contact (Syahidah & Aransyah, 2023).

Website Quality
Website quality is an evaluation of a website that makes it easy for customers to get the products or services needed so that it describes the strength of the website (Whimantaka & Irmawati, 2021). The existence of a website in a company helps ease the work and balance the task of employees who do marketing activities for 24 hours, meaning that potential customers can find out information on company products for 24 hours non-stop through the website. Testing the quality of the website needs 3 indicators, namely usability, information quality, and service interaction quality (Syaputra & Amalia, 2023).

E-Satisfication
Satisfaction is achieved when the product or service is more than the customer's expectations. This is the level of customer satisfaction after comparing the buying experience and expectations received with the

experience after purchasing activities. In an online context, customer satisfaction from e-commerce sites can represent their satisfaction regarding their previous product purchase experience through a specialized e-commerce site website (Camilleri, 2021). Any market-oriented company should consider customer satisfaction as one of the most important factors and be at the core of all their marketing efforts (Octabriyantiningtyas et al., 2019). 5 dimensions that can measure e-satisfaction are convenience, merchandising, site design, security and serviceability (Syahidah & Aransyah, 2023).

E-Loyalty

E-loyalty is an adaptation and development of loyalty in the context of historical online shopping. Customer loyalty is defined as customers who are satisfied and likely to buy products and services. Loyal customers are those who act by buying the same products and services repeatedly, recommend it to others, and fight against all kinds of propaganda (Rashid et al, 2020). Fulfilling customer satisfaction is not the only purpose in managing a business; this is because if customers get superior competitor products, consumers may switch to competitors. Therefore, fulfilling customer satisfaction must be accompanied by customer loyalty (Abdillah & Irmawati, 2022). 4 dimensions that can measure e-loyalty are cognitive, affective, conative and action (Melawati et al., 2023).

In previous research by Berliana et al (2020) found that e-service quality has a significant and positive effect on customer satisfaction, but is insignificant and negative on customer loyalty. Customer satisfaction has a significant and positive effect on customer loyalty. Next, Wisnel et al (2022) found that information quality, website usability and assurance have an insignificant and negative effect on customer satisfaction in real terms. While service reliability, information quality, personalization, and responsiveness have no significant and positive effect on customer loyalty. Then Andriyani et al (2020) found that service quality has no significant and negative effect on customer satisfaction. Sari & Wening (2022) also found the results that customer satisfaction has an insignificant and negative effect on customer loyalty. Not to forget, Syachrony et al (2023) in his research found the results that e-service quality and website quality have an insignificant and negative effect on repurchase intention.

Combined variables such as e-service quality and webiste quality on e-loyalty with e-satisfaction as a mediating variable can be used to analyze because of the different results found from previous researchers so that it can be seen that there are gaps in previous research, namely in the object and time of research. This research has the purpose of knowing the effect of e-service quality and website quality on e-loyalty with e-satisfication as a mediating variable. Based on the description above, the research hypothesis can be structured as follows:
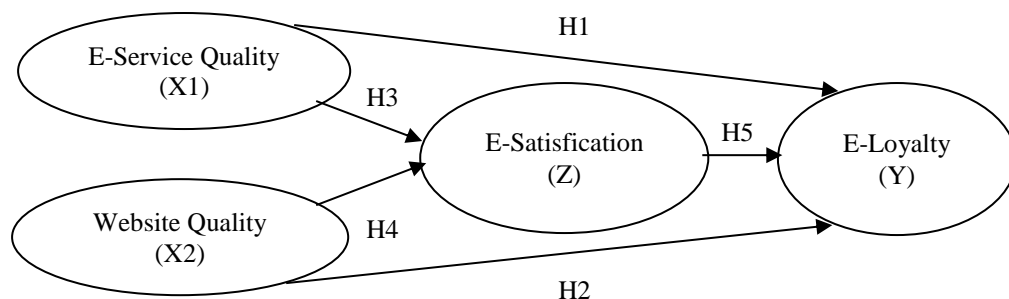

Fig2. Conceptual Model of The Research

E-service quality is defined as a global assessment or relationship of attitudes towards the overall excellence or excellence of online services (Vicramaditya, 2021). Customer loyalty is a key component for the long-term viability of brands. It helps companies in many uncertainty issues in a fiercely competitive market. Customer loyalty as a deep commitment to repeat patronage of a selected product or service consistently in the future, thereby causing repeated purchases of the same brand or series of brands (Melawati et al, 2023). Consistent customer satisfaction can generate customer loyalty, which will be very important for business continuity. Giao & Vuong (2021) in their research explain that e-service quality has a significant and positive effect on customer loyalty.

Based on the previous explanation, the researcher formulated the following hypothesis:

H1 : E-Service quality has a positive effect on e-loyalty

A website is an essential part of any successful e-commerce plan. The use of this tool can increase customer satisfaction, website retention, and repeat purchases, but it can also reduce consumers' tendency to switch to another website service provider (Iqbal & Tantra, 2023). Depending on the website domain, certain features (such as functionality and content) effect customer loyalty to the website. For example, the relationship between functionality and loyalty is stronger for transaction-focused websites than for information-focused websites. As a result, loyalty results from a positive perception of the website (Jurado, 2021). According to many researches, e-

loyalty and website quality are related. Previous research explains that website quality has a significant and positive effect on customer loyalty (Giaoa et al., 2020).

Based on the previous explanation, the researcher formulates the following hypothesis:

H2 : Website quality has a positive effect on e-loyalty

The main factor that influences how attractive a service provider is to customers is the quality of their service. If a company provides high-quality products that fulfill customer needs, they first guarantee customer satisfaction. Therefore, service providers must improve their service quality if they want to increase their customer satisfaction (Nunkoo et al., 2019). In simple terms, service quality and customer satisfaction have a positive relationship, where service quality is the main factor determining customer satisfaction.

According to Ginting et al (2023) high-quality customer service is essential for building and maintaining positive customer relationships in the culinary industry. Good customer service in this sector is very important to build positive relationships with customers. Customer perception of service quality is an important factor that determines the level of customer satisfaction. Good service quality will result in high customer satisfaction. The extent to which customers are satisfied with the goods and services provided by a company is called customer satisfaction. customer satisfaction refers to a response that is specific to a particular focus and time. It is closely related to the fulfillment of customer needs and is considered an important factor in customers' future purchasing decisions. Balinodo et al (2021) in their research explain that e-service quality has a significant and positive effect on customer satisfaction.

Based on the previous explanation, the researcher formulates the following hypothesis:

H3 : E-Service quality has a positive effect on e-satisfaction

Customer satisfaction is measured based on their personal experience with customer needs and expectations. The concept of e-satisfaction in online shopping is emerging as an important behavioral outcome. Customer satisfaction is the result of the overall experience and satisfaction of customers on the website of a particular e-commerce company. It shows how satisfied customers are with their previous purchasing experience with that e-tailer (Vicramaditya, 2021). Therefore, customers have the ability to customize online channels to fulfill customer needs and improve service quality and customer satisfaction. Customer acceptance of the online environment is an important part of building a positive relationship with customer satisfaction. Website quality is the starting point for a perfect online shopping experience (Iqbal & Tantra, 2023). Previous research explains that website quality has a significant and positive effect on customer satisfaction (Giaoa et al., 2020).

Based on the previous explanation, the researcher formulates the following hypothesis:

H4 : Website quality has a positive effect on e-satisfaction

Customer satisfaction is defined as the saved evaluation of the customer's purchase and consumption experience to date with a product or service provider. Customer satisfaction is usually found to be the main driver of customer loyalty and repurchase intentions (Pakutandang & Indrawati, 2022). Loyalty has a number of objectives such as keeping customers by increasing overcoming resistance, increasing customer loyalty, increasing share of wallet (SOW), collecting customer information, and customizing offers to individual customers. When someone fulfills their desires, they feel satisfied. The most general concept of satisfaction relates to the value of a customer's experience with good service. This concept comes from comparing the results between the fulfillment or not of customer expectations for services (Hizam et al., 2021).

One of the keys to keeping customers is customer satisfaction. Customer satisfaction leads to high customer loyalty, so customer satisfaction is both a purpose and a marketing tool for companies. Customer satisfaction and loyalty are based on the belief that customer attitudes influence a company's desire to survive (Borishade et al., 2021). Previous research explains that customer satisfaction has a significant and positive effect on customer loyalty (Agarwal & Dhingra, 2023).

Based on the previous explanation, the researcher formulates the following hypothesis:

H5 : E-satisfaction has a positive effect on e-loyalty

Perceived service quality is an assessment resulting from an evaluation process where customers compare their expectations with the services they consider they have received. Customer loyalty as a deeply held commitment to re-bury or re-protect a preferred customer, product or service consistently in the future, so as to cause repeated purchases of the same brand or the same set of brands, Satisfaction implies an evaluation of the product's acquisition and or consumption experience (Giaoa et al., 2020). Customer satisfaction can be defined as a person's level of pleasure or dissatisfaction derived from comparing the performance of a product with their expectations (Nigatu et al., 2023). Chan et al (2022) in their research explained that customer satisfaction has a significant and positive effect in mediating between e-service quality and customer loyalty.

Based on the previous explanation, the researcher formulates the following hypothesis:

H6 : E-satisfaction mediates the relationship between e-service quality on e-loyalty.

Website quality can be defined as a customer's assessment of the overall excellence of a website and how suitable the website is to fulfill the purpose or task that has been set when making an online purchase. When a website has good quality, customers' interest in buying something online increases. If companies want to survive

and grow, they must improve their information system functions (Giaoa et al., 2020). One of the most important variables is customer satisfaction. According to the analysis of the relationship with loyalty, if customer satisfaction is achieved, there will be more chances for customers to have a positive view or perception of the company and commit to it. Loyalty is defined as the probability that customers will return to the company and their desire to become partners with the company. Customer loyalty is usually defined as the relationship between customer attitudes, repeat purchases, and financial performance (Wuisan, 2021). Iqbal & Tantra (2023) in their research explain that customer satisfaction has a significant and positive effect in mediating between website quality and customer loyalty.

Based on the previous explanation, the researcher formulates the following hypothesis:

H7 : E-satisfication mediates the relationship between website quality on e-loyalty

3. RESEARCH METHOD

The type of research determined by the author in this research uses quantitative methods. Quantitative method is a research method guided by the philosophy of positivism, can be used to examine certain populations or samples. Quantitative research requires the use of numbers from the time when data is collected, interpreted, and presented (Anshori & Iswati, 2019).

The population in this research are the people of Solo raya who have purchased bluder Cokro products through the website provided by the company because the population is the entire subject, which can consist of individuals, goods, or anything that can be used to distribute research data (information) (Roflin & Liberty, 2021)

Primary data is used as a structuring material in this research. Primary data is obtained directly from the main source, namely a collection of answers from respondents who fill out a closed questionnaire using a 5-point Likert scale method (1 = Strongly disagree, 2 = Disagree, 3 = Neutral, 4 = Agree, 5 = Strongly Agree). The survey of respondents is conducted online using the google form facility distributed via applications Whatsapp, Telegram and Instagram so that the technique used to take samples in this research is purposive sampling technique because it is in accordance with certain considerations based on the objectives of this research. Fajri et al (2022) explain that the sample is part of the number and characteristics possessed by the population. This research in sampling uses non-probability sampling techniques. Non probability sampling is a sampling technique from a population but not all of these samples have the same opportunity to become subjects in their research Sugiyono (2019). So that the criteria for respondents who are suitable as samples for this research are people who live in Solo raya (Surakarta, Karanganyar, Sukoharjo, Wonogiri, Sragen, Klaten, Boyolali), have an age of 17 to > 45 years, have experience purchasing bluder Cokro company products online through the company's official website.

PLS-SEM analysis is used to predict and explore complex models with uncomplicated data conditions. Partial Least Square (PLS) software was used to analyze the data in this research. The strengths of using PLS are that the number of samples required for analysis is relatively small, the SMARTPLS approach is considered more effective because it does not depend on assumptions, and this approach can test SEM models with various forms of scales, such as Likert, ratio, and so on. The Smart PLS version 3.0 application is used to support the data analysis process in this research such as measuring the outer model and inner model. Outer model there are several tests carried out such as validity test, reliability test and multicollinearity test while the inner model conducts Godness of Fit (Gof) test and hypothesis testing.

4. RESULT AND DISCUSSIONS
3.1. Characteristics of Respondents

Table1. Frequency distribution of the Solo Raya society (n=150)

Characteristics of Respondents	F	%
Age		
17-25	118	78.7
26-35	14	9.3
36-45	8	5.3
>45	10	6.7
Gender		
Male	68	45.3
Woman	82	54.7
Residence		
Surakarta	43	28.7
Klaten	14	9.3
Sukoharjo	24	16
Karanganyar	26	17.3

Wonogiri	13	8.7
Boyolali	15	10
Sragen	15	10
Education		
No School	0	0
ES/ JHS/ SHS	108	72
Diploma (D1, D2, D3)	15	10
College (S1, S2, S3)	27	18
Job		
Not Working	7	4.7
Students	62	41.3
ASN/PPPK/TNI/POLRI	42	28
BUMN Employee	9	6
Entrepreneur	30	20
Income		
< Rp 1.000.000	14	9.3
Rp 1.000.000 - Rp 3.000.000	91	60.7
Rp 3.000.001- Rp 5.000.000	30	20
> Rp 5.000.000	15	10

Source:Primary data processed (2023)

Based on the data results of 150 respondents, there are respondent characteristics which can be explained in table 1 above. Respondents in this research are dominated by women as much as 54.7% and men as much is 45.3% with an age range of 17-25 years as much as 78.7% who live in Surakarta as much as 28.7% with their last education is elementary school / junior high school / senior high school as much as 72%. The majority of their jobs are students as much as 41.3% with an average monthly income of < Rp 1.000.000 - Rp 3.000.000 achieving 60.7%.

3.2. Measurement Model (Outer Model)

Determining the specification of the relationship between latent variables and their indicators can use and apply outer model testing consisting of validity, reliability and multicollinearity.
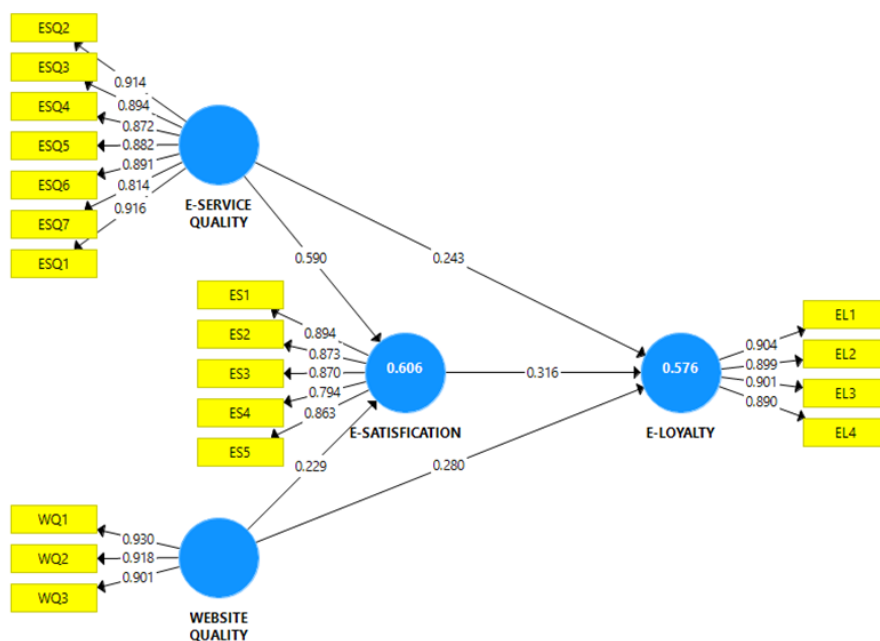

Fig3. Outer Model

3.2.1 Convergent Validity

Table2. Outer Loadings Value

Variable	Indicator	Outer Loading
E-Service Quality (X1)	X1.1	0.916
	X1.2	0.914
	X1.3	0.894
	X1.4	0.872
	X1.5	0.882
	X1.6	0.891
	X1.7	0.814
Website Quality (X2)	X2.1	0.930
	X2.2	0.918
	X2.3	0.901
E-Loyalty (Y)	Y.1	0.904
	Y.2	0.899
	Y.3	0.901
	Y.4	0.890
E-Satisfication (Z)	Z.1	0.894
	Z.2	0.873
	Z.3	0.870
	Z.4	0.794
	Z.5	0.863

Source: Primary data processed (2023)

Above table explain about all research variable indicators have many outer loading values greater than 0,7. When the outer value loading > 0,7 so the indicator is called well and worthy as convergent validity In addition, convergent validity can also be measured by looking at the AVE (Average Variance Extracted) value and can be considered valid in convergent validity if it is > 0.5.

Table3. Average Variance Extracted Value

Variable	AVE (Average Variance Extracted)	Conclusion
E-Service Quality (X1)	0.781	Valid
Website Quality (X2)	0.840	Valid
E-Loyalty (Y)	0.807	Valid
E-Satisfication (Z)	0.739	Valid

Source: Primary data processed (2023)

According to the data in the table above, it explains that each variable has an AVE (Average Variance Extracted) value > 0.5 such as e-service quality of 0.781, website quality of 0.840, e-loyalty of 0.807, and e-satisfication of 0.739 so that all variables in this research are considered valid in convergent validity.

3.2.2 Discriminant Validity

Table4. Cross Loading

Indicator	E-Service Quality (X1)	Website Quality (X2)	E-Loyalty (Y)	E-Satisfication (Z)
X1.1	0.916	0.684	0.614	0.698
X1.2	0.914	0.680	0.626	0.710
X1.3	0.894	0.642	0.634	0.667
X1.4	0.872	0.637	0.582	0.665
X1.5	0.882	0.675	0.625	0.689
X1.6	0.891	0.661	0.602	0.660

Indicator	E-Service Quality (X1)	Website Quality (X2)	E-Loyalty (Y)	E-Satisfication (Z)
X1.7	**0.814**	0.717	0.623	0.634
X2.1	0.722	**0.930**	0.601	0.628
X2.2	0.674	**0.918**	0.647	0.620
X2.3	0.691	**0.901**	0.614	0.613
Y.1	0.635	0.548	**0.904**	0.648
Y.2	0.620	0.627	**0.899**	0.599
Y.3	0.625	0.658	**0.901**	0.601
Y.4	0.622	0.600	**0.890**	0.634
Z.1	0.650	0.588	0.593	**0.894**
Z.2	0.667	0.613	0.565	**0.873**
Z.3	0.666	0.568	0.640	**0.870**
Z.4	0.623	0.554	0.579	**0.794**
Z.5	0.675	0.586	0.587	**0.863**

Source: Primary data processed (2023)

The table above explains that each indicator of the research variable has the highest cross loading value on the variable it distributes than other variables so that it can be concluded from the results that have been processed that the indicators included in this research have fulfilled the discriminant validity that is proper in making each variable. The cross loading value of e-service quality is 0.916, 0.914, 0.894, 0.872, 0.882, 0.891, 0.814. The cross loading value of website quality is 0.930, 0.918, 0.901. The cross loading value of e-loyalty is 0.904, 0.899, 0.901, 0.890. The cross loading value of e-satisfaction is 0.894, 0.873, 0.870, 0.794, 0.863.

3.2.3 Composite Reliability

Table5. Composite Reliability

Variable	Composite Reliability	Conclusion
E-Service Quality (X1)	0.961	Reliable
Website Quality (X2)	0.940	Reliable
E-Loyalty (Y)	0.944	Reliable
E-Satisfication (Z)	0.934	Reliable

Source: Primary data processed (2023)

A variable can be said to be worthy according to composite reliability if the composite reliability is > 0.7. From the table statement above, the composite reliability value for all research variables is > 0.7. The value of e-service quality is 0.961, website quality is 0.940, e-loyalty is 0.944, and e-satisfaction is 0.934. This explains that each variable is in accordance with composite reliability, which means that the variable as a whole produces a high level of reliability.

3.2.4 Cronbachs Alpha

Table6. Cronbachs Alpha

Variable	Cronbachs Alpha
E-Service Quality (X1)	0.953
Website Quality (X2)	0.904
E-Loyalty (Y)	0.920
E-Satisfication (Z)	0.911

Source: Primary data processed (2023)

The construct is considered reliable if the cronbach alpha value is > 0.60. All variables contained in this research have a cronbach alpha value > 0.6, which indicates that the cronbach alpha value is suitable so that the overall construct can be considered reliable, as shown in the table above. The e-service quality value is 0.953, the website quality value is 0.904, the e-loyalty value is 0.920, the e-satisfaction value is 0.911.

3.2.5 Multicollinearity Test

Table7. Collinearity Statistic (VIF)

	E-Loyalty (Y)	E-Satisfication (Z)
E-Service Quality (X1)	3.244	2.360
Website Quality (X2)	2.492	2.360
E-Loyalty (Y)		
E-Satisfication (Z)	2.537	

Source: Primary data processed (2023)

Multicollinearity can be known from the cut off value which explains that the tolerance value > 0.1 or the same as the VIF value < 5. The results listed in the table above, the collinearity statistic (VIF) results show that the test of each variable does not violate the multicollinearity test if the cut off value is > 0.1 or the same with the VIF value < 5. The value of e-service quality on e-loyalty is 3.244, the value of e-service quality on e-satisfication is 2.360, the value of website quality on e-loyalty is 2.492, the value of website quality on e-satisfication is 2.360, the value of e-satisfication on e-loyalty is 2.537.
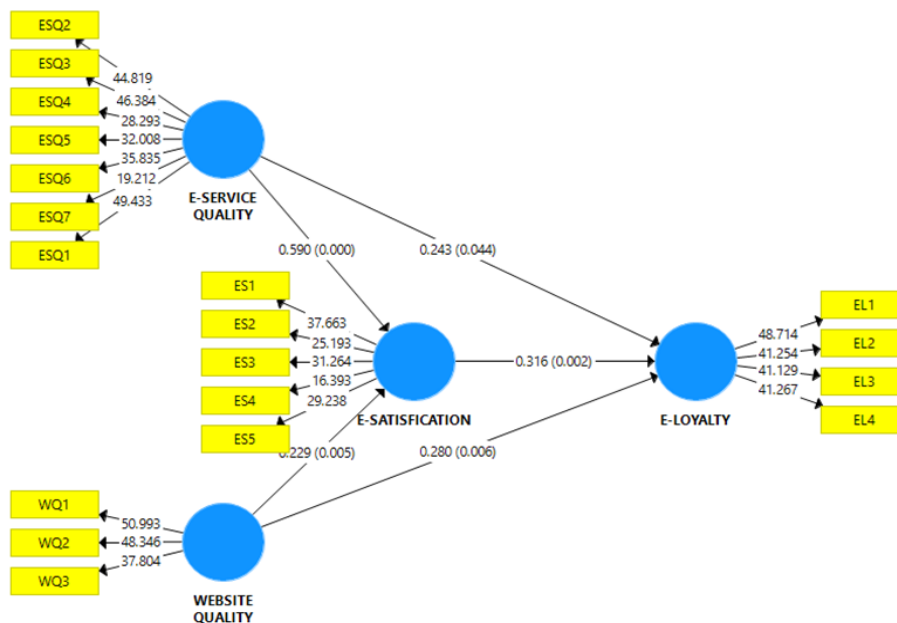
3.3 Structural Model (Inner Model)

Fig4. Inner Model

The effect between two latent variables is tested in the inner model. Three analyses, namely the measurement of R2 (R-Square) value, Godness of Fit (Gof), and path coefficient, can be used to test the inner model.

3.3.1 Goodness of Fit Model

Table8. R-Square Value

	R-Square	R-Square Adjusted
E-Loyalty (Y)	0,576	0,568
E-Satisfication (Z)	0,606	0,600

Source: Primary data processed (2023)

The R-Square value shows the determination of the exogenous variable against its endogenic variable. Value 0.75 (strong), 0.50 (standard), and 0.25 (weak). The results in the table above, R-Square used to evaluate the strength of the relation between e-service quality and website quality on e-satisfication with a value of 0.606

or 60.6%. Likewise to find out e-service quality and website quality influence on e-loyalty with a score of 0.576 or 57.6%.

The Q2 value shows how good the analysis value produced by the model and its parameters is. Q2 value > 0 explains that the model has predictive relevance, while Q2 value < 0 explains that the model is less predictive relevance.

$$
\begin{aligned}
\text{Q-Square} &= 1 - [(1\text{-}R^2 1) \times (1\text{-}R^2 2)] \\
&= 1 - [(1\text{-}0.606) \times (1\text{-}0.576)] \\
&= 1 - [(0.394) \times (0.424)] \\
&= 1 - 0.167056 \\
&= 0.832944
\end{aligned}
$$

The results showed that the Q-Square value of 0.832944 can explain 83% of the data diversity, with the remaining 17% caused by other factors that have nothing to do with the research model. Therefore, based on these calculations, this research model is considered to have excellent goodness of fit.

3.3.2 Hypotheses Test

Hypothesis testing carried out in this research, the direct effect can use the path coefficient value table while the indirect effect (mediation) can use the specific indirect effect. By using the bootsraping process, the path coefficient test to determine the t statistic value, p values (critical ratio) and the original sample value obtained from the process. There is a direct effect between variables, if the p value is < 0.05, and there is no direct effect if the p value is > 0.05. This research uses a t-statistic significance value of 1.96, with a significance level of 5%. Significant influence occurs if the t-statistic value > 1.96.

Path Coefficient Test

Table9. Path Coefficient (Direct Effect)

	Original Sample	t-Statistics	P Values	Conclusion
E-Service Quality (X1) → E-Loyalty (Y)	0.243	2.024	0.044	Significant Positive
Website Quality (X2) → E-Loyalty (Y)	0.280	2.770	0.006	Significant Positive
E-Service Quality (X1) → E-Satisfication (Z)	0.590	7.328	0.000	Significant Positive
Website Quality (X2) → E-Satisfication (Z)	0.229	2.830	0.005	Significant Positive
E-Satisfication (Z) → E-Loyalty (Y)	0.316	3.048	0.002	Significant Positive

Source: Primary data processed (2023)

From the results of the path coefficient calculation table above, it can be seen that all results have a t value > 1.96 and a p-value < 0.05. so it can be concluded that the results of the direct effect value are positively significant.

Indirect Effect Test

Table10. Indirect Effect

Indirect Effect	Original Sample	t-Statistics	P Values	Conclusion
E-Service Quality (X1) → E-Satisfication (Z) → E-Loyalty (Y)	0.186	2.693	0.007	Significant Positive
Website Quality (X2) → E-Satisfication (Z) → E-Loyalty (Y)	0.072	1.975	0.049	Significant Positive

Source: Primary data processed (2023)

From the results of the indirect effect test calculation table above, it can be seen that e-service quality on e-loyalty can be mediated by e-satisfaction partially because the t-statistic value is 2.693 which means > 1.96 and the p-value of 0.007 means < 0.05. In addition, website quality on e-loyalty can be mediated by e-satisfaction partially because the t-statistic value is 1.975 which means > 1.96 and the p-value is 0.049 which means < 0.05. This test describes the results of a significant effect indirectly or using mediation so that it can be concluded that the results of the indirect effect value have a significant positive value.

3.4 Discussion

The Effect of E-Service Quality on E-Loyalty

The ability of a site to support shopping, purchasing, and distribution activities effectively and efficiently is known as e-service quality (Pramudhita et al., 2021). Online loyalty, also known as e-customer loyalty, is the voluntary attitude of customers towards companies that have online businesses that trigger repeat use (Budiman et al., 2020).

The statistical results explain that e-service quality has a significant positive effect on e-loyalty. Good online service quality from the bluder Cokro company provided to bluder Cokro customers online can build online customer loyalty to bluder Cokro products that they have purchased before. These results show that the first hypothesis which states that e-service quality has a positive but insignificant effect on e-loyalty is proven correct. These results are in line with the case researched by Budiman et al (2020) which shows that e-service quality has a positive and significant effect on e-loyalty.

The Effect of Website Quality on E-Loyalty

A real form of information technology is the service offered by a website. Web quality is measured by how customers can feel the service features and characteristics of the web meet their requirements and needs (Supriadi & Yusuf, 2021). E-Loyalty is defined as the desire to revisit a website with or without making online transactions (Suyono et al., 2020)

The statistical results explain that website quality has a significant positive effect on e-loyalty. The quality of the official website owned by the bluder Cokro company that is good and easy to access and use can build the loyalty of bluder Cokro customers online to bluder Cokro products that they have previously purchased. These results show that the second hypothesis which states that website quality has a significant positive effect on e-loyalty is proven correct. These results are in line with the case researched by Supriadi & Yusuf (2021) which shows that website quality has a positive and significant effect on e-loyalty.

The Effect of E-Service Quality on E-Satisfaction

E-satisfaction is known as the accumulated satisfaction that customers receive after purchasing a product over time through a website (Pramudhita et al., 2021). In the overall evaluation, e-satisfaction is defined as fulfilling customers' needs for the good feelings they get during several transactions through online media (Budiman et al., 2020).

The statistical results explain that e-service quality has a significant positive effect on e-satisfaction. The quality of online services provided by the bluder Cokro company well can lead to online customer satisfaction with bluder Cokro products that they have purchased before. These results show that the third hypothesis which states that e-service quality has a significant positive effect on e-satisfaction is proven correct. These results are in line with the case researched by Pramudhita et al (2021) which shows that e-service quality has a positive and significant effect on e-satisfaction.

The Effect of Website Quality On E-Satisfaction

Website quality is an important factor that influences the impulsive desire to buy something online. The website not only provides a means of information, but also helps branding and promoting the industry being carried out (Ritzkal et al., 2022). Customer feelings that arise after consuming a product or service are called user satisfaction. This feeling can be either good (satisfied) or bad (dissatisfied) (Syams & Kuswanto, 2023).

The statistical results explain that website quality has a significant positive effect on e-satisfaction. The quality of the official website of the bluder Cokro company which makes it easy and helps bluder Cokro customers to achieve their goals quickly can lead to online satisfaction of bluder Cokro customers with bluder Cokro products that they have purchased before. These results show that the fourth hypothesis which states that website quality has a significant positive effect on e-satisfaction is proven correct. These results are in line with the case researched by Syams & Kuswanto (2023) which shows that website quality has a positive and significant effect on e-satisfaction.

The Effect of E-Satisfaction On E-Loyalty

E-satisfaction is an analogy between how someone sees an outcome and what they expect to show satisfaction or dissatisfaction. E-customer loyalty is a description that consists of customer assertiveness to continue to buy products and visit them in the future, even though business conditions and competitors' marketing strategies can change buyer behavior (Rojiqin et al., 2022).

The statistical results explain that e-satisfaction has a significant positive effect on e-loyalty. The satisfaction obtained by bluder Cokro customers online can form online customer loyalty in shopping for bluder Cokro products that they have purchased before. These results show that the fifth hypothesis which states that e-satisfaction has a significant positive effect on e-loyalty is proven correct. These results are in line with case researched by Rojiqin et al (2022) which shows that e-satisfaction has a positive and significant effect on e-loyalty.

The Effect of E-Service Quality on E-Loyalty with E-Satisfaction as Mediation

E-satisfaction exists after customers have a previous shopping experience at a particular online shop. Customer needs that are fulfilled and even exceed customer expectations will trigger a growth in satisfaction (Salmah et al., 2021). E-service quality is a virtual company effort to enable and support service activities to customers in order to meet and fulfill the needs of the services expected by customers (Pramudhita et al., 2021). Customer e-loyalty is the customer's desire to buy goods from the relevant website and will not switch to another website. This is known as e-loyalty, and relies on the internet as a medium between sellers and buyers (Salmah et al., 2021)

The statistical results explain that e-service quality has a significant positive effect on e-loyalty which is mediated by e-satisfaction. The online service quality created by the bluder Cokro company in order to build the loyalty of bluder Cokro customers online by achieving the satisfaction of bluder Cokro customers online first as an intermediary for bluder Cokro products that they have previously purchased. This result shows that the sixth hypothesis which states that e-satisfaction mediates the effect of e-service quality on e-loyalty is proven correct. These results are in line with the case researched by Salmah et al (2021) which shows that e-satisfaction can mediate the effect of e-service quality on e-loyalty.

The Effect of Website Quality on E-Loyalty with E-Satisfication as Mediation

Website quality is a tool to review how well it fulfills customer needs for transactions and obtaining information (Ghaisani & Purbawati, 2019). Customer satisfaction with e-commerce companies can be measured by assessing the website based on previous purchasing experiences, which determine the level of customer satisfaction with e-commerce companies. This experience comes from aspects of service and the website itself (Pradnyaswari & Aksari, 2020). E-loyalty is a continuous effect of customer satisfaction on service effectiveness and if customers on a business site feel that the services they expect are fulfilled, customers will feel satisfied (Pradnyaswari & Aksari, 2020).

The statistical results explain that website quality has a significant positive effect on e-loyalty mediated by e-satisfaction. Adequate website quality and providing many benefits can stimulate the emergence of online bluder Cokro customer loyalty by achieving online bluder Cokro customer satisfaction first as an intermediary for bluder Cokro products that they have previously purchased. This result shows that the seventh hypothesis which states that e-satisfaction mediates the effect of website quality on e-loyalty is proven correct. These results are in line with the case researched by Iqbal & Tantra (2023) which shows that e-satisfaction can mediate the effect of website quality on e-loyalty.

Table11. Measurement Items

Indicator	Items	Source
E-SERVICE QUALITY		
ESQ1	I feel that the bluder Cokro website service is fast and responsive	
ESQ2	I think the bluder Cokro website serves according to customer requests	
ESQ3	I think the accuracy and speed of delivery of bluder Cokro products is very good	
ESQ4	I think the identity of customers on the bluder Cokro website is protected	Syahidah & Aransyah (2023)
ESQ5	I feel that the bluder Cokro customer service responds quickly to customer complaints and provides solutions	
ESQ6	I think the bluder Cokro website provides a guarantee of returning goods if the product purchased is not suitable	
ESQ7	I think the Cokro bluder website provides call center services as continuous communication	
WEBSITE QUALITY		

Indicator	Items	Source
WQ1	I think the bluder Cokro website is easy to access and use	
WQ2	I think the bluder Cokro website provides relevant and accurate information	Syaputra & Amalia (2023)
WQ3	I think the bluder Cokro website makes it easy for customers to communicate with the seller.	
E-LOYALTY		
EL1	I am committed to not switching to another website when buying a bluder Cokro online.	
EL2	I am willing to recommend online shopping through the official website of the bluder Cokro company to friends, family, and other people.	Syahidah & Aransyah (2023)
EL3	I have the intention to make repeat visits to the bluder Cokro website	
EL4	I am committed to making repeat purchases online on the bluder Cokro website	
E-SATISFICATION		
ES1	I am satisfied with the ease of getting bluder Cokro product offers on the website	
ES2	I am satisfied with the quantity of bluder Cokro products listed on the website	
ES3	I am satisfied with the navigation or direction guidance in finding various bluder Cokro products on the website.	Melawati et al., (2023)
ES4	I think transactions through the bluder Cokro website are guaranteed to be safe	
ES5	I feel satisfied with the various features provided by the bluder Cokro website as a whole	

5. CONCLUSION AND RECOMMENDATION

Based on the analysis findings to do before, the conclusion of this research are e-service quality has a significant positive effect on e-loyalty so that the first hypothesis is supported. Website quality has a significant positive effect on e-loyalty so that the second hypothesis is supported. E-Service quality has a significant positive effect on e-satisfication so that the third hypothesis is supported. Website quality has a significant positive effect on e-satisfication so that the fourth hypothesis is supported. E-Satisfication has a significant positive effect on e-loyalty so that the fifth hypothesis is supported. E-Service quality has a significant positive effect on e-loyalty with e-satisfication as mediation so that the sixth hypothesis is supported. Website quality has a significant positive effect on e-loyalty with e-satisfication as mediation so that the seventh hypothesis is supported.

Limitations were found in this research, the first is independent variables analyzed in this research are limited to e-service quality and website quality, the mediating variable is e-satisfication, and the dependent variable is e-loyalty. The second is the number of respondents is only 150 people, this number is still not optimal to describe the actual conditions and the third is the different thoughts, assumptions, and understanding of each respondent in the data collection process, so the information provided through the questionnaire sometimes does not reflect the actual opinion of the respondent. Other factors in completing the questionnaire such as respondent integrity also play a role in this research. Recommendations that can be given by researchers based on existing limitations for future researchers, namely it is better to use or add variations of other variables that are not used in this research so that they can be investigated specifically to influence e-loyalty, take a larger sample to produce more accurate data in future research, it is advisable to always review and observe any changes in respondent behavior in the future.

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