Investigation of E-Customer Loyalty: Food and Beverage Customer Survey Multi-Application Users of E-Wallet Transactions

Bella Suryani (Corresponding Author)

Student of Magister Management, Jakarta State University, Indonesia.
Email: bellasuryani83@gmail.com

Usep Suhud, Mohamad Rizan

Professor Jakarta State University, Indonesia

Abstract

This case study aims to see the effect of sales promotion, perceived ease of use, perceived usefulness, and trust on e-customer loyalty to payment methods with the role is customer satisfaction as an intervening variable in food and beverage transactions in multiple e-wallet applications. The research method used quantitative research and data were collected using an electronic survey. participants were approached by applying a convenient sampling method. In total, 203 participants were involved in this study, who lived in Jakarta and surrounding areas and were e-wallet users with a minimum of three times transactions in the last six months. The data analysis technique used Structural Equation Modeling (SEM) using SPSS version 26 and AMOS version 24 software. The results showed that sales promotion had a direct negative and insignificant effect on customer satisfaction, perceived ease of use had a direct positive and insignificant effect on customer satisfaction, perceived usefulness and trust have a positive and significant direct effect on customer satisfaction, and also customer satisfaction has a positive and significant direct effect on e-customer loyalty of the payment method.

Keywords: e-customer loyalty of payment method, customer satisfaction, sales promotion, perceived ease of use, perceived usefulness, trust

1. Introduction

1.1 E-customer Loyalty as an Important Element in Business Sustainability

One of the keys to business success that can improve performance and business sustainability is to maintain e-customer loyalty. E-customer loyalty can be seen from the willingness of customers to continuously visit or use the website virtually and said positive things by word of mouth, and are willing to transact more from the services (A. Manaf et al., 2018). E-customer loyalty must be maintained for the sustainability and integrity of the business. Therefore, e-customer loyalty is very important for e-wallet service providers considering the high competition in the digital payment business which is influenced by the habits of consumers who make cashless transactions during and after COVID-19, especially in food and beverage transactions in big cities such as Jakarta, Indonesia.

According to Aida (2022, September 9) from Kompas Radynal Nataprawira as Head of Public Affairs for Shopee Indonesia, said Shopee had laid off 3% of its total employees in Indonesia, although the number was unknown. The layoff decision made by Shopee is related to global economic conditions that require Shopee to adapt more quickly and evaluate business priorities to be more efficient. With this news, there may be some internal problems within Shopee. recently, Shopee through its subsidiary Shopeepay often provides sales promotion offers to motivate, maintain and increase customer loyalty for Shopeepay e-wallet users, especially in food and beverage transactions.

Using an e-wallet does not always provide benefits for users but also has disadvantages, such as admin fees for each transaction with a different nominal depending on the type of transaction and the policies of each e-wallet that users can consider when transacting. In addition, although many e-wallet merchants offer various sales promotions, it is not necessarily attractive for users to make transactions because the promotions provided are still relatively small, such as a 30% discount up to Rp. 3,000 with a minimum order of Rp. 150,000. It can also be a consideration for users to use the sales promotions offered because the feedback they get is not significant enough.

Although it offers many conveniences, the e-wallet business is still limited. Until now, food and beverage transactions using an e-wallet cannot be used in some traditional markets and some small restaurants. Overall, places that accept payments using an e-wallet are places that sell goods at medium to high prices, large restaurants, and traders who already understand how to use an e-wallet and are registered as merchants who have collaborated with e-wallet business providers. saving money in an e-wallet has a maximum balance limit so that there is a transaction limit applied, therefore this case can be considered by users if they want to save money in an e-wallet in large amounts.

Payments via e-wallet can be made anytime and anywhere using a smartphone. before the transaction, the user must enter a password. If the user enters the wrong password more than three times in a row, the account is automatically blocked or temporarily frozen, and users must wait for the next one to three hours. Furthermore, users are asked to make account

repairs by following the steps given on the forgot password menu or contacting the customer service of e-wallet. The long process can be inconvenient for users when they want to make e-wallet transactions because they have to follow applicable procedures.

Based on the problems described previously, it should be a consideration for the e-wallet service provider business to increase e-customer loyalty in choosing an e-wallet as a food and beverage payment method.

1.2 Literature Review and Relevant Research

E-customer Loyalty

Customer loyalty is considered as a commitment accompanied by an intention to reuse services (Diallo et al., 2018), repeated satisfaction of customers with a specific purpose (Sasono et al., 2021) makes consumers use repeatedly and recommend the business to other customers(Özkan et al., 2020). Loyalty in the business context is an illustration of the customer's willingness to continue to be loyal to a particular company and its services in the long term (Rizan et al., 2020).

Customer Satisfaction

According to Boonlertvanich (2019), satisfaction is a comparative feeling, resulting from the difference between expectations and experience. Repeat satisfaction creates long-term satisfaction with the product or service. Then Twum et al., (2020) defines customer satisfaction as a response to fulfilling consumer satisfaction, namely the assessment that a product or service has features, or provides a pleasant level of satisfaction.

Al-Adwan dan Al-Horani (2019) agrees that when customers are satisfied and meet consumer expectations by service providers, the customer's intention to repurchase is likely to be stronger. Thus, customer satisfaction is a fundamental factor in retaining customers and directly affects customer loyalty. According to Boonlertvanich (2019), overall customer satisfaction seen from the experience when interacting with service providers is a more stable measurement that directly impacts customer loyalty to service providers.

H_5: It is suspected that there is a direct effect of customer satisfaction on e-customer loyalty of payment methods.

Sales Promotion

Sales promotions are designed to stimulate the use of services more quickly and on a large scale in the short term consumers (Sohn & Kim, 2020) sales promotions also offer incentives to consumers that are useful for increasing awareness ess consumers will price (Antara & Rastini, 2022). Lesnussa et al., (2021) examined sales promotion on customer satisfaction regarding the PegiPegi.com application with 506 participants who had booked hotel rooms in Makassar using the PegiPegi.com application. The results showed that sales promotion had a significant effect on customer satisfaction.

$H_{1:}$ It is suspected that sales promotion has a direct effect on customer satisfaction.

Perceived Ease of Use

According to C. Widodo et al., (2022) consider that perceived ease of use is one of the success factors in achieving satisfaction in the cellular industry. The convenience referred to is also seen from the level of trust that a person has that a system can be easily understood (Basuki et al., 2022). Research conducted by Chaveesuk (2022) examined perceptions of ease of use on customer satisfaction in digital payments with 400 participants in Bangkok, Thailand. The results showed that perceived ease of use had a significant effect on customer satisfaction.

$H_{2:}$ It is suspected that perceived ease of use has a direct effect on customer satisfaction.

Perceived Usefulness

Suhud et al., (2021) defined perceived usefulness as the extent to which a person believes that using a particular system will improve performance. Daragmeh et al., (2021) aid that perceived usefulness also offers added values such as efficiency, less effort, and time savings. Research conducted by Suhud et al., (2021) examined the effect of perceived usefulness on customer satisfaction on the Mobile Navigation App in Jakarta in the context of tourism with 212 participants. The results showed that perceived usefulness had a significant effect on customer satisfaction.

$H_{3:}$ It is suspected that there is a direct effect of perceived usefulness on customer satisfaction.

Trust

Chi (2018) describes trust as a relationship built between consumers and sellers or providers. Trust is a fundamental factor, one of the key strategies in marketing and successful long-term customer relationships. In a trust relationship, it is defined as an attitude of customer confidence in online risk situations that customer data will not be exploited. (García-Salirrosas & Acevedo-Duque, 2022) search conducted by Mekonnen (2022) examines the effect of trust on customer satisfaction in e-banking with 450 participants. The results showed that trust had a significant effect on customer satisfaction.

$H_{4:}$ It is suspected that there is a direct effect of trust on customer satisfaction.

This study focuses on customer loyalty in choosing an e-wallet as a payment method, especially in food and beverage transactions through customer satisfaction as an intervention variable with influencing factors such as sales promotion, perceived ease of use, perceived usefulness, and trust.

The results of this study are expected to provide recommendations for future studies and e-wallet service providers regarding customer loyalty in using an e-wallet, especially in food and beverage transactions to improve the integrity and sustainability of the e-wallet business.

1.3 Theoretical Framework and Hypotheses

Figure 1 below presents the theoretical framework of the research.
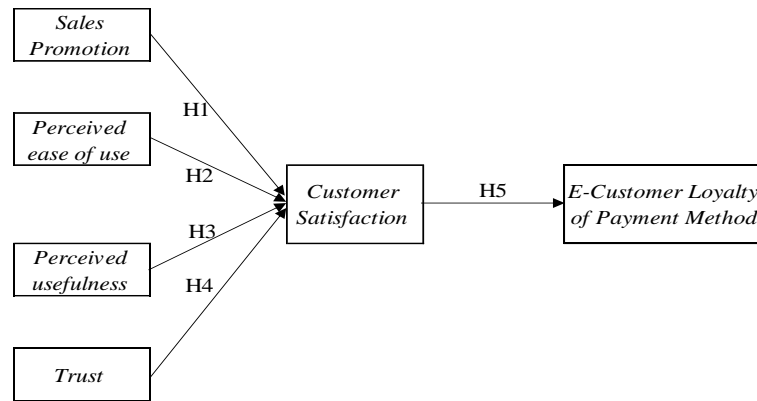

Figure 1. Theoretical Framework

Source: Processed data, 2022.

Based on the theoretical framework in Figure 1, it can be concluded that the five hypotheses in the study are as follows:

H_1: It is suspected that sales promotion has a direct effect on customer satisfaction.

H_2: It is suspected that perceived ease of use has a direct effect on customer satisfaction.

H_3: It is suspected that there is a direct effect of perceived usefulness on customer satisfaction.

H_4: It is suspected that there is a direct effect of trust on customer satisfaction.

H_5: It is suspected that there is a direct effect of customer satisfaction on e-customer loyalty of payment methods.

2. Method

In this research a quantitative approach is implemented. Since the research data is presented in numbers, the statistical method calculation uses SPSS software version 26 and AMOS version 24.

2.1 Data Collection Technique

The data collection technique used in this study is a survey method by distributing questionnaire links using Google Forms to participants online via WhatsApp and Line private messages, as well as Instagram social media. The questionnaire link has been distributed from 22 September 2022 to 30 September 2022.

2.2 Sample of the Research

The sample used in this study is a minimum of 200 participants, according to Hair in Suhud

et al., (2021) based on the minimum total of participants with the determination of a loading factor of 0.400 already able to show the validity of each indicator. The method used in this study is the convenience sampling method. Sugiyono (2015) defines convenience sampling as a method of determining the sample by choosing a sample freely according to the needs of the researcher. Then, the criteria for the selected participants are e-wallet users who live or work in Jakarta and surrounding areas and use e-wallet as a payment method, especially in food & beverage transactions, at least three or more transactions during the last six months.

2.3 Data Analysis Techniques

The first step in the data analysis technique is to test the validity and reliability of the data. According to Hair in Suhud et al., (2021) data is declared valid if it has a correlation value greater than 0.400 and the data is declared reliable if it has a Cronbach Alpha value of more than 0.600 (Widodo et al., 2022). The second step is to test the structural equation model (SEM), which is to test the suitability of the model and then evaluate it through some good-of-fit criteria. In this study, the authors chose seven criteria for the fit model, namely a minimum X2-Chi-Squar score of 0.05 (Hair, 2019), GFI score $\geq$ 0.90 (Hoyle, 1995), RMSEA score $\leq$ 0.08 (Browne, M. W, & Cudeck, 1993), AGFI score $\geq$ 0.90, CFI score > 0.90, TLI score $\geq$ 0.95, and CMIN/DF score $\leq$ 2.00 (Ferdinand, 2000).

3. Results and Discussion

3.1 Participants of the Research

The total participants in this study were 203 participants who live or work in Jakarta and its surroundings and use an e-wallet as a payment method, especially in food and beverage transactions, at least three or more transactions during the last six months. The average participant uses more than one type of e-wallet. The profile of the participant in this study can be seen in Table 1.

Table 1 Profile of Participant

Category	Items	Frequency	Percentage
Gender	Male	66	32.5
	Female	137	67.5
Age	< 20 Years	2	1.0
	20-24 Years	68	33.5
	25-29 Years	88	43.3
	30-34 Years	18	8.9
	35-39 Years	12	5.9
	40-44 Years	10	4.9
	45-49 Years	2	1.0
	50 Years or older	3	1.5
Highest level of education completed	Less than high school	3	1.5
	High school	18	8.9
	Diploma	67	33.0
	Undergraduate	102	50.2
	Postgraduate	13	6.4
Marital status	Single	142	70.0

	Married	59	29.1
	Separated/Divorce	2	1.0
	Widowed	0	0.0
Occupational status	Student	20	9.9
	Unemployed	11	5.4
	Employe	161	79.3
	Self-employed	11	5.4
	Pension	0	0.0

Source: Processed data, 2022.

3.2 Data Validity and Reliability Test

Table 2 represents the result of testing the validity and reliability.

Table 2. Data Validity and Reliability Test

		Factor Loadings	*Cronbach's Alpha*
	***E-Customer Loyalty of Payment Method* (1)**		0.911
LOY 2	I see myself as a loyal e-wallet user	0.873	
LOY 5	I prefer to use an e-wallet than other payment methods	0.863	
LOY 3	I tell others positive things about e-wallet	0.845	
LOY 4	I recommend e-wallet to others	0.833	
LOY 6	I think the performance and features (quality) of e-wallet are superior to other payment method	0.805	
LOY 1	I will use more e-wallet services in the future	0.767	
	***Customer Satisfaction* (2)**		0.902
SAT 3	My experience using an e-wallet is very satisfying	0.864	
SAT 6	I am happy with the features of the e-wallet	0.829	
SAT 5	I am happy with my decision to choose an e-wallet	0.827	
SAT 4	I think I made the right decision in transacting using an e-wallet	0.819	
SAT 2	I am impressed with the service of the e-wallet	0.813	
SAT 1	E-wallet met my expectations	0.771	
	***Sales Promotion* (3)**		0.815
SP 4	Sales promotion offers to encourage me to frequently transact using an e-wallet	0.832	
SP 3	I tend to transact more using an e-wallet after getting a sales promotion	0.791	
SP 1	I felt like buying when I saw a discount with the e-wallet payment method	0.754	
SP 5	E-wallet offers sales promotions such as free shipping vouchers, cashback, and discounts	0.686	
SP 2	I have experience buying food and beverage because of the discount with the payment method using an e-wallet even though I never thought about buying it	0.665	
SP 6	E-wallet extends sales promotion offers with merchants online and offline	0.610	
	***Perceived Ease of Use* (4)**		0.864
PeoU 3	Learning to use an e-wallet is easy for me	0.850	
PeoU 2	I can quickly use the e-wallet	0.846	
PeoU 1	I feel that transacting with an e-wallet is easy to understand	0.767	
PeoU 4	My interaction with the e-wallet procedure is clear and understandable	0.749	
PeoU 6	I find it easy when transacting using an e-wallet	0.724	

PeoU 5	I am very expert in transacting using an e-wallet	0.717	
	Perceived Usefulness **(5)**		0.884
PU 4	Using an e-wallet is more effective than other ways	0.831	
PU 2	Using an e-wallet would be advantageous rather than traditional payment methods (cash/contact payments).	0.813	
PU 5	Transactions using an e-wallet are more profitable than other ways	0.810	
PU 3	Transactions using an e-wallet are efficient and use my time	0.808	
PU 6	Transactions using an e-wallet are very useful in my everyday life	0.805	
PU 1	using an e-wallet makes it easier for me to conduct payments	0.713	
	Trust **(6)**		0.896
TR 4	I think the e-wallet has the sufficient technical capacity to ensure that the data I send cannot be modified by a third party	0.892	
TR 3	I think the e-wallet has the sufficient technical capacity to ensure that the data I send will not be intercepted by hackers	0.854	
TR 5	I feel I can trust the e-wallet completely	0.832	
TR 2	I trust e-wallet to protect my wealth	0.830	
TR 6	The information provided by the e-wallet is truthful and ethical	0.792	
TR 1	I trust and believe in using the services from the e-wallet	0.692	

Source: Processed data, 2022.

Based on Table 2, each indicator can be declared valid because it has a factor loading value above 0.400 and is declared reliable because it has a Cronbach's Alpha value greater than 0.600.

3.3 Structural Equation Model (SEM) Test
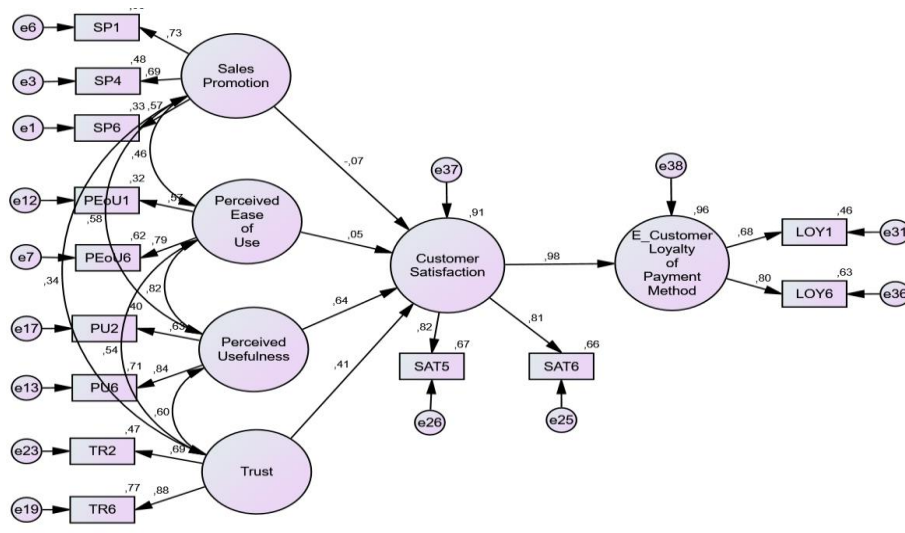
Figure 2 below presents the good-of-fit model

Figure 2. Good-of-Fit Model

Source: Processed data, 2022.

Based on the analysis of the good-of-fit value represented in Figure 2, the good-of-fit values were summarized in Table 3.

Table 3. Value of Good Fit Model

God of Fit Index	Cut of Value	P	Result
X2- *Chi-Square*	≥ 0.05	0.060	*Good fit*
GFI	≥0.90	0.949	*Good fit*
RMSEA	≤0.08	0.040	*Good fit*
AGFI	≥0.90	0.913	*Good fit*
CFI	>0.90	0.984	*Good fit*
TLI	≥0.95	0.977	*Good fit*
CMIN/DF	≤2.00	1.315	*Good fit*

Source: Processed data, 2022.

The results of the god-of-fit calculation show that the value of the model's feasibility test on all constructs is fit because it follows the specified standard value.

3.4 Hypothesis Testing

The hypothesis examines the effect of sales promotion, perceived ease of use, perceived usefulness, and trust on e-customer loyalty through customer satisfaction. A hypothesis test can be said to be significant if the CR value is> 1.972 or using a standard value of 1.96 and a P value >0.05, while the strength of the influence can be seen in the estimated value based on Generalized Least Squares Estimates-Regression Weight (Widodo et al., 2022) as in Table 4.

Table 4. Hypothesis Test

H	Variable	Estimate	SE	CR	P	Result
H_1	SAT ← SP	-0.067	0.076	-0.884	0.377	Rejected
H_2	SAT ← PeoU	0.058	0.177	0.328	0.743	Rejected
H_3	SAT ← PU	0.504	0.175	2.884	0.004	Accepted
H_4	SAT ← TR	0.324	0.070	4.625	***	Accepted
H_5	LOY ← SAT	1.038	0.105	9.904	***	Accepted

Source: Processed data, 2022.

The first hypothesis is rejected, meaning that direct sales promotion has a negative and insignificant effect on customer satisfaction. This hypothesis is supported by Handoyo and Parerung (2022). In this study, participants considered that sales promotion offers by e-wallets did not affect customer satisfaction in food and beverage transactions. Nonetheless, e-wallets can enhance sales promotions by adding higher-value discounts, vouchers, and cashback. Besides that, an e-wallet can also reduce admin fees, and service fees to customers especially for food and beverage transactions to increase customer satisfaction.

The second hypothesis is rejected, meaning that directly perceived ease of use has a positive

and insignificant effect on customer satisfaction. This hypothesis is supported by Juniwati (2015). In this study, e-wallet users still find obstacles when using an e-wallet, especially in food and beverage transactions. Therefore, e-wallets can provide ease of use such as being able to provide an irish scanner and fingerprint features as a substitute for passwords in food and beverage transactions to increase customer satisfaction.

The third hypothesis is accepted, meaning that directly perceived usefulness has a positive and significant effect on customer satisfaction. This hypothesis is supported by Suhud et al., (2021). This study shows that customers are satisfied with the usability performance and features of the e-wallet provided to users.

The fourth hypothesis is accepted, meaning that direct trust has a positive and significant effect on customer satisfaction. This hypothesis is supported by Mekonnen (Mekonnen, 2022). This study identifies that there is a positive relationship between customer trust and satisfaction. Customers identify that trust in personal data and money in e-wallets will be safe and not misused by other parties is very important in fulfilling customer satisfaction.

The fifth hypothesis is accepted, meaning that customer satisfaction has a positive and significant direct effect on e-customer loyalty to Payment Methods. This hypothesis also supports by (Al-Adwan & Al-Horani, 2019; Boonlertvanich, 2019). This is following research by Rizan et al., (2020) which says that satisfied customers can become loyal customers because they will reuse services and provide business recommendations to other customers. E-wallet companies can provide a good experience by increasing sales promotions, perceived ease of use, perceived usefulness, and consumer trust to get a good response from consumers so that later customer loyalty will be formed along with the good experience consumers get.

3.5 Conclusion

Sales promotion has a direct negative and insignificant effect on customer satisfaction. It means that if sales promotion is high, the effect on customer satisfaction will be low and if sales promotion is low, the effect on customer satisfaction will be high. Based on that, e-wallet service providers must improve sales promotion offering tools better to increase e-wallet service user satisfaction. And also perceived ease of use has a direct positive and insignificant effect on customer satisfaction. It means that if the perceived ease of use is high, it will not affect customer satisfaction. These results mean the need for e-wallet service providers to evaluate the perceived ease of use of e-wallets to increase e-wallet user satisfaction.

Meanwhile, perceived usefulness has a direct positive and significant effect on customer satisfaction. It means that if perceived usefulness is high, the effect on customer satisfaction will be high. The results of this study mean that e-wallet service providers must pay attention to the benefits or uses obtained by e-wallet users if they want to increase customer satisfaction. Then, trust has a direct positive and significant effect on customer satisfaction. It means that if trust is high, the effect on customer satisfaction will be high. The results of this

study mean that e-wallet service providers must pay attention to and maintain the trust of e-wallet users if they want to increase customer satisfaction.

And the last, customer satisfaction has a positive and significant direct effect on e-customer loyalty of the payment method. This means that if customer satisfaction is high, the higher the effect on e-customer loyalty of the payment method. The results of this study mean that if e-wallet service providers must want to increase customer loyalty, they must pay attention to the value of customer satisfaction with factors that influence it such as perceived usefulness and trust.

3.6 Further Research

There are two recommendations in this study consisting of future studies and managerial implications.

1. Future Studies

    Other future studies are expected to develop other variables that can affect e-customer loyalty of payment methods by testing other variables such as service quality, reputation, and habit. Researchers are also expected to be able to examine the factors that affect customer satisfaction such as the independent variables security, privacy, perceived interface quality, brand image, perceived risk, perceived cashless, perceived safety, perceived benefit, and perceived avoiding counterfeit money on e-wallet users. In addition, future studies are expected to expand the research area, such as Java island, Sumatra island, Kalimantan island, and even throughout Indonesia.

2. Managerial Implications

    E-wallet business service providers are advised to pay attention to the sales promotions offered such as discounts, and free shipping vouchers, and replace cashback in the form of non-cash money that goes into the balance instead of points to increase customer satisfaction. Then, e-wallet business service providers are advised to pay attention to perceived ease of use which can increase customer satisfaction by providing ease of use an e-wallet with an irish scanner and fingerprint scanner features. In addition, e-wallet business service providers are advised to pay attention to perceived usefulness by paying attention to the benefits obtained by e-wallet users such as increasing productivity, more efficient time, and effective transactions for e-wallet users to increase customer satisfaction.

    Then, e-wallet business service providers are advised to pay attention to the trust of e-wallet users by maintaining the credibility and integrity of the e-wallet to increase customer satisfaction. And the last, e-wallet business service providers are advised to pay attention to customer satisfaction by maintaining good e-wallet performance, service features provided following consumer expectations, as well as a pleasant experience during food and beverage transactions for e-wallet users and also the factors that influence it to maintain and increasing e-customer loyalty of payment method.

References

A. Manaf, P., Rachmawati, I., Witanto, M., & Nugroho, A. (2018). E-Satisfaction as A Reflection of E-Marketing and E-Sequal in Influencing E-Loyalty on E-Commerce. *International Journal of Engineering & Technology*, *7*(4.44), 94. https://doi.org/10.14419/ijet.v7i4.44.26870

Aida, N. rohmi. (2022). *Fakta PHK Karyawan Shopee: Penyebab, Jumlah Karyawan, hingga Pesangon*. Kompas. Com. https://www.kompas.com/tren/read/2022/09/20/083100865/fakta-phk-karyawan-shopee--pen yebab-jumlah-karyawan-hingga-pesangon?page=all, Access date (2022, October 1)

Al-Adwan, A. S., & Al-Horani, M. A. (2019). Boosting customer e-loyalty: An extended scale of online service quality. *Information (Switzerland)*, *10*(12), 1-27. https://doi.org/10.3390/info10120380

Antara, I. M. R. S., & Rastini, N. M. (2022). The Influence of Brand Image, Sales Promotion and Quality of Service on Customer Satisfaction Car Rental Service. *European Journal of Business and Management Research*, *7*(2), 223-226. https://doi.org/10.24018/ejbmr.2022.7.2.1273

Basuki, R., Tarigan, Z. J. H., Siagian, H., Limanta, L. S., Setiawan, D., & Mochtar, J. (2022). The effects of perceived ease of use, usefulness, enjoyment and intention to use online platforms on behavioral intention in online movie watching during the pandemic era. *International Journal of Data and Network Science*, *6*(1), 253-262. https://doi.org/10.5267/J.IJDNS.2021.9.003

Boonlertvanich, K. (2019). Service quality, satisfaction, trust, and loyalty: the moderating role of main-bank and wealth status. *International Journal of Bank Marketing*, *37*(1), 278-302. https://doi.org/10.1108/IJBM-02-2018-0021

Browne, M. W, & Cudeck, R. (1993). *Alternative ways of assessing model fit*. CA: Sage.

Chaveesuk, S., Khalid, B., & Chaiyasoonthorn, W. (2022). Continuance intention to use digital payments in mitigating the spread of COVID-19 virus. *International Journal of Data and Network Science*, *6*(2), 527-536. https://doi.org/10.5267/j.ijdns.2021.12.001

Chi, T. (2018). Mobile Commerce Website Success: Antecedents of Consumer Satisfaction and Purchase Intention. *Journal of Internet Commerce*, *17*(3), 189-215. https://doi.org/10.1080/15332861.2018.1451970

Daragmeh, A., Lentner, C., & Sági, J. (2021). FinTech payments in the era of COVID-19: Factors influencing behavioral intentions of "Generation X" in Hungary to use mobile payment. *Journal of Behavioral and Experimental Finance*, *32*, 100574. https://doi.org/10.1016/j.jbef.2021.100574

Diallo, M. F., Diop-Sall, F., Djelassi, S., & Godefroit-Winkel, D. (2018). How Shopping Mall

Service Quality Affects Customer Loyalty Across Developing Countries: The Moderation of the Cultural Context. *Journal of International Marketing*, *26*(4), 69-84. https://doi.org/10.1177/1069031X18807473

Ferdinand, A. (2000). *Structural Equation Modelling dalam Penelitian Manajemen*. Badan Penerbit Universitas Diponegoro.

García-Salirrosas, E. E., & Acevedo-Duque, Á. (2022). PERVAINCONSA Scale to Measure the Consumer Behavior of Online Stores of MSMEs Engaged in the Sale of Clothing. *Sustainability (Switzerland)*, *14*(5), 1-16. https://doi.org/10.3390/su14052638

Hair, J. F. (2019). *Multivariate Data Analysis Eighth Edition* (8th ed.). Cengage Learning, EMEA.

Handoyo, S. E., & Parerung, D. (2022). The Determinants of Customer Satisfaction of Electronic Wallets with the Mediation of Perceived Value in Jakarta. *Tenth International Conference on Entrepreneurship and Business Management 2021 (ICEBM 2021)*, 419-423.

Hoyle, R. . (1995). *Structural Equation Model; Thousand Oaks*. Sage Publication.

Juniwati, J. (2015). The Effect of Perceived Ease of Use, Enjoyment, and Trust on Repurchase Intention with Customer Satisfaction as Intervention in Online Shopping (Case Studi in students of Tanjungpura Pontianak University). *Jurnal Ekonomi Bisnis Dan Kewirausahaan*, *4*(1), 140. https://doi.org/10.26418/jebik.v4i1.11465

Lesnussa, Y. R. A., Mao, T. Y., Lin, C. W., & Shih, C. H. (2021). The effect of service quality, price and promotion on customer satisfaction in pegipegi.com. *2021 IEEE International Conference on Social Sciences and Intelligent Management, SSIM 2021*. https://doi.org/10.1109/SSIM49526.2021.9555193

Mekonnen, T. H. (2022). Effects of electronic banking service quality on customer satisfaction. *International Journal of Health Sciences*, *March*, 9578-9594. https://doi.org/10.53730/ijhs.v6ns1.7225

Özkan, P., Süer, S., Keser, İ. K., & Kocakoç, İ. D. (2020). The effect of service quality and customer satisfaction on customer loyalty: The mediation of perceived value of services, corporate image, and corporate reputation. *International Journal of Bank Marketing*, *38*(2), 384-405. https://doi.org/10.1108/IJBM-03-2019-0096

Rizan, M., Warokka, A., Wibowo, A., & Febrilia, I. (2020). Leadership styles and customer loyalty: A lesson from emerging southeast asia's airlines industry. *Journal of Asian Finance, Economics and Business*, *7*(9), 477-488. https://doi.org/10.13106/jafeb.2020.vol7.no9.477

Rizan, Mohamad, F. I., Wibowo, A., & Pratiwi, R. D. R. (2020). Antecedents of Customer Loyalty: Study from the Indonesia's Largest E-commerce. *The Journal of Asian Finance, Economics and Business*, *7*(10), 283-293. https://doi.org/10.13106/jafeb.2020.vol7.n10.283

Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O., Jainuri,

J., & Waruwu, H. (2021). The Impact of E-Service Quality and Satisfaction on Customer Loyalty: Empirical Evidence from Internet Banking Users in Indonesia. *Journal of Asian Finance, Economics and Business*, *8*(4), 465-473. https://doi.org/10.13106/jafeb.2021.vol8.no4.0465

Sohn, J. W., & Kim, J. K. (2020). Factors that influence purchase intentions in social commerce. *Technology in Society*, *63*(April), 101365. https://doi.org/10.1016/j.techsoc.2020.101365

Sugiyono. (2015). *Quantitative, Qualitative, and RD Research Methods*. Alfabeta.

Suhud, U., Allan, M., Sari, D. P., Hapsoro, B. B., & Prihandono, D. (2021). Customers' Continuance Intention in Using a Mobile Navigation App in the Tourism Context: What FactorsWill Lead? *Academica Turistica*, *14*(2), 137-148. https://doi.org/10.26493/2335-4194.14.137-148

Widodo, C., Suhud, U., & Mukhtar, S. (2022). Continuance Intention of Micro Entrepreneurs using Social Media: The Word of Mouth Impact. *The International Journal of Social Sciences World*, *4*(1), 115-125.

Copyright