

THE INFLUENCE OF PRICE, E-TRUST AND E-SERVICE QUALITY THROUGH E-SATISFACTION WITH CUSTOMER E-LOYALTY ON THE HYPERMART APPLICATION IN JEMBER

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ABSTRACT

This explanatory research study aims to test and discuss the influence of price, e-trust, and e-service quality through e-satisfaction on customer e-loyalty on the hypermart application in Jember. This research uses a non-probability sampling technique with a purposive sampling method. The number of samples used in the research was 190 respondents. The data source used in this research is primary data obtained by distributing questionnaires offline to respondents who are users of the hypermart application in Jember. The data analysis method uses SEM (Structural Equation Modeling) analysis with Smart PLS 4. The results of this research show that price has a significant effect on E-Satisfaction, E-Trust has a significant effect on E-Satisfaction, E-Service Quality has a significant effect on E-Satisfaction, Price has no significant effect on E-Loyalty, E-Trust does not have a significant effect on E-Loyalty, E-Service Quality has a significant effect on E-Loyalty, E-Satisfaction has a significant effect on E-Loyalty, Price has a significant effect on E-Loyalty through E-Satisfaction, E-Trust has a significant effect on E-Loyalty through E-Satisfaction, E-Service Quality has a significant effect on E-Loyalty through E-Satisfaction.

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1. INTRODUCTION

The development of technological progress in the economic sector is very rapid and fast; this development can be felt to have brought many positive changes to large and small companies, especially in the aspects of service processes and buying and selling transactions. Competition in the business world involving technological advances that are felt now will open up market potential in the future. The success of technological advances in the economy occurs due to the influence of well-designed marketing management. According to Tjiptono (2019, p. 7), marketing management is a business activity designed to plan, set prices, and distribute products, services, and ideas that

are able to satisfy market desires in order to achieve organizational goals. The theory in this research is about the marketing mix and consumer behavior. A marketing mix is a unique sales or promotion and pricing strategy designed to produce mutually beneficial exchanges for the target market. Meanwhile, consumer behavior is an action or behavior in which there are aspects that influence actions related to efforts to obtain products to meet their needs (Putri et al., 2022).

One of the marketplaces that currently exists is Hypermart. Hypermart is owned by PT Matahari Putra Prima (MPPA), which has been marketing through the Hypermart application since the COVID-19 pandemic in 2020. Hypermart innovates by serving consumers online, and consumers can see various product variations and

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prices according to their needs. Hypermart services have been trusted by customers because they are proven to have quality products and offer convenience for consumers without waiting for employee assistance or queuing to pay for a product. Hypermart also offers a variety of products ranging from foodstuffs and electronic equipment to automotive equipment.

Hypermart's first strategy is to offer affordable prices while still trying to maintain the quality of the products offered in product sales to attract more consumers and expand market share. Price is used as an indicator of value when the indicator is connected to the perceived benefits of a good or service (Tjiptono, 2011, p. 109). Price is an important factor in customer satisfaction and customer loyalty. Yulisetiari et al. (2021) also concluded that competitive prices have a significant effect on repurchase intention. The prices offered can compete with other competitors, which will increase customer satisfaction because they feel they are getting value for the money they spend. Yulisetiari et al. (2022b), Yulisetiari et al. (2022a), and Suhardi et al. (2022) concluded that price has a significant effect on satisfaction. Research conducted by Wijaya (2021) concluded that price has a significant effect on e-satisfaction. Customers feel satisfied with the prices of the Hypermart application, so users will use the Hypermart application continuously to meet their needs. Sandi et al. (2023), Yandini and Rangkuti (2023), and Bali (2022) concluded that price has a significant influence on e-loyalty. However, this is different from research conducted by Ghazali (2022), which states that price does not have a significant effect on e-loyalty through e-satisfaction.

Apart from price, trust is a factor in customer satisfaction when using an application. Hypermart is one of the trusted marketplaces that has survived to this day. Trust factors include transaction security, data privacy, and consistency in customer experience. The Hypermart application is under the auspices of the Directorate General of Consumer Protection and Orderly Commerce, Ministry of Trade (PKTN) of the Republic of Indonesia so that customers can report and contact them via the Directorate General of PKTN contact which is listed on the Hypermart Application. Consumer trust is thought to be a variable that has an impact on consumers' desire to shop in the marketplace (Saputra & Widiartanto, 2019). Several things that can influence consumer trust are structural assurance and perceived reputation. Customer trust and satisfaction with a brand or company are very important in building long-term relationships. In accordance with research conducted by Yulisetiari et al. (2022), Putri (2023), Kasinem (2020) concluded that trust in satisfaction has a significant influence, and Roisah et al. (2022) and Syahidah and Aransyah (2023) concluded that e-trust has a significant effect on e-satisfaction. Customers will make purchases through an application if the customer believes in the payment features offered in the Application. Payments on the Hypermart application are safe and reliable, and several payment methods are available, such as OVO, Gopay,

Shopeepay, Credit Cards, and Debit Cards. If there are problems with customer payments or transactions, customers can directly contact customer service on the Hypermart Application according to operational hours, namely 08.00-21.00 WIB. Customers who trust the brand will be more likely to remain loyal to it. In line with research conducted by Yulisetiari et al. (2022), Supertini et al. (2020), and Kurniawan and Monica (2022), they concluded that trust has a significant effect on loyalty. This research was also conducted by Purba and Tirtayani (2021), who stated that e-trust has a significant effect on e-loyalty. This is different from research conducted by Alfaro and Widodo (2023), which states that e-trust has no significant effect on e-loyalty.

Online transactions based on trust are a factor that determines consumers to purchase products, and e-service quality is important to handle discrepancies in orders or goods arriving that do not match estimates. Therefore, E-Service Quality is needed to improve the quality of online shopping services because by improving the quality of good service, customers will feel satisfied using the Application. Research conducted by Dewi et al. (2023), Yulisetiari et al. (2023), and Yulisetiari et al. (2022b) concluded that e-service quality has a significant effect on satisfaction. This research was also conducted by Berliana and Sanaji (2022), stating that e-service quality influences e-satisfaction.

The e-service quality in the Hypermart application has a service that is committed to high efficiency, reliable reliability, fulfillment that can meet customer expectations, guaranteed privacy, fast responsiveness from customer service in handling problems experienced by customers, and contact provided and easy-to-contact, especially to serve customer complaints, so as to create customer loyalty. Apart from that, the Hypermart application has delivery services, namely express delivery, park and pickup, and next-day delivery. Yulisetiari et al. (2021), Yulisetiari et al. (2023), and Ibrahim et al. (2021) concluded that e-service quality influences customer loyalty. This research was also conducted by Budiman et al. (2020), who stated that e-service quality has a significant effect on e-loyalty. However, Berliana and Sanaji (2022) concluded that e-service quality has no effect on customer loyalty.

Customer satisfaction is an emotional assessment of consumers after consumers use a product where their expectations and needs are met Daryanto and Setyobudi (2014, p. 43). The concept that refers to customer satisfaction in electronic services is called E-Satisfaction, which is influenced by the speed of the website or application, product promotions, ease of navigation, and responsiveness to handling customer problems so that it will provide satisfaction and loyalty in using the Hypermart Application. Yulisetiari et al. (2021), Yulisetiari et al. (2022a), Yulisetiari et al. (2023), Yulisetiari et al. (2024) concluded that customer satisfaction has a significant effect on loyalty. Research conducted by Berliana and Sanaji (2022) stated that e-satisfaction on e-loyalty. However, Suprapti and

Suparmi (2020) concluded that e-satisfaction has no significant effect on e-loyalty.

The influence of price, e-trust, and e-service quality has become the main focus of research in understanding the factors that influence e-satisfaction, which can basically influence e-loyalty towards an application. Researchers also found problems in the Hypermart Application, namely if a product was sold out in the Application but was not updated in the system and there was no confirmation from Hypermart so that when the customer received the goods at home, the customer had to contact Hypermart for confirmation regarding this problem. Apart from that, there is no guarantee of delivery of goods if there is no unboxing video. The Hypermart application also only acts as a third party in providing a place to sell, and payment facilities are not responsible for the goods sold by the seller.

2. LITERATURE REVIEW

2.1 Price

According to Kotler and Armstrong (2018, p. 345), price is the amount of money charged for a product or service or the amount of value exchanged by customers to get benefits from owning or using a product or service. Price can be interpreted as a measuring instrument or means of payment with a predetermined amount to obtain a good or service. It is an important element in a business as income is obtained.

According to Kotler and Armstrong (2018, p.78), there are four price indicators, namely:

- a. Affordability.
- b. Match between price and product quality.
- c. Price competitiveness in the market.
- d. Matching price with benefits.

2.2 E-Trust

Liani and Yusuf (2021) and Fauziyah et al. (2023) state that E-commerce is consumer trust in companies that offer online products or services that they can trust or rely on promises that consumer expectations are met. E-trust is a consumer's perception of how a website meets expectations, how reliable the website information is, and how trustworthy the website is, according to Carvallo et al. (2022). Three indicators measure e-trust. Namely, the site has a good reputation, provides security in transactions, and is confident that it will help if a violation or fraud occurs (Barkah & Nabila, 2021).

2.3 E-Service Quality

E-Service Quality is the quality of service for services that develop on a site regarding service evaluation in online buying and selling activities. E-Service Quality has an important role in the scope of the value of online shopping services, which is useful for knowing the quality indicators of a service that will facilitate consumer shopping activities. According to Muniarty et al. (2022), indicators of e-service quality are reliability,

responsiveness, privacy (security), information quality, ease of use, and web design.

2.4 E-Satisfaction

E-satisfaction is defined as an assessment of the conformity of expectations with reality after experiencing services or products accessed online Liani and Yusuf (2021). E-Satisfaction can be concluded as an attitude in conducting research on a site that originates from previous purchasing experiences, which will create customer satisfaction with electronic commerce companies originating from the service factors of the online site and the online site itself (Pradnyaswari & Aksari, 2020). There are three indicators used in this research, according to Muniarty et al. (2022) include:

- a. Marketplace provides a shopping experience that exceeds customer expectations.
- b. Customers are satisfied with their shopping experience in a marketplace.
- c. Customers are not interested in looking for alternative marketplaces.

2.5 E-Loyalty

Loyalty is an attitude towards the product or service used; customers will determine what they like or not so that customers can decide what they want to buy and use (Sulhan & Rahma, 2023). In e-commerce, loyalty is referred to as e -e-loyalty. E-Loyalty is a customer's commitment to revisit a website repeatedly and carry out online transactions consistently in the future without being influenced by marketing carried out by competitors and the emergence of customers' desire to tell other people about the transportation services used (Sulhan & Rahma, 2023). There are three indicators in the e-loyalty variable referring to this research, according to Pramuditha et al. (2022):

- a. Repeat Purchase, namely loyalty to product purchases.
- b. Retention, resistance to negative influences on the company.
- c. Referrals refer to the total existence of the company.

3. METHODOLOGY

The population in the study used the hypermart application to make purchases in Jember. The data collection method uses nonprobability sampling with a purposive sampling technique, with the criteria being respondents aged 17 years and over who have made transactions via the Hypermart application in the period January 2023 – May 2024. Data collection was obtained by distributing questionnaires offline. The character of the problem studied in this research is categorized as explanatory research, which is a research method to explain the position of the variables studied and the influence between one variable and another. The analytical method in this research uses this research method using Partial Least Square (PLS). The sample used was 190 respondents.

4. DISCUSSION AND ANALYSIS

4.1 Constructing Path Diagrams Partial Least Square

According to Ghazali and Latan (2015, p. 37) a loading factor value above 0.7 is a value that must be met so that a construct indicator is considered to meet the requirements. The path diagram can be seen on the figure 1. Path diagram is created using the SmartPLS 4 application .

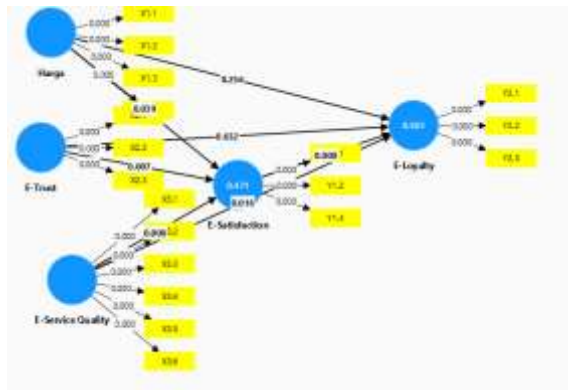


Figure 1. Path Diagram Construction

4.2 Structural Model (Inner Model)

Table 1 can be seen that the R^2 value obtained from the Y_1 variable is 0,471, which is in the quite good category and Y_2 is 0,503, which is in the moderate category.

Table 1. R-Square Test Results

Variable	R-Square	Information
E-Satisfaction	0,471	Pretty good
E-Loyalty	0,503	Moderate

Source: Processed, 2024.

These results explain that the variables price, e-trust, and e-service quality influence the e-satisfaction variable by 47.1% and for the Y_2 variable by 50.3%

Table 2. F-Square test results

Variable	F-Square	
	E-Satisfaction (Y_1)	E-Loyalty (Y_2)
Price (X_1)	0,044	0,009
E-Trust (X_2)	0,076	0,002
E-Service Quality (X_3)	0,248	0,334
E-Satisfaction (Y_1)		0,244

Source: Processed, 2024.

Table 2 shows that the f-square value of X_1 to Y_1 is 0,044 indicating a small effect, X_2 to Y_1 is 0,076 indicating a small effect, shows no effect, X_3 to Y_1 of 0,248 shows a medium effect, Y_1 to Y_2 of 0,244 shows a medium effect. X_1 to Y_2 is 0,009 and X_2 to Y_2 is 0,002 indicating no effect. X_3 to Y_2 is 0,334 shows a medium effect. Next, test the structural model by looking at the Q-Square value

to see how good the observation values produced by the model are and the estimated parameters. If the Q-Square value is greater than zero, it shows that it has good predictive relevance.

Table 3. Q-Square Test Results

Variable	Q^2	Information
E-Satisfaction (Y_1)	0.349	Moderate
E-Loyalty (Y_2)	0.440	Very good

Source: processed, 2024.

Table 3 shows that the Q- Square Y_1 value is 0,349 and the Q- Square Y_2 value is 0,440, which is greater than zero, so it can be said that it has a fairly good predictive relevance value.

4.3 Hypothesis Test

Hypothesis testing was carried out to determine whether the hypothesis formulated in this research was accepted or rejected using the bootstrapping method.

Table 4. Direct Effect Results

Variable	Original Sample	t-statistics	p-values	Information
$X_1 \rightarrow Y_1$	0,179	2,078	0,039	Significant
$X_2 \rightarrow Y_1$	0,236	2,714	0,007	Significant
$X_3 \rightarrow Y_1$	0,429	5,109	0,000	Significant
$X_1 \rightarrow Y_2$	0,080	1,140	0,256	Not significant
$X_2 \rightarrow Y_2$	0,037	0,479	0,632	Not significant
$X_3 \rightarrow Y_2$	0,226	2,427	0,016	Significant
$Y_1 \rightarrow Y_2$	0,479	5,041	0,000	Significant

Source: processed, 2024.

Table 5. Indirect Effect Results

Variable	Original Sample	t-statistics	p-values	Information
$X_1 \rightarrow Y_1 \rightarrow Y_2$	0,086	2,105	0,035	Significant
$X_2 \rightarrow Y_1 \rightarrow Y_2$	0,113	2,276	0,023	Significant
$X_3 \rightarrow Y_1 \rightarrow Y_2$	0,205	3,556	0,000	Significant

Source: processed, 2024.

The significant value can be seen through the results of the significant level of 5%, and it can be said that the t-statistic value is $> t$ -table 1,96.

5. DISCUSSION

Based on the hypothesis test table in Table 4, it can be seen that the direct effect test of the influence of price variables on e-satisfaction shows a statistical value of $2,078 > 1,96$ and a p value of $0,039 < 0,05$, which means H_1 is accepted and H_0 is rejected, so it can be It was concluded that price had a significant effect on e-satisfaction. which shows price become influence customer feel satisfaction when shopping on the Hypermart application you can caused from a number of factor, is exists promotion price The products and indicators used in the research can influence customer satisfaction in using the Hypermart Application. The results of this study are in line with Yulisetiarini et al.

(2022b), Yulisetiari et al. (2022a), and Suhardi et al. (2022). Testing the influence of the e-trust variable on e-satisfaction shows a statistical value of $2,714 > 1,96$ and a p-value of $0,007 < 0,05$, which means H_2 is accepted, and H_0 is rejected, so it can be concluded that e-trust has a significant effect on e-satisfaction. Customer trust can be a factor in customers' desire to shop so that customers feel satisfaction when shopping in the marketplace (Saputra & Widiartanto, 2019). The results of this study are in line with Roisah et al. (2022), Syahidah and Aransyah (2023) which state that e-trust has a significant effect on e-satisfaction. Testing the e-service quality variable on e-satisfaction shows a t statistic value of $5,109 > 1,96$ and a p value of $0,000 < 0,05$, which means H_3 is accepted and H_0 is rejected, so it can be concluded that e-service quality has a significant effect towards e-satisfaction. Good E- Service Quality is used to handle discrepancies in orders or goods arriving that do not match estimates, therefore it is important to always improve the quality of shopping services in an online system because by improving good service quality, customers will feel satisfaction in using the application. The results of this research are in line with Berliana and Sanaji (2022), stating that e-service quality influences e-satisfaction.

Price testing of the price variable for e-loyalty shows a statistical t value of $1,140 < 1,96$ and a p value of $0,256 > 0,05$, which means that H_4 is rejected and H_0 is accepted, so it can be concluded that price has no significant effect on e-loyalty. Price is one of the business determinants as a benchmark for customers to make repeat purchases. However, in this research it can be concluded that price is not a problem for customers when buying products or shopping on the Hypermart Application. The results of this research show that even though the price is in line with what is expected, it does not make it the main attraction to feel loyal in using the Hypermart application. The results of this research are also in line with Ghozali (2022), Novitawati et al. (2019), and Prastiwi and Rivai (2022), which means that price has no significant effect on e-loyalty. Testing the e-trust variable against the e-loyalty variable shows a statistical t value of $0,479 < 1,96$ and a p value of $0,632 > 0,05$, which means H_5 is rejected and H_0 is accepted, so it can be concluded that e-trust has a significant effect on e-loyalty. Trust does not have a significant effect on customer loyalty because the desired level of customer trust cannot be obtained easily and can be caused by several factors such as unsatisfactory service, not responding quickly to problems or problems with customers when shopping, and several other factors. The results of this research are also in line with Berliana & Sanaji (2022) and Nurkhomaria et al. (2022) stated that e-trust has no significant effect on e-loyalty.

Testing e-service quality on the e-loyalty variable shows a statistical t value of $2,427 > 1,96$ and a p value of $0,016 < 0,05$, which means H_6 is accepted and H_0 is rejected, so it can be concluded that e-service quality has a significant effect on e-loyalty. The e-service quality in the Hypermart application is that it has a service that is

committed to high efficiency, reliable reliability, fulfillment that can meet customer expectations, and has various delivery services. The results of this research are also in line with Yulisetiari and Mawarni (2021), Yulisetiari et al. (2023), Ibrahim et al. (2021), Budiman et al. (2020) concluded that e-service quality has a significant effect on e-loyalty .

E-satisfaction test on the e-loyalty variable shows a statistical t value of $5,041 > 1,96$ and a p value of $0,000 < 0,05$, which means H_7 is accepted and H_0 is rejected, so it can be concluded that e-satisfaction has a significant effect on e-loyalty. The concept that refers to customer satisfaction in electronic services is called E-Satisfaction which is influenced by the speed of the website or application, product promotions, ease of navigation, responsiveness to handling customer problems, so that it will provide satisfaction and loyalty in using the Hypermart Application. The results of this study are also in line with Yulisetiari and Mawarni (2021), Yulisetiari et al. (2022a), Yulisetiari et al. (2023), Yulisetiari et al. (2024), Berliana and Sanaji (2022) concluded that e-satisfaction has a significant effect on e-loyalty.

Indirect effect hypothesis test in Table 5, it can be seen that the significant value for the effect of price on e-loyalty through e-satisfaction is $2,105 > 1,96$ and the p value is $0,035 < 0,05$ which means H_8 is accepted and H_0 is rejected, so it can be concluded that e-satisfaction has a significant effect on e-loyalty. The prices offered in the Hypermart application can compete with other competitors, thereby making customers feel satisfaction when shopping and customers will use the Hypermart application continuously. The results of this research are also in line with Dilla and Ngatno (2020), Nasrulloh and Firmansyah (2024). Indirect effect testing for the influence of e-trust on e-loyalty through e-satisfaction is $2,276 > 1,96$ and the p value is $0,023 < 0,05$ which means H_9 is accepted and H_0 is rejected, so it can be concluded that e-satisfaction has a significant effect on e-loyalty. Customer trust in a brand is very important for companies to maintain and establish good relationships with customers and the products offered on the Hypermart application must be introduced well and in accordance with the specified target market. The results of this research are in line with Alfarobi & Widodo (2023), Istighfarnissa et al. (2022), Panjaitan et al. (2023) e-trust has a significant effect on e-loyalty through e-satisfaction. Indirect effect testing for the influence of e-service quality on e-loyalty is $3,556 > 1,96$ and the p value is $0,000 < 0,005$ which means H_{10} is accepted and H_0 is rejected, so it can be concluded that e-satisfaction has a significant effect on e-loyalty. E-service quality is a very important factor as a determinant of the success or failure of electronic merchants, where e-service quality shows how an e-commerce site serves and facilitates online shopping, ordering and delivery. The results of this research are in line with Saragih (2019), Hidayah and Suryadi (2021), Handayanti and Indarto (2023), who state that e-service quality has a significant effect on e-loyalty through e-satisfaction.

6. CONCLUSION

Price has a significant effect on e-satisfaction. E-trust has a significant effect on e-satisfaction. E-Service Quality has a significant effect on e-satisfaction. Price does not have significant impact on e-loyalty. E-Trust does not have significant impact on e-loyalty. E-Service Quality has a significant effect on e-loyalty. E-Satisfaction has a

significant effect on e-loyalty. Price has a significant effect on e-loyalty through e satisfaction. E-trust has a significant effect on e loyalty through e-satisfaction. E-trust has a significant effect on e-loyalty through e-satisfaction. If customers who shop for Hypermart feel confident in the Application, they will be satisfied and use it continuously. E-Service Quality has a significant effect on e-loyalty.

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The Influence of Price, E-Trust and E-Service Quality Through E-Satisfaction With Customer E-Loyalty on the Hypermart Application in Jember

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