



The Influence of Customer E-Service, Information Quality, and Customer Privacy on Shopee's Customer Loyalty with Customer Satisfaction as the Intervening Variable in Medan

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ABSTRACT

At present, a wide range of sectors and industries employ technology information for their operations, specifically in the area of electronic e-commerce. Shopee Pte. Ltd., operating under the trade name Shopee, is a worldwide technology corporation headquartered in Singapore that specializes in electronic commerce and Shopee emerges as the leading e-commerce platform in Indonesia during the initial quarter of 2023. However, Shopee's customer e-service, information quality, and customer privacy still has problems even though they are currently the leading e-commerce company. Researchers must therefore analyse the factors of the variables that influence customer loyalty with customer satisfaction as the intervening variable in order to endure the industry's intense competition. The sample in this study was 97 respondents. The sample itself was being collected using purposive sampling and distributed to customers that using Shopee in the last 2 years. The result of this research has shown that customer e-service, information quality, and customer privacy have a significant influence on customer loyalty with customer satisfaction as the intervening variable. Writers recommend Shopee to provide its customers with regular updates on its privacy policies, invest in customer education to educate customers on the importance of data privacy, and introducing more privacy-enhancing technology, and investing more in their employees, particularly in customer e-service.

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INTRODUCTION

The advent and quick advancement of information and communication technology has presented a wide range of possibilities and difficulties. At present, a wide range of sectors and industries employ information systems for their operations. These include trade and business, specifically in the area of electronic commerce (e-commerce). Additionally, information systems are utilized in transportation, tourism, government services (e-government), the financial industry (e-payment), education (e-education), health services (e-health), search engines, social networks, smartphones and mobile internet, and the burgeoning field of cloud computing (Mangku et al., 2021).

Based on the data from Statista, Figure 1.1, in the year 2022, an estimated 224 million individuals were utilizing the internet inside the country of Indonesia. The projected estimate for this numerical value indicates a potential increase to around 270 million by the year 2028. As a result, a change has occurred in how people live as a result of the quick development of technology. People's lifestyles have changed recently, particularly in regard to shopping. Online purchasing is more popular than offline purchasing. People's lives have evolved to become more hurried and useful as a result of the development of numerous new technologies. People no longer have to go straight to the store to do their shopping. A smartphone and an internet connection can be used to purchase what is desired.

Indonesia has a large population and the majority of its citizens have access to the internet, therefore e-commerce there has been able to grow rapidly. Based on the data above, a significant proportion of internet users in Indonesia, specifically 88.1%, have engaged in the utilization of e-commerce platforms to make purchases of certain goods during the past few months. According to the findings of the We Are Social poll conducted in April 2021; this percentage represents the highest value globally. In the present context, it is remarkable that the global average acceptance rate of e-commerce is at 78.6%.

As previously stated, advancements in technology have facilitated the ability to engage in shopping activities from the comfort of one's own residence, commonly referred to as online shopping. Shopping is a fundamental human activity aimed at satisfying various levels of wants, ranging from primary to secondary and tertiary. In the past, prior to the significant advancements in technology that people witness today, individuals were required to physically go from their residences and visit retail establishments or local markets in order to engage in shopping activities.

Based on the results of the 2022 e-commerce study, it was observed that the categories of Food, Beverage, and Foodstuffs; Fashion Group; and the Home Needs Group exhibited sustained sales throughout the year 2021. Among the businesses included in the survey sample, the relative percentages of goods/services sold by each category were 41.50%, 16.25%, and 9.67%, in order of importance.

Shopee Pte. Ltd., operating under the trade name Shopee, is a worldwide technology corporation headquartered in Singapore that specializes in electronic commerce. The initiative was inaugurated in the year 2015 inside the geographical confines of Singapore, preceding its subsequent development on a global scale. Therefore, the company has experienced significant growth and has extended its operations to encompass several countries, including Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. Shopee aims to consistently improve its platform with the objective of establishing itself as the preferred e-commerce destination in the region. Shopee offers a diverse range of product categories encompassing

consumer electronics, home and living goods, health and beauty products, baby and toy items, fashion merchandise, and fitness equipment (Wantedly, 2023).

Shopee is currently the most downloaded e-commerce platform from those that put a smartphone focus and successfully dominated Indonesia market. Regarding the fact that the millennial generation, in particular, is having an impact on the growth of the e-commerce sector in Indonesia. As report by Putri & Pujani, (2019) the quick growth of e-commerce in recent years rapidly in Indonesia, is one of the efforts made by marketers to expand the marketing's reach and make it more effective and efficient. Therefore, customer satisfaction is one of the crucial things in the e-commerce industry. Because customer satisfaction is a way to build long-term relationships and customer loyalty. According to data from Iprice Group, (2020) Shopee managed to become the e-commerce that holds the top position throughout 2020 with the biggest number of active visitors 71.53 million visitors in the first quarter, 93.44 million in the second quarter, 96.53 in the third quarter, and the highest is 129.32 million in the fourth quarter.

In order to build customer loyalty, Shopee has implemented strategies to enhance customer experience and optimize the fulfilment of consumer needs through the provision of various services, one of them is their customer e-service. Customer e-service provides attitudes relating to customer service and customer satisfaction. According to Juwaini et al., (2022), customer e-service is a bridge in building customer satisfaction and customer loyalty, with good quality customer e-service and being able to provide adequate information it will affect e-commerce users themselves. Furthermore, it is even more crucial for shopping websites to offer excellent e-services to users as a guarantee while the user is looking for information in a no-face-to-face contact service. Syahbuddin et al., (2020) define information security/privacy as encompassing the protection and preservation of confidentiality, integrity, authenticity, availability, and dependability of information.

Customer loyalty can be established through the provision of high-quality services, which have the potential to leave a lasting impression on consumers. which, in turn, leads to customer satisfaction. When the product or service surpasses their expectations, consumers are more likely to develop a psychological tendency to continue using the product, thus becoming loyal customers (Vicramaditya, 2021). Hur et al., (2011) as cited in (Vicramaditya, 2021) define e-customer loyalty as a favourable attitude presented by customers towards e-commerce, which then leads to repeated purchasing behaviour. Furthermore, the concept of e-loyalty pertains to the inclinations of consumers to make purchases from a specific website or to exhibit the intention of revisiting that website on a regular basis. A positive correlation has been observed between customer satisfaction and customer loyalty. The satisfaction of customers with a website positively influences their inclination to engage in future interactions with the site and develop a sense of loyalty towards the company.

Ward, (2006) as cited in (Stevens et al., 2018) stated that complaints from customers are no longer treated as confidential matters. Instead, dissatisfied customers now take their complaints about a company to online communities and social media platforms to express their dissatisfaction. However, online complaints are not necessarily reasons for concern for the company being evaluated. Businesses have direct access to the expertise and opinions of customers because of the continual interaction that takes place on social media (Chandra, 2018). Negative reviews provide organizations with the opportunity to immediately and effectively uncover current issues (Rahi et al., 2020).

Intelligent marketers recognize the significance of this opportunity and make use of the information to address areas of weakness. The use of social media opens up new communication channels for businesses, allowing them to more effectively communicate with customers and reflect back from failed services or products (Dehghanpouri et al., 2020). Service recovery efforts that are skilfully handled can cast a spotlight on exceptional customer service, benefiting not only the initial user but also other potential customers as well. This is because the highly public nature of social media makes it possible for anyone to see them (Bintari et al., 2022) and (Warjiyono & Hellyana, 2018) . The company now has the capacity to properly handle the potential damage from an online complaint, and it can do so in a way that even improves its reputation, which is a testament to the fact that it can do so despite the increasing power of the consumer (Stevens et al., 2018).

According to the background information provided for the research, the following questions might be addressed in this research, which are as follows : Does Customer E-Service have an influence on Shopee's Customer Loyalty in Medan, Does Information Quality have an influence on Shopee's Customer Loyalty in Medan, Does Customer Privacy have an influence on Shopee's Customer Loyalty in Medan, Does Customer E-Service have an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, Does Information Quality have an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, Does Customer Privacy have an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, Does Customer E-Service, Information Quality, and Customer Privacy have an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan.

The objectives of this research are based on the problem formulation given previously and include: To identify whether Customer E-Service has an influence on Shopee's Customer Loyalty in Medan, To identify whether Information Quality has an influence on Shopee's Customer Loyalty in Medan, To identify whether Customer Privacy has an influence on Shopee's Customer Loyalty in Medan, To identify whether Customer E-Service has an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, To identify whether Information Quality has an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, To identify whether Customer Privacy has an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan, To identify whether Customer E-Service, Information Quality, and Customer Privacy has an influence on Shopee's Customer Loyalty with Customer Satisfaction as the intervening variable in Medan.

METHODS

This type of research uses quantitative research. This research uses techniques Purposive sampling. Purposive sampling is an sampling technique with certain considerations (Ghozali, 2015). The sample in this study was 97 respondents. The sample itself was being collected using purposive sampling and distributed to customers that using Shopee in the last 2 years. The data collection technique uses the SPSS using questionnaire and secondary data to support research results (Ghozali, 2015). The research and analysis conducted with validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, coefficient of determination test, the multiple linear regression method, T-Test, F-Test, and sobel test.

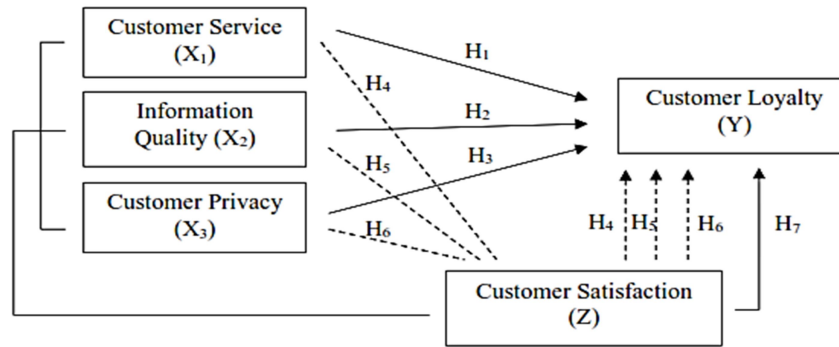


Figure 1. Research Model

RESULTS AND DISCUSSION

Descriptive Analysis

Table 1.
Demographic

	Aspect	frequency	Percentage
Gender	Female	65	67 %
	Male	32	33%
Age	17 - 30 years old	94	96.9%
	31 - 42 years old	3	3.1%
	43 - 60 years old	0	0%
	> 60 years old	0	0%

Source: Data processed, (2023)

The table above shows the profile of participating respondents based on demographics. Based on gender, it is dominated by female, namely 65 respondents (67%) and male, namely 32 respondents (33%). Meanwhile, age is dominated by 17 – 30 years old are 94 people with 96.9% of the total respondents. Respondents from 31 – 42 years old are only 3 people or 3.1% of the total respondents. Furthermore, respondents above 42 years old can be determined as 0 or 0% from the total respondents.

Descriptive Statistics Result

1. Convergent Validity

The validity test results prove that each item is considered valid if the search variable has a loading value greater than 0.6. In table 1 below shows the AVE value:

Table 2
Descriptive Statistics Result

		Customer E- Service	Information Quality	Customer Privacy	Customer Satisfaction	Customer Loyalty
N	Valid	97	97	97	97	97
	Missing	0	0	0	0	0
Mean		39.52	24.12	22.87	24.25	24.91
Median		39.00	24.00	23.00	24.00	25.00

Mode	41	22	24	23a	30
Std. Deviation	5.168	2.732	4.751	3.974	4.055
Variance	26.711	7.464	22.576	15.792	16.439
Range	27	12	20	17	14

Source: Data processed, (2023)

According to the result of the table above, it can be concluded as follows:

Customer E-Service. Mean value of customer e-service is 39.52 which is above the range 27, it can be concluded that respondents agree with the statements, followed by the median 39 and mode 41. The standard deviation 5.168 and variance 26.711. Information Quality. Mean value of information quality is 24.12 which is above the range 12, it can be concluded that respondents agree with the statements, followed by the median 24 and mode 22. The standard deviation 2.732 and variance 7.464. Customer Privacy. Mean value of customer privacy is 22.87 which is above the range 20, it can be concluded that respondents agree with the statements, followed by the median 23 and mode 24. The standard deviation 4.751 and variance 22.576. Customer Satisfaction. Mean value of customer satisfaction is 24.25 which is above the range 17, it can be concluded that respondents agree with the statements, followed by the median 24 and mode 23. The standard deviation 3.974 and variance 15.792. Customer Loyalty. Mean value of customer loyalty is 24.91 which is above the range 14, it can be concluded that respondents agree with the statements, followed by the median 25 and mode 30. The standard deviation 4.055 and variance 16.439.

2. Classical Assumption Test

a. Normality Test

Table 3
First One Sample Kolmogorov Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.93343380
Most Extreme Differences	Absolute	.053
	Positive	.039
	Negative	-.053
Test Statistic		.053
Asymp. Sig. (2-tailed) ^c		.200d

a. Test distribution is Normal

b. Calculated from data

Source: Data Analysed in SPSS (2023)

The results of the Kolmogorov Smirnov normality test, as shown in the table above, show that the resulting significant level value is more than 0.05, namely 0.200, implying that the normality statistical test is normally distributed.

b. Multicollinearity Test

Table 4
Multicollinearity Test Result towards Customer Satisfaction

	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Customer E-Service	.617	1.620
	Information Quality	.659	1.516
	Customer Privacy	.611	1.638

Source: Data Analysed in SPSS (2023)

The correlation value for the customer e-service, information quality, and customer privacy variables in the table above has a tolerance value > 0.10 and a VIF value < 10 , indicating that all variables have no symptoms of multicollinearity.

Table 5
Multicollinearity Test Result towards Customer Loyalty

	Model	Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	Customer E-Service	.610	1.640
	Information Quality	.606	1.650
	Customer Privacy	.510	1.959
	Customer Satisfaction	.545	1.835

Dependent Variable: Customer Satisfaction

Source: Data Analysed in SPSS (2023)

The correlation value for the customer e-service, information quality, customer privacy, and customer satisfaction variables in the table above have a tolerance value > 0.10 and a VIF value < 10 , indicating that all variables have no symptoms of multicollinearity.

c. Heteroscedasticity Test

Table 6
Heteroscedasticity Test Result (Glejser Testing)

	Model	Unstandardized		Standardized	t	Sig.
		Coefficients		Coefficients		
		B	Std. Error	Beta		
1	(Constant)	6.694	1.745		3.835	<.001
	Customer E-Service	-.029	.044	-.084	-.662	.510
	Information Quality	-.111	.081	-.168	-1.366	.175
	Customer Privacy	-.024	.048	-.064	-.503	.616

a. Dependent Variable: Abs_Res1

Source: Data Analysed in SPSS (2023)

Based on the result above, each variable which is customer e-service at 0.510, information quality 0.175, and customer privacy 0.616, clearly has a degree of

significance more than 5%, or 0.05. As a result, there are no indications of heteroscedasticity.

d. Hypothesis Test (F-Test)

Table 7
F-Test Result towards Customer Satisfaction

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	689.979	3	229.993		
	Residual	826.083	93	8.883	25.892	<,001b
	Total	1516.062	96			

Source: Data processed, (2023)

According to the table above, the customer e-service, information quality, and customer privacy variables have a value of Fcount (25.892) which is greater than Ftable (2.70) with a significance value of <0.001 which is less than 0.05, implying that customer e-service, information quality, and customer privacy have a significant influence on customer satisfaction at Shopee in Medan.

Table 8
F-Test Result towards Customer Loyalty

	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	808.887	4	202.222	24.184	<,001b
	Residual	769.278	92	8.362		
	Total	1578.165	96			

Dependent Variable: Customer Loyalty

Predictors: (Constant), Customer Satisfaction, Customer Privacy, Information Quality, Customer

Source: Data Analysed in SPSS (2023)

According to the table above, the customer e-service, information quality, customer privacy, and customer satisfaction variables have a value of Fcount (24.184) which is greater than Ftable (2.47) with a significance value of <0.001 which is less than 0.05, implying that customer e-service, information quality, customer privacy, and customer satisfaction have a significant influence on customer loyalty at Shopee in Medan

e. Sobel Test

Table 9
Sobel Test Result

Impact	A	Standard Error A	B	Standard Error B	Z sobel	Z table
X1 – Z - Y	0.368	0.069	0.617	0.086	4.28022498	± 1.96
X2 – Z - Y	0.787	0.125	0.735	0.091	4.96560286	± 1.96
X3 – Z - Y	0.517	0.067	0.570	0.096	0.55312334	± 1.96

Source: Data Analysed in SPSS (2023)

Based on the Sobel test calculation, the value $Z_{sobel} |0.55312334| > Z_{table} |1.96|$ can be determined. The customer privacy has an indirect influence on customer loyalty through customer satisfaction, as Z_{sobel} is less than Z_{table} . It can be concluded that customer satisfaction has significant influence on intervening customer privacy with customer loyalty.

Discussion

Customer e-service has a value of T_{count} (5.320) which is greater than T_{table} (1.986), and a significance value of <0.001 which is less than 0.05, implying that customer e-service has a significant influence on customer satisfaction at Shopee in Medan. The result is supported by the research of Vicramaditya, (2021) with the result customer e-service has significant influence on customer satisfaction. Customer e-service has proven to be a crucial component in the online purchasing process. Service representatives are always present in offline businesses to assist consumers during the purchasing process.

Information quality has a value of T_{count} (6.273) which is greater than T_{table} (1.986), and a significance value of <0.001 which is less than 0.05, implying that information quality has a significant influence on customer satisfaction at Shopee in Medan. The result is supported by the research of Bintari et al., (2022), with the result information quality has a significant influence towards customer satisfaction. This characteristic is related to the information provided by the customer e-service to customers.

Customer privacy has a value of T_{count} (7.662) which is greater than T_{table} (1.986), and a significance value <0.001 which is less than 0.05, implying that customer privacy has a significant influence on customer satisfaction at Shopee in Medan. The result is supported by the research of Evan Christy, (2022), with the result customer privacy has a positive and significant influence towards customer satisfaction. Privacy is a preferred amount of engagement or openness to other individuals in certain situations or conditions. Furthermore, privacy refers to a website's level of security and protection of consumer information. The ability of an individual to receive, control, and use personal information is referred to as privacy.

Customer e-service has a value of T_{count} (4.973) which is greater than T_{table} (1.986), and a significance value of <0.001 which is less than 0.05, implying that customer e-service has a significant influence on customer loyalty at Shopee in Medan. The result is supported by the research of Dam & Dam, (2021), with the result customer e-service has a positive and significant influence towards customer loyalty. Customer e-service, which is a component of service quality, was defined as the process of delivering a service while adapting to the requirements of the customer.

Information quality has a value of T_{count} (3.247) which is greater than T_{table} (1.986), and a significance value of 0.002 which is less than 0.05, implying that information quality has a significant influence on customer loyalty at Shopee in Medan. The result is supported by the research of Bintari et al., (2022), with the result information quality has a positive and significant influence towards customer loyalty. The quality of the information is what determines whether or not it is useful for customers in terms of decision making. It can also be compared to the pillars of a structure, which are used to determine whether or not something is good.

Customer privacy has a value of T_{count} (6.281) which is greater than T_{table} (1.986), and a significance value of <0.001 which is less than 0.05, implying that customer privacy has a significant influence on customer loyalty at Shopee in Medan. The result is supported by the

research of Evan Christy, (2022), with the result customer privacy has a positive and significant influence towards customer loyalty.

Customer satisfaction has a value of Tcount (9.046) which is greater than Ttable (1.986), and a significance value of <0.001 which is less than 0.05, implying that customer satisfaction has a significant influence on customer loyalty at Shopee in Medan. The result is supported by the research of Juwaini et al., (2022), with the result customer satisfaction has a positive and significant influence towards customer loyalty. When a customer is satisfied with an online store, they are more likely to interact with it again in the future and become loyal customers. In details, the sense of excitement or disappointment that follows from comparing the perceived performance of a product with the expected results is referred to as satisfaction.

CONCLUSION

The result shows that customer e-service, information quality, and customer privacy in this research have a significant influence on customer loyalty. Furthermore, customer e-service, information quality, and customer privacy have a significant influence on Shopee's customer loyalty with customer satisfaction as the intervening variable. This means that Shopee's customer e-service in person or chatbots, their information quality that given to customers, and their privacy system in securing any data that they got from customers, namely their name, address, email, phone number, credit card, or any other data really influence their customer satisfaction that will lead to customer loyalty. Additionally, customer e-service and information quality have a direct influence on customer loyalty with customer satisfaction as the intervening variable, whereas customer privacy has an indirect influence on customer loyalty with customer satisfaction as the intervening variable. Furthermore, as a result that can be seen from the hypothesis test, it can be concluded that the direct result from the independent variable which are customer e-service, information quality, and customer privacy to the customer loyalty is greater than the indirect result which go through intervening variables, customer satisfaction, it means that direct hypothesis result is better than indirect hypothesis result, however the intervening variable still have influence in intervening between the independent variables and dependent variable.

Customers' right to privacy is the most important aspect to consider. Big companies like Shopee have a responsibility to their customers to protect both their data and their privacy. Because of the aforementioned, Shopee has to be able to hire administrators or employees who work in the area of gathering data that is reliable, honest, and transparent so that problems don't happen that the company and its customers don't want to happen. In addition, as of right now, Shopee has also connected their application to Sea Bank, which means that data connected to the payment or financial transactions of Shopee's consumers must be able to be safeguarded effectively.

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