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The Role of Satisfaction Customers as Mediator of the Influence of E-Service Quality and Perceived Price on Customer Loyalty in Gojek Online Transportation Services

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Article Info	ABSTRACT
	This research aims to determine the influence of E-Service quality and price perception on customer loyalty, with a focus on the importance of customer satisfaction. The research conducted will explain the relationship between Eservice quality and price perception with customer loyalty directly and indirectly, namely through customer satisfaction as a mediating variable usingquantitative methodology. The research population is users of online transportation services. The sampling technique used purposive sampling, with a total sample of 150 respondents. The data collection technique uses an online questionnaire that has been tested. In the process of responding to the hypothesis through Structural Equation Modeling (SEM) research carried out with the help of Smart PLS version 3 software. The results of the research explain that e-service quality and price perception have a positive and significant effect on customer satisfaction, e-service quality and price perception have an effect positively and significantly on customer loyalty, customer satisfaction has a positive and significant effect on customer loyalty, indirectly e-service quality has no effect on customer loyalty through customer satisfaction. Meanwhile, indirectly, price perception has a positive and significant influence on customer loyalty through customer satisfaction.

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INTRODUCTION

The public's need for safe, comfortable and cheap means of transportation is everyone's dream, where the high mobility of society certainly requires transportation facilities that can provide movement and movement from one place to another quickly, even though the distance is long. The existence of online application-based transportation breakthroughs, which combine transportation services with communication technology, means that people must determine which transportation best suits their needs for mobility (Bulkia & Herawati, 2020). People are now starting to realize that using online transportation applications makes it easier for them because it is more efficient and saves time than having to go out and wait on the side of the road with the same goal, namely ordering 2 transportation. The rates charged to users also automatically appear in the application, so users know how much they have to provide.

The existence of online transportation is regulated in article 63 of the Minister of Transportation Regulation Number PM 108 of 2017 concerning the Implementation of Transport of People by Public Motorized Vehicles Not on Routes. This regulation raises pros and cons from various parties because it is considered to be in conflict with Law Number 22 of 2009 concerning Traffic and Road Transport. However, amidst the pros and cons regarding the existence of online transportation, people are slowly starting to move from conventional public transportation to online-based public transportation. There are several reasons why

this happens, including the ease of accessing online transportation. It is very easy to use, the public or service users can order using their smart phone to be able to use online transportation(Raya Prima, 2023).

In Indonesia, there are already companies that have started offering online transportation services. As is known, one of the online transportation companies in Indonesia is the Gojek company. The emergence of Gojek in Indonesia was followed by a number of other transportation start-ups, but those that were able to compete fiercely and become Gojek's main rivals were Grab and Uber. These three are the 3 giant Indonesian online transportation companies that continue to compete with each other to win market share. Therefore, to continue to maintain and increase its market share, one of the things companies can do is maintain and increase customer loyalty. Lovelock, Christopher, Joachen Wirtz and Jacky Mussry (2010) state that customer loyalty is a customer's decision to voluntarily continue to subscribe to a particular company for a long period of time. Customer loyalty greatly influences the progress of a company's business. Therefore, companies must continue to look after and retain their customers. One of the keys to retaining customers is to create customer satisfaction.

Kotler and Keller (2016) state that in general satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or results) against their expectations. Customers who are satisfied with goods and services are likely to repurchase from the provider of these goods and services. Thus, companies that are able to satisfy customers will be able to increase their profits and market share due to repeat purchases from customers. To encourage satisfaction and loyalty, companies must have good and superior service compared to others.

Gojek as a company operating in the internet-based services sector can measure the quality of its electronic services using the measurement dimension E service Quality. E service quality is defined as the extent to which a website facilitates shoppers, purchases and delivery efficiently and effectively(Zeithaml et al., 2002)given to customers in order to compete in a competitive environment with other competitors. E-service quality is also an electronic-based service that is used to facilitate shopping, purchasing and delivery of products and services effectively and efficiently(Zeithaml et al., 2002) E-Service Quality has a dimension which is usually called the E-SERVQUAL dimension. The dimensions of E-SERVQUAL are as follows"(Parasuraman et al., 2005)which consists of Efficiency, Flexibility, System Availability, Privacy, Responsiveness, Compensation Contact.

Gojek offers e-service quality by providing innovative features and services on the Gojek application. With good e-service quality, it should increase user satisfaction and loyalty. However, in the data presented previously, user satisfaction and loyalty are still not visible in the Gojek application, this requires further research. Based on the phenomena described previously, it is known that there are complaints about the quality of application services which still give rise to user disappointment and dissatisfaction with the Gojek application, as well as Gojek user loyalty which is not yet optimal. Customers often have difficulty placing an order, or when they successfully place an order they find a driver who is too far away. Another problem related to Gojek's e-service quality is the irrelevance of information regarding the choice of GoFood service restaurant/restaurant, often the information is not updated, the application has the status "open" but after the order was taken and visited by the driver, there were a number of restaurants/restaurants which turned out to have closed or moved location, of course this was detrimental to both customers and drivers. Apart from that, the security of customer information data tends to be lacking, this can be seen from the display of data such as full name, email, cellphone number, home address and other data that can be seen by the driver, so that when we do a negative review or low rating of the driver, Drivers will find out who gave the review, and this has the potential to threaten customer safety. Service quality that causes customer satisfaction is a company's success in increasing customer loyalty who use the company's products or services (BR Putra & Martini, 2021).

Customer loyalty to a product or service provided by the company can be determined from customer habits, one of which is the intensity of purchases made. Every service company competes with each other to be able to continue to provide and improve high quality services to satisfy consumers. Consumers will choose service providers who can provide all their desires. Consumers can also become dissatisfied, resulting in consumers switching to other service providers. Another way that companies achieve customer loyalty and satisfaction is by providing the right price (Maimunah, 2019).

Kotler and Keller (2012) define price as the amount of money needed to obtain some combination of a product and accompanying services.(Anuwichanont, 2011)states that perceived price is positively correlated with desired price. As a result, price plays an important role in influencing customers' decisions in choosing and developing loyalty with a particular product or service. Perception also has a strong influence on consumers. Price perception is the consumer's tendency to use price in assessing the suitability of product benefits. Each individual's assessment of the price of a product's benefits can be said to be expensive, cheap or moderate. In other words, consumers in assessing the price of a product do not depend only on the nominal value of the price but on their perception of the price. Companies must set prices appropriately in order to be successful in marketing goods or services.

Based on the problems and allegations above, the author is interested in conducting research with the

title "The Role of Customer Satisfaction as a Mediator of the Effect of E-Service Quality and Price Perception on Customer Loyalty in Online Transportation Services".

THEORITICAL REVIEW
E-Service Quality

E-Service Quality is defined as the expansion of a site's ability to facilitate shopping, purchasing and distribution activities effectively and efficiently(Chase, Jacobs, & Aquilano, 2006). Parasuraman in Tjiptono (2014) states that online service quality (e-service quality) is the level at which a website effectively and efficiently facilitates shopping, purchasing and the process of delivering products and services. Therefore, online service activities have a high dependence on information technology, for example in terms of speed, reliability and security. Overall, e-service quality refers to the quality of services provided to consumers interactively through website-based information technology. The interactive nature of this service is intended to strengthen the relationship between service providers (companies) and consumers.

E-Service Qualitywill determine customer satisfaction. The results of this research are in accordance with the theory that service quality influences customer satisfaction. According to (Kotler & Keller, 2009) the quality of products or services, customer satisfaction and company profitability are three things that are closely related. Where the higher the level of quality, the higher the level of satisfaction generated. The results of this research are also in accordance with previous research on the influence of eService Quality on customer satisfaction conducted by(Hesty, 2016)which states that the quality of E-Service has a positive influence on customer satisfaction. Where the better the quality of the E-Service from a company, the higher the customer satisfaction will be, the better and higher it will be able to increase customer satisfaction in using the Bukalapak Marketplace for shopping. This was also stated by(Hanifa et al., 2018)that service quality has a significant effect on satisfaction. By improving the quality obtained, it will encourage customer satisfaction when using services.

E-service quality has a relationship with creating and even increasing consumer loyalty. When customers experience a good transaction experience through the quality of service from a website, the level of loyalty will increase. The consequence of good service by the company is that customers will persist in their choice, as well as giving rise to reciprocal behavior, which refers to the behavior of loyal customers. These results are in line with Safitri's research (2022) ; (Arzaq Akbar & Djatmiko, 2016); (JFA Tannus, 2022)which states that e-service quality has a positive and significant effect on customer loyalty.

According to (Lupiyoadi, 2013) companies must be able to compete in business. One way is to create customer satisfaction by improving service quality. Good service will create customer satisfaction and create loyal customers which is an effective promotional media. By looking at the increasingly high environmental demands on service quality, it is very necessary to improve service quality by comparing the services that customers expect with the services that customers will experience. This is also supported by previous research by (Laurent, 2016)explains that online service quality has a positive effect on customer loyalty through satisfaction. Customers will be loyal if they feel satisfied, but even without feeling satisfied, customers will also remain loyal. In line with research (Akbar et al., 2021): (Ahmed & Zhang, 2020) which states that the increasing quality of existing E-service quality will be followed by an increase in customer satisfaction which will lead to customer loyalty.

H1: E-service Quality Has a Positive and Significant Effect on Customer Satisfaction
H3: E-service Quality Has a Positive and Significant Effect on Customer Loyalty.
H6: E-Service Quality Has a Positive and Significant Effect 0n Customer Loyalty with Customer Satisfaction as nn Intervening Variable

Price Perception

According to Schiffman and Kanuk (2000), perception is a process in which individuals select, organize and interpret stimuli into meaningful and reasonable images about the world. Perception has a strong influence on consumers. One factor that influences consumers is perception of price. Price perception is the consumer's tendency to use price in assessing the suitability of product benefits. Each individual's assessment of the price of a product's benefits can be said to be expensive, cheap or moderate.

According to Kertajaya (2002), price perception assessment can be seen from the suitability between the sacrifices made by customers and the value they receive after making a purchase. Positive perceptions will shape customer satisfaction. The results of this research support previous research conducted by(Engar, 2015); (Firatmadi, 2017); (R. Putra & Suryoko, 2016); (I Made, 2018) And(Slack & Singh, 2020) which states that price perceptions have a positive effect on customer satisfaction. (Tomida & Satrio, 2016) stated that to create customer loyalty, companies must pay attention to price policies that will always be implemented to pay attention to the impact on customer loyalty itself. Study (Hermawan et al., 2017) states that price perception has a positive and significant effect on customer loyalty. Similar results are also explained in the research(I Made, 2018); (Maimunah, 2019); (Parthady & Rahyuda, 2019), And (Tri

Wahjoedi et al., 2022) that price has a positive and significant effect on customer loyalty.

Kotler and Keller (2017) Perception is the process by which we select, organize and translate information input to create a meaningful picture of the world. So price perception is defined as the customer's expectations or expectations that he will obtain for the sacrifices he has made. When with this sacrifice the customer feels that it matches what was expected, of course there will be a feeling of satisfaction. With a sense of satisfaction, there is a possibility that customers will become loyal and make repeat purchases of the services they have purchased. This is in accordance with the results of previous research conducted by Lantuka, Mandey and Repi (2017) and Anggraeni, Retnoningsih and Muhaimin (2019), Juniantara & Sukawati (2018),(Prasada, 2018)And (Parthady & Rahyuda, 2019). which says there is an indirect influence of price perception on customer loyalty through customer satisfaction.

H2: Price Perception Has aPositive and Significant Effect on Customer Satisfaction

H4: Price Perception Has a Positive and Significant Effect on Customer Loyalty.

H7: Price Perception Has a Positive and Significant Effect on Customer Loyalty with Customer Satisfaction as An Intervening Variable

Customer satisfaction

Kotler and Keller (2016) state that in general satisfaction is a person's feeling of happiness or disappointment that arises from comparing the perceived performance of a product (or results) against their expectations.Customer satisfaction is recognized as a key indicator of customer engagement, as they are more willing to tell others about their positive experiences (Nurittamont & Siripipatthanakul, 2021). According to Donni (2017), customer satisfaction is a person's feeling of happiness or disappointment that arises after comparing the estimated product performance with the expected performance. If performance is below expectations, then customers are dissatisfied. If performance meets expectations, then the customer is satisfied. If performance exceeds expectations, then the customer is very satisfied. Customer satisfaction depends on the conformity of buyer expectations with the product performance received. If the product performance is far from expectations then the customer will be disappointed and if the product meets or exceeds the user's expectations, the customer will feel satisfied and happy. Customer satisfaction is the result of a customer's post-purchase evaluation where the goods or services consumed at least provide the same results or exceed the user's expectations. while dissatisfaction occurs because the results obtained do not match the user's expectations. Research conducted by(Jana, 2014)as well as(Khairawati, 2019)shows that customer satisfaction has a positive influence on customer loyalty, in addition to research(Sari et al., 2020); (Affandi & Sulistyawati, 2015); (Azhar & Jufrizen, 2017);(Gunawan & Fitri Wahyuni, 2018);(Elfi Azhar et al., 2019);(Ras Muis et al., 2020)And(Azhar et al., 2019)also supports and strengthens the results of previous research which proves that customer satisfaction has an effect on customer loyalty.

H5: Customer Satisfaction Influences Customer Loyalty

Customer Loyalty

According to Kotler and Keller (2016) Journal of Management Science, define loyalty as a deeply held commitment to buy or support a preferred product or service again in the future even though the influence of the situation and marketing efforts have the potential to cause customers to switch.Ludin and Cheng (2014) in(Rachbini et al., 2020)describes customer loyalty as an ongoing relationship between customers and a company's brand. This can be seen as resilience or a refusal to switch to another brand in the situation or problem at hand. Customer loyalty is important for a company, without loyalty the company cannot develop well. Establishing good relationships with customers will create customer satisfaction, from customer satisfaction will create customer loyalty. Loyal customers do a lot of good for the company and retaining old customers is cheaper than finding new customers.
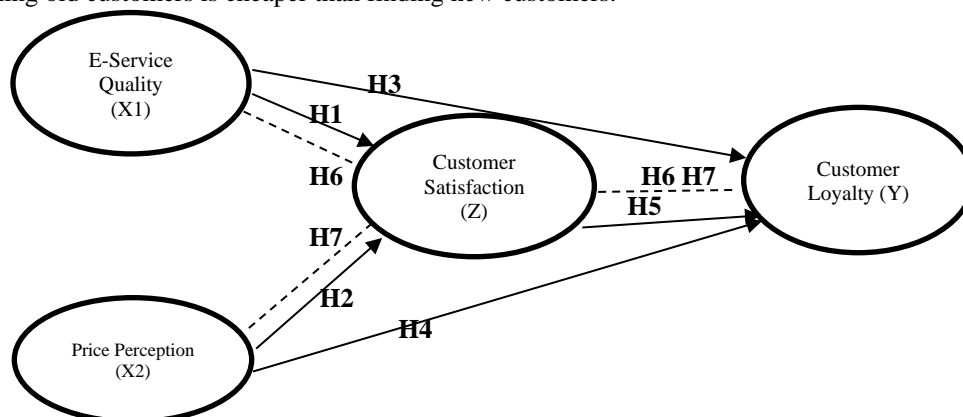

Figure 1. Conceptual Framework

METHOD

In this research, the method used is a quantitative research method. Quantitative methods are methods whose specifications are systematic, planned and clearly structured from the beginning until the creation of the research design. The population in this study were all people who had used Gojek services in Indonesia at least twice and were over 18 years old. The number of Gojek customers cannot be estimated, therefore the researcher decided to determine the sample size using a purposive sampling technique. Purposive sampling is included in the non-probability sampling method (Sugiyono, 2010). According to Sugiyono (2010) purposive sampling is a technique for determining samples with certain considerations. This sampling technique is suitable for use in very large populations and the availability of the population is very large. The ideal and representative respondent size, according to Hair et al (2010), is 5 or 10 times the number of all latent variable arrows in the path model or 5 or 10 times the number of indicators. The number of indicators in this research is 15 indicators, so the number of samples required is 150 samples. The data analysis technique used in this research is Partial Least Square (PLS) analysis using SmartPLS 3.0 software.

RESULTS AND DISCUSSION
Measurement model (Outer Model)
Convergent Validity Test

This test aims to provide an explanation of the extent to which measurement indicators are positively correlated with alternative construct measurements. An indicator is said to have a good valid value if the factor loading value is > 0.70 and the average factor inflation variance (AVE) value must be greater than 0.5 (Ghozali, 2021). Test results:

Table 1. Convergent validity

Variable	Items	Loading Factors	Information
E-service Quality	E-Q1	0.742	**Valid**
	E-Q2	0.789	**Valid**
	E-Q3	0.834	**Valid**
	E-Q4	0.793	**Valid**
	E-Q5	0.875	**Valid**
	E-Q6	0.856	**Valid**
	E-Q7	0.809	**Valid**
	E-Q8	0.837	**Valid**
	E-Q9	0.786	**Valid**
	E-Q10	0.862	**Valid**
Price perception	PH1	0.924	**Valid**
	PH2	0.729	**Valid**
	PH3	0.738	**Valid**
	PH4	0.764	**Valid**
	pH5	0.785	**Valid**
	PH6	0.791	**Valid**
	PH7	0.724	**Valid**
	PH8	0.861	**Valid**
Loyalty	Ly1	0.772	**Valid**
	Ly 2	0.856	**Valid**
	Ly 3	0.972	**Valid**
	Ly 4	0.850	**Valid**
	Ly5	0.847	**Valid**
	Ly6	0.789	**Valid**
Customer satisfaction	KP1	0.766	**Valid**
	KP2	0.798	**Valid**
	KP3	0.887	**Valid**
	KP4	0.932	**Valid**
	KP5	0.857	**Valid**

Based on table 1 above, it can be seen that all questionnaire items in this study have a loading factor value > 0.70. So it can be concluded that the questionnaire items in this study have met the requirements of the convergent validity test.

Validity Discriminant

This test assesses whether the indicators of a variable are valid or not. The assumption underlying good discriminant validity is that the square of the variable's AVE root value is greater than the correlation between other constructs. Therefore, this variable is considered to meet these criteria. According to Ghozali & Latan in (Rahmad Solling, 2019) testing Discriminant Validity by looking at the cross loading value must be more than 0.7.

Table 2. Validity Discriminant

Variable	EQ (X1)	PH (X2)	LP (X3)	KP (X4)
E-Service Quality	**0.795**			
Price Perception	0.804	**1,000**		
Customer Loyalty	0.852	0.117	**0.873**	
Customer satisfaction	0.124	0.822	0.092	**1,000**

Based on Table 2, it is known that the cross loading value of items from each indicator on the measured variable because it is concerned is greater than measuring other variables. All values are > 0.5, so it can be concluded that the results of this research instrument meet discriminant validity.

Average Variance Extracted (AVE)

The purpose of this test is to assess whether the variables contained in the modeling haveconsistency in measuring what is intended to be measured or having acceptable reliability. These results are explained in the following table.

Table 3. Average Variance Extracted (AVE)

Variable	*Average Variance Extracted*(AVE)
E-Service Quality	**0.817**
Price Perception	**0.895**
Loyalty	**0.971**
Customer satisfaction	**0.866**

Based on Table 3, the results show that, the validity test of the AVE value of all variables, namely consisting of 7 variables, shows an AVE value > 0.50. This meets the minimum AVE value determined, namely 0.50, and the root value for each construct is greater than the correlation value so that the constructs in this research model can still be said to have good discriminant validity values.

Reliability Test (Composite Reliability)

Table 4. Composite Reliability and Cronbach Alpha

Variable	Cronbach's Alpha value	Composite Reliability Value	Information
E-Service Quality	0.840	0.818	*Reliable*
Price Perception	1,000	1,000	*Reliable*
Customer loyalty	0.869	0.982	*Reliable*
Customer satisfaction	1,000	1,000	*Reliable*

Based on Table 4, it shows that the results of the output composite reliability and Cronbach's alpha for all constructs are > 0.7. which shows that each construct or variable has good reliability. So it can be concluded that the construct values in the research are reliable.

Structural Model Analysis (Inner Model)
R-Square

The R-Square value is used to explain how much endogenous variable data can be explained by exogenous variable data. R-Square is a number that ranges from 0 to 1, with the condition that the closer it is to one, the better. Ghozali's (2021) view explains that the r-square value is 0.75 (strong), 0.50 (medium), and 0.25 (weak)

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<div align="center">**Table 5.** R-Square</div>

Variable	R-Square Value
Customer Satisfaction (Z)	**0.544**
Customer Loyalty (Y)	**0.728**

Table 5, the R-square value for customer satisfaction is 0.544. This value indicates that the model in this research is in the medium category. Meanwhile, loyalty shows an r-square value of 0.728, this value shows that the resulting influence is in the medium category. These results can be explained in more detail in the following image.

Testing Hypothesis
Path Analysis
According to Ghozali & Latan in (Rahmad Solling, 2019) the significance value can be used (two-tiled) t-statistic (>1.96), path coefficient results (>0.1) and p-value (0.05).

<div align="center">**Table 6.** Path Coefficient Results</div>

	Variable	Path coefficient	T Statistics (O/STDEV)	P value
Influence Direct	E-Service Quality→Customer satisfaction	0.457	3,450	**0,000**
	Price Perception→Customer satisfaction	0.029	2,597	**0,000**
	E-Service Quality→Customer loyalty	0.421	3,609	**0.004**
	Price Perception→Customer satisfaction	-0.068	4,845	**0,000**
	Customer satisfaction→Customer loyalty	-0.065	2,331	**0.001**

Based on table 6 above, it can be concluded as follows:

E-Service Quality on Customer Satisfaction has a p-value ≤ 0.05 and the result is 0.000 ≤ 0.05. Based on this explanation, it can be concluded that Hypothesis 1, namely E-Service Quality, has a positive and significant effect on Customer Satisfaction.

Price perception on Customer Satisfaction has a p-value ≤ 0.05 and the resulting value is 0.000 ≤ 0.05. Based on this explanation, it can be concluded that Hypothesis 2, namely E-Service Quality, has a positive and significant effect on Customer Satisfaction.

E-Service Quality on Customer Loyalty has a p-value ≤ 0.05 and the result is 0.004 ≤ 0.05. Based on this explanation, it can be concluded that Hypothesis 3, namely E-Service Quality, has a positive and significant influence on Customer Loyalty.

Price perception on Customer Loyalty has a p-value ≤ 0.05 and the result is 0.000 ≤ 0.05. Based on this explanation, it can be concluded that Hypothesis 4, namely E-Service Quality, has a positive and significant influence on Customer Loyalty.

Customer Satisfaction with Customer Loyalty has a p-value ≤ 0.05 and the result is 0.001 ≤ 0.05. Based on this explanation, it can be concluded that Hypothesis 5, namely Customer Satisfaction, has a positive and significant influence on Customer Loyalty.

<div align="center">**Table 7.** Indirect Effects</div>

	Variable	Path Coefficient	T Statistics (O/STDEV)	P Value
Influence No Direct	E-Service Quality→Customer satisfaction→Customer loyalty	0.001	1,405	**0.042**
	Price Perception→Customer satisfaction→Customer loyalty	0.036	2,597	**0,000**

Based on the results of the Indirect Effect test in table 7 above, it is known that the p-value is ≤ 0.05 or 0.000 ≤ 0.05. Based on this explanation, it can be concluded that Hypotheses 6 and 7 E Service Quality have no influence on Customer Loyalty through Customer Satisfaction are rejected. Meanwhile, price perception has a positive and significant influence on Customer Loyalty through Customer Satisfaction received.

The Influence of E-Service Quality on Customer Satisfaction

Based on the results of the analysis, it can be seen that e-service quality shows a positive and significant influence on customer satisfaction. This is in accordance with the theory put forward by(Sawitri, 2013)that e-service quality and customer satisfaction are one of the success factors for a company to achieve competitive advantage. So that the positive experience provided by customers can have an impact on the company's reputation. Customers will perceive and expect the performance of the Gojek application, whether the Gojek application can facilitate them effectively and efficiently. If the application performance meets or exceeds customer expectations, the customer will be satisfied or even very satisfied, and vice versa. The results of this research support previous research conducted by(Sunaryo, 2018)as shown by the results of e-service quality has a positive and significant effect on customer satisfaction.

The Influence of Price Perceptions on Customer Satisfaction

Based on the results of the analysis, it can be seen that price perception shows a positive and significant influence on Customer Satisfaction. This is in accordance with the theory put forward by Peter and Olson (2010) price perception, namely how price information can be understood by customers and make it meaningful for customers. Price perception is identified with perception of quality and perception of costs incurred to obtain the product. Price perception is identified with perception of quality and perception of costs incurred to obtain the product. Each consumer's price perception varies depending on the perspective of their needs. Prices that are considered cheap for consumers certainly provide benefits for consumers in terms of costs. Thus, if the price paid by consumers is in accordance with the expected needs, it will provide a certain level of satisfaction for consumers. The results of this research are in accordance with the research conducted (Suastini, 2019); (Piter, 2016); (Nugroho & Tjahjaningsih, 2022) which shows that price perception has a positive and significant effect on customer satisfaction.

The Influence of E-Service Quality on Customer Loyalty

Based on the results of the analysis, it can be seen that e-service quality shows a positive and significant influence on customer loyalty. This is in accordance with the theory put forward by(Upamanyu & Kaur, 2015)states that customer loyalty is consumer behavior that is related to the services provided by a company. The more efficient and effective a website/application is in facilitating customers, it can be said that the better the quality of service. When e-service quality is good, customers will feel satisfied because the web/application performance meets their expectations. Continuous customer satisfaction can create customer loyalty which will be very important for the company's survival. The results of this research support previous research conducted by (Budiman et al., 2020) which is shown by the results shown by the results of e-service quality having a positive and significant effect on customer loyalty.

The Influence of Perceived Price Quality on Customer Loyalty

Based on the results of the analysis, it can be seen that price perception shows a positive and significant influence on Customer Loyalty. This is in accordance with price perception theory, which means that the more appropriate the perception of the price offered, the higher customer loyalty will be. Perceived price is a monetary unit or other measure (including other goods and services) that is exchanged to obtain the right to ownership or use of a good or service. Meanwhile, from a consumer's perspective, price is often used as an indicator of value when the price is related to the perceived benefits of a good or service. Value can be defined as the ratio of perceived benefits to price. These results are in accordance with previous research from (Yulianto et al., 2016) And (Khakim et al., 2015) shows that price has a significant positive effect on customer loyalty. And research conducted by (Anggraini, 2020) shows that price has a positive and significant influence on customer loyalty. From the research results above, it shows that the price perception indicators which include the suitability of price to service quality, price suitability to benefits, price frequency and price affordability, show that the majority of respondents stated that the price perception indicators were in the high or good category.

The Influence of Customer Satisfaction on Customer Loyalty

Based on the results of the analysis, it can be seen that customer satisfaction shows a positive and significant influence on customer loyalty. This is in accordance with the theory put forward by Wilkie in (Tjiptono, 2019) explaining that brand loyalty is a favorable attitude and consistent purchasing of a particular brand. Customer satisfaction is both a goal and a marketing tool for companies, because one of the keys to retaining customers is customer satisfaction. High customer satisfaction creates high customer loyalty. The results of this research support previous research conducted by(Septiani, 2020); (Yulianto et al., 2016); (Dennisa et al., 2016) as shown by the results of customer satisfaction has a positive and significant effect on customer loyalty.

The Influence of E-Service Quality through Customer Satisfaction on Customer Loyalty

Based on the results of the analysis, it can be seen that customer satisfaction is unable to mediate the influence of e-service quality on customer loyalty. This is contrary to the theory put forward by Kotler & Keller (2009) which states that the higher the level of quality, the higher the level of satisfaction generated. Highly satisfied consumers usually remain loyal for a longer time. This explains that service quality will influence the level of consumer satisfaction, where consumers who are more satisfied tend to be more loyal or show an attitude of consumer loyalty. These results are in line with research(Almassawa, 2018)which states that service quality has no effect on consumer loyalty and there is no mediating effect of consumer satisfaction on consumer loyalty. Other research conducted by (Adhitya Akbar, 2019) as well as (Yulia, 2017) suggests that the consumer satisfaction variable has no influence on the relationship between service quality and consumer loyalty. Rangkuti (2003) said that even though a service is quality and satisfying for consumers, this service does not necessarily have value for consumers. Consumers are more loyal if the services they receive are valuable to them.

The Influence of Price Perception through Customer Satisfaction on Customer Loyalty

Based on the results of the analysis, it can be seen that customer satisfaction mediates the influence of price perception on customer loyalty. This is in accordance with the theory which states that price value is one of the main determinants in forming consumer loyalty. Price value is a comparison of what is paid with the benefits received (Tjiptono, 2014). One way companies win loyal consumers is by charging fairly low prices for high-quality offerings (Kotler & Keller, 2009). Consumers will weigh the benefits they may get compared to the costs they are or may incur. Consumers will feel satisfied if the price paid provides benefits that are profitable for them (Dewi, 2020); (Vidya et al., 2018) And (Suastini, 2019) who found the results that price perceptions influence consumer loyalty through consumer satisfaction as an intervening variable

CONCLUSION

Based on the results of the research that has been carried out, the conclusion that can be drawn from this research is that e-service quality has a positive and significant effect on consumer satisfaction. This shows that good e-service quality and in accordance with customer needs will create a sense of satisfaction in the minds of customers. Price perception has a positive and significant effect on consumer satisfaction. This shows that high or low and reasonable prices have a strong influence on purchase intention and satisfaction with purchasing e-service quality has a positive and significant effect on consumer loyalty. This shows that the relationship between service quality is in the same direction as customer loyalty. The higher the quality of service provided, the customer loyalty will increase. Price perception has a significant effect on loyalty. This shows that the right amount of contribution to price competitiveness, price suitability and price affordability in customer perception will increase customer loyalty. Customer satisfaction has a positive and significant effect on consumer loyalty. This means that if customer satisfaction increases, customer loyalty will increase. Service quality does not have a significant effect on consumer loyalty through consumer satisfaction. This shows that even though a service is quality and satisfying for consumers, it does not necessarily mean that the service is valuable for consumers and able to increase the level of customer loyalty. Price perception has a significant effect on consumer loyalty through consumer satisfaction. This shows that the better the consumer's perception of the price given, the greater the customer satisfaction and loyalty

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