

The Effect of E-Service Quality on E-Loyalty Mediated by E-Satisfaction of Draiv Food Customers in Morowali Regency

¹Mohammad Zeylo Auriza*, ²Agung Winoto, ³Sri Wanti, ⁴Citra Antasari, ⁵Nurnadila, ⁶Sasmita Kasim

^{1,6} Program Studi Manajemen, Fakultas Ekonomi Dan Bisnis, Universitas Tadulako Palu

(*)Email Korespondensi: Zelo.Auriza65@Gmail.com

Abstrak

Transportasi online telah mengalami pertumbuhan pesat dalam era digital, mengubah cara orang melakukan perjalanan. Layanan ini disediakan melalui platform digital seperti taksi online atau ride-hailing, yang menjadi pilihan utama bagi banyak pelanggan. Di Indonesia, sektor transportasi online tumbuh pesat dan menjadi kebutuhan sehari-hari bagi konsumen. Platform seperti taksi online dan ojek online telah hadir di berbagai daerah, termasuk Kabupaten Morowali di Sulawesi Tengah. Perusahaan Draiv adalah salah satu aplikasi transportasi online yang populer di daerah tersebut. Pelayanan berbasis website juga banyak digunakan dalam transportasi online, dengan konsep pemasaran relasional untuk mempertahankan loyalitas pelanggan. Kualitas layanan online berpengaruh positif terhadap kepuasan pelanggan dan e-loyalty. E-satisfaction pelanggan terjadi ketika kinerja jasa yang ditawarkan memenuhi atau bahkan melampaui harapan pelanggan, yang pada gilirannya meningkatkan komitmen pelanggan.

Kata kunci : Transportasi; Platform Digital; E-satisfaction; Morowali

Abstract

Online transport has experienced rapid growth in the digital age, changing the way people travel. These services are provided through digital platforms such as online taxis or ride-hailing, which have become the first choice for many customers. In Indonesia, the online transport sector is growing rapidly and has become a daily necessity for consumers. Platforms such as online taxis and online motorbike taxis have been present in various regions, including Morowali Regency in Central Sulawesi. Draiv Company is one of the popular ride-hailing applications in the area. Web-based services are also widely used in online transport, with the concept of relational marketing to maintain customer loyalty. Online service quality has a positive effect on customer satisfaction and e-loyalty. Customer e-satisfaction occurs when the performance of the services offered meets or even exceeds customer expectations, which in turn increases customer commitment.

Keywords: transport; Digital Platform; E-satisfaction; Morowali

INTRODUCTION

Ride-hailing has experienced rapid growth and changed the way people travel. Technological developments and wide internet penetration have enabled the emergence of innovative ride-hailing platforms. Online transport services such as online taxis are becoming a popular choice for many people in various countries. Online transport refers to services provided through digital platforms, where customers can book vehicles or transport services online

through applications or websites. Online transport platforms, such as online taxi or ride-hailing services, have become one of the main choices for many customers in travelling. In this increasingly competitive business environment, it is important for ride-hailing platforms to retain existing customers and acquire new ones. The ride-hailing industry in Indonesia continues to grow rapidly along with the widespread adoption of technology. According to research conducted by the Institute for Development of Economics and Finance (Indef), ride-hailing services have become a daily necessity for

consumers, and the sector is projected to grow amidst economic challenges.

The results of the research stated that online transportation services have become a daily necessity for consumers. In fact, the majority of respondents (60.03 per cent) agreed to increase their use of online motorcycle taxi services after the pandemic. The same data is shown by users of online logistics services. Even for online logistics services, more respondents (92.24 per cent) agreed to increase the use of online logistics services after the pandemic. online transportation appears in the midst of the condition of the transportation system in Indonesia that has not been well organised. For some people, online transport is a solution to the poor transport system, but on the other hand, it is a problem for people who depend on transport services that do not rely on technology.

Morowali Regency is located in Central Sulawesi Province and is one of the districts that has experienced rapid growth in recent years. In this context, ride-hailing has also developed and become a popular option for locals and tourists visiting the city. Online transport platforms such as online taxis (ride-hailing) and online motorbikes (ride-sharing) have established a presence in Morowali Regency, providing transport services that are easily accessible through applications on smart phones. This makes it easy for locals and visitors to book a vehicle quickly and efficiently. Draiv Company is an existing ride-hailing company in Morowali Regency. Draiv is one of the most frequently used online transportation service applications in Morowali, especially the Central Bungku sub-district with more than 100,000 application downloaders (Playstore, 2024).

Web-based services by utilising the internet as an online tool are widely used because they significantly reduce search costs, expand the selection of sellers, choose goods and services at the lowest price, have more control over the goods and services offered and bring a feeling of comfort (Anderson & Srinivasan, 2003).

The marketing concept used in e-business or e-commerce to retain customers to remain loyal in increasingly fierce competitive conditions is to apply the concept of relational marketing (relationship marketing) whose purpose is to build, improve and maintain customer loyalty (Rauyruen & Miller, 2007). E-loyalty customers are closely related to e-service quality because it is a measure of customer comfort in using a webhosting provider (Parasuraman et al., 2005). The results of research conducted by Yaya et al. (2011) found that high e-service can increase e-loyalty. Then the findings (Santouridis & Trivellas, 2010) state that e-service quality has a positive and significant effect on e-loyalty. An empirical study conducted by Chang & Wang (2011) states that high e-service quality can increase customer satisfaction in an online shopping environment. This finding is consistent with the results of research by Ou et al. (2011); Kassim & Abdullah (2010); Jeong & Lee (2010) that service quality has a positive and significant effect on customer satisfaction. Engel et al. (1986) state that customer e-satisfaction as an aftermarket evaluation of the chosen alternative whether it provides results that equal or exceed customer expectations. Kotler (2005) includes e-satisfaction as an element of performance, so that customer e-satisfaction is the level of consumer feelings after comparing performance with perceived expectations.

RESEARCH METHODS

Data were analysed using the Partial Least Square (PLS) method which is a variance-based technique for Structural Equation Modeling (SEM) analysis. Hair et al. (2021) stated that 'SEM is most appropriate when the research has many constructs. Bootstrapping analysis of 140 sub-samples was used in this study. At the data processing stage, it will be carried out by two members of the research team and assisted by a team of students.

RESULT AND DISCUSSION

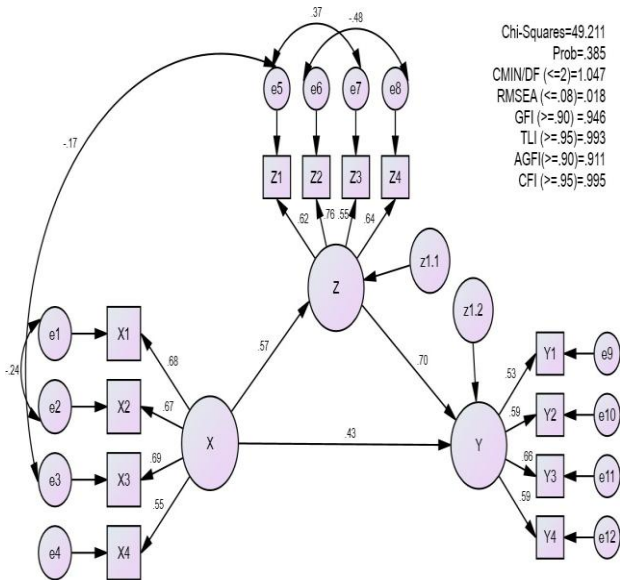


Figure 1 Structure Equation Modelling

Furthermore, the evaluation of the Figure 1 Model can be seen in Table 1 as follows:

Table 1
Evaluation Criteria Goodness of Fit Indices Overall Model

Crit eria	Cut Of Value	Model Computatio n Results	Model Evaluat ion
Chi-Squa re	Expecte dly Small	49.211	Good
Probabilit y	≥ 0,05	0.039	Baik
RMS EA	≤ 0,08	0.018	Good
GFI	≥ 0,90	0.946	Good

TLI	≥ 0,95	0.993	Good
AGF I	≥ 0,90	0.995	Good

Based on Table 1, it shows that the final model is acceptable. To test the effect of E-Service Quality variables on E-loyalty mediated by E-satisfaction of Draiv Food Customers in Morowali Regency, the following is presented in the path coefficient which shows the causal relationship between these variables. The relationship is shown in Table 2

Table 2
Hypothesis Testing of E-Service Quality variables on E-loyalty mediated by E-satisfaction of Draiv Food Customers in Morowali Regency

Jalur	Regressio n Weight	Critica l Ratio	Proba bility (p)	Ket
<i>E-Service Quality_X</i> → <i>E-Satisfaction_Z</i>	0.574	4.054	0.000	Signifi kan
<i>E-Service Quality_X</i> → <i>E-Loyalty_Y</i>	0.434	3.215	0.001	Signifi kan
<i>E-Satisfaction_Z</i> → <i>E-Loyalty_Y</i>	0.700	4.491	0.000	Signifi kan

Based on Table 2 above, it can be seen that the three paths all show a significantly influential relationship. This is indicated by the significant level $\alpha = 5\%$ and the probability is smaller than required ($p \leq 0.05$). From the evaluation of the proposed model, it shows that the overall construct has produced a value above the critical so that it can be accepted or in accordance with the data, because the modification indeces instructions are no longer there. Based on the table above, it can be seen that the three paths show different effects in terms of significance.

1. E-Service Quality has a significant effect on E-Satisfaction.

The parameter estimates in Table 2 between the E-Service Quality variable and E-Satisfaction show significant results

because the P value is below the 5% or 0.05 significance level, which is 0.000 with a CR value greater than 2.00, namely 4,054. The estimate value between the E-Service Quality variable and E-Satisfaction is 0.574, which means that if E-Service Quality increases by 1, then E-Satisfaction will also increase. Thus, hypothesis 1 (first) in this study is accepted.

The influence of e-service quality on e-satisfaction in Draiv food online shopping in Morowali Regency indicates that e-service quality plays a very important role in shaping customer satisfaction. Dimensions of e-service quality, such as ease of use, service speed, transaction security, and customer support, contribute directly to a positive shopping experience for Draiv food customers in Morowali Regency. Research shows that customers who experience ease in website navigation and the purchase process tend to feel more satisfied. In addition, speed in order processing and delivery also plays an important role, customers who receive fast service are more likely to feel satisfied with their shopping experience. Transaction security is a crucial factor, where customers who feel safe while shopping online are more likely to have high levels of satisfaction. Responsive and effective customer support also contributes to e-satisfaction, as Draiv food customers in Morowali Regency who get adequate assistance feel more valued and satisfied. Overall, the results of this discussion confirm that improving e-service quality can significantly increase the e-satisfaction of Draiv food customers in Morowali Regency, which in turn can increase customer loyalty and drive business growth in the e-commerce sector.

The results in this study can be said to be in line with research from Zeithaml, Parasuraman, and Malhotra (2002) which states that electronic service quality significantly affects customer satisfaction, especially in the context of e-commerce. Al-Hawari, Ward, and Newby (2009) This study reveals that electronic service quality contributes to customer satisfaction and loyalty in the online banking industry.

2. *E-Service Quality has a significant effect on E-Loyalty*

The parameter estimates in Table 2 between the E-service Quality variable and E-loyalty show significant results because the P value is below the 5% or 0.05 significance level, which is 0.000 with a CR value greater than 2.00, namely 3.215. The estimate value between the E-service Quality variable and E-loyalty is 0.434, which means that if E-service Quality increases, E-loyalty will also increase. Thus, hypothesis 2 (second) in this study is accepted.

E-service quality, which includes dimensions such as ease of use, speed of access, transaction security, and quality of customer support, directly affects customer perceptions and experiences when shopping online. When customers perceive high service quality, they tend to feel satisfied with their shopping experience, which becomes the foundation for building loyalty. Research shows that Draiv food customers in Morowali Regency who experience ease of website navigation and a fast-purchasing process are more likely to return to shop on the same platform. In addition, guaranteed transaction security provides a sense of comfort to Draiv food customers in Morowali Regency, so they do not hesitate to make repeat purchases. Responsive and effective customer support also plays an important role, when customers face problems and get adequate help, this increases their trust in the brand. Service Quality Theory (SERVQUAL) asserts that meeting or even exceeding customer expectations in terms of service quality can increase satisfaction, which has implications for loyalty.

In other words, the e-loyalty of Draiv food customers in Morowali Regency is not only determined by the price or products offered, but also by the overall experience provided by the e-commerce platform. Therefore, companies that want to increase e-loyalty should focus on improving their e-service quality, creating a shopping experience that not only satisfies but also builds long-term relationships with customers. In this context, investment in technology and staff training to provide better service is crucial, as this can create a sustainable competitive advantage in an increasingly competitive market.

Anderson and Srinivasan (2003), showed that customers who are satisfied with their online shopping experience tend to be more loyal and willing to make repeat purchases. In addition, research by Liu and Arnett (2000) confirmed that high service quality can increase customer trust, which in turn contributes to loyalty. Thus, it can be concluded that improving e-service quality not only increases customer satisfaction, but also significantly influences e-loyalty, which is crucial for business continuity in the digital era. The results of this study suggest that e-commerce companies need to focus on improving their service quality to build long-term relationships with customers. The results of this discussion show that improving e-service quality can not only increase customer e-satisfaction, but can also contribute to customer loyalty and the long-term success of the company in the competitive e-commerce market.

3. *E-Satisfaction has a significant effect on E-loyalty*

The parameter estimates in table 2 between the E-Satisfaction variable and customer E-loyalty show significant results because the P value is below the 5% or 0.05 significance level, which is 0.000 with a CR value greater than 2.00, namely 4.491. The estimate value between the E-Satisfaction variable and customer E-loyalty is 0.700, which means that if E-Satisfaction increases by 1, then customer E-loyalty will also increase. Thus, hypothesis 3 (third) in this study is accepted.

E-satisfaction and e-loyalty are two key interrelated variables in the context of online shopping. E-satisfaction, or customer satisfaction with the online shopping experience, acts as an important factor that influences e-loyalty, which is customer loyalty to a particular platform or brand. In an increasingly competitive digital age, customers have many choices, making it important for companies to understand how their satisfaction can shape loyalty.

E-satisfaction can be defined as the positive evaluation that customers feel after interacting with an e-commerce website or application. A good user experience, including ease of navigation, speed of service, and product quality, contributes to

higher levels of satisfaction. When customers are satisfied with their shopping experience, they tend to develop positive feelings towards the brand. This creates a strong emotional bond, which is the foundation of loyalty.

The results show that satisfied Draiv food customers in Morowali Regency are more likely to make repeat purchases and recommend the platform to others. E-satisfaction of Draiv food customers in Morowali Regency not only increases the likelihood of customers to return to shopping, but also influences their decision to choose a particular brand among the many options available. In this context, e-satisfaction serves as a key driver of e-loyalty, where satisfied customers tend to show higher commitment to the brand, even when faced with offers from competitors.

In addition, e-satisfaction also contributes to the reduction of Draiv food's churn rate in Morowali Regency, which is the rate at which customers stop using the service. When customers are satisfied, they are more likely to remain loyal despite any minor issues or dissatisfaction that may arise. This suggests that building strong e-satisfaction can be an effective strategy for Draiv food in Morowali Regency to retain customers and increase long-term loyalty.

Overall, the relationship between e-satisfaction and e-loyalty in the context of online shopping is significant. Companies that are able to provide a satisfying shopping experience will not only see an increase in customer satisfaction, but also in their loyalty. Therefore, investing in improving e-satisfaction through various initiatives, such as responsive customer service, good product quality, and pleasant user experience, is an important step towards building a loyal and sustainable customer base.

In their study, Cheung and Lee (2006) found that e-satisfaction has a direct effect on e-loyalty in the context of online shopping. They emphasised that satisfaction gained from the online shopping experience can strengthen the relationship between the customer and the brand, thereby increasing the likelihood of the customer to remain loyal and make repeat purchases.

Research by Hsu et al. (2013) showed that e-satisfaction serves as a mediator between service quality and e-loyalty. Hsu and his colleagues found that a positive experience in online shopping not only increases satisfaction but also strengthens customer loyalty to the brand.

CONCLUSIONS

The conclusions in this study are:

1. The E-Service Quality variable has a positive and significant effect on Draiv Food Customer E-Satisfaction in Morowali Regency.
2. The E-Service Quality variable has a positive and significant effect on Draiv Food Customer E-Loyalty in Morowali Regency.
3. The E-Satisfaction variable has a positive and significant effect on Draiv Food Customer E-Loyalty in Morowali Regency.

SUGGESTIONS

The suggestions in this study are:

1. It is important for service providers to focus on improving e-service quality by ensuring that the application platform is easy to use, responsive, and offers a pleasant user experience. This can include improving order processing speed, reliability in delivery, and transaction security.
2. Companies should actively collect feedback from customers to understand the factors that influence their satisfaction, and use the information to make continuous improvements.
3. Loyalty programmes and attractive promotions can be introduced to encourage customers to remain loyal and make repeat purchases. Thus, strengthening e-satisfaction through improving e-service quality will contribute significantly to customer e-loyalty, creating a mutually beneficial relationship between service providers and consumers in Morowali Regency. The implementation of these strategies will not only increase customer satisfaction and loyalty, but can also

increase the competitiveness of food delivery services in an increasingly competitive market.

REFERENCES

- Anderson, R. E., & Srinivasan, S. S. (2003). E-Satisfaction and E-Loyalty: A Contingency Framework. *Psychology and Marketing*, 20(2), 123–138.
- Al-Hawari, M. A., Ward, T., & Newby, M. (2009). The Impact Of E-Service Quality On Customer Satisfaction And Loyalty: A Study Of The Online Retailing In The UK. *Journal of Retailing and Consumer Services*, 16(6), 497-505. <https://doi.org/10.1016/j.jretconser.2009.06.001>
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. (1986). *Consumer behavior*. Dryden Press.
- Hsin Chang, H., & Wang, H. W. (2011). The Moderating Effect Of Customer Perceived Value On Online Shopping Behaviour. *Online Information Review*, 35(3), 333-359.
- Jeong, Y., & Lee, Y. (2010). A Study On The Customer Satisfaction And Customer Loyalty Of Furniture Purchaser In On-Line Shop. *Asian Journal On Quality*, 11(2), 146-156.
- Kassim, N., & Asiah Abdullah, N. (2010). The Effect Of Perceived Service Quality Dimensions On Customer Satisfaction, Trust, And Loyalty In E-Commerce Settings: A Cross Cultural Analysis. *Asia Pacific Journal Of Marketing And Logistics*, 22(3), 351-371.
- Kennedy, M. S., Ferrell, L. K., & LeClair, D. T. (2001). Consumers' Trust Of Salesperson And Manufacturer: An Empirical Study. *Journal Of Business Research*, 51(1), 73-86.
- Kotler, P. (2000). *Marketing Management*, Millenium Edition, Prentice-Hall, Inc.

- A Pearson Education Company Upper Saddle River, New Jersey, 7458.*
- Kotler, P. (2004). *Ten Deadly Marketing Sins: Signs And Solutions*. John Wiley & Sons.
- Kotler, P. (2005). The Role Played By The Broadening Of Marketing Movement In The History Of Marketing Thought. *Journal of Public Policy & Marketing*, 24(1), 114-116.
- Liu, C., & Arnett, K. P. (2000). Exploring The Relationship Between Online Service Quality And Customer Satisfaction: A Study Of E-Commerce. *Journal of Information Management*, 38(2), 207-218.
[https://doi.org/10.1016/S0360-1315\(00\)00021-5](https://doi.org/10.1016/S0360-1315(00)00021-5)
- Ou, W. M., Shih, C. M., Chen, C. Y., & Wang, K. C. (2011). Relationships Among Customer Loyalty Programs, Service Quality, Relationship Quality And Loyalty: An Empirical Study. *Chinese management studies*, 5(2), 194-206.
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A Multiple-Item Scale For Assessing Electronic Service Quality. *Journal of service research*, 7(3), 213-233.
- Rauyruen, P., & Miller, K. E. (2007). Relationship Quality As A Predictor Of B2B Customer Loyalty. *Journal of Business Research*, 60(1), 21-31.
- Santouridis, I., & Trivellas, P. (2010). Investigating The Impact Of Service Quality And Customer Satisfaction On Customer Loyalty In Mobile Telephony In Greece. *The TQM Journal*, 22(3), 330-343.
- Tjiptono, F. (2016). *Service Marketing*. CV. Andi Offset.
- Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service Quality Delivery Through Web Sites: A Critical Review Of Extant Knowledge. *Journal of the Academy of Marketing Science*, 30(4), 362-375.
<https://doi.org/10.1177/009207002236911>