# The Effect of Website Quality on Customer Loyalty Mediated by Customer Trust and Satisfaction of Marketplace Shopee in Makassar City

Nulthazam Sarah[1]*, Nuraeni Kadir [2], Andi Nur Baumassepe [3]

[1]Student of Master of Management, Faculty of Economics and Business, Hasanuddin University,
adeesarah@gmail.com
[2] Faculty of Economics and Business, Hasanuddin University, nuraenikadir@gmail.com
[3]Faculty of Economics and Business, Hasanuddin University, baumassepe@fe.unhas.ac.id

**Abstract**

*This study aimed to determine and to analyze the influence of website quality on customer loyalty mediated by customer trust and satisfaction, partially affecting Shopee Marketplace Customer Loyalty in Makassar City. This writing used probability sampling technique. The sample was 130 respondents. To apply these objectives, data collection techniques were used through questionnaires, with multiple linear regression analysis with Mediation (Path Analysis), and hypothesis testing. Based on the results of multiple linear regression analysis with Mediation (Path Analysis), it shows that website quality variables affected customer trust, website quality affected customer satisfaction, website quality affected customer loyalty and there was a significant influence between website quality on loyalty mediated by trust and Shopee Marketplace customer satisfaction in Makassar City.*

**Keywords:** *Website Quality; Loyalty; Trust; Customer Satisfaction*

## INTRODUCTION

E-commerce (Electronic Commerce) is a new concept that is described as the process of buying and selling goods or services on the World Wide Web, exchanging products, services and information through information networks. E-commerce was first introduced in 1994 when electronics were first used for promotional and advertising purposes on a web page (Murni, 2020).

The trend of e-commerce users in Indonesia has grown quite large in recent years. The prediction is that growth will continue to occur in the next few years. Statista noted that the number of e-commerce users in Indonesia in 2017 reached 139 million users, then rose 10.8% to 154.1 million users last year. This year, it is projected to reach 168.3 million users and 212.2 million in 2023. The same thing also happens to the level of e-commerce penetration which is always increasing. By 2023 it is projected to reach 75.3% of the total population of the selected market. The e-commerce sector with the highest revenue is in fashion, which in 2023 is projected to reach US$ 11.7 billion (Jayani, 2019).

For some people, online shopping is considered more efficient and effective and can support problems in terms of shopping, but behind the benefits of an online shopping system there is a risk that raises concerns for online shoppers. A very universal risk occurs which is related to security issues, fraud, and dissatisfaction (Fahmi, Prayogi & Jufrizen, 2018).

At first, people were not so sure about doing online transactions because in online transactions, someone completely relied on the confidence in the data that the owner informed on the website and website visitors could not see with the naked eye about the products offered (Andira et al., 2020). Therefore, intense competition is formed for online shops to recognize and fulfill consumer desires to trust and become loyal customers.

This challenge is certainly not an easy thing, like a store that competes to get customers from people who visit. Likewise, online stores will be visited by potential online media users whenever and wherever they are. Online store owners must provide their best service by paying attention to the quality of the website to convince visitors and gain trust (Siagian & Cahyono, 2014).

The quality of the website significantly impacts the success of the marketplace, in order to succeed, the website must provide extensive information and with an easy-to-digest format, well designed navigation, as well as ease in operating it is very important for an effective website (Kusuma, 2020). The quality of the website is also determined by the quality of the content contained on the website from various aspects such as navigation, beauty, functionality and so on, if it is fulfilled then the user of the website will feel interested to use it repeatedly (Putra, 2020). So the better the quality of the website provided, the greater the opportunity to gain the trust and satisfaction of consumers and then achieved customer loyalty.

Trust factor is a key aspect of many aspects that affect the occurrence of buying and selling transactions in online shops. Only customers who have trusts dare to make transactions through the internet media. Without the trust of customers, it is impossible for transactions through internet media to be intertwined (Gustavsson &Johansson 2006). Therefore, there is a need to increase trust in the internet because for consumers, security and privacy issues are seen as obstacles to online shopping (Gustavsson &Johansson 2006). Trust is established when one party is convinced of the actions of the other party. As a result, to believe in a brand or service, customers and users must see quality as positive. Factors that form one's belief in the other are three, namely ability, benevolence, and integrity.

Thus, online trust is a major differentiator that determines the success or failure of companies to implement their business through the Internet (Nurlina, 2017). In addition, customer trust also plays an important role in improving customer satisfaction in online shopping (Giao et al., 2020).

Customer satisfaction is the basic standard of a consumer's personal experience towards fulfilling their needs and expectations. In the context of online shopping, the concept of satisfaction plays an important role as a result of consumer behavior. Thus, customer satisfaction is the result of the consumer experience related to the product or service and also the quality of the website provided. This indicates that customer satisfaction relates to the customer's purchase experience on a particular marketplace website (Giao et al., 2020).

A high level of satisfaction will increase loyalty in the customer. Loyalty is a firm commitment to repurchase a product or service. Customers who are already in the loyal phase

want to be very profitable for the company and become a sustainable investment for the company if it continues to be maintained (Puspitasari, 2013)

There are six indicators that can be used to measure loyalty i.e. :(1) Repurchase. (2) Habit of consuming brands. (3) Great liking for the brand. (4) Provisions on the brand. (5) The belief that a particular brand is the best brand. (6) Brand recommendation to others (Nyonyie et al., 2019).

Customer loyalty is a repurchase made by a customer due to a commitment to a brand or company. Another definition of consumer loyalty is the willingness of consumers to use the company's products in the long term. Consumer loyalty is a consistent repurchase of a brand by consumers (Nyonyie et al., 2019).

With the development of technology in the future, especially in the aspect of online shopping and increasingly selective society in online shopping, the researchers then interested and decided to conduct research by examining the influence of website quality on customer loyalty mediated by the trust and customer satisfaction of shopee marketplace in Makassar city.

## LITERATURE REVIEW

### Website Quality

The quality of the website is a very important factor in online sales and has its own value for customers (Amelia &Budi Lestari, 2017). Webqual is one of the website quality measurement methods developed by Stuart Barnes &Richard Vidgen. Webqual is based on the concept of Quality Function Deployment (QFD) which is a process based on the "voice of customer" in the development and implementation of a product or service. From the QFD concept, Webqual is based on end user perception of a website. This webqual method is a development of Servqual which is widely used previously on the measurement of service quality in general (Nugroho &Sari, 2016).

Webqual or Website Quality also developed, starting in 1998, Webqual started from Webqual 1.0, where Website Quality focused on Information Quality, with 5 dimensions including ease of use, experience, information, communication and integration (Semuel &Battista, 2020). Now Webqual continues to grow until the last one appears is Webqual 4.0 which includes 3 dimensions (Indriyani &Helling, 2018):

1.  Quality of Use
    Includes "website design" and "usability", e.g. web viewing, ease of use, design compatibility between pages and images displayed to users.
2.  Information Quality
    Includes the quality of the website content and relevance to the needs of the user for example, the amount of accuracy, context, format and relevance of the information.
3.  Service Interaction Quality

Quality of interaction services offered by the website to users. This section is divided into "trust" and "empathy". For example, issues about transactions, information security, product delivery, personalization and communication with website owners.

## Customer Trust

In the context of the marketplace, customer trust is defined as the willingness of the customer to put himself at the potential loss experienced in shopping transactions over the internet, based on the expectation that the seller promises a transaction that will satisfy the consumer and is able to send the goods or services that have been promised (Fahmi, Prayogi &Jufrizen, 2018).

In the process of trust formation there are three things that can be built as an evaluation. The three things consist of ability, benevolence, and integrity (Wong, 2017). First, ability refers to website knowledge, skills, and competencies in the field whether performing well or not. For example, as an online buying and selling platform, Tokopedia, Bukalapak, Shopee and so on should be able to provide clear information about the products offered such as product description, size, price, product availability and others to customers. Through that capability, customers can evaluate whether the marketplace is competent or not. This evaluation can then lead customers to trust the marketplace in the future or not. Second, is about kindness. Benevolence expressed compassion for the service regarding customer convenience and benefits that are beyond customer expectations. Such actions may be in the form of providing special prices or providing additional services, which are not requested by the customer. Third, is about integrity. Integrity refers to how marketplaces show certainty, consistency, and reliability (Rafiah, 2019).

## Customer Satisfaction

Customer satisfaction is a good measure of bad products in meeting customer expectations. Satisfaction becomes the hope after the purchase and becomes the basis of fulfillment before achieving customer loyalty (El Fikri et al., 2020).

Here are some indicators of customer satisfaction consisting of (a) Convenience: if a product is easy to use and comfortable then the customer will feel satisfied. (b) Product Quality: if the product purchased by the customer is of excellent quality and in accordance with its expectations. (c) Price: For price sensitive customers will usually feel satisfied if the price offered is cheap, but the price component is not very important for customers who have a low level of sensitivity to the price. Customers will be satisfied if the price offered is in accordance with what they get and expect. (d) Service Quality: satisfactory service is excellent service and in accordance with customer expectations. (e) Emotional Factor: Customers will feel proud to use products from a particular brand (Asmarasari et al., 2020).

## Customer Loyalty

Customer loyalty is a customer who not only repurchases goods and services, but also has a commitment and a positive attitude towards service companies, for example by recommending others to buy (Dewa &Setyohadi, 2017).

There are six indicators that can be used to measure consumer loyalty, namely: 1) Repurchase, 2) Habits of consuming the brand, 3) Always liking the brand, 4) Keep choosing the brand, 5) Be sure that the brand is the best, 6) Recommend the brand to others (Nyonyie et al., 2019).

**Conceptual Model**

In this study there are various variables that will be studied as follows: (1) Free variables are the quality of the website; (2) Mediation variables are customer trust and customer satisfaction; (3) The bound variable is customer loyalty.
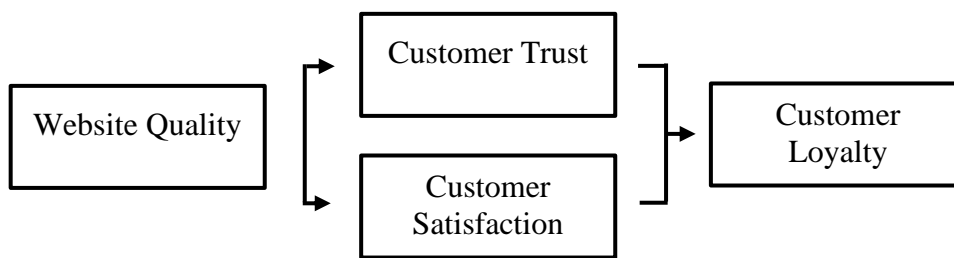


**Figure 1**: The Conceptual Model

Hypothesis 1: The quality of the website has a positive and significant effect on the consumer trust of Shopee marketplace in Makassar city.

Hypothesis 2: The quality of the website has a positive and significant effect on the satisfaction of shopee marketplace customers in Makassar city.

Hypothesis 3: The quality of the website has a positive and significant effect on the loyalty of Shopee marketplace customers in the city of Makassar.

Hypothesis 4: The quality of the website has a positive and significant effect on customer loyalty mediated the trust and satisfaction of shopee marketplace customers in the city of Makassar.

**RESEARCH METHOD**

**Location and Research Design**

This research was conducted in Makassar City, South Sulawesi. This type of research is the quantitative descriptive. The time neeed in this research was from January to March 2021.

**Population and Samples**

The population of this study was the people of Makassar who have shopped online through shopee marketplace. The total population was 5,748, the data was from January to March 2021. Meanwhile, sample selection used probability sampling technique which was sampling that provided equal opportunities for each element (member) of the population to be selected as a sample member. Because the object to be studied or the data source was very

wide, then used cluster sampling technique with the criteria of the people of Makassar city who have done online transactions through Shopee marketplace at least twice and the people of Makassar city with productive age who become Shopee marketplace customers. So the number of samples obtained in this study was 130 samples.

**Data Collection Method**

Primary data collection techniques using questionnaires to the shopee marketplace website users in Makassar city who were willing to be respondents and fill out questionnaires. The definition of questionnaire according to Sugiyono (2015) is a data collection technique that is done by giving a set of questions or written statements to respondents to be answered.

While secondary data collection techniques can be obtained from literature studies, the form of data collection in this study were using data scale literature, books, journals, and other scientific publications.

**Data Analysis Method**

The data analysis technique used in this research was descriptive quantitative. namely explaining the effect of website quality on customer loyalty mediated by customer trust and satisfaction of marketplace shopee in Makassar city. This research uses:

1. Validity Test

Validity test is a measure that indicates the validity level of a measuring instrument. Validity is used to determine the feasibility of items in a list of questions in defining a variable. Validity tests are performed by comparing the calculated r value (correlated item - total correlations) with the table's r value. If the calculated r value > table r and a positive value at a significant 5% then the data can be classified to be valid. Otherwise, if r is calculated as smaller than r table then the data is invalid (Soraya, 2019).

2. Reliability Test

Reliability test is an index that shows the extent to which the gauge can be trusted. The reliability test of the instrument can be seen from the magnitude of the cronbach alpha value on each variable. Cronbach alpha (α) is used to test the consistency of respondents in responding to all items (Soraya, 2019). The instrument for measuring each variable is classified to be reliable if it has a Cronbach alpha greater than 0.60. Inconsistencies occur when there is a difference in the respondent's perception or lack of understanding of the respondent in answering each question (Soraya, 2019).

3. Classic Assumption Test

The Classic Assumption Test is performed prior to regression testing. In the classic assumption test, there are several tests that must be done, namely Normality Test, Multicolerity Test, Heteroskedastisity Test.

The normality test in this study used the Kolmogorov-Smirnov Test. On the basis of decision making if the signification value of the normality test is greater than 5% then it indicates that the data is normal.

The multicocolerity test aims to test whether the regression model found any correlation between free variables. The Detection of the multicolerity can be done by looking at the variance inflating factor (VIF) value of the regression result, if the VIF > 10 then there are high symptoms of multicolerity, but if the VIF < 10 then there are no symptoms of multicolerity.

The heteroskedastisity test aims to test whether in the regression model variance occurs from residual one observation to another (Soraya, 2019). In this study using heteroskedasity test with glejser test on the basis of decision making on heteroskedastisity test in a regression model is if its significance is greater than 5% or 0.05.

4. Multiple Regression Analysis with Mediation (Path Analysis)

The analysis tool in this study used multiple regression analysis with mediation variables, where the researcher's free variables are website quality (X) against customer loyalty bound variables (Y), through customer trust mediation variables (Z1) and customer satisfaction (Z2). According to Soraya (2019) Multiple regression analysis with mediation is an analysis used to find out how much influence a free variable has on one bound variable there are 2 steps in building mediation using causal step method namely:

1. Website quality variables affect customer trust and customer satisfaction, can be used as follows:
   $$Z_1 = a + bX + e \qquad dan \qquad Z_2 = a + bX + e$$
2. Website quality variables affect customer loyalty through customer trust and customer satisfaction the equation is as follows:
   $$Y = a + b_1X + b_2Z_1 + b_3Z_2 + e$$
   Information:
   Y = Customer Loyalty
   a = Constant
   b = Regression Coefficient
   X = Website Quality
   Z1 = Customer Trust
   Z2 = Customer Satisfaction
   e = Standard Error

5. Hypothesis Testing: T-Test and Sobel Test

In determining the effect and the level of significance used $\alpha = 0.05$ or 5% can be tested using the T-test through the SPSS program.

Sobel test is used to determine customer trust as an influential mediation variable between independent variable (website quality) and dependent variable (customer loyalty) or to test the significance of indirect influence of mediation variable (a) and direct influence of

mediation variable on dependent variable to (ab) with standard error which will generate t statistic value.

## EMPIRICAL RESULTS

### Data Validation and Reliability

Validity testing was carried out with the help of a computer using the SPSS for Windows Version 24.0 program. In this study validity testing was only conducted on 130 respondents. Decision making is based on the corrected item-total correlation > of 0.176, for df = 130–2 = 128; □ = 0.05 then the item / question is valid and vice versa.

**Table-1**: Website Quality Variable Questionnaire Validity Test (X)

| Item | Corrected Item Value Total Correlation / rcount | Sig. | rtable | Criteria |
|---|---|---|---|---|
| 1 | 0,417 | 0,000 | 0,176 | Valid |
| 2 | 0,792 | 0,000 | 0,176 | Valid |
| 3 | 0,883 | 0,000 | 0,176 | Valid |
| 4 | 0,789 | 0,000 | 0,176 | Valid |
| 5 | 0,582 | 0,000 | 0,176 | Valid |
| 6 | 0,501 | 0,000 | 0,176 | Valid |

Source: Primary Data Processed, 2021

**Table-2**: Trust Variable Questionnaire Validity Test (Z1)

| Item | Corrected Item Value Total Correlation / rcount | Sig. | rtable | Criteria |
|---|---|---|---|---|
| 1 | 0,440 | 0,000 | 0,176 | Valid |
| 2 | 0,561 | 0,000 | 0,176 | Valid |
| 3 | 0,585 | 0,000 | 0,176 | Valid |
| 4 | 0,655 | 0,000 | 0,176 | Valid |
| 5 | 0,536 | 0,000 | 0,176 | Valid |
| 6 | 0,450 | 0,000 | 0,176 | Valid |
| 7 | 0,349 | 0,000 | 0,176 | Valid |
| 8 | 0,499 | 0,000 | 0,176 | Valid |
| 9 | 0,340 | 0,000 | 0,176 | Valid |
| 10 | 0,319 | 0,000 | 0,176 | Valid |

Source: Primary Data Processed, 2021

**Table-3:** Satisfaction Variable Questionnaire Validity Test (Z2)

| Item | Corrected Item Value Total Correlation / rcount | Sig. | rtable | Criteria |
|---|---|---|---|---|
| 1 | 0,440 | 0,000 | 0,176 | Valid |
| 2 | 0,561 | 0,000 | 0,176 | Valid |
| 3 | 0,585 | 0,000 | 0,176 | Valid |

| | | | | |
|---|---|---|---|---|
| 4 | 0,655 | 0,000 | 0,176 | Valid |
| 5 | 0,536 | 0,000 | 0,176 | Valid |
| 6 | 0,450 | 0,000 | 0,176 | Valid |
| 7 | 0,349 | 0,000 | 0,176 | Valid |
| 8 | 0,499 | 0,000 | 0,176 | Valid |
| 9 | 0,340 | 0,000 | 0,176 | Valid |
| 10 | 0,319 | 0,000 | 0,176 | Valid |

Source: Primary Data Processed, 2021

**Table-4**: Customer Loyalty Variable Questionnaire Validity Test (Y)

| Item | Corrected Item Value Total Correlation / rcount | Sig. | rtable | Criteria |
|---|---|---|---|---|
| 1 | 0,625 | 0,000 | 0,176 | Valid |
| 2 | 0,619 | 0,000 | 0,176 | Valid |
| 3 | 0,589 | 0,000 | 0,176 | Valid |
| 4 | 0,638 | 0,000 | 0,176 | Valid |
| 5 | 0,554 | 0,000 | 0,176 | Valid |
| 6 | 0,553 | 0,000 | 0,176 | Valid |

Source: Primary Data Processed, 2021

Reliability tests are performed on question items that are declared valid. A variable is declared to be reliable or reliable if the answer to the question is always consistent. The value "Alpha Cronbach" is greater than 0.176, which means all four variables are declared reliable or eligible.

**Table-5:** Reliability Test

| No | Variable | ralpha | rtable | Criteria |
|---|---|---|---|---|
| 1 | Website Quality | 0,703 | 0,176 | Reliable |
| 2 | Trust | 0,444 | 0,176 | Reliable |
| 3 | Satisfaction | 0,504 | 0,176 | Reliable |
| 4 | Loyalty | 0,615 | 0,176 | Reliable |

Source: Primary Data Processed, 2021

**Classic Assumption Test**

**Table-6:** Normality Test Result Data

| | | Quality | Loyalty | Trust | Satisfaction |
|---|---|---|---|---|---|
| N | | 130 | 130 | 130 | 130 |
| Normal Parameters[a] | Mean | 27.33 | 27.23 | 26.32 | 44.82 |
| | Std. Deviation | 2.307 | 2.201 | 2.320 | 2.882 |
| Most Extreme Differences | Absolute | .237 | .175 | .227 | .122 |
| | Positive | .172 | .104 | .154 | .073 |
| | Negative | -.237 | -.175 | -.227 | -.122 |
| Kolmogorov-Smirnov Z | | 2.704 | 1.996 | 2.584 | 1.390 |

| Asymp. Sig. (2-tailed) | .707 | .801 | .631 | .442 |
|---|---|---|---|---|

Source: Primary Data Processed, 2021

Based on the table which is a summary of the results of the test normality of data of each research variable, can be described:

a) Based on the normality test that has been conducted, the result in the normality of the data from the variable Quality Website statistics obtained the value Kolmogorov – Smirnov Z test = 2704 with a probability rate of = 0.707 and greater than the value of α 0.05. Thus quality variable data was normally distributed.

b) Based on the normality test that has been conducted, the result in the normality of the data from the variable Loyalty statistics obtained the value Kolmogorov – Smirnov Z test = 1996 with a probability rate of = 0.801 and greater than the value of α 0.05. Thus loyalty variable data was normally distributed.

c) Based on the normality test that has been conducted, the result in the normality of the data from the variable Trust statistics obtained the value Kolmogorov – Smirnov Z test = 2584 with a probability level = 0.631 and greater than the value of α 0.05. Thus trust variable data was normally distributed.

d) Based on the normality test that has been conducted, the result in the normality of the data from the variable Statistical satisfaction obtained the value kolmogorov – Smirnov Z test = 1390 with a probability rate = 0.442 and greater than the value of α 0.05. Thus the Satisfaction variable data was normally distributed.

**Table-7**: Multicolinearity Test Result Data

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | | Tolerance | VIF |
| 1 | (Constant) | .504 | 1.642 | | .307 | .759 | | |
| | Web Quality | -.243 | .097 | -.255 | -2.517 | .013 | .202 | 4.945 |
| | Trust | -.406 | .094 | -.428 | -4.344 | .000 | .213 | 4.698 |
| | Satisfaction | .983 | .102 | 1.287 | 9.607 | .000 | .115 | 8.677 |

Source: Primary Data Processed, 2021

Based on multicolinearity test results, on variable Quality (X1) known tolerance value 0.202 > 0.10 and VIF Value 4,945 < 10,000 and in variable Trust (Z1) known tolerance value 0.213 > 0.10 and VIF Value 4,698 < 10,000 and on the variable Satisfaction (Z2) known tolerance value 0.115 > 0.10 and VIF Value 8.677 < 10.000. So the conclusion is it did not occur multicolinearity and where a good regression model is if there is no intercorrelation.

**Table-8**: Heterokedastisity Test Result Data

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |

| 1 | (Constant) | 1.999 | .923 | | 2.167 | .032 |
|---|---|---|---|---|---|---|
| | Web Quality | .152 | .054 | .528 | 2.802 | .646 |
| | Trust | -.201 | .057 | -.873 | -3.501 | .401 |
| | Satisfaction | .143 | .053 | .500 | 2.726 | .707 |

Source : Primary Data Processed, 2021

Based on the results of heterokedastisitas test, known Sig value. Quality Variable (X) is $0.646 > 0.05$ and The Satisfaction variable value (Z1) is $0.401 > 0.05$ and the Variable Trust value (Z2) is $0.707 > 0.05$. Then it can be concluded that there was no heterokedastisitas.

**Path Analysis**

**Table-9**: Model 1 Multiple Linear Regression Test Result Data

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | ig. |
| 1 | (Constant) | 27.447 | 2.029 | | 13.527 | 000 |
| | X | 1727.522 | .074 | -.044 | -.522 | 000 |

a. Dependent Variable: Trust ( $Z_1$)

Source : Primary Data Processed, 2021

Based on the above output known significance value for the effect of website quality variable (X) on trust variable (Z1) is $0.000 < 0.05$. This means there is an effect between the qualities of the website to trust.

| | | Unstandardized Coefficients | | Standardized Coefficients | | |
|---|---|---|---|---|---|---|
| Model | | B | Std. Error | Beta | t | Sig. |
| 1 | (Constant) | 1.653 | 1.989 | | .831 | .407 |
| | Web Quality (X) | 1020.390 | .048 | .665 | 11.899 | .000 |
| | Trust ($Z_1$) | 1.677 | .055 | .392 | 7.003 | .000 |

a. Dependent Variable: Loyalty (Y)

Source: Primary Data Processed, 2021

Based on the output above known significance value for the influence of website quality variable (X) and Loyalty variable (Y) is $0.000 < 0.05$. Which means there is an influence between the quality of the website to loyalty.

From the results of the regression obtained, it can be made path analysis as follows
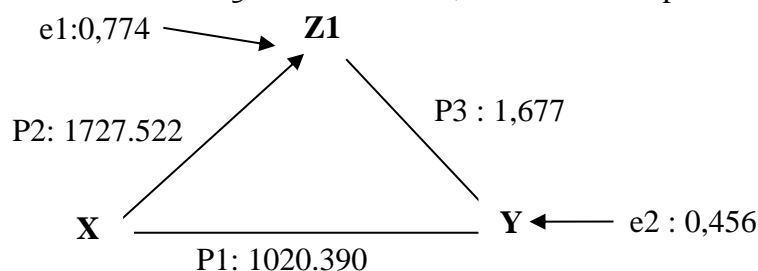
The results of the analysis showed that the Website Quality variable (X) can affect the Loyalty variable (Y) and can also affect indirectly through the Trust variable (Z1) as intervening with the following explanation:

1. The amount of direct influence is: 1020,390
2. The amount of indirect influence is: L2 x D3 : (1727.522x1.677) = 2897.547
3. Total Effect of Website Quality Variable (X) on Loyalty Variable (Y): 1020.390 + 2896.547 = 3916.9937

**Table-10**: Model 2 Linear Regression Test Result Data

| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 22.793 | 1.853 | | 12.302 | .000 |
| | X | 1727.528 | 97.197 | .713 | 11.943 | .000 |

a. Dependent Variable: Satisfaction (Z2)

Source: Primary Data Processed, 2021

Based on the above output known significance value for the influence of website quality variable (X) and Satisfaction variable (Z2) is 0.000 < 0.05. This means there is an influence between the quality of the website and satisfaction.

| Model | | Unstandardized Coefficients | | Standardized Coefficients | T | Sig. |
|---|---|---|---|---|---|---|
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | -1.150 | 1.538 | | -.748 | .000 |
| | X | 1030.380 | .055 | .094 | 1.449 | .000 |
| | Z2 | 1.584 | .049 | .777 | 11.973 | .000 |

a. Dependent Variable: Loyalty (Y)

Source : Primary Data Processed, 2021

From the results of the regression obtained, it can be made path analysis as follows
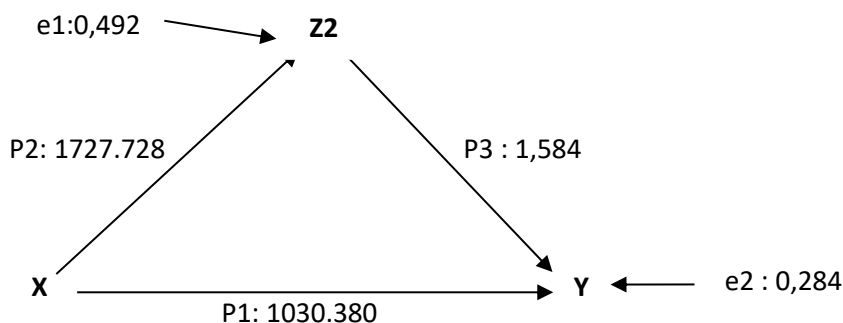


The results of the analysis showed that the Website Quality variable (X) can affect the Loyalty variable (Y) and can also have an indirect effect through the Satisfaction variable (Z2) as intervening with the following explanation:
1. The amount of direct influence is: 1030,380
2. The amount of indirect influence is: L2 x D3 : (1727.527x1.584) = 2736.404

3. Total Effect of Website Quality Variable (X) on Loyalty Variable (Y) : 1030.380 + 2736.404 = 3766.784

**Hypothesis Test**

1. The Effect of Website Quality Variables (X) on Customer Loyalty is mediated by Trust (Z1).

$$Sp2p3 = \sqrt{(p3\^2)\, Sp2\^2 + p2\^2\, Sp3\^2 + Sp2\^2\, Sp3\^2}$$

$P = Jalur$

$Sp = Std\ Error$

$$Sp2p3 : \sqrt{(1,677)^2(0,74)^2 + (1727.22)^2\,(0,055)^2 + (0,074)^2(0,055)^2}$$

$$= 902,446$$

Based on the calculation above, then the t count as follows:

$$t\ count : \frac{P2P3}{Sp2P3}$$

$$t\ count : \frac{2897.547}{902.446} = 32,107$$

t table: 1,96 (Significance 0,05)

Based on the t count above, it can be concluded that t count > t table then it can be concluded that the mediation coefficient of 2897.547 is significant, meaning that the trust variable (Z1) there is mediation.

2. The Effect of Website Quality Variable (X) on Customer Loyalty is mediated by Satisfaction (Z2).

$$Sp2p3 = \sqrt{(p3\^2)\, Sp2\^2 + p2\^2\, Sp3\^2 + Sp2\^2\, Sp3\^2}$$

$P = Pathway$

$Sp = Std\ Error$

$$Sp2p3 : \sqrt{(1,584)^2(97,197)^2 + (1727.28)^2\,(0,055)^2 + (97,197)^2(0,055)^2}$$
$$= 105.507$$

Based on the calculation above, then the t count as follows:

$$t\ count : \frac{P2P3}{Sp2P3}$$

$$t\ count : \frac{2896.547}{105.507} = 25,935$$

t table : 1,96 (Significance 0,05)

Based on the t count above, it can be concluded that t count > t table then it can be concluded that the mediation coefficient of 2736,404 is significant, meaning that the satisfaction variable (Z2) there is mediation

## The Results of Research Hypothesis

Based on the research results, the hypothesis can be described as follows:

**Table-6:** Hypothesis Results

| | Hypothesis | Conclusion |
|---|---|---|
| $H_1$ | The quality of the website has a positive and significant effect on the consumer trust of shopee marketplace in makassar city. | Hypothesis accepted |
| $H_2$ | The quality of the website has a positive and significant effect on the customer satisfaction of shopee marketplace in Makassar city. | Hypothesis accepted |
| $H_3$ | The quality of the website has a positive and significant effect on the loyalty of shopee marketplace customers in the city of Makassar. | Hypothesis accepted |
| $H_4$ | The quality of the website has a positive and significant effect on customer loyalty mediated the trust and satisfaction of shopee marketplace customers in the city of Makassar. | Hypothesis accepted |

Source: Primary Data Processed, 2021

## DISCUSSION

### 1) The Effect of Website Quality on Shopee Marketplace Consumer Confidence in Makassar City

Based on the output of multiple linear regression test model 1 known significance value for the effect of website quality variable (X) on trust variable (Z1) is $0.000 < 0.05$. This means there is an effect between the qualities of the website to trust. Thus, it can be concluded that the quality of the website has a positive and significant effect on the consumer trust of shopee marketplace in Makassar city.

The results of this study were in line with research conducted by Siagian &Cahyono (2014) and Fahmi, Prayogi &Jufrizen (2018) where the results show that respondents' assessment of the quality of the website will lead to higher consumer trust

### 2) Effect of Website Quality on Shopee Marketplace Customer Satisfaction in Makassar City

Based on the output of multiple linear regression test model 2 known significance value for the influence of website quality variable (X) on satisfaction variable (Z2) is $0.000 < 0.05$. This means there is an influence between website quality variables and satisfaction variables. Thus, it can be concluded that the quality of the website has a positive and significant effect on the satisfaction of shopee marketplace consumers in the city of Makassar.

The results of this study were in line with research conducted by Kusuma (2020) and Puspitasari (2013) where the results show that the quality of the website is able to provide satisfaction to customers by being able to create a satisfying shopping experience and maximum service.

### 3) The Effect of Website Quality on Shopee Marketplace Customer Loyalty in Makassar City

Based on multiple linear regression outputs, known significance value for the effect of website quality variables (X) on loyalty variables (Y) is $0.000 < 0.05$. This means there is an effect between the quality of the website and loyalty. Thus, it can be concluded that the quality of the website has a positive and significant effect on the loyalty of Shopee marketplace customers in the city of Makassar.

The results of this study are in line with the research conducted by Fahmi, Prayogi &Jufrizen (2018); Kusuma (2020); and Puspitasari (2013) where the results show that if the convenience of customers in accessing the website can be continuously improved then it will increase customer loyalty.

### 4) The Effect of Website Quality on Customer Loyalty Mediated Shopee Marketplace Trust and Customer Satisfaction in Makassar city

The results of the analysis have shown that website quality variables (X) can affect loyalty variables (Y) and can also have an indirect effect through trust variables (Z1) and satisfaction (Z2) as intervening, in addition, based on the t count above, it can be concluded that t count > t table then it can be concluded that the mediation coefficients 2897,547 and 2736,404 are significant, meaning that the variables of trust (Z1) and satisfaction (Z2) there are mediation. From these results, it can be concluded that there is an effect on the quality of the website on customer loyalty mediated by the trust and customer satisfaction of shopee marketplace in Makassar city.

The results of this study are in line with research conducted by Fahmi, Prayogi & Jufrizen (2018) and Siagian &Cahyono (2014) (2013) where the results showed that the role of customer trust significantly mediates the influence of website quality on customer loyalty. And the results of this study are also in line with research conducted by Kusuma (2020) and Puspitasari (2013) where the results showed that customer satisfaction proved to be an intervening variable in the quality relationship of customer loyalty websites.

### CONCLUSION

1. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of the website to the trust of Shopee Marketplace customers in Makassar city, it is evidenced by the significance value of $0.000 < 0.05$.
2. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of the website and the satisfaction of Shopee Marketplace customers in Makassar city. this is evidenced by the significance value of $0.000 < 0.05$.
3. Based on the results of the data analysis test that has been conducted, it is concluded that there is a significant influence between the qualities of the website to the loyalty of Shopee Marketplace customers in Makassar city. This is evidenced by the significance of $0.000 < 0.05$.

4. Based on the results of data analysis tests that have been conducted, it is concluded that there is a significant influence between the quality of > the website to loyalty mediated by the trust and customer satisfaction of Shopee Marketplace in Makassar city.

# REFERENCE

Al Fian, J., & Yuniati, T. (2016). *Pengaruh kepuasan dan kepercayaan pelanggan terhadap loyalitas pelanggan Auto 2000 Sungkono Surabaya*. Jurnal Ilmu dan Riset Manajemen (JIRM), 5(6).

Alyda, N. (2019). *Pengaruh Kepercayaan, Kepuasan Dan Website Customization Terhadap Loyalitas Pelanggan Secara Online (Studi pada Pengguna E-commerce Lazada di Purworejo)*. Universitas Muhammadiyah Purworejo.

Amelia, M., & Budi Lestari, R. (2017). *Analisis Pengaruh Harga, Kualitas Web Dan Pengalaman Berbelanja Terhadap Kepuasan Pelanggan Di Situs Bukalapak.Com (Studi Kasus pada Mahasiswa di STIE dan STMIK Multi Data Palembang)*. STIE Multi Data Palembang.

Andira, F. D., Komariah, K., & Norisanti, N. (2020). *Analisis Web Service Quality Dan Kepercayaan Konsumen Terhadap Kepuasan Konsumen Pada Pengguna Shopee (Survei Pada Pengguna Online Shop Kawaidollshop Di Sukabumi)*. Syntax Idea, *2*(7), 216-224.

Aryatiningrum, S. W., & Insyirah, A. I. (2020). *Pengaruh Price Discount terhadap Loyalitas Konsumen pada Pengguna Online Marketplace*. Jurnal Ilmu Manajemen, 8(3), 946-953.

Asmarasari, D. T., Muftian, R. D., Diyanto, T., & Dewobroto, W. S. (2020). *Pengaruh Digital Loyalty Program Terhadap Kepuasan Dan Loyalitas Pelanggan Studi Kasus Tokopedia*. Jurnal Pemasaran Kompetitif, *4*(1), 13.

Barnes, J. G. 2003. *Secret of Customer Relationship Management (Rahasia Manajemen Hubungan Pelanggan)*. Yogyakarta: Andi

Budi, L. A. S. (2016). *TA: Analisis Pengaruh Kualitas Website Terhadap Kepuasan Pengguna Berdasarkan Metode Webqual 4.0 pada SMAN 2 Kota Mojokerto*. Bachelor dissertation, Institut Bisnis dan Informatika Stikom Surabaya.

Choiri, E. O. (2019). *Sejarah Singkat Internet Dan Perkembanganya Sampai Saat Ini*. Diakses pada 2 Januari 2021, dari https://qwords.com/blog/sejarah-singkat-internet/.

Dewa, B. P., & Setyohadi, B. (2017). *Analisis Dampak Faktor Customer Relationship Management dalam Melihat Tingkat Kepuasan Dan Loyalitas Pada Pelanggan Marketplace Di Indonesia*. Telematika: Jurnal Informatika dan Teknologi Informasi, 14(1), 33-38.

El Fikri, M., Ahmad, R., & Harahap, R. (2020). *Strategi Mengembangkan Kepuasan Pelanggan Online Shop Dalam Meningkatkan Penjualan (Studi Kasus Sabun Pyari)*. JUMANT, 12(1), 87-105.

Fahmi, M., Prayogi, M. A., & Jufrizen, J. (2018). *Peran kepercayaan pelanggan dalam memediasi pengaruh kualitas website terhadap loyalitas pelanggan online shop*. Jurnal Riset Sains Manajemen, 2(3), 121-130.

Faizal, H., & Nurjanah, S. (2019). *Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Pelanggan Dengan Kepercayaan Pelanggan Dan Kepuasan Pelanggan Sebagai Variabel Antara*. Jurnal Riset Manajemen dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 4(2), 307-316.

Giao, H., Vuong, B., & Quan, T. (2020). *The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam*. Uncertain Supply Chain Management, 8(2), 351-370.

*Griffin*, J. (*2005*). *Customer Loyalty*: *Menumbuhkan & Mempertahankan Kesetiaan Pelanggan*. Jakarta: Erlangga.

Gustavsson, M., & Johansson, A. M. (2006). Consumer Trust in E-commerce. Bachelor dissertation, Kristianstad University.

Harun, H. (2006). *Analisis Faktor-Faktor Yang Mempengaruhi Kepuasan Pelanggan Untuk Meningkatkan Loyalitas Pelanggan Produk Telkom Flexi.(Studi Kasus PT. Telekomunikasi Indonesia Kota Semarang)*. Magister dissertation, Program Pascasarjana Universitas Diponegoro.

Hendrawan, D., Rachma, N., & Asiyah, S. (2020). *Pengaruh Kualitas Website, Kepercayaan dan Harga Terhadap Kepuasan Pada Konsumen Tokopedia (Studi Kasus Mahasiswa FEB Unisma)*. Jurnal Ilmiah Riset Manajemen, 9(05).

Indriyani, F., & Helling, L. S. (2018). *Analisis Pengaruh Kualitas Website, Kepercayaan, Promosi dan Harga Terhadap kepuasan Pelanggan Tokopedia*. Jurnal Riset Manajemen Sekolah Tinggi Ilmu Ekonomi Widya Wiwaha Program Magister Manajemen, 5(1), 56-68.

Irawan D., & Japarianto E. (2013). "*Analisa Pengaruh Kualitas Produk Terhadap Loyalitas Melalui Kepuasan Sebagai Variabel Intervening Pada Pelanggan Restoran Por Kee Surabaya*." Jurnal Manajemen Pemasaran, 1(2), 1-8.

Jayani, D. H. (2019). *Tren Pengguna E-Commerce Terus Tumbuh*. Diakses pada 27 Januari 2021, dari https://databoks.katadata.co.id/datapublish/2019/10/10/tren-pengguna-e-commerce-2017-2023.

Kusuma, B. A. (2020). *Pengaruh Kualitas Website Terhadap Loyalitas Pelanggan yang Dimediasi oleh Kepuasan Konsumen (Studi pada Toko Daring Shopee)*. Bachelor dissertation, Universitas Muhammadiyah Surakarta.

Megaswara, A., Hurriyati, R., & Dirgantari, P. D. (2020). *Pengaruh E-Logistics terhadap Kepuasan Pelanggan Marketplace Lazada*. JRB-Jurnal Riset Bisnis, 3(2), 106-111.

Murni, C. H. (2020). *Pengaruh Kepuasan, Kepercayaan, dan Kemudahan Penggunaan Terhadap Loyalitas Pelanggan Pada Online Shop di Shopee*. Bachelor dissertation, IAIN Ponorogo.

Noyita, E. (2019). *Mengukur Peningkatan Kualitas Layanan Dan Kepercayaan Pelanggan Terhadap Kepuasan Pelanggan Dengan Metode Sem Analisis (Studi Pada Kampoeng Spa Batam)*. Khazanah Ilmu Berazam, 2(1 Maret), 62-70.

Nugroho, A. K., & Sari, P. K. (2016). *Analisis Pengaruh Kualitas Website Tokopedia Terhadap Kepuasan Pengguna Menggunakan Metode Webqual 4. 0 The Effect Analysis Of Tokopedia Website Quality Towards User Satisfaction Using Webqual 4. 0 Method*. e-Proceeding of Management, 3(3), 2930-2937.

Nurlina. 2017. *Pengaruh E-Service Quality, Dan Kepercayaan Online Terhadap Minat Pembelian Toko Online Di Tokopedia*. Jurnal Lentera Bisnis 6(2).

Nyonyie, R. A., Kalangi, J. A., & Tamengkel, L. F. (2019). *Pengaruh Kualitas Produk Terhadap Loyalitas Pelanggan Kosmetik Wardah di Transmart Bahu Manado*. Jurnal Administrasi Bisnis (JAB), 9(3), 18-24.

Puspitasari, A. N. (2013). *Pengaruh Kualitas Website Terhadap Nilai Yang Dipersepsikan, Kepuasan Dan Loyalitas Pelanggan Pada Online Shop Studi Pada Pelanggan Toko Sepatu Wanita Www.iwearup.com*. Jurnal Administrasi Bisnis, 5(2).

Putra, N. H. (2020, March). *The Effect of Service Quality, Website Quality, Price, and Brand Image on Consumer Satisfaction Impact on Consumer Loyalty in OLX Online Stores*. In 4th Padang International Conference on Education, Economics, Business and Accounting (PICEEBA-2 2019) (pp. 774-781). Atlantis Press.

Putri, K. I. N. S., & Nurcaya, I. N. (2013). *Pengaruh Dimensi Kualitas Pelayanan Jasa Terhadap Kepuasan Pelanggan D&I Skin Centre Denpasar*. Bachelor dissertation, Udayana University.

Rachmawati, I. K., Handoko, Y., Nuryanti, F., Hidayatullah, M. W. S., Malang, S. A., & Malang, D. F. U. (2019, September). *Pengaruh Kemudahan, Kepercayaan Pelanggan Dan Kualitas Informasi Terhadap Keputusan Pembelian Online*. In Seminar Nasional Sistem Informasi (Vol. 2019, p. 19).

Rafiah, K. K. (2019). *Analisis Pengaruh Kepuasan Pelanggan Dan Kepercayaan Pelanggan Terhadap Loyalitas Pelanggan Dalam Berbelanja Melalui E-Commerce Di Indonesia*. Al Tijarah, 5(1), 46-56.

Sayuti, M. (2020). *5 Kelebihan Berbelanja Online*. Diakses pada 2 Januari 2021, dari (https://www.suara.com/yoursay/2020/05/11/155957/5-kelebihan-berbelanja-online).

Selviana, S., & Setyowati, R. B. (2019). *Pengaruh sikap belanja online terhadap trust melalui mediator kepuasan pelanggan*. IKRA-ITH HUMANIORA: Jurnal Sosial dan Humaniora, 3(2), 58-64.

Semuel, H., & Battista, G. (2020). *Pengaruh Website Quality (Webqual) Terhadap Purchase Intention Dan Etrust Sebagai Mediasi Pada Legendabatik.com*. Jurnal Strategi Pemasaran, 7(1), 12.

Siagian, H., & Cahyono, E. (2014). *Analisis Website Quality, Trust Dan Loyalty Pelanggan Online Shop*. Jurnal Manajemen Pemasaran, 8(2), 55-61.

Soraya, R. A. (2019). *Pengaruh Kualitas Website Terhadap Loyalitas Pelanggan Dimediasi Oleh Kepercayaan Pelanggan (Studi Pada Marketplace Zalora)*. Bachelor dissertation, University of Muhammadiyah Malang.

Sugiyono, M. P. P. (2015). *Penelitian Kuantitatif, Kualitatif dan R&D*. Bandung: Alfabeta.

Tjiptono, F. (2008). *Strategi Pemasaran*, Edisi 3. Jakarta: Andi.

Wong, D. (2017). *Pengaruh Ability, Benevolence Dan Integrity Terhadap Trust, Serta Implikasinya Terhadap Partisipasi Pelanggan E-Commerce: Studi Kasus Pada Pelanggan E-Commerce Di UBM*. Jurnal Riset Manajemen Dan Bisnis (JRMB) Fakultas Ekonomi UNIAT, 2(2), 155-168.