

**THE ROLE OF CUSTOMER SATISFACTION IN MEDIATING THE INFLUENCE OF E-SERVICE
QUALITY ON CUSTOMER LOYALTY
(Study of Maxim Service Users in Denpasar City)**

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Abstract

Customer loyalty is the tendency of customers to repurchase products or services. Several factors that can grow customer loyalty are customer satisfaction and e-service quality. The aim of this research is to explain the role of customer satisfaction in mediating the influence of e-service quality on customer loyalty among Maxim service users. This research was conducted in Denpasar City, the number of samples in this study was 110 respondents using the purposive sampling method. Data collection was carried out by distributing questionnaires via Google Form. The data analysis techniques used are path analysis, Sobel test and VAF test. Based on the results of this research analysis, it shows that e-service quality has a positive and significant effect on customer loyalty, e-service quality has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on customer loyalty, customer satisfaction positively and significantly mediates the effect of e-service quality towards customer loyalty. Based on these results, the management of Denpasar City online transportation services is expected to pay attention to customer loyalty by considering e-service quality and customer satisfaction.

Keywords: Customer Satisfaction, E-Service Quality, Customer Loyalty

INTRODUCTION

The internet as a cutting-edge developing information technology, now its use has penetrated all sectors of life and cannot be separated from the lifestyle of today's society (Pratiwi and Ekawati, 2020). The increasingly advanced development of internet media has brought changes in various aspects, starting from the economic, education and health sectors. One of the service sectors that is currently developing and much needed at the moment is the online transportation services sector. Maxim is a transportation application that must be accessed using electronic media to make it easier for users to purchase both transportation products and services. Maxim offers many types of services such as transportation in the form of four-wheeled vehicles (Maxim Car and Taxi), two-wheeled vehicles (Maxim Bike), food and product purchasing services (Maxim Food & Goods), goods delivery (Maxim Delivery), Cargo, and cleaning services. home, and massage and laundry services (Maxim Life).

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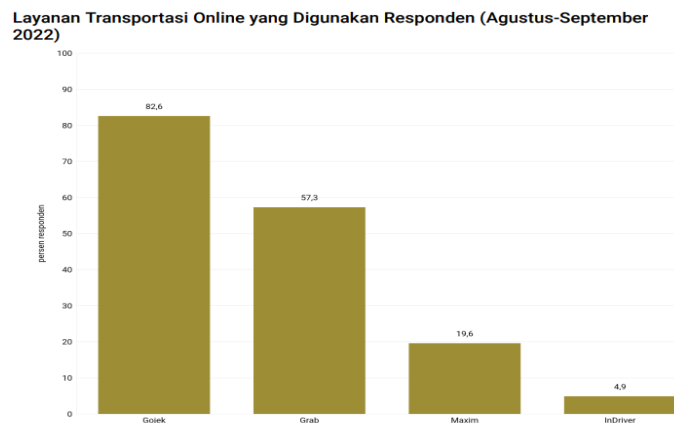


Figure 1. Survey Results of the Most Frequently Used Online Transportation Services

Source: Institute for Development of Economics and Finance, 2022

According to a survey conducted by INDEF, Maxim was in third place, namely only 19.6% of respondents stated that they used transportation services from Maxim. This survey shows that Maxim users are still below other competitors such as Gojek and Grab. With the existing competition, Maxim must increase customer loyalty so that they do not switch to other competitors. There are still many users who are dissatisfied with the services provided by Maxim as found in Table 1.1. In this table, it was found that users were disappointed with the quality of service when using Maxim's services. Starting from drivers who are often late, incompatibility between the application and reality, and application errors.

Table 1. Complaints from Maxim Service Users

No	Name	Complaint	Date
1.	Diki Prastiyo Reservoir	Drivers are often late, never get change, don't match the time specified in the description	05/15/2024
2.	Supri Yanto	I've been a maxim user for a long time... I want to order foods&goods but I can't, please fix it so I can order food&goods again	05/22/2024
3.	Meini Fsl	It's very slow to find a driver, you have to wait a long time to get a driver, if there is an urgent situation, it's not very good to use this maxim	05/11/2024

Source: App Store (2024)

Problems experienced by customers can cause a decrease in customer loyalty. Companies that provide higher quality e-service to customers this will lead to customer satisfaction, and in the long term it will certainly result in customer loyalty (Irwansyah and Mappadeceng, 2018).

Table 2. Pre-Survey of Maxim Service Users in Denpasar City

No	Statement	Yes	Doubtful	No
1	Do you know Maxim's services?	30	0	0
2	Do you use Maxim services?	27	0	3
3	Do you use Maxim services because of the quality of the electronic services (applications) provided?	20	4	3
4	Are you satisfied using Maxim's services?	23	2	2
5	If you are satisfied, will you use Maxim's services again compared to other services?	5	9	9

Source: Processed Data (2024)

Based on a pre-survey that was conducted on 30 respondents shows that 27 respondents stated that they often use Maxim's services. From data on customers who often use Maxim services, there are 20 respondents who use Maxim services because of the quality of the electronic services provided and 7 other respondents are influenced by other factors and 23 respondents stated that they were satisfied using Maxim services. From the limited observations carried out on 30 respondents, it was found that it is not certain that users will be loyal or use Maxim's services again. This can be caused by other services such as Grab, Gojek, In Driver, and others.

The large number of existing online transportation services causes a high level of competition, thus requiring strategies to increase customer loyalty. According to Manalu et al. (2019) customer loyalty is the loyalty of parties who use products or services either for their own needs or as an intermediary for the needs of other parties to continue to subscribe to a company's products or services repeatedly and voluntarily recommend the company's products and services to them. his colleagues. Customer loyalty refers to a customer's positive attitude towards a company or brand which results in repeated repurchase behavior and lower customer sensitivity to competitors' prices and offers (Rita and Trimulyani, 2022).

One way companies can gain loyalty is by providing e-service quality (Handriano and Mohdari, 2020). E-service quality is the ability of a service to provide performance and quality of service when serving consumers shopping, purchasing, as well as providing delivery services or sending goods to customers via electronic media (Juhria et al., 2021). E-service quality is the extent to which a marketplace or internet provides efficient and effective services or shopping facilities as well as transactions, purchases and deliveries to satisfy customers which will influence the level of customer satisfaction (Berliana and Zulestiana, 2020).

Companies that are able to provide satisfaction to customers have a high probability that

customers will continue to buy or use products or services in the future (Putri & Rastini, 2022). Customer satisfaction can be interpreted as the level of happiness of a customer after using a product or service (Mufidah and Novie, 2024). According to Khotimah et al. (2021) customer satisfaction is the customer's perception of the results felt by the customer, whether happy or disappointed with the services provided by the service provider to service users.

The theory underlying this research is Expectation Disconfirmation Theory (EDT). According to Uzir et al. (2021) Expectation Disconfirmation Theory (EDT) is a theory commonly used to explain how satisfaction or dissatisfaction is formed. Expectation disconfirmation theory is also a theoretical model that explains that a sense of satisfaction and dissatisfaction is obtained after purchasing a product and then comparing expectations with the actual product performance (Ainassiifa, 2023).

The results of research conducted by Asnaniyah (2022) state that if the level of service provided to consumers increases, the loyalty given to consumers will also increase. The research results of Tannus and Andreani (2022) also state that e-service quality has a positive and significant influence on customer loyalty. E-service quality has a positive and significant influence on customer loyalty (Novyantri and Setiawardani, 2021). Likewise, in the research of Izzah et al. (2022) e-service quality has a positive and significant influence on customer loyalty.

H1: E-service quality has a positive and significant effect on customer loyalty

The results of research by Bandawaty (2020) show that e-service quality has a significant effect on customer loyalty. In research by Akhmadi and Martini (2020) also stated that e-service quality has a positive and significant influence on customer satisfaction. According to research by Fiona and Hidayat (2020), the results show that e-service quality has a positive and significant effect on customer satisfaction. Likewise, research by Ciputra and Prasetya (2020) states that e-service quality has a positive and significant influence on customer satisfaction.

H2: E-service quality has a positive and significant effect on customer satisfaction

Research by Dewi and Nugroho (2020) states that customer satisfaction has a positive and significant effect on customer loyalty. This is also in line with research conducted by Kuncio and Soepeno (2019) which states that customer satisfaction has a positive and significant influence on customer loyalty. Likewise, research by Samuel and Wibisono (2019) states that customer satisfaction has a positive and significant influence on customer loyalty. In research, Agatha (2020) stated that customer satisfaction has a positive and significant influence on customer loyalty.

H3: Customer satisfaction has a positive and significant effect on customer loyalty

Research by Tannus and Andreani (2022) states that customer satisfaction mediates the relationship between e-service quality and customer loyalty. Likewise, research by Lamusu and Sari (2023) states that customer satisfaction positively and significantly mediates the relationship between e-service quality and customer loyalty. This is in line with research by Novyantri and Setiawardani (2021) that customer satisfaction has a positive and significant mediating effect on the influence of e-service quality on customer loyalty. In Saragih and Astuti's (2021) research, customer satisfaction also positively and significantly mediates the influence of e-service quality on customer loyalty.

H4: Customer satisfaction positively and significantly mediates the influence of e-service quality on customer loyalty.

The conceptual framework in this research is as follows.

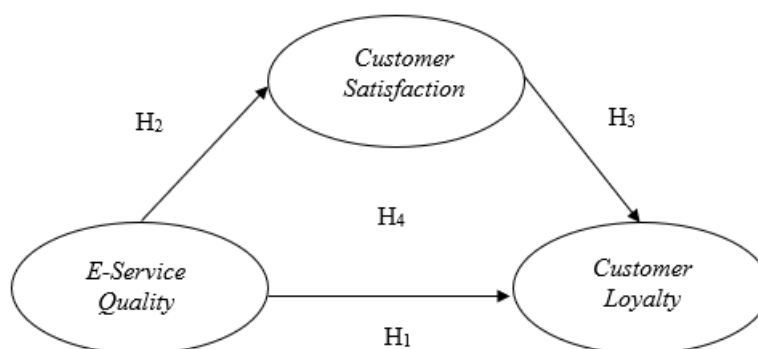


Figure 2. Conceptual Framework

RESEARCH METHODS

This research uses a quantitative approach with an associative causality method. This research was conducted in Denpasar City. This research aims to explain the role of customer satisfaction in mediating the influence of e-service quality on customer loyalty among Maxim service users. The objects of this research are e-service quality (X), customer loyalty (Y), customer satisfaction (M). The population in this study is infinite or the number of members of the population cannot be known with certainty. The sample determined in this research was 110 respondents with the sample determination method, namely the purposive sampling method. The analysis techniques used are path analysis, classical assumption test, Sobel test and VAF test.

RESULTS AND DISCUSSION

Table 3. Respondent Characteristics

No	Variable	Classification	Number of people)	Percentage (%)
1	Gender	Man	45	40.9
		Woman	65	59.1
	Amount		110	100
2	Age	18-24 Years	58	52.7
		25-31 Years	44	40.0
		32-38 Years	8	7.3
	Amount		110	100
3	Last education	High School / Equivalent	68	61.8
		Diploma	3	2.7
		Bachelor	36	32.7
		Postgraduate	3	2.7
	Amount		110	100
4	Work	Student/student/i	55	50.0

		Private employees	28	25.5
		Businessman	22	20.0
		Government employees	5	4.5
	Amount		110	100
5	Income	>Rp. 1,000,000 – Rp. 3,000,000	60	54.5
		>Rp. 3,000,000 – Rp. 6,000,000	26	23.6
		>Rp. 6,000,000 – Rp. 9,000,000	24	21.8
	Amount		110	100

Sourcer: Processed Data (2024)

Table 3 shows 110 respondents who used Maxim Services in Denpasar City as a sample. Judging from gender, users of Maxim Services in Denpasar City who are female dominate in this research with a percentage of 59.1%. Judging from age, Maxim Service users in Denpasar City aged 18-24 years dominate in this research with a percentage of 52.7%. Judging from the latest education, Maxim Service users in Denpasar City who have a high school/equivalent education dominate in this research with a percentage of 61.8%. If we look at work, Maxim service users in Denpasar City who work as students dominate in this research with a percentage of 50%. Judging from income, Maxim Service users in Denpasar City who have income >Rp. 1,000,000 – Rp. 3,000,000 dominates in this study with a percentage of 54.5%.

Table 4. Validity Test

No.	Variable	Instrument	Pearson Correlation	Information
1.	<i>Customer loyalty (Y)</i>	Y1	0.981	Valid
		Y2	0.942	Valid
		Y3	0.955	Valid
		Y4	0.981	Valid
2.	<i>E-Service Quality(X)</i>	X1	0.910	Valid
		X2	0.924	Valid
		X3	0.923	Valid
		X4	0.920	Valid
3.	<i>Customer Satisfaction(M)</i>	M1	0.924	Valid
		M2	0.895	Valid
		M3	0.877	Valid

Sourcer: Processed Data (2024)

Table 4 shows that all research variable instruments have met the validity test requirements, namely the Pearson correlation value for each instrument is above 0.30. It can be concluded that each statement item in the research instrument is valid and suitable for use as a research instrument.

Table 5. Reliability Test

No.	Variable	Cronbach's Alpha	Information
1.	Customer loyalty(Y)	0.974	Reliable
2.	E-Service Quality(X)	0.936	Reliable
3.	Customer Satisfaction(M)	0.875	Reliable

Sourcer: Processed Data (2024)

Table 5 shows the results of the reliability test for each variable, namely customer loyalty, e-service quality and customer satisfaction, which have values above 0.70 as shown in the Cronbach's Alpha results, so it can be said that all instruments have met the reliability requirements. .

Table 6. Description of Respondents' Answers to Customer Loyalty

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	I am willing to reorder Maxim's services	7	13	40	39	11	364	3.31	Enough
2	I am willing to recommend Maxim's services to others	0	16	21	29	44	431	3.92	Tall
3	I still use Maxim's services even though there are price adjustments	0	26	16	36	32	404	3.67	Tall
4	I am willing to use Maxim's services as often as possible	7	13	33	42	15	375	3.41	Tall
Average								3.58	Tall

Sourcer: Processed Data (2024)

The customer loyalty variable has an average score of 3.58 which is in the high category. The lowest average value of respondents' answers is shown in the statement "I am willing to reorder Maxim services" with an average value of 3.31. The highest average value is shown in the statement "I am willing to recommend Maxim's services to others" with an average value of 3.92.

Table 7. Description of Respondents' Answers to E-service quality

No	Statement	Respondent's Answer	Amount	Average	Criteria
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		(person)					t	ge	
		1	2	3	4	5			
1	I feel ease when using Maxim's services	0	5	19	19	67	478	4.35	Very good
2	I feel that the services provided by Maxim are timely according to my needs	2	13	41	31	23	390	3.55	Good
3	Maxim services are able to provide information when problems arise	2	13	25	38	32	415	3.77	Good
4	Maxim's services are able to provide compensation when an error occurs	2	11	25	24	48	435	3.95	Good
Average								3.90	Good
Sourcer: Processed Data (2024)									

The e-service quality variable has an average score of 3.90 which is included in the good category. The lowest average value of respondents' answers is shown in the statement "I feel that the services provided by Maxim are timely as needed" with an average value of 3.55. The high average value is shown in the statement "I feel ease when using Maxim's services" with an average value of 4.35 which is considered very good.

Table 8. Description of Respondents' Answers to Customer Satisfaction

No	Statement	Respondent's Answer (person)					Amount	Average	Criteria
		1	2	3	4	5			
1	The services provided by Maxim were in line with my expectations	6	15	21	26	42	413	3.75	Tall
2	I feel happy when I use Maxim's	0	2	24	11	73	485	4.41	Very high

services									
3	I feel using Maxim's services is the right decision	0	19	34	32	25	393	3.57	Tall
Average								3.91	Tall

Sourcer: Processed Data (2024)

The customer satisfaction variable has an average score of 3.91 which is in the high category. The lowest average value of respondents' answers is shown in the statement "I feel using Maxim's services is the right decision" with an average value of 3.57. The highest average value is shown in the statement "I feel happy when using Maxim's services" with an average value of 4.41.

Table 9. Structural Path Analysis Results 1

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	1,537	0.292		5,269	0,000
E-service quality	0.608	0.073	0.627	8,360	0,000
R2 : 0.393					

Source: Appendix 6, data processed in 2024

Table 8 shows the results of path analysis in structural 1, so the structural equation formed is as follows:

$$M = \beta_2 X + e_1$$

$$M = 0.627 X + e_1$$

The e-service quality variable has a coefficient of 0.627, meaning that e-service quality has a positive influence on customer satisfaction. This result means that if e-service quality increases, customer satisfaction will increase.

Table 10. Results of Structural Path Analysis 2

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	0.270	0.335		0.806	0.422
E-service quality	0.393	0.096	0.365	4,112	0,000
Customer satisfaction	0.453	0.099	0.408	4,590	0,000
R2: 0.487					

Sourcer: Processed Data (2024)

Table 10 shows the results of path analysis in structural 2, so the structural equation formed is as follows:

$$Y = \beta_1 X + \beta_3 M + e_2$$

$$Y = 0.365X + 0.408M + e_2$$

The e-service quality variable has a coefficient of 0.365, meaning that e-service quality has a positive influence on customer loyalty. This means that if e-service quality increases, customer loyalty will increase. The customer satisfaction variable has a coefficient of 0.408, meaning that customer satisfaction has a positive influence on customer loyalty. This means that if customer satisfaction increases, customer loyalty will increase.

Table 11. Direct Influence, Indirect Influence of E-service quality (X), on Customer satisfaction (M) and Customer loyalty (Y)

Influence of variables	Direct influence	Indirect influence via M	Total Influence	Std. Error	Sig.	Results
X→M	0.627		0.627	0.073	0,000	Significant
M→Y	0.408		0.408	0.099	0,000	Significant
X→Y	0.365	0.256	0.621	0.096	0,000	Significant

Sourcer: Processed Data (2024)

Table 11 shows a summary of the values for each direct and indirect influence path between variables as well as the error values for each structural equation produced through path analysis techniques. Based on the table above, e-service quality has a direct influence on customer loyalty of 0.365 and a significance of 0.000, e-service quality has a direct influence on customer satisfaction of 0.627 and a significance value of 0.000, customer satisfaction has a direct influence on customer loyalty of 0.408 and a significance value of 0.000. The significance is 0.000, e-service quality has a direct influence on customer loyalty of 0.365 and an indirect influence of 0.256 with a total influence of 0.621.

Table 12. Normality Test (One-Sample Kolmogorov-Smirnov)

Equality	Asymp. Sig. (2-tailed) Kolmogorov-Smirnov Z
Structural 1	0.067
Structural 2	0.200

Sourcer: Processed Data (2024)

Table 12 Normality test using One-Sample Kolmogorov-Smirnov shows that the Asymp. Sig. (2-tailed) Kolmogorov-Smirnov of 0.067 and 0.200. This means the Asymp value. Sig. (2-

tailed) Kolmogorov-Smirnov is greater than the alpha of 0.05, so it can be indicated that the data used in this study is normally distributed, so it can be concluded that the model meets the normality assumption.

Table 13. Multicollinearity Test (Tolerance and Variance Inflation Factor)

Equality	Model	Collinearity Statistics	
		Tolerance	VIF
Structural 2	E-service quality	0.607	1,647
	Customer satisfaction	0.607	1,647

Sourcer: Processed Data (2024)

Table 13 shows that there are no independent variables that have a tolerance value of less than 0.10 and a VIF value of more than 10. Therefore, the regression model is free from symptoms of multicollinearity.

Table 14. Heteroscedasticity Test (Glejser Test)

Equality	Model	Q	Sig
Structural 1	E-service quality	-1,394	0.166
	E-service quality	0.288	0.774
Structural 2	Customer satisfaction	-0.506	0.614

Sourcer: Processed Data (2024)

Table 14 shows that each model has a significant value greater than 5% (0.05). This shows that the independent variable used in this research does not have a significant effect on the dependent variable, namely absolute error, so this research is free from symptoms of heteroscedasticity.

Calculating the results of the Sobel test shows that $Z = 3.695 > 1.96$, so it can be said that H_0 is rejected and H_a is accepted, which means that the customer satisfaction variable is a significant mediating variable between e-service quality and customer loyalty among Maxim Service Users in Denpasar City. , so that the fourth hypothesis in this research is proven to be true.

Based on the VAF test, the calculated value is 41.21%, which is between 20%-80%, so it can be categorized as partial mediation (Sholihin, 2014), it can be concluded that customer satisfaction partially mediates e-service quality on customer loyalty among Maxim Service Users in Denpasar City.

The hypothesis results in this research show that e-service quality has a positive and significant effect on customer loyalty, in other words, the more e-service quality increases, the customer loyalty of Maxim Service Users in Denpasar City will increase. So the first hypothesis in this research is declared accepted. This is also in line with research conducted by Handriano and Mohdari, (2020), Juhria et al., (2021), Irwansyah and Mappadeceng (2018), Asnaniyah (2022) and Tannus and Andreani (2022), which stated that e-service quality has a positive and

significant effect on customer loyalty.

The hypothesis results in this research show that e-service quality has a positive and significant influence on customer satisfaction, in other words, the more e-service quality increases, the more customer satisfaction will increase for Maxim Service Users in Denpasar City. So the second hypothesis in this research is declared accepted. This is also in line with research conducted by Berliana and Zulestiana, (2020), Akhmadi and Martini, (2020), Bandawaty (2020), Fiona and Hidayat (2020), Ciputra and Prasetya (2020), which stated that e-service quality has a positive and significant influence on customer satisfaction.

The hypothesis results in this research show that customer satisfaction has a positive and significant influence on customer loyalty, in other words, if customer satisfaction increases, customer loyalty for Maxim Service Users in Denpasar City will increase. So the third hypothesis in this research is declared accepted. This is also in line with research conducted by Putri & Rastini, (2022), Mufidah and Novie, (2024), Hamid et al., (2022), Dewi and Nugroho (2020), Kuncio and Soepeno (2019), who stated customer satisfaction has a positive and significant influence on customer loyalty.

The results of the hypothesis in this study show that e-service quality has an effect on customer loyalty among Maxim service users in Denpasar City with the mediation of customer satisfaction, so that customer satisfaction is a partial mediating variable of the influence of e-service quality on customer loyalty, this shows that e- If the service quality experienced by Maxim Service users in Denpasar City is improved, it will increase customer satisfaction. By increasing customer satisfaction, customer loyalty will increase among Maxim Service Users in Denpasar City. So the fourth hypothesis in this research is declared accepted. This is also in line with research conducted by Putri & Rastini, (2022), Khotimah et al. (2021), Hamid et al. (2022), Tannus and Andreani (2022), Lamusu and Sari (2023), who state that customer satisfaction mediates the relationship between e-service quality and customer loyalty.

The theoretical implications of this research can strengthen previous research as well as serve as a reference in developing further research and can be compared with the results of further research regarding e-service quality, customer satisfaction and customer loyalty which is able to prove empirically the theory used in this research refers to expectation disconfirmation theory .

The practical implications of this research can be used as consideration and input for the management of other online transportation services in Denpasar in paying attention to customer loyalty by considering e-service quality and customer satisfaction.

CONCLUSIONS AND SUGGESTIONS

E-service quality has a positive and significant effect on customer loyalty among Maxim Service users in Denpasar City. These results show that if e-service quality is improved it will have an impact on increasing customer loyalty. *E-service quality* has a positive and significant effect on customer satisfaction for Maxim Service users in Denpasar City. These results show that if e-service quality is improved it will have an impact on increasing customer satisfaction. Customer satisfaction has a positive and significant effect on customer loyalty among Maxim Service users

in Denpasar City. These results show that increasing customer satisfaction will have an impact on increasing customer loyalty. Customer satisfaction is a partial mediating variable in the influence of e-service quality on customer loyalty among Maxim Service users in Denpasar City. These results show that if e-service quality is improved, users of Maxima Services users will feel satisfaction. By increasing customer satisfaction, customer loyalty will increase for Maxima Services users in Denpasar City.

This research suggests for service providers Maxim Services in Denpasar City can increase customer loyalty by paying attention to e-service quality and customer satisfaction among Maxim Service Users in Denpasar City. Anything that can be taken into consideration is providing services that are timely and according to customer needs, including fast, safe, and comfortable, as well as friendly and professional drivers. Suggestions that can be given for further research are that further research is expected to be able to add variables that can influence customer loyalty, as well as being able to expand the scope of research which is not only limited to Maxim Service users in Denpasar City.

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