



# Analysis of Relationship Between E-Service Quality, E-Recovery Service Quality, and E-Satisfaction Toward Online Purchase Intention With E-Loyalty as the Mediation Variable

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## ABSTRACT

The purpose of this research is to examine the relationship between e-service quality, e-recovery service quality, e-satisfaction toward online repurchase intention and e-loyalty as a mediating variable (Study on Shopee Users in the New Normal Era in West Sumatra). The sampling in this study is 234 respondent using purposive sampling technique. The result showed that e-service quality and e-satisfaction had a significant effect on e-loyalty, e-recovery service quality had no significant effect on e-loyalty, e-loyalty has a significant effect on online repurchase intention, e-service service quality has no significant effect on online repurchase intention. E-recovery service quality has no significant effect toward online repurchase intention, e-satisfaction has a significant effect toward online repurchase intention, e-service quality had a direct effect toward online repurchase intention and mediated by e-loyalty. E-recovery service quality has no direct effect on online repurchase intention through e-loyalty as a mediating variable. E-satisfaction has a direct effect on online repurchase intention through e-loyalty as a mediating variable.

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## INTRODUCTION

Covid 19 Pandemic has made the internet as a basic need for many people in Indonesia, (Kumar Upamannyu & Gulati, 2015). Various activities was switching from face to face become online including shopping activities (Hongdiyanto et al., 2020) . Due to this condition, the demand for online shopping increased through the e-commerce application where we can but everthing we need without leave the house, (Jonathan, 2013). The number of internet user was always increase every years according to Hootsuite (we are social), the data of internet user statistic in Indonesia form 2018 - 2020 as below details:

**Table 1.** The trend of internet user and social media in Indonesia 2018 – 2020

Year	Total Population	Internet User	Active Social Media User
2018	265.4 Million	132.7 Million	120 Million
2019	268.2 Million	150 Million	130 Million
2020	272.1 Million	175.4 Million	160 Million

Source: *We are social*

Form the table above it can be seen that there has been an increase in the total internet user and total active social media user as well in Indonesia from year to year. Technological development is one of factor that has been change this shopping behavior quickly. The development of technology, especially the digital world, has led to the increasing number of online product sales because it can meet human needs to be more effective in time and efficiently. According to (Laudon & Laudon, n.d.) e-commerce is the process of purchasing transactions with internet-integrated devices that are carry out online. With the development of the times in recent years, many traders or large or retail businesses are trying to switch to digital. The following is the visit data that researchers got from various e-commerce:

**Table 2.** E-Commerce visitor in Indonesia 2020

No	Online Shop	Established Year	Monthly Visitor	App Store Rank	Play Store Rank
1.	Shopee	2015	93.440.300	#1	#1
2.	Tokopedia	2009	86.103.300	#2	#3
3.	Bukalapak	2011	35.288.100	#4	#4
4.	Lazada	2012	22.021.800	#3	#2
5.	Blibli	2011	18.307.500	#6	#6
6.	JD.ID	2015	9.301.000	#8	#7
7.	Orami	2013	4.176.300	#33	#25
8.	Bhinneka	1996	3.804.800	#20	#21
9.	Zalora	2012	2.334.400	#5	#8
10.	Matahari	2015	2.197.200	#9	n/a

Source: *lprice.co.id (2020)*

Based on the table above, it states that Shopee ranked I (first) in the App Store Ranking and the Playstore Ranking beating other online stores. Based on Table 1.2 it is clear that Shopee founded in 2015, but with a total visit to the shopee site a month reaching 93 million visitors. Shopee Indonesia per month has been able to rank I (first) App Store Rank and Playstore Rank. Meanwhile, Tokopedia founded in 2009 and has nearly 86 million monthly web visitors in Indonesia. In the third position, total web visits in a month are Bukalapak with the total 35 million visitors. Bukalapak founded in 2011. While Lazada founded in 2012 has 22 million web visits in a month and in the last position is Blibli, which established in 2011 with total visitor 18 million.

Competition for e-commerce companies is very fast by facing many challenges with high competition, making e-commerce companies have to create something more creative for and find new strategies in order to get optimal achievements (Xie et al., n.d.). Currently, the e-commerce company that occupies the first position is Shopee. Shopee occupies the first position by having the highest number of visitors compared to other online shop applications. Shopee is an e-commerce that is growing very rapidly in Indonesia.

However, this promotion method is temporary because there will be promotions at competing e-commerce companies (tokopedia, lazada, blibli etc.) so that it will make consumers disloyal to only one company. This makes shopee must provide the best to consumers such as service quality (e-service quality), evaluation on the website if a problem occurs (e-recovery service quality), customer satisfaction (e-satisfaction) so as to make consumers loyal (e-satisfaction). Loyalty and re-purchase on online shopping (repurchase intention) (Wilson et al., n.d.)at Shopee e-commerce.

E-service quality / electronic service quality is how the company has provided facilities in purchasing activities, product/service delivery by offering attractive features, good service to

consumers and the convenience received by consumers in internet media and websites that are more efficient and effective. According to (Hur et al., 2011), e-service quality is the presentation of internet services for customers by developing the site's ability to provide facilities for online shopping, purchasing and distribution transactions to be more efficient and effective. In previous research, (Asgari et al., 2014) that the dimensions of the variables on e-service quality have a positive relationship and have an effect on consumer e-loyalty of Hekmat Iranian Bank. After the company provides e-service quality, an evaluation is needed on a website if a problem occurs; customer satisfaction is called e-Recovery Service Quality. According to (Marimon et al., 2011) service Recovery is a service on the website in dealing with problems and questions from consumers. When Shopee gets a problem and a question from a consumer, it takes service expertise from Shopee to overcome an error that has occurred by improving the e-service quality from Shopee. So that consumers can give a positive impression, satisfaction and loyalty to the quality of services provided by Shopee.

(Erlima Putra & Besra, 2021) said that e-service quality and e-service recovery have a relationship with consumer loyalty. E-loyalty is the view of consumers who will make profits in online businesses because it will affect consumer behavior to repurchase, usually, if e-loyalty has been form in the minds of consumers, it will automatically make a repeat purchase intention to the previous online shopping site, (Sundaram et al., 2017). Repurchase intention or repurchase intention is the assessment of a consumer to repurchase the services provided by the company by considering the situation of (Ciputra & Prasetya, 2020). According to (Shafiee & Bazargan, 2018) e-service quality affects the performance and security of information on the website so that it has an impact on consumer e-loyalty. The study also said that e-recovery service quality is influencing by responsiveness, compensation and contact can increase consumer satisfaction (e-satisfaction). This can increase online repurchase intention, which provides long-term benefits (Liu & Liu, n.d.).Based on an explanation of the background and current phenomena as well as the theoretical basis of various previous studies, a conceptual framework can be formulate as follows:

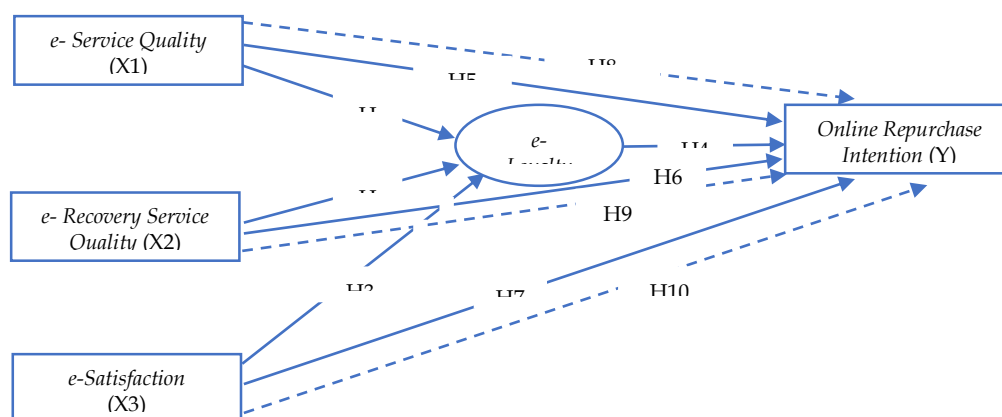


Figure 1. Conceptual Framework

## RESEARCH METHOD

Research design is a step in research after the development of a theoretical framework. In the research design there are several options for making rational decisions. This research will use quantitative methods. The quantitative method is an approach carried out in empirical studies to collect data, analyze and display data in numerical rather than narrative form . Based on the research objectives, it was made to analyze the effect of e-service quality, e-recovery, e-satisfaction on online repurchase intention with e-loyalty as mediation (a survey of Shopee Users in the New Normal era in West Sumatra), the type of research used is explanatory research. According to (Henseler et al.,

2018) explanatory research is a type of research to show the relationship between each variable. The purpose of this research study is hypothesis testing. By testing the hypothesis to show the nature of the relationship/independence of two or more factors in a situation.

The type of investigation in this research is descriptive study. The unit of observation in this research is a survey of Shopee Users in the New Normal era in West Sumatra. Researchers collect data by distributing questionnaires to the sample on the object of this study. The study setting in this research is non-situational, where this research not carried out in certain situations such as after a crisis, disaster, and so on. The unit of research analysis is the individual or individual Shopee Users in the New Normal era in West Sumatra. This study measures the analysis of the effect of e-service quality, e-recovery, e-satisfaction on online repurchase intention with e-loyalty as a mediating variable (a survey of Shopee Users in the New Normal era in West Sumatra). This research will use Partial Least Square (SmartPLS) tool. This research includes descriptive research, because this research will provide information on existing and ongoing phenomena at the time the research takes place. Part of the total population will form the sample. The sample in this study is Shopee users in the new normal era at least 1 time purchase (Muharam et al., 2021).

## RESULTS AND DISCUSSIONS

### Respondent Characteristic

In this study, there were 234 respondents who were shopee users during the new normal era in West Sumatra. Indicators on the questionnaire there are 42 question items with a scale of 5 so that this study involved 210 respondents. Characteristics of respondents in this study consisted of gender, age, last education, occupation, income, city of domicile, province, e-commerce used, how many times have you shopped online, the type of product purchased. This study discusses e-service quality, e-recovery service quality, e-satisfaction on Repurchase Intention with e-Loyalty as a Mediation Variable (Study on Shopee Users in the New Normal era in West Sumatra).

From the 234 respondents that have been processed, 49 respondents or 20.9% are male and 185 respondents or 79.1% are female. In addition, 157 respondents or 67.1% were respondents aged 18-24 years, 68 respondents or 29.1% were respondents aged 25-34 years, 5 respondents or 2.1% were respondents aged 45-54 years, and 4 respondents or 1.7% are respondents with an age of more than 55 years. There are five categories of respondents based on the last education. In this study, the majority of shopee users were at the undergraduate education level (S1) with a total of 132 respondents with a percentage of 56.4%, in the second position the last education level was high school with a total of 44 respondents with a percentage of 18.8%, in the third position the last education level was D3 with a the percentage of 33 respondents is 14.1%, respondents with the latest education are Masters (S2), there are 23 respondents, the percentage is 9.8%, for the position with the least number of last education, namely junior high school with a total of 2 respondents.

Characteristics of respondents based on occupation are dominated by students with a percentage of 104 people with a percentage of 44.4%, self-employed respondents as many as 47 respondents with a percentage of 20.1%, respondents from private employees as many as 34 respondents with a percentage of 14.5%, the least respondents are Mrs. households with a total of 5 people with a percentage of 2.1%. Respondents with the most student jobs are because students often share information about promotions, be it discounts, cashback, good fashion stores, good makeup shops and many promotions and information about shopping at other shopees.

Characteristics of respondents based on income. Respondents with income < Rp. 1,000,000 is the largest number of 119 respondents and a percentage rate of 50.9%. Respondents with an income of Rp. 1.000.001 - Rp. 2,000,000 with a total of 48 respondents and a percentage rate of 20.5%. Respondents with an income of Rp. 2.000.001 - Rp. 5,000,000 with 47 respondents and a percentage rate of 20.1%. The least respondent with an income of Rp. 10,000.001 - Rp. 15,000,000 with 3 respondents and a percentage rate of 1.3%. Based on the income with the most respondents is < Rp.

1,000,000 this is because many shopee users are students where the respondent likes promotions, discounts, or cashback so that the respondent's desire to shop at Shopee is getting bigger.

Respondents with the highest frequency of spending were > 3 times with a total of 142 respondents with a percentage of 60.7%. Respondents with the least characteristics of respondents, namely with a shopping frequency of 1 time, a total of 23 respondents with a percentage of 9.8%. This shows that the respondents are customers who have made shopping transactions at Shopee.

### **Descriptive Analysis**

The average answer from 234 respondents on each indicator of the e-service quality variable is 3.81. In the X1.2 indicator question "Shopee is easy for consumers to use" has an average of 4,594. It shows that the shopee application is easy to use because the shopee application is neatly organized so that it is easy to use by shopee users, both new users and those who have subscribed. The indicator with the lowest average value, namely "Shopee is responsive in dealing with problems" is found in the X1.5 indicator with an average of 3.782. This indicator gets the lowest average so that it can be input for shopee to be more responsive in dealing with consumer problems by directly responding to problems that occur to consumers and giving bonuses to these consumers.

The average of 234 respondents on the e-recovery service quality variable is 4. In the table above the question, "Shopee has customer service" is an indicator of questions that have the highest average of 4.111 with the number of respondents who agree as many as 97 respondents or 41.5%. This shows Shopee provides customer service as for by opening the shopee application, then clicking on the account, then selecting chat with shopee then a conversation between the shopee and the consumer exits, then the consumer can submit the complaint that is felt when shopping at Shopee, then shopee provides related information problems that occur in consumer complaints. The indicator on the e-recovery service quality variable which has the lowest average is "Shopee compensates when the product ordered does not arrive on time" with an average of 3,508. This study has the lowest average on the X2.4 indicator where the statement indicator is "Shopee compensates when the product ordered does not arrive on time", where as many as 77 respondents or 32.9% chose neutral and as many as 72 respondents or 30.8% choose agree. This must be an input for shopee to better communication so that the seller sends the product on time according to the schedule given by shopee.

The average respondent from 234 respondents on the e-satisfaction variable was 4.21. The question indicator on the e-satisfaction variable which has the highest average is "I find it easy to get the item I am looking for on Shopee" at 4.44. Where as many as 126 respondents or 53.8% chose the answer strongly agree. This shows that many shopee users think that shopee is an easy application to get the goods that consumers want. The indicator on the e-satisfaction variable X3.9 is "Photos of products in Shopee are photos of real products" with an average of 3,807 where 89 respondents or 38% chose to agree. This shows that the photos in the shop that sells at shopee use photos from other shops so shopee must take sanctions if there is an error like this to the shop that does not use its own photo.

The e-loyalty variable with 234 respondents has an average of 4.22. The statement indicator on the e-loyalty variable which has the highest average of 4.31 with the statement "When I need to make an online purchase, Shopee is my first choice" with 113 respondents or 48.3% strongly agree. This shows that shopee is an e-commerce company that is in great demand by consumers, so it becomes the first choice when purchasing online. The lowest indicator on the e-loyalty variable with the statement "I invite friends/family to use Shopee" with 4,162 with 98 respondents choosing strongly agree, 86 respondents agree. Where shopee can make this an input for shopee by giving bonuses to consumers who can invite other families to use shopee.

The average answer from respondents on the Online Repurchase Intention variable for the three question indicators is 4.2. The indicator of the first Online Repurchase Intention variable shows an average of 4.27 with the most responses on a scale of 4 of 102 respondents where the statement on the indicator is I will use shopee in the future. The indicator of the second Online Repurchase

Intention variable shows an average of 4.11 with the most responses on a scale of 4 of 92 respondents with the statement I will consider using Shopee in the future. The indicator of the third Online Repurchase Intention variable shows an average of 4.31 with the most responses on a scale of 5 of 107 respondents with the statement.

### Validity and Reliability

Convergent validity test is used to measure whether or not each indicator of the research construct is valid. This test can be seen in the loading factor value for each construct indicator. The rule of thumb on the commonly used loading factor is  $> 0.5$  but it is better with a loading factor  $> 0.7$  (Saraswati & Indriani, 2021). The following are the results of the convergent validity test with the smartPLS3 test tool, which are described in the following table.

Table 3. Convergent Validity

	E-Loyalty	E-Recovery Service Quality	E- Satisfaction	E-Service Quality	Online Repurchase Intention
EL1	0,874				
EL2	0,906				
EL3	0,863				
EL4	0,839				
EL5	0,884				
ERSQ1		0,879			
ERSQ2		0,909			
ERSQ3		0,847			
ERSQ4		0,760			
ES10			0,808		
ES12			0,750		
ES14			0,752		
ES2			0,812		
ES3			0,800		
ES4			0,784		
ES5			0,832		
ES6			0,806		
ES7			0,811		
ES8			0,809		
ESQ2				0,735	
ESQ3				0,781	
ESQ4				0,726	
ESQ8				0,779	
ORI1					0,905
ORI2					0,706
ORI3					0,908

Based on the table above, it shows that the results of the outer loading after dropping 2x, the value of each question indicator is  $> 0.70$ , so all indicators have been declared valid. Discriminant validity test is used to ensure convergent validity results, if there are two different instruments in measuring the two constructs are predicted to be uncorrelated. This method uses cross loading and compares the AVE roots with the rule of thumb for cross loading on the discriminant validity test  $> 0.7$  in one variable. The rule of thumb for the AVE root is  $> 0.5$  but if the rule of thumb does not reach  $> 0.5$ , then the results can still be used because the convergent validity results are valid. The AVE root is used to compare each construct with the correlation between constructs in the model (Saraswati & Indriani, 2021).

**Table 4.** Discriminant Validity

	E-Loyalty	E-Recovery Service Quality	E-Satisfaction	E-Service Quality	Online Repurchase Intention
E-Loyalty	0.873				
E E-Recovery Service Quality	0.552	0.850			
E- Satisfaction	0.812	0.617	0.797		
E-Service Quality	0.710	0.557	0.748	0.756	
Online Repurchase Intention	0.756	0.451	0.790	0.625	0.845

Cronbach's alpha is used to measure the lower limit of the reliability value of a construct and ensure the value of composite reliability. The rule of thumb for cronbach's alpha is > 0.7 (Saraswati & Indriani, 2021).

**Table 5.** Cronbach Alpha

	Cronbach Alpha	Remark
E-Loyalty	0,922	Reliable
E E-Recovery Service Quality	0,875	Reliable
E- Satisfaction	0,936	Reliable
E-Service Quality	0,751	Reliable
Online Repurchase Intention	0,797	Reliable

Composite reliability is used to measure the real value of the reliability of a construct. This test is considered better in estimating the internal consistency of a construct. The rule of thumb for composite reliability is > 0.6 (Saraswati & Indriani, 2021).

**Table 6.** Composite Reliability

	Composite Reliability	Remark
E-Loyalty	0,941	Reliable
E E-Recovery Service Quality	0,912	Reliable
E- Satisfaction	0,946	Reliable
E-Service Quality	0,842	Reliable
Online Repurchase Intention	0,881	Reliable

**Hyphotesis Result**

a. R Square Analysis

The R Square test aims to see the relationship between the independent variable and the dependent variable. Here are the results of the R square table:

**Table 7.** R Square

	R Square
E-Loyalty	0,685
Online Repurchase Intention	0,668

Based on the table above, the R Square value of the e-Loyalty variable is 0.685, this shows that the magnitude of the influence of the e-service quality, e-recovery service quality, e-satisfaction variables on e-loyalty is 68.5% while the remaining 31.5 % explained other variables that were not carried out in this study. The value of R Square on the Online Repurchase Intention variable is 0.668 or 66.8% where the e-service quality, e-recovery service quality, e-satisfaction variables have a major influence on online repurchase Intention, while the remaining 33.2% is influenced by other factors. outside of research.

### b. Direct Influence Analysis

Hypothesis testing can be seen by the magnitude of the value of t-statistics and P Values. If the value of t-statistic  $> 1.96$  and P Values  $< 0.05$ .

**Table 8.** R Square

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Remark
E-Loyalty -> Online Repurchase Intention	0,346	4,026	<b>0,000</b>	Accept
E-Recovery Service Quality -> E-Loyalty	0,047	0,873	<b>0,383</b>	Reject
E-Recovery Service Quality -> Online Repurchase Intention	-0,090	1,698	<b>0,090</b>	Reject
E-Satisfaction -> E-Loyalty	0,615	8,650	<b>0,000</b>	Accept
E-Satisfaction ->Online Repurchase Intention	0,552	7,255	<b>0,000</b>	Accept
E-Service Quality -> E-Loyalty	0,224	3,505	<b>0,000</b>	Accept
E-Service Quality ->Online Repurchase Intention	0,017	0,257	<b>0,797</b>	Reject

### c. Indirect Influence Analysis

**Table 9.** Path Analysis

	Original Sample (O)	T Statistics ( O/STDEV )	P Values	Remark
E-Recovery Service Quality -> E-Loyalty -> Online Repurchase Intention	0,016	0,888	<b>0,375</b>	Reject
E-Satisfaction -> E-Loyalty ->Online Repurchase Intention	0,213	3,504	<b>0,000</b>	Accept
E-Service Quality -> E-Loyalty ->Online Repurchase Intention	0,077	2,383	<b>0,018</b>	Accept

## CONCLUSION

Based on the results of Smart PLS research on the variables of e-service quality, e-recovery service quality, e-satisfaction, on online Repurchase Intention with e-Loyalty as a Mediation Variable, the discussion of this research is as follows, the e-service quality variable has an effect on e-loyalty for shopee users in the new normal era in West Sumatra. This explains that the better and more quality the service provided by shopee, the shopee users will be more loyal to shopee by not switching to other e-commerce. The e-Recovery service quality variable has a positive but not significant effect on e-loyalty for shopee users in the new normal era in West Sumatra. This means that e-Recovery service quality has a positive effect on e-loyalty to shopee users but e-Recovery service quality is not significant to e-loyalty to shopee users in the new normal era in West Sumatra.

E-Satisfaction variable has a positive and significant effect on e-loyalty to shopee users in the new normal era in West Sumatra. This shows that if consumers are satisfied and happy when using the shopee application, consumers will make shopee the first choice and be loyal to shopee. When viewed from the highest average indicator on the e-satisfaction variable, I find it easy to get the item I am looking for on Shopee. The results of the study prove that shopee consumers find it easy to shop at Shopee. The e-loyalty variable has a positive and significant effect on online repurchase intention on shopee users in the new normal era in West Sumatra. This means that the higher the e-loyalty perceived by shopee consumers in West Sumatra, the higher the online repurchase intention of

consumers. E-service quality variable has no positive and insignificant effect on online repurchase intention of shopee users in the new normal era in West Sumatra. This means that the e-service quality variable has no positive and insignificant effect on shopee users, so that e-service quality on shopee consumers has no effect on online repurchase intention of shopee users in the new normal era in West Sumatra.

Variable e-Recovery service quality has a negative and insignificant effect on online repurchase intention of shopee users in the new normal era in West Sumatra. This means that there is no positive and insignificant effect of the e-Recovery service quality variable on online repurchase intention of shopee users in the new normal era in West Sumatra. The e-Satisfaction variable has a positive and significant effect on online repurchase intention for shopee users in the new normal era in West Sumatra. This means that the more positive the e-satisfaction variable has a significant effect on online repurchase intention for shopee users in the new normal era in West Sumatra.

E-satisfaction variable indirectly through e-loyalty as a mediating variable on online repurchase intention in shopee users in the new normal era in West Sumatra. This means that e-satisfaction has an effect on online repurchase intention of shopee users in the new normal era in West Sumatra through e-loyalty. Based on the results of the mediation effect test, it was found that the type of mediation between e-satisfaction, online repurchase intention, and e-loyalty is partial mediation (Partial Mediation). This means that online repurchase intention partially mediates the relationship between the e-satisfaction variable and online repurchase intention. This shows that e-satisfaction has an effect on online repurchase intention in shopee users in the new normal era in West Sumatra. Shopee users will increasingly make online purchases repeatedly if the loyalty of shopee users increases. The effect of e-satisfaction on online repurchase intention will be stronger through e-loyalty to shopee users in the new normal era in West Sumatra.

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