

Customer Loyalty of Social Media Shop: How the Role of E-Service Quality, Brand Awareness, Trust, Word of Mouth and Satisfaction?

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Abstract

This study aims to analyze the effect of e-service quality, brand awareness, trust, word of mouth, and satisfaction on customer loyalty in social media shops. Data was collected through a survey with 400 social media shop consumer respondents. This research is a quantitative study using primary data obtained from distributing questionnaires online through social media. The respondents are consumers who have made purchases on the Social media Shop application. Simple random sampling sampling was used for sampling. This study uses a structural equation modeling (SEM) approach with SmartPLS 3.0 software tools to process data. The results of the data analysis found that e-service quality had a positive and significant effect on customer loyalty on the social media shop, brand awareness had a positive and significant effect on customer loyalty on the social media shop, trust had a positive and significant effect on customer loyalty on the social media shop, word of Mouth has a positive and significant effect on customer loyalty on the social media shop, satisfaction has a positive and significant effect on customer loyalty on the social media shop.

Keywords: E-Service Quality, Brand Awareness, Trust, Word of Mouth, Customer Satisfaction, Customer loyalty, social media shop

Introduction

In today's globalization and modern era, with the development of technology and information growing rapidly from year to year, there are various kinds of product inventions in the field of information and communication technology. One product invention in the field of information and communication is a smartphone. According to Al-Bourini et al. (2021) A smartphone is a type of cellphone that has higher capabilities than an ordinary cellphone (feature phone), where a smartphone can perform data processing, browsing, multitasking and so on so that it can be categorized as a small computer. Smartphones are products in the field of information and communication that are highly sought after by the wider community, both young and old, to support and increase community work productivity. According to Al-dweeri et al. (2017) The development of information technology has brought changes to all fields. In today's digital era, many new businesses have emerged that take advantage of technological developments, giving rise to many e-commerce-based businesses. This makes the development of the e-commerce industry very competitive. Businesses are increasingly creative in building and determining business strategies to remain competitive. E-commerce companies today are competing to offer their customers the best deals, such as free shipping, discounts, fast sales, coupons and more. This method has been widely applied by many e-commerce companies. According to Zainul et al. (2019) The Social media application

launched a feature, namely the Social media Shop application feature. Social media Shop is one of the newest feature innovations of the Social media application. In accordance with the name of the feature, namely Social media Shop, Social mediaShop is an e-commerce service found in the Social media application. Through this feature, customers can make buying and selling transactions on social media applications.

According to Shafiee et al. (2018); Syahril et al. (2022) Only by using a cellphone, customers can immediately choose what they want to buy, including daily necessities. However, during the launch, the Social media Shop application has received many complaints from its customers because the features provided are still not optimal, such as payment features, baskets, Live Streaming and various other features. According to Wan Jasni et al. (2020) the quality of service provided by e-commerce companies can have an impact on the satisfaction of customers who have made purchases. So far the Social media Shop is still getting customer complaints. So the Social media shop is expected to be able to pay attention to what needs to be done to handle customer complaints and see the quality of service provided by the company. Service quality is still considered as one of the key factors affecting service industry performance, namely profitability. Service quality not only attracts new customers from competitors, but also encourages repeat purchase intentions.

According to Shafiee et al. (2018) electronic service quality is defined as the ability of a website to effectively and efficiently facilitate shopping, purchasing, and selling activities. Customer retention occurs when a company gets loyal customers because these customers are satisfied with the quality of service provided by the company. Loyal customers are not price sensitive, and the cost of maintaining customer loyalty is considered to be lower than the cost of acquiring new customers. Several studies by Al-dweeri et al. (2017); Amri et al. (2021) have tested the effect of e-service quality on trust and showed significant results. Other researchers have tried to link brand awareness to trust. Other studies reveal that there is a significant relationship between trust and customer loyalty. The studies mentioned above generally show that there is a relationship between e-service quality, brand awareness, trust, customer satisfaction and loyalty but have not been tested in a comprehensive model. In addition, there are still studies that find no significance between the variables tested. Among these studies are Amri et al. (2021) who found that brand e-service quality had no significant effect on customer trust. Research According to Al-Bourini et al. (2021) revealed that service quality has no significant effect on satisfaction. Another study by Ilyas et al., (2020) found that there was an insignificant relationship between brand awareness and customer satisfaction. Amri et al.'s research (2021) also found that there is an insignificant relationship between brand awareness and trust. Meanwhile, according to Al-Bourini et al. (2021) research reveals that there is an insignificant relationship between customer satisfaction and repurchase intention. Al-Bourini et al. (2021); Al-dweeri et al. (2017); Amri et al. (2021) which states that the relationship between trust and repurchase intention is significant

According to Haudi et al. (2022) argues that the element of trust in a brand is an important aspect in forming brand loyalty. Trust in the brand will have positive results for customers because of the high uncertainty of an unknown brand. According to Clara et al. (2022) beliefs, attitudes, or actions are formed in two ways. First, customers build trust in the product, then develop attitudes towards it, and finally buy it. Alternatively, customers first engage in product purchasing behavior and then form beliefs and attitudes about the product. According to Dhewi et al. (2022) argues that today's brand pressure is very high, many products in different categories have the same characteristics, and the product development cycle can be easily imitated by competitors. This shows that it is increasingly difficult to

predict who will be competitors in the future and how these competitors will do business. According to Haudi et al. (2022) repeat purchase behavior is often associated with brand loyalty or brand loyalty, but there are actually differences between the two. If brand loyalty reflects a psychological attachment to a particular brand, then repeated buying behavior is buying the same particular brand over and over again. Repeat purchase behavior can occur because it is the only brand offered or available, it can be a reason for customers to make repeat purchases, or repeated purchases are made because the brand is the cheapest. Repurchase can be the result of market forces by companies that have succeeded in making their product the only alternative or choice, which prevents customers from choosing or choosing other products.

According to Clara et al. (2022); Haudi et al. (2022) explained that word-of-mouth (WOM) is a marketing communication tool for advertising, personal selling, and promotion, but WOM is different from other promotional tools. The main difference is that while other promotional tools are managed and controlled by the business, WOM is uncontrollable as it is a communication between consumers discussing the good or bad of the product or service being purchased. Today, WOM is becoming one of the most commonly used communication tools for businesses, and consumers often find the information provided to be reliable, so businesses are starting to pay attention to it. The willingness of consumers to send positive messages (WOM) about the company is one of the company's goals. In order for consumers to be happy to convey positive WOM, it is very important for consumers to be satisfied with the company's services. According to Handayani et al. (2021); Haudi et al. (2022) WOM does not affect customer trust where WOM is proven to have a significant impact on customer trust.

There are gaps in these studies, so further research is needed to examine the variables, namely: e-service quality, brand awareness, trust, customer satisfaction, WOM and customer loyalty. This research will focus on social media applications with customer objects that have made purchases. Based on reviews from sellers and buyers of the Social media mobile application, this application is not good in terms of features that support Social media stores, especially with bugs and lots of content restrictions related to products based on fashion categories. Social media customer reviews show that the Social media application still needs improvement. For this reason, it is felt necessary to conduct research to determine customer satisfaction with the application. Currently competitive competition makes Social Media must maintain the quality of electronic services because it is very easy for customers to switch to competitors because there is almost no switching cost on the Internet.

Method

This study uses quantitative research with a causal approach that aims to determine whether aspects of e-service quality, brand awareness, trust, WOM, and satisfaction affect customer retention in Social media stores. This study has one independent or exogenous variable, namely service quality, while endogenous variables are e-service quality, brand awareness, trust, WOM, customer satisfaction and customer loyalty. Data was collected through a survey with 400 social media shop consumer respondents. This research is a quantitative study using primary data obtained from distributing questionnaires online through social media. The respondents are consumers who have made purchases on the Social media Shop application. Simple random sampling sampling was used for sampling. This study uses a structural equation modeling (SEM) approach with SmartPLS 3.0 software tools to process data

The research hypothesis is:

H1: e-service quality has a positive and significant effect on customer loyalty in the social media shop

H2: Brand awareness has a positive and significant effect on customer loyalty on the social media shop

H3: Trust has a positive and significant effect on customer loyalty in the social media shop

H4: Word of mouth has a positive and significant effect on customer loyalty in the social media shop

H5: Satisfaction has a positive and significant effect on customer loyalty on the social media shop



Fig 1. Research Model

Result And Discussion

Convergent validity is used to measure the correlation between item scores and construct scores, the higher the correlation the better the validity of the data (Purwanto, 2020). Measurement can be categorized as having convergent validity if the value of the loading factor is > 0.7 . Figure 2 shows that all loading factors have values > 0.7 , so it can be concluded that all indicators have met the convergent validity criteria, because there are no indicators for all variables that have been eliminated from the model.

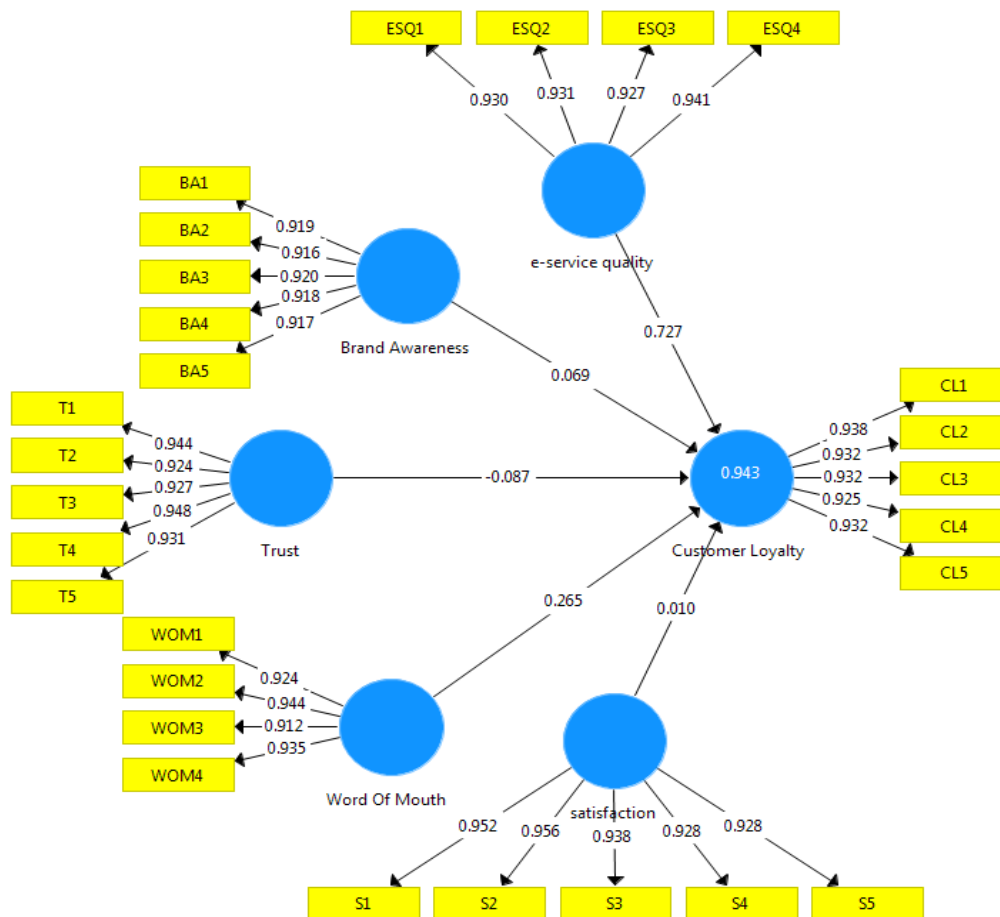


Fig 2. Validity Testing

A variable is said to meet construct reliability if it has a composite reliability value of > 0.7 (Billy J. Maspaitella et al, 2018) and a cronbach alpha value of > 0.7 has a good level of reliability for a variable (Purwanto et al., 2020). Table 1 shows the results of the reliability test analysis using the SmartPLS tool which states that all composite reliability values are greater than 0.7, which means that all variables are reliable and meet the test criteria. Furthermore, the cronbach's alpha value also shows that all cronbach's alpha values are more than 0.6 and this shows the level of variable reliability that also meets the criteria.

Table 1. Reliability Testing

	Cronbach's Alpha	rho_A	Composite Reliability	(AVE)
E-Service Quality	0.806	0.808	0.826	0.643
Brand Awareness	0.803	0.845	0.808	0.634
Trust	0.813	0.865	0.909	0.729
Customer Satisfaction	0.834	0.854	0.974	0.723
Customer loyalty	0.897	0.897	0.910	0.756
Word Of Mouth	0.834	0.808	0.807	0.876

After a research model is believed to be fit, a hypothesis test can be carried out. The next step is to test the hypotheses that have been built in this study. In this case, the bootstrapping method was carried out on the sample.

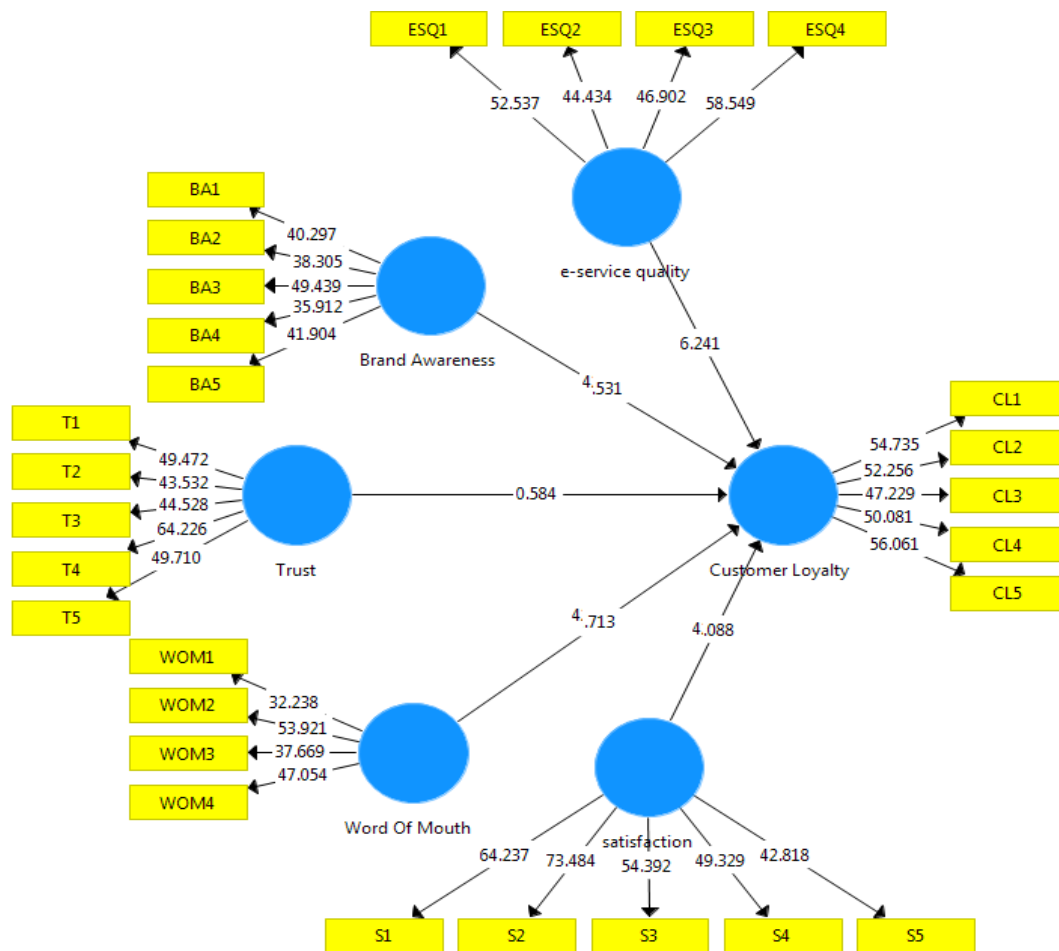


Fig 3. Hypothesis Testing

Testing with bootstrapping is intended to minimize the problem of abnormal research data. The final step of the test using the smart PIs application is a hypothesis test and is carried out by looking at the results of the bootstrapping value. This test is carried out by selecting the calculate menu and after that a menu option appears, then selecting bootstrapping.

Table 2. Hypothesis Testing

Hypothesis	T Statistics	P Values	Result
e-service quality -> customer loyalty	6.241	0.000	Supported
Brand awareness -> customer loyalty	4.531	0.000	Supported
Trust -> customer loyalty	6.584	0.000	Supported
Word of mouth -> customer loyalty	4.713	0.00	Supported
Satisfaction -> customer loyalty	4.088	0.000	Supported

Relationship of e-service and customer loyalty

E-service Quality has a significant effect on customer trust. These results are in line with the results of a study by Juwaini et al. (2022); Karim et al. (2020), namely that there is a significant influence between the e-service quality of electronic brands on trust. This study also provides consistent results with According to Herawaty et al. (2022) Applications are considered capable of solving consumer problems, so that consumers feel confident about investing their money to shop on Social media applications in the Social media Shop feature. E-service Quality found significant positive results on customer satisfaction. This finding is in line with the findings of Herawaty et al. (2022); Jain et al. (2022); Juwaini et al. (2022);

Karim et al. (2020) who argued that there is an influence between e-service quality on customer satisfaction, the performance of the Social media application on the Social media Shop feature where the transaction process runs very quickly is one of the factors that influence customers to use the Social media application for shopping. The performance of the Social media application on the Social media Shop feature in this case is more towards technology, where the application can meet customer shopping needs so that customers feel satisfied shopping on the Social media application.

Relationship of Brand awareness and social media Shop

Brand awareness has a positive effect on customer trust. These results support the findings of Mukaromah et al. (2022); Nuryanti et al. (2021) argued that brand awareness has a positive effect on customer trust. With the live streaming feature, it allows customers to be able to see first-hand reviews related to the product they want to buy, thus providing a higher level of trust than just looking at photos or videos. Word of mouth has no significant effect on customer trust. Brand awareness was found to have a positive effect on customer satisfaction. This is consistent with the research According to Khiong et al. (2022); Melani et al. (2021) that brand awareness has a positive influence on customer satisfaction. Social media brand awareness in the Social media Shop feature that has the most impact is the application providing lots of promotions on social media and television which can be accessed when you want to watch entertainment both on Social media and on TV but this cannot have an impact on satisfaction if the customer has not try directly to make transactions against the application. Even though the application does a lot of promotions, if the respondent has not tried it, then he is not satisfied. It would be better if the Social media shop gave lots of promotions to new customers to try to place an order.

Relationship of Word of mouth and customer loyalty

Word of mouth has a significant effect on customer trust. These results are consistent with the results of a study conducted by Melani et al. (2021); Mukaromah et al. (2022); Nuryanti et al. (2021) that WOM has an influence on customer trust. This can happen because social media shop customers believe more in direct advertisements or direct information from the company than just listening to information conveyed by parties outside the company. The results show that there is a significant effect of customer satisfaction on customer loyalty, and also found a significant effect of customer loyalty on word of mouth, as well as a significant effect on customer satisfaction from word of mouth, and also found an indirect effect of customer satisfaction on word of mouth. mouth through customer loyalty. The findings are also in line with previous research, namely research by Nuryanti et al. (2021) which states that there is a positive influence on the relationship between customer loyalty and word of mouth. This is in line with the opinion expressed by Melani et al. (2021); Mukaromah et al. (2022); Nuryanti et al. (2021) which says that truly loyal customers are not only very beneficial for the company, loyal customers can also function as marketers who can recommend products from the company, to those closest to them or to people who need information. In this study there is a fourth finding, namely the existence of a significant positive effect on customer satisfaction on word of mouth. This finding was also found in the study According to Khiong et al. (2022); Nuryanti et al. (2021) which states that there is a positive influence on the relationship between customer satisfaction and word of mouth. This finding proves the opinion expressed by Mukaromah et al. (2022) which says that customer satisfaction will strengthen the occurrence of word of mouth. Another thing that was found by this study is the indirect effect of customer satisfaction on word of mouth through customer loyalty. This shows that the indirect effect of loyalty can have an indirect effect on customer satisfaction with word of mouth. In the coefficient table in the correlation column

the partial value is shown for customer satisfaction. This can be explained that the value of loyalty is higher than customer satisfaction so it can be suggested for companies to pay more attention to customer loyalty so that existing customer satisfaction can further increase customer loyalty so that word of mouth occurs more frequently.

Relationship of Trust and customer loyalty

Brand trust has a significant effect on customer loyalty. This is with the findings of Rusiyati et al. (2022); Rohana et al. (2019); Setyoko et al. (2022) that trust in the brand has no significant effect on customer loyalty. What social media can do is always evaluate and be innovative in building campaigns so that customers continue to make purchases on social media applications. Brand trust is very important for relational exchanges and forms the basis for the formation of strategic relationships. Brand trust has an effect on customer loyalty by exploring the determination of customer loyalty, without trust a relationship will not be able to run in the long term. Therefore, it is necessary for product owners to maintain integrity, be reliable, and not disappoint their customers. According to Purwanto et al. (2022); Praditya (2019) Trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes and benefits. Given that belief is our cognitive knowledge about an object, attitude is a feeling or affective response that we have about an object. First of all the consumer forms a belief in a product then develops an attitude towards it and finally buys it or first of all the consumer performs a product buying behavior and then forms a belief and attitude towards the product. With the knowledge function, a person's attitude forms a frame of reference in which they interpret their world. Therefore, consumer attitudes greatly influence how they selectively expose themselves and perceive marketing communications. The knowledge function also helps explain some of the effects of brand loyalty. Brand loyalty can reduce the search time required to obtain a product that meets their needs.

Relationship of Customer satisfaction and loyalty

The results of data processing also show that customer loyalty is influenced by customer satisfaction. These results support the findings of Rohana et al. (2019); Setyoko et al. (2022) which suggests that satisfaction has a positive effect on customer loyalty. Customers who are satisfied both in terms of service as expected, and satisfied with prices that are comparable to the company's services, will make purchases again at the Social Media Shop. So as much as possible Social Media can always provide education to sellers to improve service and discount prices so that buyers want to stick with the application. Based on previous research which showed that customer satisfaction, customer trust and price have a positive effect on customer loyalty. This shows that the higher the value of customer satisfaction, customer trust and price, the higher customer loyalty. Therefore, the importance of this research is carried out because customer satisfaction, trust has a significant influence on customer loyalty. This is the experience of using or consuming goods or services after purchase, consumers will evaluate product performance as expected or not, they will experience positive, negative or neutral emotions, this emotional response acts as input or input in the perception of satisfaction / dissatisfaction. According to Purwanto et al. (2022); Praditya (2019); Rusiyati et al. (2022); Rohana et al. (2019); Setyoko et al. (2022) brand loyalty is directly affected by satisfaction or dissatisfaction with the brand that has accumulated over a certain period of time as well as perceptions of product quality.

According to Wilis et al. (2020); Zainul et al. (2019) stated that consumer satisfaction is the overall attitude shown by consumers towards goods or services after consumers obtain or use them. Oliver's satisfaction is an evaluation of the surprise attached to a product

acquisition and or consuming experience. According to Zainul et al. (2019) stated that consumer satisfaction is an important concept in marketing concepts and consumer research. It is a common opinion that if consumers are satisfied with a product or brand, consumers are more likely to continue to buy and use it and tell others about their pleasant experiences with the product. Experience that is able to create a positive attitude towards consumers will lead to a feeling of satisfaction or customer satisfaction, besides that positive feelings that are built towards the product will build trust According to Shafiee et al. (2018); Zainul et al. (2019) stated that consumer trust is all knowledge possessed by consumers and all conclusions made by consumers about objects, attributes, and benefits. Belief is our cognitive knowledge about an object, so attitude is a feeling or affective response that we have about an object. First of all, consumers form trust in a product and then develop attitudes. If the attitude becomes positive then there will be brand loyalty. According to Shafiee et al. (2018); Zainul et al. (2019) stated that brand loyalty is a desire to make and repeat purchase behavior. According to Shafiee et al. (2018); Syahril et al. (2022); Wan Jasni et al. (2020) state brand loyalty is the extent to which a customer shows a positive attitude towards a brand, has a commitment to a particular brand, and intends to buy it in the future. According to Shafiee et al. (2018); Zainul et al. (2019) brand loyalty is directly influenced by satisfaction or dissatisfaction with the brand that has been accumulated over a certain period of time as is the perception of product quality. According to Wan Jasni et al. (2020); Zainul et al. (2019) state brand loyalty as an attitude of liking for a brand that is presented in consistent purchases of that brand over time.

Conclusion

The results of the data analysis found that e-service quality had a positive and significant effect on customer loyalty on the social media shop, brand awareness had a positive and significant effect on customer loyalty on the social media shop, trust had a positive and significant effect on customer loyalty on the social media shop, word of mouth has a positive and significant effect on customer loyalty on the social media Shop, satisfaction has a positive and significant effect on customer loyalty on the social media Shop.. This gives a distinct impression to customers because social media is branded as social media that can make purchases when Live is in progress. For the brand awareness variable, customers feel safe shopping at the Social Media Shop as a third party. Based on the results of the research that has been done, it can be suggested in this study that companies and sellers must quickly respond to postings on negative things that can quickly damage the image of the company such as negative content related to the shopping experience. If the company does not respond quickly, it can make customers try similar products from competitors, the company maintains good relations with customers, such as conducting surveys of all social media users regarding criticism and suggestions as material for evaluating and formulating the company's future to suit the wishes of customers.

There are several limitations to this study, and these limitations may create opportunities for improvement for future research. This research focuses on Social media application services on the Social media Shop feature. For further research, it can provide a comparison between the Social Media Shop and other market places. Apart from that, you can also carry out further research such as payment features, delivery time and disbursement from the seller's side. This research was conducted during a pandemic, when people's habits changed because they could not shop in open spaces, so they looked for shopping alternatives that could be enjoyed indoors. There is a possibility that after the community is not in a pandemic, the community will be more active in shopping at offline stores such as malls,

markets and so on. Respondents in this study are respondents who have used social media applications in all ages and regions. There may be differences if you do specifically.

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