The Effects of Electronic Service Quality, Online Review, Product Quality, and Corporate Image on Loyalty through Customer Satisfaction

Fatha Safitry[1], Euphrasia Susy Suhendra[2]
[1](Management, Gunadarma University, Indonesia)
[2](Management, Gunadarma University, Indonesia)

Abstract: The purpose of the study was to analyze the effect of electronic service quality, online review, product quality, and corporate image on loyalty through customer satisfaction. The method used is a quantitative method, then the data are analyzed with multiple linear regression techniques and SEM. The results showed that the total effect of the four independent variables directly on the dependent variable was 0.483, while the indirect effect through the intervening variable was 0.209. So, it can be concluded that there is an influence of the quality of electronic services, online review, product quality, and corporate image together on customer loyalty, both directly and indirectly through customer satisfaction. However, the dominant influence is directly.

Keywords: Company image, customer loyalty, customer satisfaction, electronic services quality, online review, and product quality

I. INTRODUCTION

The potential of online business through e-commerce has a great opportunity to develop in Indonesia, especially in West Java, because the population of West Java is quite large, which is 48 thousand inhabitants. E-marketer data also states that the number of internet users in Indonesia continues to increase every year (liputan6.com).

With the emergence of various e-commerce platforms in Indonesia, this has led to quite fierce competition. Regarding competition, e-commerce service providers are competing to meet customer expectations and maintain customer loyalty. The customer is one important factor that must be considered by the company, because the customer is an asset that determines the success of the company. Therefore, efforts in order to provide satisfaction and maintain customer loyalty should be a priority of the company. With this, the company is required to be able to formulate the right strategy that is prepared carefully and thoroughly.

Academics claim that customer satisfaction is a construct that is independent and is influenced by the quality of electronic services (Supriyantini, et al., 2014). The quality of electronic services can also affect customer satisfaction and customer loyalty (Sharma, 2017). The concept of electronic service quality, product quality, online review, company image, customer satisfaction, and customer loyalty has been proven by several studies, that these variables have a relationship between one another. Theoretically, in the process can provide a reference in this study, where the quality of electronic services, product quality, online reviews, and corporate image can influence customer loyalty directly or indirectly through customer satisfaction.

Based on the background of this research, this study examines "The Effect of Electronic Service Quality, Online Review, Product Quality, and Company Image on Loyalty through Customer Satisfaction (Study on Tokopedia Customers in Bekasi)".

Meanwhile the purpose of this research is to analyze the effect of electronic service quality, online review, product quality, and company image on loyalty through customer satisfaction.

II. LITERATURE REVIEW

Refer to research conducted by Sylvarez and Wijaksana (2016) that the quality of electronic services can positively influence customer satisfaction. In addition to the quality of electronic services, product quality can also affect customers, as expressed by Jacoby and Chestnut that a strong commitment to the quality of products sold can affect loyalty (in Kassim& Abdullah, 2010). Consumers can not make an assessment of how the quality of the product, if you have never bought it. So online product review (online review) is so important to do by consumers as material recommendations for other consumers. In fact, more than half of customers in the world have said that online reviews or social recommendations from others are more trusted than other forms of advertising (Conner, 2013). The use of online reviews is increasing and is predicted to continue to grow. As according to a report made by Trustpilot (in Astiarini, 2014) that as many as 79% of companies said that online review has an important role in making customer purchasing decisions, which in turn can create customer satisfaction if the product is deemed in accordance with online reviews previously read. Furthermore

Hart and Rosenberg III (2004) stated in their research results that company image can positively influence customer satisfaction and customer loyalty.

If the customer is satisfied with the goods or services used, it will lead to customer loyalty or loyalty (Wijayanti, 2008 and Scnaars in Hasan, 2009). But the decline in the number of customers is likely to occur due to customer switching caused by dissatisfaction experienced previously. Customer satisfaction is also one of the keys to success in creating customer loyalty.

Academics claim that customer satisfaction is a construct that is independent and is influenced by the quality of electronic services (Supriyantini, et al., 2014). The quality of electronic services can also affect customer satisfaction and customer loyalty (Sharma, 2017).

Empirical studies have been conducted to identify things that can affect customer loyalty to a product or service offered by the company. As research conducted by Supriyantini in 2014 which examined the "Effect of Quality of Electronic Services on E-Satisfaction". The results of this study indicate that the quality of electronic services affects e-satisfaction. Other research conducted by DeddyRakhmadHidayat and Muhammad RizaFirdaus (2016), which examined the "Analysis of the Effect of Service Quality, Price, Trustworthiness, Company Image, and Customer Satisfaction on Telkom Speedy Customer Loyalty in Palangkaraya". The results of this study state that service quality has a positive and significant effect on company image, company image has a positive and significant effect on customer satisfaction, customer satisfaction has a positive and significant effect on trust, price has a negative and significant effect on customer loyalty, customer satisfaction has a positive and significant effect towards customer loyalty. Then the next research entitled Effect of Service Quality and Product Quality on Customer Satisfaction and Consumer Loyalty of Happy Garden Surabaya Restaurant conducted by ShandyWidjoyo, et al. in 2014 stated that service quality, product quality, and customer satisfaction had a positive and significant effect on customer loyalty. Research on online reviews has also been carried out in 2018 by MithaFebriana and EdyYulianto, entitled The Effect of Online Consumer Review by Beauty Vlogger on Purchasing Decisions. The results of this study state that there is a significant influence between online consumer reviews on purchasing decisions.

III.   RESULTS AND DISCUSSION

Description of Research Object

As for the objects of this research are six variables namely the variables of electronic service quality, online review, product quality, company image, customer satisfaction, and customer loyalty.

Characteristics of Respondents

A total of 100 respondents who were sampled in this study consisted of 53 female respondents, and 47 male respondents. The age range between 17 to 22 years was 52 respondents, between 23 to 27 years as many as 28 respondents, and over 27 years as many as 20 respondents. For more details, it will be presented in the following table.

Table 1. Characteristics of Respondents

Criteria	Information	Total	Percentages
Gender	Woman	53	53
	Man	47	47
Age	17-22	52	52
	23-27	28	28
	>27	20	20
Total		100	100

Source: Primary data processing results, 2018

Quality of Electronic Services

In the electronic service quality variable, the assessment is carried out with four indicators, namely efficiency, system availability, fulfillment, and privacy. From these four indicators developed into sixteen statements that must be answered by 100 respondents in the research questionnaire. Below this is the total frequency of respondents' answers of all statement items on electronic service quality variables.

Table 2. Quality of Electronic Services

Indicators	Result	Percentages
Efficiency	Agree	64.5%
System availability	Agree	62%
Fulfillment	Agree	52%
Privacy	Agree	57%

Source: Primary data processing results, 2018

Based on research data on electronic service quality variables, it was found that.
1. Efficiency indicators

The majority of respondents answered agree with a percentage of 64.5%, it can be understood that users find it easy to access Tokopedia.
2. System availability indicator

The majority of respondents answered agree with a percentage of 62%, it can be understood that the technology used by Tokopedia is able to meet the needs of users.
3. Indicators of fulfillment

The majority of respondents answered agree with a percentage of 52%, it can be understood that Tokopedia is able to provide services to users in meeting the availability of marketed products.
4. Privacy indicator

The majority of respondents answered agree with a percentage of 57%, it can be understood that Tokopedia is able to provide protection and security of customer's personal information.

Online Review

In the online review variable, the assessment is carried out with three indicators, namely attractiveness, trustworthiness, and expertise. From these three indicators developed into eight statements that must be answered by 100 respondents in the research questionnaire. Below this is the total frequency of respondents' answers of all statement items on the online review variable.

Table 3. Online Review

Indicators	Results	Percentages
attractiveness	Agree	65.5%
Trustworthiness	Agree	57%
Expertise	Agree	54%

Source: Primary data processing results, 2018

Based on research data on the online review variable, it was found that.
1. Attractiveness indicator

The majority of respondents answered agree with a percentage of 65.5%, it can be understood that the online review on the Tokopedia application has an appeal.
2. Trustworthiness indicators

The majority of respondents answered agree with a percentage of 57%, it can be understood that online reviews on the Tokopedia application can be trusted.
3. Expertise indicators

The majority of respondents answered agree with a percentage of 54%, it can be understood that reviewers on the Tokopedia application have the knowledge, experience, and expertise of the product and can prove the strengths and weaknesses of the product.
.

Product Quality

In the product quality variable, the assessment is carried out with eight indicators, namely performance, features, durability, conformity to specifications, reliability, aesthetics, perception of quality, and ability to be improved. Of these eight indicators developed into 27 (twenty seven) statements that must be answered by 100 respondents in the research questionnaire Below is the total frequency of respondents' answers of all statement items on the product quality variable

Table 4. Product Quality

Indicators	Results	Percentages
Performance	Agree	66%
Features	Agree	53,6%

Durability	Agree	43%
Conformity	Agree	63%
Reliability	Agree	54%
Aesthetics	Agree	63%
Perception of quality	Agree	59%
Ability	Agree	51%

Source: Primary data processing results, 2018

Based on research data on product quality variables, it was found that.
1. Performance indicators
The majority of respondents answered agree with a percentage of 66%, it can be understood that the basic characteristics or main benefits of products marketed on Tokopedia can work well.
2. Feature indicators
The majority of respondents answered agree with a percentage of 53.6%, it can be understood that additional characteristics designed to improve the main function of the products marketed at Tokopedia can work well.
3. Durability indicators
The majority of respondents answered agree with a percentage of 43%, it can be understood that the products marketed at Tokopedia have good durability, long product life, or durability.
4. Indicators of Conformity with Specifications
The majority of respondents answered agree with a percentage of 63%, it can be understood that the products marketed at Tokopedia can meet specifications according to their standards.
5. Reliability indicators
The majority of respondents answered agree with a percentage of 54%, it can be understood that the products marketed at Tokopedia can satisfy within a certain period or it can be said that the product is not perishable.
6. Aesthetic indicators
The majority of respondents answered agree with a percentage of 63%, it can be understood that aesthetically or in terms of beauty, the products marketed at Tokopedia have a good appearance.
7. Perception of quality indicators
The majority of respondents answered agree with a percentage of 59%, it can be understood that the customer's perception of the product, company image, product brand is considered good.
8. The ability indicators
The majority of respondents answered agree with a percentage of 51%, it can be understood that the product being marketed can be repaired quickly, easily, and competently.

Company Image

In the corporate image variable, the assessment is carried out with four indicators, namely personality, reputation, values, and corporate identity. Of the four indicators developed into eleven statements that must be answered by respondents in the research questionnaire. Below this is the total frequency of respondents' answers of all statement items on the corporate image variable

Table 5. Company Image

Indicators	Results	Percentages
Personality	Agree	46%
Reputation	Agree	60%
Values	Agree	62%
Corporate identity	Agree	59%

Source: Primary data processing results, 2018

Based on data from research results on corporate image variables, it was found that.
1. Personality indicators
The majority of respondents answered agree with a percentage of 46%, it can be understood that customers feel that Tokopedia has good social responsibility and credibility.
2. Reputation indicators
The majority of respondents answered agree with a percentage of 60%, it can be understood that customers believe that Tokopedia has a good reputation.
3. Value indicators

The majority of respondents answered agree with a percentage of 62%, it can be understood that Tokopedia has good corporate values, such as company culture, employee attitudes or good company management.
  4. Indicator of corporate identity
The majority of respondents answered agree with a percentage of 59%, it can be understood that Tokopedia has a corporate identity such as a company logo, slogan or company jargon that has been known by customers.

Customer Satisfaction
On the variable customer satisfaction, the assessment is carried out with five indicators, namely product quality, service quality, emotional, price, and cost. Of these five indicators developed into six statements that must be answered by respondents in the research questionnaire. Below this is the total frequency of respondents' answers of all statement items on the customer satisfaction variable.

Table 6. Customer Satisfaction

Indicators	Results	Percentages
Product quality	Agree	68%
Service quality	Agree	68%
Emotional	Agree	65%
Price	Agree	43%
Cost	Agree	51%

Source: Primary data processing results, 2018

Based on research data on customer satisfaction variables, it was found that.
  1. Product quality indicator
The majority of respondents answered agree with a percentage of 68%, it can be understood that customers feel that Tokopedia products have good quality.
  2. Service quality indicators
The majority of respondents answered agree with a percentage of 68%, it can be understood that customers feel that Tokopedia is able to provide services that are in line with customer expectations.
  3. Emotional indicators
The majority of respondents answered agree with a percentage of 65%, it can be understood that customers feel proud of the products they buy at Tokopedia.
  4. Price indicators
The majority of respondents answered agree with a percentage of 43%, it can be understood that Tokopedia products have relatively lower prices.
  5. Cost indicators
The majority of respondents answered agree with a percentage of 51%, it can be understood that customers do not need to incur additional costs to get added value from Tokopedia products such as bonus or warranty products.

Customer Loyalty
In the customer loyalty variable, the assessment is carried out with four indicators, namely making regular repeat purchases, purchases across products and services lines, refering others, and demonstrating in immunity to the full of the competition. Of these four indicators developed into five statements that must be answered by respondents in the research questionnaire. Below this is the total frequency of respondents' answers of all statement items on the customer loyalty variable.

Table 7. Customer Loyalty

Indicators	Results	Percentages
Makes Regular Repeat Purchase	Agree	56%
Purchases Across Product and Services Lines	Agree	60%
Refers Other	Agree	62%
Demonstrates In Immunity To The Full Of The Competition	Agree	45%

Source: Primary data processing results, 2018

Based on research data on customer loyalty variables, it was found that.
1. Indicator makes regular repeat purchase
The majority of respondents answered agree with a percentage of 56%, it can be understood that the majority of customers want to repurchase Tokopedia products.
2. Indicators of purchases across product and service lines
The majority of respondents answered agree with a percentage of 60%, it can be understood that customers also buy products with the same product brand in Tokopedia.
3. Other refer indicators
The majority of respondents answered agree with a percentage of 62%, it can be understood that customers tell the goodness of Tokopedia and recommend Tokopedia to others.
4. Indicator demonstrates in immunity to the full of the competition
The majority of respondents answered agree with a percentage of 45%, it can be understood that a minority of customers are not affected by product offerings from competing online stores.

Multiple Linear Regression Analysis
Multiple linear regression analysis was performed using the values from the correlation coefficient and the coefficient of determination. There are two analyzes in this research namely partial and simultaneous analysis, below is a partial analysis carried out on each variable which is as follows.
1. Electronic service quality and customer satisfaction
R value of 0.642 which means that electronic service quality and customer satisfaction variables are positively and strongly correlated. As for the R square value of 0.412 and still far from number 1, thus the quality of electronic services is only able to explain a small part of the customer satisfaction variable.
2. Online review and customer satisfaction
R value of 0.619, which means the online review variable and customer satisfaction are positively and strongly correlated. As for the R square value of 0.383 and still far from the number 1, thus online review is only able to explain a small part of the customer satisfaction variable
4. Product quality and customer satisfaction
R value of 0.782 which means the product quality and customer satisfaction variables are positively and strongly correlated. As for the R square value of 0.611 and close to 1, thus product quality is able to explain most of the customer satisfaction variables.
5. Company image and customer satisfaction
R value of 0.769 which means that the variable corporate image and customer satisfaction are positively and strongly correlated. As for the R square value of 0.591 and close to 1, thus the company's image is able to explain most of the customer satisfaction variables.
6. Quality of electronic services and customer loyalty
R value of 0.463 which means that the electronic service quality and customer loyalty variables are positively and moderately correlated. As for the R square value of 0.214 and still far from number 1, thus the quality of electronic services is only able to explain a small portion of the customer loyalty variable.
7. Online reviews and customer loyalty
R value of 0.414, which means the online review variable and customer loyalty are positively and moderately correlated. As for the R square value of 0.171 and still far from number 1, thus online review is only able to explain a small portion of the customer loyalty variable
8. Product quality and customer loyalty
R value of 0.514, which means the product quality and customer loyalty variables are positively and moderately correlated. As for the R square value of 0.264 and still far from number 1, thus product quality is able to explain a small portion of the customer loyalty variable
9. Company image and customer loyalty
R value of 0.660 which means that the variable company image and customer loyalty are positively and strongly correlated. As for the R square value of 0.435 and still far from number 1, thus the company's image has an effect on customer loyalty of 43.5% and the remaining 56.5% is influenced by other variables outside this regression model.
10. Customer satisfaction and customer loyalty
R value of 0.593, which means that customer satisfaction and customer loyalty variables are positively and moderately correlated. As for the R square value of 0.352 and still far from number 1, customer

satisfaction has an effect on customer loyalty of 35.2% and the remaining 64.8% is influenced by other variables outside this regression model.

As for the simultaneous analysis which is as follows.

1. The influence of electronic service quality, online review, product quality, and corporate image together on customer satisfaction

R value of 0.846 which means that the variable electronic service quality, online review, product quality, and corporate image together to customer satisfaction is positively correlated and very strong. As for the Adjusted R Square value used in analyzing the simultaneous effect of 0.705, it can be interpreted that the quality of electronic services, online reviews, product quality, and company image together influence customer satisfaction by 70.5%.

2. Electronic service quality, online review, product quality, company image, and customer satisfaction together to customer loyalty

R value of 0.674 which means that the simultaneous influence between variables of electronic service quality, online review, product quality, company image, and customer satisfaction together on customer loyalty is positively and strongly correlated. As for the Adjusted R Square value used in analyzing the simultaneous influence that is equal to 0.425 which can be interpreted that the quality of electronic services, online review, product quality, company image, and customer satisfaction together influence customer loyalty by 42.5%.
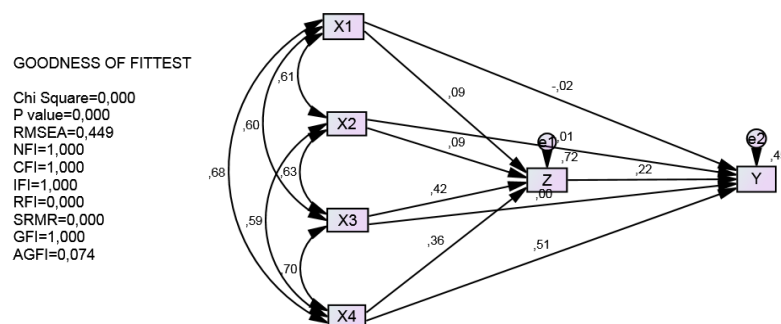
Whereas the path analysis is as follows.

fig 1. path analysis model
Source: Primary data processing results, 2018

There are four relationships analyzed by path analysis starting from X1 to X4. For the influence of the variable X1 to Z by 0.09, while the effect of the variable X1 to Y by -0.02, that is, it can be said that the quality of electronic services plays a greater role in customer satisfaction than customer loyalty. Meanwhile, the direct effect of the variable X2 on Z was 0.09, while the effect of the variable X2 on Y was 0.01, that is, it can be said that online review had more of a role in customer satisfaction than customer loyalty. Furthermore, the direct effect of variable X3 on Z is 0.42, while the effect of variable X3 on Y is 0.00, meaning that it can be said that product quality plays a greater role in customer satisfaction than customer loyalty. Finally, the variable X4 to Z is 0.36, while the effect of the variable X4 to Y is 0.51, meaning that it can be said that the company's image has a greater role in customer loyalty than customer satisfaction. From these results, it can be seen that, the four independent variables studied have a relationship to the Y intervening variable.

Based on the T and F statistical tests, all research hypotheses were accepted except for the 13th hypothesis which states that there is an influence of the company's image on customer loyalty through customer satisfaction.

Discussion

Based on the results of statistical processing above, obtained several results that, (1) there is a positive and strong influence between the quality of electronic services on customer satisfaction. (2) There is a positive and strong influence between online reviews on customer satisfaction. (3) There is a positive and strong influence between product quality on customer satisfaction. (4) There is a positive and strong influence between the company's image on customer satisfaction. (5) There is a positive and moderate effect between the quality of electronic services on customer loyalty. (6) There is a positive and moderate effect between online reviews on customer satisfaction. (7) Available

positive and moderate influence between product quality on customer loyalty. (8) There is a positive and strong influence between the company's image on customer loyalty. (9) There is a positive and moderate effect between customer satisfaction on customer loyalty. (10) Electronic service quality variables play a greater role in customer satisfaction compared to customer loyalty. (11) Online review variables play a greater role in customer satisfaction compared to customer loyalty. (12) Product quality variables play a greater role in customer satisfaction compared to customer loyalty. (13) Company image has a direct effect on customer loyalty without having to be mediated by customer satisfaction. In other words customer satisfaction is not an intervening variable between company image and customer loyalty. The real relationship is a direct relationship between company image and customer loyalty. (14) There is a positive and very strong influence between the quality of electronic services, online reviews, product quality, and corporate image together on customer satisfaction. (15) There is a positive and strong influence between the quality of electronic services, online reviews, product quality, corporate image, and customer satisfaction together on customer loyalty.

IV. CONCLUSION

The conclusion of this study is the first, the influence of electronic service quality on customer satisfaction. Second, the effect of online review on customer satisfaction. Third, the influence of product quality on customer satisfaction. Fourth, the influence of company image on customer satisfaction. Fifth, the influence of electronic service quality on customer loyalty. Sixth, the influence of online review on customer loyalty. Seventh, the influence of product quality on customer loyalty. Eighth, the influence of company image on customer loyalty. Ninth, the influence of customer satisfaction on customer loyalty. Tenth, the influence of electronic service quality on customer loyalty through customer satisfaction. Eleventh, the influence of online review on customer loyalty through customer satisfaction. Twelfth, the influence of product quality on customer loyalty through customer satisfaction. Thirteenth, there is no influence of the company's image on customer loyalty through customer satisfaction. Fourteenth, there is an influence between the quality of electronic services, online reviews, product quality, and corporate image together on customer satisfaction. And finally, there is an influence between the quality of electronic services, online reviews, product quality, corporate image, and customer satisfaction together on customer loyalty.

The suggestion of this research is the first, as an academic suggestion, for further researchers are expected to expand the research sample to see the range of influence of research variables more thoroughly. Then, give a deeper discussion about other factors that influence the dependent variable apart from the independent variables that have been included in this study. With the rejection of the 13th hypothesis which states that there is no influence of the company's image on customer loyalty through customer satisfaction, this can be analyzed in more depth. Furthermore, the second, as a practical suggestion from this research, namely for e-commerce companies especially Tokopedia, to be able to use this research as a guideline in designing appropriate strategies to increase customer satisfaction and loyalty.

REFERENCES

Internet:
[1]   Abdurrahman, Muhammad Sufyan, 14 Agustus 2017, 11:30 WIB, Transaksi E-Commerce Indonesia akanCapaiRp 144 Triliun, https://www,liputan6,com/tekno/read/3057134/2018-transaksi-e-commerce-indonesia-akan-capai-rp-144-triliun 2018, Transaksi e-Commerce Indonesia Akan CapaiRp 144 Triliun [29 Juni 2018].
[2]   Conner, C, 2013, The Marketer's Guide to Customer Reviews (and Why They Matter So Much), http://www,forbes,com/sites/cherylsnappconner/2013/08/23/the-marketers-guide-to-consumer-reviews-and-why-you-should-care/ [24 Oktober 2018].

Journal Papers:
[3]   Supriyantini. Suyadi, Imam, and Riyadi, pengaruhkualitaslayananelektronikterhadap e-satisfaction „*Journal AdministrasiBisnis, 5(2),* 2014.
[4]   Sharma, Gajendra, service quality, satisfaction, and loyalty in online marketing: an empirical investigation, *Global Journal of Management, and Business Research: E Marketing, 17(2),* 2017.
[5]   Kassim, N, & Abdullah, N, A, the effect of perceived service quality dimensions on customer satisfaction", trust, and loyalty in e-commerce settings, *Asia Pacific Journal of Marketing and Logistics*, 22 (3), page, 351-371, 2010.
[6]   Astiarini, Devi, helpfulness of online review: a role of review valence (case study of amazon,com), Jurnal, 2014..
[7]   Hart, Allinson E., & Rosenberger III, Philip J.,the effect of corporate image in the formation of customer loyalty: an australian replication, *Australiasian Marketing Journal*, 12 (3), 2004.

[8]   Hidayat, D, R., &Firdaus, M, R,analisispengaruhkualitaslayanan, harga, kepercayaan, citraperusahaan, dankepuasanpelangganterhadaployalitaspelanggan (studipadapelanggantelkom speedy di palangkaraya), *Jurnal Wawasan Manajemen*, 2(3), page, 237-250, 2016.

[9]   Putro,   Shandy   Widjoyo,   dkk, pengaruhkualitaslayanandankualitasprodukterhadapkepuasanpelanggandanloyalitaskonsumenrestoran happy garden surabaya, *Jurnal Manajemen Pemasaran*, 2 (1), page, 1-9, 2014.

[10]   Febriana, Mithadan Yulianto, Edy, pengaruh online consumer review oleh beauty vloggerterhadapkeputusanpembelian, *Jurnal Administrasi Bisnis*, 58 (1), 2018.

Books:
[11]   Hasan, Ali, *marketing*(Med Press, Yogyakarta, 2009).

Theses:
[12]   Wijayanti, Ari, *Strategi Meningkatkan Loyalitas Melalui Kepuasan Pelanggan (Studi Kasus Kartu Seluler Prabayar Mentari-Indosat Wilayah Semarang)*, Tesis, Magister Manajemen, Universitas Diponegoro, Indonesia, 2008..