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The Influence of Customer Experience, E-Service Quality and E-Wom on E-Loyalty With Customer Satisfaction as an Intervening Variable

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Abstract

The development of digital technology has driven the rapid growth of e- commerce, making business people focus on improving service quality to meet customer needs. This trend emphasizes ease of shopping, speed of delivery, and variety of products offered to increase customer satisfaction and loyalty, or e-loyalty, which is an important indicator of e-commerce success. This research aims to analyze the influence of customer experience, e-service quality, and e-WOM on customer satisfaction and e-loyalty, especially in the context of online shopping, where consumer decisions are often based on digital information and virtual interactions. The population in this study are subjects related to the research the author conducted at UNTAG Surabaya, so the respondents of this study were UNTAG Surabaya students, especially the Faculty of Economics and Business. A total of 100 respondents were found using purposive sampling technique. Hypothesis testing in this research was carried out using a Structural Equation Model (SEM) approach based on Partial Least Square (PLS). Based on the analysis of 7 hypotheses, it was found that 5 hypotheses were accepted, and 2 hypotheses were rejected. From these findings it is concluded that customer experience, e-service quality, and e-WOM have a significant positive influence on customer satisfaction. Then, customer experience and customer satisfaction have a significant positive influence on e-loyalty. Meanwhile, e-service quality and e-WOM have an insignificant influence on e-loyalty.

Keywords: *Customer Experience, E-service Quality, E-WOM, Customer Satisfaction, E- Loyalty*

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INTRODUCTION

The development of digital technology has encouraged the rise of online product sales, causing business people to compete to provide quality services to meet customer needs. Currently, the growth of e-commerce is quite significant due to the shift in people's shopping culture from offline to online. One indicator is the

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growth of the marketplace. The phenomenon of high consumerism in Indonesian society is also one of the main factors triggering the increasingly massive development of e-commerce.

Even though there has been a significant shift from offline to online shopping culture, it cannot be denied that there are still some doubts that may arise among consumers. However, with technological developments and increased awareness of online security, as well as efforts made by e-commerce platforms to improve service quality and consumer trust, doubts about the shift from offline to online culture may be overcome over time.

In this context, e-loyalty also plays an important role in building trust, as loyal customers tend to have a stronger relationship with the e-commerce platform, feel more confident in transactions, and are more likely to recommend the platform to others.

An interesting phenomenon that can be observed is the consumer trend among teenagers in Indonesia who like to buy things, one of which is shoes, just because of prestige, FOMO (fear of missing out), discounts, or other things. Teenagers are often encouraged to buy the latest products so as not to feel left behind by their friends, or to show their social status. Massive promotions and discounts offered by e-commerce platforms are often the main trigger for this consumer behavior. This research will explore factors that have the potential to influence e-loyalty, with a focus on several main dimensions, namely customer experience, e-service quality, e-WOM (electronic word-of-mouth), and customer satisfaction.

Customer experience can be defined as interactions between organizations and customers that create personal value and increase interest in products or services. Apart from that, e-service quality is fulfilling customer needs and desires through efficient online services, covering all interactions from shopping to delivery. Improving e-service quality can provide many benefits for businesses, such as increasing customer satisfaction and loyalty, improving company image, reducing customer acquisition costs and increasing operational efficiency.

Electronic word of mouth (e-WOM) is a form of digital communication that includes positive, neutral, or negative statements regarding products, services, brands, or companies conveyed by consumers, both potential and actual. Electronic word of mouth (e-WOM) can provide many benefits to businesses, such as increasing brand awareness, building trust and credibility, influencing purchasing decisions, strengthening customer loyalty, improving online reputation, and providing valuable feedback.

Customer satisfaction refers to a reflection of how well a product or service meets or even exceeds their expectations. Customer satisfaction tends to have a significant positive impact on e-loyalty. This can increase repeat purchases, positive recommendations, resilience to competition, and lifetime customer value.

This research presents a significant contribution to the academic literature. Until now, there has been no specific research that explores how customer satisfaction mediates the influence of customer experience, e-service quality and e-WOM on e-loyalty. So this research brings novelty through this knowledge gap, by

conducting an in-depth analysis of the role of customer satisfaction in mediating this relationship.

Therefore, this research will examine in an integrated manner the influence of customer experience, e-service quality and e-WOM on e-loyalty on the Shopee platform, with customer satisfaction as an intervening variable in the context of purchasing shoes, with a study conducted on students of the Faculty of Economics and University Business 17 August 1945 Surabaya.

METHOD (Capital, 12 pts, bold)

The approach used in research is a quantitative approach. The sample used in the research was 100 students at the University of 17 August 1945 Surabaya. determining the number of samples using the Slovin method with an error of 10%. The software used to display statistical results is SmartPLS 4.0.
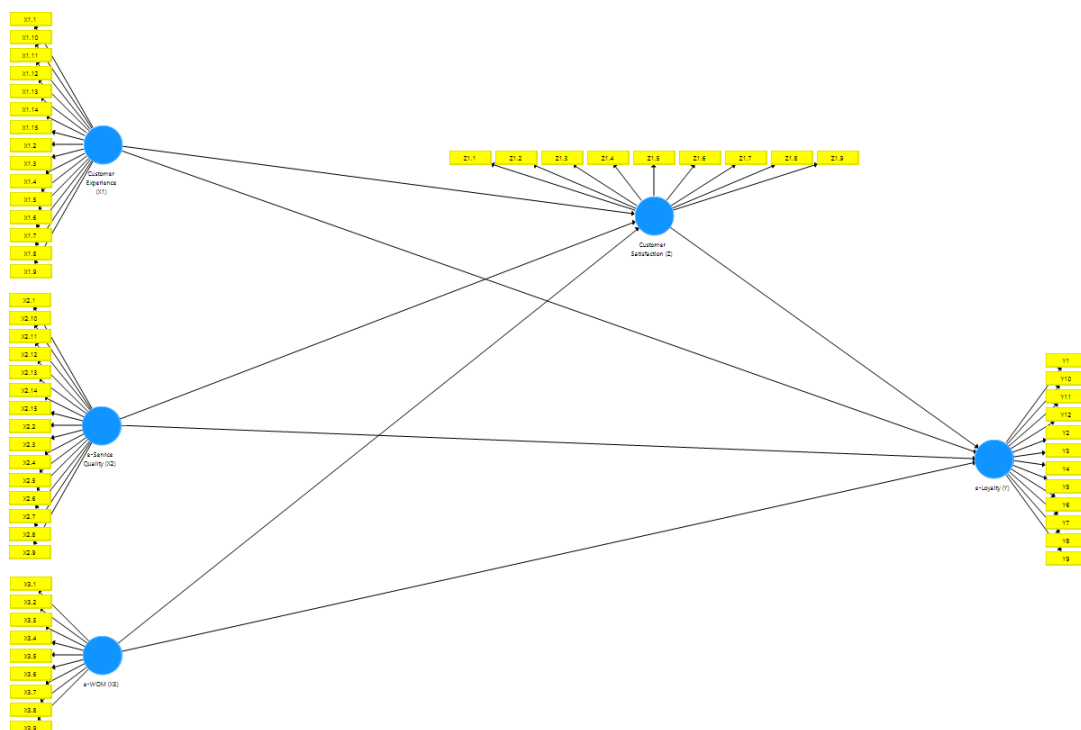
RESULTS AND DISCUSSION
Outer Model

Figure 1. *Outer Model*

Based on Figure 1 above, it shows the appearance of the outer and inner models before processing, namely algorithms and bootstrapping. It can be seen that the customer experience (X1) and e-service quality (X2) variables have 15 indicator items, then the e-WOM (X3) and customer satisfaction (Z) variables have 9 indicator items, and the e-loyalty (Y) variable has 12 indicator items.
Convergent Validity Test

Table 1. *Outer Loading*

Variabel	Indikator	*Outer Loading*
Customer Experience (X1)	X1.2	0.754
	X1.3	0.728
	X1.4	0.702
	X1.5	0.740
	X1.6	0.762
	X1.7	0.741
	X1.8	0.754
	X1.9	0.727
e-Service Quality (X2)	X2.1	0.773
	X2.2	0.764
	X2.3	0.751
	X2.4	0.769
	X2.5	0.755
	X2.7	0.711
	X2.8	0.705
	X2.9	0.720
e-WOM (X3)	X3.1	0.740
	X3.2	0.764
	X3.3	0.771
	X3.4	0.827
	X3.5	0.810
	X3.6	0.704
Customer Satisfaction (Z)	Z.1	0.759
	Z.2	0.713
	Z.3	0.802
	Z.4	0.794
	Z.5	0.704
	Z.6	0.727
e-Loyalty (Y)	Y.1	0.731
	Y.3	0.734
	Y.4	0.762
	Y.5	0.734
	Y.6	0.712
	Y.7	0.782
	Y.8	0.757

Source : Output Smart-PLS 4.0, 2024.

Based on the data presented in table 1 above, it is known that many of the research variable indicator items have an outer loading value > 0.7. An indicator is said to have good reliability if the outer loading value is above 0.7 (Sarwono, 2014: 44).

Table 2. *Average Variant Extracted* (AVE)

	AVE
Customer Experience (X1)	0.561
e-Service Quality (X2)	0.584
e-WOM (X3)	0.594
Customer Satisfaction (Z)	0.563
e-Loyalty (Y)	0.595

Source : Output Smart-PLS 4.0, 2024.

Based on the data presented in table 2 above, it is known that the Average Variant Extracted value for all variables in this study is > 0.5. Thus, it can be stated that each variable has good convergent validity.

Discriminant Validity Test

Table 3. *Fornell-Larcker*

	X1	X2	X3	Z1	Y
Customer Experience (X1)	0.779				
e-Service Quality (X2)	0.726	0.796			
e-WOM (X3)	0.529	0.640	0.771		
Customer Satisfaction (Z)	0.536	0.627	0.656	0.751	
e-Loyalty (Y)	0.605	0.583	0.645	0.682	0.703

Source : Output Smart-PLS 4.0, 2024.

Based on the data presented in table 3 above, it can be seen that discriminant validity has been fulfilled in compiling the respective variables where the construct indicators are not more strongly connected to other constructs than to their own constructs.

Table 4. *Cross Loading*

	CE (X1)	SQ (X2)	WM (X3)	CS (Z)	LY (Y)
X1.2	0.654	0.378	0.328	0.360	0.331
X1.3	0.628	0.369	0.306	0.226	0.285
X1.4	0.602	0.480	0.445	0.365	0.400
X1.5	0.640	0.595	0.492	0.397	0.388
X1.6	0.762	0.576	0.390	0.441	0.461
X1.7	0.741	0.456	0.338	0.363	0.481
X1.8	0.754	0.552	0.338	0.361	0.501
X1.9	0.627	0.486	0.218	0.325	0.397
X2.1	0.615	0.673	0.370	0.413	0.246
X2.2	0.469	0.664	0.377	0.359	0.216
X2.3	0.599	0.751	0.437	0.391	0.356
X2.4	0.582	0.769	0.425	0.441	0.454
X2.5	0.559	0.755	0.502	0.483	0.534
X2.7	0.509	0.711	0.518	0.419	0.470
X2.8	0.365	0.605	0.359	0.381	0.387
X2.9	0.364	0.620	0.507	0.538	0.445
X3.1	0.375	0.454	0.740	0.517	0.390
X3.2	0.377	0.462	0.764	0.484	0.514
X3.3	0.428	0.545	0.771	0.480	0.477
X3.4	0.454	0.552	0.827	0.665	0.491
X3.5	0.399	0.464	0.810	0.636	0.486
X3.6	0.401	0.476	0.704	0.656	0.589

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Z1	0.464	0.519	0.569	0.759	0.419
Z2	0.423	0.428	0.437	0.713	0.516
Z3	0.450	0.544	0.588	0.802	0.499
Z4	0.446	0.482	0.623	0.794	0.583
Z5	0.273	0.393	0.605	0.704	0.497
Z6	0.356	0.454	0.565	0.727	0.546
Y1	0.498	0.430	0.361	0.461	0.631
Y3	0.428	0.528	0.520	0.605	0.734
Y4	0.439	0.371	0.482	0.486	0.762
Y5	0.448	0.388	0.361	0.368	0.634

Source : Output Smart-PLS 4.0, 2024.

Based on the data presented in table 4 above, it can be seen that each indicator of each construct has a higher loading on its own construct than on other constructs. So it can be stated that the indicators used in this research have good discriminant validity in compiling their respective variables.

Reliability Test

Table 5. Composite Reliability, rho_A, and *Cronbach's Alpha*

	Composite Reliability	*rho_A*	*Cronbach's Alpha*
Customer Experience (X1)	0,871	0,838	0,832
e-Service Quality (X2)	0,882	0,853	0,848
e-WOM (X3)	0,897	0,867	0,863
Customer Satisfaction (Z)	0,885	0,847	0,884
e-Loyalty (Y)	0,872	0,832	0,829

Source : Output Smart-PLS 4.0, 2024.

Based on the data presented in table 5 above, it can be seen that the composite reliability value of all research variables is > 0.6, then the value of rho_A and Cronbach's alpha is > 0.7. These results indicate that each variable has met composite reliability, rho_A and Cronbach's alpha so it can be concluded that all variables have a high level of reliability.

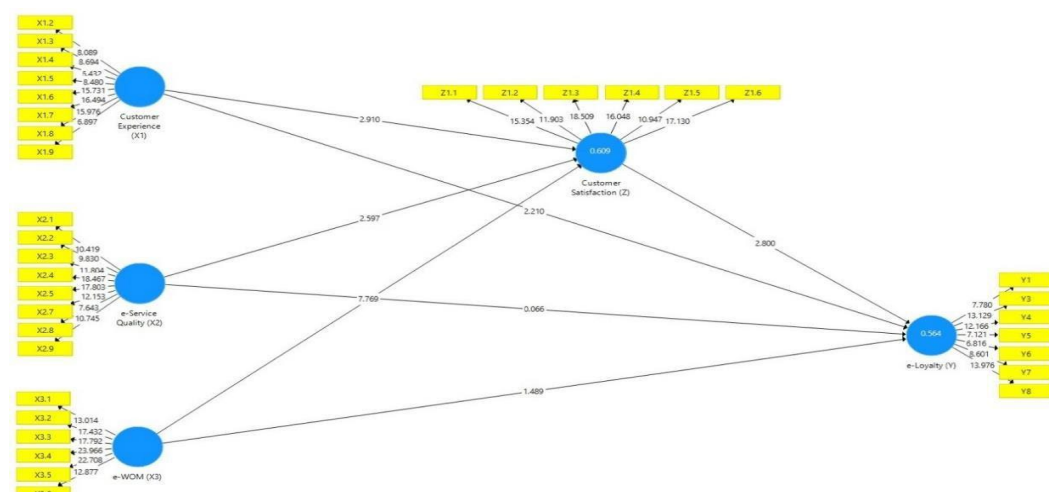### *Evaluation of Structural Model / Inner Model*

Figure 2. *Inner Model*

Table 6. *Inner Model*

	Customer Satisfaction (Z)	*e-Loyalty* (Y)
Customer Experience (X1)	2.910	2.210
e-Service Quality (X2)	2.597	0.066
e-WOM (X3)	7.769	1.489
Customer Satisfaction (Z)	-	2.800

Source : Output Smart-PLS 4.0, 2024.

Evaluation of path coefficients is used to show how strong the effect or influence of exogenous variables is on endogenous variables. Based on the inner model scheme shown in Figure 5.3, it can be explained that the largest path coefficient value is the influence of e-WOM on Customer Satisfaction of 7,769, then the influence of Customer Experience on Customer Satisfaction is 2,910, while the smallest influence is e-Service Quality on e-Loyalty of 0.066. Based on the results of this description, it shows that all variables in this model have path coefficients with positive numbers. This shows that if the greater the value of the path coefficient on an exogenous variable on an endogenous variable, the stronger the influence will be.

R-Square

Table 7. *R-Square*

	R-Square
Customer Satisfaction (Z)	0,609
e-Loyalty (Y)	0,564

Source : Output Smart-PLS 4.0, 2024.

Based on the data in table 5.11 above, it can be seen that the R-Square values for the Customer Satisfaction and e-Loyalty variables are 0.609 and 0.564 respectively. This means the ability of exogenous variables (Customer Experience, e-Service Quality, and e-WOM) in explaining endogenous variables (Customer Satisfaction and e-Loyalty) are 60.9% (moderate) and 56.4% (moderate). Then the remaining 39.1% and 43.6% are the influence of other exogenous variables not measured in this study.

Hypotesis Result

Table 8. *Hypotesis Result*

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T-Statistics (|O/STDEV|)	P Values	Signifikansi
Customer Experience (X1) → *Customer Satisfaction* (Z)	0.384	0.186	0.050	2.910	0.036	Positif Signifikan
Customer Experience (X1) → *e-Loyalty* (Y)	0.294	0.287	0.113	2.210	0.028	Positif Signifikan
e-Service Quality (X2) → *Customer Satisfaction* (Z)	0.299	0.302	0.047	2.597	0.000	Positif Signifikan
e-Service Quality (X2) → *e-Loyalty* (Y)	0.010	0.033	0.145	0.066	0.948	Tidak Signifikan
e-WOM (X3) → *Customer Satisfaction* (Z)	0.591	0.584	0.076	7.769	0.000	Positif Signifikan
e-WOM (X3) → *e-Loyalty* (Y)	0.214	0.219	0.143	1.489	0.137	Tidak Signifikan
Customer Satisfaction (Z) → *e-Loyalty* (Y)	0.357	0.346	0.127	2.800	0.005	Positif Signifikan

Source : Output Smart-PLS 4.0, 2024.

Based on the table above, the results of hypothesis testing can be described as follows :

1) **The Influence of Customer Experince on Customer Satisfaction at Shopee**

Based on the results of statistical tests that have been carried out, it was found that the influence of customer experience on customer satisfaction shows that the Original Sample (O) results are 0.384, indicating that these two variables have a positive influence, with P-values of 0.036, which meets the standard of P-values < 0.05, so it can be It was concluded that the first hypothesis in this study was accepted and significant.

The results of the first hypothesis in this research show that customer experience has a significant positive influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. These findings indicate that the better the customer experience, the higher their level of satisfaction. This positive influence indicates that there is a direct and unidirectional relationship between the two variables, where an increase in customer experience will be followed by an increase in customer satisfaction. The significance of this influence shows that the results are not a coincidence, but are based on strong and reliable data.

2) **The Influence of Customer Experince on e-Loyalty at Shopee**

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Based on the results of the statistical tests that have been carried out, it was found that the influence of customer experience on e-loyalty shows that the original sample (O) results are 0.294, stating that these two variables have a positive influence, with P-values of 0.028, which meets the standard of P-values < 0.05, so It can be concluded that the second hypothesis in this research is accepted and significant.

The results of the second hypothesis in this research show that customer experience has a significant positive influence on e-loyalty in the context of purchasing shoes via the Shopee platform. These findings indicate that the better the customer experience when using the platform, the higher the level of electronic loyalty (e-loyalty) shown by the customer. This positive influence indicates that there is a direct and unidirectional relationship between the two variables, where an increase in customer experience will be followed by an increase in e-loyalty.

3) The Influence of e-Service Quality on Customer Satisfaction at Shopee

Based on the results of statistical tests that have been carried out, it was found that the influence of e-service quality on customer satisfaction shows that the Original Sample (O) results are 0.299, indicating that these two variables have a positive influence, with P-values of 0.000 meeting the standard of P-values < 0.05, so It can be concluded that the third hypothesis in this research is accepted and significant.

The results of the third hypothesis in this research show that e-service quality has a significant positive influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. These findings confirm that the better the quality of electronic services provided by the platform, the higher the level of customer satisfaction. This positive influence shows that there is a direct and unidirectional relationship between the two variables, where an increase in e-service quality will be followed by an increase in customer satisfaction.

4) The Influence of e-Service Quality on e-Loyalty at Shopee

Based on the results of statistical tests that have been carried out, it was found that the influence of e-service quality on e-loyalty shows that the original sample result (O) is 0.010, indicating that these two variables have a positive influence, with P-values of 0.948, which does not meet the standard of P-values > 0.05 , it can be concluded that the fourth hypothesis in this study is rejected and is not significant.

These results indicate that the quality of electronic services provided by the platform does not have a strong or direct impact on customer e-loyalty. Even though e-service quality is an important aspect in providing a good shopping experience, these results show that this factor alone is not enough to ensure that

customers will remain loyal to using Shopee. In practice, this could mean that although customers recognize good service quality, there are other factors that are more influential in shaping their loyalty, such as price, promotions, etc.

5) The Influence of e-WOM on Custmer Satisfaction at Shopee

Based on the results of statistical tests that have been carried out, it was found that the influence of e-WOM on customer satisfaction shows that the original sample (O) results are 0.591, indicating that these two variables have a positive influence, with P-values of 0.000, which meets the standard of P-values < 0.05, so It can be concluded that the fifth hypothesis in this research is accepted and significant.

The results of the fifth hypothesis in this research show that e-WOM (electronic word-of-mouth) has a significant positive influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. This means that the more positive reviews and recommendations customers receive via electronic media, the higher their level of satisfaction. This positive influence shows that there is a direct and unidirectional relationship between the two variables, where an increase in e-WOM will be followed by an increase in customer satisfaction.

6) The Influence of e-WOM on e-Loyalty at Shopee

Based on the results of statistical tests that have been carried out, it was found that the effect of e-WOM on e-loyalty shows the original sample result (O), namely 0.214, stating that these two variables have a positive influence, with P-values of 0.137, which do not meet the standard P-values > 0.05. So it can be concluded that the sixth hypothesis in this study is rejected and is not significant.

The results of the sixth hypothesis in this research indicate that e-WOM (electronic word-of-mouth) has an insignificant influence on e-loyalty in the context of purchasing shoes via the Shopee platform. This means that although electronic reviews and recommendations may influence customers' initial perceptions and decisions, they are not strong enough to directly shape e-loyalty. In other words, an increase in e-WOM will not automatically be followed by an increase in e-loyalty. This unfound significance indicates that other factors may play a greater role in shaping customer loyalty, such as their personal experience with the platform, product quality, price, and consistent service.

7) The Influence of Customer Satisfaction on e-Loyalty at Shopee

Based on the results of statistical tests that have been carried out, it was found that the influence of customer satisfaction on e-loyalty shows the original sample results (O), namely 0.357, states that these two variables have a positive

influence, with P-values of 0.005, which meets the standard P-values < 0.05, so it can be concluded that the seventh hypothesis in this study is accepted and significant.

The results of the seventh hypothesis in this research show that customer satisfaction has a significant positive influence on e-loyalty in the context of purchasing shoes via the Shopee platform. These results indicate that the higher the level of customer satisfaction, the more likely they will remain loyal to using the platform. This positive influence shows that there is a direct and unidirectional relationship between the two variables, where an increase in customer satisfaction will be followed by an increase in e-loyalty.

CONCLUSION

Based on the results of data analysis as described above, the following conclusion can be drawn:

1. Customer experience has a positive and significant influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. This indicates that a good shopping experience directly increases customer satisfaction.
2. Customer experience has a positive and significant influence on e-loyalty in the context of purchasing shoes via the Shopee platform. Improving the quality of customer experience directly contributes to e-loyalty levels.
3. E-service quality has a positive and significant influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. Shopee management needs to continue to improve the quality of their electronic services, including system reliability, responsiveness, accessibility and transaction security, to ensure customer satisfaction.
4. E-service quality does not have a strong enough impact on customer e-loyalty in the context of purchasing shoes via the Shopee platform. Although e-service quality is an important aspect of a good shopping experience, this factor alone is not enough to guarantee customer loyalty.
5. E-WOM has a positive and significant influence on customer satisfaction in the context of purchasing shoes via the Shopee platform. This emphasizes the importance of positive reviews and recommendations from users in increasing customer satisfaction.
6. E-WOM does not have a significant influence on e-loyalty in the context of purchasing shoes via the Shopee platform. Although e-reviews and recommendations can influence customers' initial perceptions, they do not directly shape e-loyalty.
7. Customer satisfaction has a positive and significant influence on e-loyalty in the context of purchasing shoes via the Shopee platform. Increasing customer satisfaction directly contributes to customer loyalty levels.

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