CHAPTER II
LITERATURE REVIEW

2.1. Previous Research

     As material to complete the references in this study, the authors describe some of the results of previous studies, including the following:

1. Research conducted by e-Jurnal Apresiasi Ekonomi Volume 8, Number 2, July 2020 "The Role Of Trust, Perceived Usefulness, Perceived Ease Of Use, Perceived E-Service Quality, And Perceived Risk About action intention A Research On Digital Tyme Kiosk" This study aims to determine the effect of several factors including trust, perceived usefulness, perceived ease of use, perceived quality of electronic services, and perceived risk in society on behavioral intentions in using new technology, which in this context is PT. The data collection method used in this study is an online questionnaire with a sample of 240 respondents who are bank people, have a 'NPWP', and have never used a Tyme Digital kiosk. Data analysis was performed using Structural Equation Modeling (SEM). the results of this study are: 1) Trust has a positive impact on Behavior Intention. 2) Trust has a positive impact on Behavioral Intentions. 3) Perceived Efficacy has a positive impact on Behavioral Intentions. 4) Perception of Ease of Use has a positive impact on Perceived Benefits. 5) Perceived Ease of Use has a positive impact on Behavioral Intentions. 6) Perception of e-Service is not proven to have a positive impact on Behavioral Intentions. (7) Perceived Risk is not proven to have a positive impact on the Quality of Perceived

Electronic Services. 8) Perceived Risk has a negative impact on Behavioral Intentions.

2. Research conducted by Journal of Consumer Sciences 2020 "The Effects of Perceived Ease of Use, Security, and Promotion on Trust and Its Implications on Fintech Adoption" This research empirically examined the components affecting the expectations of Take over FinTech. By collecting 100 samples that some Fintech and Sakuku brands are already using as a payment method. Structural equations that model partial least squares (SEM-PLS). the empirical results definitely confirmed that perceived ease of use (PEOU) and promotion positively and significantly affected the customer trust. Meanwhile, security did not significantly affect trust. The finding also implied that in order to increase the fintech adoption rate, customer trust should be built.

3. Research conducted by Jurnal Hospitality Dan Pariwisata 2019 "The Effect Of Perceived Quality In E-Commerce To Customer Loyalty (WOM, INTENT, TRUST) Through Customer Satisfaction" The objectives of this research was to investigate : (a) the effect of ease of use to customer satisfaction, (b) the effect of web design to customer satisfaction, (c) the effect of responsiveness to customer satisfaction, (d) the effect of personalization to customer satisfaction, (e) the effect of assurance to customer satisfaction, (f) the effect of customer satisfaction to WOM, (g) the effect of customer satisfaction to intent, (h) the effect of customer satisfaction to trust. The aggregate numbers of customer being respondent of

the study are 175. Data analysis used in this research was using Structural Equation Modelling (SEM) runs by AMOS 7.0 as software. The result of this research conclude that variable of ease of use, web design, responsiveness, personalization, and assurance attributes had a positive effect to customer satisfaction, and variable customer satisfaction had positive effect to Customer loyalty's dimensions, which are WOM, intent and trust.

4. Research conducted by Jurnal Manajemen Indonesia 2019 "The Impact of Perceived Usefulness and Perceived Ease-of-Use toward Repurchase Intention in the Indonesian E-Commerce Industry" This research was conducted to understand the impact of perceived usefulness and perceived ease-of-use on repurchase intention in the Indonesian e-commerce industry. A total of 400 respondents participated in this research, the data used in this research were collected from respondents who live in Indonesia. This research implemented purposive sampling method in order to ensure the objectivity of the research since all respondents participated in this research should fulfill the criteria set beforehand. collected data were further analyzed using PLS-SEM method. SmartPLS 3.2.7 software was used to analyze and generate the results required for the concluding this research. Based on the results of the data analysis, it could be concluded that both perceived usefulness and perceived ease-of-use had a positive impact on Indonesian consumers' repurchase intention in the e-commerce industry, both directly and indirectly through trust

5. Research conducted by International Journal of Multicultural and Multireligious Understanding 2019 "Effect of Perceived Ease of Use, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services" The objective of this research is to analyze the effect of perceived ease of use , word   of mouth communication , and brand image . the research sampling was carried out using non-probability sampling technique. This technique did not use opportunity selection procedures but relies on the personal judgment of the researcher. The data collection of in this study used questionnaires to Lazada users. The respondents were people who   (Putra, 2021) (Keni, 2020) (Randy Imam Pratama, Dian Dewi Megadini & Tanti Kusriandini, 2019) (Ngatno & Azwina EkaAriyanti, 2021) (Amelia Saraswati & Farida Indriani, 2021)have used Lazada e-commerce services. Data collection was carried out through a questionnaire submitted to each selected respondent. The data were analyzed using SPSS. The results of the determination test mean that the effect of the independent variables (as a whole) on the dependent variable is 40.6% and the remaining 59.4% is affected by other factors outside of this research.

6. Research conducted by Society For Science And Education 2021 "Effect Of E-Service Quality On E-Satisfaction And E-Loyalty: Moderated By Purchase Frequency" This study aims to analyze the effect of e-service quality on e-satisfaction and eloyalty by moderating purchase frequency. The data were analyzed using the multigroup model with AMOS 23. The results showed that e-service quality had a positive effect on e-satisfaction. Besides, e-satisfaction also has a positive effect on e-loyalty. Meanwhile, the

multi-group test shows that the frequency of purchases strengthens the relationship between e-service quality and e-satisfaction.

7. Research conducted by Gadjah Mada International Journal of Business 2021 "The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China" This study was commenced in order to examine the impact that both perceived usefulness and perceived ease-of-use had toward consumers' loyalty within the computer industry in China, either directly or indirectly through satisfaction and trust. The sample of this study were Chinese computer users who were living in five cities in China: Beijing, Shanghai, Shen zhen, Guangzhou, and Hangzhou. All of the questionnaires were electronically distributed through an online survey site to a total of 400 respondents, who originated from, or were living in, five cities in China. After gathering and assessing all of the collected data, a total of 346 items of data were deemed usable, thus enabling these sets of data to be further analyzed by this study. All of these data were further analyzed using the partial least squares-structural equation modeling (PLS-SEM) method using SmartPLS 3.3.2 software. Based on the results obtained through the data's analyses, the authors would like to conclude that both perceived usefulness and perceived ease-of-use had a positive and significant impact on customer satisfaction, trust and customer loyalty within China's computer industry.

8. Research conducted by International Journal of Data and Network Science 2021 "The role of customer e-trust, customer e-service quality and customer

e-satisfaction on customer e-loyalty" This study aims to determine the effect of e-service quality on customer e-satisfaction, the effect of e-trust on customer e-satisfaction, the effect of e-service quality on customer e-loyalty, the effect of e-trust on customer e-loyalty and finally, the effect of e-satisfaction on online shop customer eloyalty. The sample or respondent used in this study is 432 consumers of online shops in Banten, Indonesia. The type of research used in this research is correlational research with a quantitative approach and testing the research hypothesis was carried out by using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS). The results show that E-Service Quality had positive but not significant effect on E-Satisfaction, E-Trust had a positive but not significant effect to E-Satisfaction, E-Service Quality had a positive but not significant effect towards E-Loyalty, ETrust had a negative but not significant effect to E-Satisfaction and finally E-Satisfaction had a positive but not significant effect on E-Loyalty.

9. Research conducted by IJISET - International Journal of Innovative Science, Engineering & Technology 2021 "The Effect of Perceived Usefulness, Perceived Ease Of Use, And Trust On Repurchase Intention On ECommerce Shopee" The purpose of this study is to explain how effect of perceived usefulness, perceived ease of use, and trust on repurchase intention on e-commerce Shopee. The sample used was 100 respondents who were the population of the Undergraduate Student Program of Faculty of Economics. The results showed that e-service quality had a positive and significant effect on e-satisfaction, eservice quality had a positive and

significant effect on repurchase intention, e-satisfaction had a positive and significant effect on repurchase intention, and e-service quality had a positive and significant effect on repurchase intention through e-satisfaction.

10. Research conducted by International Journal of Research & Review 2019 "The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using ECommerce Applications on Students of Universitas Sumatera Utara" The objective of the research was to find out the influence of e-service quality on e-satisfaction and its impact on repurchase intention in using ecommerce applications on students of Universitas Sumatera Utara. The sample in this study were 96 people.The sampling method uses nonprobability sampling method with incidental sampling technique. The data were analyzed using SPSS. The results showed that e-service quality had a positive and significant effect on e-satisfaction, eservice quality had a positive and significant effect on repurchase intention, e-satisfaction had a positive and significant effect on repurchase intention, and e-service quality had a positive and significant effect on repurchase intention through e-satisfaction.

Table 2.1 Previous Research on National Journal

No	Research Title and Reference	Research Objectives	Unit of Analysis	Variable and Data Analysis	Research results
1.	The Role Of Trust, Perceived Usefulness, Perceived Ease Of Use, Perceived E-	This study aims to determine the effect of several factors including	The data collection method used in this study is an online questionna	X1 : Trust X2 : Perceived Usefulness X3 : Perceived Ease Of Use X4 : Perceived E-Service	the results of this study are: 1) Trust has a positive impact on Behavior Intention. 2) Trust has a positive impact on

| | Service Quality, And Perceived Risk On Behavior Intention: A Research On Digital Tyme Kiosk

Nabilla Nazirwan1, Natasha Mannuela Halim2, Raihan Fadhil3

e-Jurnal Apresiasi Ekonomi Volume 8, Number 2, July 2020

ISSN Print : 2337-3997 ISSN Online : 2613-9774 | trust, perceived usefulness, perceived ease of use, perceived quality of electronic services, and perceived risk in society on behavioral intentions in using new technology, which in this context is PT | ire with a sample of 240 respondents who are bank people, have a 'NPWP', and have never used a Tyme Digital kiosk | Quality X5: Perceived Risk Y : Behavior Intention

Data analysis was performed using Structural Equation Modeling (SEM) | Behavioral Intentions. 3) Perceived Efficacy has a positive impact on Behavioral Intentions. 4) Perception of Ease of Use has a positive impact on Perceived Benefits. 5) Perceived Ease of Use has a positive impact on Behavioral Intentions. 6) Perception of e-Service is not proven to have a positive impact on Behavioral Intentions. (7) Perceived Risk is not proven to have a positive impact on the Quality of Perceived Electronic Services. 8) Perceived Risk has a negative impact on Behavioral Intentions. |
| 2. | The Effects of Perceived Ease of Use, Security, and Promotion on | This research empirically examined the | By collecting 100 samples who have | X1 : Perceived Ease of Use X2 : Security X3 Promotion Y : Trust | the empirical results definitely confirmed that perceived ease of use (PEOU) and |

	Trust and Its Implications on Fintech Adoption Meryl Astin Nangin Irma Rasita Gloria Barus Soegeng Wahyoedi Journal of Consumer Sciences 2020 E-ISSN: 2460-8963	components affecting the expectations of users to adopt fintech	already used a couple of brands of Fintech and Sakuku as their payment method	Structural Equation Modeling-Partial Least Square (SEM-PLS)	promotion positively and significantly affected the customer trust. Meanwhile, security did not significantly affect trust. The finding also implied that in order to increase the fintech adoption rate, customer trust should be built.
3.	The Effect Of E-Service Quality, E-Trust, Price And Brand Image Towards E-Satisfaction And Its Impact On E-Loyalty Of Traveloka's Customer Ratih Anggoro Wilis 1 ; Andini Nurwulandari 2	This study aims to analyze the effect of E-Service Quality, E-Trust, Price, Brand Image to the E-Satisfaction, and E-Loyalty of Online Travel Agent Traveloka	The sampling technique used is the Non-Probability Sampling method, the saturated sample technique (Census) totaling 182 respondents or equal to the	X1: E- Service Quality X2: E-Trust X3: Price X4: Brand Image Y: E-Satisfaction Z: E-Loyalty Structural Equation Modeling (SEM) analysis techniques from the AMOS	The results of the analysis show that each variable (E-Service Quality, E-Trust, Price, Brand Image) has a positive and real effect to the E-Satisfaction and E-Loyalty to Online Travel Agent Traveloka with Critical Ratio (CR)> 1.96 (Critical value for degrees 95% confidence), probability value

			population. x2	Version 22 statistical software package	(p) 0.00 (Positive).
	JIMEA | Jurnal Ilmiah MEA (Managemnet Economic And Accounting) 2020				
4.	Repurchase Intentions On Zalora Indonesia: The Role Of Trust, E-Commerce And Product Evaluation Teguh Widodo1*, Ni Kadek Wahyu Utami2 Jurnal Manajemen Bisnis 2021 E-Issn: 2621-1971|P-Issn: 2088-7086	The purpose of this study is to explore the impact of trust and e-commerce components, as well as the component of product evaluation, on repurchase intentions at Zalora Indonesia	For 272 respondents who were distributed via an online questionnaire, convenience sampling with a non-probability sampling technique was used	X1: Trust X2:E-commerce X3: Product Evaluation Y: Repurchase Intention The test was conducted using the software SmartPLS 3.2.9	The study's findings indicated that the component variables associated with ecommerce adoption were perceived as non-risky and had no effect on repurchase intentions. Perceived benefits and perceived value have the greatest influence on repurchase intention, while perceived trust online has the least. The study's findings have significant implications for understanding how technology adoption and product evaluation can influence repurchase intention.

| 5. | The Influence Of Perceived Ease Of Use, Perceived Usefulness And Consumer Satisfaction Towards Online Purchasing Behavior

Ahmad Syakira Dan Adi Irawan Setiyantob,

Journal Of Applied Accounting And Taxatio 2019

E-Issn: 2548-9925 | This study aims to examine the effect of perceived ease of use, perceived usefulness and consumer satisfaction on online purchasing behavior | This study used 200 respondents taken from the general public living in the area of Batam For further research is expected to increase the number of samples, change the sample or add research variables. | X1: Perceived Ease Of Use
X2: perceived Usefulness
X3: Consumer Satisfaction
Y: Onilne Purchase Behavior

Analyzer the data used is regression with IBM SPSS Statistics 17. | The results of this study indicate that the variables perceived ease of use, variable perceived usefulness and consumer satisfaction effect on online purchasing behavior either partially or simultaneously. For further research is expected to increase the number of samples, change the sample or add research variables. |
| 6. | The Role Of Perceived Usefulness, Customer Satisfaction, And Emotional Stability, on Repurchase Intention Of C2C Online Shop In | The purpose of this study is to test and analyze the factors that influence the high purchasing intention at the C2C online shop on an | The population in this study is C2C online shop customers located in Surabaya, with a research sample of | X1: Perceived Usefulness
X2: Customer Satisfaction
X3: Emotional Stability
Y: Repurchase Intention

The method used in this study is a | The results showed that the perceived usefulness and customer satisfaction affected continuance purchase intentions. The perceived usefulness affects customer satisfaction. Emotional stability |

	Surabaya Muhammad Al Hakim Danurwindo1) , Muhadjir Anwar2) , Wiwik Handayani3) JURNAL MANAJEMEN, STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 P-ISSN: 1978-2853 E-ISSN: 2302-8890	ongoing basis.	100 people, namely C2C online shop consumers who have purchased at least 1 transaction within a minimum of 1 year determined by the purposive sampling method.	quantitative method, with Structural Equation Modelling analysis technique using PLS (Partial Least Square).	does not moderate the relationship between perceived usefulness and customer satisfaction. Customer satisfaction mediates the relationship between the perceived usefulness to continuance purchase intentions. The research implies that continuance purchase intentions can increase customer purchase transactions in C2C online stores.
7.	The Effect Of Perceived Quality In E-Commerce To Customer Loyalty (WOM, INTENT, TRUST) Through Customer Satisfaction Tiurida Lily Anita	The objectives of this research was to investigate : (a) the effect of ease of use to customer satisfaction, (b) the effect of web design to customer satisfaction,	The aggregate numbers of customer being respondent of the study are 175.	X1: Perceived Quality X2: Wom X3: Intent X4: Trust Y: Customer Loyalty Z: Customer Satisfaction Data analysis used in this research was using Structural	The result of this research conclude that variable of ease of use, web design, responsiveness, personalization, and assurance attributes had a positive effect to customer satisfaction, and variable customer satisfaction had positive effect to Customer loyalty's dimensions, which

				are WOM, intent and trust.
Jurnal Hospitality Dan Pariwisata 2019 ISSN: 2442-5222 E-ISSN:2655-8165	(c) the effect of responsiveness to customer satisfaction, (d) the effect of personalization to customer satisfaction, (e) the effect of assurance to customer satisfaction, (f) the effect of customer satisfaction to WOM, (g) the effect of customer satisfaction to intent, (h) the effect of customer satisfaction to trust		Equation Modelling (SEM) runs by AMOS 7.0 as software	
8.	The Impact of Perceived Usefulness and Perceived Ease-of-Use toward Repurchase Intention in the Indonesian E-Commerce	This research was conducted to understand the impact of perceived usefulness and perceived ease-of-use	A total of 400 respondents participated in this research, the data used in this research	X1: Perceived Usefulness X2: Perceived Ease-of-Use Y: Repurchase intention collected data were further analyzed using	Based on the results of the data analysis, it could be concluded that both perceived usefulness and perceived ease-of-use had a positive impact on Indonesian

	Industry Nicholas Wilson Jurnal Manajemen Indonesia 2019 ISSN: 2502-3713 Print ISSN: 1411-7835	on repurchase intention in the Indonesian e-commerce industry	were collected from respondents who live in Indonesia. This research implemented purposive sampling method in order to ensure the objectivity of the research since all respondents participated in this research should fulfill the criteria set beforehand	PLS-SEM method. SmartPLS 3.2.7 software was used to analyze and generate the results required for the concluding this research	consumers' repurchase intention in the e-commerce industry, both directly and indirectly through trust
9.	The Effect of Perceived Ease of Use on User's Intention to Use E-learning with Moodle Application in	This study aims to examine the effect of perceived ease of use on user's intention to use mediated	There were 200 e-learning users from STIE Kesuma Negara Blitar selected as	X1: Perceived Ease of Use X2: Perceived Usefulness X3: E-learning Y: User's Intention	Based on the results of the validity test, the product moment (r count) for each of the 15 question items in the questionnaire has a value greater than r table 0.138, which

	Higher Education Mediated by Perceived Usefulness Iwan Setya Putra Management and Economics Journal 2021 E-ISSN: 2598-9537 P-ISSN: 2599-3402	by perceived usefulness in the use of e-learning in university.	samples.	The data were collected by using questionnaire and were then analyzed by multiple regression analysis and path analysis SPSS	means that all question items are valid. For the reliability test, each question in the questionnaire has a value greater than 0.60, which means that all question items in this research questionnaire are reliable.
10.	How Perceived Usefulness And Perceived Ease Of Use Affecting Intent To Repurchase? Keni Keni Jurnal Manajemen/Volume XXIV 2020	This study was commenced in order to determine whether or not perceived usefulness and perceived ease of use positively affecting consumers	A sum of 250 respondents joined this study, while a total of 236 data were deemed usable to be further processed and analyzed in this study	X1: Perceived Usefulness X2: Perceived Ease Of Use Y: Repurchase Intention All of the data then were analyzed using PLS, SEM method	In accordance with the results, author conclude that both perceived usefulness and perceived ease of use play a significant and important role in affecting consumers' intention to repurchase, both directly and indirectly toward customer satisfaction and trust, in which trust plays a stronger role as a mediator as compared to

				satisfaction.

Table 2.2 Previous Research on International Journal

No	Research Title and Reference	Research Objectives	Unit of Analysis	Variable and Data Analysis	Research results
1	Effect of Perceived Ease of Use, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services Randy Imam Pratama* ; Dian Dewi Megadini; Tanti Kusriandini International Journal of Multicultural and Multireligious Understanding 2019 ISSN 2364-5369	The objective of this research is to analyze the effect of perceived ease of use , word of mouth communication , and brand image	the research sampling was carried out using non-probability sampling technique. This technique did not use opportunity selection procedures but relies on the personal judgment of the researcher. The data collection of in this study used questionnaires to Lazada users. The respondents were people	X1: Perceived Ease of Use X2: Word of Mouth Communication X3: Brand Image Y: Purchase Decision The data were analyzed using SPSS	The results of the determination test mean that the effect of the independent variables (as a whole) on the dependent variable is 40.6% and the remaining 59.4% is affected by other factors outside of this research.

			who have used Lazada e-commerce services. Data collection was carried out through a questionnaire submitted to each selected respondent		
2	Effect Of E-Service Quality On E-Satisfaction And E-Loyalty: Moderated By Purchase Frequency Ngatno, Azwina Eka Ariyanti Society For Science And Education 2021 ISSN: 2054-7404	This study aims to analyze the effect of e-service quality on e-satisfaction and eloyalty by moderating purchase frequency	Data were collected from respondents, namely GrabFood customers in Batam City Questionnaires were distributed to customers and 384 complete data were collected	X1: E-Service Quality X2: E-Loyalty Y: E-Satisfaction Z: Purchase Frequency The data were analyzed using the multigroup model with AMOS 23.	The results showed that e-service quality had a positive effect on e-satisfaction. Besides, e-satisfaction also has a positive effect on e-loyalty. Meanwhile, the multi-group test shows that the frequency of purchases strengthens the relationship between e-service quality and e-satisfaction
3	effect E-	The study	the number	X1: E-Service	These results

Service Quality On Customer Satisfaction And Impact On Repurchasein Lazada Indonesia's Online Selling In The City Of Semarang Amelia Saraswati1 , Farida Indriani2 International Journal of Economics, Business and Accounting Research (IJEBAR) 2021 E-ISSN: 2614-1280 P-ISSN 2622-4771	was conducted to see whether all variables of electronic service quality (usage, website design, responsiveness, personalization / customization, and assurance) had an effect on the total service quality and customer satisfaction which could lead to repurchase.	of respondents as many as 197 Lazada customers in the city of Semarang. The sample size in statistical methods provides a basis for estimating the benchmarks of sampling error by adjusting the sample size between 100-200. Hair (1995) states that the suitable sample size used in SEM calculations is 100-200. If the	Quality Z:Repurchase intention Y: Customer Satisfaction The analysis technique used is SEM (structural equation modeling)	indicate that the model has a good fit and is feasible to use. Based on the research results, there are four hypotheses that have a positive and significant effect, namely, web design, responsiveness, customization, and customer satisfaction on repeat purchase intention. However, there were two objections that were rejected, namely the use of (ease of use) and assurance (assurance) of repeat purchase intentions.

			estimated parameter is 20, then the number of samples used is at least 100.		
4	The Role of Perceived Usefulness and Perceived Ease-of-Use Toward Satisfaction and Trust which Influence Computer Consumers' Loyalty in China Nicholas Wilsona*, Keni Keni (Nicholas Wilson, Keni Keni, Pauline Henriette Pattyranie Tan, 2021) (Ahmad Juwaini, Gusli Chidirb, Dewiana Novitasari, Joni Iskandarb,	This study was commenced in order to examine the impact that both perceived usefulness and perceived ease-of-use had toward consumers' loyalty within the computer industry in China, either directly or indirectly through satisfaction and trust.	The sample of this study were Chinese computer users who were living in five cities in China: Beijing, Shanghai, Shenzhen, Guangzhou, and Hangzhou All of the questionnaires were electronically distributed through an online survey site to a total of 400 respondents, who	X1: Perceived Usefulness X2: Perceived Ease-of-Use Y1:Satisfaction Y2: Trust Z: Loyalty All of these data were further analyzed using the partial least squares-structural equation modeling (PLS-SEM) method using SmartPLS 3.3.2 software.	Based on the results obtained through the data's analyses, the authors would like to conclude that both perceived usefulness and perceived ease-of-use had a positive and significant impact on customer satisfaction, trust and customer loyalty within China's computer industry

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Dhaniel Hutagalung, Tias Pramonoc, Arman Mauland, Koko Safitri, Mochammad Fahlevi, Arif Budi Sulistyo, & Agus Purwanto, 2021) (Rami Mohammad Al-dweeri, Zaid Mohammad Obeidat, Mohammad Ahmad Al-dwiry, Muhammad Turki Alshurideh & Alaa Mohammad Alhorani, 2019) (Paulo Rita, Tiago Oliveira & Almira Farisa, 2019) (Majid Mohammad Shafiee & Negin Ahghar Bazargan, 2019) (Rafa Sayyidatul		originated from, or were living in, five cities in China. After gathering and assessing all of the collected data, a total of 346 items of data were deemed usable, thus enabling these sets of data to be further analyzed by this study		

	Wafiyyah & Ni Made Wulandari Kusumadewi, 2021) (Haryaji Catur Putera Hasman, Paham Ginting & Endang Sulistya Rini, 2019) , Pauline Henriette Pattyranie Tanc Gadjah Mada International Journal of Business 2021 ISSN: PRINT 1411-1128 | ONLINE 2338-7238				
5	The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty Ahmad	This study aims to determine the effect of e-service quality on customer e-satisfaction, the effect of e-trust on customer e-	The sample or respondent used in this study is 432 consumers of online shops in Banten, Indonesia.	X1: customer e-trust X2: customer e-service quality X3: customer e-satisfaction Y: customer e-loyalty The type of	The results show that E-Service Quality had positive but not significant effect on E-Satisfaction, E-Trust had a positive but not significant effect to E-Satisfaction, E-Service Quality had

	Juwainia*, Gusli Chidirb, Dewiana Novitasaric , Joni Iskandarb, Dhaniel Hutagalungc , Tias Pramonoc , Arman Mauland, Koko Safitrie , Mochammad Fahlevif , Arif Budi Sulistyog and Agus Purwantoh International Journal of Data and Network Science 2021 ISSN 2561-8156 (Online) - ISSN 2561-8148 (Print)	satisfaction, the effect of e-service quality on customer e-loyalty, the effect of e-trust on customer e-loyalty and finally, the effect of e-satisfaction on online shop customer eloyalty		research used in this research is correlational research with a quantitative approach and testing the research hypothesis was carried out by using the Structural Equation Model (SEM) approach based on Partial Least Square (PLS).	a positive but not significant effect towards E-Loyalty, ETrust had a negative but not significant effect to E-Satisfaction and finally E-Satisfaction had a positive but not significant effect on E-Loyalty.
6	The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-	This paper analyzes the role of online satisfaction and e-trust as mediators in the	Using a sample of 302 website users of amazon.com in Jordan,	X1: E-Service Quality Y: E-Loyalty Z1: of E-Satisfaction Z2: E-Trust	For the result Three dimensions were found to be the main explanatory factors of e-SQ, namely efficiency, privacy and customer service. In

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	Satisfaction and E-Trust Rami Mohammad Al-dweeri1 , Zaid Mohammad Obeidat1 , Mohammad Ahmad Al-dwiry2 , Muhammad Turki Alshurideh1 & Alaa Mohammad Alhorani2 International Journal of Marketing Studies; 2018 ISSN 1918-719X E-ISSN 1918-7203 Published by Canadian Center of Science and Education	relationship between electronic service quality (e-SQ) and online loyalty (integrating behavioral and attitudinal elements), in the context of e-shopping.	confirmatory factor analysis and structural equation modeling were performed to test the relationship between these dimensions.	a structural equation model (SEM) Was used	addition, it was confirmed that satisfaction mediates the relationship between e-SQ and behavioral and attitudinal loyalty.
7	The impact of e-service quality and customer satisfaction on	The purpose of this study is to develop new knowledge	Data from an online survey of 355 Indonesian	X1: e-service quality X2: customer satisfaction Y: customer	The result is expected to extend the knowledge about different country culture vis-

customer behavior in online shopping Paulo Rita a,* , Tiago Oliveira a , Almira Farisa b Heliyon 2019 ISSN: 2405-8440	to better understand the most important dimensions of eservice quality that have impact on customer satisfaction, customer trust, and customer behavior, building on existing literature on e-service quality in online shopping.	online consumers was used to test the research model using structural equation modelling	behavior This research used partial least square (PLS) path modeling as implemented in Smart PLS software to assess the validity and reliability of the measurement	a-vis different relevance of e-service quality attributes The analytical results showed that three dimensions of eservice quality, namely website design, security/privacy and fulfilment affect overall e-service quality. Meanwhile, customer service is not significantly related to overall e-service quality. Overall e-service quality is statistically significantly related to customer behavior.
8	Behavioral Customer Loyalty in Online Shopping: The Role of E-Service Quality and E-Recovery Majid Mohammad	This paper investigates how customer loyalty can be created and/or enhanced in online shopping.	The statistical population of the study includes the customers of several online stores in Iran. Data	X1: E-Service Quality X2: E-Recovery Y:Behavioral Customer Loyalty Stratified sampling was conducted and sample size	The results indicate that information security and website performance influence eservice quality both positively and directly. Also, responsiveness, compensation, and contact positively

No	Title/Author	Purpose	Sample	Method/Variables	Results
	Shafiee1 and Negin Ahghar Bazargan2 Journal of Theoretical and Applied Electronic Commerce Research 2019 ISSN 0718–1876		collection is carried out using a questionnaire.	was determined using Partial Least Squares Structural Equation Modeling (PLS-SEM), yielding 50. A frequently used rule for setting a lower bound on sample size was proposed by Barclay et al	influence e-recovery. E-recovery has positive impact on e-loyalty, which in turn significantly affects online repurchase.
9	The Effect of Perceived Usefulness, Perceived Ease Of Use, And Trust On Repurchase Intention On ECommerce Shopee Rafa Sayyidatul Wafiyyah1 , Ni Made Wulandari Kusumadewi 2 IJISET - International	The purpose of this study is to explain how effect of perceived usefulness, perceived ease of use, and trust on repurchase intention on e-commerce Shopee.	The sample used was 100 respondents who were the population of the Undergraduate Student Program of Faculty of Economics	X1: Perceived Usefulness X2: Perceived Ease Of Use X3: Trust Y: Repurchase Intention This study uses multiple linear regression analysis techniques, classical assumption test, and hypothesis testing	Results showed that perceived usefulness, perceived ease of use, and trust had a positive and significant effect on repurchase intentions on Shopee ecommerce

	Journal of Innovative Science, Engineering & Technology 2021

ISSN (Online) 2348 – 7968 | | | | |
| 10 | The Influence of E-Service Quality on E-Satisfaction and Its Impact on Repurchase Intention in Using ECommerce Applications on Students of Universitas Sumatera Utara

Haryaji Catur Putera Hasman, Paham Ginting, Endang Sulistya Rini

International Journal of Research & Review 2019 | The objective of the research was to find out the influence of e-service quality on e-satisfaction and its impact on repurchase intention in using ecommerce applications on students of Universitas Sumatera Utara. | The sample in this study were 96 people.The sampling method uses nonprobability sampling method with incidental sampling technique. | X1: E-Service Quality X2: E-Satisfaction Y: Repurchase Intention

The data were analyzed using SPSS | The results showed that e-service quality had a positive and significant effect on e-satisfaction, eservice quality had a positive and significant effect on repurchase intention, e-satisfaction had a positive and significant effect on repurchase intention, and e-service quality had a positive and significant effect on repurchase intention through e-satisfaction. |

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Based on the previous research matrix, there are findings of gap research gaps or comparisons of similarities and differences between previous research and research conducted by current researchers as follows:

1. The Role Of **Trust(X3)**, Perceived Usefulness, **Perceived Ease Of Use(X1)**, Perceived **E-Service Quality(X2)**, And Perceived Risk On Behavior Intention: A Research On Digital Tyme Kiosk: (Nabilla Nazirwan, 2020):

2. The Effects of **Perceived Ease of Use(X1)**, Security, and Promotion on **Trust(X2)** and Its Implications on Fintech Adoption (Meryl Astin Nangin1 Irma Rasita Gloria Barus2 Soegeng Wahyoedi, 2020)

3. "The Effect Of **Perceived Quality(X1)** In E-Commerce To Customer Loyalty (WOM, INTENT, **TRUST(X2)**) Through **Customer Satisfaction(Y)** (Tiurida Lily Anita, 2019)

4. The Impact of Perceived Usefulness and Perceived **Ease-of-Use(X1)** toward Repurchase Intention in the Indonesian E-Commerce Industry (Wilson, 2019)

5. Effect of **Perceived Ease of Use(X1)**, Word-of-Mouth Communication, and Brand Image on Decision to Use Lazada E-Commerce Services (Randy Imam Pratama, Dian Dewi Megadini & Tanti Kusriandini, 2019)

6. Effect Of **E-Service Quality(X1)** On **E-Satisfaction(X2)** And E-Loyalty: Moderated By Purchase Frequency (Ngatno & Azwina EkaAriyanti, 2021)

7. The Role of Perceived Usefulness and **Perceived Ease-of-Use(X1)** Toward **Satisfaction(Y1)** and **Trust(Y2)** which Influence Computer Consumers'

Loyalty in China (Nicholas Wilson, Keni Keni, Pauline Henriette Pattyranie Tan, 2021)

8. The role of customer **e-trust(X1)**, customer **e-service quality(X2)** and **customer e-satisfaction(Y1)** on customer e-loyalty (Ahmad Juwaini, Gusli Chidirb, Dewiana Novitasari, Joni Iskandarb, Dhaniel Hutagalung, Tias Pramonoc, Arman Mauland, Koko Safitri, Mochammad Fahlevi, Arif Budi Sulistyo, & Agus Purwanto, 2021)

9. The Effect of Perceived Usefulness, **Perceived Ease Of Use(X1)**, And **Trust(X2)** On Repurchase Intention On ECommerce Shopee (Rafa Sayyidatul Wafiyyah & Ni Made Wulandari Kusumadewi, 2021)

10. The Influence of **E-Service Quality(X1)** on **E-Satisfaction(Y)** and Its Impact on Repurchase Intention in Using ECommerce Applications on Students of Universitas Sumatera Utara (Haryaji Catur Putera Hasman, Paham Ginting & Endang Sulistya Rini, 2019)

Based on the findings of the GAP Research, the researcher proposes a research proposal with the title **"THE EFFECT OF PERCEIVED BENEFITS, PERCEIVED EASE OF USE, E-SERVICE QUALITY, E TRUST ON CUSTOMER SATISFACTION OF LAZADA IN SURABAYA"**

2.2. Theoretical Basis

2.2.1. Perceived Benefits

1. The definition of Perceived Benefits

A Perceived benefit is an action of an individual perception or belief that has specific positive outcomes will result from a specific behavior that inflames a

person to engage a behavior. Perceived benefits directly motivate behavior through   determining the extent of commitment to planning an action to engage in the behavior. Individuals tend to invest time and resources in activities that have a high likelihood of positive outcomes (Ajeng Putri Narahdita, 2020) . The benefits of a behavior may be intrinsic perceived attractiveness. Extrinsic benefits include monetary reward or social environment

Seen benefits are convictions about the positive results related with a behavioral reaction to a genuine or saw danger (Chandon et al., 2018). The apparent benefit of buying build is most frequently applied to ordinary shopping ways of behaving and is specific to a singular's impression of the benefits that will yield fulfillment by engaging in a specific shopping activity. There are two related research streams: research on traditional retail support issues (generally hypothetical in nature) and examination dealing with non-store support conduct. (Ajeng Putri Narahdita, 2020) proposed that personal determinants of shopping in conventional arrangements can be extensively perceived as being influenced by practical and nonfunctional intentions. Practical thought processes are connected to utilitarian capacities like accommodation, assortment and nature of product, and price, whereas nonfunctional (indulgent) intentions are connected with social and profound needs for pleasant, intriguing shopping encounters (Lasrado, 2019) Presently there is no unified classification of seen benefits of OGB, so other comparative investigations need to serve here as references. Investigate succession based, time-based, and amount based motivators, as well as purchasers' impression of reasonableness in their participation in web-based bunch barters close four major perceived benefits of internet shopping

2. Factors Affecting Perceived Benefits

Perceived benefits is influenced by various factors. Although it is difficult to control most of the factors that can influence perceived benefits, marketers must still take these factors into account factors that influence perceived benefits include the following:

(Lasrado, 2019)conclude four major perceived benefits of online shopping:

1) Shopping convenience

2) Product selection

3) Ease/comfort of shopping; and

4) Hedonic/enjoyment.

Furthermore, (Ajeng Putri Narahdita, 2020)sort out many previous perspectives and propose three major benefits associated with online buying behavior:

1) a price benefit;

2) a convenience benefit; and

3) a recreational benefit

Furthermore, (Ajeng Putri Narahdita, 2020) sort out many previous perspectives and propose three major benefits associated with online buying behavior:

1) A price benefit

2) A convenience benefit; and

3) A recreational benefit

3. Perceived Benefit Indicator

The perceived usefulness is how much a person that using a technology will improve their performance. Individuals who find it easier to use the internet, will find it easier to benefit from this technology. Consumers on the internet will make purchases on the website because of the reward of these transactions. Venkatesh and Davis (2016: 10) divide the aspects of seen handiness into the following:

a. **Effectiveness**

Effectiveness is a perception that shows time savings from using a website or a system, In the extent of web based business, this aspect alludes to the efficient saw by shoppers for a specific movement

b. **Accomplish faster**

Accomplish faster is a dimension that describes the amount to which a job can be completed faster with a system. In the world of e-commerce, this dimension refers to the speed of the processes that are carried out between consumers and companies

c. **Useful**

Useful is a dimension that explains the extent to which a system can be useful for the activities of an individual, especially regarding problems related to matters relating to the company.

d. **Advantageous**

Advantageous are the advantages of using a system for an individual. In the scope of ecommerce, the benefits felt by consumers will be the extent to which a website can continue to be used or not.

2.2.2. Perceived Ease Of Use

1.   The Definition Perceived Ease Of Use

Ease of use means the level to which an individual accepts that utilizing innovation will be liberated from mental and actual exertion. An individual might observe that the framework is challenging to utilize despite the fact that the individual accepts that the framework is helpful (Davis, 2017: 320). With regards to this examination, usability alludes to the degree to which clients trust that proceeding to utilize e-cash will be liberated from exertion. In the event that a framework is somewhat simple to utilize, clients will be more ready to find out about its highlights and eventually plan to keep utilizing it. In this review, to gauge usability, in particular: straightforward and simple to learn. (Ahmad Syakir & Adi Irawan Setiyanto, 2019)states that the perception of ease of use is determined as the stage to which somebody accepts that utilizing an innovation will be liberated from exertion. From the definition, it very well may be seen that apparent simplicity is a conviction about the direction process. On the off chance that somebody accepts that data frameworks are not difficult to utilize, he will utilize them Sun and (Keni, 2020) identify the dimensions of perceived ease, to be specific, simplicity to learn (simple to learn), simplicity to utilize (simple to utilize), clear and reasonable (clear and straightforward), furthermore, become capable. According to Davis (2016: 320), the meaning of ease of use is characterized as the level at which somebody accepts that the utilization of data

innovation is simple and doesn't need hard exertion from the client. (Wilson, 2019) Expresses that the ease of use is characterized as the degree to which somebody accepts that utilizing an innovation will be liberated from exertion. From the definition, it can be seen that apparent simplicity is a conviction about the dynamic interaction. That's what assuming somebody trusts data frameworks are not challenging to utilize then he will utilize them. Recognize the components ease of use, in particular, simplicity to learn (simple to learn), straightforwardness to utilize (simple to utilize), clear and reasonable (clear and simple to comprehend), and become capable.

2. **Factors Affecting Ease of Use**

    a) Individual interaction with the system is clear and easy to understand

    b) It doesn't take much effort to interact with the system

    c) Easy-to-use system

    d) Easy to operate the system according to what you want

Individual work

    Perceived Context Ease of Use of e-commerce means that consumers or users think that transacting through electronic commerce (e-commerce) is easy to understand. With Thus, if Lazada e-commerce is perceived as easy to use, then the site will be often used by consumers.

3. **Perceived Ease of Use Indicator**

    Perceived ease of use is the level where someone believes that the use of technology is easy and does not require hard effort from the user. This concept includes the clarity of the purpose of using technology and the ease of using the system for the purposes according to the wishes of the user, (Ahmad Syakir & Adi

Irawan Setiyanto, 2019) divide the dimensions of perceived ease of use into the following:

a) **Easiness**

Easiness is the ease of a system to use. In the element of e-commerce, this convenience refers to how easy a website can be run by individuals.

b) **Clear and understandable**

Simple and easy to comprehend the degree to which a system has clarity. In the scope of ecommerce, clear and understandable refers to a website that has easy-to-understand content.

c) **Easy to learn**

Easy to learn is to what extent the system is easy to learn and adopt by an individual. In the scope of e-commerce, this dimension refers to the degree to which a website can be studied for its nantinuya to be used as a medium that is accessed daily.

d) **Overall easiness**

The amount of overall ease that a system possesses is referred to as overall easiness. This dimension in the context of e-commerce refers to the general simplicity with which the website may be used..

2.2.3. E-Service Quality

1. **The definition of E-Service Quality**

SQ is the gap between expectations consumers with reality services provided by company (Amelia Saraswati & Farida Indriani, 2021) and SQ has a definition same as traditional SQ, it's just in the realm digital E-service quality also it can be known as general customer consideration and judgments about the efficiency and quality of electronic services in the virtual market (Hanera, 2021)

2. Factors Affecting E-Service Quality

Ease of use, design, information, trust and empathy are the five characteristics of e-service quality. Uses relating to aesthetics, convenience of use, and navigation, as well as pictures transmitted to users, such as beautiful appearance and aesthetics. Information on whether or not information is suitable for consumer use (Haryaji Catur Putera Hasman, Paham Ginting & Endang Sulistya Rini, 2019) the term "trust" relates to a company's reputation, as well as secure transactions and customer personal information. Communication, community, and personality are all linked to empathy. Every encounter with a client is really a type of customer service. The engagement might take the shape of a phone call, a letter, an e-mail, or a face-to-face meeting (T.T Haria, 2019). E-service quality refers to a larger definition of service quality that uses online media to link vendors and customers in order to satisfy shopping needs successfully and efficiently (Saragih, 2019). The implementation of quality comes next.

3. E-Service Quality Indicator

a) Efficiency

The ability of consumers to access websites, search for products that required and information related to the product, and leave the site in question with minimal effort.

b) Fulfillment

Includes accuracy of service appointments, product stock availability, and delivery product on time promised

c) System availability

Correct technical functionality of the site

d) Privacy

Guarantee that shopping behavior data is not given to other parties (T.T Haria, 2019)

2.2.4. E-Trust

1. The definition E-Trust

According to (Meryl Astin Nangin1 Irma Rasita Gloria Barus2 Soegeng Wahyoedi, 2020), states that online trust is all knowledge on online transactions owned by consumers and all conclusions that consumers make about objects, attributes, and benefits. According to (Ahmad Juwaini, 2022), states that online trust is a perception from the point of view of individuals on online transactions on reliability, experience and fulfillment hope. defines online trust as a person's willingness to to be sensitive to the actions of others based on expectations on online transactions that other people will perform certain actions on people who trust him, regardless of his ability to supervise and control it. Online trust is

Confidence in constant quality or attributes of a person both goods and services obtained through online media (Ahmad Juwaini, Gusli Chidirb, Dewiana Novitasari, Joni Iskandarb, Dhaniel Hutagalung, Tias Pramonoc, Arman Mauland, Koko Safitri, Mochammad Fahlevi, Arif Budi Sulistyo, & Agus Purwanto, 2021)According (Rami Mohammad Al-dweeri, Zaid Mohammad Obeidat, Mohammad Ahmad Al-dwiry, Muhammad Turki Alshurideh & Alaa Mohammad Alhorani, 2019)defining online trust is: willingness to make himself sensitive to actions on online transactions that taken from people he trusts based on a sense of trust and responsibility. Meanwhile, according to Ba and (Tiurida Lily Anita, 2019)defines online trust as an assessment of one's relationship with others who will conduct online transactions according to people's expectations belief in an environment of uncertainty. According to Kimery and (Teguh Widodo1 & Ni Kadek Wahyu Utami2, 2021) online trust is customer willingness to accept weaknesses in online transactions based on their positive expectations regarding future online shopping behavior will come. If consumers believe, they believe that behavior in shopping does not cause problems, and be positive and willing to shop online in the future Based on the above definition, it can be stated that online trust is the trust that arises from a party in a relationship online transactions based on a belief that individuals can trusted to fulfill its obligations as expected.

2. **Factors Affecting E-Trust**

According to (Teguh Widodo1 & Ni Kadek Wahyu Utami2, 2021), the factors that influence online consumer trust is:

a. Perception

Is a perception that refers to the belief that with Online shopping provides benefits.

b. Convenience

The convenience offered by online transactions makes consumers feel confident transacting online.

c. Privacy

The privacy security of conducting online transactions will improve consumer trust, where consumers are only sellers and consumers who know the transaction.

d. Competence

The competencies possessed by this online provider of goods or services will increase consumer confidence.

According to (Ahmad Juwaini, 2022), there are three factors that shape one's belief in another, that is

1. Ability

Ability refers to the competence and characteristics of an individual or organizations to influence and authorize specific areas. In In this case, how the seller is able to provide, serve, and secure transactions from interference from other parties

2. Kindness

Benevolence is the extent to which the trusted party (trustee) is believed will do well and have no motive to benefit his side (trustee) only. Kindness is the seller's willingness to provide mutually beneficial satisfaction between himself and the consumer. Profit that obtained by the seller can be maximized, but customer satisfaction is also high. The seller is not only pursuing maximum profit, but also have great attention in realizing customer satisfaction. According to (Ahmad Juwaini, Gusli Chidirb, Dewiana Novitasari, Joni Iskandarb, Dhaniel Hutagalung, Tias Pramonoc, Arman Mauland, Koko Safitri, Mochammad Fahlevi, Arif Budi Sulistyo, & Agus Purwanto, 2021) benevolence includes attention, empathy, confidence, and power accept

3. Integrity relates to a person's perception of the party who trusted to adhere to mutually accepted principles. Integrity related to how the behavior or habits of traders in carrying out his business. The information provided to consumers is correct in accordance with fact or not. The quality of the products sold is reliable or not. (Ratih Anggoro Wilis & Andini Nurwulandari, 2020)suggest that integrity can be seen from the point of view of fairness (fairness), fulfillment (fulfillment), loyalty (loyalty), candor (honestly), dependability, and reliability.

3. Characteristics of Online Trust

The characteristics of online trust are actually similar to consumer trust towards offline, according to (YassineJadil, 2022) the characteristics of online trust can described as follows:

1. Trustors and trustees

A trustor is a person who can be trusted while a trustree is consumers who put their trust, these two parties are important to build trust in the online world, the task of the trustor is to build trust consumers make sure that the goods or services sold are Depending on the actual situation.

2. Vulnerability

Transacting online creates vulnerabilities of all kinds form of fraud, the risk of fraud by transacting online is higher compared to direct transactions

3. Produced actions

Consumer confidence in online merchants is shown in two ways: actions, namely: 1) Consumers who make online transactions can be made possible will provide information about credit card and personal information, 2) consumers will make online as a shopping window.

4. Online Trust Dimension

Dimensions of online trust proposed by (Ismunandar Ismunandar, 2019):

a. Generality

Generality refers to belief in general. Individuals can have the overall trust of another individual, group or technology. In the online world, general trust is built on trust in the website government that provides valid data, while trust towards online shopping awakened because the store is already well known, has good reputation and frequently accessed by other individuals.

b. Type

Online trust will be awakened by consumers if the types of goods and services offered with the type of goods purchased in accordance with customer expectations. Thing This also applies if the types of goods and services are in accordance with what is required by the customer consumer

c. Trust level

Consumers will have a high level of online trust if they get satisfaction from online transactions, for example, the goods purchased are not disappointing and the quality of service provided as promised, On the other hand, the level of online trust will decrease if consumers feel let down and the quality of service provided is poor or does not match what was promised by seller

5. Aspects of Online Trust

According to (Ye Diana Wang, 2019) aspects of online trust are as follows:

a. Reliability

Consumer decisions to make online transactions can be caused by the goods or services provided are reliable, considers the goods quality and competitive

b. Emotional comfort

Convenience is one aspect that determines trust consumers to online media. Transactions give consumers free shop without having to go to a shopping center with excellent service satisfying.

c. Quality/Competency

The quality of goods and services offered by online shopping owners as well as The competencies possessed by employees make consumers more trusting online media

d. Easiness

Various facilities are offered by providers of goods or services through the media online starting from payment to the delivery process as well as other conveniences, this is what makes consumers more confident in online media.

The online trust aspect in the research of (Ye Diana Wang, 2019) identify online trusts, namely:

a. Security

Security is defined as the extent to which customers believe that the internet it is safe for them to send transaction sensitive information (YassineJadil, 2022)

b. Privacy

(Ye Diana Wang, 2019)define privacy as consumer confidence about the performance of other parties in the environment during transactions market or consumption behavior.

c. Reliability

Company reliability can affect consumer online trust and purchase intention (Hanera, 2021)

2.2.5. Customer Satisfaction

1. The definition of Customer Satisfaction

Understanding Consumer Satisfaction All of the company's actions will culminate in consumer satisfaction. Consumers will place a value on their perceived contentment.Consumer satisfaction Is a metric used to determine how satisfied a customer is with a product or service.A company's product or service exceeds the expectations of its customers. According to them, According to another viewpoint, happiness is defined as the degree of one's sentiments. explains the findings of a comparison of the performance (services) obtained with those expected. expected 2017 (Santoso & Aprianingsih). Satisfaction as measured by a follow-up assessment of the surprise inherent in the product acquisition and/or consumption experience. Satisfaction defined as consumer satisfaction with respect to experience previous purchases with online companies or businesses. In research Customer satisfaction is described as the entire consumer experience of retrieval of information through

Satisfaction is determined by a customer's short-term emotional reaction to the execution of particular services, as well as a comparison of services got from expected services (Panjaitan & Yuliati, 2016). Another point of view indicates that customer satisfaction is a measure of a product's quality. Produced in conformity with consumer expectations by the firm. In depth,When a product falls short of customer expectations, it indicates that the customer is not satisfide. If Customers are happy because the product meets their expectations (Lestari et al.). Ellyawati (Ellyawati, 2019). Customer happiness is an essential component of every business. Customer service is really crucial in this firm.

Writers emphasizes the importance of customer happiness as one of the main objectives firm, which denotes a commitment to a lengthy period of time. Satisfaction is also one

Increased customer satisfaction may give benefits to businesses such as increased consumer loyalty and the ability to extend the life cycle of customers. Extension of consumer service life -purchased goods When customers are happy, Consumers may be influenced by the company's products or services. Potential customers should be referred to items or services. This is unthinkable. In the event of corporations that ignore their customers, it is difficult for them to expand. Konenik Ruzzier et al. (2014) identified customer demands. Another viewpoint sees consumer happiness as a positive factor. a crucial strategy for maintaining future and deliberate customers a favorable repurchase (Rita et al., 2019). After additional consideration, It is possible to enhance customer happiness through improving service quality. (Ahmad Syakir & Adi Irawan Setiyanto, 2019) can be used to improve service:

a. Minimize the differences that occur between management and consumer. Like doing research to find out views service according to consumers

b. Companies must be able to develop a commitment in order to construct a vision for improving service processes. Improvements in thinking, conduct, talents, and knowledge are all in dispute

c. Create a way for consumers to submit issues by developing a suggestion and criticism system.

d. Develop and implement accountable, proactive, and partnership marketing according to the marketing situation.

2. **Factors Affecting Customer Satisfaction**

    a. Accessibility.

    b. Empathy.

    c. Language.

    d. Response Time.

    e. Convenience.

    f. Choices.

3. **Customer Satisfaction Indicator**

    Based on several studies including (Girsa & Lahiža, 2017) and (Dian et al.,
2013) researchers summarize the indicators used, that is

    a. Satisfaction with the overall product price

    b. Satisfaction with the overall product variety

    c. Overall satisfaction with information

    d. Satisfaction with the answers given by the online shop as a whole

    e. Overall satisfaction with service

    f. Satisfaction with shopping convenience

2.3. Relationship between Variables

2.3.1. The Relationship between the Variable Perceived Benefits (X1) and Customer Satisfaction (Y)

Benefit perception has a positive and significant impact on customer
satisfaction, (Mohd Shoki, 2019) supporting research that a perceived level of
perceived customer is a determining factor and has an important role in customer
satisfaction. This is also due to the role of perceptions that will form positive

thoughts by customers that affect the level of perceived customer satisfaction. This finding supports the research conducted by (Septiana Novita Dew, 2019)

2.3.2. The Relationship between the Variable Perceived Ease Of Use(X2) and Customer Satisfaction (Y)

Based on the results of data analysis by (Nicholas Wilson, Meilisa Alvita, Jensen Wibisono, 2021), the authors of found that both perceived ease of use are significant and positive for customer satisfaction, both directly and indirectly. I would like to conclude that it will have an impact. and indirect manner in the B2C E-Commerce sector in Indonesia

2.3.3. The Relationship Between the Vairable E-Service Quality(X3) and Customer Satisfaction (Y)

(Damarsari Ratnasahara Elisabeth, 2019) argue that E-service quality also has a positive influence, directly and indirectly, on satisfaction as well as on three behavior intentions (Paulo Rita, Tiago Oliveira & Almira Farisa, 2019)

2.3.4. The Relationship between the Variable E-Trust(X4) and Customer Satisfaction (Y)

(Ahmad Juwaini, 2022) Find that trust is relevant to user-friendliness and efficiency dimensions. Researches have revealed a positive relation between satisfaction and trust Researches have also discovered that trust is the most significant determinant of customer satisfaction Here in this research we will investigate the effect of trust on customer satisfaction. (Hanera, 2021)

2.3.5. The Relationship between Perceived Benefits, Perceived Ease Of Use, E-Service Quality, E-Trust Simultaneously to the Customer Satisfaction

Benefit perception has a positive and significant effect on customer satisfaction, supporting research that a perceived level of perceived customer is a determining factor and has an important role in customer satisfaction. This is also due to the role of perceptions that will form positive thoughts by customers that affect the level of perceived customer satisfaction. This finding supports the research conducted by (Mohd Shoki, 2019)

Based on the results of the data analyses from (Nicholas Wilson, Meilisa Alvita, Jensen Wibisono, 2021) The authors would like to conclude that in Indonesia's B2C e-commerce sector, both perceived ease of use and customer satisfaction are directly and indirectly significantly positively impacted.argue that E-service quality also has a positive influence, directly and indirectly, on satisfaction as well as on three behavior intentions (Paulo Rita, Tiago Oliveira & Almira Farisa, 2019)

(Ahmad Juwaini, 2022) Herington and Weaven found that trust is related to usability and efficiency aspects. Studies show that there is a positive correlation between satisfaction and trust. Research has shown that trust is the customer's most important determinant. satisfaction Here in this research we will investigate the effect of trust on customer satisfaction (Wilson, 2019)

Based on this research we can find out that there is a positive relationship between all the variables mentioned above to the customer satisfaction, and the

customers will be highly satisfied when there is benefits, believe, quality and trust on the services and products that customers received. (Hanera, 2021)

2.4. Research Concept Framework

Figure 2.1
Research Concept Framework

Research Results (2022)

Information:
– – – – → : Simultaneous Relationship
———→ : Partial Relationship
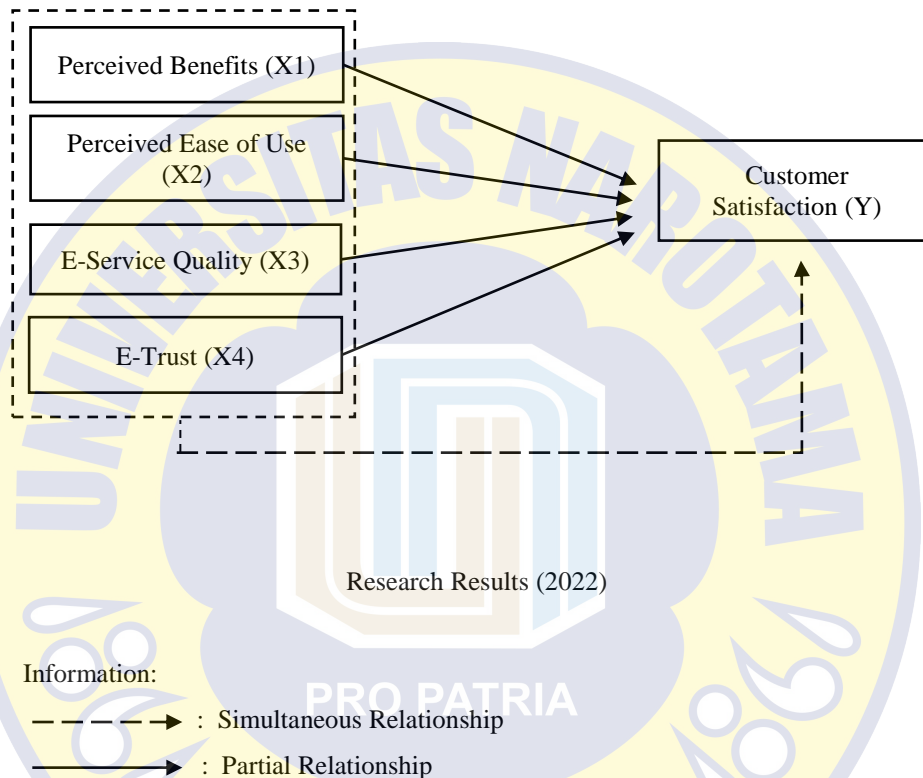
2.5. Hypothesis

H1 : Perceived Benefit (X1) has a positive and significant effect on customer satisfaction(Y).

Benefit perception has a positive and significant effect on customer satisfaction, supporting (Ahmad Juwaini, 2022)research that a perceived level of perceived customer is a determining factor and has an important role in customer satisfaction

H2 : Perceived Ease-of-Use(X2) had a positive and significant impact on customer satisfaction(Y).

Based on the results of the data analyses from (Nicholas Wilson, Meilisa Alvita, Jensen Wibisono, 2021)   authors would like to conclude that both Perceived Ease of have a significant and positive impact toward Customer Satisfaction both in a direct and indirect manner in the B2C E-Commerce sector in Indonesia

H3 : E-Service Quality(X3) has a positive and significant effect on customer satisfaction(Y).

E-service quality has a positive influence, directly and indirectly, on satisfaction as well as on three behavior intentions (Paulo Rita, Tiago Oliveira & Almira Farisa, 2019)

H4 : E-Trust(X4) has a positive and significant effect on customer satisfaction(Y).

E-trust is related to user-friendliness and efficiency dimensions. Researches have revealed a positive relation between satisfaction and trust (Hanera, 2021)

H5: Perceived Benefit (X1), Perceived Ease-of-Use(X2), E-Service Quality(X3), E-Trust(X4) simultaneously has a positive and significant effect on customer satisfaction (Y).

Benefit perception has a positive and significant effect on customer satisfaction, supporting research that a perceived level of perceived customer is a determining factor and has an important role in customer satisfaction Based on the results of the data analyses from (Nicholas Wilson, Meilisa Alvita, Jensen Wibisono, 2021) authors would like to conclude that both Perceived Ease of have a significant and positive impact toward Customer Satisfaction both in a direct and indirect manner in the B2C E-Commerce sector in Indonesia (T.T Haria, 2019) E-service quality also has a positive influence, directly and indirectly, on satisfaction as well as on three behavior intentions (Paulo Rita, Tiago Oliveira & Almira Farisa, 2019). E-trust is related to user-friendliness and efficiency dimensions. Researches have revealed a positive relation between satisfaction and trust (Hanera, 2021)