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 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.
- 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 to E-Satisfaction, E-Service Quality 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.

"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 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, and e-service quality 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	Research	Unit of	Variable and	Research results
	and Reference	Objectives	Analysis	Data Analysis	
1.	The Role Of	This study	The data	X1 : Trust	the results of this
	Trust,	aims to	collection	X2 : Perceived	study are: 1) Trust
	Perceived	determine	method	Usefulness	has a positive
	Usefulness,	the effect of	used in this	X3 : Perceived	impact on Behavior
	Perceived	several	study is an	Ease Of Use	Intention. 2) Trust
	Ease Of Use,	factors	online	X4 : Perceived	has a positive
	Perceived E-	including	questionna	E-Service	impact on

	Service	trust,	ire with a	Quality	Behavioral
	Quality, And	perceived	sample of	X5: Perceived	Intentions. 3)
	Perceived	usefulness,	240	Risk	Perceived Efficacy
	Risk On	perceived	respondent	Y : Behavior	has a positive
	Behavior	ease of use,	s who are	Intention	impact on
	Intention: A	perceived	bank		Behavioral
	Research On	quality of	people,	Data analysis	Intentions. 4)
	Digital Tyme	electronic	have a	was performed	Perception of Ease
	Kiosk	services, and	'NPWP',	using	of Use has a
		perceived	and have	Structural	positive impact on
	Nabilla	risk in	never used	Equation	Perceived Benefits.
	Nazirwan1,	society on	a Tyme	Modeling	5) Perceived Ease
	Natasha	behavioral	Digital	(SEM)	of Use has a
	Mannuela	intentions in	kiosk		positive impact on
	Halim2,	using new			Behavioral
	Raihan	technology,			Intentions. 6)
	Fadhil3	which in this			Perception of e-
		context is PT			Service is not
	e-Jurnal				proven to have a
	Apresiasi				positive impact on
	Ekonomi				Behavioral
	Volume 8,				Intentions. (7)
	Number 2,				Perceived Risk is
	July 2020	PRC	PATRI	A	not proven to have
					a positive impact on
l '	ISSN Print :				the Quality of
	233 <mark>7-3997</mark>				Perceived
	ISSN Online:				Electronic Services.
	2613-9774				8) Perceived Risk
					has a negative
					impact on
					Behavioral
					Intentions.
2.	The Effects of	This	Ву	X1 : Perceived	the empirical results
	Perceived	research	collecting	Ease of Use	definitely
	Ease of Use,	empirically	100	X2 : Security	confirmed that
	Security, and	examined	samples	X3 Promotion	perceived ease of
	Promotion on	the	who have	Y : Trust	use (PEOU) and
L	<u>I</u>	<u> </u>	<u>I</u>	<u>I</u>	<u> </u>

	Trust and Its	components	already	Structural	promotion
	Implications	affecting the	used a	Equation	positively and
	on Fintech	expectations	couple of	Modeling-	significantly
	Adoption	of users to	brands of	Partial Least	affected the
		adopt fintech	Fintech	Square (SEM-	customer trust.
	Meryl Astin		and	PLS)	Meanwhile,
	Nangin		Sakuku as		security did not
	Irma Rasita		their		significantly affect
	Gloria Barus		payment		trust. The finding
	Soegeng		method		also implied that in
	Wahyoedi				order to increase the
					fintech adoption
	Journal of			14/2	rate, customer trust
	Consumer				should be built.
	Sciences				
	2020				
	E-ISSN: 2460-				
	8963				
3.	The Effect Of	This study	The	X1: E- Service	The results of the
	E-Service	aims to	sampling	Quality	analysis show that
	Quality, E-	analyze the	technique	X2: E-Trust	each variable (E-
	Trust, Price	effect of E-	used is the	X3: Price	Service Quality, E-
	And Brand	Service	Non-	X4: Brand	Trust, Price, Brand
	Image	Quality, E-	Probability	Image	Image) has a
	Towards E-	Trust, Price,	Sampling	Y: E-	positive and real
	Satisfaction	Brand Image	method,	Satisfaction	effect to the E-
	And Its Impact	to the E-	the	Z: E-Loyalty	Satisfaction and E-
	On E-Loyalty	Satisfaction,	saturated		Loyalty to Online
	Of Traveloka's	and E-	sample	Structural	Travel Agent
	Customer	Loyalty of	technique	Equation	Traveloka with
		Online	(Census)	Modeling	Critical Ratio
	Ratih Anggoro	Travel	totaling	(SEM)	(CR)> 1.96
	Wilis 1;	Agent	182	analysis	(Critical value for
	Andini	Traveloka	respondent	techniques	degrees 95%
	Nurwulandari		s or equal	from the	confidence),
	2		to the	AMOS	probability value
1					

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

5.	The Influence	This study	This study	X1: Perceived	The results of this
	Of Perceived	aims to	used 200	Ease Of Use	study indicate that
	Ease Of Use,	examine the	respondent	X2: perceived	the variables
	Perceived	effect of	s taken	Usefulness	perceived ease of
	Usefulness	perceived	from the	X3: Consumer	use, variable
	And	ease of use,	general	Satisfaction	perceived
	Consumer	perceived	public	Y: Onilne	usefulness and
	Satisfaction	usefulness	living in	Purchase	consumer
	Towards	and	the area of	Behavior	satisfaction effect
	Online	consumer	Batam		on online
	Purchasing	satisfaction	For further	Analyzer the	purchasing
	Behavior	on online	research is	data used is	behavior either
		purchasing	expected to	regression	partially or
	Ahmad	behavior	increase	with IBM	simultaneously. For
	Syakira Dan		the number	SPSS	further research is
	Adi Irawan		of samples,	Statistics 17.	expected to increase
	Setiyantob,		change the		the number of
			sample or		samples, change the
	Journal Of		add		sample or add
	Applied		research		research variables.
	Accounting		varia <mark>bles.</mark>		
	And Taxatio				
	2019				
		PRC	PATRI	A	
	E-Issn: 2548-				
	9925				
6.	The Role Of	The purpose	The	X1: Perceived	The results showed
	Perceived	of this study	population	Usefulness	that the perceived
	Usefulness,	is to test and	in this	X2: Customer	usefulness and
	Customer	analyze the	study is	Satisfaction	customer
	Satisfaction,	factors that	C2C online	X3: Emotional	satisfaction affected
	And	influence the	shop	Stability	continuance
	Emotional	high	customers	Y: Repurchase	purchase intentions.
	Stability, on	purchasing	located in	Intention	The perceived
	Repurchase	intention at	Surabaya,		usefulness affects
	Intention Of	the C2C	with a	The method	customer
	C2C Online	online shop	research	used in this	satisfaction.
	Shop In	on an	sample of	study is a	Emotional stability

KEWIRAUSA HAAN 2021 P-ISSN: 1978- 2853 E-ISSN: 2302-8890 The research implies that continuance purchase intentions can increase customer purchase transactions in C2C online stores. The Effect Of Perceived Objectives of Quality In E- Commerce To Customer Customer Loyalty (WOM, Of ease of Customer Loyalty The research implies that continuance purchase transactions in C2C online stores. X1: Perceived Quality research conclude that variable of ease study are 175. Y: Customer Loyalty assurance attributes		Surabaya	ongoing	100	quantitative	does not moderate
Al Hakim Danurwindo1) , Muhadjir Anwar2), Wiwik Handayani3) JURNAL MANAJEME N, STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 P-ISSN: 1978- 2853 E-ISSN: 2302-8890 7. The Effect Of Perceived Ouality In E-Commerce To Customer Customer Customer The aggregate ninvestigate: Commerce To Customer Customer Anodelling customer analysis satisfaction. Customer using PLS satisfaction mediates the relationship between the perceived usefulness to continuance purchase intentions. Can increase customer purchase transactions in C2C online stores. The research customer being respondent of the study are Loyalty (a) the effect (WOM, of ease of			basis.	people,	method, with	the relationship
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, Muhadjir Anwar2), Wiwik Handayani3) JURNAL MANAJEME N, STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 The Effect Of Perceived Quality In E- Commerce To Quality In E- Commerce To Customer (WOM, Of ease of Anwar2), who have purchased at least 1 transaction within a minimum of 1 year determined by the purchase purchase purchase intentions can increase customer purchase transactions in C2C online stores. X1: Perceived Quality respondent investigate: (a) the effect (WOM, of ease of Anwar2), who have technique Customer using PLS satisfaction. Customer velations, relationship between the perceived usefulness to continuance purchase intentions. The research implies that continuance purchase transactions in C2C online stores. X1: Perceived Quality respondent X2: Wom that variable of ease being respondent the the the the the the the the the th		Al Hakim		C2C online	Equation	usefulness and
Anwar2), Wiwik Handayani3) Who have purchased using PLS atisfaction mediates the relationship between the perceived usefulness to continuance purchase intentions. The research limplies that continuance purchase intentions can increase customer purchase relationship between the perceived usefulness to continuance purchase intentions. The research implies that continuance purchase intentions can increase customer purchase research conclude that variable of ease for the Loyalty (a) the effect (WOM, of ease of who have purchased using PLS satisfaction mediates the relationship between the perceived usefulness to continuance purchase intentions can increase customer purchase transactions in C2C online stores. X1: Perceived Quality research conclude that variable of ease that variable of ease y: Customer Loyalty assurance attributes		Danurwindo1)		shop	Modelling	customer
Wiwik Handayani3) Description of Lyear Handayani3		, Muhadjir		consumers	analysis	satisfaction.
Handayani3) at least 1 transaction within a minimum of 1 year determined BISNIS DAN KEWIRAUSA HAAN 2021 P-ISSN: 1978- 2853 E-ISSN: 2302-8890 7. The Effect Of Perceived Quality In E- Commerce To Quality In E- Commerce To Customer Loyalty (WOM, of ease of A least 1 transaction within a minimum of 1 year determined by the purposive sampling method. (Partial Least Square). (Square). (Square).		Anwar2),		who have	technique	Customer
transaction within a minimum of 1 year determined by the STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 method. P-ISSN: 1978-2853 E-ISSN: 2302-8890 7. The Effect Of Perceived Objectives of Quality In E-Commerce To Customer Loyalty (a) the effect (WOM, of ease of Customer Loyalty (WOM, of ease of Customer Loyalty (a) the effect (WOM, of ease of Customer Loyalty (a) the effect Total Randowski (Continual) within a minimum 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 objectives of this research conclude that variable of ease of the study are 175. Loyalty assurance attributes		Wiwik		purchased	using PLS	satisfaction
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MANAJEME N, STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 P-ISSN: 1978- 2853 E-ISSN: 2302-8890 The Effect Of Quality In E-Commerce To Customer Customer Customer Loyalty (WOM, CSTRATEGI BISNIS DAN Continuance Durchase intentions Can increase Customer Derived Customer Loyalty (a) the effect (WOM, CSTRATEGI BISNIS DAN Cetermined by the Durposive Sampling Method. The research implies that continuance purchase intentions can increase customer purchase transactions in C2C online stores. X1: Perceived Quality The result of this research conclude that variable of ease transactions in C2C online stores. X2: Wom that variable of ease that va				transaction	Square).	relationship
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STRATEGI BISNIS DAN KEWIRAUSA HAAN 2021 P-ISSN: 1978- 2853 E-ISSN: 2302-8890 7. The Effect Of Perceived Objectives of Quality In E-Commerce To Customer investigate: Loyalty (a) the effect (WOM, of ease of Commerce To (WOM, of ease of Continuance purchase intentions in Can increase customer purchase transactions in C2C continuance purchase intentions can increase customer purchase transactions in C2C online stores. X1: Perceived Quality research conclude that variable of ease of Customer Loyalty (a) the effect of ease of Customer Loyalty assurance attributes		MANAJEME		minimum		perceived
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P-ISSN: 1978- 2853 E-ISSN: 2302-8890 The Effect Of Perceived Quality In E-Commerce To Customer Loyalty (a) the effect Of Loyalty (WOM, of ease of Customer Loyalty (WOM, color can increase customer purchase transactions in C2C online stores. X1: Perceived Quality research conclude that variable of ease customer being respondent of the study are 175. Purchase intentions can increase customer purchase transactions in C2C online stores. X1: Perceived Quality research conclude that variable of ease customer being respondent of the study are 175. Loyalty (a) the effect of the study are 175. Loyalty (a) the effect of customer being responsiveness, responsiveness, personalization, and assurance attributes		HAAN		sampling		implies that
P-ISSN: 1978- 2853 E-ISSN: 2302-8890 The Effect Of Perceived objectives of Quality In E-Commerce To Customer investigate: Loyalty (WOM, of ease of Customer (WOM, of ease of		2021		method.		continuance
2853 E-ISSN: 2302-8890 The Effect Of Perceived objectives of Quality In E-Commerce To Customer investigate: Loyalty (WOM, of ease of Customer Commerce To Cwood) (WOM, of ease of Customer Loyalty (WOM, content to the customer Customer Commerce To Cwood) (WOM, content to customer being respondent of the study are the customer Customer Cwood) (WOM, content to customer being respondent of the study are the customer Cwood) (WOM, content to customer purchase transactions in C2C conline stores. (WOM, content to customer purchase transactions in C2C conline stores. (WITH Perceived Cyuality research conclude that variable of ease the customer being respondent of the study are the customer purchase transactions in C2C conline stores. (WOM, content to customer being respondent to fine the study are the customer being respondent to fine the study are the customer being respondent to fine the study are the customer being respondent to fine the customer being respondent to						purchase intentions
2302-8890 The Effect Of Perceived objectives of Quality In E-Commerce To Customer Loyalty (WOM, of ease of Customer (WOM, of ease of Customer Loyalty (The Perceived online stores. X1: Perceived The result of this research Quality research conclude that variable of ease X2: Wom that variable of ease X3: Intent of use, web design, responsiveness, Personalization, and assurance attributes		P-ISSN: 1978-				can increase
7. The Effect Of Perceived objectives of Quality In E-Commerce To Customer Loyalty (WOM, of ease of Commerce To CWOM, of ease of Commerce To CWOM, on the commerce To CWOM,		2853 E-ISSN:				customer purchase
7. The Effect Of Perceived objectives of Quality In E-Commerce To Customer investigate: Loyalty (WOM, of ease of Commerce To) The Aggregate numbers of Customer being respondent of the study are 175. The Effect Of The Aggregate numbers of Customer being respondent of the study are 175. The Effect Of The Aggregate Numbers of Customer being respondent of the Study are 175. The Tresult of this research Conclude that variable of ease Numbers of Customer investigate: Aggregate Numbers of Customer being respondent of the Study are 175. The Tresult of this research Conclude that variable of ease Numbers of Customer of Use, web design, responsiveness, are study are 175. The Tresult of this research Conclude that variable of ease Of Study are 175.		2302-8890				transactions in C2C
Perceived objectives of Quality In E- this research Commerce To Customer Loyalty (a) the effect (WOM, of ease of customer Loyalty (WOM, of ease of customer loop aggregate numbers of customer being respondent of the study are Loyalty (a) the effect loop aggregate numbers of customer being respondent of the study are Loyalty (a) the effect loop aggregate numbers of customer being respondent of the study are Loyalty loop aggregate numbers of customer being respondent of the study are Loyalty loop aggregate numbers of customer being respondent of use, web design, responsiveness, loop aggregate numbers of customer being respondent of use, web design, responsiveness, loop aggregate numbers of customer being respondent of use, web design, responsiveness, loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of customer being respondent of use, web design, responsiveness, loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of customer being respondent of use, web design, are loop aggregate numbers of use		\bigcirc				online stores.
Quality In E- Commerce To Customer Loyalty (WOM, of ease of commerce To) Quality In E- this research customer being respondent of the study are 175. Quality X2: Wom that variable of ease that variable of ease that variable of ease that variable of ease of use, web design, responsiveness, Y: Customer Loyalty assurance attributes	7.	The Effect Of	The RC		X1: Perceived	The result of this
Quality In E- Commerce To Customer Loyalty (WOM, this research being respondent of the study are 175. customer being respondent Y2: Wom X3: Intent V3: Intent V4: Trust V5: Customer Loyalty V7: Customer Loyalty Assurance attributes		Perceived	objectives of		Quality	rese <mark>arch c</mark> onclude
Customer investigate: Loyalty (a) the effect (WOM, of ease of control of the study are to		Quality In E-	this research	customer	X2: Wom	that variable of ease
Customer Loyalty (WOM, investigate: (a) the effect of study 175. (b) The study are look ar		Commerce To	was to		X3: Intent	of use, web design,
(WOM, of ease of Loyalty personalization, and assurance attributes		Customer	investigate:	of the	X4: Trust	responsiveness,
(WOM, of ease of Loyalty assurance attributes		Loyalty	(a) the effect		Y: Customer	personalization, and
INTENT use to 7. Customer had a positive effect		(WOM,	of ease of		Loyalty	assurance attributes
Z. Customer had a positive effect		INTENT,	use to		Z: Customer	had a positive effect
TRUST) customer Satisfaction to customer		TRUST)	customer		Satisfaction	to customer
Through satisfaction, satisfaction, and		Through	satisfaction,			satisfaction, and
Customer (b) the effect Data analysis variable customer		Customer	(b) the effect		Data analysis	variable customer
Satisfaction of web used in this satisfaction had		Satisfaction	of web		used in this	satisfaction had
design to research was positive effect to			design to		research was	positive effect to
Tiurida Lily customer using Customer loyalty's		Tiurida Lily	customer		using	Customer loyalty's
Anita satisfaction, Structural dimensions, which		Anita	satisfaction,		Structural	dimensions, which

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

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

	Higher	by perceived	samples.	The data were	means that all
	Education	usefulness in		collected by	question items are
	Mediated by	the use of e-		using	valid. For the
	Perceived	learning in		questionnaire	reliability test, each
	Usefulness	university.		and were then	question in the
	Iwan Setya			analyzed by	questionnaire has a
	Putra			multiple	value greater than
				regression	0.60, which means
	Management			analysis and	that all question
	and			path analysis	items in this
	Economics			SPSS	research
	Journal				questionnaire are
	2021			13/2	reliable.
	E-ISSN: 2598-				
	9537 P-ISSN:				
	2599-3402				
10.	How	This study	A sum of	X1: Perceived	In accordance with
	Perceived	was	250	Usefulness	the results, author
	Usefulness	comm <mark>enced</mark>	resp <mark>ondent</mark>	X2: Perceived	conclude that both
	And Perceived	in order to	s joi <mark>ned</mark>	Ease Of Use	perceived
	Ease Of Use	determine	this study,	Y: Repurchase	usefulness and
	Affecting	whether or	while a	Intention	perceived ease of
	Intent To	not PRC	total of	A	use play a
	Repurchase?	perceived	236 data		sign <mark>ificant</mark> and
		usefulness	were	All of the data	important role in
	Keni Keni	and	deemed	then were	affecting
		perceived	usable to	analyzed using	consumers'
	Jurnal	ease of use	be further	PLS, SEM	intention to
	Manajemen/V	positively	processed	method	repurchase, both
	olume XXIV	affecting	and		directly and
	2020	consumers	analyzed in		indirectly toward
			this study		customer
					satisfaction and
					trust, in which trust
					plays a stronger
					role as a mediator
					as compared to
		<u> </u>	I		

			satisfaction.

Table 2.2 Previous Research on International Journal

	No	Research Title	Research	Unit of	Variable and	Research results
		and Reference	Objectives	Analysis	Data Analysis	
ľ	1	Effect of	The	the	X1: Perceived	The results of the
		Perceived	objective of	research	Ease of Use	determination test
		Ease of Use,	this research	sampling	X2: Word of	mean that the effect
		Word-of-	is to analyze	was carried	Mouth	of the independent
		Mouth	the effect of	out using	Communicatio	variables (as a
		Communicatio	perceived	non-	n	whole) on the
		n, and Brand	ease of use,	probability	X3: Brand	dependent variable
		Image on	word of	sampling	Image	is 40.6% and the
		Decision to	mouth	technique.	Y: Purchase	remaining 59.4% is
		Use Lazada E-	communicati	This	Decision	affected by other
1		Commerce	on, and	technique		factors outside of
	4	Services	brand image	did n <mark>ot use</mark>	The data were	this research.
				oppo <mark>rtunit</mark>	analyzed using	
		Randy Imam		y sel <mark>ection</mark>	SPSS	
		Pratama*;		procedures		
		Dian Dewi		but relies		
		Megadini;	PRC	on the	Δ	
		Tanti		personal		
		Kusriandini		judgment		
				of the		
		International		res <mark>e</mark> archer.		
		Journal of		The data		
		Multicultural		collection		
		and		of in this		
		Multireligious		study used		
		Understanding		questionna		
		2019		ires to		
		100N 0064		Lazada		
		ISSN 2364-		users. The		
		5369		respondent		
				s were		
L				people		

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

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

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

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

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

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

	Satisfaction	relationship	confirmato	a structural	addition, it was
	and E-Trust	between	ry factor	equation	confirmed that
		electronic	analysis	model (SEM)	satisfaction
	Rami	service	and	Was used	mediates the
	Mohammad	quality (e-	structural		relationship
	Al-dweeri1,	SQ) and	equation		between e-SQ and
	Zaid	online	modeling		behavioral and
	Mohammad	loyalty	were		attitudinal loyalty.
	Obeidat1,	(integrating	performed		
	Mohammad	behavioral	to test the		
	Ahmad Al-	and	relationshi		
	dwiry2,	attitudinal	p between		
	Muhammad	elements), in	these		
	Turki	the context	dimensions		
	Alshurideh1 &	of e-			
	Alaa	shopping.			
	Mohammad				
	Alhorani2				
	International				
	Journal of				
	Marketing				
	Studies;		BATE		
	2018	PRC	PATRI	A	
	ISSN 1918-	R			
	719X E-ISSN				
	1918-7203				
	Published by				
	Canadian				
	Center of				
	Science and				
	Education	TO I	D	374	TO TO
7	The impact of	The purpose	Data from	X1: e-service	The result is
	e-service	of this study	an online	quality	expected to extend
	quality and	is to develop	survey of	X2: customer	the knowledge
	customer	new	355	satisfaction	about different
	satisfaction on	knowledge	Indonesian	Y: customer	country culture vis-

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

	Shafiee1 and		collection	was	influence e-
	Negin Ahghar		is carried	determined	recovery. E-
	Bazargan2		out using a	using Partial	recovery has
			questionna	Least Squares	positive impact on
	Journal of		ire.	Structural	e-loyalty, which in
	Theoretical			Equation	turn significantly
	and Applied			Modeling	affects online
	Electronic			(PLS-SEM),	repurchase.
	Commerce			yielding 50. A	
	Research			frequently	
	2019			used rule for	
				setting a lower	
	ISSN 0718-			bound on	
	1876			sample size	
				was proposed	
				by Barclay et	
				al	
9	The Effect of	The purpose	The	X1: Perceived	Results showed that
	Perceived	of this study	sample	Usefulness	perceived
	Usefulness,	is to explain	used was	X2: Perceived	usefulness,
	Perceived	how effect	100	Ease Of Use	perceived ease of
	Ease Of Use,	of perceived	respondent	X3: Trust	use, and trust had a
	And Trust On	usefulness,	s who were	Y: Repurchase	positive and
	Repurchase	perceived	theATR	Intention	significant effect on
	Intention On	ease of use,	population		repu <mark>rchas</mark> e
	ECommerce	and trust on	of the	This study	intentions on
	Shopee	repurchase	Undergrad	uses multiple	Shopee ecommerce
		intention on	uate	linear	
	Rafa	e-commerce	Student	regression	
	Sayyidatul	Shopee.	Program of	analysis	
	Wafiyyah1,		Faculty of	techniques,	
	Ni Made		Economics	classical	
	Wulandari			assumption	
	Kusumadewi			test, and	
	2			hypothesis	
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	2348 – 7968				
10	The Influence	The	The	X1: E-Service	The results showed
	of E-Service	objective of	sample in	Quality	that e-service
	Quality on E-	the research	this study	X2: E-	quality had a
	Satisfaction	was to find	were 96	Satisfaction	positive and
	and Its Impact	out the	people.The	Y: Repurchase	significant effect on
	on Repurchase	influence of	sampling	Intention	e-satisfaction,
	Intention in	e-service	method		eservice quality had
	Using	quality on e-	uses	The data were	a positive and
	ECommerce	satisfaction	nonp <mark>robab</mark> i	analyzed using	significant effect on
	Applications	and its	lity	SPSS	repurchase
	on Students of	impact on	sampling		intention, e-
	Universitas	repurchase	method		satisfaction had a
	Sumatera	intention in	with		positive and
	Utara	using	incidental		significant effect on
		ecommerce	sampling	A	repurchase
	Haryaji Catur	applications	technique.		intention, and e-
	Putera	on students	1		service quality had
	Hasman,	of			a positive and
	Paham	Universitas			significant effect on
	Ginting,	Sumatera			repurchase
	Endang	Utara.			intention through e-
	Sulistya Rini				satisfaction.
	International				
	Journal of				
	Research &				
	Review				
	2019				

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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:

- 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):
- 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;
- PRO PATRIA
- 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

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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 Widodo 1 & 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.

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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
- 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)

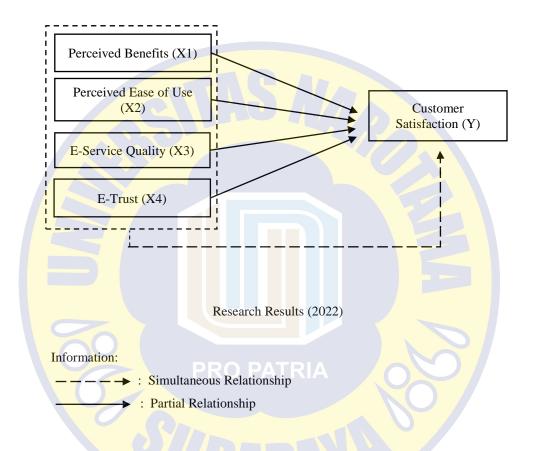
Based on the results of the data analyses from (Nicholas Wilson, Meilisa Alvita, Jensen Wibisono, 2021) The authors would like to conclude that in Indonesia's B2C e-commerce sector, both perceived ease of use and customer satisfaction are directly and indirectly significantly positively impacted argue 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



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)

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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)

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