
ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY ON CUSTOMER SATISFACTION AND LOYALTY IN THE DIGITAL SERVICE INDUSTRY: INSIGHT FROM ONLINE SHOPPERS IN INDONESIA



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Abstract

This study focuses on digital service users in Indonesia, and aims to explore the influence of customer satisfaction and service quality on customer loyalty in digital service organizations. A random sampling technique was used to obtain a sample of 105 people consuming digital services in Indonesia. Partial Least Squares (PLS) analysis, a subset of Structural Equation Modeling (SEM), was used to evaluate the collected data. The findings of this study indicate a positive and statistically significant correlation between customer satisfaction and customer loyalty, supported by a Beta coefficient of 0.270, a T statistic of 2.946, and a p-value of 0.003. A Beta coefficient of 0.525, a T statistic of 6.186, and a p-value of 0.000 indicate that service quality has a significant and statistically significant influence on customer satisfaction. Furthermore, empirical studies show that the influence of service quality is statistically significant. Based on a Beta value of 0.411, a T statistic of 4.350, and a p-value of 0.000, it can be observed that the influence of service quality on customer loyalty is significant and strong. Thus, it can be concluded that in the digital services industry in Indonesia, the most important variables in determining customer loyalty are customer satisfaction and service quality.

Keywords: Service Quality, Customer Satisfaction, Customer Loyalty

INTRODUCTION

The digital transformation facilitated by advances in information and communication technology has significantly impacted various aspects of human life, including shopping behavior. In Indonesia, the surge in e-commerce and digital services exemplifies this transformation, underscoring the importance of service quality in attracting and retaining customers. Research shows that digital transformation requires the use of technologies such as mobile, AI, cloud, blockchain, and IoT to enrich customer experiences, simplify operations, and innovate business models (Warner & Wäger, 2019). This shift toward digitalization has had a significant impact on the service industry, where customer satisfaction is crucial for customer retention and loyalty (Anggraeni & Arafah, 2023; Aisyah, 2018). Companies that have implemented digital transformation have seen increased revenue and profitability, as evidenced by success stories such as Amazon, Disney, Apple, and Tesla (Hokonya, 2024). In the realm of online shopping, e-service quality and customer satisfaction are fundamental determinants of customer behavior (Rita et al., 2019). In addition, the quality of digital services on platforms such as digital banking has a significant impact on customer satisfaction and retention intentions (Anggraeni & Arafah, 2023).

The rapid growth of the digital services industry in Indonesia in recent years is driven by numerous factors, such as increasing internet penetration, widespread smartphone use, and evolving consumer behavior that prioritizes convenience and ease of shopping. Platforms such as Tokopedia, Shopee, Bukalapak, and Lazada have emerged as popular choices for consumers to meet their needs (Syah, 2023; Suhendra et al., 2021). The development of e-commerce in Indonesia is significant, with platforms such as Shopee, Tokopedia, Lazada, Blibli, and others experiencing rapid growth year after year (Dewi, 2023). This growth has led to economic restructuring, with e-commerce transactions contributing significantly to Indonesia's digital economy, reaching US\$53 billion in 2021 (Moha, 2023). As e-commerce continues to grow, online shopping has become increasingly popular, leading to the emergence of community e-commerce platforms to meet changing consumer demands (Liu & Lixia, 2022). Competitiveness between e-commerce platforms in Indonesia is also increasing along with the development of the industry (Sim et al., 2023).

The level of satisfaction and loyalty experienced by customers is directly related to the quality of service they receive. Customer satisfaction and loyalty are positively influenced by high-quality service, according to various studies (Winasih & Hakim, 2021). Customer service responsiveness, platform ease of use, transaction security, and additional features are also part of service quality that can enhance the shopping experience (Winasih & Hakim, 2021). Furthermore, good service quality encompasses not only speed and reliability of delivery but also other aspects such as security, comfort, and staff service (Justianus, 2023). Other studies show that service quality can influence customer satisfaction, but not always significantly (Pradana, 2018). Responsiveness in providing prompt service to resolve customer complaints can also positively influence customer perceptions of service quality (Anggraeni & Arafah, 2023). Businesses, such as those in the food and beverage sector, depend on customer satisfaction for success (Nuryanto, 2024). Chrisjatmiko, K. (2019).

The success of a service depends heavily on customer satisfaction. These factors, including service quality, perceived value, and customer loyalty, impact this (Heidy et al., 2022). Research by shows that customers' opinions about restaurant prices and their

satisfaction levels are significantly influenced by the quality of the restaurant's ambiance, cuisine, and service. This, in turn, influences customer loyalty, including the desire to return and recommend the location to others (Ryu et al., 2012). Furthermore, research by Fabian highlights that by prioritizing service quality, businesses can build customer loyalty, gain a competitive advantage, and encourage positive recommendations, all of which contribute to overall success and growth (Fabian, 2024). Based on existing research, it is clear that service quality significantly impacts customer satisfaction in this particular context. Research by Munawaroh and Simon supports the idea that high-quality service significantly increases customer satisfaction (Munawaroh & Simon, 2023). Furthermore, research has demonstrated a significant influence of service quality on customer satisfaction (Nguyen, 2022). Therefore, to increase customer satisfaction, organizations need to implement strategies that maximize the likelihood of positive customer experiences and limit the likelihood of negative experiences (Dewi & Aslami, 2022). Furthermore, customer satisfaction also impacts customer loyalty. Research by highlights that by creating and maintaining customer loyalty, business entities can develop long-term relationships with customers (Restiana, 2021). A study by Laureta and Dioso shows that service quality plays a significant role in influencing customer satisfaction, which can ultimately lead to long-term consumer loyalty (Laureta & Dioso, 2020; Chrisjatmiko, K. 2018).

Facing the challenges of rising consumer expectations, digital service companies in Indonesia need to continuously improve their service quality. Fierce competition demands innovation and the best customer experience (Kurniawati, K., & Yusran, H. (2022, January), a thorough understanding of how service quality impacts customer satisfaction and loyalty is crucial. By surveying internet users in Indonesia, this study aims to explore how service quality influences satisfaction and loyalty in the digital service sector in Indonesia. This research aims to make a substantial contribution to the advancement of successful and efficient service techniques. Companies can also gain suggestions on how to improve customer satisfaction and loyalty from this research. High consumer expectations drive companies to provide responsive and satisfying quality services, while intense competition forces them to continuously innovate. Customer satisfaction is key to achieving loyalty, which has a positive impact on company growth. Through data analysis from online shoppers in Indonesia and hypothesis testing regarding the impact of service quality, the main objective of this study is to provide an overview of how digital service companies can improve their service quality, customer satisfaction, and loyalty, thereby achieving sustainable success in a competitive market.

REVIEW OF LITERATURE

Quality of Service

Quality or excellent service refers to the value customers perceive in the service a company provides. Five key characteristics—reliability, responsiveness, assurance, empathy, and tangibles—were proposed by Parasuraman, Zeithaml, and Berry (1988) as ways to evaluate service quality. The business's capacity to deliver services reliably and accurately as stated is related to reliability. Customers can always count on prompt service from friendly and helpful employees. Employees' knowledge, friendliness, and ability to gain

clients' trust and confidence are components of assurance. A customer-centric business demonstrates empathy by taking the time to learn about each client and their unique needs.

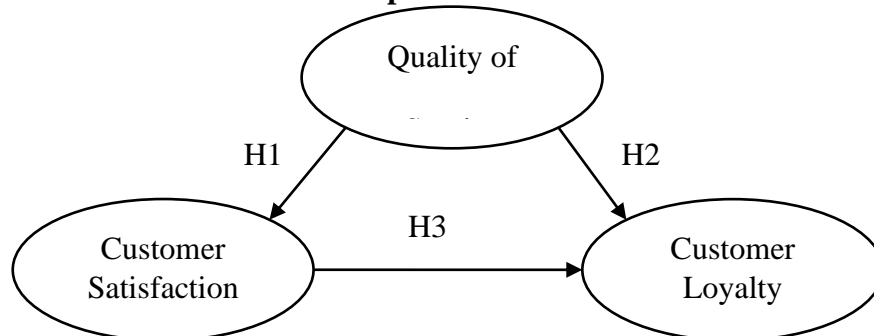
Customer Satisfaction

Customer satisfaction refers to an individual's emotional response, either positive or negative, that occurs when they evaluate the actual outcome or how they feel about a service or product concerning their initial expectations. Kotler and Keller (2016) state that customer satisfaction refers to the level of satisfaction experienced by an individual when evaluating the actual outcome or how they feel about a service or product concerning their initial expectations. Customers will be delighted if performance meets or exceeds expectations; otherwise, they will be disappointed. Customer satisfaction is crucial to building lasting customer loyalty, for the simple reason that satisfied consumers are more likely to purchase from a business again and even tell their friends about it.

Customer Loyalty

Consumer loyalty refers to a consumer's unwavering commitment to continue purchasing or subscribing to a particular service or product in the future, even in the face of circumstances or marketing strategies that could potentially influence their behavior. According to Oliver (1999), loyal customers are those who have decided to continue purchasing or supporting a particular brand or service repeatedly, even in the face of external factors and marketing strategies that could potentially cause customers to switch to other options. This loyalty can be reflected in repeat purchasing behavior, recommendations to others, and a reluctance to switch to another provider despite more attractive offers (Daya et al., 2022).

Figure 1.
Conceptual Framework



RESEARCH METHOD

This study falls into the descriptive quantitative research category. According to Sugiyono (2017), a research method is a set of predetermined scientific procedures for gathering information. The methodology of this study is quantitative. Sarstedt et al. (2020) define descriptive research as a method involving data collection through observation, interviews, or questionnaires to provide an accurate picture of the current state or condition of the subject being studied. Researchers collect data using surveys and similar methods to validate theories or provide answers to specific questions. The goal of this descriptive research is to provide an accurate picture of the conditions being studied.

This research was conducted in Indonesia, focusing on the population of digital service consumers in the city. The experiment used a random sampling strategy, resulting in a sample size of 105 individuals using digital services in Indonesia.

This study used Partial Least Squares (PLS) analysis as its data analysis technique. Partial Least Squares (PLS) is a statistical modeling technique that uses a variance-based or component-based approach in Structural Equation Modeling (SEM). Sarstedt et al. (2020) stated that the main purpose of PLS-SEM is for theory creation or theory building with an emphasis on forecasting. PLS is used to determine the correlation between latent variables, especially for prediction purposes. Partial Least Squares (PLS) is a powerful analysis technique that makes no assumptions about the scale of the data, can handle small sample sizes, and does not require a high level of precision (Hair et al., 2019).

Validity and Reliability Test

Validity and reliability tests are applied to ensure the accuracy and reliability of the measurements used. Examples of validity and reliability tests include:

First, convergent validity is a measure that evaluates the relationship between item scores and construct scores, which are determined by standardized factor loadings, which measure the strength of the relationship between an idea and each measurable item. Individual reflex measures are considered to have a good correlation if they exceed 0.7.

Second, discriminant validity is a measurement paradigm that evaluates reflection indices using cross-loading measures and constructs. Discriminant validity is assessed by comparing the root mean square of variance (AVE) extracted. A tool is considered valid if its AVE value is greater than 0.5.

Third, composite reliability refers to the extent to which a structure can be observed based on the latent variable coefficients. If the measurement yields results greater than 0.70, it can be concluded that the construct exhibits excellent reliability.

Fourth, a reliability test that attempts to improve composite reliability results is Cronbach's Alpha. A Cronbach's Alpha value greater than 0.7 indicates that the variable is reliable.

Instrument Testing

R Square Test

The R-squared value is a statistical measure used by researchers to determine the extent to which independent variables influence dependent latent variables.

Inner Model Analysis

Predicting the relationship between model variables and their causes and effects is the goal of Deep Model Analysis, also known as Structural Modeling. Smart PLS testing uses deep model analysis to test hypotheses. This analysis requires t-statistics and probability values to test the hypothesis. At the 5% significance level, the hypothesis is tested using the t-statistic value, which is 1.96. Conversely, we can determine the direction of the impact in the relationship between variables by looking at the beta value. The categories in the hypothesis are as follows:

“Ha= t-statistic > 1.96 with p-values < 0.05”

“H0= t-statistic < 1.96 with p-value score > 0.05”

RESULTS AND DISCUSSION

Validity Test

Table 1.
Validity Test Results

Variables		Outer Loading	AVE	Information
Quality of Service	KL1	0.061	0.615	Valid
	KL10	0.075		Valid
	KL11	0.098		Valid
	KL12	0.100		Valid
	KL13	0.092		Valid
	KL14	0.091		Valid
	KL15	0.098		Valid
	KL2	0.075		Valid
	KL3	0.084		Valid
	KL4	0.072		Valid
	KL5	0.076		Valid
	KL6	0.089		Valid
	KL7	0.095		Valid
	KL8	0.081		Valid
KL9	0.088	Valid		
Customer Satisfaction	KP1	0.191	0.716	Valid
	KP2	0.199		Valid
	KP3	0.175		Valid
	KP4	0.196		Valid
	KP5	0.214		Valid
	KP6	0.207		Valid
Customer Loyalty	LP1	0.126	0.945	Valid
	LP2	0.110		Valid
	LP3	0.115		Valid
	LP4	0.126		Valid
	LP5	0.102		Valid
	LP6	0.156		Valid
	LP7	0.165		Valid
	LP8	0.159		Valid
	LP9	0.168		Valid

Reliability Test

This study applied two reliability tests: the Cronbach Alpha test and the Composite Reliability test. The Cronbach Alpha test estimates the minimum level (lower limit) of reliability. Data is considered credible if it has a Cronbach's Alpha value > 0.7. Composite

reliability measures the true reliability of a variable. A composite reliability value > 0.7 indicates highly reliable data.

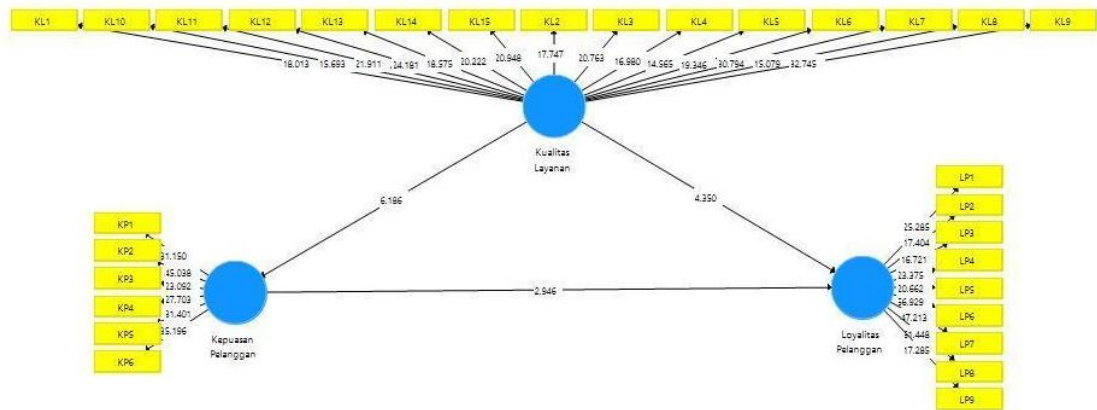
Table 2.
Reliability Test Results

	Cronbach's Alpha	rho_A	Composite Reliability
Kepuasan Pelanggan	0.921	0.923	0.938
Kualitas Layanan	0.955	0.958	0.960
Loyalitas Pelanggan	0.934	0.946	0.945

With Cronbach Alpha and Composite reliability values > 0.7, all instruments were declared reliable in testing.

Evaluation of Inner Model Structural Model

Figure 2.
Inner Model



R-Square Test

Table 3.
R-Square Test Results

	R Square	R Square Adjusted
Kepuasan Pelanggan	0.276	0.269
Loyalitas Pelanggan	0.359	0.346

The test results show that the R-Square value for customer happiness is 0.276, which implies that employee loyalty and service quality together contribute 27.6% of the variation in customer satisfaction. Customer happiness and service quality explain 35.9% of the variance in customer loyalty, according to the R-Square value of 0.359 for the customer loyalty variable. The remainder will be influenced by other variables not included in this study and are not yet known.

Hypothesis Testing

Table 4.
Research Hypothesis Test Results

	Original Sample (O)	T Statistics (O/STDEV)	P Values
Kepuasan Pelanggan -> Loyalitas Pelanggan	0.270	2.946	0.003
Kualitas Layanan -> Kepuasan Pelanggan	0.525	6.186	0.000
Kualitas Layanan -> Loyalitas Pelanggan	0.411	4.350	0.000

Customer Satisfaction -> Customer Loyalty

The impact of happy customers on repeat business was the first hypothesis examined. Based on the opinions of Indonesian online shoppers, this study found that customer happiness has a beneficial effect on customer loyalty in the digital services sector. The p-value was 0.003 ($p < 0.05$) and the t-statistic was 2.946 ($p > 1.96$).

Customer satisfaction has a significant and beneficial impact on customer loyalty in the digital services sector. Various studies have shown that happy customers are more likely to remain loyal to a brand. For example, a study by Eryandra (2020) found that happy customers are more likely to remain loyal to a brand. Service quality, price fairness, food quality, and store atmosphere all have a positive and significant impact on customer happiness, which can influence customer loyalty, according to a study by Nuryanto (2024). Service quality, customer happiness, and customer loyalty are all correlated, according to research conducted by Pratiwi et al. (2020). The results of this study corroborate those of other studies that found that satisfied customers are more likely to become loyal customers due to high-quality service. Customer satisfaction has a positive effect on customer loyalty, according to research by Sari and Miswanto (2022). Therefore, it is reasonable to conclude from the results of various related studies that, in the digital services business, including in Indonesia, loyalty is strongly influenced by customer satisfaction. Service quality, price, product quality, and the overall retail environment play a role in the level of customer happiness, which impacts their loyalty.

Service Quality -> Customer Satisfaction

The results of the first hypothesis test, namely Service Quality on Customer Satisfaction, obtained a Positive Beta score (0.525) at T statistics 6.186 ($p > 1.96$) and p values 0.000 ($p < 0.05$) having a good impact on customer satisfaction when service quality is considered in the digital service industry: insights from online shoppers in Indonesia.

Throughout the world, from Indonesia to other digital service businesses, service quality is a key factor in customer satisfaction. Several studies have shown that the level of customer satisfaction is significantly influenced by the quality of service they receive. For example, research by Chandra (2024) found that customer satisfaction levels are directly correlated with the quality of service they receive. Customer satisfaction mediates the relationship between product and service quality, which influences customer happiness, and product and service quality, which influences customer loyalty (Fifaldyovan, 2023). To increase customer happiness and loyalty in service industries such as coffee shops, it is important to consider service quality, according to research by Sabilla & Kurniawati (2023). Furthermore, research by Justianus (2023) highlights aspects of service quality, including ease of interaction with customers, speed of response, problem-solving ability, security, comfort, and the ability to provide a positive customer experience. Therefore, based on the findings of various relevant studies, it can be said that, in terms of customer satisfaction,

service quality is king in the context of the digital service industry in Indonesia. Factors such as ease of interaction, speed of response, security, and convenience in using digital services also play a role in shaping customer satisfaction, which can ultimately influence customer loyalty.

Service Quality -> Customer Loyalty

In the digital services industry, insights from Indonesian online shoppers indicate that service quality has a positive influence on customer loyalty. This is supported by a positive beta value of 0.411, a T-statistic of 4.350 ($p > 1.96$), and a p-value of 0.000 ($p < 0.05$).

Service quality has a positive and substantial impact on customer loyalty in the digital services sector, and this is also true in Indonesia. Several studies have shown that high-quality service has a significant impact on customer loyalty. For example, research by Alamsyah (2019) found that trust, a key component of client loyalty, is significantly influenced by customer satisfaction. According to Octaviani et al. (2021), there is additional evidence that service quality impacts customer satisfaction and loyalty. According to research by Naz et al. (2021), service quality and customer satisfaction are positively influenced by each other. Furthermore, customer satisfaction mediates the relationship between service quality and customer loyalty. Furthermore, Tedjokusumo (2023) noted that high-quality e-services have a beneficial effect on online shopper satisfaction, repurchase intentions, and word-of-mouth referrals. Therefore, in the context of digital service businesses in Indonesia, it is reasonable to assume that service quality significantly influences customer satisfaction and loyalty, consistent with the results of several related studies. The level of service offered by digital service providers impacts several factors, including customer trust, satisfaction, and repurchase intentions.

CONCLUSION

The results of the hypothesis testing in this study indicate a strong relationship between digital service industry loyalty, customer happiness, and service quality in Indonesia. First, there is a strong and positive correlation between customer happiness and customer loyalty, as evidenced by a beta value of 0.270, a T statistic of 2.946 ($p > 1.96$), and a p value of 0.003 ($p < 0.05$). In addition, a Beta value of 0.525, a T statistic of 6.186 ($p > 1.96$), and a p value of 0.000 ($p < 0.05$), all indicate that service quality significantly and positively influences customer satisfaction. A Beta value of 0.411, a T statistic of 4.350 ($p > 1.96$), and a p value of 0.000 ($p < 0.05$), all indicate that service quality significantly and positively influences customer loyalty. Therefore, it is clear that both customer satisfaction and service quality play a vital role in increasing customer loyalty in the digital services industry, based on insights from online shoppers in Indonesia.

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