

## THE EFFECT OF DIGITAL SERVICE QUALITY AND CUSTOMER TRUST ON SHOPEE E-COMMERCE CUSTOMER LOYALTY IN CIREBON

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### Abstract

The rapid development of digital technology has driven significant changes in consumer behavior, particularly through e-commerce platforms. Shopee, as one of Indonesia's leading e-commerce platforms, continues to improve its service quality and build trust to maintain customer loyalty. This study aims to analyze the influence of digital service quality and customer trust on Shopee user loyalty in Cirebon. The method used was a quantitative survey approach, involving 135 respondents selected through purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with SPSS. Validity, reliability, normality, heteroscedasticity, t-test, F-test, and coefficient of determination tests were conducted to ensure the validity of the research model. The study's results indicate that both digital service quality and customer trust have a positive and significant impact on customer loyalty. Together, these two variables explain 59.7% of the variability in customer loyalty. These findings suggest that enhancing digital service quality and fostering trust are crucial strategies for Shopee in maintaining customer loyalty amid increasingly competitive e-commerce environments.

**Keywords:** Digital Service Quality, Customer Trust, Customer Loyalty, E-Commerce, Shopee

## INTRODUCTION

The rapid advancement of digital technology has driven significant changes in people's consumption patterns, especially through e-commerce media. One of the dominant e-commerce media in Indonesia is Shopee, which offers convenience and comfort for customers in shopping online. With the advantages of increasingly sophisticated digital services, such as digital payment features, real-time order tracking, and attractive promotions, Shopee has succeeded in attracting the attention of customers in various regions, including Cirebon.

Shopee often holds various promotions and discounts, such as "Shopee 11.11 Big Sale" and "Shopee 12.12 Birthday Sale", which can attract customers and encourage them to shop without worrying about delivery costs. In addition, Shopee offers a variety of products, from electronics to household appliances, which makes it easier for customers to make purchasing decisions. Shopee's user-friendly interface is one of the keys to the platform's success, with easy navigation and fast product search.

However, the success of e-commerce does not depend only on the quality of digital services alone, but also on the level of customer trust. In online transactions, trust plays a vital role because customers often cannot directly see or touch the product before purchasing. Factors such as personal data security, clarity of product information, and responsiveness of customer service are key determinants in building and maintaining customer trust.

The business world continues to experience developments with competition in various fields, driving changes in production process systems, human resource management, as well as changes in transaction systems from conventional to digital models, including the way consumers and companies interact and communicate (Kuswibowo & Murti, 2021). Integrated quality management is needed globally to meet customer business needs with a more proactive approach. (Syaifullah, 2018). The development of the industrial technology revolution 4.0 continues to compete in the world of business communications along with advances in digital technology. (Hutabarat, 2022). Along with the development of the times and the increasing standard of living of the community, their behavior and consumption patterns in meeting their needs will change. (Susanto, 2018).

Shopee has grown into one of the leading e-commerce media in Indonesia thanks to the growth in the number of users and increasing transaction volume. The company has succeeded in attracting interest and maintaining customer loyalty in various regions. (Bhatti et al., 2018).

The platform continues to innovate by introducing new features such as Shopee Live, which allows customers to watch live broadcasts and utilize artificial intelligence (AI) technology to provide appropriate product suggestions, thereby enhancing their shopping experience. (Bauman & Bachmann, 2017). Shopee offers excellent buyer service with multiple support channels, including phone numbers, email, and a live chat feature.

Excellent service is essential in competitive business conditions, because it is able to meet customer needs. (Handoko, 2017). Tight competition in the business world in various sectors tends to experience rapid change. (Siregar, 2022). Service quality is the extent to which consumer expectations can be met or meet their needs. If there is a request from a customer, the company immediately responds and provides service with a friendly attitude, and ensures that orders are delivered quickly and as requested. (Susanto, 2018).

Trust plays a crucial role in increasing sales effectiveness and efficiency, as it is the belief that the service provider is reliable and capable of keeping the promises made. (Hermawati, 2023) .

Customer loyalty is a strong commitment to continue using a selected product or service and to make repeat purchases continuously in the future, despite situational factors and marketing strategies that can influence consumer behavior. The key to maintaining customer loyalty is to always ensure their satisfaction when making purchases or using products and services, so that customer loyalty can be formed. (Rahayu & Syafe'i, 2022) .

## **REVIEW OF LITERATURE**

### **Digital Service Quality**

Tjiptono in (Indah Yani & Sugiyanto, 2022), Service quality is an effort to meet customer needs and desires, while ensuring the comfort and suitability of products or services to align with customer expectations. Parasuraman in (Elizar et al., 2020), Service quality can be seen as an assessment given by customers to the services they receive at a certain time. The service must be able to meet the needs and desires of consumers, because the products or services used by consumers will be evaluated to determine whether they are in accordance with their expectations or not.

This viewpoint shares the common thread that service quality focuses on the gap between customer expectations and the actual service received. When expectations are met or even exceeded, perceptions of quality tend to be positive. Service quality not only impacts immediate satisfaction but also serves as a crucial foundation for building customer loyalty. (Desiyanti et al., 2018) state that quality service can encourage positive customer behavior, such as repeat purchases or recommendations to others.

Thus, in an increasingly competitive business environment, maintaining service quality is not merely about meeting minimum standards, but rather a crucial strategy for creating long-term competitive advantage. Companies that consistently provide excellent service will have a greater chance of retaining customers and expanding market share.

### **Customer Trust**

(Rahma & Ekowati, 2022) Stating that Customer Trust is all knowledge and all conclusions disseminated by consumers regarding objects, attributes, and their uses. While other opinions, according to (Pohan & Aulia, 2019), argue that customer trust is a positive and constructive attitude that customers have towards any organization, business, or service provider. (Fida et al., 2020) also emphasize that trust is a person's assessment of the relationship established with other parties in a particular transaction according to expectations in an environment.

From the definition above, it can be concluded that customer trust is not just about perceptions of a product or service, but also closely related to the quality of the relationship between a company and its customers. Trust grows through consistency, transparency, integrity, and positive experiences during interactions. Therefore, trust is a crucial foundation for building loyalty and sustainable business relationships

### **Customer Loyalty**

Consumer loyalty refers to the act of customers returning to purchase a product or use a service based on their experience using the service from that provider. (M et al., 2020) .

Loyalty strategies have proven effective in increasing customer retention and reducing a company's marketing costs. Loyalty can be defined as a condition where consumers continue to make repeat purchases based on their personal decisions. (Khairawati, 2020) .

Referring to Griffin in (Khairawati, 2020), Loyalty has four main characteristics, namely, customers consistently make repeat purchases, continue to shop at the same location, recommend products to others, and are not easily tempted by competitors. Customer loyalty can be seen as a behavior that is beneficial to the company, which is reflected in repeat purchases, loyalty to certain brands, and positive recommendations through word of mouth (Molinillo et al., 2022). (Herhausen et al., 2019) also stated that customer loyalty is a behavioral drive to make repeat purchases, while reflecting customer loyalty to the products or services produced by a company.

### **The Effect of digital service quality on customer trust**

The study results confirm that the digital service quality variable (X1) has a positive and significant effect on customer loyalty (Y). The implication of this result is that good service quality plays a crucial role in shaping and maintaining customer loyalty. When customers feel satisfaction with the services provided, whether in terms of speed, ease of use, or digital interaction, there is a tendency for them to maintain the use of the product or service in the future. Superior service quality can increase value in the customer experience. Improved service quality correlates with an increase in the probability of customers making repurchases, which in turn strengthens their loyalty to the company or brand. (Marlius & Putriani, 2020) emphasize that service is felt by customers and requires the mobilization of resources by businesses to create customer comfort and satisfaction, not just the attitude or behavior of service providers.

In other words, service reflects a commitment and effort to meet consumer needs and expectations, beyond the provision of standard services ( et al., 2020). Consistent with these findings, previous research by Kusumawardhani (Kusumawardhani et al., 2023), (Ainiyatul Mukarromah et al., 2024), and (Hafisudin & Nuswantoro, 2024) also shows that digital service quality makes a major contribution to the formation of customer loyalty. In other words, improving the quality of digital services by a platform or brand will increase the chances of customers maintaining loyalty and continuing to use the service in the long term.

H1: The first hypothesis (H1) suggests that digital service quality has an important impact on customer loyalty.

### **The Effect of Customer Trust on Customer Loyalty**

The findings of this study confirm that the customer trust variable (X2) has a significant and positive influence on customer loyalty (Y). This indicates that increasing consumer trust in the Shopee platform correlates with increasing their loyalty to shop at the e-commerce. Consumers who believe in the quality and reliability of Shopee's products and transaction systems tend to make continuous purchases, which reflects their loyalty to the platform. Trust can be understood as an individual's assessment of the relationship established with a service or product provider, which meets their expectations, especially in situations involving risk or uncertainty. In the digital realm, such as e-commerce, security, information disclosure, and a satisfying experience are important elements in the formation of trust. The research also proves the link between the strength of customers' trust in a brand

or service and their high level of loyalty. This is manifested in consumers' continuous and repeated behavior in using a product or service, even over a long period of time. Consistent with these results, previous studies by (Pohan & Aulia, 2019), (Indah Yani & Sugiyanto, 2022), and (Syaifullah, 2018). In addition, it was found that customer trust has a significant effect on loyalty. Thus, building and maintaining customer trust is a crucial strategy in fostering long-term relationships between companies and their consumers.

H2: states that customer trust has an important impact on loyalty

### **The Effect of Digital Service Quality and Customer Trust on Customer Loyalty Simultaneously**

The research findings show that digital service quality (X1) and customer trust (X2) together have a positive and significant effect on customer loyalty (Y). This finding indicates that both factors are key components in shaping customer loyalty. When customers experience satisfactory digital service quality and have a high level of trust in the company, their tendency to remain loyal and carry out repeat purchases will increase. Thus, customer loyalty will develop continuously along with improving the quality of service provided and strengthening the trust built by the company. Loyalty is not only seen in repeated acts of purchase, but also in the form of positive recommendations and commitment to a particular brand or service. (Gultom et al., 2020) emphasize that customer loyalty to the services used can be used as an important indicator for companies in evaluating and developing service quality and building stronger trust. Therefore, the combination of optimal digital service quality and high levels of customer trust is an effective strategy to strengthen long-term relationships between companies and consumers.

H3: There are an Effect of Digital Service Quality and Customer Trust on Customer Loyalty Simultaneously

## **RESEARCH METHOD**

This study applies a quantitative method with a survey approach to analyze the impact of digital service quality and customer trust on Shopee customer loyalty in Cirebon. This approach was chosen because it allows objective measurement of the relationship between variables.

The population in this study was Shopee users in Cirebon. The sample was selected using a purposive sampling technique, with the following criteria: respondents are Shopee users in Cirebon, respondents have made transactions on Shopee at least twice in the last six months, and respondents must be at least 18 years old.

The sample size in this study was **135 respondents**, which was considered sufficient to obtain representative results.

**Data Collection Techniques:** Data were collected through **questionnaires** distributed online and offline. The questionnaire consists of three main parts:

- **Digital Service Quality (X1):** Measured by indicators of reliability, responsiveness, assurance, empathy, and physical evidence.
- **Customer Trust (X2):** Measured by indicators of ability, kindness, and integrity.
- **Customer Loyalty (Y):** Measured by indicators of customer behavior, attitude, and attachment to Shopee.

Each indicator is measured using a Likert scale with a range of 1 (strongly disagree) to 5 (strongly agree).

The collected data were analyzed using the **multiple linear regression method** with SPSS software support. The tests conducted include:

- **Validity and Reliability Test:** Evaluate the **accuracy** and **consistency of** measuring instruments.
- **Normality Test:** Ensure that the data is normally distributed
- **Heteroscedasticity Test:** Testing for the presence or absence of variance disturbances in the model.
- **T-test (partial):** Measuring the influence of each independent variable on customer loyalty.
- **F test (simultaneous):** Testing the influence of digital service quality and customer trust together on loyalty.
- **Coefficient of Determination (R<sup>2</sup>):** Shows how much influence the two independent variables have on the variation of the dependent variable.

The results of this analysis are expected to provide deeper insights into the factors that influence Shopee customer loyalty in Cirebon.

## RESULTS AND DISCUSSION

### The Goodness of Fit Test developed by Hosmer and Lemeshow Reliability Test

**Table 1**  
**Reliability Statistics**

Cronbach's Alpha	N of Items
.931	15

Based on the table above, it can be explained that the reliability test produces a **Cronbach's Alpha value = 0.931, which indicates that the research instrument has** very good internal consistency. This indicates that the data obtained is suitable for use in this study.

### Normality Test Results

**Tabel 2**  
**One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residual
N		135
Normal Parameters <sup>a,b</sup>	Mean	.000000
	Std. Deviation	2.75844035
Most Extreme Differences	Absolute	.068
	Positive	.062
	Negative	-.068
Test Statistic		.068
Asymp. Sig. (2-tailed)		.200 <sup>c,d</sup>

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

Based on the table above, it can be explained that the Asymp Sig (2-tailed) value obtained is  $0.200 > 0.05$ , so it can be concluded that the data is normally distributed, because the significance value is greater than 0.05.

**Heteroscedasticity Test**

**Tabel 3**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.604	1,018		3,540	.001
	X1	-.085	.058	-.158	-1.454	.148
	X2	-.009	.053	-.018	-.169	.866

a. Dependent Variable: ABS\_RES

Based on the results of the heteroscedasticity test, the table above shows that:

1. The significant value of the service quality variable (X1) is  $0.148 > 0.05$ . So, it can be concluded that the service quality variable (X1) does not show symptoms of heteroscedasticity.
2. The significant value of the customer trust variable (X2) is  $0.866 > 0.05$ . So, it can be concluded that the customer trust variable (X2) does not show symptoms of heteroscedasticity.

**Multiple Linear Regression**

**Tabel 4**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.479	1.539		-.311	.756
	X1	.452	.096	.341	4.717	.000
	X2	.569	.081	.509	7.032	.000

a. Dependent Variable: Y

$$Y = -0.479 + 0.452X_1 + 0.569X_2$$

Based on the results of the multiple linear regression test above, the multiple linear regression equation for this study is as follows:

1. The value of a is 0.479, which means that if the value of the independent variable (X1, X2) is equal to zero, then the dependent variable (Y) is worth 0.479. In this study, if the influence of service quality, customer trust is worth 0, then the level of customer loyalty is 0.479.
2. The value of the regression coefficient X1 (service quality) of 0.452 means that if there is an increase in variable X1 by 1 unit, customer loyalty will increase by 0.452 or vice versa, if there is a decrease in variable X1 by 1 unit, customer loyalty will increase by 0.452.

The value of the regression coefficient X2 (customer trust) of 0.569 means that if there is an increase in the variable X2 by 1 unit, customer loyalty will increase by 0.569 or vice versa, if there is a decrease in the variable X2 by 1 unit, customer loyalty will decrease by 0.569.

**Partial Effect Significance Test (T)**

The partial effect significance test basically describes how far the independent variables individually explain the dependent variable. With a significance level of  $t_{table} = t_{(\alpha/2; n - k - 1)} = t_{(0.025; 132)} = 1.978$ , the t table value is 1.978, then the t table value is compared with the calculated t value obtained. By comparing the two t values, the effect will be known, namely, whether the hypothesis can be accepted or rejected.

**Tabel 5**  
**Coefficients<sup>a</sup>**

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	-.479	1.539		-.311	.756
	X1	.452	.096	.341	4.717	.000
	X2	.569	.081	.509	7.032	.000

a. Dependent Variable: Y

Based on the results of the t-test above, it can be concluded that:

1. From the table above, it can be seen that t count 4.717 > t table 1.978 with a significance value of 0.000 < 0.05, meaning that product quality has a positive and significant effect on customer loyalty; in other words, Ho is rejected and H1 is accepted.
2. From the table above, it can be seen that t count 7.032 > t table 1.978 with a significance value of 0.000 < 0.05, meaning that customer trust has a positive and significant effect on customer loyalty; in other words, Ho is rejected and H2 is accepted.

**Simultaneous Significance Test (F)**

Simultaneous Significance Test (F) is used to show whether all independent variables included in the model have a simultaneous or joint influence on the dependent variable. With the significance level used being 5%, the F distribution with degrees of freedom  $f_{table} = f_{(k; nk)} = f_{(2; 133)} = 3.06$ , then the F table value is obtained as 3.06.

**Tabel 6**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1156.357	2	578,178	100,081	.000 <sup>b</sup>
	Residual	762,576	132	5,777		
	Total	1918.933	134			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Based on the data in the F column above, the calculated F value is 100.081, and the F table is 3.06, so that the calculated F is greater than the F table with a significant value of 0.000, meaning 0.000 < 0.05, so that Ho is rejected and Ha is accepted. So, it can be concluded

that simultaneously, the variables of service quality and customer trust have a positive and significant effect on customer loyalty.

### Coefficient of Determination (R<sup>2</sup>)

**Tabel 7**  
**Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.776 <sup>a</sup>	.603	.597	2.40356

a. Predictors: (Constant), X2, X1

Based on the table above, the coefficient of determination or *Adjusted R Square* is 0.597. This shows that the influence of the variables of service quality and customer trust on customer loyalty is 59.7% and the remaining 40.3% is influenced by other variables outside this study.

## CONCLUSION

This study shows that digital service quality and customer trust significantly influence Shopee customer loyalty in Cirebon, with a combined contribution of 59.7%. Service quality, including reliability, responsiveness, assurance, empathy, and tangibles, along with customer trust in transaction security and information transparency, has been shown to strengthen loyalty. Elements such as the integrity and capability of service providers contribute to building long-term relationships with customers. These findings underscore the importance of innovation in digital services and strengthening customer trust as key strategies for maintaining loyalty amidst increasingly competitive e-commerce environments.

However, this study has several limitations that should be considered. First, the study was conducted only in the Cirebon region, so the results cannot necessarily be generalized to other regions with different consumer characteristics. Second, the variables used in this study were limited to digital service quality and customer trust, while other factors also potentially influence loyalty, such as customer satisfaction, price, promotions, and emotional factors. Therefore, future research is recommended to expand the scope, use a mixed methods approach, and consider additional variables to gain a more comprehensive understanding of the factors influencing customer loyalty in e-commerce.

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