

Analysis of The Influence of Convenience, Trust, and Website Quality Perspectives on Shopee User Loyalty

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ABSTRACT

This study aims to analyze the influence of the perspective of convenience, trust, and website quality on the loyalty of shopee users. Research data were obtained from answers to questionnaires on 110 respondents who were randomly distributed in the cities of Jakarta, Bogor and Malang. The research was conducted using random sampling method with an error rate of 5%. The research was conducted quantitatively using the SPSS version 22 application. The results indicated that: 1) Partial trust has a significant and very strong effect on the loyalty of the shopee application users (2) The convenience and quality of the website does not have a significant effect on the loyalty of the shopee users (3) The variable of trust partially has the strongest influence among other variables on the loyalty of the shopee users (4) The simultaneous effect of convenience and trust variables is the strongest compared to the simultaneous effect of the other two simultaneous variables (5) The simultaneous effect of convenience, trust and website quality variables is simultaneously the strongest compared to all other variables.

Keywords: Perspective, Convenience; Trust; Loyalt; and Marketplace.

INTRODUCTION

Saripudin (2021) states that currently the use of the internet has developed not only as a medium of communication. The internet plays an important role in supporting buying and selling transactions with the high development of marketplace users. The following is the data for the 5 marketplaces with the highest number of visits in the fourth quarter of 2022 as described in the following table:

No	Period	Shopee	Tokopedia	Lazada	Blibli
1	October 2022	179,000,000	139,100,000	67,800,000	30,200,000
2	November 2022	173,600,000	129,700,000	73,700,000	33,900,000

Based on the data above, it is known that Shopee has the highest number of visits in the quarters in October and November 2022, surpassing various other marketplaces such as Tokopedia, Lazada and Blibli. The data illustrates very good performance, but from the data it is known that there was also a decrease in Shopee application visits from October to November, which reduced to 5,400,000 visits. This decline is certainly an important point that must be overcome to maintain the loyalty of Shopee application users. states that “convenience in terms of service, trust, and web service quality simultaneously have a significant effect on user loyalty”.

Putra et al., (2022) states that convenience is the sensation of enjoying the use of a product or service. Customers will look for a marketplace that is able to accommodate their various expectations regarding product quality, service quality, store quality, various promotions. Fulfillment of these expectations will support the customer's sense of convenience not to switch to other competing applications. This reluctance will increase the loyalty of application users. Pranata (2019) states that convenience is measured in terms of time and price.

The next variable is trust. expressing trust is a feeling of confidence in product quality, product benefits, and price suitability. Trust control is very important in the use of online applications. Without trust in the credibility of the application system, sellers, services, payment delivery methods, and various other aspects, application users will be reluctant to make transactions. Fulfilling user trust in all related aspects will increase the credibility of the application which has implications for

increasing user loyalty. Trust can be measured by various indicators, namely confidence in the product performing well, confidence in the integrity of the goods, confidence in features, and confidence in product quality (Mudiantoro, 2017).

The third variable is the quality of the website which states that the quality of the website is a measurement method by assessing the opinions and contributions of the use of a website to support consumer needs. The website must accommodate various user needs such as good visual appearance, easy and simple transaction methods, complete features. Website quality with good visuals supported by the fulfillment of various features such as free shipping, product promotions, live sales, savings and loans will attract the interest of application users. High user interest will have a major impact on growing loyalty. Mudiantoro (2017) states that indicators for measuring website quality include information, security, convenience, convenience, and quality of service.

Based on these various conditions it is very important to maintain the level of loyalty of Shopee users. Research is conducted by focusing on various perspectives. Research is needed to measure convenience, trust, and website quality that supports user loyalty.

Literature Review

User Loyalty

Adequate levels of convenience, trust, and website quality greatly affect the loyalty of marketplace users. Consumers will compare various marketplaces and choose to stay in a marketplace that meets all the desired criteria to simplify the transaction process. Loyalty is an attitude, belief, and decision that is influenced by psychological conditions (Triyanti, Kaban, R. F. and Iqbal, 2021).

Convenience

Putra et al., (2022) states that convenience is the sensation of enjoying the use of a product or service. Convenience is supported by various aspects, both in terms of price, store quality, product quality, sales support, promotions, purchases and payments process. Customers will look for a marketplace that can accommodate their various expectations. This will support the customer's sense of convenience not to switch to other competing applications. Rahmani (2022) revealed that the convenience of online transaction services is directly proportional to the desire of consumers to make repurchases online. Pranata (2019) states that convenience is measured by the following indicators:

1. Convenience in Time

The convenience of application users is known by measuring whether online shopping applications are easily accessible anywhere and anytime, have simple features, easy and fast payment processes.

2. Price suitability

Appropriate and competitive prices support consumer convenience in using applications. Applications that contain appropriate prices and cashback features will increase the feeling of convenience.

Trust

Trust is closely related to the convenience, quality and security of a system facilitated in the marketplace. The fulfillment of these various aspects will increase trust which is strongly correlated in influencing the psychological choice of using online shopping applications. Consumers will be loyal to applications that are seen as trusted from their point of view. Trust is a feeling of confidence in product quality, product benefits, and price suitability. Trust can be measured through the following indicators. Mudiantoro (2017) stated the indicators of trust as follows:

1. Confidence the product performs well;
2. Confidence in the integrity of the goods;
3. Trust in features;
4. Trust in product quality.

Website Quality

Marketplace must be supported with optimal web quality. The web should contain various features that support the convenience of transactions for sellers and buyers in the marketplace. Various features such as shopee live sales, shopee pay, goyang shopee, shopee pay later, cashback program, order tracking, and live chat are available. Permana (2020) states that the quality of the website is a

measurement method by assessing the opinions and contributions of the use of a website to support consumer needs. The provision of these various facilities is able to foster consumer loyalty. Mudiantoro (2017) states the website quality indicators as follows:

1. Information;
2. Security;
3. Convenience;
4. Service Quality.

Hypothesis

The Effect of Convenience on User Loyalty

Research from Putra et al., (2022), Dirk (2021) states that convenience has a significant effect on user loyalty. However, Rahmani (2022) research indicates that ease of use has no bearing on customer retention. More research states that convenience has a significant and positive effect on user loyalty so that the research hypothesis.

H1: Convenience has a significant and positive effect on Shopee user loyalty.

The Effect of Trust on User Loyalty

Research from Setianingsih (2021), Jumarni & Hardianengsi (2021) Suryani & Lestari (2020) asserts favorably that trust's influence on customer loyalty has a significant and positive impact. Trust, according to Permana (2020) research, has no bearing on customer retention. From the results of the studies the following hypotheses were drawn:

H2: Trust has a positive and significant effect on user loyalty.

Effect of Website Quality on User Loyalty

Website quality has a large and beneficial effect on user loyalty, as stated by Wulandari et al., (2021), Ningsih et al., (2021) & Sari (2020). Despite claims to the contrary, Jannah et al., (2020) found that the quality of a website did not significantly impact customer retention. Further studies have shown that ease of use has a significant and positive influence on customer retention, supporting the study's null hypothesis.

H3: Website quality has a significant and positive effect on Shopee user loyalty.

Simultaneous Effect of Convenience and Trust on User Loyalty

Rizkawati et al., (2022) and Adestyan et al., (2022) states that convenience and trust simultaneously have a significant effect on user loyalty. Based on this research, the research hypothesis is drawn:

H4: Convenience and trust simultaneously have a significant effect on user loyalty

The Effect of Trust and Website Quality Simultaneously on User Loyalty

Fajar et al., (2019) and Tsania (2020) that trust and quality go hand in hand in influencing user loyalty to a website. A Based on this research, the research hypothesis is drawn :

H5: Trust and website quality simultaneously have a significant effect on user loyalty

Effect of Convenience and Website Quality simultaneously on User Loyalty

Amalia (2022) states that the convenience of free shipping promos and website quality simultaneously have a significant effect on user loyalty. Other research from Aziz (2020) states that the convenience of payment methods and website quality simultaneously have a significant effect on user loyalty. Based on researchers is drawn the research hypothesis:

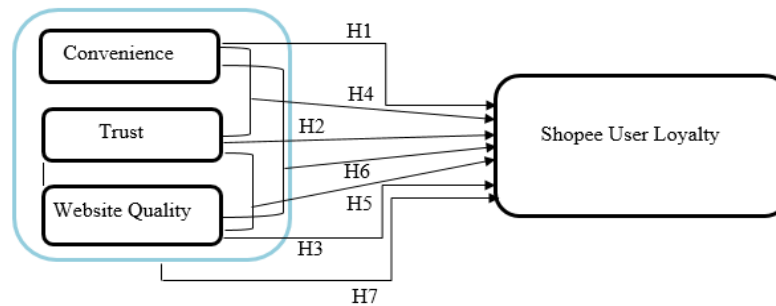
H6: Convenience and website quality simultaneously have a significant effect on user loyalty

Simultaneous Effect of Convenience, Trust, and Website Quality on User Loyalty

Suryani & Lestari (2020) states that convenience in terms of service, trust, and web quality simultaneously has a significant effect on user loyalty. Based on the results of this study, the research hypothesis was drawn:

H7: Convenience, trust, and website quality simultaneously have a significant effect on user loyalty.

Framework



METHODS

The research was conducted quantitatively to determine the correlation between various existing variables. Data collection was carried out online by distributing questionnaires using the Google Form media which were distributed to Shopee users in the cities of Jakarta, Bogor and Malang. The method used is random sampling. The population in this study is an infinite number of Shopee users because the researchers do not know the exact data. Hari et al., (2011) stated that the research sample was counted at least five times the number of questionnaire questions. The research consists of 3 independent variables and 1 dependent variable with each variable consisting of five questions in the questionnaire, so that the sample in the study is determined as follows:

$$20 \times 5 = 100$$

So that the minimum sample in the study is a total of 100 samples. Researchers used a sample of 110 respondents to minimize errors. Following are the operational definitions and indicators that support the research.

RESULTS

Validity test

The questionnaire's value as a source of valid information is what this exam sets out to ascertain. If the r count is larger than the r table, the data is considered legitimate, and if it is smaller, the data is considered invalid in the validity test. The number of research samples is 110 Shopee user respondents. The r-table result is 0.1874 (n = 110, with a significance level of 5%). The results of the validity test are as follows:

Variable	Items	r-count	r-table	Information
Convenience	X1.1	0.936	0.1874	Valid
	X1.2	0.906	0.1874	Valid
	X1.3	0.949	0.1874	Valid
	X1.4	0.952	0.1874	Valid
	X1.5	0.806	0.1874	Valid
Variable	Items	r-count	r-table	Information
Trust	X2.1	0.892	0.1874	Valid
	X2.2	0.829	0.1874	Valid
	X2.3	0.902	0.1874	Valid
	X2.4	0.915	0.1874	Valid
	X2.5	0.9	0.1874	Valid
Variable	Items	r-count	r-table	Information
Website Quality	x3.1	0.857	0.1874	Valid
	x3.2	0.931	0.1874	Valid
	x3.3	0.946	0.1874	Valid
Variable	Items	r-count	r-table	Information
Shopee User Loyalty	x.3,4	0.931	0.1874	Valid
	x4.5	0.938	0.1874	Valid
	Y. 1	0.937	0.1874	Valid
Shopee User Loyalty	Y.2	0.962	0.1874	Valid
	Y.3	0.955	0.1874	Valid
	Y.4	0.943	0.1874	Valid
	Y.5	0.952	0.1874	Valid

Reliability test

The reliability test aims to measure the consistency of the data if the measurements are repeated. Measurements were made by testing through croanbach alpha. Testing is reliable if the Croanbach alpha value is > 0.60 . The reliability test results are according to the following table data:

Variable	Croanbach Alpha	Critical Value	Information
Convenience	0.76	0.6	reliable
Trust	0.685	0.6	reliable
Website Quality	0.705	0.6	reliable
Shopee User Loyalty	0.715	0.6	reliable

Based on the data above, it is known that all variables are consistent or reliable.

Autocorrelation Test

The autocorrelation test aims to test whether there is autocorrelation, that is period t disturbance errors associated with the previous year t disturbance errors. If $dU < d < 4-dU$ data then there is no autocorrelation. The autocorrelation calculation is as follows: Durbin Watson table($n=110, dL=1.664, dU=1.746$)

Summary model b					
Model	R	R Square	Adjusted R Square	std. Error of the Estimate	Durbin-Watson
1	,841a	,708	,699	2,855	2.004

a. Predictors: Website Convenience, Trust and Quality

b. Dependent Variable: Shopee User Loyalty

From the data above it is known that $dU(1.455) < 2.004 < 2.254$, so there is no autocorrelation.

Multicollinearity Test

If the independent variables in a regression are perfectly correlated, the multicollinearity test can be used to make that determination. This is determined by extrapolating the findings of the tolerance and VIF calculations. There is no multicollinearity in the variable if the VIF is less than 10 and the tolerance is greater than 0.1. The following are the outcomes of the multicollinearity analysis:

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	t			
1	(Constant)	-1.205	1,379		-,874	,384		
	Covenience	,166	,142	,147	1,170	,245	,176	5,695
	Trust	,704	,142	,588	4,957	,000	,196	5.105
	Website Quality	,156	,159	,133	,984	,327	,150	6,670

a. Dependent Variable: Shopee User Loyalty

From the data above it is known that all tolerance values are > 0.1 and $VIF < 10$, so the variables are free from multicollinearity.

Heteroscedasticity Test

When examining a linear regression model, the heteroscedasticity test is performed to ascertain whether or not the residual variables are similar to the other observations. If the significance is > 0.05 then there is no heteroscedasticity, and vice versa.

Coefficientsa								
Model		Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
		B	std. Error	Betas	t			
1	(Constant)	3,146	,941		3,344	,001		
	Convenience	-,027	,097	-,063	-,278	,781	,176	5,695
	Trust	-,162	,097	-,359	-1,669	,098	,196	5.105
	Website Quality	,130	,109	,295	1,199	,233	,150	6,670

From the data above it is known that the significance level of all variables is >0.05 , meaning that there is no heteroscedasticity and it can be seen that the regression model is good.

T test

The t test determines the significance of each independent variable's influence on the dependent variable. The independent variable (X) impacts the dependent variable (Y) to some extent if the significance level is less than 0.05 and the t-count is more than the t-table, and to no extent if the significance level is greater than 0.05 and the t-table is smaller than the t-count. Results of the t test and the t table are calculated as follows. the table = $t(\alpha/2; nk-1) = t(0.025; 106) = 1.983$

		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
Model		B	std. Error	Betas		
1	(Constant)	-1.205	1,379		-,874	,384
	Convenience	,166	,142	,147	1,170	,245
	Trust	,704	,142	,588	4,957	,000
	Website Quality	,156	,159	,133	,984	,327

a. Dependent Variable: Shopee User Loyalty

The table above shows that the results for convenience (X1) are 1.170 and the t-table value is 1.983 so that $t\text{-count} < t\text{-table}$ and significance > 0.05 meaning that there is no significant effect of convenience on Shopee user loyalty. The results for the trust variable (X2) are 4.957 and the t-table value is 1.983 so that $t\text{-count} > t\text{-table}$ and significance < 0.005 means that there is significant and positive trust in Shopee user loyalty. The results for the website quality variable (X3) are 0.984 and the t-table value is 1.983 so that $t\text{-count} < t\text{-table}$ and significance > 0.05 means that there is no significant effect of website quality on shopee user loyalty.

F test

To examine the combined influence of all explanatory variables on the dependent variable, the F test can be performed at a 5% level of significance. There is an independent influence on the dependent variable if the p value is less than 0.05 or the computed f is larger than the f table. If the opposite is true, then the independent variable did not have any bearing on the dependent variable.

Simultaneous Effect of Convenience and Trust on User Loyalty

Calculation of f table and f test results for convenience and trust variables simultaneously on User Loyalty as follows: F table = $f(k; nk) = f(3; 107) = 2.69$

ANOVA

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	2081,865	2	1040,933	127,788	,000b
residual	871,598	107	8.146		
Total	2953,464	109			

a. Dependent Variable: Shopee User Loyalty

b. Predictors: (Constant), Convenience, Trust

Given that the F test findings show that f count = 127.788 and f table = 2.69, with a significance level of 0.000 and a p-value of 0.005, respectively, it is reasonable to assume that the independent variables convenience and trust have a joint effect on the dependent variable (shopee user loyalty).

The simultaneous influence of Trust and Website Quality on Shopee User Loyalty

Calculation of f table and f test results for convenience and trust variables simultaneously on User Loyalty as follows: F table = $f(k; nk) = f(3; 107) = 2.69$

ANOVA						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	2078,599	2	1039,300	127,111	,000b
	residual	874,864	107	8.176		
	Total	2953,464	109			

a. Dependent Variable: Shopee User Loyalty

b. Predictors: (Constant), Trust, Website Quality

F count (127.111) > f table (2.69), with a significance level of (0.000) < 0.005, indicating a significant relationship between trust and website quality and the dependent variable (shopee user loyalty).

The Simultaneous Influence of Convenience and Website Quality on Shopee User Loyalty

Calculation of f table and f test results for convenience and trust variables simultaneously on User Loyalty as follows: F table = f(k;nk) = f(3;107) = 2.69

ANOVAa					
Model	Sum of Squares	df	MeanSquare	F	Sig.
1 Regression	1889,526	2	944,763	95,015	,000b
residual	1063,937	107	9,943		
Total	2953,464	109			

a. Dependent Variable: Shopee User Loyalty

b. Predictors: (Constant), Convenience, Website Quality

According to the preceding F test data, the independent variables (convenience and website quality) have a joint effect on the dependent variable (user loyalty) shopee, as indicated by the significance level of (0.000) < 0.005.

Simultaneous Effect of Convenience, Trust, and Website Quality on User Loyalty

Calculation of f table and f test results for the convenience, trust, and website quality variables simultaneously on User Loyalty as follows: F table = f(k;nk) = f(3;107) = 2.69

ANOVAa						
Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	2089,751	3	696,584	85,489	,000b
	residual	863,713	106	8,148		
	Total	2953,464	109			

a. Dependent Variable: Shopee User Loyalty

b. Predictors: (Constant), Convenience, Trust, Website Quality

From the results of the F test data above, it is known that the results of f count (85.489) > f table (2.69) with a significance level of (0.000) < 0.005 then there is the significant influence of the independent variables (convenience, trust, and quality of the website) simultaneously on the dependent variable (shopee user loyalty) so that research is feasible.

Determination Coefficient Test

The coefficient of determination test evaluates how well independent variables explain dependent variable changes. Coefficient of determination test outcomes:

Summary model b				
Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,841a	,708	,699	2,855

a. Predictors: Website Convenience, Trust and Quality

b. Dependent Variable: Shopee User Loyalty

The table above shows the R Square result of 0.708. It can be interpreted that simultaneously all of the independent variables, namely convenience, trust, and website quality have an effect on the dependent variable, namely Shopee user loyalty of 70.8% while the remaining 29.2% is influenced by other factors not examined.

Multiple Linear Regression Test

The correlation between the dependent and independent variables is analyzed by means of multiple linear regression tests. This research looks at how convenience, trust, and website quality affect Shopee customers' commitment to the platform. The following are the outcomes of several tests of linear regression.

		Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	std. Error	Betas		
1	(Constant)	-1.205	1,379		-,874	,384
	Convenience	,166	,142	,147	1,170	,245
	Trust	,704	,142	,588	4,957	,000
	Website Quality	,156	,159	,133	,984	,327

a. Dependent Variable: Shopee User Loyalty

Following are the results of multiple linear regression tests in this study:

1. The constant value is -1.205 which indicates that the independent variable is constant with a value of -1.205.
2. The regression coefficient for the convenience variable (X1) is 0.166 on Shopee user loyalty (Y) explaining that if convenience (X1) increases, it will affect Shopee user loyalty (Y) of 0.166 or 16.6%, the coefficient is positive, which means convenience to Shopee user loyalty has a positive effect
3. The regression coefficient for the trust variable (X2) is 0.707 on Shopee user loyalty (Y) explaining that if trust (X2) increases, it will affect Shopee user loyalty (Y) of 0.704 or 70.4%, the coefficient is positive, which means trust in the loyalty of shopee users has a positive effect.
4. The regression coefficient for the website quality variable (X3) is 0.156 on Shopee user loyalty (Y) explaining that if the website quality (X3) increases, it will affect the increase in Shopee user loyalty (Y) of 0.156 or 15.6% coefficient is worth positive, which means that trust in the loyalty of shopee users has a positive effect.

CONCLUSION

Based on research on the influence of the perspective of convenience, trust, and website quality on the loyalty of Shopee users, the following conclusions can be drawn:

1. Convenience has no significant effect on the loyalty of shopee users;
The results for convenience (X1) are 1.170 and the t-table value is 1.983 so that t-count < compared to t-table and significance > 0.05 meaning that there is no significant effect of convenience on Shopee user loyalty.
2. Trust has a significant and positive effect on the loyalty of shopee users;
The results for the trust variable (X2) are 4.957 and the t-table value is 1.983 so that t-count > t-table and significance < 0.005 means that there is significant and positive effect of trust in Shopee user loyalty.
3. Website quality has no significant effect on shopee user loyalty;
The results for the website quality variable (X3) are 0.984 and the t-table value is 1.983 so that t-count < t-table and significance > 0.05 means that there is no significant effect of website quality on shopee user loyalty.
4. Convenience and trust simultaneously have a significant effect on the loyalty of shopee users;
The results of f count (127.788) > f table (2.69) with a significance level of (0.000) < 0.005 then there is an significant influence of the independent variables (convenience and trust) simultaneously on the dependent variable (shopee user loyalty).
5. Website trust and quality simultaneously have a significant effect on shopee user loyalty;

The results of f count (127.111) > f table (2.69) with a significance level of (0.000) < 0.005 means that there is a significant influence of the independent variable trust and website quality simultaneously on the dependent variable (shopee user loyalty).

6. The convenience and quality of the website simultaneously have a significant effect on the loyalty of shopee users;

F count (95.015) > f table (2.69) with a significance level of (0.000) < 0.005 means that there is a significant influence of the independent variables (convenience and website quality) simultaneously on the dependent variable (user loyalty) shopee).

7. Convenience, trust, and website quality simultaneously have a significant effect on the loyalty of shopee users.

The results of f count (85.489) > f table (2.69) with a significance level of (0.000) < 0.005 then there is the significant influence of the independent variables (convenience, trust, and quality of the website) simultaneously on the dependent variable (shopee user loyalty).

Limitations

Limitations as follows:

1. Limitations of research variables

Research only focuses on the variables of convenience, trust, and website quality. There are still various other variables that affect application user loyalty such as service quality, security, and so on. Subsequent research can focus on various other aspects needed to support more credible research results in the future.

2. Limited scope of research

The study only consisted of 110 respondents in the cities of Jakarta, Bogor and Malang. Various studies with a large number of respondents with a wider scope can get different results. Subsequent research can be conducted in various other regions in Indonesia to find out the various perspectives of application users.

Suggestion

Research suggestions as follows:

1. Improved trust perspective

Shopee must prioritize the trust of Shopee users to remain high. Trust independently has a significant and positive effect on Shopee user loyalty. Various programs can be carried out such as increasing free shipping programs without complicated conditions and minimizing fraudulent sellers which must be carried out immediately to maintain the trust of application users.

2. Website quality improvement

Checking and improving web quality programs can be improved by increasing network servers capacity because several times the Shopee application tends to be slow when there is a discount program that consumers are waiting for.

3. No charge for handling and service

Handling and services should be provided free of charge, because until now handling at Shopee is still charged. This will affect the convenience and trust of Shopee application users.

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