THE EFFECT OF E-SERVICE QUALITY AND PERCEIVED PRICE FAIRNESS ON CUSTOMER LOYALTY WHICH CUSTOMER SATISFACTION AS INTERVENING STUDY ON ONLINE SHOPPING SITE IN INDONESIA

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Abstract

This study examines the effect of e-service quality and perceived price fairness on customer loyalty with the intervening role of customers' satisfaction in the online shopping site in Indonesia. The research method uses a quantitative research design with a survey model. The sample used in this study is Lazada consumers, which consists of five large cities in Indonesia (Jakarta, Bogor, Depok, Tanggerang, and Bekasi City) and have done an online shopping site at Lazada at least once in the last six months. The object of this research was the 200 customer respondents who had made purchases on the largest online shopping site platform of Indonesia, Lazada. Data analysis was done by using SPSS and Structural Equation Modeling (SEM). The results show that: first, the e-service quality and perceived price fairness affect customer satisfaction positively. Second, there is a mediating effect of customer satisfaction on the relationship between e-service quality and perceived price fairness on customer loyalty. Third, e-service quality and perceived price fairness directly affect customer loyalty positively but

insignificantly. The result implies that the role of customer satisfaction is significant in creating loyalty. On the online shopping site, good quality and perception about price could positively influence customers but not necessarily form loyalty.

Keywords: E-Service Quality, Perceived Price Fairness, Customer Satisfaction, Customer Loyalty, Online Shopping Site

INTRODUCTION

In the era of globalization, everything in this world is facilitated by the presence of technology. Technological developments have an impact on all aspects of life without having an impact on the economy. This encourages electronic-based business opportunities in line with the increasingly rapid development of internet users in Indonesia.

Indonesia is the fourth country with the most significant internet users globally in 2020 (Q1) (Stats, 2019). This is also supported by the results of a survey of internet users since 2019-2020 (Q2); the number of Internet users in Indonesia reached 196.7 million users of the total population in Indonesia reaching 266.91 million Indonesians when compared to 2018 data of only 171.17 million users of the population in that year 264.16 million The number of souls of the population in Indonesia has increased significantly based on Indonesian Internet Service Provider Association (2020).

The significant increase in the number of internet users is also supported by improvements in internet infrastructure and digital transformation policies due to the Covid-19 pandemic that has hit Indonesia since 2020 Voi.id (2020). This is a critical issue to suppress the increasing number of spreads with lifestyle changes, including changes in buying transactions made electronically or called E-Commerce. Advances in technology and the use of the internet affect E-Commerce to become a well-known way in business Khan et al. (2019). The Deloitte Consumer Insight data report shows that the digital economy sector with high internet and mobile penetration rates is causing the growth of E-Commerce to grow rapidly and ultimately changing the way customers buy behaviour Insights (, 2020). Lazada is an international e-commerce company owned by Alibaba

Group with operations in Southeast Asian countries. Based on the ranking of visitor data on e-commerce sites in Indonesia in 2017, Lazada was ranked first on Indonesia's most visited shopping site. The highest search was in 2017 for the five e-commerce with the highest visitors in Indonesia, namely Lazada, followed by Tokopedia, third in Bukalapak, fourth in Shopee, and finally Blibli IPrice (2017). However, Lazada in Indonesia itself in Q4 2020 experienced a decrease in visitor ratings compared to its previous competitors Shopee, Tokopedia and Bukalapak IPrice (2021).

The main strength to survive in the electronic environment is to focus on service and the key to the success of e-commerce, namely a website that has a sound quality system, providing good quality information, and quality electronic services. According to Rita et al. (2019, p. 1), "E-Commerce Company has the biggest challenge is how the Company can maintain customer satisfaction". E-service quality ultimately affects electronic customer satisfaction (Ahmad et al., 2017; Ali Alkhateeb, 2020; Jeon & Jeong, 2017; Li et al., 2015; Y. Lin et al., 2016; Raza et al., 2020; VO et al., 2020; Wang & Kim, 2019) directly or indirectly towards customer loyalty through electronic customer satisfaction (Kaya et al., 2019; Kresnamurti et al., 2020; Suhartanto et al., 2019) viewed from previous research, there is a positive influence between e-service quality on electronic customer loyalty (Khan et al., 2019b; Shafiee & Bazargan, 2018; Suhartanto et al., 2019)As customers who are satisfied with e-service quality will ultimately form the attitude of customer loyalty towards e-commerce. One of the driving factors for shopping electronically is price. Price is the main factor with the highest customer motivation, with a gain of 24% (Insights, 2020). According to Anderson in Erjavec et al. (2016, p. 813), "An important antecedent of customer satisfaction is price". In some previous research literature, it was found that perceived price is often equated with price perception in interpreting a price perception, according to Erjavec et al. (2016). Perceived Price Fairness is the customer's view of the price set, whether it is reasonable and acceptable as a determinant of customer satisfaction and behavioural intentions, according to Liu and Jang in Muskat et al. (2019). In this case, the customer perceives the price on Lazada associated with the purchase of a product or service available in an e-commerce Lazada. Customer perceptions related to the prices given on the Lazada online shopping site will affect customer satisfaction.

Price perceptions related to price fairness in several previous studies influence customer satisfaction (Alzoubi et al., 2020; Muskat et al., 2019; Severt et al., 2020), and in the end, price perceptions will affect customer loyalty (Cakici et al., 2019; Wibowo et al., 2014) and customer satisfaction as an intermediary between price perception and customer loyalty (Konuk, 2019; Susanti, 2019).

This paper seeks to complement several previous studies focusing on examining the effect of e-service quality and perceived price fairness on customers' loyalty with customer satisfaction as an intervening factor.

LITERATURE REVIEW

E-Service Quality

Definition of service as an action or performance that can be offered from one individual or organization to another individual or organization that is essentially intangible and does not result in any ownership according to Kotler and Keller (2016). According to Zeithaml et al. (2000), "E-Service Quality is the extent to which a website facilitates effective and efficient shopping, purchasing, and delivery". Rolland and Freeman in Al-dweeri et al. (2019) explains the definition of electronic service quality in the business to customer (B2C) model that electronic service quality is a form of customer service excellence in the buying process from the initial purchase contact until the product or service reaches the buyer. It can be concluded that e-service quality is the ability of a website site from an e-commerce company to provide facilities for customers to carry out transactions from shopping, purchasing, and shipping goods can be carried out efficiently and effectively to offer shopping experience through electronic media that provides customer perceptions and expectations about the services provided.

E-service quality is one of the essential variables often studied in marketing because it has a relationship with costs, satisfaction, retention, and loyalty Gounaris et al. (2010). Several research studies show that e-service quality is known to have a positive and significant influence on customer satisfaction Rita et al. (2019); this study resulted in e-service quality influencing customer satisfaction. In research Khan et al. (2019) case online shopping in Pakistan resulted in a positive influence between e-service quality and

electronic customer satisfaction. Hypothesis testing was also carried out by VO et al. (2020), Lin et al. (2016) and Kresnamurti et al. (2020), which found a significant positive effect of service quality offered on customers' satisfaction. Previous studies (Butt & Aftab, 2012; Chang et al., 2009; Chang & Wang, 2011; Herington & Weaven, 2009) that e-service quality has a positive and significant effect on customer satisfaction. In this study, researchers tested whether there was a positive and significant effect between e-service quality and customer satisfaction studies on the Lazada online shopping site.

E-service quality is that customers provide overall value from purchase transactions to service delivery in an E-Commerce. High e-service quality will lead to satisfaction and ultimately create customer loyalty (Santos, in Ting et al. (2016). Several research findings support that there is a positive and significant effect between e-service quality on customer loyalty Shafiee and Bazargan (2018) in this study, this study aims to investigate the effect of electronic service quality, and electronic recovery, which refers to the company's reaction to service failure on customer loyalty in the online shop found that e-service quality will affect customer loyalty. In research, Kaya et al. (2019) show that e-service quality affects customer loyalty directly and indirectly through customer satisfaction. A study conducted by Kim and Jackson (2009) and Kim and Kim (2010) also found a positive and significant influence between e-service quality on customer loyalty. Thus, the hypotheses are presented as follows:

H_1: E-service quality affects customer satisfaction.

H_4: E-service quality affects customer loyalty.

Perceived Price Fairness

Several studies give the same meaning for price perception between "Price Perception" and "Perceived price" in research studies conducted (Ali et al., 2015; Erjavec et al., 2016). According to Kotler and Keller (2016, p. 189), "Perception is the process by which we select, organize, and interpret the information received to create a meaningful picture of the world". Price from the customer's point of view relates to what is given up in exchange for a product or service, according to Zeithaml in Konuk (2019). Perceived price is the price received that must reflect the value received by the customer from the purchase, according to Schiffman and Kanuk (2010).

Besides that, According to Bolton in Zietsman and Mostert (2017), Perceived price fairness is an assessment of whether an outcome obtained is reasonable, acceptable or fair. Perceived price fairness is also defined as the customer's assessment related to feelings about the price difference between the seller's price and the price comparison with other parties is reasonable, acceptable or justifiable Xia et al. in Konuk (2019). Based on some of the definitions above, it can be concluded that perceived price fairness is an assessment given by customers regarding the product or service received in proportion to the process to get the result, whether it is acceptable, reasonable, or justifiable when compared to the average price given by its competitors.

Previous research has shown that there is a significant positive effect between perceived price fairness and customer satisfaction. Price is an essential factor in customer satisfaction as customers provide the value of a service based on Anderson's price in Al-msallam (2015). In Rothenberger (2015) research, customers who have negative perceptions through price injustice can cause dissatisfaction, reduce purchasing behaviour, negative WoM, and complaints.

There are several previous research found and also supports the influence of perceived price on customer satisfaction by (Al-msallam, 2015; Alzoubi et al., 2020; Andrés-Martínez et al., 2014; Asadi et al., 2014; Erjavec et al., 2016; Gumussoy & Koseoglu, 2016; Konuk, 2019; Muskat et al., 2019) Previous studies that support Martín-Consuegra et al. (2007) have a positive influence between price perception and customer satisfaction. Previous studies showed many direct and positive influences between customer perceived price fairness and customer loyalty. This is supported in research conducted by Erjavec et al. (2016) found that perceived price has a significant effect on customer loyalty. A study conducted by Muskat et al. (2019) with the context restaurant found that the perceived fair price affects customer satisfaction and influences customer loyalty. Hypothesis testing was also carried out by (Cakici et al., 2019), who found that price fairness and satisfaction positively affect the intention to revisit restaurant customers. The intention to visit positively affects restaurant customer loyalty. A previous study, Martín-Consuegra et al. (2007), also indicated an influence between perceived price fairness on customer loyalty. Therefore, the hypotheses are provided as follows:

H_2: Perceived Price Fairness affects customer satisfaction.

H_5: Perceived Price Fairness affects customer loyalty.

Customer Satisfaction

According to Kotler and Keller (2016,p.153), "Satisfaction is defined as a person's feelings of pleasure or disappointment resulting from comparing the perceived performance with the expected or expected results of the product or service. If the performance or experience is not in line with expectations, the customer is not satisfied. Still, if the performance or experience is in line with expectations, the customer will be satisfied. If it exceeds expectations, the customer will be delighted with the product or service. After consumption of a product or service, the customer will assess the perceived difference between the value received and expected on the use of the product or service called customer satisfaction Caruana et al., Lin and Wang, Nam et al., Shamah et al., Tu et al. in Uddin (2019).

The satisfaction rating is then formed based on the comparisons made, namely, if the perception of performance is worse than expected, it is called negative disconfirmation. If the performance is better than expected, it is called positive disconfirmation, and if it is as expected, it is called a confirmation of expectation, according to Wirtz and Lovelock (2016). Customer satisfaction is the impact of customer experience during the buying process. It influences future customer behaviour such as online repurchase and loyalty, according to Pereira et al. (2016). Customer satisfaction is related to customer experience in making previous purchases provided by e-commerce companies, according to Anderson and Srinivasan in Kaya et al. (2019). Based on exposure to the theory of expert opinions sourced from several studies and previous research, the researcher can conclude that customer satisfaction is a feeling of pleasure or disappointment owned by customers after comparing actual performance with what customers expect from a product or service. Customer loyalty generates profits and the growth of e-commerce, resulting from customer satisfaction Olson and Boyer in Wen and Fang (2014). Previous studies (Anderson & Srinivasan, 2003) that e-loyalty is influenced by several variables, namely electronic Satisfaction, electronic trust, perceived value, purchase size, inertia, and convenience of motivation that affect e-loyalty. The study on the research of Ting et al. (2016,p.4) revealed that "E-Satisfaction is an important key in determining the success

and failure of a B2C E-Commerce business" as many studies have shown that there is a positive and significant effect between customer satisfaction and customer loyalty(Al-dweeri et al., 2019) (Chen & Fu, 2018) (Al-dweeri et al., 2019; Chen & Fu, 2018; Safa & Solms, 2016; Ting et al., 2016; Wen & Fang, 2014; Zhong & Moon, 2020; Zhou et al., 2018). In a study of the online shopping environment Chauke and Dhurup (2017), the results indicate a strong positive predictive relationship between customer satisfaction and loyalty to the online shopping environment. Supported in previous studies (Chang et al., 2009; Eid, 2011; G. G. Lee & Lin, 2005; Ribbink et al., 2004), customer satisfaction affects customer loyalty.

H₃: Customer satisfaction affects customer loyalty

Customer Loyalty

According to Kotler and Keller (2016,p.153), "Customer loyalty is a commitment that is owned to decide to repurchase a preferred product or service in the future despite situational influences and various available marketing efforts that have the potential to shift customer behavior". Technological advances are creating electronic loyalty in an online context. Electronic loyalty (e-loyalty) shows a commitment to revisit the website regularly because of the preference to shop on that website without switching to another website, according to Chou, Chen, and Lin in Kaya et al. (2019). E-loyalty is a customer attitude that generates benefits to online sellers, resulting in repeat purchase behaviour (Lin and Wang; Srinivasan et al. in Ahmad et al. (2017). Loyal buyers are also buying products and services from electronic retailers. They are also willing to give positive word of mouth recommendations to promote products or services and bring in new customers Kim et al., in Ahmad et al. (, 2017).

Researchers later described customer loyalty in e-commerce terms or online customer loyalty in the context of e-commerce is a customer who has a commitment to make repeated purchases based on experience when visiting a website and is willing to provide positive recommendations regarding products or services from online shopping site which can be measured through a behavioural approach or customer attitude related to e-commerce. Service quality has been proven to significantly influence customer satisfaction and customer loyalty Zeithaml et al., (1985). Research conducted by Kaya et al. (2019) shows that e-service quality affects customer loyalty directly and indirectly

through customer satisfaction. Another study that supports the hypothesis of a positive effect of e-service quality on customer loyalty mediated by customer satisfaction is supported by various studies from (Kresnamurti et al., 2020; Lee & Wong, 2016; Pereira et al., 2016; Rizan et al., 2020; Suhartanto et al., 2019; Ting et al., 2016). Previous studies have also shown that e-service quality influences customer loyalty with customer satisfaction as an intervening variable (Casadesus, 2011; Chang & Wang, 2011; G. T. R. Lin & Sun, 2009; Vun et al., 2013).

Research conducted by Susanti (2019). In addition to being directly related to customer loyalty, other research indicates that the relationship between customer perceived price fairness and customer loyalty is explained by presenting customer satisfaction as a mediating or intervening variable Bei and Chiao (2006). Then the results are declared significant and positive where the perceived price affects customer loyalty with customer satisfaction as an intervening variable. Subsequent research conducted by Andrés-Martínez et al. (2014) tested the hypothesis that price fairness indirectly affects loyalty through decision confidence and satisfaction with a price. (see Figure 1).

H_6: E-service quality affects customer loyalty through customer satisfaction as intervening.

H_7: Perceived Price affects customer loyalty through customer satisfaction as intervening.

RESEARCH METHOD

This study adopted quantitative methods to answer the hypothesis proposed. The design of this research is to use descriptive and causal types Malhotra and Dash (2016). The sample used in this study is Lazada consumers who live in one of the five large cities in Indonesia (Jakarta City, Bogor City, Depok City, Tangerang City, and Bekasi City) and have done online shopping at Lazada at least once in the last six months. The Google Form platform was involved in performing the online survey used for data collection. The measurement used a Likert-type scale from 1 (Strongly Disagree) until 6 (Strongly Agree). The validity was conducted using the Pearson Product Moment Correlation technique and reliability using the Cronbach Alpha technique with SPSS 26. Meanwhile, the analysis using SEM (Structural Equation Model) using LISREL software version 8.8. The number of samples taken in this study was 200 respondents as recommends from according to

Kline; Loehlin in al. Martínez-López et al.(2013). Analysis conducted using 5% significance for r-table values is 0.138, and for reliability, a test appears to be > 0.6. All variable statuses are valid and reliable if they meet the requirements.
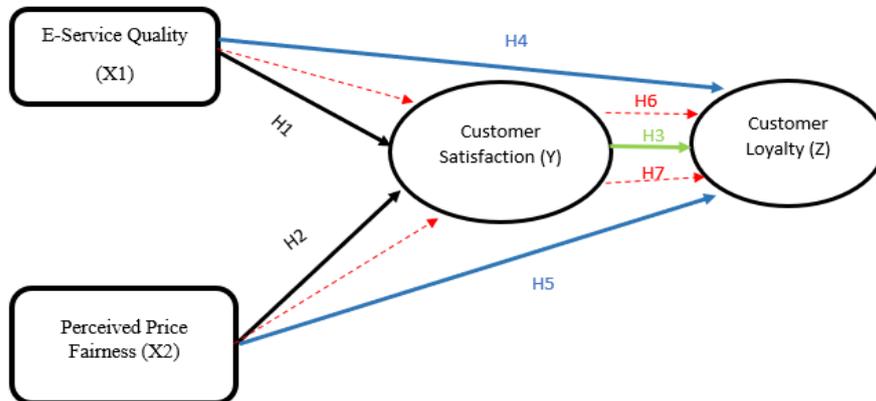
Figure 1. Research Model

Demographic Respondents

The sample population for this study elaborated on 200 samples. (see table 1) inform the details of respondents' demographics involved in this study. In general, the majority of respondents were dominated based on age 21-24 years, with a percentage of approximately 88,5%, respondents based on marital status are dominated by a single with 95,5%, respondents based on gender with category female are dominated in this study as much 66%, respondents based on domicile residents in five large cities in Indonesia are dominated in Jakarta city with 38,5% in this study.   Furthermore, the study covered various demographic respondents that can be seen in table 1.

Table 1. The Demographic Participants

No.	Categorical	Frequency	Percentage
1.	Age		
	18-20 years	16	8%
	21-24 years	177	88,5%
	25-28 years	5	2,5%
	29-32 years	-	-
	>32 years	2	1%
2.	Marital Status		
	Married	9	4,5%
	Single	191	95,5%
	Divorce	-	-
	Couple Died	-	-
3.	Gender		
	Male	68	34%
	Female	132	66%
4.	Domicile Resident		
	Jakarta	77	38,5%
	Bogor	12	44,5
	Depok	76	82,5%
	Tanggerang	12	88,5%
	Bekasi	23	100%

Validity and Reliability Test

Test the validity of this study using the Pearson Moment test. Pearson values are considered valid if the r values are more significant than the r-table. The r table in this study with a significance of 5%, and the number of samples 200 is 0.1388. Furthermore, to test reliability, researchers used the Cronbach's Alpha test of each variable. If the Cronbach Alpha value is less than 0.6, then it can be said to be unfavourable; if 0.7, then it can be accepted, and if the value of 0.8 can be said to be good, according to Ghazali in Fanani et al. (2016)(see Table 2). Based on Table 1, it can be seen that all r values for each indicator are more significant than 0.318. So it can be concluded that each research indicator is valid. Results in Table 2 show that the Cronbach's Alpha value of each

variable is more than 0.6 and is more than 0.8, so it can be said to be reliable. (see Table 3).

Table 2. Validity Test Result

Variable	Indicators	R-Values	r-table 5% (n=200)	Informations
E-Service Quality	X1	0.698	0.1388	Valid
	X2	0.651	0.1388	Valid
	X3	0.703	0.1388	Valid
	X4	0.761	0.1388	Valid
	X5	0.666	0.1388	Valid
	X6	0.744	0.1388	Valid
	X7	0.696	0.1388	Valid
	X8	0.701	0.1388	Valid
	X9	0.683	0.1388	Valid
	X10	0.709	0.1388	Valid
	X11	0.770	0.1388	Valid
	X12	0.717	0.1388	Valid
	X13	0.756	0.1388	Valid
	X14	0.708	0.1388	Valid
Perceived Price Fairness	X21	0,807	0,1388	Valid
	X22	0,809	0,1388	Valid
	X23	0,848	0,1388	Valid
	X24	0,771	0,1388	Valid
	X25	0,820	0,1388	Valid
Customer Satisfaction	Y1	0,842	0,1388	Valid
	Y2	0,837	0,1388	Valid
	Y3	0,768	0,1388	Valid
	Y4	0,854	0,1388	Valid

Variable	Indicators	R-Values	r-table 5% (n=200)	Informations
	Y5	0,844	0,1388	Valid
Customer Loyalty	Z1	0,847	0,1388	Valid
	Z2	0,833	0,1388	Valid
	Z3	0,887	0,1388	Valid
	Z4	0,804	0,1388	Valid
	Z5	0,877	0,1388	Valid
	Z6	0,789	0,1388	Valid

Table 3. Reliability Test Result

Variable	Cronbach's alpha	Informations
E-Service Quality	0.924	Reliable
Perceived Price Fairness	0.870	Reliable
Customer Satisfaction	0.886	Reliable
Customer Loyalty	0.916	Reliable

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) is an analysis that aims to identify the relationship between variables by conducting a correlation test (Table 4). This is used to test the construct of each variable to get a model that matches the index criteria Malhotra et al. (2014). This test is also to confirm whether the model is built as hypothesized. This research uses first-order confirmatory factor analysis because the software used is LISREL.

E-Service Quality. Instrument testing was carried out on the e-service quality variable with 14 indicators. the results of several model feasibility tests, the model can be said to be "feasible" or has a fairly good level of acceptance because the model feasibility test in the existing method has more than one criteria fulfilled which have met the index where the test results are the Chi-square test. of 0.0, GFI of 0.83, RMSR of 0.04, RMSEA of 0.09, AGFI of 0.77, NNFI of 0.96, and CFI of 0.97. After processing the data with the

first-order construct model, no indicators were discarded because the value of each indicator was more than 0.5.

Perceived Price Fairness. Instrument testing is carried out on the price perception variable with five indicators. The model can be said to be "feasible" or has a good level of acceptance because the model feasibility test in the existing method has more than one criteria met that have met the index ranging from marginal fit to perfect fit with the results Chi-square test is 0.00, GFI is 0.96, RMSR is 0.02, RMSEA is 0.12, AGFI is 0.88, NNFI is 0.97, and CFI is 0.98. After processing the data with the first-order construct model, no indicators were discarded because the value of each indicator was more than 0.5.

Customer Satisfaction. Instrument testing is carried out on the customer satisfaction variable with five indicators. The model can be said to be "feasible" or has a reasonable acceptance rate because the model feasibility test in the existing method has more than one criteria met which have met the index where the test results are Chi-square of 0, 2, GFI is 0.99, RMSR is 0.01, RMSEA is 0.0, AGFI is 0.96, NNFI is 1.00, and CFI is 1.00. After processing the data with the first-order construct model, no indicators were discarded because the value of each indicator was more than 0.5.

Customer Loyalty. Instrument testing is carried out on the customer loyalty variable with six indicators. The results of several model feasibility tests, the model can be said to be "feasible" or has a reasonably good level of acceptance because the model feasibility test in the existing method has more than one criterion that has met the index where the test results Chi-square is 0.00 GFI is 0.92, RMSR is 0.03, RMSEA is 0.13, AGFI is 0.82, NNFI is 0.96, and CFI is 0.98. After processing the data with the first-order construct model, no indicators were discarded because the value of each indicator was more than 0.5.

Table 4. First Order Construct

Variable	Goodness of Fit Indices	Cut-off Value	Result	Model of Evaluations
E-Service Quality	Chi Square	< 3	0,00	Perfect Fit
	GFI	≥ 0.90	0,83	Marginal fit
	RMSR	< 0.05	0,04	Good Fit
	RMSEA	≤0.08	0,09	Marginal Fit
	AGFI	≥ 0.90	0,77	Marginal Fit
	TLI/NNFI	≥0.90	0,96	Good fit
	CFI	≥0.90	0,97	Good fit
Perceived Price Fairness	Chi Square	< 3	0,00	Perfect fit
	GFI	≥ 0.90	0,96	Good Fit
	RMSR	< 0.05	0,02	Good Fit
	RMSEA	≤0.08	0,12	Marginal Fit
	AGFI	≥ 0.90	0,88	Marginal Fit
	TLI/NNFI	≥0.90	0,97	Good Fit
	CFI	≥0.90	0,98	Good Fit
Customer satisfaction	Chi Square	< 3	0.00	Perfect Fit
	GFI	≥ 0.90	0,92	Good Fit
	RMSR	< 0.05	0,03	Good Fit
	RMSEA	≤0.08	0,13	Marginal Fit
	AGFI	≥ 0.90	0,82	Marginal Fit
	TLI/NNFI	≥0.90	0,96	Good Fit
	CFI	≥0.90	0,98	Good Fit

Variable	Goodness of Fit Indices	Cut-off Value	Result	Model of Evaluations
Customer Loyalty	Chi Square	< 3	0.00	Perfect Fit
	GFI	≥ 0.90	0,92	Good Fit
	RMSR	< 0.05	0,03	Good Fit
	RMSEA	≤0.08	0,13	Marginal Fit
	AGFI	≥ 0.90	0,82	Marginal Fit
	TLI/NNFI	≥0.90	0,96	Good Fit
	CFI	≥0.90	0,98	Good Fit

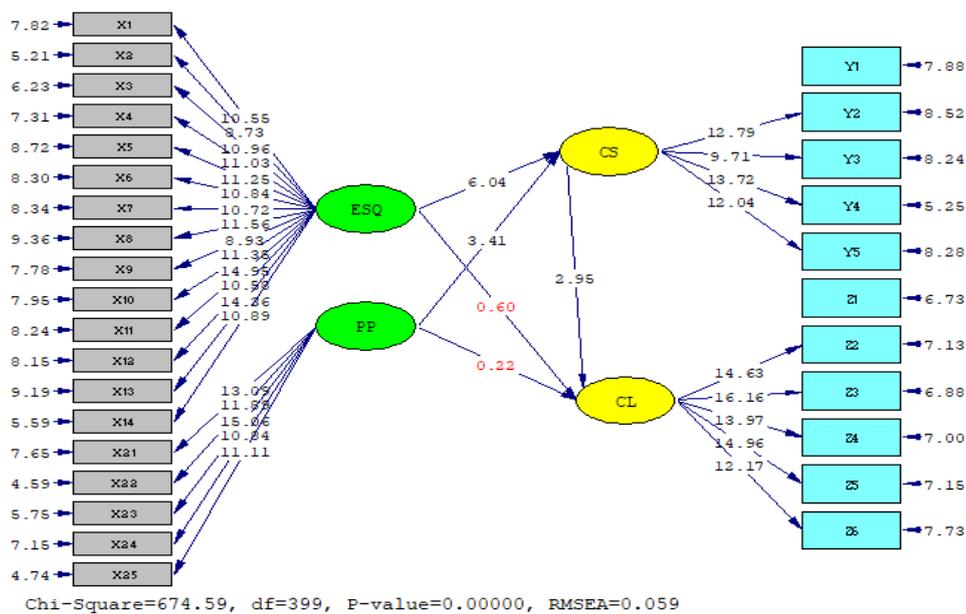Chi-Square=674.59, df=399, P-value=0.00000, RMSEA=0.059

Figure 2. Structural Equation Model Results

Test for Direct and Indirect Effects.

Direct and indirect influence tests are carried out to determine whether direct or indirect influences exist between the independent variables and the dependent variables tested in this study. Test for direct and indirect effect can explain the relationship between independent must be through the intervening variable or directly related to the dependent variable. To test this research's direct and indirect effect, test the path analysis using SEM with the LISREL 8.80 application program. The direct and indirect effects that

researchers do use the SEM model on the complete model by including unstandardized output standardize, decomposition effect as direct and indirect effects with total residuals. If the t-value on the structural equation results is > 1.96, then there is a significant influence between variables and vice versa; if it is positive, then the effect is unidirectional. In this case, e-service quality and perceived price fairness are independent variables; customer loyalty is a dependent variable, and customer satisfaction is an intervening variable.

Based on the results of data analysis (Table 4), the variable e-service quality (X1) has a direct effect of 0.60 on customer satisfaction (Y), the perceived price fairness (X2) has a direct effect of 0.36 on customer satisfaction (Y). Furthermore, customer satisfaction (Y) directly affects 0.59 customer loyalty (Z). The E-service quality variable (X1) on customer loyalty (Z) has a direct effect of 0.10 and an indirect effect of 0.36. In contrast, the variable perceived price fairness (X2) on customer loyalty (Z) has a direct of 0.03 and an indirect effect of 0.21 (see Table 4).

Table 5. Summary of hypothesis testing

Hypothesis	Variable			Standardized Total Effect	t-Values	Interpretation
H1	CS	<—	ESQ	0.60	6.04	Positively significant
H2	CS	<—	PP	0.36	3,41	Positively significant
H3	CL	<—	CS	0.59	2.95	Positively significant
H4	CL	<—	ESQ	0.46	0.60	insignificant
H5	CL	<—	PP	0.24	0.22	insignificant
H6	CL	CS	ESQ	0.36	2.92	Positively significant
H7	CL	CS	PP	0.21	2.15	Positively significant

RESULT AND DISCUSSION

Figure 2 shows the results of the structural model equation, which answers the seven hypotheses of this study. The first hypothesis, e-service quality, affects customer satisfaction, according to Figure 2 and Table 5. The e-service quality variable (X1) on the customer satisfaction variable (Y) has a standardized total effects value of 0.60 and a t-value of 6.04 > 1.96. So the first hypothesis that service quality affects customer satisfaction can be accepted. The relationship between the two variables is significantly

positive. These results are following the research conducted by Khan et al. (2019), Rita et al. (2019), VO et al. (2020) and Raza et al. (2020), which results in the finding that e-service quality has a positive and significant effect on customer satisfaction.

The second hypothesis, perceived price fairness, affects customer satisfaction. According to Figure 2 and Table 5, The perceived price fairness variable (X2) on customer satisfaction (Y) has a standardized total effect value of 0.36 and a t-value of 3.41 > 1.96, so that the second hypothesis, namely perceived price fairness (X2) is thought to have a significant effect on customer satisfaction (Y). So that the second hypothesis, perceived price fairness affects customer satisfaction, can be accepted. The relationship between the independent variable and the dependent variable is positive and significant. These results are following the research conducted by Muskat et al. (2019), Konuk (2019), Kaura et al. (2014) and Alzoubi et al. (2020). They found that price perception has a positive and significant effect on customer satisfaction.

The third hypothesis, customer satisfaction affects customer loyalty. According to Figure 2 and Table 5, the variable customer satisfaction (Y) to customer loyalty (Z) has a standardized total effect of 0.59 and t-value of 2.95> 1.96. The relationship between the two variables is significantly positive. So the third hypothesis is that customer satisfaction can affect customer loyalty. The study's findings conducted in the research of Al-dweeri et al. (2019) supports the hypothesis that there is a positive and significant effect between customer satisfaction on customer loyalty. Other studies that support this hypothesis are Ahmad et al. (2017), Chen and Fu (2018) and Zhong and Moon (2020) that there is a positive and significant influence between customer satisfaction on customer loyalty.

The fourth hypothesis, e-service quality affects customer loyalty. According to Figure 2 and Table 5, the service quality variable (X1) to customer loyalty (Z) has a standardized total effect of 0.46 and t-value of 0.60 < 1.96. So the fourth hypothesis that service quality affects customer loyalty can be accepted. The relationship between the two variables is positive but not significant. These results follow the research conducted by Rizan et al. (2020), showing the results that there is no significant effect between the variables of e-service quality on customer loyalty studies on e-commerce. Still, e-service quality has a positive and significant effect on loyalty through customer satisfaction. Other studies that support this hypothesis are Suhartanto et al. (2019), VO et al. (2020) and Lin et al. (2016),

Hermawan et al. (2020). A previous study by Águila-Obra et al. (2013) also found no significant relationship between e-service quality and customer loyalty in the context of postal services. For this study, the researcher suspects that the positive results are not significant because, in the e-commerce industry, loyalty is influenced by website quality factors because website quality does not significantly affect loyalty, whereas website quality is high, and customer satisfaction. In the end, customer satisfaction will create customer loyalty.

The fifth hypothesis, perceived price fairness, affects customer loyalty. According to Figure 2 and Table 5, the variable perceived price fairness (X2) to customer loyalty (Z) has a standardized total effect of 0.24 and t-value of 0.22 < 1.96. So the fifth hypothesis that perceived value affects customer loyalty can be accepted. The relationship between the two variables is positive but not significant. These results follow the research conducted by Malik et al. (2018) provides findings that perceived price fairness does not significantly affect customer loyalty. Other studies that support this hypothesis are Andrés-Martínez et al. (2014) and Yaqub et al. (2019). However, the researcher found that perceived price fairness positively, but insignificant affects the overall customer loyalty dimension, both attitude loyalty and behavioural loyalty.

The sixth hypothesis of this study, e-service quality affects customer loyalty through customer satisfaction as intervening. Our results show that e-service quality (X1) to customer loyalty (Z) through customer satisfaction (Y) has a standardized total effect is 0.36, and the t-value is 2.92 > 1.96. So the sixth hypothesis, e-service quality, affects customer loyalty through customer satisfaction as intervening can be accepted. The relationship between the two variables with the intervening variable is positive and significant. These results are according to research conducted by Kaya et al. (2019), showing that e-service quality has a positive and significant effect on customer loyalty through customer satisfaction. Other studies that support this hypothesis are Ali Alkhateeb (2020), Rizan et al. (2020) and research conducted by Kresnamurti et al. (2020).

The last hypothesis of this study, perceived price fairness affects customer loyalty through customer satisfaction as intervening. This research shows that perceived price fairness (X2) to customer loyalty (Z) through customer satisfaction (Y) has a standardized total effect is 0.21, and the t-value is 2.15 > 1.96. So the seventh hypothesis, perceived price

fairness, affects customer loyalty through customer satisfaction as intervening can be accepted. The relationship between the two variables is significantly positive. These results follow Susanti (2019) research, which in this study shows that price perception has a positive and significant effect on customer loyalty through customer satisfaction as an intervening variable. Other studies that support this hypothesis are Budiastari (2017), Andrés-Martínez et al. (2014), and Yaqub et al. (2019), also found that price perception has a positive and significant effect on customer loyalty through customer satisfaction as an intervening variable.

CONCLUSION

This study examines the effect of e-service quality and perceived price fairness on customer loyalty and customer satisfaction. This study also examines the mediating role of customer satisfaction between e-service quality and perceived price fairness relationship on customer loyalty. Using 200 samples of online shopping site customers of the one of largest online shopping sites in Indonesia and proposing seven hypotheses, this current study proposes some critical results. Both e-service quality and perceived price fairness positive and significantly influenced customer satisfaction. Besides that, this research found that e-service quality and perceived price fairness positively but not significantly influence directly on customer loyalty. The influence between e-service and perceived price fairness on loyalty then exists with the intermediary of customer satisfaction variables. Based on the study results, this study also finds the mediating effect of customer satisfaction plays a significant role in this research model. However, this research has several limitations, such as a limited number of previous study findings that discuss perceived price fairness in the online shopping site even though the price is one of the essential factors in determining online shopping.

There are some practical suggestions and theoretical suggestions. Some of these suggestions include improving the website quality to gain a competitive advantage in the same e-commerce industry competition to be the number one choice when customers want to shop. Furthermore, Lazada must also pay more attention to meeting customer expectations to increase satisfaction and loyalty. Besides that, Lazada can pay attention to the pricing provided by each seller. Then further research is suggested to be able to use

other variables that can affect customer loyalty, such as Trust Garcia et al. (2020) or social media marketing activities Yadav and Rahman (2018). In other words, Lazada's online site is expected to pay attention to factors that can increase its customer loyalty.

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