EXPLORING SERVICE QUALITY, DIGITAL MARKETING, CONSUMER SATISFACTION AND LOYALTY: A DESCRIPTIVE STUDY

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ABSTRACT

The purpose of this study is to determine the level of *service quality*, *digital marketing*, *consumer satisfaction*, and *consumer loyalty* Shoppe in Jakarta. The research method used in this study is a survey method with the distribution of questionnaires through google forms. The population in this study is consumers who have done online shopping at the Shopee marketplace who live in Jakarta and for the research sample taken as many as 166 respondents, this number was obtained from calculations based on the recommendations of Hair et al. The results of the descriptive analysis of this study showed that the service quality variable had the largest mean value with a score of 3.970 and the lowest value with a score of 3.367. Furthermore, the digital marketing variable has the largest mean value with a score of 3,777 and the lowest value with a score of 3,488. Furthermore, the consumer satisfaction variable has the largest mean value with a score of 3.711 and the lowest value with a score of 3.506. And the consumer loyalty variable has the largest mean value with a score of 3.657 and the lowest value with a score of 3.313.
Keyword: Service quality, Digital marketing, Consumer satisfaction, Consumer loyalty

ABSTRAK

Tujuan penelitian ini adalah untuk mengetahui tingkat *service quality*, *digital marketing*, *consumer satisfaction*, dan *consumer loyalty* Shoppe di Jakarta. Metode penelitian yang digunakan dalam penelitian ini adalah metode survei dengan penyebaran kuesioner melalui *google formulir*. Populasi dalam penelitian ini adalah konsumen yang pernah melakukan belanja *online* di *marketplace* Shopee yang tinggal di Jakarta dan untuk sampel penelitian diambil sebanyak 166 responden, jumlah ini didapatkan dari perhitungan yang berdasarkan rekomendasi Hair et al. Hasil analisis deskriptif dari penelitian ini menunjukkan bahwa variabel *service quality* memiliki nilai *mean* terbesar dengan skor 3,970 dan nilai terendah dengan skor 3,367. Dilanjut variabel *digital marketing* memiliki nilai *mean* terbesar dengan skor 3,777 dan nilai terendah dengan skor 3,488. Dilanjut variabel *consumer satisfaction* memiliki nilai *mean* terbesar dengan skor 3,711 dan nilai terendah dengan skor 3,506. Dan variabel *consumer loyalty* memiliki nilai *mean* terbesar dengan skor 3,657 dan nilai terendah dengan skor 3,313.
Kata Kunci: *Service quality, Digital marketing, Consumer satisfaction, Consumer loyalty*

INTRODUCTION

In an increasingly competitive and dynamic business world, maintaining consumer loyalty is not just a goal, but is one of the main foundations that support the sustainability of a company's brand. Consumer loyalty creates a connection that is more than just a transaction, but rather a strong emotional bond and attachment between brands and consumers. However, building consumer loyalty is not an easy task. Intense competition, technological developments, and changing market trends are some of the factors that can affect the level of consumer loyalty. Therefore, companies need to continuously develop innovative and relevant strategies to meet the expectations and needs of their consumers. This can involve a variety of approaches, from improving the quality of products and services, to leveraging technologies such as digital marketing and data analysis to better understand consumer behavior. By understanding the factors that influence consumer loyalty and continuously adapting to the dynamic business environment, companies can gain a significant competitive advantage and achieve sustainable growth.

Research results from various countries show that consumer loyalty is influenced by various complex and varied factors. Research in China shows that factors such as cognitive trust, affective trust, corporate brand relationships, peers have a significant impact on consumer loyalty to national dairy corporate brands in China (Ozdemir et al., 2020). Studies in Singapore show that price awareness, perceived benefits, ease of use, security risks, and overall customer value have a significant impact on consumer loyalty to ride-hailing services (Lee & Wong, 2021). In Northern Brazil, research highlights the importance of trust and brand in shaping consumer loyalty to the services of a retail network known as Bemol (Cardoso et al., 2022).

Research on consumer loyalty conducted in Indonesia can be influenced by several factors such as service quality, digital marketing, and consumer satisfaction. Research conducted at Bank Jenius Cikarang shows that service quality has a significant influence on consumer loyalty of Bank Jenius customers (Sunanta & Wijaksana, 2023). Studies conducted in Semarang City show that digital marketing and customer relationship marketing have a significant influence on consumer loyalty in Traveloka train ticket consumers (Riyanto & Muchayatin, 2023). In addition, research conducted in Depok shows that factors such as price, service quality, and consumer satisfaction have a significant influence on consumer loyalty to TIKI services (Erlangga et al., 2023). Based on the findings of the study above, it can be concluded that the factors that influence consumer loyalty tend to vary depending on cultural, economic, and technological conditions in each country. Thus, understanding the local context is important in designing strategies to increase consumer loyalty, especially in Indonesia.

Based on the results of a survey conducted by the Indonesian Internet Service Providers Association (APJII), it can be concluded that people's behavior has shaped online lifestyles. Trade in goods and services carried out electronically, especially through the internet, is known as e-commerce (Syamsiah, 2021). In the field of online commerce, especially in Southeast Asia including Indonesia, Shopee, which was introduced in 2015 by Sea Limited, has become one of the leading online shopping platforms in the region. Shopee managed to attract the attention of consumers and expand its brand reach in the fierce competition in the Indonesian e-commerce market. Despite Shopee being the top-ranked app in the Southeast Asia region, there are still some complaints on Shopee. According to Haykal et al (2023) quoted from Djuwanda (2019), the quality of service at Shopee often shows problems, especially in terms of customer service. In addition to its services, there are also problems with digital marketing carried out by Shopee, namely that there are often order cancellations on the purchase of flash sale goods so that consumers feel disappointed and consider it a game of marketing strategy. These problems can affect consumer satisfaction and consumer loyalty in doing shopping activities using Shopee.

A previous study conducted at a private university in Nigeria regarding the quality of services provided by the university showed a positive correlation with student loyalty which was mediated by student satisfaction, as stated by (Borishade et al., 2021). In addition, a study conducted by Andila & Hayu (2023) on the Tokopedia application shows that consumer satisfaction acts as a mediating variable in the relationship between digital marketing and consumer loyalty. This research seeks to complement the results of previous research, which shows significant differences with research conducted by Andila & Hayu (2023), where the research emphasizes the influence of product quality on consumer loyalty by using consumer satisfaction as a mediator. Meanwhile, this research highlights the role of service quality on consumer loyalty and consumer satisfaction as a mediator. In addition, the scope of this research also shows clear differences from previous research conducted by Borishade et al (2021), where the research focuses more on service quality in the educational sphere compared to e-commerce consumers. This shows that there is still little previous research that explores the influence of service quality in the context of e-commerce consumers, especially in Indonesia. This research aims to find out data descriptions about service quality, digital marketing, consumer satisfaction, and consumer loyalty Shopee in Jakarta.

LITERATURE REVIEW
Service Quality

Service quality is a multidimensional concept formed through an assessment of various service elements, not only based on expectations or results alone (Meilani et al., 2020). Service quality includes all actions taken by companies to meet consumer expectations (Kusumarini, 2021). Service is a series of activities aimed at ensuring customer satisfaction. By creating consumer satisfaction, companies can achieve various benefits, including building a good and harmonious relationship between the company and consumers, stimulating interest in making repeat purchases, fostering loyalty to products, and creating recommendations through word of mouth (Triyoko, 2022). Service quality reflects the evaluation carried out by consumers on the service received at a time. The quality improvement process must start from an understanding of customer needs and end at customer perception. Thus, service quality is expected to attract consumers so that they tend to make repeat purchases of the products offered (Nukak et al., 2024). Based on the various opinions above, it can be concluded that service quality is defined as the level of excellence that is anticipated and regulated to achieve customer satisfaction, which has the potential to provide benefits such as building positive relationships, encouraging repeat purchases, fostering loyalty, and creating recommendations.

In research conducted by Meilani et al (2020) There are 4 indicators of service quality namely tangible, reliability, empathy, and use of responsiveness. Further research conducted by Septiani et al (2020) There are 4 indicators of service quality namely tangible, reliability, responsiveness, and empathy. And research conducted by Kusumarini (2021) There are 4 indicators of service quality namely tangible, responsiveness, empathy, and reliability. From the three opinions above, it can be concluded that the ideal form of service quality involves indicators tangible, reliability, responsiveness, empathy, and assurance. The ideal form of tangible indicators such as the physical packaging of current products is always in the best condition to give a positive impression to consumers, reliability such as consistent, timely, and error-free service. Responsiveness such as employees who are always ready to respond to customer requests quickly, empathy such as employees who show sincere attention and understand the unique situation and needs of each consumer, and assurance such as employees who are able to provide assurance to customers that the services provided are safe and reliable.

The ideal form of each of these indicators has been formulated based on previous references. The results show that most of the service quality indicators have met consumer expectations, with quality facilities, responsive and professional employees, and sincere

139

attention from employees. However, there are some areas such as reliability and assurance that still need further improvement to achieve the expected ideal form. Thus, while most of the service quality indicators are already good, there are still areas that need to be improved to achieve higher standards.

Digital Marketing

Digital marketing is a marketing strategy that utilizes digital technology. One example is the use of electronic media or the internet (Iqbal, 2021). Digital marketing includes marketing activities, including branding, that use various media such as blogs, websites, e-mail, AdWords, and various social media platforms (Latif et al., 2022). Digital marketing is an effort to promote and reach the market through digital media online, by utilizing various platforms, including social networks (Hanjaya & Setiawan, 2022). Digital marketing is an effort by business actors to promote and introduce their goods and services to the wider public through the internet (Rostiani et al., 2022). Based on the various opinions above, it can be concluded that digital marketing is a marketing strategy that provides opportunities for business actors to promote their products or services widely to the public by utilizing digital technology, especially the internet and using online platforms such as blogs, websites, e-mail, AdWords, and social media to communicate between sellers and buyers.

In research conducted by Iqbal (2021) There are 5 indicators of digital marketing namely accessibility, interactivity, credibility, irritation, and informativeness. Further research conducted by Latif et al. (2022) There are 4 indicators of digital marketing namely informativeness, accessibility, interactivity, and credibility. And research conducted by Hanjaya & Setiawan (2022) There are 4 indicators of digital marketing namely accessibility, informative, trust, and interactivity. From the three opinions above, it can be concluded that the ideal form of digital marketing involves indicators accessibility, interactivity, credibility, informativeness, and entertainment. The ideal form of accessibility indicators such as digital platforms that are responsive and easily accessible through various devices, interactivity such as digital platforms should allow consumers to interact in real-time and provide feedback, credibility such as accurate and trustworthy information, informativeness such as content that is relevant and tailored to consumer needs and interests, and entertainment such as attractive promotional videos.

The ideal form of each of these indicators has been formulated based on previous references. The results show that most digital marketing indicators already meet consumer expectations, with accessible platforms, engaging interactive features, and credible and informative content. However, there are some areas such as credibility and informativeness that still need further improvement to achieve the desired ideal form. Thus, while most digital marketing indicators are already good, there are still areas that need to be improved to achieve higher standards.

Consumer Satisfaction

Customer satisfaction refers to the buyer's condition of mind related to the suitability or mismatch between the results obtained and the purchases that have been made (Ibrahim & Thawil, 2019). Consumer satisfaction is an emotional condition that develops from relationships formed through continuous customer interaction with service providers (Busalim et al., 2020). Consumer satisfaction is a picture of feeling happy or unhappy based on the results obtained by consumers (Aishwarya, 2020). Consumer satisfaction is the result of consumer consideration before they consume or buy a good or service. Furthermore, this consideration involves comparison with the performance results received after the purchase or consumption of such goods or services (Yudha et al., 2022). Based on the various opinions above, it can be concluded that consumer satisfaction refers to the state of emotional thinking that grows from

140

continuous interaction between consumers and service providers related to the suitability or mismatch between the results obtained and purchases that have been made by consumers.

In research conducted by Ibrahim & Thawil (2019) There are 4 indicators of consumer satisfaction namely overall satisfaction, dimensions of consumer satisfaction, confirmation of expectation, and repurchase intention. Further research conducted by Busalim et al (2020) There are 4 indicators of consumer satisfaction namely overall satisfaction, precise, usage experience, and expectation. And research conducted by Budirahardjo & Laksmidewi (2022) There are 4 indicators of consumer satisfaction namely overall satisfaction, precise, expectation, and usage experience. From the three opinions above, it can be concluded that the ideal form of consumer satisfaction involves indicators precise, user experience, overall satisfaction, expectation, and service. The ideal form of precise indicators such as products or services that match the description, user experience such as products or services that are easy to use and satisfactory during use, overall satisfaction such as consumers feeling generally satisfied with the products or services received, expectations such as products or services that not only meet but also exceed consumer expectations, and services such as responsive, professional customer service, and friendly.

The ideal form of each of these indicators has been formulated based on previous references. The results show that most consumer satisfaction indicators has met expectations, with positive ratings on overall satisfaction and user experience. However, there are some areas such as precision and service that still need further improvement to achieve the desired ideal shape. Thus, while most consumer satisfaction indicators are already good, there are still areas that need to be improved to achieve higher standards.

Consumer Loyalty

Consumer loyalty is defined as customer loyalty to make consistent repeat purchases of products and services (Nursyirwan et al., 2020). Consumer loyalty is an effort to build loyalty to an offer or product (Das et al., 2021). Consumer loyalty can be explained as a commitment to repurchase certain products or services in the future (Pakutandang & Indrawati, 2022). Consumer loyalty refers to the tendency of consumers to continue to use and buy certain products or services, as well as provide recommendations to others (Haykal et al., 2023). Based on the various opinions above, it can be concluded that consumer loyalty reflects consistent customer loyalty in making repeat purchases of products and services provided, even providing positive recommendations to others. Efforts to build consumer loyalty to an offer or product become the center of attention in interpreting consumer loyalty.

In research conducted by Nursyirwan et al (2020) There are 4 indicators of consumer loyalty namely consider as first choice, repeat purchase, provide recommendations to others, and buying an addition services. Furthermore, research conducted by Pakutandang & Indrawati (2022) there are 3 indicators of consumer loyalty namely repeat purchase, reject others, and provide recommendations to others. And research conducted by Haykal et al (2023) There are 4 indicators of consumer loyalty namely repeat purchase, consider as first choice, reject others, and provide recommendations to others. From the three opinions above, it can be concluded that the ideal form of consumer loyalty involves indicators repeat purchase, recommendations to others, reject others, consider as first choice, and purchase frequency. The ideal form of repeat purchase indicators such as consumers consistently repurchase products or use services from the same brand, Recommendations to Others such as consumers give positive recommendations to friends, family, or acquaintances about the products or services they use, Reject others such as consumers actively decline offers from other brands and remain loyal to use products or services from the same brand, Consider as first choice as consumers consistently choose a product or service from a particular brand as their first choice when buying or using similar products or services, and purchase frequency as consumers regularly

141

make purchases of products or services from the same brand at short intervals of time or within a certain period of time.

The ideal form of each of these indicators has been formulated based on previous references. The results showed that most respondents had a high level of loyalty to the same brand, with the majority of them consistently making repeat purchases, giving positive recommendations to others, and choosing the brand as their top choice. However, there is also a small percentage of respondents who tend to consider other brands as the first choice or even refuse to use other brands. Overall, the results of the study confirm the importance of understanding the factors that affect consumer loyalty in the context of the products or services offered by a particular brand. Thus, while most consumer loyalty indicators are already good, there are still areas that need to be improved to achieve higher standards.

METHOD

This research is quantitative and data collection method applied is the distribution of questionnaires, according to the approach described by Mustafa et al., (2020). In this study, the population is consumers who have done online shopping at the Shopee marketplace living in Jakarta. In this study, non-probability sampling methods were used, especially by using purposive sampling techniques. In this study, the number of samples using the recommendations of Hair et al is the number of indicators 5-10. There are 5 indicators for each variable, so the total indicators are 20. By multiplying the number of samples by 5 and then multiplying by the number of indicators 20, the minimum total respondents needed is 100. For data analysis, researchers have distributed online questionnaires in the form of Google Form to Shopee consumers in Jakarta and filled out as many as 166 respondents. So in this study researchers used a sample of 166 respondents, because this can help reduce sampling errors. With more data, research results become more accurate and valid.

Data collection in this study was carried out through the distribution of questionnaires. The instrument used is an online questionnaire in the form of a Google Form, which is disseminated through social media platforms. The entire questionnaire was collected and used for data analysis. The data is rechecked to ensure consistency, with the aim of minimizing data input errors. Data analysis involves descriptive and inferential statistical methods. Descriptive statistical analysis is used to present survey data in the form of average values.

RESULTS AND DISCUSSION
Profile Respondent

In this study, researchers distributed questionnaires to 166 respondents of Shopee consumers in Jakarta. Respondents' profiles are differentiated by gender, age, recent education, occupation, and monthly income. The following are the results of the respondent profile analysis which can be seen in the Table 1.

Table 1. Respondent Data by Gender

Respondent Identity	Category	Amount	Percentage (%)
Gender	Man	59	36%
	Woman	107	64%
Total		166	100%

Source: Data processed by researchers (2023)

Based on Table 1, it can be concluded that the characteristics of Shopee consumer respondents in Jakarta in terms of gender amounted to 59 man respondents with a percentage of 36%. While the majority of respondents are mostly woman, as many as 107 with a percentage of 64%. Furthermore, the profile of respondents by age can be seen in the Table 2.

142

Table 2. Respondent Data by Age

Respondent Identity	Category	Amount	Percentage (%)
Age	17 – 26 years	158	95%
	27 – 36 years	5	3%
	37 – 46 years	3	2%
Total		166	100%

Source: Data processed by researchers (2023)

Based on Table 2, it can be concluded that the characteristics of Shopee consumer respondents in Jakarta in terms of age amounted to 158 respondents with a percentage of 95% were aged 17 – 26 years, 5 respondents with a percentage of 3% were aged 27 – 36 years, and 3 respondents with a percentage of 2% were aged 37 – 46 years. Furthermore, the profile of respondents by recent education can be seen in the Table 3.

Table 3. Respondent Data Based on Recent Education

Respondent Identity	Category	Amount	Percentage (%)
Recent Education	Senior High School	141	85%
	Diploma	7	4%
	Bachelor	18	11%
Total		166	100%

Source: Data processed by researchers (2023)

Based on Table 3, it can be concluded that the characteristics of Shopee consumer respondents in Jakarta in terms of recent education amounted to 141 respondents with a percentage of 85% were Senior High School, 7 respondents with a percentage of 4% were Diploma, and 18 respondents with a percentage of 11% were Bachelor. Furthermore, the profile of respondents by occupation can be seen in the Table 4.

Table 4. Respondent Data by Occupation

Respondent Identity	Category	Amount	Percentage (%)
Occupation	Students	112	68%
	Employees	50	30%
	Entrepreneurs	2	1%
	Other Jobs	2	1%
Total		166	100%

Source: Data processed by researchers (2023)

Based on Table 4, it can be concluded that the characteristics of Shopee consumer respondents in Jakarta in terms of occupation amounted to 112 respondents with a percentage of 68% are Students, 50 respondents with a percentage of 30% are Employees, 2 respondents with a percentage of 1% are Entrepreneurs, and 2 respondents with a percentage of 1% are Other jobs. Furthermore, the profile of respondents by monthly income can be seen in the Table 5.

Table 5. Respondent Data Based on Monthly Income

Respondent Identity	Category	Amount	Percentage (%)
Monthly Income	< 1.000.000	80	48%
	1.000.000 – 5.000.000	66	40%
	5.000.000 – 10.000.000	18	11%
	> 10.000.000	2	1%
Total		166	100%

Source: Data processed by researchers (2023)

Based on Table 5, it can be concluded that the characteristics of Shopee consumer respondents in Jakarta in terms of monthly income amounted to 80 respondents with a percentage of 48% is < 1.000.000, 66 respondents with a percentage of 40% are 1.000.000 – 5.000.000, 18 respondents with a percentage of 11% are 5.000.000 – 10.000.000, and 2 respondents with a percentage of 1% are > 10.000.000.

Data Description

In analyzing the data, researchers used descriptive analysis with the help of Microsoft Excel and SmartPLS application version 4. The data used in this study is primary data, which is data collected directly by researchers through questionnaires distributed to respondents using Google Form. The results of this questionnaire are then processed using SmartPLS 4.0 software. Measurement of variables is done using a scale of 1 to 5, where a score of 1 indicates "Strongly Disagree" and a score of 5 indicates "Strongly Agree".

Service Quality

The following is a descriptive analysis table that contains information about variable statement instruments, mean values, minimum values, standard deviations, and the number of respondents for independent variable service quality.

Table 6. Results of Descriptive Analysis of Service Quality

Statement Instrument	Mean	Minimum	Maximum	Standard Deviation	Number of Respondents
X1.1	3,464	1	5	1,160	166
X1.2	3,367	1	5	1,110	166
X1.3	3,970	1	5	1,184	166
X1.4	3,735	1	5	1,233	166
X1.5	3,542	1	5	1,154	166
X1.6	3,602	1	5	1,161	166
X1.7	3,524	1	5	1,176	166
X1.8	3,536	1	5	1,149	166
X1.9	3,524	1	5	1,090	166
X1.10	3,614	1	5	1,180	166

Source: Data processed by researchers (2023)

The test results listed in the Table 6, show that the average assessment of respondents to the Service Quality variable (X1) is included in the "agree" criterion with a value of 3.59. The highest assessment of respondents was on the X1.3 statement item, namely "Transaction processes, such as payment and order confirmation, can be completed quickly through the Shopee application" with a value of 3,970. As for the lowest assessment of respondents on the X1.2 statement item, namely "I feel that product photos on Shopee represent the actual product" with a value of 3,367. This states that each respondent feels that the transaction process, such as payment and order confirmation, can be completed quickly through the Shopee application and respondents feel that product photos on Shopee already represent the actual product. According to Septiani et al (2020) service quality is the level of excellence anticipated by controlling the level of excellence to meet customer needs.

Digital Marketing

The following is a descriptive analysis table that contains information about variable statement instruments, mean values, minimum values, standard deviations, and the number of respondents for independent variable digital marketing.

Table 7. Results of Descriptive Analysis of Digital Marketing

Statement Instrument	Mean	Minimum	Maximum	Standard Deviation	Number of Respondents
X2.1	3,590	1	5	1,252	166
X2.2	3,488	1	5	1,265	166
X2.3	3,584	1	5	1,243	166
X2.4	3,572	1	5	1,168	166
X2.5	3,566	1	5	1,214	166
X2.6	3,590	1	5	1,203	166
X2.7	3,518	1	5	1,123	166
X2.8	3,777	1	5	1,305	166
X2.9	3,506	1	5	1,250	166
X2.10	3,584	1	5	1,243	166

Source: Data processed by researchers (2023)

The test results listed in the Table 7, show that the average assessment of respondents to the Digital Marketing variable (X2) is included in the "agree" criteria with a value of 3.58. The respondent's highest rating was on the X2.8 statement item, namely "I feel product reviews posted by other users on Shopee can provide useful information" with a value of 3,777. As for the lowest assessment of respondents on the X2.2 statement item, namely "I easily access information about promotions in the Shopee application" with a value of 3,488. This states that each respondent feels that product reviews posted by other users on Shopee can provide useful information and respondents feel that they easily access information about promotions in the Shopee application. According to Masyithoh & Novitaningtyas (2021) digital marketing uses the internet as part of technology to communicate between sellers and buyers.

Consumer Satisfaction

The following is a descriptive analysis table that contains information about variable statement instruments, mean values, minimum values, standard deviations, and the number of respondents for independent variable consumer satisfaction.

Table 8. Results of Descriptive Analysis of Consumer Satisfaction

Statement Instrument	Mean	Minimum	Maximum	Standard Deviation	Number of Respondents
Z1	3,669	1	5	1,204	166
Z2	3,669	1	5	1,239	166
Z3	3,711	1	5	1,266	166
Z4	3,602	1	5	1,265	166
Z5	3,566	1	5	1,234	166
Z6	3,651	1	5	1,289	166
Z7	3,506	1	5	1,196	166
Z8	3,675	1	5	1,173	166
Z9	3,554	1	5	1,185	166
Z10	3,651	1	5	1,207	166

Source: Data processed by researchers (2023)

The test results listed in the Table 8, above show that the average assessment of respondents to the Consumer Satisfaction (Z) variable is included in the "agree" criteria with a value of 3.63. The respondent's highest rating was on the Z3 statement item, namely "I feel comfortable using features such as shopping cart, payment, and account settings in the Shopee application" with a value of 3,711. As for the lowest assessment of respondents on the Z7 statement item, namely "Products offered by Shopee meet or even exceed my expectations" with a value of 3,506. It states that each respondent feels comfortable using features such as

shopping cart, payment, and account settings in the Shopee application and respondents feel the products offered by Shopee meet or exceed their expectations. According to Budirahardjo & Laksmidewi (2022) consumer satisfaction is the response of consumers from the entire series, starting from expectations before the service is provided to after it is given.

Consumer Loyalty

The following is a descriptive analysis table that contains information about variable statement instruments, mean values, minimum values, standard deviations, and the number of respondents for independent variable consumer loyalty.

Table 9. Results of Descriptive Analysis of Consumer Loyalty

Statement Instrument	Mean	Minimum	Maximum	Standard Deviation	Number of Respondents
Y1	3,614	1	5	1,302	166
Y2	3,536	1	5	1,283	166
Y3	3,657	1	5	1,236	166
Y4	3,500	1	5	1,191	166
Y5	3,645	1	5	1,271	166
Y6	3,313	1	5	1,330	166
Y7	3,590	1	5	1,294	166
Y8	3,620	1	5	1,283	166
Y9	3,627	1	5	1,382	166
Y10	3,530	1	5	1,235	166

Source: Data processed by researchers (2023)

The test results listed in the Table 9, show that the average assessment of respondents to the Consumer Loyalty (Y) variable is included in the "agree" criteria with a value of 3.56. The respondent's highest rating was on the Y3 statement item, namely "I give positive reviews about the products I buy on Shopee to others" with a value of 3,657. As for the lowest assessment of respondents on the Y6 statement item, namely "I feel that Shopee meets my online shopping needs so I don't need another platform" with a value of 3,313. It states that every respondent gives positive reviews about products purchased on Shopee to others but respondents have not fully felt that Shopee meets their online shopping needs. According to Dhasarathi & Kanchana (2020) consumer loyalty can be interpreted as a consumer's commitment to make repeated purchases of products or services, while recommending them to others.

CONCLUSION AND RECOMMENDATION
Conclusion

After analyzing the description of the variables of service quality, digital marketing, consumer satisfaction, and consumer loyalty, the following conclusions can be drawn in this research: (1) The results of the descriptive analysis found in the service quality variable that the highest mean value was found in the statement "Transaction processes, such as payment and order confirmation, can be completed quickly through the Shopee application" with a score of 3,970. Furthermore, the lowest mean score is in the statement instrument "I feel that product photos on Shopee represent the actual product " with a score of 3,367, (2) The results of the descriptive analysis found in the digital marketing variable that the highest mean value was found in the statement " I feel product reviews posted by other users on Shopee can provide useful information" with a score of 3,777. Furthermore, the lowest mean score is in the statement instrument "I easily access information about promotions in the Shopee application" with a score of 3,488, (3) The results of the descriptive analysis found in the consumer satisfaction variable that the highest mean value was found in the statement "I feel comfortable

146

using features such as shopping cart, payment, and account settings in the Shopee application" with a score of 3,711. Furthermore, the lowest mean score is in the statement instrument "Products offered by Shopee meet or even exceed my expectations" with a score of 3,506, (4) The results of the descriptive analysis found in the consumer loyalty variable that the highest mean value was found in the statement "I give positive reviews about the products I buy on Shopee to others" with a score of 3,657. Furthermore, the lowest mean score is in the statement instrument "I feel that Shopee meets my online shopping needs so I don't need another platform" with a score of 3,313.

Recommendation

Based on the direct experience of researchers during this research process, there are several limitations faced and can be a concern for future researchers to improve their research. Some of the limitations in this study are: This research only covers three variables, while there are many other factors that may affect consumer loyalty that are not analyzed in this study, this research is only conducted on Shopee consumers in Jakarta, so it is possible that the results cannot be generalized to consumers in other regions, there are limitations of research using questionnaires, namely sometimes respondents give answers that do not show the actual conditions, and the number of samples in this study may not be large enough to represent the entire Shopee consumer population in Jakarta.

From the results of the research that has been done, researchers have high hopes that future studies consider adding additional variables to gain a more comprehensive understanding of the factors that affect consumer loyalty. Consider choosing e-commerce and different research locations as research objects. Consider adding data collection methods such as in-depth interviews, group discussions, and secondary data analysis. This approach can provide deeper insights and reduce bias that may arise from using questionnaires. And increasing the sample size and ensuring sample diversity can increase the external validity of the study and allow generalization of research results to a wider population.

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148

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