

The Effect of E-Satisfaction on E-Loyalty through Trust in E-Ticketing on Traveloka in Surabaya

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Abstract

This research aims to determine the effect of e-satisfaction on e-loyalty through trust in e-ticketing on Traveloka. The population in this research is Surabaya people who are over 18 years old and use credit cards to make transactions on Traveloka. The number of samples I took was 122 respondents. Data analysis using PLS. The variables in this research are e-loyalty as an endogenous variable and e-satisfaction and trust as exogenous variables. The results of data analysis show that e-satisfaction has a significant and positive effect on e-loyalty through trust in e-ticketing on Traveloka.

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INTRODUCTION

In the current era of globalization, industry is developing towards industry 4.0, where most activities are carried out digitally. Starting from shopping for daily necessities, food, and ordering tickets. All of these things can be done easily and quickly with the help of the internet. In 2018 internet users in Indonesia were 50% and in 2019 there was an increase of 6% to 56%. The internet is a very important medium. The internet is a source of all very useful information. The internet can increase people's income, namely as a means of promotion for business and also as a reference and benchmark for someone to make the right decisions for business. With the internet, humans are more helped, especially for those who have high mobility (Nurulita, 2019).

There have been many developments in this online business over time, one of which is shopping via E-commerce. The market in the traditional concept, which is physical and located in a certain geographical position, has changed in the modern concept and gave rise to a concept known as E-commerce (Nugroho et al., 2023). E-commerce is the use of the internet, world wide web (web), and mobile applications to process business transactions (Trot & Laudon, 2014). E-commerce is very helpful because it can save time, energy and is of course more practical compared to traditional shopping (Singh et al., 2019). The ongoing development of E-commerce also has a negative side, as is the case with the E-commerce system, there are still several shortcomings in this system, some of which are customer satisfaction with service providers, customer trust, and the security that exists in this system (Mamakou et al., 2023). Which causes customers to be reluctant to carry out shopping transactions through online shopping (Al-Hawari, 2014).

Consumer behavior is the study of how decision makers, whether individuals, groups or organizations, make purchasing decisions or carry out transactions to purchase a product and consume it. In the context of purchasing plane tickets, previously we had to use a travel agent, but now we use the online method. Customer behavior greatly influences consumer purchasing decisions (Ahmad et al., 2017). Consumer decision making is an integration process that combines knowledge to evaluate two or more alternative behaviors, and choose one of them (Chandra et al., 2023). Purchasing decisions are the actions of consumers to decide whether to buy or not a product. Consumers usually always consider product quality, price and promotions. Consumers

will experience a level of satisfaction if the goods they obtain match their needs and desires. On the other hand, consumers will be dissatisfied after making a purchase if the goods are not genuine, their needs do not meet expectations, they do not match promotions, and so on. The goal of the company is to make consumers feel satisfied and loyal to the company (Siagian et al., 2022). Pure service quality must be maintained and even improved so that customers can always be satisfied and loyal (Marso & Idris, 2022). Customer loyalty based on an attitudinal and behavioral perspective. Customer loyalty is very important because it determines how satisfied or confident they are with the services provided by the company (Trivedi & Yadav, 2020). Based on what has been explained above, the author found an incident that created interest in researching e-satisfaction on e-loyalty through trust. It started with the author's mistake in buying a ticket at Traveloka, and then complaining to Traveloka, where Traveloka was very cooperative in providing a solution to the problem. e-satisfaction and trust are factors that increase the development of e-loyalty (Chou et al., 2015). Based on the problems stated above, it can be determined that the research objective is to get the magnitude of the influence of e-satisfaction on trust in E-ticketing at Traveloka, the influence of e-satisfaction on e-loyalty in E-ticketing at Traveloka and the influence of trust on e-loyalty E-ticketing at Traveloka.

LITERATURE REVIEW

E-Commerce

E-commerce is a system of application technology and business processes that connects companies, consumers and also certain communities through electronic transaction media and digital trade in products, services and information (Tarigan et al., 2020). Electronic Commerce or what can be called E-commerce is part of e-lifestyle which allows buying and selling transactions to be carried out online from any corner of the world even (Singh et al., 2019). Electronic commerce is the purchase, sale and marketing of goods and services through electronic systems (Mamakou et al., 2023). E-commerce is a process of sending products, services, information, or transactions via computers or other electronic devices. E-commerce is a system of technology towards the automation of business transactions and workflow. E-commerce is a tool that fulfills the desire of companies and consumers to reduce service costs while improving product quality and increasing the speed and accuracy of service. E-commerce provides a means to buy and sell products or services as well as information using internet services.

Customer Behavior

The success or failure of a product on the market is greatly influenced by how the product is received by consumers (Tarigan et al., 2020). Of course, products that suit consumer needs and goals will be purchased and consumed by a consumer (Singh et al., 2019). Consumer behavior is a process or activity when someone is related to searching, selecting, purchasing, using, and evaluating products and services to meet needs and desires (Wulandari et al., 2022). The definition of Consumer Behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, use, position products, services, experiences, or ideas to satisfy desires and the impact of these processes on consumers and society. The scope of Consumer Behavior covers many things because Consumer Behavior is a study of the processes that develop when individuals or groups of people select, use, or dispose of a product, service, idea, or experience to satisfy needs and desires. Consumer Behavior is something related to the personality of a person or group in determining their rights in choosing, buying, using and replacing a product or service to achieve what they want from that product or service.

E-Satisfaction

Consumer satisfaction can be interpreted as an effort to fulfill or make something enough (Siagian et al., 2022). Consumer satisfaction is a condition where consumer needs, desires and expectations can be met through the products and services consumed (Tarigan et al., 2020). Written in a service marketing book, it is written that satisfaction can be seen from the consumer's response to the evaluation of the perceived discrepancy between existing expectations and the actual performance felt after enjoying the product (Tarigan et al., 2019).

Chou et al., (2015) also assume that e-satisfaction is customer satisfaction from previous transaction experiences with an e-commerce site. E-satisfaction is customer satisfaction related to previous purchasing experiences

with a given E-commerce company (Sutapa et al., 2017). E-satisfaction is the response that users have when using a website (Singh et al., 2019). The website must be good and easy to use and view. Satisfaction with E-commerce is directly proportional to the quality felt when using the E-commerce site. Satisfaction can generate positive attitudes towards E-commerce sites. The error of view of satisfaction usually results in an overall positive attitude towards the buying and selling site. Mamakou et al. (2023) states that e-satisfaction is the result of what consumers feel about online convenience, transactions, design, security and service on e-commerce sites. E-satisfaction is a behavioral response, in the form of a consumer's post-purchase evaluation or assessment of the appearance and performance of a good or service as perceived by the consumer.

E-loyalty

Making customers loyal is the goal of the company, but some companies do not know that customer loyalty can be formed through a sequence starting from finding potential potential customers to customer advocacy which will provide profits for the company (Marso & Idris, 2022). Customer loyalty is purchasing or using a product regularly and paying attention to it all the time by making repeated purchases or use (Siagian et al., 2022). loyalty is based on value proposition, brand building, trust and security, website and technology and customer service. In the context of E-commerce, customer satisfaction and trust have an impact on customer loyalty, while E-loyalty is a commitment to consistently revisit a site because shopping on that site is preferable to switching to another site (Spend et al., 2015).

In online business, e-loyalty is a very crucial source of problems because consumers can easily compare the same product with other online businesses (Al-Hawari, 2014). E-loyalty is a customer's willingness to visit the same website in the presence or absence of online transactions (Ahmad et al., 2017). This defines customer loyalty as a constructive and potentially profitable attitude in conventional situations. E-loyalty is an action that shows firm obedience to a person or institution through electronic means (chou et al., 2015). Loyal customers are an asset for the company and to find out who are loyal customers, the company must be able to offer products or services that can meet customer expectations and satisfy customers. If customers make repeated and regular purchasing actions, then these customers are loyal customers.

Trust

Trust is the hope that the trusted party will not commit fraud by taking personal advantage in certain situations. Trust relates to the belief that a trustworthy party will fulfill it his commitment (Chandra et al., 2023). Trust is an assessment of a person's relationship with other people who will carry out transactions in accordance with expectations in an environment full of uncertainty (Trivedi & Yadav, 2020). Trust is built before certain parties know each other through interactions or transactions. Consumer trust concerns the belief that products and services have various attributes, and the benefits of these various attributes. Lack of trust is the reason consumers are reluctant to make transactions with an E-commerce site (Mamakou et al., 2023). Research by developing and validating an empirical model to predict intention to transact by integrating trust in e-commerce with the Technology Acceptance Model (TAM) (Wulandari et al., 2022). Integrity is the consumer's perspective that the company follows principles that can be upheld, such as keeping promises, behaving ethically and being honest with its consumers. Company integrity depends on a company's consistency in the past, whether credible communication or non-credible communication to a company is in accordance with the promises made by the company. Kindness is the basis for trust in a partnership that has goals and motivation that become advantages for other organizations when new conditions arise, namely conditions where commitment is not formed. Competence is the ability to solve problems faced by consumers and help with all their needs. Capabilities refer to the skills and characteristics that enable a group to have dominant influence.

Relationships between Research Concepts

There is a positive relationship between customer satisfaction and customer loyalty (Siagian et al., 2022). When customers feel satisfied with the performance of an e-commerce company, this will create loyal customers (Ahmad et al., 2017). Over time, satisfaction will turn into loyalty (Mamakou et al., 2023). From research put forward by Chou et al., (2015) e-commerce users show that e-satisfaction has a positive effect on Trust. Companies that want to win the competition in online business can pay full attention to e-satisfaction. Full attention to e-satisfaction will have a positive impact on the organization (Tarigan et al., 2019). Customers

who feel satisfied when shopping at a company can form a customer trust for shopping so that customers will feel encouraged to make repeat purchases at the company (Marso & Idris, 2022). This is confirmed by several studies such as research conducted by Chandra et al. (2023) where every organization has the goal of developing trust through e-satisfaction so that the company is able to retain its customers for a long period of time. The results of this research indicate that e-satisfaction has a significant effect on trust. According to research conducted by Trivedi & Yadav (2020) states that e-satisfaction has a significant effect on trust. Based on the results of the research above, it can be taken

H₁ : E-satisfaction influences Trust in E-ticketing at Traveloka.

E-Satisfaction is consumer satisfaction with previous experiences or purchasing behavior online (Sutapa et al., 2017). Satisfaction directly positively influences loyalty in online business (Nugroho et al., 2023). In research conducted by Siagian et al. (2022) explains that there is a positive relationship between E-satisfaction and E-loyalty, meaning that the level of E-loyalty is also determined by E-satisfaction. If E-satisfaction decreases, customer E-loyalty will also decrease, and vice versa, when E-satisfaction increases, customer E-loyalty will increase. e-satisfaction is customer satisfaction related to previous purchasing experiences with certain online stores. The more satisfied consumers are in shopping for clothes online, the level of loyalty towards e-commerce will also increase. Customer satisfaction has a significant effect on customer loyalty (Ahmad et al., 2017). The results of this research show that the experience of satisfaction felt by customers when making a purchase will make customers return to buy from the company at a later time and become loyal customers. Based on the research above, it can be taken

H₂ : E-satisfaction influences E-loyalty in E-ticketing on Traveloka.

There are several opinions which state that customers always feel worried when making online transactions, because online transactions are full of uncertainty. Because of this, trust is the most important thing in transactions in E-commerce (Chou et al., 2015). This means that the lower the security level of a shopping site, the lower the level of consumer confidence in shopping online and vice versa (Siagian et al., 2022). Trust is defined as the beginning of the basic relationship of formation and maintenance between customers and online sellers (Trivedi & Yadav, 2020). To gain consumer loyalty, you must first gain trust (Nugroho et al., 2023). In the banking world, service quality has a direct or indirect impact on satisfaction and trust. Companies that want to win the competition in online business can pay full attention to customer satisfaction. Full attention to customer satisfaction will have a positive impact on the company. Customers who feel satisfied when shopping at a company can form customer confidence in shopping so that customers will feel encouraged to make repeat purchases at the company. The company aims to develop customer trust through customer satisfaction so that the company is able to retain its customers for a long period of time. The results of this research state that customer satisfaction has a significant effect on customer trust. Based on the research above, it can be taken.

H₃ : Trust influences E-loyalty in E-ticketing at Traveloka.

Based on the explanation above, a research conceptual framework can be established (Figure 1).

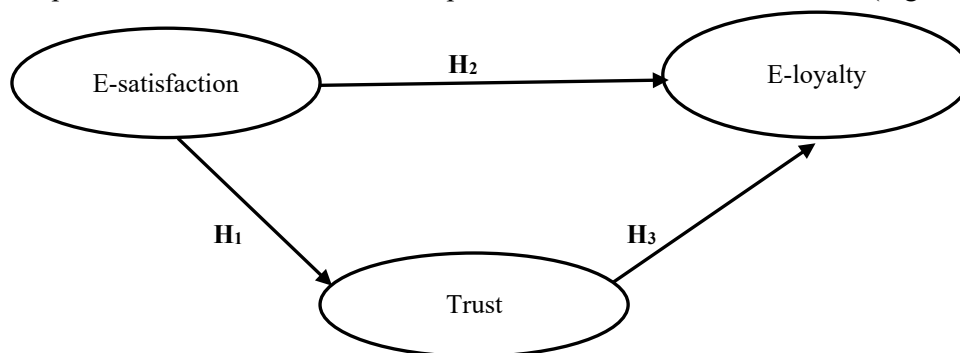


Figure 1. Research Conceptual Framework

RESEARCH METHOD

This research can be included in quantitative research using survey methods. Survey research is research that takes samples from a population and uses questionnaires as the main data collection tool (Sekaran & Bougie, 2016). The survey method used focuses on collecting data from respondents who have certain information so

as to enable researchers to solve problems. From the level of explanation, this research is grouped into associative causal or relationship research, namely research to determine cause and effect. The relationship or influence between the independent variable (X) on the dependent variable (Y) (Sugiyono, 2018). Population is a generalization area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then the results are taken (Sugiyono, 2018). The population in this study are people who live in the city of Surabaya who have purchased tickets using e-ticketing.

A sample is a part or representative of a population that has the same traits and characteristics and meets the specified population. Looking at the characteristics of the existing population and the objectives of this research, the respondents in this research were determined using a purposive sampling method, namely determining respondents from the population using certain criteria. Consumers who are adults or over 18 years old, Surabaya residents who have purchased tickets using e-ticketing and purchased e-ticketing using a credit card. According to Hair et al. (2010), the size of a good and representative respondent depends on the number of all indicators in the variable multiplied by 5 - 10. In this study, there are 12 statements, so 120 respondents will be taken. indicators of E-loyalty are saying positive things, recommend friends and continue purchasing. E-satisfaction or online customer satisfaction is the result of consumer perceptions of online convenience, trading/transaction methods, site design, security and service, with e-satisfaction items being convenience, merchandising and serviceability.

Trust is the hope that the trusted party will not commit fraud by taking personal advantage in certain situations. Trust indicators consist of integrity, benevolence and competence. Data analysis is the application of reasoning to understand the data that has been collected. This research uses Partial Least Square (PLS) which is part of SEM. PLS is a statistical technique used to test and estimate causal relationships by integrating factor analysis and path analysis. The PLS method can be used to see how much influence one variable has on the other variables used and can also measure how much the latent variable is related to the manifest variable used.

RESEARCH RESULTS AND DISCUSSION

Traveloka is an e-commerce that sells various transportation tickets and hotel booking services. Traveloka itself has 2 platforms, namely web-based or can be accessed via computer and there is also an application-based one that can be used on gadgets. According to sites that review Traveloka, Traveloka has several advantages compared to e-commerce which sells transportation and similar hotel booking services, one of which is that it is cheaper because it does not charge a booking price and service fee for each order. It saves even more time because there are many order payment methods available. can be selected as desired. Traveloka is more reliable because in its system, when we have ordered e-ticketing or hotel bookings, the time provided for payment of the ticket will appear. If the time given has expired and the customer still has not made payment, the order will be automatically canceled by the system. There are also refund and reschedule features which can make it easier for customers if they want to cancel or rearrange booking or purchasing plane tickets. Refund itself is a feature that can be used by customers to cancel ticket orders and take back the money that has been sent which has been determined by Traveloka. Meanwhile, rescheduling is a feature for changing several ticket order details, for example changing the date listed on the ticket order.

The respondents in this research were all consumers who had used Traveloka e-ticketing. The following is a description of the identity of research respondents consisting of gender, age, education, and e-ticketing purchases within a year. The number of respondents was 122 with a composition of 63 people (51.6%) men and 59 people (48.4%) women. The composition based on the age of respondents was 85 people (69.7%) aged between 18 - 25 years, as many as 31 people (25.4%) aged between 26 - 40 years, and as many as 6 people (4.9%) aged over 40 years old. The number of respondents came from undergraduate graduates, namely 82 respondents (67.2%), one-person (0.8%) respondent came from elementary school graduates, while the number of respondents who came from high school graduates was 36 people (29, 5%), and the number of postgraduate respondents was 3 people (2.5%). Description of respondents based on E-ticketing purchases in a year, most respondents have purchased e-ticketing 3-5 times a year as many as 51 respondents (41.8%), less than 3 times as many as 49 respondents (40.2%), and more than 5 times a year as many as 22 respondents (18%).

The outer loading value for each statement is greater than 0.5. This means that the indicators used in this research are valid or have met convergent validity. The e-satisfaction variable has the lowest value of 0.8209, the e-loyalty variable is 0.8018, and the trust variable is 0.8185. This also shows that the research instrument

used has measured what it should measure. Thus, the numbers that have been declared valid can be used for further processing at the next stage. Composite reliability is used to test the reliability of a variable, which shows the accuracy and consistency of the precision of a measuring instrument. A variable is considered reliable if the composite reliability value is more than 0.7.

Table 1. Reliability Test

Variable	Composite Reliability	Information
E-satisfaction	0.929	Reliable
E-loyalty	0.886	Reliable
Trust	0.924	Reliable

Table 1 states that the composite reliability value of each variable is > 0.70 , thus it can be concluded that all variables in this study have good reliability. Hypothesis testing aims to determine the correlation or relationship that occurs between each variable studied. Hypothesis testing is shown in Figure 2 and Table 2.

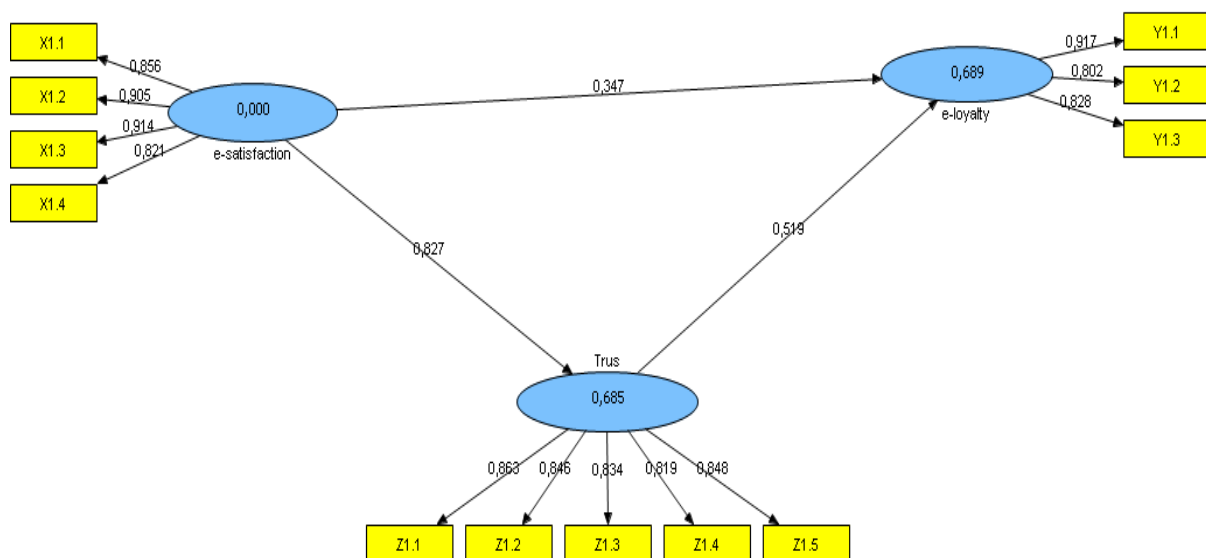


Figure 2. Output PLS

Table 2. Hypothesis Test Results (*T-Statistics*)

Hypothesis	Original Sample	Sample Mean (M)	Standard Deviation	T Statistics
Trust → e-loyalty	0.5194	0.5199	0.1268	4.0961
e-satisfaction → Trust	0.8273	0.8246	0.0479	17.2804
e-satisfaction → e-loyalty	0.3474	0.3444	0.1274	2.7264

E-satisfaction has a significant effect on Trust as evidenced by the calculated t value of 17.280, which means it is greater than the t table value of 1.965. Thus, the hypothesis in this research which states that E-satisfaction has a significant effect on Trust is accepted. Trust has a significant influence on E-loyalty as evidenced by the calculated t value of 4.096, which means it is greater than the t table value of 1.965. Thus, the hypothesis in this study which states that Trust has a significant effect on E-loyalty is accepted. E-satisfaction has a significant influence on E-loyalty as evidenced by the calculated t value of 2.726, which means it is greater than the t table value of 1.965. Thus, the hypothesis in this study which states that E-satisfaction has a significant effect on E-loyalty is accepted.

Companies that want to win the competition in online business can pay full attention to customer satisfaction. Full attention to customer satisfaction will have a positive impact on the company. Customers who feel satisfied when shopping at a company can form customer confidence in shopping so that customers will feel encouraged to make repeat purchases at the company. This is confirmed by several studies such as research conducted where every company has the goal of developing customer trust through customer satisfaction so that the company is able to retain its customers for a long period of time (Mamakou et al., 2023). Customer

satisfaction has a significant effect on customer trust (Chandra et al., 2023). Customer satisfaction is an attitude based on a customer's experience, where this past experience supports the development of trust felt by the customer in the company. Customers trust the company's honesty and ability to meet customer needs and requests. If customers are satisfied, then they will trust the company. The results of this research have proven that better customer satisfaction will increase customer trust and customer loyalty to continue buying goods from the company.

Trust has a significant influence on E-loyalty (Tarigan et al., 2020). Trust is the knowledge possessed by consumers and all the conclusions consumers make about objects, attributes and benefits. Considering that belief is our cognitive knowledge of an object, attitude is the feeling or affective response we have about the object. Initially, consumers form trust in a product, then form an attitude towards the product and finally buy it, or consumers first carry out product purchasing behavior and then form trust and attitudes towards the product (Marso & Idris, 2022). With the knowledge function, a person's attitudes form a reference framework in which they interpret their world. Consumer behavior is very influential, how they selectively expose themselves and observe marketing communications. The knowledge function also helps explain the influence of brand loyalty (Singh et al., 2019). By maintaining a positive attitude towards products, consumers can simplify their lives. Brand loyalty can reduce the search time required to obtain a product to meet one's needs

E-satisfaction has a significant influence on employee E-loyalty (Nugroho et al., 2023). In this research, customer satisfaction has an important role in shaping service quality and customer loyalty. Therefore, managers must focus on customer satisfaction. The results of this research show that the experience of satisfaction felt by customers when making a purchase will make customers return to buy from the company at a later time and become loyal customers.

CONCLUSION

Based on the results of the research and data analysis above, it was found that e-satisfaction for consumers has an influence on trust in e-ticketing at Traveloka. Consumers who have purchased tickets feel satisfied in purchasing tickets because they were obtained at an affordable price and quickly. Trust has an influence on e-loyalty in e-ticketing at Traveloka. Consumers have trusted the Traveloka website so that they have made repeat purchases, even the majority have purchased more than twice. This shows that consumers trust the system so that e-loyalty occurs. E-satisfaction has an influence on E-loyalty. In e-ticketing at Traveloka, the higher E-satisfaction will increase E-loyalty significantly. It is recommended to enrich primary data that can be obtained through interviews with research respondents to obtain more real data. Respondents' responses to trust are on the quality of e-ticketing services at Traveloka, therefore Traveloka is advised to improve service quality by immediately handling consumer complaints quickly and helping consumers if they experience difficulties in ordering, so that consumers feel satisfied and ultimately become loyal and loyal. increase the number of consumers who use Traveloka services. Traveloka is advised to make a review for every successful e-ticketing purchase on Traveloka, which is useful for rating and responding to every e-ticketing transaction on Traveloka. If you are given a bad rating or response, it can be an evaluation of Traveloka to be better, likewise, if you are given a good rating or response, it can maintain its performance.

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