

The Influence of Trust and Quality of Tokopedia Website on Loyalty through Customer Satisfaction in the Besuki Residency

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Abstract: *The growth of e-commerce is developing in Indonesia Companies. Tokopedia is an e-commerce company in Indonesia that offers a marketplace business concept. Customer loyalty means the desire to use Tokopedia website continuously, and it will affect the company's success. Customer loyalty can be achieved through good trust, and there is a quality website that supports it so that it can provide a level of customer satisfaction. Much research has been conducted to examine the relationship between satisfaction and loyalty. However, some things have not shown success and there are research gaps. The results of the study have a major effect on the assessment of Tokopedia customer loyalty in the Karisidenan Besuki area. This study tried to measure customer loyalty from trustworthiness and good website quality through satisfaction. This decision making is based on existing theories. Even the role of trust and website quality that is expected to be able to make Tokopedia customer loyalty in the Karisidenan Besuki area will be better than other areas that have achieved their goals*

Keywords: *quality of service, customer relationship marketing, satisfaction, dan loyalty.*

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I. Introduction

The modern era has made the development of everything become online. This is supported by the Indonesian Internet Service Provider Association (APJII) which stated that internet growth in Indonesia is increasing from year to year. Tokopedia is an e-commerce company in Indonesia. Tokopedia as a mall that is a gathering place for online shops throughout Indonesia. Users or what are called Toppers can compare prices from various stores in tokopedia.com, making it possible to get the desired product at the right price. Tokopedia is also one of the largest marketplaces in Indonesia which is currently well known among those who like to buy or shop online.

The empirical phenomenon in this study is that Tokopedia is the second rank in e-commerce with the highest number of visitors after Lazada. Furthermore, in 2019 Tokopedia is first rank in e-commerce with the highest number of visitors, which is nearly 66 million visitors. This showed that Tokopedia is an e-commerce that has been very well known in Indonesia recently. The large number of visitors also showed that Tokopedia has a good image so that it is a factor for someone in making online purchase decisions on Tokopedia.

At the beginning of its establishment, Tokopedia was famous for providing products at the cheapest prices to invite consumers, logically it would not be able to keep customers if it only relied on product availability and low prices. It is indicated that there are other factors besides product availability and prices that can influence consumers to remain loyal to Tokopedia e-commerce. As e-commerce with the highest number of visitors and having a good image in the consumers, Tokopedia must be able to maintain this reputation. Convenience and safety of consumers are important factors that must be maintained by Tokopedia, because when shopping online, a consumer does not only look at prices, product brands, or product variations, but also website quality and the trust that consumers feel when making online purchases will create a sense of satisfaction and make these loyal consumers.

II. Literatur Review

According to Laudon and Traver (2012: 49) E-commerce is the use of the internet and websites for business transactions. According to Suyanto (2003: 11), the definition of E-Commerce is defined as a conceptual renewal which can be described through the process of buying and selling goods or services on a world wide web (www). According to Nanehrakan (2013) E-Commerce is an interaction between communication systems, management systems, and security, because these three things exchange commercial information in relation to the sale of products or services.

Mayer et. al (1995: 30) defined the trust is a person's willingness to be sensitive to the others action based on the expectation that the other people will take an action on those who believe in them, without depending on their ability to monitor and control them. According to Rotter (1967: 55) stated that the trust is a

belief that someone's word or promise can be trusted and someone will fulfill their obligations in an exchange relationship. Trust related to the intention of companies to rely on their exchange partners. In online transactions, trust arises when those involved have received assurance from other parties, and are willing and able to provide their obligations

Website is an internet facility that connects documents both locally and remotely. Documents on the website are called web pages and the links on the website allowed users to move from one page to another (hyper text), both between pages stored on the same server and servers around the world. According to Laudon and Traver (2012: 195) the purpose of a website is to deliver content to consumers and complete the transaction process. The faster and more reliable these two goals are, the more effective a website is from an E-commerce perspective

According to Fandy Tjiptono (2011: 353) the word "satisfaction: comes from the Latin" satis "(the meaning is quite a lot, is adequate) and" facio "(doing or making) in simply means satisfaction can be interpreted as an effort to fulfill something or make something adequate. According to Howard and Sheth (1969:

353) stated that customer satisfaction is a cognitive purchasing situation with regard to the equivalence or mismatch between the results obtained compared to the sacrifices that has been made. Meanwhile, according to Swan (1956: 353) defined customer satisfaction as a conscious evaluation or cognitive assessment regarding whether the performance of the product is relatively good or bad or whether the product is suitable or not suitable for its purpose or use.

Customer loyalty can be said as the percentage of customers who survive, as customers who want to continue using services or products or as consumers who want to recommend products or services to the others. Customers will declare their loyalty through feelings and perceptions of high satisfaction, through positive attitudes and preferences which means customers will continue to buy back from this company. Loyalty is a strong commitment from consumers so that they are willing to make repeat purchases of products or services they like consistently and in the long term, without being affected by the situation and marketing efforts of other products that try to change of buying the other products (Griffin, 2005).

III. Conceptual Model

Loyalty (loyalty) is a deeply held commitment to repurchase a product or service in the future and will not be affected by situations and marketing efforts that have the potential to cause customers to change at the other products or services (Kotler and Keller, 2009 : 138). The quality of goods and services has a close relationship with customer satisfaction. According to Kotler and Keller (2009: 143) which stated that satisfaction is highly dependent on the quality of a product or service. Quality is the key to value creation and customer satisfaction. The description of the theory previously described, it can be seen that there is a relationship between service quality on a website on customer satisfaction and its effect on customer loyalty. The quality of the website in this study becomes the independent variable (independent) and customer satisfaction becomes the intervening variable and loyalty becomes the dependent variable. These variables can be described in the conceptual framework in Figure 2.1 below.

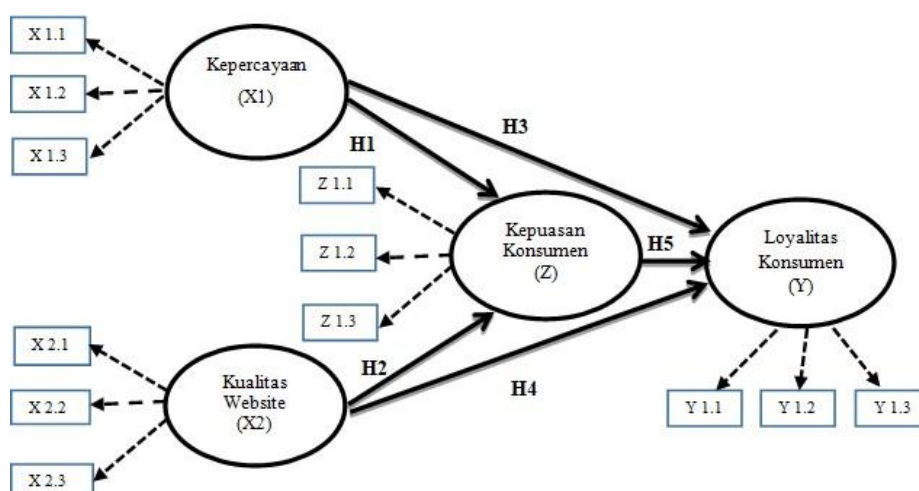


Figure 1 Conceptual Framework

HYPOTHESIS

a. The influence of trust on Tokopedia customer satisfaction in the Besuki Residency

According to Sheth & Mittal (2004) trust can be interpreted as the availability to rely on the ability, integrity and

motivation of other parties to act in order to satisfy one's needs and interests as mutually agreed implicitly or explicitly. Furthermore, Morgan and Hunt (1994) stated that trust is an important element in business relationships and is recognized as a major construct in relationship marketing modeling.

According to research by Kantsperger & Kuntz (2013), it is found that the influence of customer satisfaction on loyalty is mediated by consumer trust. Here, satisfaction itself is not enough to make someone loyal without being accompanied by trust. From this study it can be concluded that the higher the level of consumer confidence will make better consumer loyalty. From the statements above, the hypothesis can be made:

H1: Trust has a significant influence on Tokopedia's consumer satisfaction in the Besuki Residency

b. The quality of the website influence the decision of Tokopedia consumers in the Besuki Residency

The quality of the website must be improved continuously if consumers do not want to feel boredom. Chaffey and Smith (2013: 283) stated that good e-commerce must have a website with a consumer-centered design. Bly (2002: 257) stated that the factor that can influence consumers to choose to shop at an online buying and selling site is the ability of e-marketers to convince buyers that the company they manage is reliable, trustworthy, full of information and competent.

The results of research by Gajendra and Wang (2014) stated that information and quality of website services have a significant influence on customer satisfaction and sustainability in repurchasing. Further research by Faizan Ali (2015) revealed that the quality of the hotel website has a significant effect on the satisfaction of hotel customers who book through the website. From the statements above, the following hypothesis can be made:

H2: The quality of the website has a significant influence on customer satisfaction in the Besuki Residency

c. The influence of satisfaction on Tokopedia's consumer loyalty in the Besuki Residency

Kotler (2009: 177) defined that consumer satisfaction is a feeling of pleasure or disappointment in someone who arises after comparing their perceptions / impressions of the performance or results of a product and their expectations. Furthermore, satisfaction according to Mowen (1995) is defined as the overall attitude towards a good or service after its acquisition and use.

Research conducted by Keisidou et al., (2013) explained that customer satisfaction has a significant impact on consumer loyalty and company image. This can be explained by the fact that an increase in consumer satisfaction is reflected in the image of consumers towards the company, so the following hypothesis can be made:

H3: Satisfaction influence Tokopedia's consumer loyalty in the Besuki Residency

d. The influence of trust on Tokopedia's consumer loyalty in the Besuki Residency

Wardani (2015: 12) adds that trust is the willingness of consumers to use the company's products / services because they believe that the company has the reliability to be able to keep promises made to consumers so that later it will form customer loyalty. Furthermore, the theory put forward by Ramsey and Sohi (1997) states that trust is an important element that affects the quality of a relationship.

The results of research conducted by Gilaninia et al., (2011) show that trust has a significant effect on customer loyalty in addition to communication and conflict handling factors. G & Akhtar (2015) explained that trust is one of the keys in building consumer loyalty. By building trust, loyalty can be built, strengthened and maintained. From some of the above, the following hypothesis can be made:

H4: Trust affects Tokopedia's consumer loyalty in the Besuki Residency

e. The influence of website quality on Tokopedia's consumer loyalty in the Besuki Residency

Bly (2002: 256) states that the success of an online business can occur if successful e-marketers increase consumer interest in interacting with the user interface of the website they manage. Chaffey and Smith (2013: 131) state that product quality, service quality and site quality are basic prerequisites for achieving online customer loyalty. So to get consumer loyalty, e-commerce must have knowledge about how to build a pleasant website.

Research conducted by Ahn et al., (2007) suggests that Web quality, product category systems, product information, and service quality have a significant impact on perceptions of ease of use, enjoyment, usability and the resulting effects that can encourage site use in context. online retail. Based on the description above, the following hypothesis can be made:

H5: Website quality has a significant influence on Tokopedia's consumer loyalty in the Besuki Residency

IV. Conclusion

Certain changes in development from time to time is not cover the threats or opportunities in the banking world. One of the biggest threats is that there is a competitor who comes with better quality that has an impact on such a big change. The hard competition between e-commerce also influence customer loyalty, this shows that the trust and quality of the website have become an important role to show the work of an e-commerce or organization. It takes strategic planning and utilization of good corporate strategy within the company as a solution to face uncertain changes.

In the growing of business competition, Tokopedia requires high customer loyalty in maintaining the sustainability of business units in the developing world of e-commerce. By the fierce competition, website trust and quality have become important subjects in overcoming threats and opportunities. For this reason, further research is needed to determine the role of trust and website quality on satisfaction so that it can increase Tokopedia's consumer loyalty in other areas.

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