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The Effect Of E-Service Quality And E-Satisfaction On E-Loyality At SM Bakery Bulukumba And Makassar Cake Shops

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Abstract

This study aims to find out how the effect of e-service quality on e-loyalty through e-satisfaction at bakery sm bakery Bulukumba and Makassar cake. The population in this study were customers at SM Bakery and Makassar Cake and the sample used was 60 customers. Data collection was carried out using the questionnaire method which was distributed via Google from. The data analysis technique used is partial least squares (PLS) using measurement model analysis (outer model) and structural model analysis (inner model) where the research results show a direct effect of E-Service (X) on E-Loyalty (Y), where from the results of the statistical test the result is a p-value (0.011) <0.05, which means that the p-value is less than the significance level of 0.05 so that there is a direct effect of E-Service on E -Loyalty.

Keywords e-Service Quality, e-Satisfaction, e-Loyality

INTRODUCTION

In today's modern era, consumers have many ways to shop for goods or services. This is inseparable from technological advances that allow consumers to be able to shop via the internet. Seeing that consumers are dominant in making purchases through social media is one of the producer factors in carrying out the buying and selling process and the availability of various social media such as Instagram and WhatsApp as media for producers and consumers in carrying out transaction processes that are only carried out through social media. The opening of business opportunities for MSMEs has encouraged producers to change their shopping methods from where previously consumers had to visit stores to be able to make purchase transactions.

Research on the relationship between e-service, e-satisfaction and e-loyalty both have a significant and positive relationship to each of the research variables e-service can be used by individuals, companies and other e-services can be accessed through a wider network than traditional services. One of the MSMEs that carry out online transaction methods is the SM BAKERY cake shop and MAKASSAR CAKE shop, which have been operating since 2020 and are continuing to try to maintain consumer loyalty to these cake shops. SM BAKERY BULUKUMBA and MAKASSAR CAKE are some examples of MSMEs working in the culinary world, especially cakes, by providing various types of cakes that vary in taste and shape, as for sales data from the two stores, namely:

SM Bakery Bulukumba product sales started in 2020 by issuing doormat bread and starting to market the product in March 2020. It can be seen in the sales data above that unit sales of doormat bread have increased sales in 2020. Then in 2021 SM Bakery Bulukumba is back to making products with selling Korean birthday cakes and donut cakes with the aim that consumers do not feel bored with the flavors provided by the SM Bakery Bulukumba cake shop so that it can be seen in the table above that the sales data for the SM

Bakery Bulukumba business unit from 2020 to 2021 has increased.Sales will increase from 2020 to 2021 because the SM Bakery Bulukumba cake shop always provides good service to consumers and always accepts suggestions and input through social media as a forum for conducting sales transactions so that consumers feel loyal and will make repeated purchases.

Makassar Cake also started a business unit in 2020 by making custom cakes according to customer wishes where customers can buy cakes according to their wishes both in terms of shape, taste and color of the cake itself. in 2020 Makassar Cake has experienced an increase in sales so that in 2021 it will again issue a new type of cake, namely the Korean birthday cake which seen that year there are very many Korean birthday cake enthusiasts.

IMPLEMENTATION METHOD

The variables in this study can be classified into three variables, namely E-service quality (X) E-satisfiction (Z) and E-loyalty (Y). The partial least squares (PLS) method was first developed by Herman Wold (1966) as a common procedure in predict the path model using a latent construct with many indicators. The PLS method is a distribution that does not take into account distributed data.

Special, that is, it can be nominal, category, ordinal, interval and ratio. PLS has factors that are not determined by strong analytical methods; therefore it does not perceive the data as a certain scale with a small sample size. Output from PLS for the research path model, then resampling bootstrapping is carried out so that the loading value is validated with the t-distribution value with p- the values. The level of confidence applied in this study is 95% (1-α) or it is said with $\alpha = 0.05$ which indicates the possibility of type 1 error or the possibility of rejecting the true null hypothesis. So that the critical t-value for this α value is 1.672. Based on this output, they tested t at $\alpha = 0.05$ and conclusions were drawn for each hypothesized path.

RESULTS AND DISCUSSION

In this research,using respondents who are scattered in several characteristics, ranging from gender, age, last education and occupation. This data was obtained through random distribution of questionnaires. Respondents in this study were consumers at SM Bakery Bulukumba and Makassar Cake cake shops. The sample in this study was 60 people. In the PLS analysis, the basic evaluation was carried out, namely the evaluation of the measurement model (Outer model) with the aim of knowing the validity and reliability of indicators that measure latent variables. Testing the validity and reliability of indicators in this study refers to discriminant validity, convergent validity, and composite reliability

Evaluation of the E-Service Variable Measurement Model

E-Service variable measurement is reflected through four dimensions, namely: X1, X2, X3, X4, X5 and X6. Evaluation of the outer model or measurement model can be seen

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from the outer loading value of each E-Service variable indicator. The following shows the outer loading value of the E-Service construct in Table 1.

Table 1 Evaluation of the Measurement Model on E-Service Variables

Variable	Indicator	*Outer Loading*	*Composite Reliability*	AVE
E-Services	X1	0.246	6,560	19.306
	X2	0.600		
	X3	0.480		
	X4	0.752		
	X5	0.475		
	X6	0.755		

Source: Data Processed by Researchers (2022)

Above it can be seen that there are five outer loading values on E-Service > 0.70 besides indicators X1, X2, X3 and X5 which have outer loading values of 0.067 <0.70, these indicators are not continued in the next analysis (eliminated) rubber does not meet requirements for further analysis. The E-Service latent variable produces an AVE value of 19.306 > 0.50 (valid). Meanwhile, from the results of the calculation of composite realibility 6.560 > 0.70 (reliable). In detail, the factors that contribute to the latent construct are as follows:

1) Indicator X4 in forming the E-Service variable is 0.752
2) Indicator X6 in forming the E-Service variable is 0.755

Overall, it can be concluded that the indicators, X4, and X6 are indicators that can reflect the E-Service variable.

Evaluation of the E-Satisfaction Variable Measurement Model

The measurement of the E-Satisfaction variable is reflected through six dimensions, namely: Z1, Z2, Z3, Z4, Z5 and Z6. Evaluation of the outer model or measurement model can be seen from the outer loading value of each Satisfaction variable indicator. The following shows the outer loading value of the Satisfaction construct in Table 2.

Table 2 Evaluation of the Measurement Model on E-Satisfaction Variables

Variable	Question Items	*Outer Loading*	*Composite Reliability*	AVE
Satisfaction	Z1	0.884	5,331	19,191
	Z2	0.178		
	Z3	0.525		
	Z4	0.204		
	Z5	0.283		
	Z6	0.498		

Source: Data Processed by Researchers (2022)

It is known that there are four outer loading values at E-Satisfaction > 0.70 besides indicators Z2, Z3, Z4, Z5 and Z6 which have outer loading values < 0.70, these indicators are not continued in the next analysis (eliminated) because they do not meet the requirements for further analysis The latent variable E-Satisfaction produces an AVE value of 19.191 > 0.50 (valid). Meanwhile, from the results of composite reliability calculations it was 5.331 > 0.70 (reliable). In detail, the factors that contribute to the latent construct are as follows: The Z1 indicator in forming the E-Satisfaction variable is 0.884.

Overall, it can be concluded that the Z1 indicator is an indicator that can reflect the E-Satisfaction variable

Evaluation of the E-Loyalty Variable Measurement Model

Table 3 Evaluation of the Measurement Model on the E-Loyalty Variable

Variable	Question Items	*Outer Loading*	*Composite Reliability*	AVE
E-Loyalty	Y1	0.417	1,269	4,228
	Y2	0.863		
	Y3	0.903		
	Y4	0.677		
	Y5	0.505		
	Y6	0.248		

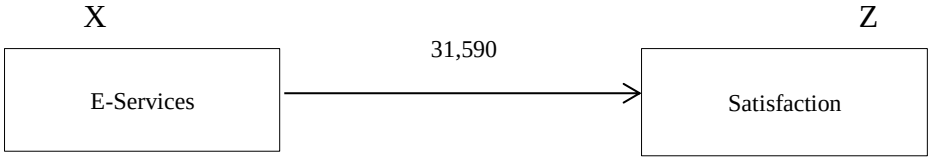
Source: Data Processed by Researchers (2022)

Based on the table above, it can be seen that there are five outer loading values at E-Loyality > 0.70 besides indicators Y1, Y4, Y5 and Y6 which have outer loading values of 0.633 <0.70. These indicators are not continued in the next analysis (eliminated) because they do not meet the requirements for further analysis. The latent variable E-Loyalty resulted in an AVE value of 4.228 > 0.50 (valid). Meanwhile, from the results of the composite reliability calculation, it was 1.269 > 0.70 (reliable). In detail, the factors that contribute to the latent construct are as follows:

1) The Y2 indicator in forming the E-Loyalty variable is 0.863
2) The Y3 indicator in forming the E-Loyalty variable is 0.093

Overall, it can be concluded that the indicators Y2, Y3, are indicators that can reflect the variable E-Loyalty

Influence Direct E-Service to E-Satisfaction



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The figure shows the direct effect of E-Service (X) on Satisfaction (Z), where from the statistical test results it is obtained that the p value (0.000) <0.05 means that the p value is less than the significance level of 0.05 so there is a direct effect of E -Service to Satisfaction. The amount of the contribution can be seen in the estimated value of 31.590, this figure means that the direct effect of the E-Service variable on Satisfaction is 31.590 and the remainder is influenced by other variables outside the E-Service indicator.

The Direct Effect of E-Satisfaction on E-Loyalty

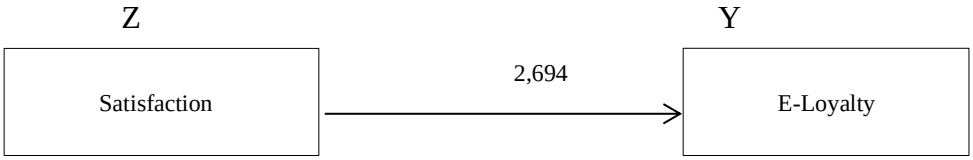

***Figure 3 Satisfaction Influence Path Analysis Model*(Z) to E-Loyalty (Y)**

The picture shows the direct effect of Satisfaction (Z) on E-Loyalty (Y), where from the statistical test results it is obtained that the p value (0.007) <0.05 means that the p value is less than the significance level of 0.05 so that there is a direct effect of Satisfaction on E-Loyalty. The magnitude of the contribution can be seen in the estimated value of 2.694, this number means that the direct effect of the Satisfaction variable on E-Loyality is 2.694 and the remainder is influenced by other variables outside the Satisfaction indicator.

***E-Services* on E-Loyalty Direct Influence**

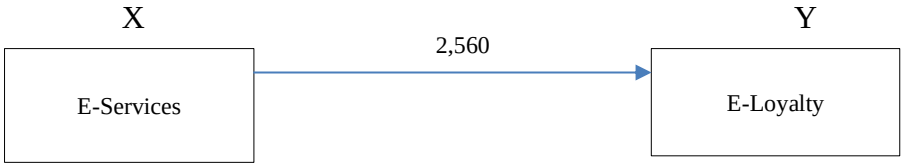

***Figure 4 E-Service Influence Path Analysis Model*(X) to E-Loyalty (Y)**

The figure shows the direct effect of E-Service (X) on E-Loyalty (Y), where from the statistical test results it is obtained that the p value (0.011) <0.05 means that the p value is less than the significance level of 0.05 so that there is an influence direct E-Service to E-Loyalty. The amount of the contribution can be seen in the estimated value of 2.560, this number means that the direct effect of the E-Service variable on E-Loyalty is 2.560 and the rest is influenced by other variables outside the indicator

Indirect Effect of E-Service Variables on E-Loyalty Through E-Satisfaction

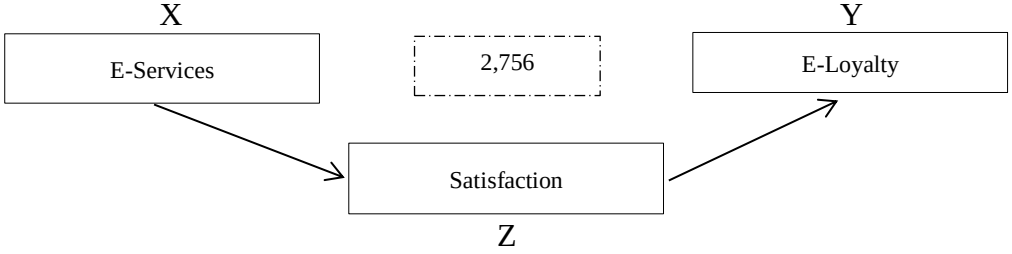

Figure 5 Path Analysis Model of Influence of E-Service (X) on E-Loyalty (Y) Through Satisfaction (Z)

The figure shows the effect of E-Service (X) on E-Loyalty (Y) through Satisfaction (Z), where the results of the statistical test show that the p-value (0.006) <0.05 means that the p-value is less than the significance level of 0. 05 so that there is an indirect effect of E-Service on E-Loyalty through Satisfaction. The amount of the contribution can be seen in the estimated value of 2.756, this number means that the indirect effect of the E-Service variable on E-Loyalty through Satisfaction is 2.756 and the rest is influenced by other variables outside the E-Service indicator.

CONCLUSION

This research was conducted to examine the effect of e-service quality and e-satisfaction variables on loyalty at SM BAKERY BULUKUMBA and MAKASSAR CAKE cake shops. From the results and data analysis and discussion in the previous chapter, it can be concluded that E-Service Quality has an influence on E-Satisfaction at SM BAKERY BULUKUMBA and MAKASSAR CAKE cake shops on Instagram. Thus, the first hypothesis can be declared accepted. E-Satisfaction has an influence on E-loyalty at SM BAKERY BULUKUMBA and MAKASSAR CAKE cake shops.

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