ANALYSIS THE INFLUENCE OF EFFICIENCY, PRIVACY, RELIABILITY, PERCEIVED BENEFITS & CUSTOMER SERVICE ON E-SATISFACTION AND E-LOYALTY FOR SHOPEE APPLICATION USERS IN YOGYAKARTA

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Abstract: This study aims to analyze the effect of efficiency, privacy, reliability, perceived benefit, customer service variables on e-satisfaction and e-loyalty for Shopee application users in Yogyakarta. The sample used in this study is based on data from 120 respondents who are male and female, domiciled in Yogyakarta, with an age limit of 18-60 years. The questionnaire was given to respondents who are Shopee customers who have made transactions using Shopee 2 times in the last 6 months, have interacted with Shopee customer service in the last 1 year and are still using Shopee today. The results of the analysis showed that privacy, reliability, perceived benefits, customer service have a positive and significant influence on e-satisfaction, but efficiency is not. The analysis also showed that e-satisfaction has a positive and significant influence on e-loyalty.

Index Terms - Efficiency, Privacy, Reliability, Perceived Benefit, Customer Service, E-Satisfaction, E-Loyalty.

I. INTRODUCTION

In the current era of globalization, marketplaces are business models that allow sellers to sell goods via the internet. Shopee is a company in the marketplace sector which is currently arguably the most favorite in Indonesia because of the various features and conveniences it contains. Shopee is also the first consumer-to-consumer (C2C) mobile marketplace application that is safe, fun, easy, and practical in buying and selling. Shopee focuses more on the mobile platform, making it easier for people to search, buy, and sell on their phones. Therefore, it is important for Shopee as a company engaged in e-commerce to continue to improve and develop customer loyalty in customers.

Customer loyalty is a customer's sense of belonging or identification with the employees, services, or products of a company, this feeling has a direct impact on customer behavior (Al-dweeri et al., 2019). In addition, loyalty is multidimensional, it not only indicates whether a customer will make repeat purchases but it also serves as a measure of customer support for the business. According to Piha and Avlonitis, (2015) customer loyalty is also divided into 2 dimensions in order to measure loyalty of a customer, namely behavioral loyalty and attitudinal loyalty. Behavioral loyalty leads to consumer behavior in making repeat purchases because they like certain goods or services. Meanwhile, attitudinal loyalty leads to the emotional and psychological state of consumers to make repeat purchases and recommend products or services to others. The same thing is also conveyed by Wu and Hsu, (2015) where e-loyalty is defined as a favorable customer attitude towards an e-store where customers have repurchased behavior at the e-store.

The main focus of this study is to investigate and analyze the influence of efficiency, privacy, reliability, perceived benefits & customer service on e- satisfaction and e-loyalty for Shopee application users in Yogyakarta. The results of previous research conducted by Al-Dweeri et al., (2019) show that, elements in e-service quality are reliability, emotional benefits and customer service have positive influence on e-satisfaction in e-commerce, while element in e-service quality that do not affect e-satisfaction and e-trust is efficiency, while e-trust and e-satisfaction in research are proven to have an effect on increasing behavioral and attitudinal loyalty. From the description above, this research aims to evaluate and analyze:

1. The influence of efficiency towards e-satisfaction
2. The influence of privacy towards e-satisfaction
3. The influence of reliability towards e-satisfaction
4. The influence of perceived benefit towards e-satisfaction
5. The influence of customer service towards e-satisfaction
6. The influence of e-satisfaction towards e-loyalty

Efficiency

Al-dweeri et al., (2019) defines efficiency as the ability of customers to find information related to products and the ease of accessing and leaving the website. Sheng and Liu (2010) stated that efficiency refers to the fact that it is relatively easy to access and use the site, including access speed and overall guide design, as well as information provision.

According to Al-dweeri et al., (2019), the indicators that used to measure efficiency in this research are:

1. Shopee App is easy to access
2. Products in the Shopee App are easy to find
3. Product-related information on the Shopee App is easy to find

Privacy

Al-dweeri et al., (2019) stated that privacy is an ability of a person or group to maintain their personal life affairs from the public or the ability to control the flow of information about themselves. Privacy is a personal right to regulate the use of information about personal identity by oneself and others. Sheng and Liu (2010) define privacy as security, which refers to whether the site can keep customer information confidential and transaction secure.

According to Al-dweeri et al., (2019), the indicators that used to measure privacy in this research are:

1. Feeling secure about personal data on the Shopee App from hackers
2. Feel safe that Shopee app will not misuse customer data
3. Easy to delete user account

Reliability

Al-dweeri et al., (2019) mentioned that reliability is the company's ability to provide services accurately and reliably as promised. Reliability can include accuracy in service, not taking careless actions, and serving accurately. Omar et al., (2015) defines reliability in the e-commerce industry as presenting the ability of a website to fulfill orders correctly, deliver promptly and store customers' personal information safely.

According to Al-dweeri et al., (2019), the indicators that used to measure reliability in this research are:

1. The goods sent by the Shopee App match the goods offered on the application
2. The Shopee App system works well in fulfilling buyer requests accurately
3. Reliance in the security in payment methods in the Shopee App

Perceived Benefit

Kim et al. (2008) defines perceived benefit as consumer beliefs that make them feel that this online transaction is much better than online transactions with certain websites. Khan et al. (2015) also stated that perceived benefits are benefits felt by customers such as the benefits of product price, convenience, product information and return policy which can affect the level of customer satisfaction and the decision to repurchase at the e-store. This was also conveyed by Tingchi et al. (2013), perceived benefits are the benefits felt and received by customers which can be in the form of price benefits where customers get promo prices, discounts and more competitive prices at online stores, convenience benefits which are the convenience of making transactions quickly and easily, recreational benefits which are recreational experiences that customers feel when shopping at online stores, all of which can affect the level of customer satisfaction.

According to Tingchi et al., (2013), the indicators that used to measure perceived benefit in this research are:

1. Feeling the process of customer purchase transactions from start to finish is fast so that customers avoid boredom.
2. The Shopee App always tries to provide customers with pleasant shopping benefits such as providing free shipping with a minimum transaction
3. Feel that the promo price offered by the Shopee App is in accordance with the payment you get

Customer Service

Al-dweeri et al., (2019) defines customer service as the ability of a website to maintain relationships with customers when problems occur in transactions, and the ability to provide various modes of communication with customers. Turel and Connelly, (2013) stated that e-commerce companies usually use synchronization media with web-based such as live chat facilities, online help desks, and social network websites. The use of live chat media or online help desk which is usually provided by e-commerce, customer service must be able to serve all consumer complaints by providing answers or actions to customers to resolve these complaints. By serving all wishes and providing answers to customers can have a positive influence on the level of customer satisfaction.

According to Al-dweeri et al., (2019), the indicators that used to measure customer service in this research are:

1. Shopee App customer service can provide explanations related to transactions well
2. Shopee App customer service is fast in responding to questions from customers
3. Shopee App customer service has good knowledge in responding to customers

E-Satisfaction

Ene and Özkaya, (2014) stated customer satisfaction as the power to increase competitive advantage that will create loyal consumers, even though in an effort to increase customer satisfaction will increase the cost burden at first, but slowly these costs will decrease and there will be cost efficiency and the price of the product will be cheaper than the previous product price. According to Barnes (2003), customer satisfaction is a consumer response regarding the fulfillment of consumer needs, which means that consumer assessments of goods or services provide a level of comfort associated with meeting a need and also include meeting needs that do not meet expectations or meeting expectations that exceed consumer expectations. Wu and Hsu, (2015) also mention e-satisfaction means that customers are satisfied and give a positive response to the services provided by e-retailers.

According to Al-dweeri et al., (2019), the indicators that used to measure e-satisfaction in this research are:

1. Satisfaction with the service provided by Shopee App
2. Satisfaction with the convenience provided by Shopee App
3. Transaction satisfaction with Shopee App

E-Loyalty

Al-dweeri et al., (2019) stated customer loyalty is a sense of belonging or customer identification with employees, services, or products from a company, this feeling has a direct impact on customer behavior. According to Afsar et al., (2013) customer loyalty as a multi-dimensional construct consists of purchase intention, recommendation, price tolerance, word of mouth, complaint behavior, and tendency to leave. Customer loyalty is the customer's sense of identification with the business. E-loyalty encompasses a customer's desired inclination towards an e-retailer and results in repetition of buying behavior. According to Piha and Avlonitis, (2015) customer loyalty is also divided into 2 dimensions in order to measure customer loyalty, namely behavioral loyalty and attitudinal loyalty. Behavioral loyalty leads to consumer behavior in making repeat purchases because they like certain goods or services. Meanwhile, attitudinal loyalty leads to the emotional and psychological state of consumers to make repeat purchases and recommend products or services to others. Meanwhile, Amin (2016) stated that e- loyalty is an emotional and psychological state of consumers that leads to consumer intentions and intentions to make repeat purchases and provide positive recommendations to others. In addition, loyalty will encourage customers to pay higher prices and spread positive word of mouth about the company.

According to Al-dweeri et al., (2019), the indicators that used to measure e-loyalty in this research are:

1. Recommend to others
2. Telling positive things about Shopee App to other people
3. Shopee app is the first choice in shopping for daily needs online
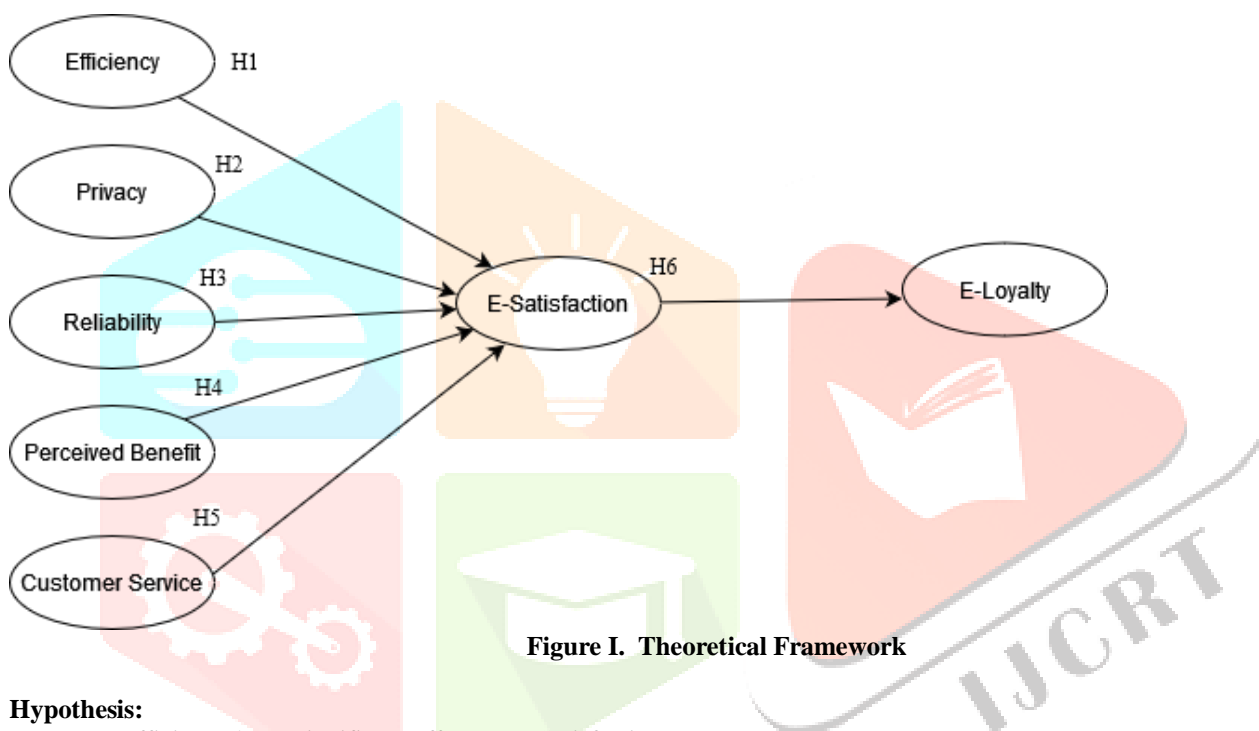
Theoretical Framework

Figure I. Theoretical Framework

Hypothesis:

H_1 : Efficiency has a significant effect on E-Satisfaction
H_2 : Privacy has a significant effect on E-Satisfaction
H_3 : Reliability has a significant effect on E-Satisfaction
H_4 : Perceived Benefit has a significant effect on E-Satisfaction
H_5 : Customer Service has a significant effect on E-Satisfaction
H_6 : E-Satisfaction has a significant effect on E-Loyalty

II. RESEARCH METHODS

This research was conducted to test the hypothesis proposed by using quantitative approach. Quantitative research is a type of research based on numerical information and quantities that are usually associated with statistical analyses. Surveys, network analysis, and mathematical modeling are included in this type of quantitative research method (Stokes, 2007). Quantitative methods are used because the results of the analysis can be obtained accurately when used according to the rules, can measure the interaction relationship between two or more variables and can simplify the reality of complex and complicated problems in a model (Syamrilaode, 2011).

In this study, the technique used to obtain data from respondents is responsive random sampling technique. this technique is selected with certain targets that are able to provide the desired information because the respondents have such information and they meet the criteria determined by the researcher. this study requires a sample of at least 5 times the number of variable indicators used (Ferdinand, 2014). The minimum size of the sample used is 105 samples, However, this study will use a sample of 120 samples of Shopee App users in Yogyakarta.

This research will use simple linear regression to analyze influence of e-satisfaction towards e-loyalty, and multiple linear regression to analyze the influence of efficiency, privacy, reliability, perceived benefit and customer service toward e-satisfaction. The multiple linear regression model in the research will be as follows:

$$ES = b_1.EF + b_2.PR + b_3.RE + b_4.PB + b_5.CS$$

Where:
ES　　: E-Satisfaction
b_1　　: Regression coefficient which shows the effect of EF on ES
PR　　: Privacy
b_2　　: Regression coefficient which shows the effect of PR on ES
RE　　: Reliability
b_3　　: Regression coefficient which shows the effect of RE on ES
PB　　: Perceived Benefit
b_4　　: Regression coefficient which shows the effect of PB on ES
CS　　: Customer Service
b_5　　: Regression coefficient which shows the effect of CS on ES

The simple linear regression model in research will be as follows:

$$EL = b_1.ES$$

Where:
EL　　: E-Loyalty
b_1　　: Regression coefficient which shows the effect of ES on EL
ES　　: E-Satisfaction

III. RESEARCH RESULTS AND DISCUSSION

Demographic Analysis

In this research, Respondents were asked to fill in their data regarding age and gender. Through the demographic data, it can provide differentiated views on variables that influence e-loyalty based on age and gender. The age and gender of the customers that used Shopee App are as follow:

Table 1. Age and Gender of Customers

Age	Frequency	Percentage	Gender	Frequency	Percentage
18 – 35 Years Old	72	60.0%	Male	48	40.0%
36 – 50 Years Old	47	39.2%	Female	72	60.0%
51 – 60 Years Old	1	0.8%			
Total	**120**	**100%**	**Total**	**120**	**100%**

Based on Table 1, it can be concluded that the customers that used Shopee App are mainly female, who aged between 18 – 35 years old. Therefore, it can also be concluded that most of the customers are young female citizens.

Validity and Reliability Test

Tabel 2. Validity and Reliability Test

Variable	Code Item	r_{count}	r_{table}	Cronbach's Alpha Based on Standardized Items	N of items
Efficiency	EF1	0.630		0.606	3
	EF2	0.830			
	EF3	0.785			
Privacy	PR1	0.783		0.674	3
	PR2	0.771			
	PR3	0.806			
Reliability	RE1	0.715		0.605	3
	RE2	0.795			
	RE3	0.733			
Perceived Benefit	PB1	0.709	0.179	0.637	3
	PB2	0.745			
	PB3	0.827			
Customer Service	CS1	0.762		0.677	3
	CS2	0.825			
	CS3	0.758			
E-Satisfaction	ES1	0.759		0.614	3
	ES2	0.801			
	ES3	0.692			

	EL1	0.749		
E-Loyalty	EL2	0.792	0.626	3
	EL3	0.728		

Based on the table above, all variable items have passed the reliability test with the provisions where $r_{count} > r_{table}$. in addition, it can be examined from the Cronbach's alpha value based on standardized items higher than 0.6, with this it can be conveyed that the variables have passed the validity test. it can be concluded that all research indicators have passed the reliability test and validity test.

Normality Test

Before conducting the hypothesis test, it is important to conduct normality test to know as the purpose of normality is to test whether in a regression model, the dependent variable, independent variable or both have a normal distribution or not (Santoso, 2000). In this research, the significance level that are being used is 5%. In order to pass the normality test, the significance value of the residuals of the unstandardized linear regression value should be higher than 0.05. The normality test in this research will be as follow

Tabel 3. Normality Test

Linear Regression	One-Sample Kolmogorov-Smirnov Test	
		Unstandardized Residuals
EF, PR, RE, PB, CS → ES	N	120
	Test Statistic	0.07
	Asymp. Sig. (2-Tailed)	0.200
ES → EL	N	120
	Test Statistic	0.066
	Asymp. Sig. (2-Tailed)	0.200

Results of table 3 above, it can be concluded that the regression model used in this research passed the normality test, which indicates the regression model being used in this research has the normally distributed residual value.

Multicollinearity Test

The purpose of multicollinearity is to test whether the regression model found a correlation between independent variables (Santoso, 2000). The multicollinearity tests that have been conducted are as follows:

Table 4. Multicollinearity Test

Variable	Tolerance	VIF
EF * ES	0.746	1.341
PR * ES	0.729	1.373
RE * ES	0.744	1.344
PB * ES	0.710	1.409
CS * ES	0.982	1.018
ES * EL	1.000	1.000

Results of table 4 above, it can be concluded that there are no multicollinearity occurs in this research, as the tolerance value of the research variables are higher than 0.1 and the VIF value are lower than 10. Hence, the research variables used in this research do not suffer multicollinearity or carry the same information.

Heteroscedasticity Test

The purpose of heteroscedasticity is to test whether in a regression model, there is inequality in the variance of the residuals from one observation to another. The residuals should have a constant variance (Santoso, 2000). In addition, heteroscedasticity testing is done by testing the numbers using the Spearman Row test where the significance level should be higher than 0,05 to pass the heteroscedasticity test. The heteroscedasticity test conducted in this research is as follow:

Table 5. Heteroscedasticity Test

Variable	Unstandardized Residual Sig. (2-tailed)
EF * ES	0.287
PR * ES	0.425
RE * ES	0.385
PB * ES	0.468
CS * ES	0.242
ES * EL	0.536

Results of table 5 above, it can be known that the regression model used in this research are free from heteroscedasticity, which can be seen through the significance value that are higher than 0.05. Hence, it can be concluded that the regression models used in this research are free from heteroscedasticity.

Linearity Test

The linearity test is carried out by finding the regression line equation of the independent variable x against the related variable y based on the regression line that has been made, then testing the meaning of the regression line coefficient and its linearity (Santoso, 2000). In order to pass the linearity test, the linearity value should be less than 0.05. The linearity test in this research will be as follow:

Table 6. Linearity Test

Variable	Linearity
ES * EF	0.000
ES * PR	0.000
ES * RE	0.000
ES * PB	0.000
ES * CS	0.002
EL * ES	0.000

According to table 6 above, it can be concluded that the relationship between independent variables with the dependent variable are linear, since the linearity value of all variables in this research are less than 0.05. Hence, it can be concluded that all independent variables in this research have linear relationship with the dependent variables used in this research.

Multiple Linear Regression

Multiple linear regression analysis is a statistical technique used to analyze the effect of one dependent variable and several independent variables. The purpose of multiple linear regression analysis is to use known values of independent variables to predict the value of one dependent variable. In this research, the multiple linear regression will be as follow:

Table 7. Multiple Linear Regression

Variable	Standardized Coefficient
Efficiency	0.068
Privacy	0.227
Reliability	0.182
Perceived Benefit	0.220
Customer Service	0.210

$$ES = b1.EF + b2.PR + b3.RE + b4.PB + b5.CS$$
$$ES = 0.068.EF + 0.227.PR + 0.182.RE + 0.220.PB + 0.210.CS$$

Where:
ES : E-Satisfaction
PR : Privacy
RE : Reliability
PB : Perceived Benefit
CS : Customer Service

From the multiple linear regression formed above, it can be seen that if the efficiency variable increased one unit, the e-satisfaction will increase 0.068 unit. If privacy variable increased one unit, the e-satisfaction will increase 0.227 unit. If reliability increased one unit, the e-satisfaction will increase 0.182. If perceived benefit variable increased one unit, the e-satisfaction will increase 0.220. If customer service variable increased one unit, the e-satisfaction will increase 0.210. Hence it can be concluded that privacy play the most important and significant part in terms of influencing the e-satisfaction.

Simple Linear Regression

Simple linear regression analysis is an analysis used to test the extent of the causal relationship between one independent variable and one dependent variable (Sugiyono, 2010). In this research, the simple linear regression will be as follow:

Table 8. Simple Linear Regression

Variable	Standardized Coefficient
E-Satisfaction	0.577

$$EL = b_1.ES$$
$$EL = 0.577.ES$$

Where:
ES : E-Satisfaction

Through the simple linear regression formed in Table 8 above, it can be seen that if the e-satisfaction variable increased one unit, e-loyalty will increase 0.577 unit. Through the simple linear regression model formed, it can be concluded that e-satisfaction has significant influence towards e-loyalty.

Coefficient of Correlation

The correlation coefficient shows how much relationship occurs between the independent variables simultaneously to the dependent variable. The value of R ranges from 0 to 1. A value closer to 1 means that the relationship is stronger, otherwise if it is close to 0, it is weaker. In this research, the coefficient of correlation will be as follow:

Table 9. Coefficient of Correlation

Variable	R
EF, PR, RE, PB, CS * ES	0.585
ES * EL	0.577

Based on the table above, the data obtained by the R number is 0.585. This can be interpreted that there is a moderate correlation. So, it can be concluded that the relationship between efficiency, privacy, reliability, perceived benefits and customer service on e-satisfaction is moderate, besides that between e-satisfaction and e-loyalty, the R value is 0.577. This can be interpreted that there is a moderate correlation. So, it can be concluded that the relationship between e-satisfaction and e-loyalty is moderate.

Coefficient of Determination

According to Hair et al., (2007) the coefficient of determination (R^2) is part of evaluating the results of multiple regression analysis, the coefficient of determination is used to measure the ability of several independent variables to explain the dependent variable. In this research, the coefficient of determination will be as follow:

Table 10. Coefficient of Determination

Variable	Adjusted R^2
EF, PR, RE, PB, CS * ES	0.314
ES * EL	0.327

Based from the table 10 above, it can be concluded that 31.4% of e-satisfaction in this research is being explained by efficiency, privacy, reliability, perceived benefit and customer service, while the other 68.6% are being explained by the other variables. In addition, it can be seen that the 32.7% of e-loyalty in this research is being explained by e-satisfaction, while the other 67.3% are being explained by the other variables.

Hypothesis Testing

In this research, the hypothesis testing is conducted by using F-test and T-test in order to find the simultaneous influence and partial influence of efficiency, privacy, reliability, perceived benefit and customer service towards e-satisfaction also e-satisfaction towards e-loyalty. The hypothesis test conducted will be as follow:

Table 11. F-Test

Variable	Sig.
EF, PR, RE, PB, CS * ES	0.000
ES * EL	0.000

Based on the F-test result in Table 11 above, it can be seen that the significance level is less than 0,05 which indicates that efficiency, privacy, reliability, perceived benefit and customer service have significant simultaneous influence towards e-satisfaction. In addition, e-satisfaction has significant simultaneous influence towards e-loyalty.

Table 12. T-Test

Variable	Sig.
EF * ES	0.439
PR * ES	0.012
RE * ES	0.041
PB * ES	0.016
CS * ES	0.007
ES * EL	0.000

By assessing the T-test results in Table 12 above, it can be seen that the significance level of privacy, reliability, perceived benefit, customer service and e-satisfaction are less than 0,05 which indicates that privacy, reliability, perceived benefit, customer service have significant partial influence towards e-satisfaction. In addition, e-satisfaction has significant partial influence towards e-loyalty while efficiency turns out to has no significant partial influence towards e-satisfaction, as the significance level are higher than 0,05. Hence, it can be assumed that H2, H3, H4, H6, and H7 are accepted, while H1 is rejected. According to the T-test above, it indicates that most of the customers do not consider efficiency will satisfy them, as they considered have enough information regarding products before shopping and easy access to the application is happened to other provider also.
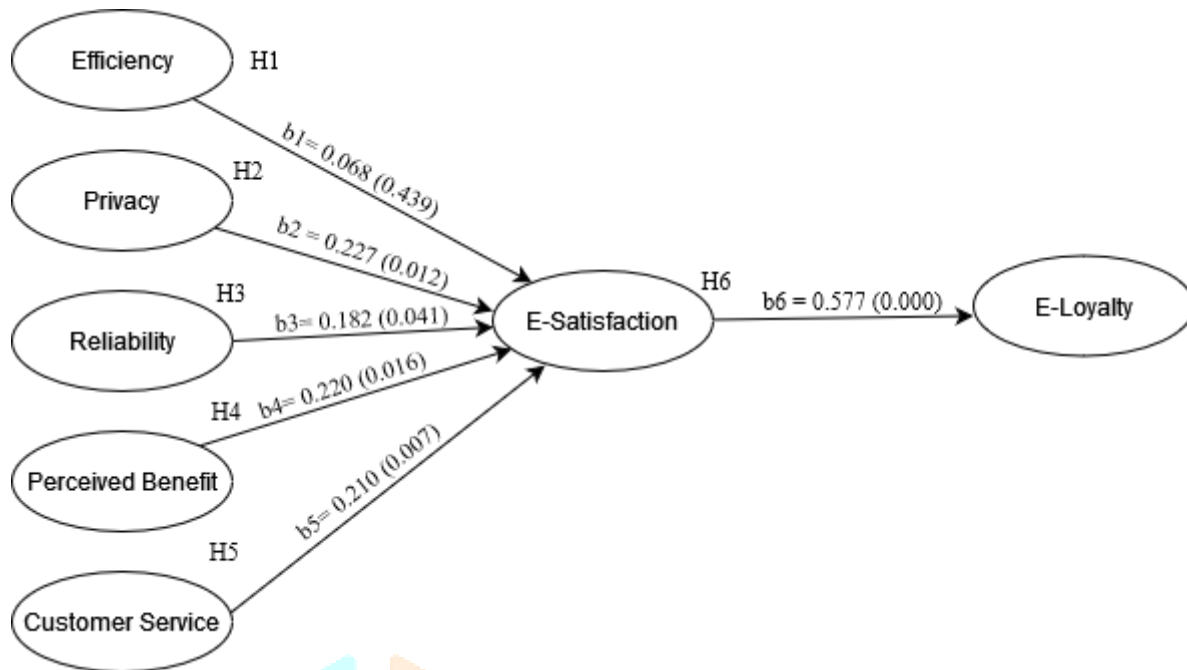
Discussion

Figure 2. Structure Model

Efficiency

Based on the test above, it can be concluded that efficiency does not have significant influence towards e-satisfaction. This can be known by assessing the T-test in Table 12 above, which showed the significance level efficiency than 0.05 that indicates efficiency does not have significant influence towards e-satisfaction. However, by assessing the result of F-test in Table 11 above, it can be known that efficiency along with the other variables, namely privacy, reliability, perceived benefit and customer service simultaneously influencing e-satisfaction. Hence, it can be concluded that by improving efficiency will improve e-satisfaction. However, the improvement of efficiency is not the priority, as it does not significantly influence e-satisfaction.

Privacy

By assessing the results of the test above, it can be known that privacy played the most important role in constructing e-satisfaction. Every increase of privacy in one unit will resulted in the increase of e-satisfaction in 0.227 unit. As privacy variable played the most important part in constructing e-satisfaction, it is important to maintain this variable high, as it will significantly influencing e-satisfaction.

Reliability

Based on the test above, it can be concluded that reliability also played a significant in influencing e-satisfaction. Every increase of reliability in one unit will resulted in the increase of e-satisfaction in 0.182 unit. By assessing the hypothesis test above, it can be known that reliability has significant influence towards e-satisfaction. Hence, it is important to improve reliability in order to improve the e-satisfaction.

Perceived Benefit

By assessing the results of the test, it can be known that perceived benefit has positive significant influence in constructing e-satisfaction. Every increase of perceived benefit in one unit will resulted in the increase of e-satisfaction in 0.220 unit. Furthermore, it can be seen that perceived benefit played a significant influence towards e-satisfaction. As a result, it can be concluded that by improving perceived benefit will improving e-satisfaction as well, since perceived benefit significantly influences e-satisfaction.

Customer Service

Based on the test conducted above, it can be known that customer service also played an important role in constructing e-satisfaction. Every increase of customer service in one unit will resulted in the increase of e-satisfaction in 0.210 unit. Through the hypothesis test above, it can be known that customer service has significant positive influence towards e-satisfaction. Hence, it can be concluded that customer service also should be maintained in order to have a high e-satisfaction.

E-Satisfaction

By assessing the hypothesis test above, it can be known that e-satisfaction significantly influences e-loyalty, which can be seen through the simple linear regression formed above. Every increase of e-satisfaction in one unit will resulted in the increase of e-loyalty in 0.577 unit. Furthermore, it can be seen that the 32.7% of e-loyalty is being explained by e-satisfaction. Hence, it can be concluded that it is important to improve e-satisfaction in order to get a higher e-loyalty, as there is a significant influence of e-satisfaction towards e-loyalty.

IV. CONCLUSION

By evaluating the results above, it can be concluded that e-loyalty is highly influenced by e-satisfaction, while e-satisfaction is simultaneously influenced by efficiency, privacy, reliability, perceived benefit and customer service. However, variables that have significant influence to e-satisfaction are privacy, reliability, perceived benefit and customer service, but efficiency is not, since most of the customers in Shopee App considered have enough information before shopping and those other providers also give an easy access to their application. In terms of improving e-satisfaction, it can be seen privacy played the most important role in constructing e-satisfaction, while perceived benefit and customer service played the second and third most important variables that influence e-satisfaction. Hence, it can be concluded that privacy played an important part in constructing the satisfaction of the customers.

In conclusion, by improving e-satisfaction, e-loyalty will be increased as well, since the 32.7% of e-loyalty can be explained by e-satisfaction. It is important to keep the e-satisfaction high, since it will directly influence e-loyalty. In terms of improving e-satisfaction, it is important to focus on the privacy, as it played the most important factors in constructing e-satisfaction, while perceived benefit and customer service is the second and third important factors in constructing e-satisfaction. Hence, it indicates that the customers are more satisfied if they are well-served on customer service that can fast response and gives the best solution on problem their facing also have so many promo benefits and selection, rather than slow response and confusing non-problem-solving solutions, also complicated requirements to get promos. However, it is still important to focus on all factors that significantly influence e-satisfaction, namely privacy, reliability, perceived benefit and customer service. For the future researchers, it is recommended for the future researcher to develop and to link the understandings of factors that might influence e-satisfaction such as design, emotional benefit, and service quality.

V. RESEARCH LIMITATION

Seeing the limitations of the research object which only takes respondents, namely Shopee service users in Yogyakarta, it is hoped that future research will use the same or modified model so that it can be applied to different objects in order to get more general results on the factors that influence e-loyalty. Then it needs to be understood that the respondents obtained do not necessarily reflect Shopee users as a whole.

VI. ACKNOWLEDGMENT

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