



THE EFFECT OF E-SERVICE QUALITY AND PRICE ON CUSTOMER LOYALTY WITH CUSTOMER SATISFACTION AS MEDIATING VARIABLE (A CASE STUDY ON WEBINAR SERVICE IN INDONESIAN CLINICAL TRAINING & EDUCATION CENTER (ICTEC) RSCM FKUI)

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Abstract: During the COVID-19 pandemic, Information Technology (IT) is critically needed to support and improve ones performance in all matters, including services and day-to-day activities. This study aims to determine and analyze the effect of e-service quality and price on customer loyalty with customer satisfaction as mediating variable on webinar service in Indonesian Clinical Training & Education Center (ICTEC) RSCM FKUI. The technique of this study was purposive sampling and the questioner as the primary data instrument. The data was taken from 100 respondents that have participated in webinars with ICTEC RSCM FKUI. This study used SEM (Structural Equation Modeling) supported by SmartPLS application. The result of this study shows the variable of e-service quality and price has made a significant impact on customer satisfaction; the variable of e-service quality has an impact on customer loyalty; customer satisfaction has an significant impact on customer loyalty, yet the variable of price made insignificant on customer loyalty. In terms of moderation (intervening), the variable of e-service quality and price has made a significant impact on customer loyalty with customer satisfaction.

Keywords: E-Service Quality, Price, Customer Satisfaction, Customer Loyalty, Webinar.

INTRODUCTION

Webinars (Web-Based Seminars) or web-based seminars are available to gain access to information and expertise in the face of the Covid-19 pandemic's societal limitations. Conventional seminars are hosted in a set location and require participants to be on time. Participants can, however, join seminars via webinars from anywhere in the world without having to travel to the venue. The seminar can be accessed from any device by participants.

Many webinar service providers sponsored webinar programs during the Covid-19 pandemic, with the most up-to-date information on web seminar content and at reasonable

pricing. Companies or institutions that provide webinar services must compete due to this phenomenon for their webinar services to be well received constantly and their webinar service business to gain profits and a positive image.

ICTEC RSCM FKUI is one of the government entities in Indonesia that provides webinar services, and the number of webinar participants has increased in tandem with the number of webinars. The webinar at the ICTEC RSCM FKUI drew 60,138 new participants, which was more significant than the 6200 old participants.

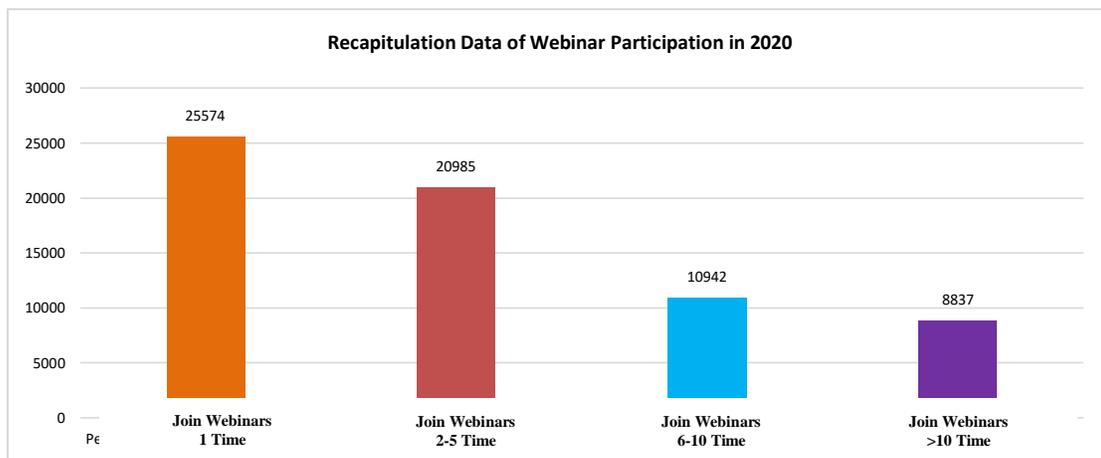


Figure 1. Recapitulation of ICTEC RSCM FKUI Webinar Participation Data in 2020

Compared to the number of people who attended many ICTEC webinars, the number of people who attended only one webinar was excessively high. This phenomenon raises the perception that webinar customer loyalty at ICTEC RSCM FKUI is still low, as evidenced by the decline in the number of webinar service users at ICTEC RSCM FKUI, as evidenced by the data, which shows that more customers have only attended webinars once, compared to customers who have attended two to five webinars, six to ten webinars, and more than ten webinars in 2020.

LITERATURE REVIEW

Marketing Mix for Services

In Paramulia et al. (2019), Kotler and Armstrong define the marketing mix as a collection of marketing tools that may be mixed and matched to generate the required responses from the target market. Meanwhile, according to Tjiptono in Paramulia et al. (2019), the marketing mix is a set of instruments that marketers can employ to modify the features of services given or provided to clients. This set of tools can create both long-term and short-term tactical plans. According to Zeithalm and Bitner in Paramulia et al. (2019), the classic marketing mix has four components: product, price, place/location, and promotion. Meanwhile, in terms of marketing services, it is essential to broaden the marketing mix (expanded marketing mix for service) by incorporating non-traditional marketing mix aspects, such as people, process, physical appearance, and physical evidence.

1) Product

A product is a set of goods or services given by a corporation to suit the needs and desires of a target market. Design, branding, patents, positioning, and new product development are examples of products in the broadest sense.

2) Price

The cost of a product or service is the amount of money that customers must pay. Price can also convey a brand's positioning in the marketplace.

3) Place (Distribution)

A firm's operations in making its products available in a specified market are referred to as distribution. Transportation, warehousing, inventory control, and consumer orders are all part of the selection strategy.

4) Promotion (Promotion)

Promotion is a marketing strategy used by businesses to promote their products and services to potential customers and persuade them to make a purchase. Advertising, personal selling, sales promotion, and public relations/customer relations are all promotional activities.

5) Process

A process is an action that demonstrates how consumers are served. All of the procedures, mechanisms, and practices that go into creating and delivering a service to a customer and policy decisions on customer interaction and staff flexibility are considered part of the process.

6) Physical Evidence

In this context, physical evidence refers to evidence of services provided by businesses to their customers. Physical evidence, such as the appearance of the building, staff, and other service supporting goods, can also be described as a device required to keep the presentation of actual and quality products and services.

7) People

People work as service providers in service marketing, providing activities, advantages, or satisfactions for sale. As a result, the persons in this room are workers of a business that provides services to customers.

Customer Loyalty

According to Tjiptono and Irwansyah (2018), customer loyalty is a commitment to a brand, store, or supplier based on a perfect nature in long-term purchases. It is a customer's consistent repurchase of a brand. According to Hurryanti and Irwansyah (2018), consumer loyalty can also be defined as a person's commitment to buy a specific product or service in the future despite being impacted by conditions that may induce changes in customer behavior. Customer loyalty is a customer's desire to maintain a relationship with a specific firm, brand, or service, according to Cry et al. in Cakici (2019). According to Utomo in Irwansyah (2018), loyalty is the regularity with which a consumer exhibits recurrent purchase behavior from a service provider, has a favorable opinion toward service providers, and only considers using the service provider when the necessity arises. This kind of support Taylor et al. in Irwansyah (2018) define customer loyalty as customers who are likely to repurchase a chosen product or service in the future, despite the influence of the circumstances and marketers' efforts to change customer behavior.

Customer Loyalty Indicator

The indicators of customer loyalty according to Griffin in Mawardi et al (2019) are:

1) Make regular purchases (make regular repeat purchases)

Customers who purchase regularly, or customers, will continue to utilize the product or service.

2) Purchasing across product and service lines

Customers don't only buy one sort of goods after another; they also buy accessories or other additions to their products, which allow them to mix and match items from their purchases.

3) Recommend products to others (refers other).

Customers are more likely to tell others about their experiences with a product or service, a practice known as word of mouth (WOM). Customers who have been loyal to you will tell you about their excellent experiences.

- 4) Demonstrate immunity to the pull of competitors (demonstrates an immunity to the full of the competition)

Loyal customers are not readily swayed by competing products or services, even though competitors may try to entice them with different benefits or offers.

Customer Satisfaction

Customer satisfaction refers to how satisfied customers are after comparing what they get to what they expected. According to Kotler and Keller in Agustina et al. (2018), customer satisfaction is a person's experience of joy or disappointment that emerges after comparing the product's performance (results) to the expected performance. According to Man in Cakici (2019), customer satisfaction is defined as an assessment that shows the positivity or negativity of a customer's feelings about items or services after they have been purchased.

According to Eggert and Ulaga in Cakici (2019), customer satisfaction is the consequence of a proportional evaluation of pre-purchase expectations and post-purchase output. Consumer satisfaction can be defined as the stimulation of personal aspirations to achieve satisfaction. In this scenario, we must understand that a desire must be generated or promoted before fulfilling the buying motivation. Sources that promote the development of a willingness might range from the individual to his surroundings. Consumer pleasure can give various benefits, according to Tjiptono in Agustina (2018), including:

- The company's relationship with consumers is harmonious.
- Provides a good basis for repeat purchases.
- Can encourage the creation of consumer loyalty.
- Forming word-of-mouth recommendations that benefit the company.
- Earnings increased.

Customer Satisfaction Indicator

Customer satisfaction is determined by the perceived or received performance of supporting products and services and the criteria by which customers evaluate the service's performance. There are six markers of consumer satisfaction, according to Tjiptono and Setyaleksana (2017):

- a) Overall customer satisfaction
- b) Dimensions of customer satisfaction
- c) Confirm expectations
- d) Repurchase interest
- e) Willingness to recommend
- f) Customer dissatisfaction

Dimensions of Customer Satisfaction

Delighted clients, according to Kotler in Finistyawan and Bessie (2020), will:

- a) Longevity
- b) When the corporation releases new products or updates old ones, you should buy more.
- c) Positively describe the business and its products.
- d) Payless attention to rival products or marketing, and be less price-sensitive.
- e) Propose to the firm new service or product ideas.

f) Because of frequent transactions, the service cost is lower than the fee charged to new consumers.

According to Irawan and Vania (2019), consumer satisfaction has three dimensions:

- a) Satisfaction with Quality refers to product quality and service quality in the case of industrial services.
- b) Satisfaction with the pricing and the level of Quality got.
- c) Perceived Best refers to the notion that the product brand is of superior Quality to competing brands.

Service Quality

A company's or organization's action in dealing with clients, particularly in service businesses, is known as service. The meaning of service in the Indonesian dictionary is "help" or "greater emphasis on matters or ways to serve someone." Service can now be interpreted as a consequence or product of service activities, as defined by this definition.

Service is a service when it comes to marketing management. In David (2018), Kotler and Armstrong describe a service as an activity, benefit, or enjoyment that is fundamentally intangible and does not result in ownership. Consumer impressions of the services they receive with the services they expect on a company's service attributes can determine service quality (service quality). The service quality is regarded as excellent and satisfactory if the service received meets or exceeds consumer expectations. The service quality is perfect if the service received exceeds consumer expectations. On the other hand, if the rate of what is received is lower than expected, the perceived quality is low.

In terms of the corporation or producer, service is defined as the conduct of producers in meeting the wants and desires of customers to satisfy them. This type of activity can occur during the transaction and before and after it. As a result, the business must be able to ensure that its consumers' requirements and wants are addressed. A quality firm can recognize, evaluate, understand, and meet the needs of its clients.

Quality of Online Services (E-service quality)

Online service quality is described by Zeithaml et al. in Demir (2020) as the size of a website that allows it to provide services to customers not only during the purchase process but also afterward. According to Santos and Demir (2020), online service quality is the degree to which online service providers meet client expectations. E-service quality is a consumer review and assessment of the quality of delivery services in a virtual marketplace, according to Lee and Lin in Irwansyah (2018).

The elements of e-service quality are examined from two perspectives, according to Li et al. in David (2018), namely the company perspective and the client perspective. Ease of use (effortless for customers to use the website), Website Design (website must be well designed and visually appealing), Reliability (consistent performance and web reliability), System Availability (correct technical functioning of the website), Privacy (security and protection of customer information), and Responsiveness (practical problem solving and returns via the interweb) are the dimensions of e-service that must be considered from the perspective of the company (individual care and attention provided to customers via electronic channels). Meanwhile, the dimensions of e-service that must be examined from the customer's perspective are Experience (perception of the organization based on prior customers) and Trust (customer trust by providing fast and information-rich service). E-service quality, also called E-ServQual, is a new version of Service Quality, according to

Parasuraman in Demir (2020). (ServQual). E-ServQual was created to assess an Internet-based service. The ability of a website to support shopping, purchasing, and distribution activities successfully and efficiently is referred to as e-service quality.

E-service Quality Indicator

E-service quality is defined by four dimensions, according to Parasuraman et al. in Irwansyah (2018):

- a) Reliability refers to the site's proper operation and the correctness of the promised customer service.
- b) Customers value responsiveness, which refers to how services like consumer inquiries, information searches, and navigation are delivered.
- c) Ease of use refers to how comfortable consumers interact with e-commerce sites to obtain product information.
- d) Security refers to the assurance of consumer data confidentiality during transactions.

Price

Price has a significant impact on influencing consumer purchasing decisions and determines the success of a product's marketing. Price is one of the elements that must be managed carefully. It has a significant impact on some areas of its operations, including both sales and profit. Price is a deciding factor in increasing interest in buying and making purchases. Unlike product characteristics and dealer obligations, prices can change quickly, according to Kotler and Armstrong in Setyowati (2017). Price is a significant component in marketing, as it can impact consumers' purchasing decisions.

Price is one part of the marketing mix that creates income, whereas the other elements generate costs, according to Kotler and Keller in Cakici (2019). According to Swastha and Handoko in Winata (2017), pricing is a sum of money plus the number of products required to obtain a variety of product and service combinations. Price is one of the determinants of a company's success since it dictates how much profit the company will make from selling its goods and services. Price in purchase decisions can be a factor that influences purchasing decisions. To influence customer purchasing decisions, marketers frequently change their prices. When it comes to setting the price of their products, sellers have a few goals in mind.

- a) Profit to the fullest.
- b) Obtain a specific return on investment or net sales return.
- c) Preventing or limiting competition is an excellent thing to do.
- d) Market share should be kept or increased.

Price Indicator

Prices are defined by four indicators, according to Kotler and Armstrong in Amilia and Asmara (2017):

- 1) Affordable price.

The pricing set by the company is reachable by customers. A product's price ranges from the cheapest to the most expensive, and there are frequently multiple sorts within a single brand. Many buyers buy things based on the prices set.

- 2) Price match with product quality.

Consumers frequently consider price an indicator of quality; they will often pick the higher price between two goods if they perceive a quality difference. People tend to believe that if the price is higher, the quality must be higher.

3) Price competitiveness

For their products to compete in the market, the corporation calculates the selling price by looking at the prices of similar products supplied by competitors.

4) Price match with benefits.

Consumers will purchase a product if the perceived advantages outweigh (or are equivalent to) the cost of acquisition. If consumers believe the product's benefits are insufficient to justify the price, they will perceive the product as costly, and they will be less likely to purchase it again.

RESEARCH METHODS

The Researcher used quantitative methodologies in this investigation. Quantitative methods, according to Sugiyono (2018), are based on the positivist philosophy and are used to examine specific populations or samples. Sampling techniques are generally random, data collection is done with research instruments, and data analysis is quantitative or statistical with the goal of testing hypotheses that have been established. Set. This study investigates the relationship between research variables, such as system quality, information quality, service quality variables, user satisfaction variables, and net benefits.

The population in this study were all Webinar participants organized by the **INDONESIAN CLINICAL TRAINING & EDUCATION CENTER (ICTEC) RSCM FKUI**. The Structural Equation Model (SEM) is used in this investigation, and the minimum representative sample size is established if the sample size is too large (Hair et al., 2010). Between 100 and 200 respondents, or about 5 to 10 times the number of indicators, is indicated as a good quantity or sample size. As a result, the number of samples is calculated based on the smallest minimum sample values. The minimum sample size for SEM is, according to Hair et al. (2010):

Number of Indicators x 5 = Minimal Sample Size

$19 \times 5 = 95$ as a minimum sample size

$19 \times 10 = 190$ = Maximum Sample Size

According to Hair et al. (2010), there is no exact sample size. However, the optimal sample size is between 100 and 200 samples. As a result, the minimum number of respondents in this study sample is 95, and the maximum number of samples is 190, according to the SEM standards. However, the sample size was 100 responders in this study, with the Researcher rounding down the numbers. Via a Likert scale as a measuring technique to collect data using a questionnaire. The Likert scale, according to Sugiyono (2018), is a scale that may be used to gauge a person's attitudes, views, and perceptions regarding a specific object or occurrence. The variables to be measured are converted into variable indicators when using a Likert scale. For all variables, the Likert scale ranges from 1 to 5.

Data Analysis Technique

The study is carried out with the help of the SmartPLS tool, which uses Structural Equation Modeling (SEM) based on components or variants (component-based). The PLS technique was chosen since it does not require as many assumptions as other techniques. It is unnecessary for the data to be multivariate regularly distributed or for the number of samples to be huge. The measurement and structural models are used in the study PLS approach to applying two components to the causal model. A measurement model and a structural model are the two main components of a complete model. The structural model is a model that describes the hypothesized relationships, whereas the measurement model is used to create an assessment of the validity and discriminant validity.

FINDINGS AND DISCUSSION

The results of data collection through questionnaires from 100 respondents have been grouped into characteristics of gender, age, last education, profession, province of origin, and frequency of attending paid webinars at ICTEC RSCM FKUI.

Table 1. Profile Respondent

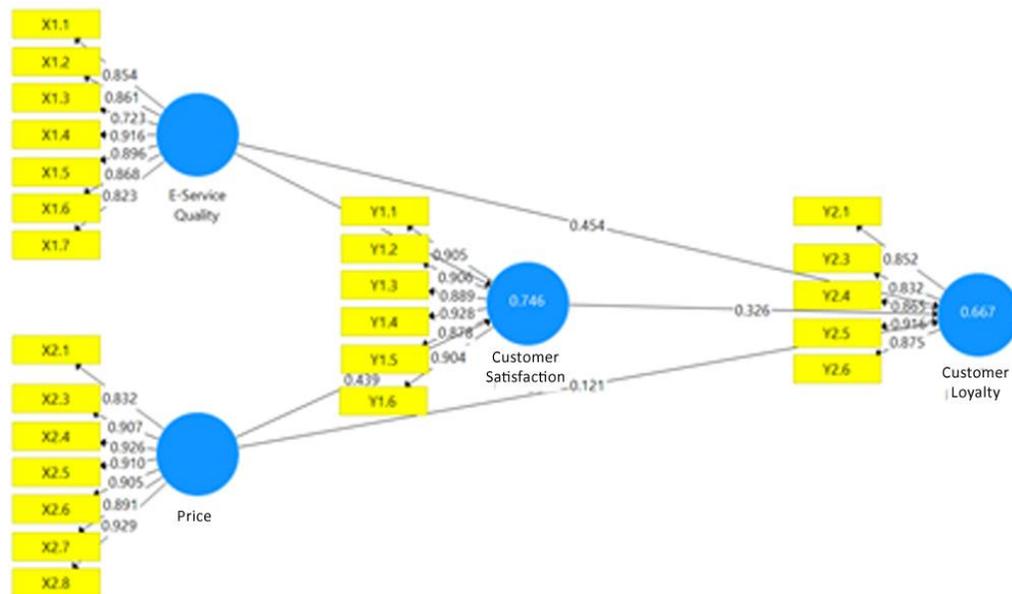
	Description
Gender	76% female, 24% male
Age	< 20 years = 5%; 21-25 years = 22%; 26-30 years = 24%; 31-35 years = 19%; 36-40 years = 7%; >40 tahun = 23%.
Education	SMA = 5%; Diploma = 17%; S1 = 64%; S2 = 9%; Specialist 1 (Sp1) = 5%; Sp2 & S3 = 0
Profession	Dokter = 40%; Nurse = 35%, Student = 12%; Pharmacist = 5%; Other Health Workers = 5%; Others = 3%.
Region	Jawa = 73%; Sumatera = 19%; Bali = 6%; Sulawesi = 1%; Kalimantan = 1%
Frequency of Attending Webinars	68% > 1 and 32% = 1

Source: Data Processed by Researchers (2021)

Evaluation of the Measurement Model (Measurement Model)

Convergent Validity

Convergent validity is intended to determine the validity of each relationship between an indicator and the latent variable. Convergent validity can be seen in the score or Factor Loading value on the outer loadings in the SmartPLS application. Factor Loading limit is > 0.70 which is used in this study.



Source: SmartPLS output, Data Processed by Researchers (2021)

Figure 2. Value of Loading Factor

Table 1. Factor Loading

Variabel	Indikator Variabel	Nilai <i>Factor Loadings</i>
E-Service Quality	X1.1	0.854
	X1.2	0.861
	X1.3	0.723
	X1.4	0.916
	X1.5	0.896
	X1.6	0.868
	X1.7	0.823
Price	X2.1	0.832
	X2.3	0.907
	X2.4	0.926
	X2.5	0.910
	X2.6	0.905
	X2.7	0.891
	X2.8	0.929
Customer Satisfaction	Y1.1	0.905
	Y1.2	0.906
	Y1.3	0.889
	Y1.4	0.928
	Y1.5	0.878
	Y1.6	0.904
Customer Loyalty	Y2.1	0.852
	Y2.3	0.832
	Y2.4	0.865
	Y2.5	0.916
	Y2.6	0.875

Source: SmartPLS output, Data Processed by Researchers (2021)

Based on the table above, the results of the convergent validity test are shown after re-estimating the recalculation. It can be concluded that each indicator of the research variable has a factor loading value greater than 0.7. Based on this, it can be stated that all indicators have met the requirements of convergent validity and are declared valid according to and have high validity and according to standards. The next step is to see the score or value of the Average Variance Extracted (AVE).

In contrast to factor loading, which is the value owned by each indicator, while the Average Variance Extracted AVE is the value owned by each variable. The recommended AVE value must be greater than 0.50, each variable in this study can be seen in the following table 4.12:

Tabel 2 Average Variance Extracted (AVE)

Variable	Average Variance Extracted (AVE)
E-Service Quality	0.724
Price	0.811
Customer Satisfaction	0.813
Customer Loyalty	0.754

Source: SmartPLS output, Data Processed by Researchers (2021)

Based on the table data above, all AVE values for each research variable are greater than 0.5, so this study is in accordance with Chin's recommendation in Ghazali (2020), which indicates that the minimum AVE limit has been met. Therefore, it can be concluded that the convergent validity based on the factor loading value and the AVE value has been met, thus all indicators in this study can be declared valid and suitable for further research.

Discriminant Validity

The principle of discriminant validity is that the measurement (manifest variables) of different constructs should not be highly correlated or in other words the correlation between the variables themselves must be higher with the correlations of other variables. Discriminant validity between variables can be seen in the Fornell-Larcker Criterion table on the results of the SmartPLS research. The results of the study are written in Table 3. below.

Table 3. Fornell-Larcker Criterion

Variable	E-Service Quality	Price	Customer Satisfaction	Customer Loyalty
E-Service Quality	0.851			
Price	0.497	0.900		
Customer Satisfaction	0.775	0.715	0.902	
Customer Loyalty	0.767	0.580	0.764	0.868

Source: SmartPLS output, Data Processed by Researchers (2021)

Based on the table above, it shows that each correlation between the variables-with-the-itself-variables is greater than the correlations between these-variables-with-other variables. For example, the correlation between e-service quality and e-service quality is 0.851, with a correlation of e-service quality with a price of 0.497, e-service quality with customer satisfaction of 0.775, and e-service quality with customer loyalty of 0.767.

Then the correlation of price quality with the price of 0.900 is greater than the correlation of price with other variables, namely 0.715, 0.580. Likewise, the correlation of the following variables, so based on the table above, all variables can be said to have good discriminant validity. After seeing the correlation of variables between variables, the correlation between the indicator variables and the variables themselves can be evaluated which can be seen in table 4 of the cross loadings below.

Tabel 4. Cross Loadings

Indicator Variable	E-Service Quality	Price	Customer Satisfaction	Customer Loyalty
X1.1	0.854	0.369	0.665	0.627
X1.2	0.861	0.448	0.765	0.753

X1.3	0.723	0.436	0.584	0.503
X1.4	0.916	0.417	0.658	0.661
X1.5	0.896	0.462	0.662	0.701
X1.6	0.868	0.413	0.605	0.635
X1.7	0.823	0.414	0.652	0.650
X2.1	0.428	0.832	0.619	0.551
X2.3	0.421	0.907	0.582	0.526
X2.4	0.466	0.926	0.639	0.531
X2.5	0.462	0.910	0.642	0.525
X2.6	0.493	0.905	0.767	0.573
X2.7	0.417	0.891	0.638	0.441
X2.8	0.429	0.929	0.592	0.488
Y1.1	0.791	0.542	0.905	0.742
Y1.2	0.695	0.503	0.906	0.671
Y1.3	0.662	0.770	0.889	0.678
Y1.4	0.715	0.706	0.928	0.705
Y1.5	0.622	0.612	0.878	0.678
Y1.6	0.700	0.725	0.904	0.658
Y2.1	0.664	0.538	0.651	0.852
Y2.3	0.566	0.379	0.512	0.832
Y2.4	0.582	0.563	0.708	0.865
Y2.5	0.708	0.554	0.714	0.916
Y2.6	0.780	0.466	0.704	0.875

Source: SmartPLS output, Data Processed by Researchers (2021)

The criteria for measuring cross loading are expected that each indicator variable has a higher loading value for each measured latent variable compared to indicators for other latent variables. Based on table 4.14 above, it can be seen that each value of the cross loadings variable indicator in the gray block has a higher loading value compared to indicators for other variables, it can be said that it has a good discriminant validity value, (Indriani & Bangun, 2019).

Reliability Test

There are two methods of measuring the reliability of a construct with reflexive indicators, namely Cronbach's Alpha and Composite Reliability. If the composite reliability value of the variable is > 0.7 then the variable can be declared to meet composite reliability. It can be said to be reliable if a construct is if the value of Cronbach's alpha > 0.6 . In this study, the results of the reliability test on Composite Reliability and Cronbach's Alpha are shown in Table 5. below:

Table 5. Composite Reliability and Cronbach's Alpha

Varaibel	Cronbach's Alpha	Composite Reliability
E-Service Quality	0.935	0.948
Price	0.961	0.968
Customer Satisfaction	0.954	0.963
Customer Loyalty	0.918	0.939

Source: SmartPLS output, Data Processed by Researchers (2021)

Based on Table 5 above, the output results show that all variables for Composite Reliability in this study have a value > 0.70 and all variables for Cronbach's Alpha in this study have a value > 0.6 . It can be concluded that the results are valid and have high reliability.

Evaluation of the Structural Model (Inner Model)

R-Square (R^2)

The structural model was assessed using PLS by considering the R^2 value for each endogenous latent variable as the predictive power of the structural model. Basically R-Square is a value that is owned by endogenous variables only. Changes in the value of R^2 are used to explain the effect of certain exogenous latent variables on endogenous latent variables, whether they have a substantive effect or not. The R^2 value is explained by the size of the model: strong 0.75, moderate model 0.50, weak model 0.25. PLS results from R^2 represent the amount of variance of the constructs described by the model (Chin et al, 1998 in Ghozali and Latan, 2020). In this study the results of R^2 are shown in Table 6. as follows.

Table 6. R-Square (R^2)

<i>Variabel Endogen</i>	R Square
Customer Satisfaction	0.746
Customer Loyalty	0.667

Source: SmartPLS output, Data Processed by Researchers (2021)

Based on the output results in Table 6 above, there is an R^2 value of the user satisfaction variable of 0.746 which means it is in the strong category. The value obtained explains that the variable e-service quality, price affects the customer satisfaction variable by 74.6%, and then the remaining 25.4% is influenced by other variables outside of this research variable. Likewise, customer satisfaction affects customer loyalty by 66.7% which is included in the moderate category and then the remaining 33.3% is influenced by other variables outside of this research variable.

Path Coefficient Test

This test is carried out to see the direction of the influence of exogenous variables on endogenous variables, whether the results show a positive number or show a negative number. The assessment of this positive or negative influence can be seen from the Path Coefficient value in SmartPLS.

Table 7. Path Coefficient

Variable	E-Service Quality	Price	Customer Satisfaction	Customer Loyalty
E-Service Quality			0.557	0.454
Price			0.439	0.121
Customer Satisfaction				0.326
Customer Loyalty				

Source: SmartPLS output, Data Processed by Researchers (2021)

The table above shows the path coefficient between exogenous variables and endogenous variables. Based on the table above, the exogenous variables of e-service quality, price, and customer satisfaction on the endogenous variable of customer loyalty show a positive path coefficient value. Likewise, the effect of the e-service quality and price variables on the customer satisfaction variable shows a positive value. It can be concluded that the effect of each

exogenous variable on the endogenous variable shows a positive value. So that indicates a unidirectional effect, if the e-service quality, the price increases, the customer loyalty variable will also increase, and the same is true, if the customer satisfaction variable increases, the customer loyalty variable also increases, the opposite applies to this variable.

Hypothesis Test (T Test)

After knowing the negative and positive effects of the initial path coefficient value, then hypothesis testing is carried out by looking at the significance value to determine the effect between variables through the bootstrapping procedure in SmartPLS. The bootstrap procedure uses the entire original sample to re-sampling, then analyzed by looking at the value of t-statistics on the bootstrap path coefficient. The T-statistics in the new path coefficient indicate the level of significance in hypothesis testing. The t-statistic assessment criteria can be seen if the $t\text{-statistic} > 1.96$ at a significance level of p-value 0.05 (Hair et al, 2010).

Table 8. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
<i>E-service quality</i> -> Customer Satisfaction	0.557	0.541	0.137	4.077	0.000
<i>E-service quality</i> -> Customer Loyalty	0.454	0.421	0.111	4.105	0.000
Price_ -> Customer Satisfaction	0.439	0.453	0.094	4.669	0.000
Price_ -> Customer Loyalty	0.121	0.153	0.143	0.846	0.398
Customer Satisfaction -> Customer Loyalty	0.326	0.321	0.109	2.998	0.003

Source: SmartPLS output, Data Processed by Researchers (2021)

H1: E-service quality has a significant effect on customer loyalty.

The original sample value shows a positive number then the t-statistic value is $4.105 > 1.96$ and the P-Value is $0.000 < 0.05$. From these results it is concluded that the variable e-service quality has a positive and significant effect on customer loyalty, so based on this, H1 is accepted.

H2: E-service quality has a significant effect on customer satisfaction.

The original sample value shows a positive number, then the t-statistic value is $4.077 > 1.96$ and the P-Value $0.000 < 0.05$. From these results, it can be concluded that the e-service quality variable has a positive and significant effect on customer satisfaction, so based on this, H2 is accepted.

H3: Price has a significant effect on customer satisfaction.

The original sample value shows a positive number, then the t-statistic value is $4.669 > 1.96$ and the P-Value is $0.000 < 0.05$. From these results, it can be concluded that the price variable has a positive and significant effect on customer satisfaction, so based on this, H3 is accepted.

H4: Price has a significant effect on customer loyalty.

The original sample value shows a positive number, then the t-statistic value is $0.846 < 1.96$ and the P-Value is $0.398 > 0.05$. From these results it is concluded that the price variable has no effect on customer loyalty, so based on this, H4 is rejected.

H5: Customer satisfaction has a significant effect on customer loyalty.

The original sample value shows a positive number, then the t-statistic value is $2,998 > 1.96$ and the P-Value is $0.003 < 0.05$. From these results, it is concluded that the variable of customer satisfaction has a positive and significant effect on customer loyalty, so based on this, H5 is accepted.

Intervening Effect Test

To test the hypotheses H6 and H7, the Intervening Effect Test (mediation) was conducted. The mediating effect shows the interaction between the mediating variable and the exogenous variable in influencing the endogenous variable. The magnitude of the influence between constructs and the effect of interaction (intervening) is measured by the path coefficient value. This mediating effect can be seen in the Specific Indirect Effects menu on SmartPLS after bootstrapping.

Tabel 9. Specific Indirect Effects

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
E-service quality -> Customer Satisfaction -> Customer Loyalty	0.181	0.182	0.091	2.004	0.046
Price_ -> Customer Satisfaction -> Customer Loyalty	0.143	0.140	0.043	3.344	0.001

Source: SmartPLS output, Data Processed by Researchers (2021)

H6: The effect of e-service quality on customer loyalty with customer satisfaction as a mediating variable.

It is indicated by a T-statistic value of 2,004 or 1.96 and a P-value of 0.046 or 0.05, based on this, H6 is accepted.

H7: The effect of price on customer loyalty with customer satisfaction as a mediating variable.

It is shown that the T-statistic value is 3.344 or 1.96 and the P-value is 0.001 or 0.05, based on this, H7 is accepted.

CONCLUSION AND RECOMMENDATION

The original sample value indicates a positive number, indicating that the variable's influence is the same direction; if e-service quality improves, so will customer satisfaction.; The original sample value indicates a positive number, indicating that the variable's influence is the same direction; if e-service quality improves, so will customer loyalty; Price has a positive and considerable impact on customer satisfaction; the original sample value is positive, indicating that the variable's influence is in the same direction; the better the price supplied, the higher the customer contentment; The original sample value indicates a positive number. However, the P-Value of $0.398 > 0.05$ suggests that the variable does not affect customer loyalty. As a result, even if the given price is competitive, it does not guarantee client loyalty; Customer satisfaction

has a positive and significant relationship with customer loyalty; the original sample value is a positive number, indicating that the variable's influence is in the same direction; the higher the level of customer satisfaction, the higher the level of customer loyalty; The original sample value reveals a positive number, indicating that e-service quality positively impacts customer loyalty by moderating client satisfaction. Client satisfaction is a mediator (moderation) between e-service quality characteristics and customer loyalty; The original sample value reveals a positive number, indicating that price positively impacts customer loyalty through moderating customer satisfaction. It shows that customer happiness is a buffer (moderation) between pricing and client loyalty.

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