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UNDERSTANDING CRITICAL VARIABLE FOR CUSTOMER LOYALTY IN C2C MODE

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Abstract: In twenty-first centuries, the development of e-commerce and market competition is aggravating. Traditional marketing pattern in society is undergoing profound changes and C2C e-commerce has become one of the most important shopping ways in our daily life. But due to the particularity of online shopping environment and various existing problems, it become more difficult to build customer loyalty. In terms of increasing customer loyalty, C2C must be able to provide customer trust from good service quality with promotion as a support. The purpose of this study is to determine the influence of service quality, promotion, and trust on customer loyalty from e-commerce customer. To clarify the relationship among these construct, SEM (Structural Equation Modeling) is conducted to examine the model fit and the five hypothesis. The result of this research shows that four of the five proposed hypotheses are accepted. Promotion has no significant influence on customer loyalty, but promotion will have a significant influence on customer loyalty through trust variable.

Keyword: Service Quality; Promotion; Trust; Customer Loyalty; C2C

INTRODUCTION

The rapid development of the market encourages every business organization to continuously innovate in running its business. So that every organization can maintain and compete for the sake of its business continuity in the face of the current era of globalization. One of the innovations carried out is by utilizing information technology media. The best information technology media used for business is internet media. Based on the e-Marketer research institute in 2014, data was obtained that Indonesia was ranked 6th in the world and had the potential to experience a ranking increase based on its growth observations [1]. In addition, other facts based on survey data released by APJII (Indonesian Internet Service Providers Association) regarding data on the number of internet users in Indonesia continue to increase from year to year. This increase can be seen by comparing the number of internet

users from 2014 as many as 88 million internet users with the results of surveys conducted throughout 2016, which were 132.7 million internet users. These results indicate an increase in internet users by 51.8 percent from 2014 to 2016 [2].

Based on the increase in internet users in Indonesia, more and more businesses are shifting from conventional trading to online where this is supported by the results of a 2016 survey by APJII which states that 62% of internet users in Indonesia use the internet to visit onlineshop or e-commerce is one of the new solutions to replace conventional business as a whole. In 2015, Indonesia became the largest e-commerce market in the Southeast Asia region (ASEAN) with total transactions reaching US $ 1.7 billion and having an average growth forecast of 39% per year based on google research and Termasek [3].

That was the reason behind the emergence of competition opportunities between e-commerce in Indonesia to be able to meet the needs of customers in Indonesia which continues to increase from year to year. In the competition there are several e-commerce in Indonesia that have to go out of business within a short period of time or less than 5 years because they cannot survive the competition and the many e-commerce left by its customers. In the face of increasing market competition and needs, customer loyalty is certainly needed so that customers have constancy in the selection of shopping places used in the long term.

Customer loyalty from e-commerce itself is influenced by various supporters, one of which is service quality which is an important element needed to meet customer needs and desires as well as the delivery accuracy to offset customer expectations [4]. To increase market share, in addition to the service quality each business must also have an attractive promotional strategy as a form of corporate communication to consumers of products or services produced in an effort to build profitable relationships [5]. Where these various strategies will give customers confidence in an effort that the company is able to p rovide consumer confidence that the company is able to prioritize the interests of consumers when problems in product consumption appear unexpectedly [6]. From these beliefs customers will become loyal voluntarily continue to subscribe to certain companies in the long term [7].

The motivation behind this research is; the previous studies from online shopping context concentrate on observe the factors that influence customer loyalty. From the previous study on China C2C e-commerce there is no further elaboration of the indicators of each variable that affects loyalty. Where these indicators are needed to discuss in more depth. According to this study effective strategies to improve customer loyalty is to maintain service quality, trust, and promotion from e-commerce customer [8].

Pratama and Magnadi [9] examined that the trust in C2C e-commerce is influenced by promotion. This model explains that promotion has positive and significant correlation to trust variable. In that study it was shown that re-testing the promotion factors proved to affect trust through frequency of promotions, quality of promotions, quantity of promotions, and time of promotion. Then it can be concluded that research now has similar results with previous research conducted by May et al.[10].

Chen et al. conducted research on C2C customer trust that affects loyalty. The results of this research are that members in a platform or e-commerce are influenced by trust between members and members trust in the platform. To increase the trust of C2C platform providers must do their best to support the interaction of members and utilize sustainable relationships with members [11].

Based on several previous studies, using the object of research on online buying and selling sites found that most of the main focus of these studies discussed some indicators of service quality, promotion, trust, and loyalty variables. Therefore, in this study more specific research is conducted which addresses customer loyalty related to how influential the service quality, promotion, trust is as a whole. This study aims to analyze the effect of service quality, promotion, trust on online trading sites so that online buying and selling sites can

increase customer loyalty in high competition.

LITERATURE REVIEW

Influence of Trust on Customer Loyalty

Loyalty from members in a platform or e-commerce is influenced by trust between members and members' trust in the platform. Where in the study, to increase the trust of C2C platform providers must do their best to support the interaction of members and utilize sustainable relationships with members [11]. This support will create a strong online community, so that platform providers will be able to enjoy better and more strategic member loyalty in a competitive market. Therefore, trust is very important to build and maintain long-term customer relationships because customer confidence tends to be a strong driver of repurchase. These studies strengthen the theory which states that customer loyalty is positively influenced by trust as stated by Foster and Cadogan [12]. Therefore, based on this exposure the following hypothesis was proposed :

H_{01}: Trust has no significant effect on customer loyalty

Influence of Service Quality on Trust

Sharma and Patterson suggested that to get trust which is one component of relationship marketing should be driven by adequate technical and functional quality. From the statement it was found that trust will be obtained by the company if it is encouraged with adequate or good service quality [13]. This statement is also supported by the results of research conducted by Hsu which states that assurance in service quality is one of the factors that significantly influence trust [14]. Based on these two studies, service quality has a positive and significant influence on trust in the company because with a good product guarantee, it will be proof of e-commerce commitment to its products so that consumers will feel confident that e-commerce is the right place for make a purchase. Based on the explanation, the following hypothesis is proposed:

H_{02}: Service quality has no significant effect on trust

Influence of Promotion on Trust

Pratama and Magnadi stated that promotion has a positive and significant influence on trust. Where in the study the promotion factors proved to influence trust through the frequency of promotions, the quality of promotions, and the quantity of promotions [9]. The results of this study also reinforced the theory that the promotion strategy is the company's activities to drive sales by directing communications that convince the buyers [15]. Therefore, based on this exposure the following hypothesis was proposed:

H_{03}: Promotion has no significant effect on trust

Influence of Promotion on Customer Loyalty

Allender and Richards found that product promotion will have a positive impact on brand loyalty [16]. In addition, promotion with advertising, discounts and bonuses proved to have a significant relationship with customer loyalty. Because then the customer knows the advantages of the company and will make repurchases at the company [17]. Therefore, based on this exposure the following hypothesis was proposed:

H_{04}: Promotion has no significant effect on customer loyalty

Influence of Service Quality on Customer Loyalty

Service quality influences customer loyalty directly [18]. In addition, service quality encourages customers to commit to products and services of company products and services, thus impacting on increasing market share of a product. Service quality is very crucial in

maintaining customers for a long time [19]. Therefore, based on this exposure the following hypothesis was proposed:

H_{05}: Service quality has no significant effect on customer loyalty

RESEARCH METHOD

In this study, SEM (Structural Equation Modeling) was used as a research model. SEM is a statistical technique that is able to analyze the pattern of relationships between latent constructs and indicators, latent constructs with one another, and direct measurement errors. SEM allows direct analysis between several dependent and independent variables [20]. SEM is used in this study because SEM can do three activities at once, namely the examination of instrument validity and reliability (equivalent to confirmatory factor analysis), testing the relationship model between latent variables (equivalent to path analysis), and obtaining a model that is useful for prediction (equivalent to structural model or regression analysis). The method in this study consisted of: (1) preparation, (2) research design, and (3) data collection.

Preparation

In the preparation phase in this study, identification of real conditions occurred at this time based on various survey results and news regarding the development of e-commuters in Indonesia. In addition, in this phase literature studies and literature such as books and research journals are carried out covering variables from research namely service quality, promotion, trust, and loyalty. In addition, this phase also discusses the method used in this study, namely the SEM method.

Research Design

In this stage the design of the research model is carried out, where the research model aims to describe the relationship between the variables involved in the study both exogenous and endogenous variables. Exogenous variables or variables that influence the research are promotion and service quality. While the endogenous variables or variables affected in this study are customer trust and loyalty. The relationship of each variable was obtained based on the literature and theory in previous studies. In this study developed a model that can analyze the influence of service quality factors, promotion, and trust in customer loyalty on online buying and selling sites (**Figure 1**).
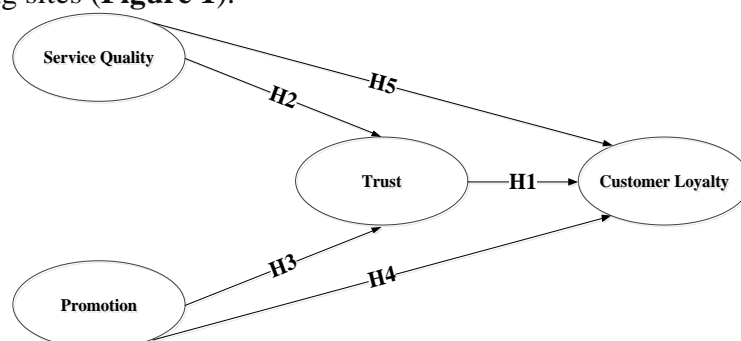

Figure 1: Research Model

The identification of variables in the study was carried out namely endogenous variables (trust and customer loyalty) and exogenous variables (promotion and service quality). The following is an operational definition for each latent variable in the study (**Table 1**)

Table 1: Variables and Indicators for Questionnaire

Latent Variable	Manifest Variable		Statement Item	Reference
Service Quality	Reliability (A1)	A1.1	This e-commerce site handling customer issues with sincerity	Mauludiya hwati (2017)
		A1.2	This e-commerce site could explain about products or damage that customers don't understand	
	Responsiveness (A2)	A2.1	This e-commerce site is responsive to customer complaints	
		A2.2	This e-commerce site provides the best solution for customer complaints	
	Assurance (A3)	A3.1	This e-commerce site have professional sellers in serving their customers	
		A3.2	This e-commerce site is able to convince their customers with guaranteed satisfactory service (100% refund if the item is not arrived)	
	Emphaty (A4)	A4.1	The seller on this e-commerce site is able to establish a good customer relationships	
		A4.2	The seller on this e-commerce site gives a full concern for their customer	
	Tangible (A5)	A5.1	The feature on this site are neat and easy to understand	
		A5.2	This e-commerce site has a complete feature	

Table 2: Variables and Indicators for Questionnaire (Continue)

Latent Variable	Manifest Variable		Statement Item	Reference
Promotion	Attractive sales promotion ads (B1)	B1.1	Sales promotion advertising for this e-commerce site on the internet makes me interest in buying it	Swistiani (2015)
		B1.2	This e-commerce site often provides discount advertising	
	Promotional sales ad information can be trusted (B2)	B2.1	I am interested in this e-commerce site promo information (negotiations, discounts, free shipping)	
		B2.2	Promotional information provided through internet advertising can be trusted	
	Offered promotion (B3)	B3.1	The advertising from this site caught my attention	
		B3.2	This site often offer promotions directly from advertisements or websites	
	Attractive promotions (B4)	B4.1	Promotions given by e-commerce sites are very interesting for me to make a repeat purchase	
		B4.2	Promotions E-commerce sites are more attractive compared to other online trading sites	
Trust	Natural Propensity to	C1.1	I am a person who tends to care about other people's problems	Swistiani (2015)

	Trust (NPT) (C1)	C1.2	Most people are honest in dealing with other people	Jones dan Leonard (2008)
	Perception of Website Quality (PWSQ) (C2)	C2.1	This e-commerce site is a good quality C2C e-commerce site	Swistiani (2015)
		C2.2	I think the e-commerce site has a professional website appearance	Chen dan Dhillon (2003)
	Other Trust of Buyer or Seller (OTBS) (C3)	C3.1	Recommendation from a friend to a seller or buyer in C2C E-commerce E-commerce sites reduce the level of transaction risk	Swistiani (2015)
		C3.2	Recommendations from online communities on sellers or buyers in C2C E-commerce sites reduce transaction risk levels	Prabowo et al. (2014)
	Third Party Recognition (TPR) (C4)	C4.1	I think there is a third party (e-commerce site) providing protection for sellers or buyers	Prabowo et al. (2014)
		C4.2	I think an e-commerce site as a third party (intermediary) works well	Jones dan Leonard (2008)
Customer Loyalty	Repeat Purchase (D1)	D1.1	I am happy to make transactions on e-commerce sites	ET (2010)
		D1.2	I will continue to use the buying and selling site for e-commerce sites	
	Reward (D2)	D2.1	I am interested in some products on e-commerce sites	
	Recommendation (D3)	D3.1	I recommend products on online e-commerce site buying and selling sites to others	
		D3.2	I invite others to become e-commerce Site customers	
	Refuse (D4)	D4.1	I still choose e-commerce sites even though the product prices are more expensive compared to other online trading sites	

At this stage the preliminary questionnaire was designed (**Table 1**) to test the feasibility of the questionnaire so that it could be used in further research. In designing the questionnaire, each statement from the customer will be answered in the form of a likert scale to indicate the level of agreement or disapproval of each statement in the questionnaire. Likert scale starts with rank 1 which means "Strongly Disagree" to rank 5 which means "Strongly Agree".

The preliminary questionnaire was distributed to 30 respondents. After that, the validity and reliability of the questionnaire will be tested using SPSS 17.0 software. Then the questionnaire statements that proved valid and reliable were distributed to 200 respondents as the main questionnaire. The results of the main questionnaire will be used in data processing using structural equation models (SEM). Then the data is processed using LISREL 8.70 software which will produce outputs that are path diagram, structural equation, and goodness of fit.

Data Collection

In this study used a non-probability sampling technique purposive sampling method. This method was chosen because the sample chosen by the researcher was a sample with the respondent's criterion being that the customer aged ≥ 17 years was domiciled in Jabodetabek

and had made a minimum purchase transaction once at an e-commerce site.

FINDINGS AND DISCUSSION

Due to time constraint, it was not possible to access all customers so Non-Probability Sampling technique is used in this study and convenience sampling from non-probability sampling technique is used (**Table 3**).

Table 3: Demographic Profile of Sample

Karakteristik Responden		Total	Percentage
Gender	Male	104	52%
	Female	96	48%
Age	≥ 17	46	23%
	21 – 30	59	30%
	31 – 40	46	23%
	> 40	49	25%
Occupation	Student	82	41.0%
	Employee	73	36.5%
	Entrepreneur	23	11.5%
	Government Employees	5	2.5%
	Housewife	8	4.0%
	Etc	9	4.5%
Domicile	Jakarta	58	29.00%
	Bogor	37	18.50%
	Depok	27	13.50%
	Tangerang	40	20.00%
	Bekasi	38	19%
Become a customer	< 1 year	52	26%
	1 - 2 year	48	24%
	2 - 3 year	42	21%
	> 3 year	58	29%
Average Number of Transactions per month on e-commerce sites	≤ Rp 1.000.000	102	51.0%
	Rp 1.000.001 - Rp 3.000.000	39	19.5%
	Rp 3.000.001 - Rp 5.000.000	36	18%
	> Rp 5.000.000	23	11.5%

Based on the results of the respondents data above, it can be seen that the majority of respondents who were willing to take part in this study were men with a percentage of 52% of the total respondents. In addition, based on the age of the majority of respondents aged 21-30 years with a percentage of 30%. In terms of employment, the majority of respondents are students and for the residence of the majority respondents, they are domiciled in Jakarta. In the long subscription category the majority of respondents used this site for more than 3 years as much as 29%. The majority of the average number of transactions per month from respondents is ≤ Rp 1,000,000 with a percentage of 51%. After obtaining 200 data from questionnaires, the next step is to do data processing using the LISREL software.
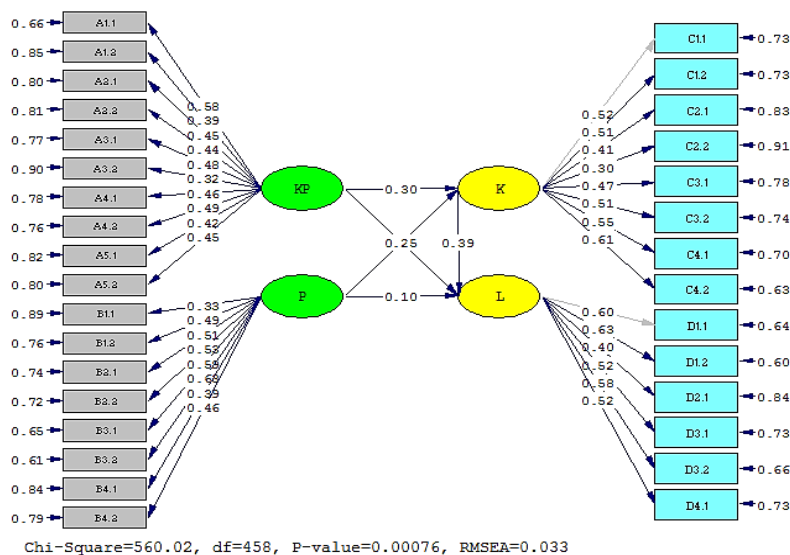
LISREL Result

Chi-Square=560.02, df=458, P-value=0.00076, RMSEA=0.033

Figure 2: Path Diagram Standardized Solution

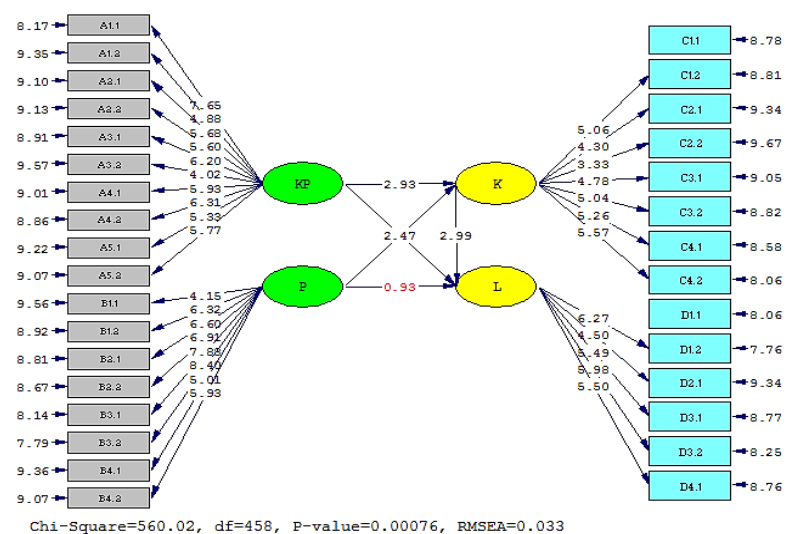Chi-Square=560.02, df=458, P-value=0.00076, RMSEA=0.033

Figure 3: Path Diagram T-Value

Figure 2 and Figure 3 show that the standard loading factor value and the t-value value of the variables that signify a significant influence on one variable with other variables in accordance with the research framework. This value is a value that indicates the value of the relationship between variables with a t-value value (1.96) at a significance level of 0.05 (5%). Here are the results of the relationships between variables:

1) Trust (K) against Customer Loyalty (L) = 2.99
   The result of t-value is 2.99> 1.96 which indicates that the relationship between Trust and Customer Loyalty is significant.
2) Service Quality (KP) on Trust (K) of customers = 2.93
   The result of t-value is 2.93> 1.96 which shows the relationship between Quality of Service and Trust is significant.
3) Promotion (P) of Trust (K) = 2.47
   The result of t-value is 2.47> 1.96 which shows that the relationship between Promotion and Trust is significant
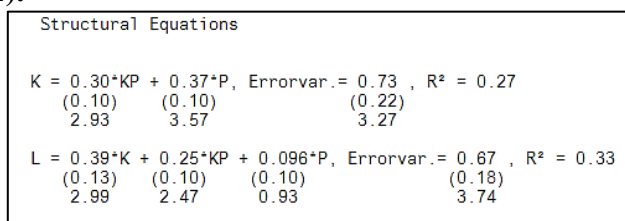4) Promotion (P) of Customer Loyalty (L) = 0.93

The result of t-value is 0.93 <1.96 which indicates the relationship between Promotion and Customer Loyalty is insignificant.

5) Service Quality (KP) to customer loyalty (L) = 2.47

The result of t-value is 2.47> 1.96 which shows that the relationship between Service Quality and Customer Loyalty is significant.

Based on these results, four of the five hypotheses proposed have a significant relationship (**Figure 4).**

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Structural Equations


K = 0.30*KP + 0.37*P, Errorvar.= 0.73 , R² = 0.27
   (0.10)    (0.10)              (0.22)
    2.93      3.57                3.27


L = 0.39*K + 0.25*KP + 0.096*P, Errorvar.= 0.67 , R² = 0.33
   (0.13)    (0.10)    (0.10)              (0.18)
    2.99      2.47      0.93                3.74
```

Figure 4: Structural Equation

In SEM, the coefficient of determination or R^2 is how much the variation of the dependent variable (endogenous) can be explained by the independent variable (exogenous) [28]. Here is the coefficient of determination of the results of the LISREL output :

1) KP → K and P → KR ^{2} = 0.27

These results indicate that 27% of the variance in the Trust (K) variable is explained by the Service Quality (KP) and Promotion (P) variables, while the other 73% is explained by variables other than Service Quality (KP) and Promotion (P).

2) K → L, KP → L, and P → L R ^{2} = 0.33

These results indicate that 33% of the variance in the Loyalty (L) variable is explained by the variables Trust (K), Service Quality (KP) and Promotion (P), while the other 67% are explained by variables other than Trust (K), Service Quality (KP) , and Promotion (P).

MODEL ANALYSIS
Overall Model Fit Analysis

In the overall test of this model, there are several criteria from the Goodness of Fit (GOF) Statistics . The following is a recapitulation table on the analysis of the overall suitability of the model with the suitability evaluation of the models grouped into three suitability measures: Absolute Fit Measure, Incremental Fit Measures, and Parsimonious Fit Measures.

Table 4. Overall Model Match Analysis Results

Goodness of Fit	Parameter		Estimate	fit
	Chi-square	Small Value	560,02	not fit
	P-value	p>0,05	0,00076	not fit
	GFI	$0,080 \le GFI \le 0,9$	0,85	fit
Absolute Fit Measure	RMSEA	RMSEA < 0,05 (close fit), 0,05 < RMSEA < 0,08 (good fit)	0,033	fit
	P (close fit)	$P \ge 0,5$	1,00	fit
	SRMR	Standardized $\le$ 0,08	0,07	fit
	RMR	$\le$ 0,05	0,056	not fit
	ECVI	Lower value or close to	model = 3,52	fit

		ECVI for saturated models	saturated = 5,31	
			indepedence = 12,68	
Incremental Fit Measures	AGFI	$0,8 \leq AGFI \leq 0,9$	0,83	fit
	NFI	$\geq 0,9$	0,76	not fit
	NNFI	$\geq 0,9$	0,93	fit
	CFI	$\geq 0,9$	0,94	fit
	IFI	$\geq 0,9$	0,94	fit
	RFI	$\geq 0,9$	0,74	not fit
Parsimonious Fit Measures	PNFI	High value	0,7	fit
	PGFI	$\geq 0,9$	0,74	not fit
	CN	≥ 200	181,58	not fit
	AIC	Lower value or close to AIC for saturated models	model = 700,02 saturated = 1056 indepedence = 2524,09	fit
	CAIC	Lower value or close to CAIC for saturated models	model = 1000,90 saturated = 3325,51 indepedence = 2661,64	not fit

Based on these results there are 8 GOF sizes showing a poor match and 11 GOF sizes showing a good match. This indicates that although there are several GOF measures showing a poor match, most GOF sizes show a good match or 58%.

Based on the results of the goodness of fit, obtained model that does not fit where this happens because the model has a Chi-Square is 585.54 with 458 degrees of freedom and a significant p value. In this context, there are two alternatives, namely to re-examine or modify the model. Therefore, in the study modification of the model was carried out in which the choice of modification was obtained from the output modification indices which is one of the best alternatives or recommendations for modifying the model.Based on the modifications that have been made, the chi-square value is reduced from 560.02 to 548.38.Then, the P- value has increased from 0.00076 to 0.0021 which means it is getting better because it is getting closer to 0.05.

For the RMSEA value is obtained a smaller value which previously was 0.033 to 0.032 and 90%internal confidence from RMSEA (0.020; 0.041). The RMSEA value is still between the intervals and shows that the RMSEA value estimation has good degree of precision . For the SRMR value decreased from 0.07 to 0.069 where this value has a good match because it is below the value of 0.08. The RMR has decreased to close to 0.05, but still does not have a good match . The ECVI value of the model has decreased, from 3.52 to 3.47, where this value is smaller than the saturated ECVI value (5.31) and ECVIindependence (12.68). The ECVI model is also in the 90% confidence interval (3.19, 3.79), which shows the estimated ECVI value has good fit . As well as for GFI and P (close fit) there is no change in value after modification.

For the incremental fit measure measure fit, the AGFI value does not change, that is 0.85 and AGFI = 0.83, where this value is in the marginal fit range ($0.8 \leq GOFI \leq 0.9$). The NFI value has increased from 0.76 to 0.77, but the NFI value is still below the match level of 0.9. The NNFI value has increased from 0.93 to 0.94 which gives better or more fit results , while the CFI and IFI values do not experience a constant change of 0.94 and have a good

match. For the RFI value from 0.74 to 0.75, this RFI value is still below the match level of 0.9 or not in accordance with the level of compatibility.

F or the size of a match fit parsimonious measure, the value PNFI changed to be larger than 0.7 becomes 0.71 which is the better value because it has a high value. PGFI's value has not changed or remains worth 0.74, where this value has not reached the expected match level of 0.9. For CN values, it is expected to have a match level greater than or equal to 200, but CN has no change or remains worth 181.58. For AIC and CAIC values are expected to have a smaller model value than saturated and independence . For the AIC and CAIC models, saturated, independence, the lower model value is obtained, that is from (700.02, 1056, 2524.09) to be (690.38, 1056, 2524.09) and CAIC values of (1000.90, 3325.51, 2661.64) being (995.56, 3325.51, 2661,64).

But the results for CAIC obtained are not in accordance with the level of compatibility because the model value is close to independence, where the model value should be close to saturated . Then for the value of NFI and RFI has increased from 0.76 to 0.77 and for RFI from 0.74 to 0.75, but the value of NFI and RFI is still below the match level of 0.9. CFI and IFI values have not changed.

For RMR, the value decreases from 0.070 to 0.055, where this value is smaller than 0.08 and shows good compatibility. Then for the GFI and AGFI values do not experience changes that is 0.85 and AGFI = 0.83, where this value is in the marginal fit range ($0.8 \leq$ GOFI ≤ 0.9). Based on the results obtained 8 GOF sizes show a poor match and 11 GOF sizes show a good match. This result shows that most GOF size shows a good match or 58%. Where according to the researchers stating that there is no one GOF measure exclusively representing the suitability of the whole model, the researchers will usually stop making improvements to the overall suitability of the model after many GOF measures that show a good overall model fit [28]. So if most of the GOF degree of suitability shows good fit , it can be concluded that the model has described the actual condition (model fit) [29].

Analysis of Individual Model Match Test (Measurement Model)

Table 5. Validity Test and Model Reliability Test Recapitulation

| Variable | SLF (≥ 0,3) | T-value (≥ 1,96) | Error | Reliabilitas | | Description |
				CR ≥ 0,7	VE ≥ 0,5	
Srevice qualitty				0,72	0,20	Reliable
A1.1	0,58	7,65	0,66			Valid
A1.2	0,39	4,88	0,85			Valid
A2.1	0,45	5,68	0,80			Valid
A2.2	0,44	5,61	0,81			Valid
A3.1	0,48	6,20	0,77			Valid
A3.2	0,32	4,01	0,90			Valid
A4.1	0,46	5,93	0,78			Valid
A4.2	0,49	6,31	0,76			Valid
A5.1	0,42	5,33	0,82			Valid
A5.2	0,45	5,77	0,80			Valid
Promotion				0,71	0,25	Reliable
B1.1	0,34	4,21	0,89			Valid
B1.2	0,48	6,09	0,77			Valid
B2.1	0,45	5,62	0,80			Valid
B2.2	0,47	5,90	0,78			Valid
B3.1	0,61	8,10	0,62			Valid

B3.2	0,68	8,31	0,61			Valid
B4.1	0,41	5,20	0,83			Valid
B4.2	0,46	5,92	0,78			Valid
Trust				0,71	0,24	Reliable
C1.1	0,52	**	0,73			Valid
C1.2	0,52	5,07	0,73			Valid
C2.1	0,41	4,33	0,83			Valid
C2.2	0,30	3,36	0,91			Valid
C3.1	0,47	4,80	0,78			Valid
C3.2	0,51	5,06	0,74			Valid
C4.1	0,55	5,27	0,70			Valid
C4.2	0,61	5,57	0,63			Valid
Customer loyalty				0,72	0,3	Reliable
D1.1	0,60	**	0,64			Valid
D1.2	0,63	6,27	0,60			Valid
D2.1	0,40	4,51	0,84			Valid
D3.1	0,52	5,49	0,73			Valid
D3.2	0,58	5,98	0,66			Valid
D4.1	0,52	5,50	0,73			Valid

Based on the results on (**Table 5**), the value of Construct Reliability (CR) of Service Quality, Promotion, Trust, and Loyalty variables has a CR value greater than 0.7 which means that the variable measurement model loyalty has good reliability good reliability. While the VE value of the Service Quality, Promotion, Trust, and Loyalty variables has a smaller value of 0.5, where this value does not meet the reliable requirements of VE. But the value of VE is the value of reliability testers that are not required or optional [30], so the focus in the measure of reliability of the variable is the CR value.

For valid tests , a manifest variable is said to have good validity for the construct if the t-value of the factor load (factor loading) is greater or equal to the critical value (≥ 1.96) and has a standard factor loadings (SLF) 0.7. According to Igbaria et al. states that standardized loading factors ≥ 0.50 are very significant and the value of standardized loading factors ≥ 0.30 means that the related variables can be considered not to be deleted. Based on the standardized loading factor and t-value values above, the variables can be declared valid. So, each variable has fulfilled the requirements of validity and reliability [31].

Hypothesis Analysis

Hypothesis testing is done by comparing the t - count value from the results of data processing with the t- table that is used is the 0.05 significance (5%) = 1.96. Basic decisions hypothesis testing are :

Value | t count | < | t table | then accept H0

Value | t count | > | t table | then reject H0

The test results of t-count trust in customer loyalty are 2 , 88 (t-count> 1.96), then reject H_{01} which states that trust has no significant effect on customer loyalty. This states that customer trust has a significant positive influence on customer loyalty. This result is consistent with the research of Chen where to increase the confidence of platform providers C2C must do its best to support the interaction of members and utilize ongoing relationships with members. And strengthen the theory which states that customer loyalty is positively influenced by trust as stated by Foster and Cadogan.

The test results of t-count service quality for trust are 2 , 84 (t-count> 1.96), then reject H $_{02}$ which states that service quality has no significant effect on trust. This result states that service quality has a significant positive influence on trust. The results of this hypothesis support previous research conducted by Sharma and Patterson suggesting that to gain trust which is one component of relationship marketing should be driven by adequate technical and functional quality. This result was also supported by Hsu who stated that the guarantee (assurance) in service quality is one of the factors that significantly influence trust.

The result of testing the promotion t-count on trust is 2 , 48 (t-count> 1.96), then reject H $_{03}$ which states that promotion has no significant effect on trust. This hypothesis is supported by research from Pratama and Magnadi which states that promotion has a positive and significant influence on trust. Where in the study the promotion factors proved to influence trust through the frequency of promotions, the quality of promotions, and the quantity of promotions.

T-count testing results on customer loyalty is 0 , 88 (t-count <1.96), then accept H $_{04}$ which states that promotion has no significant effect on customer loyalty. These results state that promotion has a non-significant positive effect on customer loyalty. This means that if the promotion has been felt good by the customer, it is not necessarily the customer will be loyal. This result is different from the basis of the initial hypothesis proposed. But according to the research of Ogi et al. which states that consumers not only see in terms of promotions offered, but consumers prefer other factors that influence loyalty.

The result of t-count testing of service quality on customer customer loyalty is 2 , 47 (t-count> 1.96), then reject H $_{05}$ which states that service quality has no significant effect on customer loyalty.

This result states that service quality has a significant positive influence on customer customer loyalty. The results of this hypothesis support previous research conducted by Parasuraman et al. (1996) which states that service quality directly affects customer loyalty.

DISCUSSION AND IMPLICATION
Theoritical Implication
In the study it can be seen that the results of the first hypothesis state that customer trust has a significant positive influence on customer loyalty. This result is consistent with the research of Chen et al. where to increase the confidence of C2C platform providers must do their best to support the interaction of members and utilize ongoing relationships with members]. And strengthen the theory which states that customer loyalty is positively influenced by trust. This result is a good reflection for e-commerce , so e-commerce can know that the effort to give customer trust has fulfilled the customer's desires, where the thing to do is to improve and continue to maintain the customer's trust.

The second hypothesis states that service quality has a significant positive influence on trust. The results of this hypothesis support previous research conducted by Sharma and Patterson suggesting that to gain trust which is one component of relationship marketing should be driven by adequate technical and functional quality. This result was also supported by Hsu who stated that assurance in service quality was one of the factors that significantly influenced trust. Thus, the thing to do is to improve the quality of service and continue to maintain it

The third hypothesis states that promotion has a significant effect on trust. This hypothesis is supported by research from Pratama and Magnadi which states that promotion has a positive and significant influence on trust. Where in this study the promotion factor proved to influence trust through the frequency of promotion, quality of promotion, and quantity of promotion. The fifth hypothesis states that service quality has a significant positive influence on customer customer loyalty. The results of this hypothesis support

previous research conducted by Parasuraman et al. which states that service quality directly affects customer loyalty.

MANAGERIAL IMPLICATION

From the results of the study, it was found that customer loyalty is directly and positively influenced by the quality of service and trust, for promotion variables can also affect customer loyalty but when accompanied by a trust variable. Based on the results of this study, it was found that good service quality can support good trust, where with promotion support good trust will result in customers becoming loyal to the company.

In this case, service quality is used by the company to continue to provide customer needs by establishing relationships with customers such as providing information, services, handling complaints from customers quickly and accurately. This service quality is realized by providing a forum for discussion that can be used to share difficulties in the use of e- commerce site features and complaints that may not be resolved after contacting Customer Service (CS) of e-commerce sites.

Based on the answers of respondents, there are a number of respondents who felt the site e-commerce is already quite good at dealing with customers, and there are some respondents who feel that s itus ecommerce less good at dealing with customers. Therefore, this can be improved or revised in making decisions, where one of the efforts to win the competition and get optimal competitive advantage is competitive benchmarking . According to G. Watson (1997) benchmarking is the disbursement and application of truly better practices continuously, which leads to superior competitive performance . In this case competitive benchmarking is carried out by comparing the operations of a part with various competitors.

From the results of the questionnaire, it shows that e-commerce site service in handling customer problems and product explanation is good enough. But for the speed in handling these complaints is still not responsive, so customers can not solve the problem quickly. For the ecommerce site to handle this less-fast handling, it can be done by providing training for CS in verifying the receipt when handling complaints. Because indicated the handling of complaints that are slow because CS from the e-commerce site takes one week to handle complaints. In addition, ecommerce sites can also adopt one of the policies from Another ecommerce site that eliminates the return option or installs a policy can not return items that have been purchased because each item has been checked before shipping. Then, for the customer or buyer is expected to be patient in following the course of the complaint handling process. Since each complaint received will be processed by s itus e-commerce to its conclusion although it requires a long time.

From the respondents answers, there is less reliable e - commerce site promotion information where this happens because in the e-commerce site ads do not clearly state the terms of the promo. Therefore, when compared to sites ecommerce other terms of sale information site e-commerce must make improvements role in the promotion of information. This can be done by giving Opera- promo with clear terms and conditions of such sites ecommerce other . In addition, customers are also expected to be smarter in observing promos to be able to find complete information about ongoing promos on ecommerce sites .

Besides that, e-commerce sites must also continue to improve the security of their promotional advertisements so that both seller and buyer can trust more to use promos. From the respondents' answers, there are those who think that the existence of a third party (e-commerce site) provides less protection for sellers or buyers, so e-commerce sites must increase security protection for their customers where this can be done by tightening transaction security such as eliminating purchase features without listing account

on trusted ecommerce as practiced by other ecommerce sites. Where the other e-commerce site do not have shopping features without an account, because even though the shopping features without an account are faster but this feature can also be detrimental due to lack of seller or buyer data in conducting transactions that can cause insecurity.

In addition, customers are also expected to perform account creation procedures to make purchases for transaction security. Then after trust is fulfilled, customer expectations will also be fulfilled. Where based on the results of processing and analysis, it is found that customer trust and loyalty will be fulfilled along with good service quality. While good promotion, it is not necessarily able to produce good customer loyalty. With the achievement of customer trust, automatically the customer will be loyal. This is the main goal of quality service to keep the number of customers that do not decline over time

Thus, the customer will invite or recommend this buying and selling site to their relatives to feel the buying and selling services they receive. The more customers who believe, the more likely the network expansion between customers will occur.

CONCLUSION

Based on research that has been done on e-commerce sites C2C then the site e-commerce should increase the variety of factors that support. Where based on the output of LISREL obtained the value of t-value that illustrates the results of the study that trust has a positive and significant effect on customer loyalty e-commerce sites, service quality has a positive and significant effect on trust , promotion has a positive and significant effect on trust, promotion has a positive effect significant to e-commerce customer loyalty, and service quality has a positive and significant effect on e-commerce loyalty. Therefore, ecommerce sites must continue to improve the service quality and customer trust so as not to lose out in online buying and selling at this time. This can be realized by benchmarking competitors who have better strategies so that ecommerce sites can continue to maintain their existence.

In the future, in order to get the deeper understanding research can be done direct communication with the e-commerce site, so that the resolution of the problem has a lower subjectivity. In addition, an open questionnaire can be used to accommodate direct advice from customers, both buyers and sellers. In future the data variation can be collected from different cities because different cities people have different views regarding online shopping.This research also focused on customers just one e-commerce site , so comparison with customers from competitors is less accurate. Therefore, further research is expected to be carried out on customers from other e-commerce so that results are more accurate.

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