

Shopee Pay Free Shipping Promotion Moderation On Customer Satisfaction

Yusfita Dyah Fanani

Telkom University

Correspondence Email: yusfita.fanani@gmail.com

Abstract

The reason for this observation become to partly and concurrently decide the impact of service quality on customer satisfaction in Tangerang city, and to decide the variable of free shipping promotion as a moderator variable of service quality on customer satisfaction. Pattern length changed into determining the usage of a purposive sampling technique with a minimum of 96 respondents. The lowest population for this has an observed is her Shoppe customers in Tangerang city who take gain of free shipping on their Shopee purchases. This observation is an associative causal test. data collection equipment is inside the shape of digital surveys distributed thru Google forms. data analysis techniques the use of the JASP 0.16.4 software program. The service exceptional results had a massive advantageous effect on client satisfaction with a t-statistic of 6,610, and the free shipping marketing campaign payment promoting had a good sized impact on customer satisfaction with a t-statistic of 2,083 from the carrier high-quality survey and free delivery promotion impact. Make a big nice impact. The F-test result is 72,936, which has a big positive effect on customer satisfaction. A Sobel takes a look at the rating of $2.027 > 1.986$ indicating that the free delivery advertising variable is a moderator of quality of service variables related to customer satisfaction. Based on the results with a coefficient of determination of 0.601, it suggests that distinct Shopee promotions on free shipping and provider quality can explain 60.1% of his Shopee customer satisfaction in Tangerang city.

Keywords: Free Shipping Promotion, Service Quality, Customer Satisfaction

INTRODUCTION

With the development of modern online business, the service sector is growing very rapidly, even in the service sector in the Industrial Revolution 4.0 era, the internet is one of the elements that cannot be separated. In global Indonesia is one of the maximum net users in the world. consistent with our Social report, there had been 205 million net customers inside the country in January 2022. Based on developments, the wide variety of internet users has persisted to grow during the last five years. As compared to 2018, the range of country-wide net users accelerated by way of 54.25%. In the meantime, the net penetration fee in Indonesia in early 2022 is 73.7% of the entire population. Indonesia's populace become recorded at 277.7 million in January 2022, compared to 2018, the country's internet most effective reached 50 percent of the whole population (Riyanto, 2022).

Over time, the use of the Internet is not limited to just communicating, but the use of the Internet has increased for transactions and business. Indonesian people have started to switch from the traditional buying and selling model to buying and selling online as a result of technological developments that make it easier for people to carry out all their activities, including financial activities. Buying and selling activities or transactions are generally known on the internet as e-commerce. Electronic marketing is the process of selling, buying, servicing, and marketing goods through electronic systems such as television, radio, and the internet or computer networks. According to Suyanto (2003), e-commerce has benefits for society because e-commerce allows people to work from home and not need to leave the house to shop. Currently, there are many online shops in Indonesia, one of which is Shopee, a Singaporean startup that started operating in Indonesia in December 2015. Shopee is also an online shopping and buying and selling service that offers a wide range of products such as sports equipment, photography equipment, gadgets, beauty equipment, fashion, cars, household appliances, vitamins, food, and beverages. Shopee comes in the form of a mobile application to make it easier for users to shop online directly on their cell phones without a computer device. Shopee makes selling easy for sellers and offers a secure payment process for buyers. Shopee's success in Indonesia cannot be separated from implementing a good strategy to attract consumers in Indonesia by prioritizing customer satisfaction.

To satisfy customers, one of the strategies applied with the aid of Shopee is to promote Shopee pay and free delivery. The global web Index performed a global observation to find out what motivates humans to reserve food online. The top five motives are: 51% free delivery, 48% specific transport, 43% cut price gives, 36% product availability and completeness, and 30% easy fee (Kompasiana.com, 2022). This can create customer satisfaction. As in studies (Maulana & Asra, 2019) free delivery has a tremendous and good sized impact on online purchasing decisions for generation Z in rural regions, such a lot of Shopee users strive to shop from Shopee due to the fact it's far taken into consideration pretty worthwhile and suitable, for customers who need to shop for online. Having the free delivery characteristic as a Shopee advertising blend is verified to reduce the burden on capacity consumers or buyers to get the product they need and want. Together with postage-free consumers can buy products greater flexibly without disturbing approximately postage charges so one can be paid later (Istikomah & Hartono, 2022). But, the offer of free shipping at some stage in Indonesia does now not have a look at to all shops affiliated with the Shopee software, however high-quality for stores with special labels. It's miles free but there may be a disadvantage to this provided that there can be quality postage good buy, now not free transport as stated. And store there may be additionally a minimum order amount to collect a discount on delivery charges-some places even value more with transport than the price of the item to be bought.

Some other customer satisfaction component is service satisfaction carrier great is a form of consumer evaluation of the extent of carrier acquired in opposition to the extent of carrier predicted. If the carrier obtained or skill meets expectations, then service high-quality is perceived as excellent and pleasant (Philips Kotler et al., 2019). The ensuing delight can inspire clients to make repeat purchases and hope to grow to be unswerving customers. inside the field of online buying and selling, the application of provider high-quality to digital service satisfactory (electronic carrier pleasant) is in addition evolved. every consumer virtually expects a terrific product inside the form of products or offerings that they devour will be obtained with accurate and fulfilling carrier (Juhria et al., 2021). But in practice there are nonetheless clients who are disappointed with the agency's offerings, together with Shopee customers who're disenchanted with Shopee's services. It's far recognized that there are

nevertheless terrible remarks regarding the records provided, particularly consumer lawsuits associated with the delivery repute of products that aren't suitable even though the goods have not reached the patron's arms. If that is allowed, the pleasure score of Shopee users may also drop. It is crucial for Shopee to be aware of elements that could affect customer satisfaction, together with provider excellent and promotions. In addition, the Shopee category with the most customers need to always reduce any deficiencies to create pleasure and create loyal consumers so that Shopee can keep to win the competition. Shopee must also be conscious of purchaser lawsuits so that customers experience helped and served quickly in solving their troubles.

Primarily based on the outcomes of previous research (Laurent, 2016) (Magdalena & Jaolis, 2018) (Juhria et al., 2021) service quality has a high quality and enormous impact on customer satisfaction and the free delivery promoting variable has a tremendous impact on Shopee consumer satisfaction (Wulandari & Suwandi, 2021) (Maghfiroh, 2021) (Walga, 2022). Hence it is able to be concluded that the two independent variables have a positive and significant impact on Shopee customer satisfaction. Regarding customer satisfaction based totally on Jakarta Globe Data. id (2020) suggests that Shopee ranks 2d in terms of satisfaction stage, that means that Shopee is still below one in every of its competitors, namely snatch Heru Andriyanto (2020). Consequently, there are several elements that make Shopee customers dissatisfied with Shopee. There are numerous factors that could affect consumer satisfaction, which include product satisfactory, service quality, emotion, rate, value, and comfort. It is able to be said that Shopee customers are dissatisfied due to the fact one or numerous of those factors have decreased. Satisfaction, which ranks 2nd, is a concern for Shopee to take a look at extra objectively the deficiencies that motive person dissatisfaction. With this in mind, the authors are interested by accomplishing studies that targets to determine the impact of the free promoting for charge of Shopee postage and service quality and the variable of postage promotion is a moderating variable among service quality and Shopee customer satisfaction in Tangerang city.

METHOD

In this take a look at, association analysis was used to investigate research facts to check whether there may be a courting between or more sets of facts variables. The results of the analysis permit the research hypothesis to be generalized or not, if the H1 hypothesis is common, it method that the research evidence shows a relationship between variables (Ghozali, 2018). The records used on this examine is primary records gathered thru questionnaires dispensed on line (Google paperwork) to respondents the use of the purposive sampling approach which became distributed in numerous regions of Tangerang city. The quantity of samples was 96 which changed into determined based totally at the Cochran method (Sugiyono, 2019). This take a look at consists of three variables, specifically: best of digital offerings (X), free shipping promotions (Y) and electronic customer satisfaction (Z). records analysis strategies used have been validity and reliability tests, more than one linear regression, classical hypothesis testing (information normality, heteroscedasticity, multicollinearity and linearity), hypothesis checking out (t test, F test and Sobel test) and determination tests the usage of JASP (Santoso, 2016).

RESULT AND DISCUSSION

Validity And Reliability

Table 1. Test the Validity and Reliability of Research Variables

Variables/Indicators	r statistic	Cronbach's α	Result
Free Shipping Promotion		0.796	Reliabel
PGO1	0.480		Valid
PGO2	0.634		Valid
PGO3	0.697		Valid
PGO4	0.374		Valid
PGO5	0.456		Valid
PGO6	0.675		Valid
E-Service Quality		0.897	Reliabel
KL1	0.770		Valid
KL2	0.799		Valid
KL3	0.499		Valid
KL4	0.664		Valid
KL5	0.720		Valid
KL6	0.578		Valid
KL7	0.729		Valid
KL8	0.758		Valid
E-Customer Satisfacton	0.770	0.815	Reliabel
KP1	0.517		Valid
KP2	0.365		Valid

Variables/Indicators	r statistic	Cronbach's α	Result
KP3	0.700		Valid
KP4	0.656		Valid
KP5	0.589		Valid
KP6	0.676		Valid

Source: Data of Research (2022)

Validity refers to the hassle that the object desires to measure, the instrument is anticipated with a view to accurately measure the item being measured. To calculate every query item, it is important to examine the r-statistic from table 1 with the r-table (for the rule $df=n-k=30-2=28$, 0.05 is the r-table fee of 0.361) (Santoso, 2016)). From this it can be concluded that every one questions in this observe are legitimate (r statistic $>$ r desk). Reliability is used to measure an item continually occasionally. So it can be stated that the value of consistency in the device is crucial. To measure the reliability of an tool using Cronbach alpha, it is said to be dependable if Cronbach Alpha $>$ 0.6. In table 1 it is able to be said that the research instrument is dependable because the consequences of Cronbach's Alpha $>$ 0.6.

Classic Assumption Test

Normality

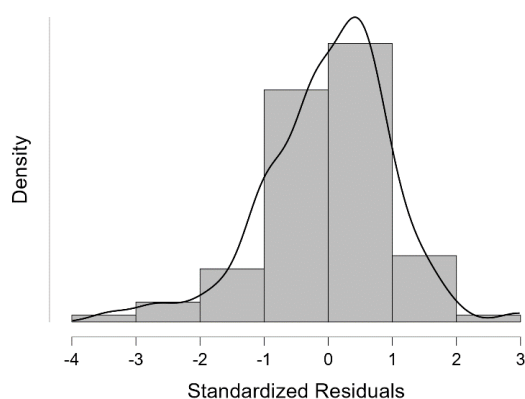


Figure 2. Standardized Residuals Histogram

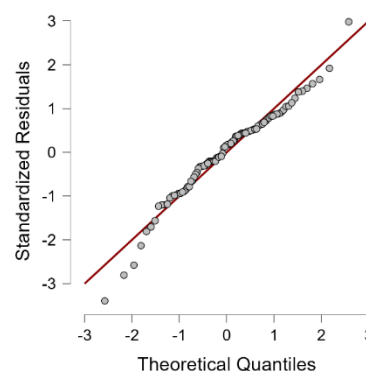


Figure 3. Q-Q Plot Residuals

Table 2. One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual	
N		100	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	.33785273	
Most Extreme Differences	Absolute	.091	
	Positive	.061	
	Negative	-.091	
Test Statistic		.091	
Asymp. Sig. (2-tailed)		.042 ^c	
Monte Carlo Sig. (2-tailed)	Sig.	.364 ^d	
	99% Confidence Interval	Lower Bound	.352
		Upper Bound	.376

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Based on 10000 sampled tables with starting seed 299883525.

Heterokedasy

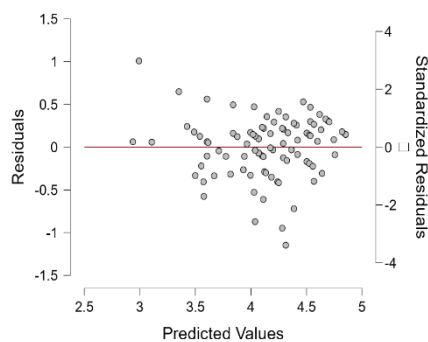


Figure 4. Scatter Plot Residuals vs. predicted

The heteroscedasticity test checks whether or not there are variations between the residuals and different observations that are not the identical. One of the regression models that fulfills the requirements is the presence of the variance of one of the residuals. Observations and others, that's known as homoscedasticity. Figure 4 shows that the dissemination of data does now not shape a certain pattern.

Multicollinearity

Table 3. Variance Inflation Factor Test

Model		Unstandardized	Standard Error	Standardized	t	p	Collinearity Statistics	
							Tolerance	VIF
H ₀	(Intercept)	4.132	0.053		77.285	< .001		
H ₁	(Intercept)	0.941	0.276		3.411	< .001		
	Free Shipping Promotion	0.192	0.092	0.196	2.083	0.040	0.467	2.141
	E-Service Quality	0.590	0.089	0.621	6.610	< .001	0.467	2.141

Dependent Variabel: E-Customer Satisfaction

Take a look at is designed to decide whether there may be a high correlation between the independent variables within the more than one linear regression version. When there is a high correlation between the independent variables, the relationship between the independent variables and the dependent variable is disturbed. From table 3 VIF < 10, it does not display a correlation among the variables of electronic service quality and free shipping promotions.

Linearity

Linearity test is used to decide whether or not the model constructed has a linear courting or not. From table 4 the Durbin-Watson results, 1,859 indicates less than 2, 365 (Santoso, 2016). Then it turns out that the survey data is linear.

Tabel 4. Durbin-Watson Test

Model	R	R ²	Adjusted R ²	RMSE	Durbin-Watson		
					Autocorrelation	Statistic	p
H ₀	0.000	0.000	0.000	0.535	0.065	1.864	0.493
H ₁	0.775	0.601	0.592	0.341	0.066	1.859	0.462

Source: Data of Research (2022)

Multiple Linear Regression

Regression analysis has a relational feature to test the relationship among predictors and standards. From the consequences of JASP table 3, a couple of linear regression equation is produced;

$$Y = 0.941 + 0.192 \text{ free shipping promotion} + 0.590 \text{ e-service quality} + e$$

This shows that if the promotion of free shipping and e-service quality is 0, then the e-customer satisfaction value is 0.941. Whilst compared among postage promotion and e-quality of service the magnitude of the affect in increasing 1 unit of the variable unit, then the value of the effect of e-quality of service is more than 0.590 devices in comparison to free shipping promotion of 0.192.

Hypothesis Testing

Based on the consequences of partial hypothesis testing in desk 3, hypothesis H1 is accepted with t statistic 26,619 > t table 1,986, it's miles concluded that e-service quality has a power on e-customer satisfaction. This observe strengthens research (De Fritz, 2020) (Yanto & Anjarsari, 2021). In step with (Parasuraman et al., 2005) digital service

quality is the quantity to which web site skills allow efficient and effective buying, shopping, and delivery of services and products. enhancing customer satisfaction and service quality is the maximum vital precursor to satisfaction. Even other literature states that service quality and consumer satisfaction are recognized because the most essential precursors for purchaser loyalty (Brady et al., 2002). Therefore, corporations have to awareness on non-stop exceptional improvement. Shopee is a sophisticated e-commerce and has grow to be the leading on line keep in Indonesia. It's far a marketplace-based totally mobile social business application (social media function) with a C2C (customer to customer) business model, i.e. the consumer can be a seller or a customer. Shopee offers wallet and e-money services to facilitate person transactions (Shopeepay function), and additionally offers a wide variety of products at lower priced fees, in addition to promotions, bonuses, discounts, flash discounts and guarantees. on this manner, customers are greater comfortable in phrases of time and price. Likewise, the supply and completeness of data as well as ease of doing business are also the customer's own desire while using the enterprise's offerings. Therefore, it is vital for an internet save business enterprise to provide the satisfactory service which will build service fee obtained by customers.

H2 is general with a t statistic of 2,083 > t table of 1,986 indicating that free shipping promotions have an influence on e-customer satisfaction. The effects of the same studies have been achieved through (Maghfiroh, 2021) (Rumambi, 2022). Launch numerous promotions to draw consumer attention. Shopee introduced that the free shipping promoting aims to growth interplay with consumers. Strong interactions will in the long run growth purchaser pride and loyalty. Customer pride is one of the maximum important matters in phrases of commercial enterprise development and consumer appeal. Shopee needs to expand techniques to maintain purchasers inquisitive about Shopee and make repeat purchases. This is the purpose for customers to shop on the online purchasing platform Shopee. based at the simultaneous test results, it has a calculated F value of seventy two,936 and a p cost < 0.001 indicating that e-quality service and free shipping promotion together have an impact on e-consumer satisfaction.

Table 5. Anova

ANOVA						
Model		Sum of Squares	df	Mean Square	F	p
H1	Regression	16.994	2	8.497	72.936	< .001

ANOVA

Model	Sum of Squares	df	Mean Square	F	p
Residual	11.300	97	0.116		
Total	28.294	99			

Note. The intercept model is omitted, as no meaningful information can be shown.

Sobel Test

The Sobel test is used to decide whether or not a moderator variable in a study is a third celebration variable that changes the connection among the impartial variables and the based variable. Or it could also be defined that the moderating variable or moderating variable is a variable that could influence (toughen and weaken) the connection among the unbiased variable and the based variable. Checking out the mediation speculation may be done the use of the technique developed by means of Sobel (Abu-Bader & Jones, 2021) which is called the Sobel test. The Sobel test is accomplished by means of trying out the strength of the indirect have an effect on from X to Z to Y. The effect of mediation can be concluded through evaluating the t statistical cost with the t table value, if t count > t - table value, the mediating impact can be concluded. This examine tested Sobel using the Sobel test calculator for Mediation test hyperlink: [//www.danielsoper.com/statcalc/calculator.aspx?id=31](http://www.danielsoper.com/statcalc/calculator.aspx?id=31).

Table 6. Simple Linear Regression

Model	Unstandardized	Standard Error	Standardized	t	p
H ₀ (Intercept)	4.122	0.054		75.874	< .001
H ₁ (Intercept)	1.256	0.274		4.591	< .001
E-Sevice Quality	0.705	0.067	0.730	10.574	< .001

Dependent Variabel: Free Shipping Promotion

Table 7. Multiple Linear Regression

Model		Unstandardized	Standard Error	Standardized	t	p
H ₀	(Intercept)	4.132	0.053		77.285	< .001
H ₁	(Intercept)	0.941	0.276		3.411	< .001
	Free Shipping Promotion	0.192	0.092	0.196	2.083	0.040
	E-Servive Quality	0.590	0.089	0.621	6.610	< .001

Dependent Variavel: E-Customer Satisfacyion

It can be seen in figure 5. based totally at the Sobel test results, the t statistic is 2.147 > t table 1.986. This indicates that the free shipping promotion variable is a mediating variable, specifically a variable that strengthens the effect of e-service quality on e-consumer satisfaction. Consumer satisfaction is moderated by the promotion of unfastened shipping purchases among the satisfactory of offerings provided with the aid of manufacturers to consumers. How do manufacturers offer a pleasing and pleasing revel in whilst buying products that allows you to generate right feedback for clients? Now, one of them is with technological trends which have penetrated all components of existence, inflicting changes to a greater contemporary way of life, namely shopping for products online (Ting et al., 2016) (Juwaini et al., 2022).

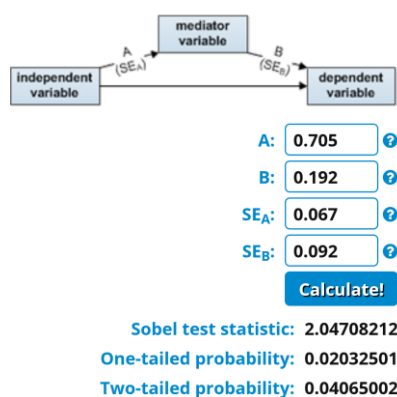


Figure 5. Sobel test results

Many consumers are hesitant to keep on-line due to the fact they have to pay shipping prices to get objects purchased on-line to their houses. Shipping fees are every now and then better than the charge of the products bought, this causes clients to item to paying transport prices (Rumambi, 2022). Having several free shipping functions as a part of the Shopee marketing mix is verified to reduce the load on ability purchasers or consumers to get the product they want. Customers do not need to worry while shopping for products, free shipping presents extra flexibility in payment. Via offering free transport to consumers, consumers will sense satisfied and ultimately have an impact on purchasing choices (Maulana & Asra, 2019) (Istikomah & Hartono, 2022). This offers consumers confidence that purchasing at Shopee is very attractive due to the fact transport prices are now not a burden on purchasers in buying merchandise in order that product costs turn out to be less expensive.

Determination Test

Table 7. Determination Test

Model	R	R ²	Adjusted R ²	RMSE
H ₀	0.000	0.000	0.000	0.535
H ₁	0.775	0.601	0.592	0.341

Ghozali (2018) states that the coefficient of dedication (R²) is used to measure how tons the model can give an explanation for the version in the established variable. The coefficient of willpower is between zero and one. The coefficient of dedication is among 0 and 1. The determination test offers a cost of 0.601 this means that that 60.1% of the variable model of digital carrier first-rate and free shipping offers can provide an explanation for digital customer satisfaction.

CONCLUSION

From the consequences and discussion of the study it may be concluded that customer satisfaction in online buying is partly and simultaneously influenced through the best of electronic services and free shipping promoting. Observed through loose shipping promotion, that is a moderating variable among digital service quality and e-consumer satisfaction while shopping online at Shopee, with a Sobel-t statistic of 2.047 > 0.05. The effect length of digital service quality and free shipping promoting variables is 60.1% on electronic customer

satisfaction. Guidelines that can be conveyed are that in phrases of carrier nice electronics, Shopee have to be capable of provide customer ensures for product returns if an blunders takes place inside the Shopee device so that it does no longer cause purchaser harm, placement of free delivery promotional functions in order that they're without problems seen and accessed through purchasers who need to make payments and while promotional gives can be fulfilled for a long time to increase customer satisfaction a good way to ultimately boom customer loyalty.

REFERENCES

- Assauri, S. (2010). *Manajemen Pemasaran Dasar, Konsep dan Strategi*. PT Raja Grafindo Persada.
- Brady, M. K., Cronin, J. J., & Brand, R. R. (2002). Performance-only measurement of service quality: A replication and extension. *Journal of Business Research*, 55(1), 17-31.
[https://doi.org/10.1016/S0148-2963\(00\)00171-5](https://doi.org/10.1016/S0148-2963(00)00171-5)
- Bressolles, G., & Durrieu, F. (2011). Service quality , customer value and satisfaction relationship revisited for online wine websites. 6th AWBR International Conference, June.
<https://pdfs.semanticscholar.org/a41f/b85bdec5dd42c10218d948c9a91995deddba.pdf>
- De Fritz, P. Q. (2020). Pengaruh E-Service Quality terhadap Kepuasan Pelanggan (Studi Kasus Kimia Farma Official Shop di E-Marketplace Shopee).
<https://library.universitaspertamina.ac.id//xmlui/handle/123456789/2195>
- Ghozali, I. (2018). *Aplikasi Analisis Multivariate Dengan Program SPSS*. Badan Penerbit Universitas Dipenogoro.
- Istikomah, N., & Hartono, B. (2022). Analisis Persepsi Promosi Gratis Ongkos Kirim (Ongkir) Shopee Terhadap Keputusan Pembelian. *Jurnal Bisnis Kompetif*, 1(2), 49-57.
- Istiqomah, M., & Marlana, N. (2020). Pengaruh promo gratis ongkos kirim dan online customer rating terhadap keputusan pembelian produk fashion. *Jurnal Manajemen*, 12(2), 288-298.
- Jameel, A. S., Hamdi, S. S., Karem, M. A., Raewf, M. B., & Ahmad, A. R. (2021). E-Satisfaction based on E-service Quality among university students. *Journal of Physics: Conference Series*, 1804(1). <https://doi.org/10.1088/1742-6596/1804/1/012039>
- Juhria, A., Meinitasari, N., Iqbal Fauzi, F., & Yusuf, A. (2021). Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan Di Aplikasi E-Commerce Shopee. *Jurnalmanajemen*, 13(1), 55-62.
- Juwaini, A., Chidir, G., Novitasari, D., Iskandar, J., Hutagalung, D., Pramono, T., Maulana, A., Safitri, K., Fahlevi, M., Sulisty, A. B., & Purwanto, A. (2022). The role of customer e-trust, customer e-service quality and customer e-satisfaction on customer e-loyalty.

- International Journal of Data and Network Science, 6(2), 477–486.
<https://doi.org/10.5267/j.ijdns.2021.12.006>
- Kompasiana.com. (2022). Pesan Antar Makanan Online Menjadi Tren di Masyarakat.
<https://www.kompasiana.com/rahmawatieka7061/61d809111b796c6e967ab842/pesan-antar-makanan-online-menjadi-tren-di-masyarakat>
- Kotler, Philip, & Keller, K. L. (2018). *Marketing Management* (14th ed.). Global Edition. Pearson Prentice Hall.
- Kotler, Philip, & Keller, K. L. (2019). *Marketing Management* (Global). Pearson.
- Kotler, Philips, Keller, K. L., Brady, M., Goodman, M., & Hansen, T. (2019). *Marketing Management* (4th Europe). Pearson Prentice Hall.
- Laurent, F. (2016). Pengaruh E-Service Quality Terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan. *Agora*, 4(2), 95–100.
- Magdalena, A., & Jaolis, F. (2018). Analisis Antara E-Service Quality, E-Satisfaction, dan E-Loyalty Dalam Konteks E-Commerce Bukalapak. *Jurnal Strategi Pemasaran*, 5(2), 1–11.
- Maghfiroh, Z. (2021). Pengaruh Free Ongkos Kirim Terhadap Kepuasan Konsumen Online Shop (Studi Pada Pengguna Shopee Mahasiswa FEBI Jurusan Ekonomi Syariah Tahun Akademik 2016-2017 UIN SMH Banten).
- Maulana, H. A., & Asra, Y. (2019). Analisa Pengaruh Promo Gratis Ongkos Kirim terhadap Keputusan Pembelian pada E-Commerce oleh Generasi Z di Daerah Pedesaan. *Inovbiz: Jurnal Inovasi Bisnis*, 7(2), 162. <https://doi.org/10.35314/inovbiz.v7i2.1220>
- Nasution, A. E., & Syahputra, I. (2022). Building Customer Satisfaction Through Promotion And Service Quality To Gojek Service Users In Medan. *Journal of International Conference Proceedings*, 5(2), 545–551. <https://doi.org/10.32535/jicp.v5i2.1717>
- Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL a multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>
- Purwanto, A. (2022). The Role of Digital Leadership, e-loyalty, e-service Quality and e-satisfaction of Indonesian E-commerce Online Shop. *International Journal of Social and Management Studies (Ijosmas)*, 03(5), 51–57.
- Riyanto, A. D. (2022). Hootsuite (We are Social): Indonesian Digital Report 2022. <https://andi.link/hootsuite-we-are-social-indonesian-digital-report-2022/>
- Rumambi, F. J. (2022). Apakah Kepuasan Pelanggan Shopee Bergantung Pada Voucher Diskon Dan Gratis Ongkir? *08(02)*, 88–100.

- Santoso, A. D. (2016). Analisis Multivariat. Kepel Press.
- Sasono, I., Jubaedi, A. D., Novitasari, D., Wiyono, N., Riyanto, R., Oktabrianto, O., Jainuri, J., & Waruwu, H. (2021). The Impact of E-Service Quality and Satisfaction on Customer Loyalty: Empirical Evidence from Internet Banking Users in Indonesia. *Journal of Asian Finance, Economics and Business*, 8(4), 465–473.
<https://doi.org/10.13106/jafeb.2021.vol8.no4.0465>
- Sugiyono. (2019). Metode Penelitian Kuantitatif, Kualitatif, dan R&D. Alfabet.
- Suyanto, M. (2003). Strategi periklanan pada e-commerce perusahaan top dunia. Andi.
<https://opac.perpusnas.go.id/DetailOpac.aspx?id=578101>
- Ting, O. S., Ariff, M. S. M., Zakuan, N., Sulaiman, Z., & Saman, M. Z. M. (2016). E-Service Quality, E-Satisfaction and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence form Malaysia. *MOIME. Materials Science and Engineering*.
<https://doi.org/10.1088/1757-899X/131/1/012012>
- Tjiptono, F. (2019). Strategi Pemasaran Prinsip & Penerapan (I). CV. Andi Offset.
- Tjiptono, F., & Chandra, G. (2012). Service, Quality Satisfaction. Andi Offset.
- Walga, R. P. (2022). Pengaruh Cashback dan Gratis Ongkir, Kepuasan Konsumen, dan Keragaman Produk terhadap Minat Beli Ulang Konsumen pada Pengguna Aplikasi Marketplace (Studi pada Mahasiswa Universitas Sumatera Utara Pengguna Tokopedia, Shopee, dan Bukalapak).
<https://repositori.usu.ac.id/handle/123456789/48586>
- Wulandari, A., & Suwandi, J. (2021). Pemanfaatan Tagline Gratis Ongkos Kirim Pada Pelanggan Online Shop Aplikasi Shopee Masyarakat Kecamatan Susukan Semarang - UMS ETD-db. <http://eprints.ums.ac.id/91255/>
- Yanto, R. T. Y., & Anjarsari, A. D. (2021). Pengaruh E-Service Quality Terhadap Kepuasan Pelanggan E-Commerce (Studi Kasus Pengguna Toko Online Shopee). *Jurnal Bisnis Dan Pemasaran*, 11(1), 1–13.
<https://ejurnal.poltekpos.ac.id/index.php/promark/article/view/1319>
- Yusuf, Z., Sarboini, Mariati, Amri, S., & Rizal, S. (2021). The Effect of Advertising and Consumer Satisfaction on Consumer Loyalty to Pepsodent Products in Banda Aceh City. *International Journal of Management Science and Information Technology (IJMSIT)*, 1(1).
<http://www.journal.lembagakita.org/index.php/IJMSIT/article/view/441/328>