Analysis of Factors Affecting Customer Satisfaction and Customer Loyalty in the Shopee *Marketplace*

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ARTICLE INFO	ABSTRACT
	This study aims to find out what factors influence customer satisfaction and loyalty in the Shopee marketplace. The variables used in this study are price, product quality, information quality, privacy issues, perceived security, product variety, delivery, customer satisfaction and customer loyalty. The population in this study are marketplace users who have used and shopped at the Shopee marketplace with a sample size of 180 respondents. The data collection technique used a questionnaire, and the data analysis technique used was the SmartPLS 4.0 analysis tool. Based on the research results, of the 15 hypotheses there are 9 hypotheses that are accepted, namely information quality, perceived security, privacy issues, delivery and product variety have a positive effect on customer satisfaction and loyalty. Perceived security, information quality, privacy issues, and product delivery have a positive effect on customer loyalty through customer satisfaction. The contribution to this research resulted in a model for measuring the effectiveness of the Shopee marketplace system that companies can use to develop in the future so as to increase user satisfaction at Shopee.

INTRODUCTION

According to Faraoni et al. (2018) and (Chandra et al., 2019; Imran & Ramli, 2019; Mariam et al., 2020; Takaya et al., 2019), customer satisfaction is one of the most important factors in online shopping and it is assumed that in online shopping satisfaction is the most important thing. Kotler (2000) also explained that the main goal of marketing is to provide satisfaction to customers. Similarly, other opinions also emphasize that customer satisfaction will have its own impact on subsequent purchasing behavior (Naka & Rojuaniah, 2020) . Customer confidence and satisfaction will be obtained after certain online transactions (DJ Kim et al., 2008) . According to Massad et al. (2006) customer satisfaction can be measured by assessing consumers who have had their own satisfaction experiences when shopping online (Imran et al., 2020; Sukarno et al., 2020) . Customer perceptions about the brand will influence a customer's attitude of loyalty and commitment (Chaudhuri & Holbrook, 2001). This is in line with previous studies which prove that there is a relationship between customer satisfaction and e-commerce consumer loyalty (Ribbink et al., 2004). Apart from Saleh's consumer loyalty . (2003) argue that the quality of product information can influence user satisfaction, and more strongly than the quality of service information. Websites that present quality information positively and significantly increase customer satisfaction (Tzeng *et al.* 2020) . Kim et al. (2011) said that the security felt by customers greatly influences customer satisfaction, such as storage security, whether it will be stolen or shared with unauthorized parties. Product information and detailed information about product features are closely related to recommendations, consumers, evaluation reports, while service information is related to FAQs, promotional notifications, membership information, orders and shipping information. (Tzeng *et al* . 2020) . Cyr. (2008) argue that customers need quality information about products or services in a physical or online store, namely to help customers make purchasing decisions. According to Tzeng *et al* . (2020) , information quality is the most important thing for buyers, especially during pre-purchase information searches for products and services in e-retail.

Other key factors that have a strong influence on customer satisfaction are price, product quality, information quality, privacy issues, perceived security, product variety, delivery and customer loyalty

which will influence consumers' intentions to choose and buy these goods online or at retail (Rudansky-Kloppers, 2014) . According to Broniarczyk et al. (1997) to convince consumers to buy goods, they are more interested in seeing the product on a web page, rather than seeing it displayed on the same page.

Study related Price, Quality variables Product , Quality Information , Problems Privacy , Perceived Security , Variation _ Product , Delivery , Satisfaction Customers and Loyalty Customer has done before . Where is the price ? positive influence customer satisfaction Basalamah (2022) , Product Quality influences Customer Satisfaction (Andora & Yusuf, 2022) , information quality has a positive influence on customer satisfaction (DeLone & McLean, 2003 ; Tzeng *et al* ., 2020 ; Cyr, 2008 ; DJ Kim *et al.* , 2008 ; Fortes & Rita, 2016), Information quality influences customer loyalty (Mofokeng, 2021) , Privacy issues positively influence customer satisfaction (Gogus & Saygın. 2019 ; Roca et al., 2009 ; Hwang & Kim, 2007 ; Salo & Karjaluoto, 2007), perceived safety influences customer satisfaction (Roca et al, 2009 ; Vasic et al., 2019 ; Szymanski & Hise, 2000) , product variety influences customer satisfaction (C. Chang, 2011 ; (Mofokeng, 2021) . Product delivery influences customer satisfaction (Rita et al, 2019 ; Lin et al. 2011 ; Tzeng et al., 2020) . Customer satisfaction influences customer loyalty Kotler, (2000); (Garbarino & Johnson, 1999) ; (L. Oliver , 1999) ; (HH Chang & Chen, 2009) .

This research is a replication of research conducted by Mofokeng, (2021) who said that Customer Satisfaction is influenced by Information Quality, Privacy Issues, Perceived Security, Product Variety and Delivery and Customer Satisfaction determines Customer Loyalty towards online web shops. This research uses the same variables as previous research, only this research adds two variables that influence Customer Satisfaction, namely Price and Product Quality. Then the gap between this research and the previous one is that there are differences in respondents which make this research different from the previous one.

Based on the previous explanation, the research objective to be achieved is to determine the influence of price, product quality, information quality, privacy issues, perceived security, product variety, delivery on customer satisfaction and customer loyalty. It is hoped that this research can contribute to the scientific level of marketing management by developing a better theoretical understanding of the variables studied.

RELATIONSHIP BETWEEN VARIABLES

Effect of Price on Satisfaction Customers and Loyalty Customer

Price is indicator differentiator For buyer in election products and services . Similarity price given company on election products and services will make satisfaction customer . While in some election products and services with the quality is not Far different , however with exists different prices buyer want to inclined For determine choice product goods or service on price can reachable consumer (Mediti, 2022). According to Lonardi *et al* . (2021) , price is one variable from mix marketing that can increase satisfaction customer . Determination price sell appropriate items _ with quality goods and get reachable by consumers , determination price is selection made company to level price generally applicable For product certain , relative to competitors ' prices Thungasal & Siagian. (2019) .

According to *Lonardi et al* . (2021) results from study This show that price influential positive and significant to satisfaction customer . Based on findings this , the proposed hypothesis For study This are :

H $_1$: Price in total positive influence Satisfaction Customers on the Shopee Marketplace

H $_2$: Price wisely positive influence Loyalty Customers on the Shopee Marketplace

Influence Quality Product to Satisfaction Customers and Loyalty Customer

Andora & Yusuf. (2022) say that flexibility in fulfil need consumer (product always made in accordance request consumer) is decision important and strategic that can be increase satisfaction customer . Quality is always condition _ change (eg what is considered is quality moment This Possible considered not enough quality in the future). Patel & Goyena. (2019) say build quality product is step

strategic must taken by the company . This thing caused that quality product is mark more or superior value in the eyes of customers .

According to Widjoyo. (2014) traits and characteristics from goods and services that have ability For fulfil need , which is something combined from reliability, speed, convenience, maintainability as well as attributes other from something products that can increase Satisfaction Customers and Loyalty Customer. Based on findings this, the proposed hypothesis For study This are :

H $_3$: Quality Product influential positive on Customer Satisfaction on the Shopee Marketplace

H $_4$: Quality Product influential positive to Loyalty Customers on the Shopee Marketplace

Influence quality information to satisfaction Customers and Loyalty Customer

Cyr, (2008) said customers who are dissatisfied with a website's information content will leave the website without making any purchases. Research shows that websites that present quality information positively and significantly increase customer satisfaction. With serve quality the information on the website *is* helpful grow loyalty consumer (Mofokeng, 2021) . Chih- Hung et al. (2009) confirm that with quality information and perceived value from community supported *online* company in a way direct and significant influence trust customers , however only quality information that has impact direct and significant to loyalty consumer .

DeLone & McLean. (2003) showing that Quality Customer influential positive to loyalty through Satisfaction Customer . According to Tzeng *et al*. (2020) quality information influence quality service in a way overall , which is then increase satisfaction and gain loyalty customer . Based on these findings, the hypothesis proposed for this research is:

H $_5$: quality information that is positive own influence positive to satisfaction customers on the Shopee Marketplace

H $_6$: Quality information own influence positive to loyalty customer on the Shopee Marketplace

Influence Problem Privacy to Satisfaction Customers and Loyalty Customer

Salo & Karjaluoto. (2007) say obstacle main thing that reduces it satisfaction customer For buy goods or service in a way *on line* is non - use legitimate on information personal consumers and problems communication like use of email. *E-Retailer* should increase perceived privacy protection, which refers to consumers' perception that *the E - R etailer* will protect confidential information disclosed during online transactions from unauthorized use or theft so that can increase satisfaction customer (Khosrow-pour, 2008) . With increase perception privacy will increase Loyalty Customer For share information privately on *the Internet* and complete *online* purchases (Belanger et al., 2002) .

Roca *et al* . (2009) say problem privacy influential positive to satisfaction Customers and Loyalty Customer . Based on these findings, the hypothesis proposed for this research is:

H $_7$: Privacy issues positively influence customer satisfaction on the Shopee Marketplace

H $_8$: Problem Privacy in a way positive influence Loyalty Customers on the Shopee Marketplace

Influence Perceived Security _ to Satisfaction Customers and Loyalty Customer

Perceived security refers to the subjective probability in the eyes of customers that the information they share on the Internet during online transactions, and it is stored, will not be stolen, or stored or shared with unauthorized parties (MJ Kim et al. , *2011*) . Customers subjectively believe in probability evaluations that transactions are safe so that can increase satisfaction customer (HH Chang & Chen, 2009) . *Roca et al* . (2009) said the main consideration in *E - Commerce acceptance* is not just the objective security of the website, but the consumer's subjective perception if perceived security risks decrease, Loyalty Customers' performance of online retail services increases .

Saleh, (2003) said that consumers ' positive perceptions of security will influence satisfaction and loyalty customers in a positive manner . Based on these findings, the hypothesis proposed for this research is:

H $_9$: Perceived security positively influences customer satisfaction on the Shopee Marketplace

H $_{10}$: Perceived Security in a way positive influence Satisfaction Customers on the Shopee Marketplace

Influence Variation Product to Satisfaction Customers and Loyalty Customer

Product diversity refers to the depth or breadth of a C. Chang retail store's product assortment . (2011) . Mofokeng . (2021) said consumers may not actively evaluate actual product quantities they view products through filtered web pages, rather than seeing them displayed together on the same page so that can increase satisfaction customer . Mofokeng. (2021) also explains that category products in the store *on line* influence perceived variation so that proper categorization help consumer For navigate the website with easy and with more fun big so that produce more attitude Good to shop retail *online* and improving loyalty customer .

Consumer consider dimensions related additions with current visual display develop perception they are and they are not see goods visual merchandising separated like colors, various appearance products , and convenience found it so that show that *E-Retailer* own Lots choice products that can increase satisfaction and loyalty customer (Brusch et al., 2019) . Based on these findings, the hypothesis proposed for this research is:

H $_{11}$: Variations Product in a way positive influence Satisfaction Customers on the Shopee Marketplace

H $_{12}$: Variations Product in a way postive influence Loyalty Customers on the Shopee Marketplace

Influence Delivery to Satisfaction Customers and Loyalty Customer

Rita *et al* . (2019) D elivery refers to activities that ensure that customers receive what they have ordered, and includes delivery times, order accuracy, and delivery conditions so that can fulfill it satisfaction user . Consumers rate shipping price guides, delivery guarantees, and delivery schedules as the main information they expect before shopping online (Darley *et al* ., 2010) . In fact, product delivery matters loyalty customer with an underlying value proposition (Lin *et al* ., 2011) .

Brusch *et al* . (2019) Delivery factors such as perceived delivery time positively influence customer satisfaction . Lin *et al* . (2011) says on-time and reliable delivery increases loyalty so buyers buy again, which suggests that on-time delivery increases customer loyalty . Based on these findings, the hypothesis proposed for this research is:

H $_{13}$: Delivery in a way positive influence Satisfaction Customers on the Shopee Marketplace
H $_{14}$: Delivery in a way positive influence Loyalty Customers on the Shopee Marketplace

Influence Satisfaction Customer to Loyalty Customer

Traditional marketing literature generally recognizes cumulative satisfying experiences as important for helping satisfaction episodes to be holistic and for influencing loyalty customer (Garbarino & Johnson, 1999) . Menidjel *et al* . (2020) Affective experiences influence customer satisfaction and word of mouth in the context of successful shopping .

Menidjel *et al* . (2020) satisfaction positively influences customer loyalty. Chaudhuri & Holbrook, (2001) that in this way loyalty is the strongest commitment attitude that consumers have towards the brand . Satisfied customers are more loyal to a brand or store than customers who rely on other reasons such as time constraints , shortages information , and the internet because online customers spend a long time in searching and collecting quality product or store information and this greatly influences their purchasing decisions (Ahmad *et al* ., 2017). Based on these findings, the hypothesis proposed for this research is:

H $_{15}$: Satisfaction Customer in a way positive influence Loyalty Customers on the Shopee Marketplace

Effect of Price on Loyalty Customer through Satisfaction Customer

Thungasal & Siagian, (2019) in study his explain that influence between price to loyalty customer that is on the other hand, satisfaction nature more inclusive (personal), and its existence

influenced by perception customer to quality service , quality product , price , and situation , as well personal factors.

Munusamy *et al* , (2010) also explain Satisfaction customer contribute mediate creation loyalty customers , increasing reputation company , reduced elasticity price , reduced cost future transactions . Based on findings This is the hypothesis proposed in the research This are :

H 16 : Price according to price positive influential to Loyalty Customer through Satisfaction Customers on the Shopee *Marketplace*

Influence Quality Product to Loyalty Customer through Satisfaction Customer

According to Familiar & Maftukhah, (2015) explain that A product must own performance, reliability, features addition, conformity with specifications, power durability, service, beauty, and perceived quality. Consumer feel loyalty obtained when consumer feel satisfied with quality products in the shop *online website* .

With thereby satisfaction customer role as mediation between quality product to loyalty customer (Vasic *et al* ., 2019) . Based on findings This is the hypothesis proposed in the research This are :

H 17 : Quality Product influential positive to Loyalty Customer through Satisfaction Customers on the Shopee *Marketplace*

Influence Quality Information to Loyalty Customer through Satisfaction Customer

Loyalty customer Can obtained when quality service like quality information good online shop , then customer will feel satisfied with triggering online shop loyalty (Irwansyah & Mappadeceng, 2018) . Loyalty customer relate with quality information Online stores are based on developing satisfaction connection Long term (Kim *et al., 2008*) .

DeLone & McLean (2003) showing that Information Quality has an influence positive to loyalty through satisfaction . Quality information in a way positive influence quality service in a way overall , which is then increase satisfaction and gain loyalty customer (Tzeng *et al* ., 2020) . Remember findings this , the proposed hypothesis For study This are :

H 18 : Quality Information in a way positive influence Loyalty Customer through Satisfaction Customer on the Shopee *Marketplace*

Influence Problem Privacy to Loyalty Customer through Satisfaction Customer

Afroze *et al* . (2021) get that ensure privacy customer with safe can give impact positive for satisfaction customer For still loyalty. Consumer No will shopping online because worry about information data personal they used by unauthorized parties responsible answer (Malhotra *et al* ., 2004) .

An online shop is a must create and provide safe service about privacy information personal them, customers will feel satisfied with online shop if privacy safe , so they will showing loyalty to online shop (Gogus & Saygın, 2019) . Loyalty customer will get when customer feel safe will privacy those who make it satisfaction customer with online stores (Hwang & Kim, 2007) . Remember findings this , the proposed hypothesis For study This are :

H 19 : Problem Privacy in a way positive influence Loyalty Customer through Satisfaction Customer on the Shopee *Marketplace*

Influence Perceived Security to Loyalty Customer through Satisfaction Customer

Perceived security customer rely on a highly private and secure service For make customer the satisfied and made customer loyal in period long (Afroze *et al.,* 2021) . Satisfaction customer will increases , if security felt by customers so that can maintain loyalty customer (Massad *et al.* , 2006) .

Perceived security customer is factor key For get loyalty customer , with make customer satisfied will its security (Vasic *et al* ., 2019) . Remember findings this , the proposed hypothesis For study This are :

H $_{20}$: Perceived Security in a way positive influence Loyalty Customer through Satisfaction Customers on *Marletplace* Shopee

Connection Variation Product to Loyalty Customer through Satisfaction Customer

Variation product is one influencing factors satisfaction consumer , with diverse products consumer feel satisfied and get loyalty consumer (Jumarodin *et al* ., 2019) . Koo, (2006) showing loyalty customer obtained through satisfaction customer when variation Available products and options wide range of products contribute in a way significant to website satisfaction .

Variation the product also influences preference products and choices, various product can linked with more satisfaction big , because That increase possibility get loyalty customer (Chang, 2011). Remember findings this , the proposed hypothesis For study This are :

H $_{21}$: Variations Product in a way positive influence Loyalty Customer through Satisfaction Customer on the Shopee *Marketplace*
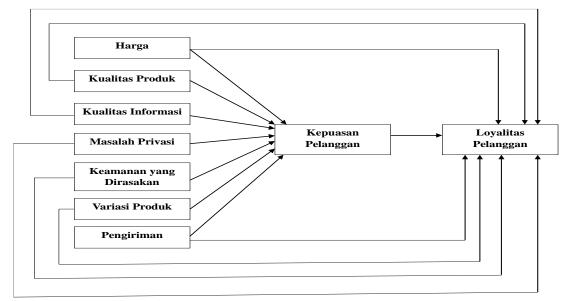

Figure 1. Research model

Influence Delivery to Loyalty Customer through Satisfaction Customer

One method For help get loyalty customer is with own service delivery such a product OK , so consumer will feel satisfied with delivery (Munusamy *et al.* , 2010) . Consumer will consider delivery so that the product is received sent in good condition , because good delivery will influential in a way direct with satisfaction customers and create customer happy that triggers loyalty customer (Hult et al., 2019b) . Lin *et al.* (2011) showing quality good delivery will get loyalty customers , because customer feel satisfied with servicea delivery . Remember findings this , the proposed hypothesis For study This are :

H $_{22}$: Delivery in a way positive influence Loyalty Customer through Satisfaction Customer on the Shopee *Marketplace*

From hypothesis above , yes described the research model as following :
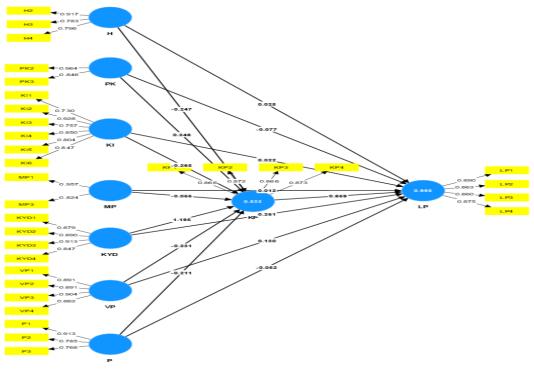
RESEARCH METHODS

On research This For data measurements are carried out A questionnaire , In this research, the questionnaire was prepared using a *Likert scale* . The *Likert* scale is a research scale used to measure attitudes and opinions. In this study, four levels of the *Likert scale were used* , namely Strongly Disagree (STS) , Disagree (TS) , Agree (S) , and Strongly Agree (SS). Study This use nine consisting variables from Price, Quality Product , Quality Information , Problems Privacy , Perceived Security , Variation Product, Delivery, Satisfaction Customers and Loyalty Customer . The Price variable is measured using 4 adapted questions _ from (Phan Tan & Le, 2023) . Variable Quality product be measured using the 3 questions adopted from Basalamah, (2022) . Quality Information be measured using the 6 questions obtained from Mofokeng, (2021) . Problem Privacy be measured using 3 questions that take from Chen et al. (2013) . Variable Perceived Security be measured using 4 adapted questions _ from Mofokeng, (2021) . Measurement Variation Product using the 5 questions taken from Liu et al. (2008) . Delivery be measured using the 4 questions adopted from Liu et al. (2008) . Variable Satisfaction Customer be measured using 4 questions from (Ribbink et al., 2004) . Measurement variable Loyalty Customer using 4 questions from (Ribbink et al., 2004) .

Population in research This is ever marketplace user use and shop on the Shopee application . According to Hair *et al.* (2019) amount sample must has five times the amount questions that are analyzed in order to get A real results . There are 36 questions on the questionnaire in the research this , so minimum number of samples required is 180 respondents . Study This will use method *purposive sampling* . According to Sugiyono (2018) objective using purposive sampling is For obtain appropriate sample with criteria that have been determined by the researcher . Criteria - criteria that have been determined is (1) ever use and shop on the Shopee application more than 2 times in 1 year lastly , (2) User active Shopee application in period 1 year time last , and (3) are in the Tangerang area, (4) Working and aged 17-35 years . Data collection techniques were carried out with spread questionnaire initial (pretest) to 36 respondents .

In the research conducted use tool analysis Smart PLS 4.0 which is where in analyze existing data a number of stage that is stage First is Which *outer model* ? carrying out validity tests (1) *Convergent Validity Test* with standard mark *loading factor* > 0.60 is ideal size Hair *et al. (* 2019) , *Average Variance Extracted* (AVE) with mark AVE *cut-off value* > 0.50. Next (2) *Discriminant Validity Test,* seen from mark where is *the cross loading ?* something value on standard *k correlation* construct with measurement items more big compared to size construct others , yes show results latent constructs predict size on blocks more Good compared to size block others . Meanwhile, in the reliability test will use size *cronbach alpha* and *composite reliability,* with standard mark reliable > 0.70 (Ghozali, 2016) . Stage furthermore that is *Inner model* with determine on value *R-square,* when mark *R-Square* can be at a value of 0.75, 0.50, 0.25 concluded so that *inner model* the strong , moderate and weak . *T-Statistics* is something which value _ useful For seen at level significance to testing hypothesis in a way look for mark *T-Statistics* through procedure *bootstrapping* on Smart PLS. Testing hypothesis seen start from calculation from *path coefficient* , then compared with mark *T-statistic > T table* . The hypothesis can be accepted if a *T* value *of the cs statistic* Can bigger in comparison *T table* 1 .96 (α 5%) so can interpreted If a *statistical T* value *c* in each hypothesis can be greater than T table can be showing hypothesis the Can accepted or proven (Ghozali, 2016) . There's something criteria from the t *statistical* test (Ghozali, 2016) , namely (1) if value on the construct t test significance > 0.05 then Ho is accepted and Ha is rejected so that Can interpreted that No exists influence between variable , (2) If value construct t test significance < 0.05 then Ho is not can accepted and Ha can accepted so that can be interpreted exists influence between variable .

RESEARCH RESULT

Based on the results of distributing questionnaires conducted online *using* Google *Form , 1* 8 0 respondents were collected . Most respondents use and shop through Shopee application is man with the number was 113 people (62.8%) and the largest aged 23 – 28 years that is totaling 84 people (46.7%). Furthermore most respondents status Not yet Marry that is numbering 127 (70.6%) and domiciled in the Tangerang area that is totaling 108 people (60%). Then , there were the most respondents status as high school/vocational school students , namely totaling 109 people (60.6%) and working as employee that is totaling 90 people (50%). And some big Already use Shopee application for > 2 years that is a total of 90 people (50%). Respondent part big Already shop through Shopee application 1 – 2 times in a month that is a total of 95 people (52.8%). And the most products purchased by the respondent is product *accessories* and *fashion* that is totaling 59 people (32.8%). Based on results can concluded that part big respondents is men aged 23-28 years and those is Generation Z really likes it shop online, always connected with cyberspace and can do all something with use sophistication existing technology.

Figure 2. T-Value Path Diagram
Source : Data processed author , 2023

Based on picture *The T-Values Path Diagram* in Figure 2 above , can be served testing research model hypothesis as following :

Table 1. Research Model Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
H -> KP	-0.247	-0.272	3,987	0.062	0.951
H -> LP	0.028	0.038	0.551	0.050	0.960
KI -> KP	-0.268	-0.206	0.134	1,993	0.046
KI -> LP	0.022	0.017	0.021	1,016	0.310
KP -> LP	0.659	0.662	0.019	34,364	0,000
KYD -> KP	1,195	1,201	0.239	4,998	0,000
KYD -> LP	0.251	0.253	0.039	6,423	0,000
MP -> KP	-0.055	-0.048	0.026	2,162	0.031
MP -> LP	0.012	0.012	0.005	2,424	0.015
P -> KP	-0.211	-0.190	0.063	3,317	0.001
P -> LP	-0.052	-0.050	0.016	3,224	0.001
PK -> KP	0.346	0.310	3,986	0.087	0.931
PK -> LP	-0.077	-0.081	0.552	0.140	0.888
VP -> KP	-0.231	-0.245	0.247	0.936	0.349
VP -> LP	0.130	0.127	0.039	3,316	0.001

Source : Data processed author , 2023

Price no influence Satisfaction Customer Price is not influential to Satisfaction Customers on view from T *Statistics* value 0.062 < 1.96 and P Values 0.951>0.05, also Price does not influence Loyalty Customer with T *Statistics* value 0.050<1.96 and P Values 0.960>0.05 , Quality Information influential to Satisfaction Customer with T *Statistics* value 1.993>1.96 and P Values 0.046<0.05 , Quality Information No influential to Loyalty Customer with T *Statistics* value 1.016<1.96 and P Values 0.310>0.05 , Satisfaction Customer influential to Loyalty Customer with T *Statistics* value 34,364 > 1.96 and P Values 0.000<0.05, Perceived *Security* influence Satisfaction Customer with T *Statistics* value 4.998 > 1.96 and P Values 0.000<0.05, Perceived *Security* influence Loyalty Customer with T *Statistics* value 6.423 > 1.96 and P Values 0.000<0.05, *Problem* Privacy influential to Satisfaction Customer with T *Statistics* value 2.162 > 1.96 and P Values 0.031<0.05, *Problem* Privacy influential to Loyalty Customer with T *Statistics* value 2.424>1.96 and P Values 0.015<0.05 , Delivery influential to Satisfaction Customer with T *Statistics* value 3.317> *1.96* and P Values 0.001, Problem Privacy influential to Loyalty Customer with T *Statistics* value 3.224>1.96 and P Values 0.001<0.05 , Quality Product No influential to Satisfaction Customer with T *statistic* value 0.087<1.96 and P value *Values* 0.931>0.05, Quality Product No influential to Loyalty Customer with T *Statistics* value 0.140<1.96 and P Values 0.888>0.05 , Variation Product No influential to Satisfaction Customer with T *Statistics 0.936* < 1.96 and P Values 0.349>0.05, *Variation* Product influential to Satisfaction Customer with T *Statistics* value 3.316>1.96 and P Values 0.001<0.05 .

Discussion

In research This Quality Information and Perceived Security influential positive to Satisfaction Customer . This thing can interpreted If Quality Information and Perceived Security improved so will increase Satisfaction Customer to use Shopee application . Respondent feel information The products provided by Shopee are easy understand and provide information latest to user . Shopee delivers information in a way complete to user so that can makes it easier user For shop on the Shopee application . Apart from that , Shopee also manages information personal user with safe so that user can with calm For enter information personal when currently shop , so does Shopee protect information personal every user If do payment so that No used with No Good even stolen. Furthermore There is Problem Impactful Privacy and Delivery positive to Satisfaction Customer . This can prove that Shopee

explained information user with clear to all over user Shopee application so can provides a sense of security and comfort users , Shopee also took note delivery product to user with appropriate time , to be sure that product delivered Already packed with Good so that until with constant condition healthy and not broken , besides Shopee also provides that feature track goods so that user can know medium product sent Already until where . This thing in line with study DeLone & McLean. (2003) who said that Quality Information influential in a way positive to Satisfaction Customer . In addition , in research Saleh, (2003) also explains that Perceived Security own influence positive to Satisfaction Customer . Then study Roca *et al* . (2009) say that Problem Privacy in a way positive influence Satisfaction Customer . As well as research Brusch *et al* . (2019) say that Delivery influential positive to Satisfaction Customer .

On research it's Price, Quality Products , and Variations Product No influential to Satisfaction Customer . This thing can prove that respondents No consider price in shop on the Shopee application , because user feel that Shopee already give choice product with discount best and feel that with shop *online* can more save money. Likewise with Quality Products , users Already Certain that purchased products in accordance with specifications available on Shopee , and also feel products on Shopee have good image and guarantee quality product so that user Already no doubt or consider quality product in shop on the Shopee application . SLater Variation Products , users Already No care variation products on Shopee because Already Certain that Shopee provides Lots choice goods from type certain and get every type desired product on Shopee . Study This No in line with study *Lonardi et al* . (2021) who said that price has an effect significant to Satisfaction Customer . Also research conducted by Widjoyo . (2014) which explains Quality Product influential to Satisfaction Customer . Then Mofokeng. (2021) also said that Variation Product influential in a way positive to Satisfaction Customer .

On research it's Price, Quality Information , and Quality Product No influential to Loyalty Customer . This can prove that users on the Shopee application do not can ensure will be loyal though Already know and believe with price products offered on the Shopee application, because user Can just find product kind with more price cheap Good either on the Shopee application or on the application kind. Also User consider For remain loyal to the Shopee application even though Shopee explains information in a way detailed to user and consistent . Shopee delivers quality product who has good strength , so can used For a long time . However That No ensure user will Be loyal to Shopee. This thing No in line with research conducted by Thungasal & Siagian. (2019) who said that price has an effect postive to Loyalty Customer . Then Tzeng *et al* . (2020) put forward that Quality Information influential positive to Loyalty Customer . Furthermore Patel & Goyena. (2019) say that Quality Product influential positive to Loyalty Customer .

On research this , Satisfaction Customers , Perceived Security , Problems Privacy , Shipping and Variations product influential positive to Loyalty Customer . This thing can said that If Satisfaction Customers , Perceived Security , Problems Privacy , Shipping and Variations Product improved can grow loyalty more customers good . Respondent feel Shopee delivers good service so that can grow loyalty customer. Additionally , customers feel satisfied shop on the Shopee application because customer given pleasant service so that user be loyal. Perceived Security user in use Shopee application can increase loyalty customers , because Shopee delivers information security in a way detailed so that can understood with easy for users . Then Shopee really paid attention Problem Privacy user with OK , User only need give information personal when want to do payment or not will spread expanded by Shopee so that can grow loyalty customer. Next user feel like with delivery mode in the Shopee application , users feel goods delivered in accordance with promised time and arrived _ to hand user with steady state _ good and healthy so that can make customer be loyal. Also Variations The products in the Shopee application provide interest to user . User feel required products can found on Shopee and also range products on the Shopee application provide impression Good to user so that can raise loyalty customer . This thing in line with research conducted by Menidjel *et* al. (2020) who said that Satisfaction Customer influential positive to Loyalty Customer . Then Saleh, (2003) explain Perceived Security influential to Loyalty Customer . Next research conducted Roca *et al* . (2009) put forward that Problem Privacy influential significant to Loyalty Customer. Lin *et al* . (2011) say that Delivery influential positive to Loyalty Customer . Study Mofokeng. (2021) explain Variation Product influential to Loyalty Customer .

On research This Quality Information and Perceived Security influential positive to Loyalty Customer through Satisfaction Customer. This thing can said that satisfaction customer role as mediation between quality information and perceived security to loyalty customer . Respondent feel loyalty user can generated If customer Already feel satisfied with quality information provided by Shopee. User feel Shopee delivers Information newest and easy understood so that feel satisfied with information provided and become loyal. Furthermore perceived security users on the Shopee application create user feel satisfaction and become loyal to Shopee, because user feel Shopee delivers security personal to user with Good so that information personal No can accessed by others or even stolen , here make user feel satisfied to performance Shopee security and finally get loyalty from user . This thing in line with research conducted by Dewi. (2018) who said that Quality Information influential positive to Loyalty Customer through Satisfaction customer . Also Novyantri & Setiawardani. (2021) say that Perceived Security influential to Loyalty Customer through Satisfaction Customer .

Furthermore in study This is a problem Privacy and Delivery influential positive to Loyalty Customer through Satisfaction Customer. Satisfaction Customer role as mediation between Problem Privacy and Delivery to Satisfaction Customer . Respondent feel Shopee delivers information privacy to user with well and protect personal data user with Correct so that user become satisfied with and give rise to loyalty customer. Additionally , users feel that loyalty towards Shopee growing Because Delivery provided by Shopee is satisfactory desire users , with exact dating time , goods until with good and healthy, that is can make user feel satisfied with Shopee delivery mode and can increase loyalty customer to Shopee application. This thing in line with study Novyantri & Setiawardani. (2021) who said that Problem Privacy influential positive to Loyalty Customer through Satisfaction Customer . Then Ningrum & Dwiridotjahjono. (2021) explain that Delivery influential to Loyalty Customer through Satisfaction Customer .

On research this, Price, Variation Products, and Quality Product No influential positive to Loyalty Customer through Satisfaction Customer . This thing can interpreted that Satisfaction customer No role as mediation between Price, Variation Products , and Quality Product to Loyalty Customer . Respondent consider that price No become decider for user For be loyal, because customer feel price products offered by Shopee can just The same with those offered by other applications or even more cheap Good That from facet discounts , promotions and so on , so customer No can ensure will Be loyal to Shopee. Then Variation Products , Shopee offers various type product to users and users can also find products needed on Shopee with easy . But , that No ensure that customer will become loyal to Shopee, because user feel though satisfaction user fulfilled Not yet Of course user be loyal and will Keep going shop at Shopee. Next Quality Products on Shopee are not factor decider user will be loyal, because user feel quality product on Shopee yet Of course make user satisfied and finally neither do users Can ensure will be loyal to Shopee. This thing No in line with research conducted by Iriyanti et al. (2016) who said that price influential positive to Loyalty Customer through Satisfaction Customer . Then study Jumarodin et al. (2019) also explains that Variation Product influential to Loyalty Customer through Satisfaction Customer . Also Iriyanti et al. (2016) put forward that Quality Product influential to Loyalty Customer through Satisfaction Customer .

Conclusion

Majority hypothesis in research This succeed proven , where Quality Information , Perceived Security , Problems Privacy and Delivery own influence No direct to Loyalty Customers mediated by Satisfaction Customer . This thing can said If the more tall Quality Information , Perceived Security , Problems Privacy , and shipping so will the more satisfaction is also high customers on the Shopee application and will get loyalty customers , users will do purchase repeatedly on the Shopee application if customer Already feel satisfied with service , security , privacy and delivery on Shopee. Meanwhile, Prices, Variations Product , Quality Product No own influence No direct to Loyalty Customer through Satisfaction Customer . This thing can said that Price, Variation Products , and Quality Product No become factor decider for user Shopee application in determine loyalty . Even though user Already feel satisfied with price , variety and quality product Not yet Of course customer will be loyal and will do purchase over and over again , too If user No feel satisfied with offer price , variety and quality products provided by Shopee will automatically customers too No will be loyal to the Shopee application .

Limitations Study

Study This own limitations or necessary limitations repaired . First is study This develop study from Mofokeng. (2021), which is where research this too has done it Lots done . Second , research This only use variables that have use and classification variable the seen A little same . Third , research This only focused on the user Shopee application in the Jabodetabek area If its spread Can more wide Can get different results or even more good .

Suggestions For Study Furthermore

Suggestions for study furthermore that is do study use theory Mofokeng. (2021) in a way whole and can use other factors can determine Satisfaction Customers and Loyalty Customers , so variables studied more vary and multiply amount sample. Next suggestion that is use tool other analyzes such as Amos, Lisrel , and SPSS. And a final suggestion For study furthermore that is in spread questionnaire must more wide No only in the Jabodetabek area just to get it amount more respondents a lot and get more results good .

Implications Managerial

Implications managerial in study This i.e. Firstly , based on study Shopee application is capable make customer feel satisfied . However , there is a number of necessary problems repaired and improved for satisfaction Customers and Loyalty customers also increased . The first one is price , Shopee already offer price best to customer. However , users No ensure will be loyal to Shopee, because of the application similar also offers the same price and even more cheap . It would be better for Shopee to provide appropriate price with appropriateness product so that customer don't hesitate to buy stuff and on use Shopee application in shop online. Second , even though Shopee has various type variation product , but not enough notice product new ones yet it's on Shopee. We recommend Shopee more *up to date* so customer can with easy and fast find product the latest desired in the Shopee application , so customer feel satisfied and continue shop use Shopee application . Third , quality products on Shopee indeed spelled out good . However No there are a few too products on Shopee that have the quality is not good . Shopee must more firm to the *sellers* who sell products on Shopee so notice quality products sold so that customer get satisfaction to products purchased on Shopee and become loyal to Shopee application. Fourth , quality information on the Shopee application already capable make consumer feel satisfied, like the information contained in Shopee application is easy understood and serve information complete product . However information Orders served by Shopee are lacking accurate like the goods that come No in accordance with what was ordered . Shopee must more notice very well matter like this , because customer No will feel satisfied if the goods that come No in accordance with order and Shopee automatically doesn't will get loyalty from customer . It would be better for Shopee to provide accurate information related booking so that No happen error in delivery goods and get give comfort to customer who orders products on the Shopee application .

Implications next managerial is Shopee in the future must increase service so you can give fast and precise solution to complaint user , because matter the can influence comfort user in use Shopee application. Apart from that , you can also get good service influential significant to satisfaction customers and loyalty customer in shop use Shopee application .

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