# INFLUENCE E-SERVICE QUALITY, PERCEIVED VALUE AND CUSTOMER SATISFACTION TO CUSTOMERS E-COMMERCE LOYALTY SHOPEE FOR THE PEOPLE OF LHOKSEUMAWE

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## Abstract

Market developments in the e-commerce business make it easy for consumers to fulfill almost all their needs online, ranging from clothing, electronic equipment, cosmetics, even plane tickets and hotel reservations. One of the e-commerce websites in Indonesia is Shopee, an e-commerce startup, Shopee is a big player in e-commerce, of the many marketplaces present in Indonesia, Shopee is one of the many parties taking advantage of this opportunity by enlivening the mobile segment marketplace through their mobile application can make buying and selling transactions easier via mobile devices. The development of the times has resulted in more and more marketplaces emerging. This research aims to determine the influence of e-service quality, perceived value and customer satisfaction on Shopee e-commerce customer loyalty in the Lhokseumawe City Community. This type of research is quantitative research with the community population in Lhokseumawe City. Respondents totaled 100 people, taken using purposive sampling technique. The data source comes from primary data obtained through distributing questionnaires. The data analysis techniques used are descriptive analysis methods and multiple linear regression analysis, classical assumption tests, instrument tests (validity and reliability), hypothesis tests and coefficient of determination as well as correlation tests and analyzed with the help of the SPSS 23.0 application program. The research results show that simultaneously perceived value and customer satisfaction have a positive and significant effect on Shopee e-commerce customer loyalty in the Lhokseumawe City Community. Furthermore, e-service quality has a negative and insignificant influence on Shopee e-commerce customer loyalty in the people of Lhokseumawe City.

**Keywords*: E-Service Quality, Perceived Value, Customer Satisfaction, Customer Loyalty***

## 1. INTRODUCTION

As time goes by, advances in technology have created the digital age so that most businesses in the world today are carried out through digital networks that connect people and companies. People's lifestyles are increasingly instantaneous because the majority of people have high mobility in their daily activities. So people often look for something practical and instant to meet their needs. A service provider that helps society, each company offers advantages to consumers so they can continue to survive. The more attractive, easy and profitable the sales system is for consumers, the greater the profits for the company. A company's sales system is the most important thing for a company to pay attention to because the sales system cannot be separated from developments in technology and information. Market developments in the e-commerce business make it easy for consumers to fulfill almost all their needs online, ranging from clothing, kitchen equipment, electronic equipment, cosmetics. In Indonesia, shopping online has become the choice for many parties to obtain goods. One of them is Shopee, which is an online shopping platform that provides a variety of sales products ranging from electronics, household equipment, clothing accessories to fashion. Apart from the wide variety of products, another advantage of Shopee is that buyers can return goods or funds if the goods they receive are not what they wanted. Users can also find items easily in the search column by simply entering an image of the item they are looking for. And Shopee has succeeded in making Shopee become Top Of Mind in the minds of the public.

Shopee is an application that operates in the online buying and selling sector and can be accessed easily using a smartphone. Shopee comes in the form of an application that operates in the field of

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buying and selling online without having to bother using a computer. However, just by using a smartphone, Shopee will offer a variety of products. Shopee joined the Indonesian market at the end of 2015 and started operating in June 2015.

Shopee is a subsidiary of Garena based in Singapore. The increasing penetration of gadget use has made PT Shopee International Indonesia see new opportunities in the world of e-commerce. One of the e-commerce websites in Indonesia is Shopee, which is an e-commerce startup. Shopee is a big player in e-commerce in Indonesia. Shopee is one of the many parties taking advantage of this opportunity by enlivening the mobile marketplace segment through mobile. They can make buying and selling transactions easier through mobile applications. They can make buying and selling transactions easier via mobile devices. Social media, which is closely related to millennials, is the right forum for Shopee to influence public opinion, especially its followers. These promotional activities often use social media platforms to carry out these activities. Social media is more often used for promotional activities. Use of social media tends to get a positive impression from the audience. As more and more consumers switch to online shopping, competition is getting tougher for e-commerce businesses to get the target market segment. Shopee has presented superior programs as solutions to problems in society to meet the needs and desires of consumers. Shopee carried out massive expansion which made this e-commerce platform one of the startups experiencing rapid development, especially in Southeast Asia. This startup from Singapore can be said to be a new player in the realm of online shopping.

Shopee is one of the social media platforms used by companies to market products or services to their audience. As with other social media platforms, through Shopee also requires high trust between consumers and companies, in order to successfully and efficiently reach the target market. To match Shopee's increasingly diverse role as social media develops, business people must consider not only existing criteria such as sales, profits, growth rates, customer satisfaction and loyalty, but also new marketing strategies and value propositions for customers such as value, brand, and equity of the relationship between Shopee and target customers. Shopee's programs include the 'Live Chat' feature, buyers can directly talk to the seller to negotiate the goods they want to buy. Another feature is "Shopee gifts" which is a gaming service for all ages of Shopee users where Shopee provides free prizes such as Shopee coins, shopping discount vouchers, raffle vouchers. For the transaction security system, Shopee guarantees the Shopee guarantee system for problem resolution, which can be read further via the Frequantly page.

Shopee makes it easier for customers to meet their daily needs by presenting the Shopee Pay and Shopee Pay Later programs to facilitate purchasing transactions. Apart from that, Shopee also launched a new program, namely the Shopee COD Check First program, COD Check First is a new mechanism at Shopee where buyers with the COD Check First payment method are allowed to open the package before paying the courier and return it on the spot to the courier if it doesn't match the description/photo product. The COD Check First program applies to buyers throughout Indonesia who meet the terms and conditions, and use the COD Check First payment method with SPX Hemat, SPX Sameday, SPX Standard delivery services. Buyers are allowed to open the package before paying and return it to the courier if the order does not match the description/photo.

According to (T. Zulkarnaen, 2017) *E-Service Quality* is a service in the form of officer behavior that has advantages in service to customers and the company's appearance must be impressive. Practically, e-service quality cannot be avoided by involving verbal service. Therefore, services in general are often carried out verbally except through written communication due to distance factors. defined as the extent to which a site facilitates shopping, purchasing, and delivery of products or services (Singh, 2019). Apart from that, e-service quality is said to be an effort to satisfy needs accompanied by consumer desires and the accuracy of the delivery method in order to meet consumer expectations and satisfaction (Abid & Dinalestari, 2019). *E-service Quality* plays an important role in attracting and retaining business to consumer (B2C) habits in the e-commerce environment. Apart from that, e-service quality is also specifically considered as the level of electronic services that are able to implement and efficiently meet relevant consumer needs. The main difference

between non-electronic and electronic service environments is the absence of personal interaction between consumers and employees in an e-service quality company/business which leads to measuring e-service quality (Singh, 2019).

Early studies of e-service quality concentrated more on site quality than on service quality in online environments. E-service quality is the development of non-electronic based service quality into electronic service using the internet as a medium. Services in an electronic environment are a form of service delivery using new media called websites (Rahmania & Chan, 2019). According to Haria & Mulyadi (2019) e-service quality indicators include Efficiency, Reliability, Fullfillment, Privacy, Responsiveness, Contact. Regarding the customer's need to be able to communicate with customer service staff online or by telephone (customers do not want to communicate with the machine). *Perceived Value* According to Teuku Zulkarnaen (2017), perceived value is consumer value which can be understood as the difference between a value issued and the value obtained by consumers from the results of their expenditure. Value can be seen from 4 parts, namely: emotional value, social value, function value and quality value. *Perceived value* based on consumer research on the products and services received. Consumers indicate that the benefits received from a product or service are an important component of value. In general, value is a consumer's perception of the subjective value of some activity or object by considering all the benefits and costs of that consumption (Sebastian & Pramono, 2021). When a consumer buys a product from a company, they not only buy the product, but also receive a set of values from that company. Perceived value is the customer's perception regarding understanding the benefits of a product (Andianto & Firzausy, 2020). This is also related to how a customer assesses the product according to what they want.

According to Tjiptono (2018) indicators of perceived value are: Emotional Value, Social Value, Quality/Performance, Price/Value For Money. Based on the description above, it can be summarized that the perceived value scale was developed based on retail purchasing situations in order to determine consumption values that lead to consumer purchasing attitudes and behavior. According to Anderson & Srinivasan (2019), consumer gratification based on experience towards real purchases before consumers switch to other e-commerce is the meaning of customer satisfaction. Customer satisfaction is assessed as consumer satisfaction based on marketing relationships with users in technology media. From a broad perspective, currently the internet is a new technological concept and satisfaction on a site. applications and websites, customer satisfaction becomes a regulatory figure through user convenience and usability (Romadhoni, et al, 2015). *Customer Satisfaction* has played a central concept in marketing theory and implementation, also describes one of the vital goals for business activities, customer satisfaction participates in a number of important areas, such as the formation of Loyalty, increasing the company's brand image, reducing price elasticity, reducing future transaction costs, and can increase Tjiptono employee efficiency and productivity (2018). According to Erdiansyah & imaningsih (2021) customer satisfaction can be identified through the following indicators: Satisfied with quality, Satisfied with price, Satisfied with service, Satisfied with a product/service, Satisfied with ease of service.
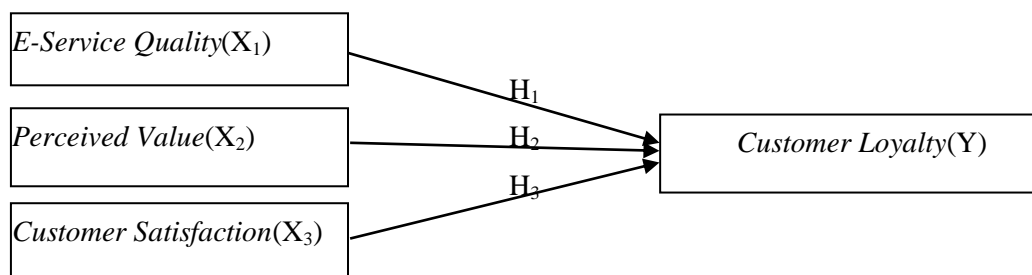
*Customer Loyalty* (Customer Loyalty) according to Teuku Zulkarnaen (2017), defining loyalty means a person's loyalty to a product/service. Customer loyalty to a product/service is due to satisfaction in owning the product. Customer loyalty is more associated with different user behavior and attitudes towards each other. A person is called a consumer if the individual begins to get used to buying the products/services offered. This routine can be regulated through repeat purchases. If within a certain period of time there are no repeat purchases, then the individual cannot be called a loyal user but only. *Customer loyalty* according to Rusmiati PI and Rizki Zulfikar (2018:3) defines customer loyalty as the strength of the relationship between an individual's relative attitude towards an entity (brand, service, shop or supplier) and repeat purchases. Jeremia and Djurwati (2019:833) say loyalty is a process, at the end of the process, satisfaction has an effect on perceived quality, which can have an impact on loyalty and intentions for certain behavior from a customer. According to Jeremia and Djurwati (2019:833) indicators of customer loyalty are as follows: Making repeat purchases, Recommending to other parties, Not intending to move, Talking about positive things.

The phenomenon that occurs is the widespread use of Shopee among the public, making it easier for them to search for product information before buying, sone of them is through the quality of service at Shopee and the problem they often complain about is complaints about the goods

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ordered not matching the product description/photo, this is also experienced by the people of Lhokseumawe City. Based on the explanation above, this research aims to find out how E-service Quality, Perceived Value and Customer Satisfaction influence Shopee E-Commerce Customer Loyalty in the Lhokseumawe City Community.

## 2. IMPLEMENTATION METHOD

The population in this research is the general public or Shopee e-commerce users in Lhokseumawe City. This research uses a Non Probability Sampling technique where the sample does not provide the same chance or opportunities for each member of the population (Sugiyono, 2016). Determination of the sample size refers to (Yamin and Kurniawan, 2019). Which states that the number of cases using SPSS is more moderate with a minimum of 30-100 cases. The sample size in this study used 100 community respondents in Lhokseumawe City. Sampling used purposive sampling with the criteria for respondents being people who live in Lhokseumawe City, who have made purchases at Shopee. The sample was then divided into sub-districts according to the percentage of population in each sub-district. This research is quantitative in nature with primary data sources obtained through distributing questionnaires. The Likert scale is used in this research. The data will later be processed and analyzed using SPSS 23.0 software to determine the results of hypothesis testing. The research model is presented below in more detail:



**Figure 1** Research Models

H1: E-Service Quality has a significant effect on Customer Loyalty.
H2: Perceived Value has a significant effect on Customer Loyalty.
H3: Customer Satisfaction has a significant effect on Customer Loyalty.

## 3. RESULTS AND DISCUSSION
### 3.1 Respondent Characteristics

Based on Table 2, which shows responses from 100 respondents, there were significantly more female respondents than male respondents. This can be seen from only 23 male and 76 female respondents. The majority of respondents in this study were between 18-23 years old, 87 people (87%), the largest number of respondents came from Muara Satu sub-district, totaling 37 people (37%), 77 respondents (77%) in this study had the status of students, as many as 100 respondents (100%) who purchased via Shopee.

**Table 2** Respondent Profile

|  | Frequency (N) | Percentage (%) |
|---|---|---|
| **Gender** | | |
| Male | 23 | 23% |
| Female | 76 | 76% |
| **Age** | | |
| 18-23 | 87 | 87% |

| | | |
|---|---|---|
| 24- 29 | 9 | 9% |
| 30-35 | 4 | 4% |
| **Domicile District** | | |
| Muara Satu | 37 | 37% |
| Muara Dua | 18 | 18% |
| Blag Mangat | 20 | 20% |
| Banda Sakti | 25 | 25% |
| **Purchase Via Shopee** | | |
| Yes | 100 | 100% |
| **Work** | | |
| Students | 77 | 77% |
| HouseWife | 7 | 7% |
| Employees/Private Employees | 14 | 14% |
| Government Employees | 2 | 2% |
| **Monthly Income** | | |
| < IDR 1,000,000 | 74 | 74% |
| IDR 2,000,000-IDR 3.000.000 | 11 | 11% |
| IDR 3.000.000-IDR 4.000.000 | 2 | 2% |
| **Shopee Purchasing Criteria** | | |
| < 3 Times | 19 | 19% |
| 3 Kali | 8 | 8% |
| 3 > Times | 73 | 73% |
| **Purchasing Freequency** | | |
| Once every 1-2 months | 56 | 56% |
| Once every 2-3 months | 25 | 25% |
| Omce every 3-4 months | 19 | 19% |

Source: data processed by researchers, 2023

## 3.2 Descriptive Statistics

In accordance with the descriptive statistics results in table 3, it shows that the mean value exceeds the standard deviation value in each variable, which indicates that the data deviation value is small. Therefore, the results of descriptive statistics can be used to provide a comprehensive picture of the data.

**Table 3 Descriptive Statistics**

| Items | N | Mean |
|---|---|---|
| *E-Service Quality*(X1) | | |
| 1. P1 | 100 | 4.46 |
| 2. P2 | 100 | 4.22 |
| 3. P3 | 100 | 4.12 |
| 4. P4 | 100 | 3.96 |
| 5. P5 | 100 | 4.08 |
| 6. P6 | 100 | 3.76 |
| | | |
| *Perceived Value*(X2) | | |
| 1. P1 | 100 | 4.13 |
| 2. P2 | 100 | 3.91 |
| 3. P3 | 100 | 4.04 |
| 4. P4 | 100 | 4.12 |
| 5. P5 | 100 | 4.12 |
| 6. P6 | 100 | 3.97 |
| *Customer* | | |

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| | | |
|---|---|---|
| *Satisfaction*(X3) | | |
| 1. P1 | 100 | 4.18 |
| 2. P2 | 100 | 3.96 |
| 3. P3 | 100 | 3.98 |
| 4. P4 | 100 | 4.05 |
| 5. P5 | 100 | 3.96 |
| 6. P6 | 100 | 3.96 |
| | | |
| *Customer Loyalty*(Y) | | |
| 1. P1 | 100 | 3.37 |
| 2. P2 | 100 | 4.05 |
| 3. P3 | 100 | 3.97 |
| 4. P4 | 100 | 4.09 |
| 5. P5 | 100 | 4.02 |
| 6. P6 | 100 | 4.00 |

Source: data processed by researchers, 2023

### 3.3 Validity test

The validity test is used to measure the validity or validity of a questionnaire Ghozali (2018). The test criteria are: If the calculated R value is greater than the table R, it can be concluded that the data in the study is valid, on the other hand, if the calculated R value is smaller than the table R, then the question is invalid . Large (df) = 100-2 then get the number 98, and alpha = 0.05 get Rtable 0.1966. The results of validity testing can be seen in the table:

**Table 4** Validity Test Results

| Variables | Item Code | Rcount | Rtable | Note |
|---|---|---|---|---|
| *E-Service Quality* **(X1)** | P1 | 0.681 | 0.1966 | Valid |
| | P2 | 0.775 | 0.1966 | Valid |
| | P3 | 0.772 | 0.1966 | Valid |
| | P4 | 0.787 | 0.1966 | Valid |
| | P5 | 0.702 | 0.1966 | Valid |
| | P6 | 0.724 | 0.1966 | Valid |
| *Perceived Value* **(X2)** | P1 | 0.803 | 0.1966 | Valid |
| | P2 | 0.886 | 0.1966 | Valid |
| | P3 | 0.826 | 0.1966 | Valid |
| | P4 | 0.765 | 0.1966 | Valid |
| | P5 | 0.791 | 0.1966 | Valid |
| | P6 | 0.838 | 0.1966 | Valid |
| *Customer satisfaction* **(X3)** | P1 | 0.803 | 0.1966 | Valid |
| | P2 | 0.886 | 0.1966 | Valid |
| | P3 | 0.826 | 0.1966 | Valid |
| | P4 | 0.765 | 0.1966 | Valid |
| | P5 | 0.891 | 0.1966 | Valid |
| | P6 | 0.838 | 0.1966 | Valid |
| *Customer Loyalty* **(Y)** | P1 | 0.459 | 0.1966 | Valid |
| | P2 | 0.690 | 0.1966 | Valid |
| | P3 | 0.826 | 0.1966 | Valid |
| | P4 | 0.730 | 0.1966 | Valid |
| | P5 | 0.787 | 0.1966 | Valid |
| | P6 | 0.761 | 0.1966 | Valid |

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**...bility Tests**

In Table 5 it can be seen that the Cronbach's Alpha value for all variables is above 0.60. This means that the data obtained from the questionnaire answers in this study are reliable and trustworthy, so they are suitable for use in the final stage of the questionnaire. Thus all points the questionnaire indicators were stated to meet very good reliability.
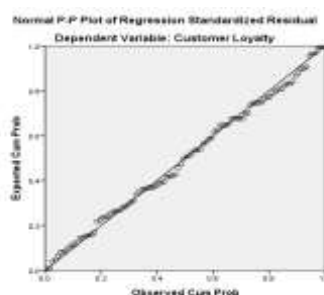
**Table 5** Reliability Test Results

| Variable | Cronbach's alpha | Alpha standard | Information |
|---|---|---|---|
| Customer Loyalty | 0.779 | 0.60 | Reliable |
| E-Service Quality | 0.833 | 0.60 | Reliable |
| Perceived Value | 0.866 | 0.60 | Reliable |
| Customer Satisfaction | 0.900 | 0.60 | Reliable |

Source: Data processed by researchers, 2023

### 3.5 Data Normality Test Results

Data normality testing was carried out to find out whether the data obtained through distributing questionnaires was normally distributed or not. The results of the normality test can be seen in the image below:



Source: Processed primary data, 2023
**Figure 2** graph of normality probability plot test results

Based on the results of the dara normality test using the normality probability plot test in the figure above., it shows that points in the graph spread around the diagonal line or follow the diagonal line. So it can be concluded that the data in the in the study normally distributed.

### 3.6 Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residual one observation to another (Ghozali, 2016). The results of the heteroscedasticity test can be seen in Figure 3:

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Based on the results of the heteroscedasticity test using the scatterplot test in the figure above, it can be seen that the points in the scatterplot graph spread below zero and above zero without 286 a certain model, so it can be concluded that the data used in this study does not have a heteroscedasticity problem.

### 3.7 Multicollinierity Test Results

Multicollinearity testing was carried out to see whether there was a high correlation between the independent variables in a multiple linear regression model (Ghozali, 2016). The results of the multicollinearity prerequisite test can be seen in Table 5.

| Variable | Collinearity Diagnostic | | Information |
|---|---|---|---|
| | **VIF** | **Tolerance** | |
| *E-Service Quality* | 3,146 | 0,318 | |
| *Perceived Value* | 4,366 | 0,229 | Multicollinearity-Free |
| *Customer satisfaction* | 3,469 | 0,286 | |

Source: Primary data processed, 2023

Based on the results of the multicollinearity test in the table above, it was obtained that the VIF value obtained by the two independent variables used was smaller than 10 and obtained a *tolerance* value greater than 0.10. So it can be concluded that the data used in this study did not occur multicollinearity.

### 3.8 Multiple Linear Regression

Data analysis in quantitative analysis regression equations determine whether or not there is an influence of the dependent variable on the independent variable. The results of the analysis are as follows:



**Table 6** Regression Test Results

| | Unstandardized Coefficients | | Standardized Coefficients | | | Collinearity Statistics | |
|---|---|---|---|---|---|---|---|
| Model | B | Std. Error | Beta | Q | Sig. | Tolerance | VIF |
| 1 *(Constant)* | 1,480 | ,815 | | 1,815 | .073 | | |
| *E-Service Quality* | -.089 | ,054 | -.097 | -1,666 | ,099 | ,318 | 3,146 |
| *Perceived Value* | ,468 | ,067 | ,479 | 6,977 | ,000 | ,229 | 4,366 |
| *Customer Satisfaction* | ,536 | ,056 | ,591 | 9,617 | ,000 | ,286 | 3,497 |

*a. Dependent Variable: Customer Loyalty*

Based on the table above, it can be seen that the constant value (a) is 1,480 and the regression coefficient value for the e-service quality variable (X1) -0.97, the regression coefficient value for the perceived value variable (X2) 0,479 and the regression coefficient value for the customer satisfaction variable is 0,591 (X3). The constant values and regression coefficients (a and b) are entered into the equation:

**Y=1,480 + -0.97X1 + 0,479X 2+ 0,591X3**

The description of the multiple linear regression equation above is as follows:

1. The coefficient value of e-service quality (X1) is (-0.97), so it can be interpreted that if e-service quality is reduced by 1 value unit, it is predicted that customer loyalty (Y) for Shopee users in Lhokseumawe City will decrease.
2. The perceived value coefficient (X2) is (0.479), so it can be interpreted that if the perceived value is increased by 1 value unit, it is predicted that customer loyalty (Y) for Shopee users in Lhokseumawe City will increase.

3. The value of the customer satisfaction coefficient (X3) is (0.591), so it can be interpreted that if customer satisfaction is increased by 1 value unit, it is predicted that customer loyalty (Y) among Shopee users in Lhokseumawe City will increase.

## 3.9 Determination and Correlation Test

The coefficient of determination test (R²) is used to determine how much the dependent variable (endogenous) can be explained by variations in the independent variables (exogenous). Because the independent variables in this study are more than 2, the coefficient of determination used is Adjusted R Square. Based on the results of testing the coefficient of determination in table 4.16 below, it is known that the coefficient of determination (R2) value was 0.896. This value shows that the independent variables consisting of e-service quality, perceived value and customer satisfaction can explain their influence on the dependent variable, namely customer loyalty of 84.6%, while 10.4% is influenced by other variables not included in this research model.

**Table 7** Determination and Correlation Test

**Model Summary b**

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .947a | ,849 | ,893 | 1,258 |

Source: Processed primary data, 2023

## 4. Hypothesis Testing

### 4.1 Partial Test (t Test)

The t test has a significance value of $\alpha = 5\%$. The criteria for hypothesis testing using the t statistical test is if the significance value of t (p-value) is <0.05, then the alternative hypothesis is accepted, which states that an independent variable individually and significantly influences the dependent variable (Ghozali, 2019).The results of the partial significance test in this research are as in table 4.18 below:

**Table 8** t Test Results

*Coefficientsa*

| Model | Unstandardized Coefficients | | Standardized Coefficients | | |
|-------|------|-----------|---------|--------|------|
| | B | Std. Error | Beta | Q | Sig. |
| 1 *(Constant)* | 1,480 | ,815 | | 1,815 | .073 |
| *E-Service Quality* | -.089 | ,054 | -.097 | -1,666 | ,099 |
| *Perceived Value* | ,468 | ,067 | ,479 | 6,977 | ,000 |
| *Customer Satisfaction* | ,536 | ,056 | ,591 | 9,617 | ,000 |
| a. Dependent Variable: Customer Loyalty | | | | | |

Source: Data processed 2023

From table 4.18, the t-count value for each independent variable is obtained. By looking at the criteria that have been determined, $\alpha = 0.05$ table (100-4 = 96), the t table value is 1.98498. From this description the following conclusions can be drawn:

1) The significant value of E-Service Quality (X1) on Customer Loyalty (Y) is 0.99> 0.05 and the

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value of tcount-1.666<ttable 1.9849 so it can be concluded that H1 is rejected which means it is not significant and has a negative influence between E-Service Quality (X1) to Customer Loyalty (Y).

2) The significant value of Perceived Value (X2) on Customer Loyalty (Y) is 0.00 < 0.05 and the value of tcount6.977> ttable 1.9849 so it can be concluded that H2 is accepted which means there is a positive and significant effect between Perceived Value (X2) on Customers Loyalty (Y).

3) The significant value of Customer Satisfaction (X3) on Customer Loyalty (Y) is 0.00 < 0.05 and the value of tcount9.617> ttable 1.9849 so it can be concluded that H3 is accepted which means there is a positive and significant effect between Customer Satisfaction (X3) and Customer Loyalty. (Y).

## 5. CONCLUSION

Based on the results of the analysis that has been carried out in testing e-service quality, perceived value and customer satisfaction on customer loyalty, it can be concluded that:

1. *E-Service Quality* has a negative and insignificant influence on customer loyalty. This means that when customers receive service it does not always make them loyal, this is because the quality of service received by each customer is different, therefore e-service quality is not always the main factor that makes customers loyal.

2. *Perceived Value* has a positive and significant influence on customer loyalty. This means showing that the higher the level of value felt by customers, the greater the customer loyalty. Vice versa, if the lower the level of value felt by a customer, the smaller the customer's loyalty or fidelity will be.

3. *Customer Satisfaction* has a positive and significant influence on customer loyalty. This shows that customer satisfaction plays an important role in causing the level of loyal customers. So it can be concluded that customer satisfaction received by customers is due to the expectations and reality of using Shopee e-commerce services which is proven to be able to significantly increase customer loyalty. This means that the better the satisfaction a customer receives, the higher the level of loyalty given.

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