Female Online Shoppers Examining the Mediating Roles of E-Satisfaction and E-Trust on E-Loyalty Development

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ABSTRACT

The competition of e-tail or e-commerce increases the number of female customer to shop in online stores. Thus, understanding how female customers' e-loyalty is formed and fostered in this type of online store becomes very important. The aim of this research is to focus on female Shopee online shoppers and to examine the mediators of e-loyalty in the context of online stores: e-satisfaction and e-trust. The data was collected by using questionnaire based on Likert Scale with the total of 255 respondents. The data was analyzed by using Structural Equation Modeling (SEM) analysis and moderated regression analysis with the help of SPSS and LISREL. This research revealed that perceived online privacy did not have a direct and positive effect associated with e-trust. Perceived online security had positive effect on e-trust. Furthermore, perceived delivery time and web site design were positively associated with e-satisfaction. Both e-trust and e-satisfaction in turn positively influence e-loyalty for female online shoppers.

Keyword: *e-Loyalty, e-Satisfaction, e-Trust, Female online shoppers,Perceived online privacy, Perceived online security*

Pembeli Online Wanita Menguji Peran Mediasi E-Kepuasan dan E-Kepercayaan pada Pengembangan E-Loyaltitas

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ABSTRAK

Seiring persaingan e-tail (elekronik retail) atau *e-commerce*, membuat semakin banyak pelanggan wanita berbelanja online. Dengan demikian, memahami bagaimana loyalitas pelanggan wanita terbentuk dalam jenis toko online ini menjadi sangat penting. Tujuan dari penelitian ini adalah fokus pada pembeli online wanita pada Shopee dan untuk memeriksa mediator loyalty (*e-loyality*) dalam konteks toko online: kepuasan (*e-satisfaction*) dan kepercayaan (*e-trust*). Data dikumpulkan dengan menggunakan kuesioner berdasarkan Skala Likert dengan jumlah 255 responden. Data kemudian dianalisis dengan menggunakan analisis Structural Equation Modeling (SEM) dan analisis regresi moderat dengan bantuan SPSS dan LISREL. Penelitian ini mengungkapkan bahwa privasi online yang dirasakan tidak memiliki efek langsung dan positif yang terkait dengan kepercayaan (*e-trust*). Persepsi keamanan online berpengaruh positif pada kepercayaan (*e-trust*). Selain itu, persepsi waktu pengiriman dan desain situs web secara positif terkait dengan kepuasa. *E-trust* dan *e-satisfaction* pada gilirannya memengaruhi *e-loyalty* untuk pembeli online wanita.

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