



Analysis of The Influence of Electronic Customer Satisfaction, Application Perceived Value and Electronic Service Quality on Electronic Customer Loyalty of Ruang Guru Application Users

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Abstract

The purpose of this study is to determine whether the perceived value and quality of e-services impact e-customer loyalty and satisfaction. All users of the educational platform constitute the population studied. In this survey, non-probability sampling technique was used. 100 samples were used in this investigation. Questionnaire was the method used in this study to collect data. Quantitative method was used in this study. Partial least squares (PLS) is a statistical method used with the support of SmartPLS. Several conclusions are drawn from this study, including: Customer satisfaction is directly affected by e-service quality. Electronic customer satisfaction is directly affected by perceived value. E-customer loyalty is directly affected by e-service quality. Electronic customer loyalty is directly influenced by perceived value. Customer loyalty is directly affected by electronic customer satisfaction. Through e-customer satisfaction, e-service quality indirectly affects e-customer loyalty. Thanks to e-customer satisfaction, perceived value indirectly affects e-customer loyalty. Research results show that customer satisfaction and loyalty are influenced by the extent to which they perceive positive value when using educational platform services to meet their learning needs. their.

Keyword: E-Customer Satisfaction, E- Customer Loyalty, Educational Platform, E-Service Quality, Perceived Value

1. INTRODUCTION

The development of the 4.0 revolution has had an impact on various areas of life, such as economic, social, political, and cultural. The rapid technological transformation is changing human behavior in fulfilling needs and desires, and for business people, technological transformation provides benefits in developing business strategies, marketing, sales, and customer service [1]. The development of this revolution has brought rapid changes to the economic sector in Indonesia, which has entered the digital economy. The growth of mobile phone, internet, and social media users is taking place very rapidly. If we look at the total population, namely 270 million, with urbanization at 60%, and when compared with operator customers of 300 million, or more than 120% of the total population, this means that every individual in Indonesia has more than one SIM card that they have [2]. Apart from that, the data proves that there are 170 million internet users in Indonesia with a penetration rate of 60%, and the data also proves that there are 160 million with a penetration rate of 60%, a population that is active on social media. This can mean that more than half of the population in Indonesia is an internet user and active on social media [3].

The majority of internet users in Indonesia are students, with a percentage of 90%. Next, students with a percentage of 70%. Next, workers at 60%, and finally, housewives internet users at 25%. In terms of age, internet users in Indonesia can be seen in the data below [4]. When looking at internet use in Indonesia by age group, millennials those born between the early 1980s and the early 2000s take the lead. In terms of age, it turns out internet users aged 15–19 years have the highest percentage, reaching 90%; the second rank is dominated by the 20–24 year age range of internet users in Indonesia, with a percentage of 88%; the ranking below is for the age group 25–29 years with a percentage of 83%; those aged 30-34 years reached 77%; and

those aged 35–39 years reached 69% [5]. From some of the data that has been presented, it can be seen that the development of the internet cannot be separated by age groups. With the internet, all a person's basic needs and desires can be fulfilled. The rapid development of internet-based technology also has an impact on the digital economy, which is already present in Indonesia and has great opportunities. Indonesia has enormous potential in the digital economy [6]. This is due to the large population and rapid internet users, so local startups and e-commerce are mushrooming. The development of the digital economy has entered all areas, including online education services, often called education technology [7]. One of the applications for developing education technology that is currently being widely used is Ruang Guru. One of the CEOs said that the main reason for establishing the educational startup Ruang Guru was based on concerns about the inadequate education system, even though many Indonesian children have great potential but do not have many opportunities to develop. So, try using technology-based education [8].

There are 10 million+ educational platform users. In a period of six years, the educational platform was able to build the development of the educational startup business in Indonesia and succeeded in competing with the educational startups of its predecessors. The most important thing is that it was able to survive for six years in the educational platform business journey in Indonesia. The educational platform is one of the educational startups that has the opportunity to become a unicorn in Indonesia [9]. Educational platforms have the opportunity to become startups that can reach the unicorn level in the education sector. The unicorn level in startups is the fourth level, where at this level the startup has a valuation of USD 1 billion or IDR 14 trillion. This can happen because of the 2020 APBN budget allocation for educational platforms amounting to IDR 500 trillion, as well as the high connection to teachers who will teach, so that there is high potential for player and service growth [10]. The goal of the education platform when it was first launched was to give all students, wherever they are and whenever they want, access to high-quality education through the use of technology. Virtual classrooms, online test-taking environments, subscription learning videos, private marketplaces, and other online and mobile-accessible educational content are just a few of the technology-based learning services offered by the education platform [11]. Presently, it depicts a time when services are provided without the need for in-person interactions between buyers and sellers. However, since transactions in online businesses are restricted to "clicks" on devices connected to the internet, online services are more complicated than offline services. As a result, the idea of quality service has grown in importance when it comes to offering online services. The quality of online services is one of the deciding factors for a customer-oriented business to continue operating and to be competitive with other online businesses, so it is imperative to keep an eye on it [12].

E-service quality is an electronic-based service that offers clients the benefits of higher cost and time efficiency while also making purchasing easier. Marketers often study and talk about e-service quality since it is connected to satisfaction costs [13]. The e-service quality aspects of website design, information quality, usability, and dependability all have an impact on online consumer happiness. The results of earlier studies show a strong and positive correlation between the quality of online services and e-customer satisfaction. Value and customer satisfaction are associated because happy consumers would think more highly of the service, which will raise their degree of satisfaction. It is well established from earlier studies' findings that perceived value significantly and favorably affects e-customer satisfaction [14]. Since it distinguishes one online business from another, e-service quality will play a significant role. Since customer service affects customer loyalty to the business, online businesses will strive to offer the best service possible [15]. A customer's pledge to return to an online retailer is known as e-customer loyalty [16]. Customer loyalty will be based on how well the business supports its customers, including through timely delivery, reasonable delivery costs, and privacy preservation. Previous study findings indicate a positive and substantial association between e-customer loyalty and the e-service quality measure [17].

Customers evaluate perceived value, or what they believe they get in return for their sacrifices. Meanwhile, e-customer loyalty is a commitment behavior that has been embedded in the minds of consumers to choose and use the brand for a long period of time without being influenced by surrounding brands [18]. As a result, perceived value will be the primary factor in determining customer loyalty because a good perceived value will result in higher customer loyalty. Previous research has demonstrated a strong and positive relationship between perceived value and e-customer loyalty [19]. A consumer is more likely to make another purchase and refer the company to others if they are pleased with their experience with it. Because engaging with online media has resulted in a build-up of pleasant emotions, the e-customer satisfaction variable may be used to satisfy the demands of consumers for positive emotions [20]. The results of previous studies have established a positive and substantial correlation between e-customer satisfaction and e-customer loyalty [21]. The phenomena known as electronic service quality, or e-service quality, has evolved to be an important part of online company operations, thus businesspeople need to carefully prepare their e-service quality plans. The quality of electronic services has an impact on customer happiness and loyalty [22]. The e-satisfaction variable may operate as a mediation factor between e-loyalty and e-service quality [23]. The many online initiatives in the educational startup field make it clear that businesses must comprehend the value that consumers want. As a result, companies may provide value in accordance with what their customers need [24]. Whether or whether

expectations about value are fulfilled will ultimately determine customer happiness and loyalty [25]. The results of previous research have demonstrated that there is a mediating role for customer satisfaction between perceived value and customer loyalty.

2. Materials and Method

Researchers apply certain characteristics to a population, which is a generalized area made up of objects or subjects, in order to study and draw conclusions. Users of educational platforms comprise the population under investigation. The sample is a portion of the population's size and makeup. In this investigation, a non-probability sampling technique was employed. This sampling method does not give every component or member of the population chosen for the sample equal opportunities. Purposive sampling was the method used to choose the study's sample. There were 100 samples used in this investigation. The data collection technique employed in this study was a questionnaire. The Likert scale is the measuring method employed in this study's questionnaire. The Likert scale may be used to assess an individual's or a group's attitudes, beliefs, and perceptions on social issues. This study employs a quantitative approach. This approach is known as a quantitative approach since statistics are used in the analysis and research data is presented as numerical data. With the aid of the software SmartPLS 3.0, partial least squares (PLS) is the statistical method employed. Testing for data quality necessitates data analysis through validity and reliability assessments. Testing the requirements for data analysis is needed in order to find out whether data analysis is needed to find out whether this hypothesis testing can be continued or not.

3. Results and Discussion

3.1 The Relationship Between E-Service Quality and E-Customer Satisfaction

The results of the study's tests indicate a clear connection between e-customer satisfaction and e-service quality. It has been shown that the impact of e-service quality on e-customer satisfaction has a 0.00 p-value. Therefore, it can be concluded that the caliber of e-services has a direct bearing on e-customer satisfaction. H_{a1} is therefore accepted but H_{01} is refused. The study's findings demonstrate the relationship between e-service quality and reliability, responsiveness, security, information quality, usability, and status design. As a result, it influences e-customer satisfaction. This study confirms other studies that found a relationship between e-service quality and e-customer satisfaction. One of the five elements affecting client happiness is the caliber of the services offered. It is clear from one of the study's e-service quality indicators that the full content display indication received the highest ratings. Meanwhile, the e-customer satisfaction variable yielded a favorable answer for the indication "I feel happy with the services provided by the education platform". As a consequence, the results of distributing surveys show that happy customers are the outcome of the application's full content, which is a feature of online learning services provided by educational platforms. The study's findings support past research by offering high-quality e-services that make clients feel at ease and happy. E-customer satisfaction is the result of a customer's evaluation of a product or service provider's ability to meet expectations. Consequently, clients who receive high-quality service from an educational platform will feel satisfied because their expectations are fulfilled.

3.2 The Relationship Between Perceived Value and E-Customer Satisfaction

The results of the study show that perceived value has a direct effect on e-customer satisfaction. The study's findings indicated that the perceived value of e-customer satisfaction had a 0.001 p-value. Thus, it follows that e-customer satisfaction is directly impacted by perceived value. Therefore, H_{02} is rejected and H_{a2} is acceptable. The study's findings clarify that perceived value has an impact on a number of dimensions, including emotional value, social value, performance quality, and financial value. As a result, it influences e-customer satisfaction. This study confirms previous findings that e-customer satisfaction is influenced by perceived value. When e-customer happiness is high, it will increase directly. A consumer feels satisfied since their requirements have been addressed after making a purchase of an item or service. Happiness is the name given to this state of feeling. "Customers feel comfortable when using the educational platform," one of the perceived value indicators in this survey, with the largest percentage of affirmative answers from the emotional value dimension. Meanwhile, the e-customer satisfaction variable yielded a favorable answer for the indication "I feel happy with the services provided by the education platform". The research's conclusions support the idea of perceived value, which is defined as the consumer's total assessment of a product's utility based on their impression of what they get and what is supplied. Customers' purchasing decisions are influenced by their perception of the value they receive, ensuring that they get value and enjoy the service. Assessments from customers that live up to their expectations lead to satisfied customers. The results obtained from distributing questionnaires demonstrate that the use of educational technology adds value for clients by making them feel satisfied with the services they receive and meeting their needs for online learning.

3.3 The Relationship Between E-Service Quality and E-Customer Loyalty

The results show that e-service quality has a direct effect on e-customer loyalty. This is supported by the fact that the e-service quality p-value on e-customer loyalty is 0.000. It follows that the caliber of e-services has a direct bearing on e-customer loyalty. Ha3 is therefore admissible and H03 is refused. The results of the study indicate that e-service quality affects several aspects, such as security, responsiveness, security of the data, and status design. It therefore has an impact on internet shoppers' loyalty. This study confirms previous findings that e-service quality influences e-customer loyalty. A company's positioning can be shaped by providing high-quality services that set it apart from competitors. One effect that service quality has is that customer loyalty will be impacted if the company offers high-quality electronic services. As a result, in order to convince clients to use online learning services, businesses must offer high-quality electronic services.

3.4 The Relationship Between Perceived Value and E-Customer Loyalty

The results of the study show that perceived value has a direct effect on e-customer loyalty. The perceived value p-value for e-customer loyalty was 0.03. It follows that perceived value has a direct bearing on e-customer loyalty. Ha4 is therefore accepted while H04 is refused. The study's findings demonstrate how the value of money, social value, emotional value, and quality performance all affect how much something is thought to be worth. It therefore has an impact on internet shoppers' loyalty. This study backs up previous studies that showed a robust and favorable relationship between e-customer loyalty and perceived value. Given the dynamic nature of the marketing environment, businesses must be able to provide value that meets customer expectations in order to satisfy them and retain customer loyalty. In this research, it can be seen through one of the perceived value indicators that has the most positive responses, namely the emotional value dimension in the indicator "customers feel comfortable when using the educational platform." Meanwhile, the indicator that received a positive response to the e-customer loyalty variable was "I will use an educational platform when I have the desire to subscribe to online learning." The findings from the distribution of questionnaires show that the perception of value that customers get from the experience of using educational platforms has a positive value perception and makes customers committed to using educational platforms when learning online. Based on their impression of what they receive and are given, consumers evaluate a product's overall usefulness, which is known as perceived value. Etiquette that encourages customers to make additional purchases is called e-customer loyalty. Because a satisfied customer is more likely to make repeat purchases and to recommend a business to others based on their impressions of what they received and received, it is crucial for businesses to design their marketing campaigns effectively in order to foster a positive perception of value in the eyes of their target audience.

3.5 The Relationship Between E-Customer Satisfaction and E-Customer Loyalty

The results of the study show that e-customer satisfaction has a direct effect on e-customer loyalty. The p-value of e-customer satisfaction for e-customer loyalty is 0.000. Therefore, it follows that e-customer satisfaction has a direct effect on e-customer loyalty. Ha5 is therefore okay whereas H05 is not. The impact of e-customer satisfaction is illustrated by the study's findings through a variety of indicators, including customers' contentment with the services they receive, their contentment with the products and services offered by the company, their contentment when making purchases via the website, and their contentment with their online shopping selections. Customers think it was a wise decision to make purchases online. It therefore has an impact on internet shoppers' loyalty. The present study bolsters previous research that established a noteworthy and affirmative correlation between e-customer satisfaction and e-customer loyalty, as well as a positive association between the two. E-customer satisfaction is a compilation of customer feedback from websites operated by online media companies. The e-customer satisfaction indicator in this survey, "I feel happy with the service provided," demonstrates this. Meanwhile, the indicator that received a positive response to the e-customer loyalty variable was "I will use an educational platform when there is a desire to subscribe to online learning." So the results of the findings from the distribution of questionnaires show that e-customer satisfaction felt by customers has good satisfaction reactions, and customers have the intention and interest to use educational platforms when learning online. If consumers are satisfied with the products or services of a brand that consumers have chosen, consumers tend to repurchase the product or service so they become loyal customers. Customer loyalty is caused by a good customer mindset towards the company, and customers have a commitment to repurchase the company's products or services and will provide advice to other consumers regarding the company's products or services. Therefore, it is important for educational platforms to provide excellence in every service that will be provided to customers in order to create satisfaction for consumers and have the potential to buy services again.

3.6 The Relationship Between E-Service Quality, E-Customer Loyalty, Through E-Customer Satisfaction

The results of the study show that e-service quality indirectly affects e-customer loyalty through e-customer satisfaction. The p-value was 0.001. Therefore, it may be concluded that e-service quality indirectly

influences e-customer loyalty through e-customer satisfaction. Ha6 can therefore be accepted but H06 is refused. The results of the study show that e-service quality affects several aspects, such as security, reliability, responsiveness, quality of information, usability, and status design. Consequently, it influences e-customer loyalty through e-customer satisfaction. The results of this study are in line with research on the e-satisfaction variable, which may function as a mediating factor between e-service quality and e-loyalty. The study's analysis makes this clear when one considers the e-service quality criterion that received the greatest proportion of favorable answers: "The educational platform has a complete content display." In the meantime, the indicator "I feel happy with the service provided" received a positive response regarding the e-customer satisfaction variable. Additionally, the most positively expressed e-customer loyalty indicator is "I will use an educational platform when I have the desire to subscribe to online learning." Accordingly, the distribution of questionnaire results indicates that customers are satisfied with online learning services when they receive complete content in the application, which makes them happy and encourages them to make additional purchases. Superior-quality electronic services will lead to customer satisfaction and influence customer growth. Therefore, it is important for educational platforms to provide excellence in every service that will be provided to customers and ultimately create customer satisfaction, which will lead to a commitment to use the service again.

3.7 The Relationship Between Perceived Value and E-Customer Loyalty Through E-Customer Satisfaction

The results of the study show that perceived value indirectly affects e-customer loyalty through e-customer satisfaction. The p-value was 0.04. Therefore, it may be concluded that perceived value influences e-customer loyalty indirectly through e-customer satisfaction. Ha7 can thus be accepted but H07 is refused. The results of the study show that a variety of characteristics, such as emotional value, social value, quality performance value, and financial pricing value, are influenced by perceived value. As a result, it has a big impact on e-customer satisfaction, which has an impact on e-customer loyalty. This study confirms other studies that discovered the customer satisfaction variable acts as a simultaneous mediating factor between perceived value and customer loyalty. Of the perceived value factors in this research, "customers feel comfortable when using the educational platform" has had the most positive feedback. "I feel happy with the service provided" is the indicator for the e-customer satisfaction variable that has received the most positive responses, and "I will use the education platform when I have the desire to subscribe to online learning" is the indicator for the e-customer loyalty variable that has received the most positive responses. Customers will be satisfied and have a great opportunity to have the intention and interest in repurchasing when they have a positive perception of value as a result of a positive experience when using an educational platform, according to the results of the questionnaire distribution. Customers will quickly move to another online business if they feel they are not getting value for their money. Customers can easily switch to a competitor's platform or another online business with just one mouse click if they believe it offers a better perceived value in e-commerce. Customer loyalty will be determined by customer satisfaction. Because they will be essential to customer value, which can affect both customer satisfaction and their intention to use the educational platform, it is crucial for businesses to have effective marketing campaigns.

4. CONCLUSION

The quality of e-services has a direct influence on customer happiness, according to the study's findings. When utilizing electronic services on educational platforms, like online learning platform sites, consumer satisfaction will rise in proportion to the quality of electronic services offered to them. E-customer happiness is directly impacted by perceived value. This demonstrates that the educational platform's services meet customer-acceptable quality standards. The well-structured and consistently high-quality operation of the educational platform was also positively evaluated by the respondents. As a result, respondents have favorable opinions, which may promote higher levels of client satisfaction. The caliber of e-services directly affects e-customer loyalty. If the electronic services are of a better caliber, customers are more likely to remain loyal to educational platform such like online learning platform sites. Perceived value has a direct effect on e-customer loyalty. The greater the benefits received, the more valuable the consumer will feel. Contrarily, given the goal of the educational platform is to favorably meet users' demands for online learning and motivate them to commit to utilizing the platform's services in order to do so, perceived value will have an effect on customer loyalty. for online education. E-consumer satisfaction has a direct effect on client loyalty. The more delighted customers are, the more loyalty educational platforms will receive in order to meet consumer expectations for online learning. E-service quality indirectly affects e-customer loyalty through e-customer satisfaction. The results show that e-customer satisfaction plays a mediating role between e-service quality and its effect on e-customer loyalty. The research findings indicate that e-customer satisfaction serves as a mediator variable between e-service quality and e-customer loyalty. These findings demonstrate how the quality of customer service influences consumers' loyalty and sense of pleasure when they use educational platform services to meet their online learning demands. Perceived value indirectly affects e-customer loyalty through e-customer

satisfaction. The results of the study show that e-customer satisfaction acts as a moderator between perceived value and e-customer loyalty. The study's conclusions show that customers' levels of satisfaction and loyalty attitudes are influenced by the extent to which they perceive a positive value when using educational platform services to fulfill their online learning needs.

Considering the results of the study that was done, the author might suggest the following: It is hoped that future research on related topics that remain in the digital domain, such as e-recovery service quality, e-CRM, e-trust, and so on, or that support new theories or studies using the most recent dimensions, indicators, and research methodology, will be able to draw from this study as a guide. Based on the respondents' comments, researchers suggest the following theories: It is expected that educational platforms would improve the reliability of e-services. This is a result of some customers' continued perception that the offered service is inappropriate. In terms of dependability and aesthetic appeal, educational platforms need to enhance the performance or quality of service that will be offered to clients in comparison to the application's quality of service. For instance, accelerating the server system's speed to enable users to appropriately access educational platform applications. For perceived value, the increasing popularity of education in Indonesia will increase the competition that education platforms have; therefore, they are expected to contribute actively to marketing, especially to create advertisements that can attract public attention, both conventional advertisements and advertisements on social media. For e-customer satisfaction, educational platforms are expected to increase customer satisfaction. Some consumers do not feel that the decision to subscribe to an educational platform is a wise one. Therefore, it is necessary to maintain good service quality by providing extra facilities to customers who have subscribed for a long time. These extra facilities include giving special gifts, special discounts for subscriptions, and so on. For e-customer loyalty, it is hoped that it can increase customer loyalty through interaction on social media by creating interesting content. Educational platforms are also expected to continue to innovate by upgrading new features and following current trends.

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