

THE EFFECT OF E-SERVICE QUALITY AND PERCEIVED VALUE ON E-TRUST WITH E-SATISFACTION AS A MEDIATION VARIABLE (STUDY ON CUSTOMERS WHO ONLINE SHOPPING IN THE SHOPEE APP DURING COVID-19 PENDEMIC IN INDONESIA)

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Abstract

The rapid development of e-commerce in Indonesia makes businesses compete in building their business through e-commerce. In order to be competitive, e-commerce must improve the quality of e-service quality and perceived value so as to gain market share and valuation. This study aims to examine the effect of e-service quality and perceived value on e-trust with e-satisfaction as a mediating variable (Study on customers who shop online on the Shopee application during the Covid-19 pandemic in Indonesia). With data processing the research is carried out through Smart PLS 3.3 The sampling technique used purposive sampling with a sample size of 400 samples. E-service quality affects e-satisfaction. Perceived value has an effect on e-satisfaction. E-satisfaction has no effect on e-trust. E-service quality affects e-trust. Perceived value has an effect on e-trust. E-service quality has no effect on e-trust through e-satisfaction as a mediating variable. Perceived value has no effect on e-trust through e-satisfaction as a mediating variable.

Keywords: E-Service Quality, Perceived Value, E-Trust, E-Satisfaction

Introduction

In mid 2019, a virus emerged in the city of Wuhan, China. The virus then spread rapidly in the population of the city of Wuhan and surrounding areas in Hubei Province. WHO has determined that the virus is dangerous to humans and is called Covid-19. Covid-19 cases are spreading rapidly throughout the world, including Indonesia. Transmission of this virus is through sneezing, physical contact and coughing from people who are positive for Covid-19. In Indonesia, there was the first case of Covid-19 on March 2, 2020 where there were 2 positive people. As the number of positive Covid-19 patients increases, the central government advises the public to stop the chain of transmission of the Covid-19 virus by recommending working from home (work from home), studying from home (study from home), worshiping from home and shopping from home. (shop from home). The government has socialized to the public to avoid crowds by maintaining a minimum distance of 1.5 meters from other people, physical distancing movements, providing education on maintaining environmental cleanliness to all Indonesian people.

At this time the internet is one of the basic human needs around the world. All activities carried out such as working from home, studying from home and shopping from home. Due to the condition that all activities are carried out at home, in the past, people's behavior in meeting their daily needs, which usually shopped at malls, markets and crowd centers, turned into frequent online shopping. The pandemic creates new habits in society where there are shifts and changes in consumer behavior starting from small habits in everyday life to making habits that change people's lifestyles. Since the Covid-19 pandemic, home business businesses have increased to maintain the economic conditions of business and business actors. With the increase in home businesses according to the number of consumer demands. With the recommendation from the government to minimize outside activities, people choose to fulfill the needs and desires of the community by shopping online on the marketplace or e-commerce. Today's society prefers to carry out contactless-based activities. One of them is the increasing interest in online-based consumer services.

Changes in consumer behavior during the Covid-19 pandemic, of course, occurred due to changing conditions that forced consumers to adapt during these conditions. It is possible that the behavior of consumers at this time will last for a very long time. This is because consumers need time to readjust to old habits and behaviors of consumers. At this time consumers are getting used to shopping with minimal physical contact and carrying out health protocols anytime and anywhere because consumers have not felt safe since the presence of this pandemic. The existence of e-commerce provides benefits to prospective consumers in the form of potential consumers getting convenience in finding a business location even though they do not visit it directly, besides that information about products and services offered by the company can be obtained quickly and practically, and the e-commerce has a large number of marketing personnel who can carry out work are efficient because they can provide product information directly to potential customers without meeting.

The occurrence of the Covid-19 pandemic has caused technological developments, especially in the digital world, to increase product sales online to meet the needs of consumers themselves to be more effective in time and efficiently. According to (Zhanys & Tursinbaeva, 2018) the notion of e-commerce is an online shopping activity using the internet network and the transaction method is through digital money

transfers. As a market place, Shopee is dealing with a number of competitors such as Tokopedia, Bukalapak, Lazada, Blibli and others. Shopee, as the largest mobile-platform application in Indonesia, currently provides the convenience of a fun and reliable online buying and selling offer. The Shopee application can register selling products and shop for various attractive offers by providing the lowest prices and free shipping throughout Indonesia. Based on reviews from Shopee application users, both from sellers and as buyers on Playstore, it appears that there are still many comments that the Shopee application is unsatisfactory, especially from the features that support the Shopee application such as the shopee wallet, payment features, order tracking, applications that like errors and images that do not appear. Judging from user reviews on the Shopee application on the Playstore, it is known that the Shopee application still needs to be improved.

The Shopee application currently still has many shortcomings that result in dissatisfaction with people who will or want to buy goods again at Shopee so it can happen that people who used to be loyal to shop at Shopee eventually switch to other places and result in a decrease in transactions at Shopee itself, and there are also Bad reviews about sellers or shops that sell on Shopee are because they are not satisfactory and this will be very detrimental to the company if it is not given attention. In the competition for Shopee E-Commerce companies, companies face many challenges and a high level of competition. With this, the Shopee E-Commerce company plans strategic plans to be more creative in creating things and finding new strategies in order to get the results the company wants optimally. Judging by the current Shopee company strategy, they provide promotions such as giving discounts and free shipping and others. This way of promotion can only be used temporarily because the promotion provided by the company makes consumers disloyal to only one company, competing companies also use the same strategy. For this reason, the Shopee Company must provide quality service and evaluate from previous plans if a problem occurs so that it can increase customer satisfaction and make consumers loyal and make repeat purchases at the Shopee E-Commerce company.

Literature Review

Marketing management according to (Kotler, 2016) is the analysis, implementation and supervision of programs aimed at conducting market exchanges with the target market with a view to achieving organizational goals. From the expert's statement, it can be concluded that marketing management is a series of processes starting from analysis, planning, and monitoring and controlling an activity from marketing with the aim of achieving company targets effectively and efficiently. One way to achieve the target the company wants today is to apply the concept of digital marketing (digital marketing). Digital marketing strategy is basically a marketing channel strategy that is integrated with other channels as part of multichannel marketing (Astri Rumondang, 2020). Social media can create a relationship of social interaction between users and become a suitable advertising distribution channel.

Service quality is important for companies, where service quality can be defined as the difference in expectations that customers have on the actual performance provided by the company (Vernanda & Sari, 2020). The concept of service quality has complexity in measuring the level of company service on customer perceptions, this complexity is due to the characteristics of services that do not have a physical form, are not permanent, and are heterogeneous (Hutagaol & Erdiansyah, 2020).

(Kotler, 2016) states that customer perceived value is a difference from the evaluation of the customer's perspective on all benefits and total costs compared to existing alternatives. Meanwhile, according to (Chiu, 2017) states that perceived value is described as a comparison between the benefits (or quality) of the product perceived by the customer and the perceived monetary and non-monetary sacrifices required to obtain it.

(Giovanis, A., & Athanaspoulou, 2014) states that e-trust is the beginning of the basic action to form a relationship while maintaining it between consumers and online sellers. Where when online sellers provide clear, accurate and complete information, this will cause consumers to think that the online store is not only concerned with opportunity so that it will increase consumer confidence in online shopping services offered by online store managers and producers. Consumer trust is important to maintain because business competition and changes in consumer behavior can change consumer confidence. This is done by responding quickly to consumer requests as an effort to prove that online stores can at least be trusted as expected by consumers.

Its application in the field of e-commerce, consumer confidence is defined as the willingness of consumers to place themselves for the possibility of failure (losses) in conducting online shopping transactions, this is done because consumers have hopes that online sellers will fulfill the transactions desired by consumers satisfactorily and make deliveries. of goods and services as promised and expected by consumers. In the context of e-Commerce, (Gefen, 2004) summarizes e-Trust as "a general belief in an online seller that results in behavioral intention". Thus, beliefs about e-trust include online consumers' beliefs and expectations regarding the trust-related characteristics of online sellers.

E-satisfaction is described as gratification from customers that comes from previous real purchasing experiences with certain e-commerce companies (Kotler, 2016). In another sense, e-satisfaction is a condition in which the products and services received by consumers are more than what is expected, where buyer satisfaction will be seen after comparing their buying experience and the expectations they get with the experience they get after (after) purchase (Firmansyah, 2018).

According to (Ting et al., 2016) E-Service quality is the way customers feel service quality in a website or online environment that is different from traditional services. (Widyanto & Rachmad Saleh, 2018) stated that e-service quality has a positive and significant impact on e-satisfaction. (Kotler, 2016) states that customer perceived value is the difference between the evaluation of the customer's perspective on all benefits (benefits) and overall costs and compared to existing alternatives (Dian et al., 2017) stating that perceived value has a positive and significant impact on e-satisfaction.

(Kotler, 2016) Customer satisfaction is a response from customers both feelings of pleasure and disappointment shown by customers for the goods or services obtained and used. The concept of e-satisfaction is an evaluation made by consumers for the experiences they get when pre-purchase and post-purchase are made. on businesses that are run on an e-business basis, where the evaluation refers to the results that have met or exceeded the initial expectations expected by the consumer. Research conducted by Wiri (2017) found that electronic satisfaction has a positive and significant impact on e-trust.

(Saputra, Sumpena, & Akbar 2018) e-service quality is a service on the internet network and an evaluation of the network is carried out. Research conducted by (Damas, 2018) states that e-service quality has a positive and significant effect on e-turst. (Tjiptono, 2014) states that perceived value or customer value is an emotional bond between customers and producers after the customer uses the product or service of a company then the customer gets added value from the product or company. Research conducted by (Suratman, 2015) states that perceived value has a positive and significant effect on consumer confidence.

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Based on the background, this research aims to:

1. To find out about e-service quality towards e-satisfaction for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
2. To find out the perceived value of e-satisfaction for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
3. To find out e-satisfaction with e-trust for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
4. To find out the e-service quality of e-trust for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
5. To find out the perceived value of e-trust for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
6. To find out the e-service quality of e-trust mediated by e-satisfaction to customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?
7. To find out the perceived value of e-trust mediated by e-satisfaction for customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia?

Research Methods

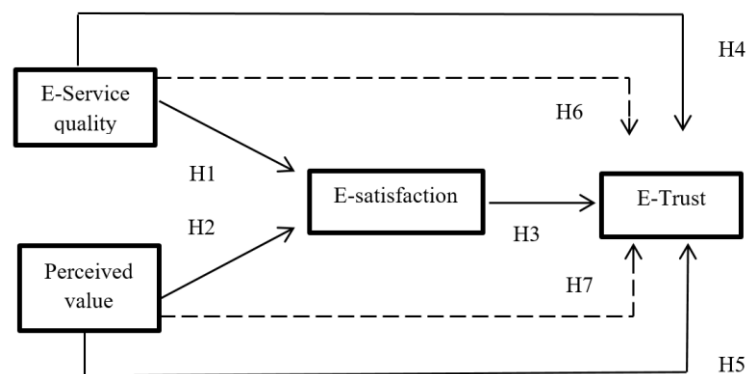


Figure 1. Framework

Hypothesis

- H1: e-service quality has an influence on e-satisfaction studies on customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia.
- H2: Perceived value has an effect on e-satisfaction studies on customers who have shopped online on the Shopee application during the COVID-19 pandemic in Indonesia.
- H3: e-satisfaction has an effect on e-satisfaction studies on customers who have shopped online on the Shopee application during the covid-19 pandemic in Indonesia.

- H4: e-service quality has an influence on e-trust studies on customers who have shopped online on the Shopee application during the Covid-19 pandemic in Indonesia.
- H5: Perceived value has an effect on e-trust studies on customers who have shopped online on the Shopee application during the Covid-19 pandemic in Indonesia.
- H6: e-service quality has an influence on e-trust mediated by e-satisfaction studies on customers who have shopped online on the Shopee application during the Covid-19 pandemic in Indonesia.
- H7: Perceived value has an influence on e-trust mediated by e-satisfaction studies on customers who have shopped online on the Shopee application during the Covid-19 pandemic in Indonesia.

Research design is a step in research after the development of a theoretical framework. In the research design there are several options for making rational decisions. This research will use quantitative methods. The quantitative method is an approach carried out in empirical studies to collect data, analyze and display data in numerical form rather than narrative (Sekaran, 2017).

Based on the research objective, it was made to analyze the effect of e-service quality, perceived value on e-trust with e-satisfaction as a mediation (a survey of online shopping customers on the Shopee application in Indonesia during the covid-19 pandemic), the type of research used is explanatory. research. According to (Sekaran, 2017) explanatory research is research to show the relationship between each variable. The purpose of this research study is hypothesis testing. By testing the hypothesis to show the nature of the relationship/independence of two or more factors in a situation.

The type of investigation in this research is descriptive study. Descriptive study is done by describing/explaining the collected data without making conclusions by conducting data analysis. Descriptive research was conducted in order to understand and be able to describe the characteristics of each variable in the situation under study (Sekaran, 2017). The unit of observation in this study is servicing customers who shop online on the Shopee application in Indonesia during the covid-19 pandemic. Researchers collect data by distributing questionnaires to the sample on the object of this study.

The time horizon in this study uses a one-shot or cross-sectional type. One-shot or cross-sectional research is a research that collects data only once in the period of today, week, month by responding to the questions in the research in the questionnaire. The study setting in this research is non-situational. Where this research is not carried out in certain situations such as after a crisis, disaster, and so on. The unit of research analysis is the individual or individual for customers who have shopped online on the Shopee application in Indonesia during the covid-19 pandemic.

This study measures the analysis of the effect of e-service quality, perceived value on e-trust with e-satisfaction as a mediating variable (a survey of online shopping customers on the Shopee application in Indonesia during the covid-19 pandemic). This research will use Partial Least Square (SmartPLS) tool. This research includes descriptive research, because this research will provide information on existing and ongoing phenomena during the research.

Population and Data Analysis Techniques

According to (Sekaran, 2017) the population is a group of people, events or interests that the researcher wants to investigate, the population has one or more characteristics. The population is in the form of online shopping customers on the Shopee application in Indonesia during the covid-19 pandemic. Because the customer population is so large that a sample is needed to conduct research.

According to (Sekaran, 2017) the sample is part of the population. Part of the total population will form the sample. The sample in this study were customers who had shopped online on the Shopee application in Indonesia during the COVID-19 pandemic at least 2x purchases.

According to (Hair, 2014) in a study stated that the ideal number of samples is considered representative to be used 5-10 times the number of indicators. In this study 40 indicators of each variable. Then the number of indicators multiplied by 10 = 400. It can be seen that the sample in this study amounted to 400 respondents/sample.

Sampling Technique

In this study, the sampling method used the non-probability method. The non-probability method is a sampling technique that does not provide an opportunity for each member of the population to be selected as a sample. For the sampling technique using purposive sampling, where each member of the population does not have the same opportunities and sampling is limited to certain types of people with criteria according to needs (Sekaran, 2017). The criteria for respondents to be sampled in the study are customers who shop online on the Shopee application in Indonesia during the COVID-19 pandemic at least 2x purchases

Method of Collecting Data

In this study, a field survey will be carried out with data collection methods to obtain data directly from respondents by distributing questionnaires to respondents. The questionnaire is a list of written questions with several alternative answer choices that are clearly defined (Sekaran, 2017). In the research data, questionnaires were distributed to customers who had shopped online on the Shopee application in Indonesia

during the COVID-19 pandemic at least 2x purchases and were given to fill in those that were included in the research criteria.

Data Analysis Technique

This research is quantitative by distributing questionnaires to respondents, then processed using Microsoft Excel and SPSS version 20 so that the processed results are obtained in the form of percentages and statistical data.

Data Analysis Method

The research will use the SmartPLS 3.0 PLS (Partial least square) software for data analysis methods. This software is to examine the analysis of structural equations or SEM (structural equation model) based on variance that is able to test the measurement and structural models simultaneously (Ghozali, 2016). The measurement model test is carried out to measure the validity test, the reliability test for the structural model test is carried out to test causality or hypothesis testing.

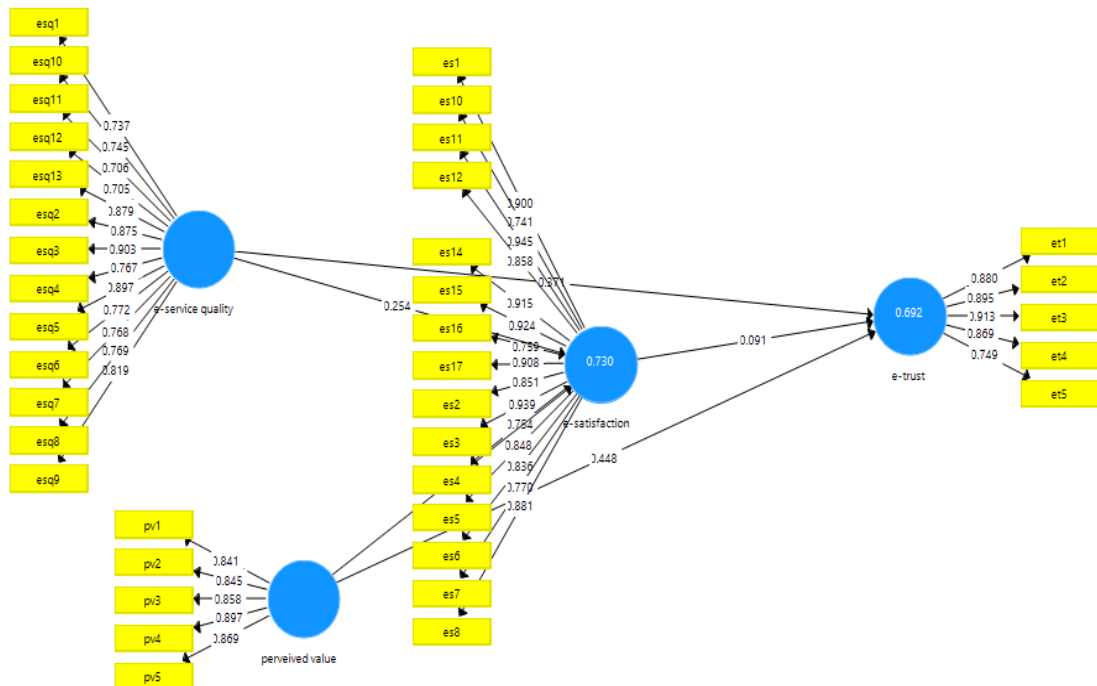
Result and Discussion

Validity Measurement Results

Validity test is used to assess whether or not a questionnaire is being studied. A questionnaire is said to be valid if the questionnaire questions are able to reveal that something is being measured by the questionnaire. Validity test can be done by using measurement evaluation (outer model), namely by using convergent validity, average variance extracted (AVE), discriminant validity

Convergent Validity Test Results

Convergent Validity is done by looking at the item reliability (validity indicator) indicated by the Loading factor value. The loading factor is a number that shows the correlation between the score of a question item and the indicator score of the indicator construct that measures the construct. Overall, a decent or valid convergent validity value has been found because it has a convergent validity value above 0.6 (Ghozali, 2014). Meanwhile, Hair et al (2014) stated that an indicator is valid if it has a loading factor above 0.50 for the intended construct. The following is the loading factor value of each research variable as shown in the following figure:



Source: Secondary Data Processed, 2021

Figure 2. Loading Factor Value

Average Variance Extracted (AVE) Test Results

The validity criteria of a construct or variable can also be assessed through the Average Variance Extracted (AVE) value of each construct or variable. A construct is said to have high validity if its value is

above 0.50 (Hair et al, 2015). The following will present the AVE value for all constructs (variables) which can be seen in the following table:

Table 1. Average Variance Extracted (AVE) Test Results

Variabel	Average Variance Extraced (AVE)
<i>E-service quality (X1)</i>	0,736
<i>Perceived value (X2)</i>	0,637
<i>E-satisfaction (Z)</i>	0,745
<i>E-trust (Y)</i>	0,743

Source: Secondary Data Processed, 2021

Based on the table above, it can be seen that all the constructs or variables above meet the criteria for good validity. This is indicated by the Average Variance Extracted (AVE) value above 0.50 as recommended criteria.

Reliability Test Results

In general, reliability is defined as a series of tests to assess the reliability of valid question items, which can be seen from the composite reliability value of the resulting Crombach alpha value 0.7 (Seakaran, 2017). In this case, there are three levels in the reliability coefficient, namely 0.8 to 1.0 is high, 0.6 to 0.8 is moderate, 0.4 to 0.6 is low. The results of this reliability test can be seen in the following table:

Table 2. Validity Test Results

Variabel	Cronbach's Alpha	Composite Reliability
<i>E-service quality (X1)</i>	0,952	0,958
<i>Perceived value (X2)</i>	0,913	0,935
<i>E-satisfaction (Z)</i>	0,974	0,977
<i>E-trust (Y)</i>	0,913	0,936

Source: Secondary Data Processed, 2021

Based on the table above, it can be seen that the composite reliability value and the Crombach alpha value for each construct or variable are large from 0.70. Thus, it can also be concluded that the level of data reliability is good or reliable with a high level of reliability, which is at 0.8 to 1.0.

Structural Model Testing (Inner Model)

Structural model testing was conducted to see the relationship between the construct, the significance value and the R-square of the research model. The R-square value can be used to assess the effect of certain independent variables on the dependent variable (Ghozali, 2014). The estimated value of R-square can be seen in the following:

Table 3. Results of R-Square Value

Variabel	R Square
<i>E-Satisfaction (Z)</i>	0,730
<i>E-Trust (Y)</i>	0,692

Based on the table above, it can be seen that the R-square value for the e-satisfaction variable is 0.730 which can be interpreted that the magnitude of the influence of the E-service quality and Perceived value variables on E-satisfaction is 73% while the remaining 27% is explained by other variables outside of this study. . Then the R-square value for the e-trust variable is 0.692, which means that 69.2% of the e-trust variable is influenced by e-service quality, perceived value and e-satisfaction, while the remaining 31.8% is influenced by other variables outside of this study.

Hypothesis Testing Results

Direct Effect Analysis

Whether or not a proposed hypothesis is accepted, it is necessary to test the hypothesis using the Bootstrapping function on SmartPLS 3.0. The hypothesis is accepted when the significance level is less than 0.05 or the t-value exceeds the critical value (Ghozali, 2016). The value of t statistics for the 5% significance level is 1.96 (Ghozali, 2016). The following are the results of the direct influence analysis through the path coefficient in this study:

Table 4. Path Coefficient Results

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
e-satisfaction -> e-trust	0,091	0,093	0,060	1,506	0,133
e-service quality -> e-satisfaction	0,254	0,250	0,037	6,817	0,000
e-service quality -> e-trust	0,023	0,023	0,015	8,439	0,000
perveived value -> e-satisfaction	0,659	0,663	0,036	18,335	0,000
perveived value -> e-trust	0,060	0,062	0,041	7,296	0,000

Source: Secondary Data Processed, 2021

Based on the path coefficient above, it can be seen that the original sample value, p value or t statistics are used as a reference to make a decision whether the hypothesis is accepted or the hypothesis is rejected. The hypothesis can be accepted if the value of t statistics > t table or p value < 0.05.

Effect of E-Service Quality on E-Satisfaction

Based on the results of data testing using the SmartPLS version 3.3 program tool, it can be seen that the E-service quality coefficient value is 0.254, which is the magnitude of the effect that e-service quality has on e-satisfaction for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. . Where the standard error value of 0.037 is the level of estimation error that cannot be explained by this construct and with a t-statistical or t-count value of 6.817. To find out whether this hypothesis is accepted or not or rejected with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table or 6.817 > 1.96 and the p-values are smaller than alpha 5% or 0.000 <5% (0.05) therefore H0 is rejected and Ha is accepted, in other words there is an effect positive and significant e-service quality on e-satisfaction for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

Quality services play an important role in shaping customer satisfaction who shop online on the Shopee application, besides that it is also closely related to creating profits for the Shopee e-commerce company. The higher the quality of services provided by the Shopee e-commerce company, the higher the satisfaction felt by its customers in Indonesia.

Influence of Perceived Value on E-Satisfaction

Based on the results of data testing using the SmartPLS version 3.3 program tool, it can be seen that the perceived value coefficient value is 0.659, which is the amount of influence given by perceived value to e-satisfaction on customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Where the standard error value of 0.036 is the level of estimation error that cannot be explained by this construct and with a t-statistical or t-count value of 18.335. To find out whether this hypothesis is accepted or not or rejected with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table or 18.335 > 1.96 and the p-values are smaller than alpha 5% or 0.000 <5% (0.05) therefore H0 is rejected and Ha is accepted, in other words there is an effect positive and significant perceived value of e-satisfaction for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

It can be concluded that the assessment given by Shopee e-commerce customers in Indonesia on the satisfaction felt by Shopee customers has a great influence on customer satisfaction who shopped on the Shopee application in Indonesia.

Effect of E-satisfaction on E-trust

Based on the results of data testing using the SmartPLS version 3.3 program tool, it can be seen that the e-satisfaction coefficient value is 0.091 which is the magnitude of the effect that e-satisfaction has on e-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Where the standard error value of 0.060 is the level of estimation error that cannot be explained by this construct and with a t-statistical or t-count value of 1.506. To find out whether this hypothesis is accepted or not or rejected with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table or 1.506 > 1.96 and p-values greater than 5% alpha or 0.133 > 5% (0.05) therefore H0 is accepted and Ha is rejected, in other words there is no positive and significant influence of e-satisfaction on e-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

The satisfaction felt by Shopee e-commerce customers in Indonesia, they don't have to be satisfied before they believe in the products or goods offered by Shopee. The behavior of Indonesian consumers when shopping online they prefer cheap items so they don't have to be satisfied with the products they buy and then trust resellers in the Shopee application.

Effect of E-service Quality on E-trust

Based on the results of data testing using the SmartPLS program tool version 3.3, it can be seen that the e-service quality coefficient value is 0.371 which is the magnitude of the effect that e-service quality has on e-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. .

Where the standard error value of 0.044 is the level of estimation error that cannot be explained by this construct and with a t-statistical or t-count value of 8.439. To find out whether this hypothesis is accepted or not or rejected with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table or $8.439 > 1.96$ and the p-values are smaller than alpha 5% or $0.000 < 5\%$ (0.05) therefore H_0 is rejected and H_a is accepted, in other words there is an effect positive and significant e-service quality on e-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

The better the quality of service provided by the Shopee e-commerce company, the higher the trust of its customers in Indonesia with what is offered to customers.

Effect of Perceived Value on E-trust

Based on the results of data testing using the SmartPLS version 3.3 program tool, it can be seen that the perceived value coefficient value is 0.448 which is the magnitude of the effect that perceived value has on e-trust on customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Where the standard error value of 0.061 is the level of estimation error that cannot be explained by this construct and with a t-statistical or t-count value of 7.296. To find out whether this hypothesis is accepted or not or rejected with a t-table of 1.96 at 5% alpha. Where the value of t-statistics > t-table or $7.296 > 1.96$ and the p-values are smaller than alpha 5% or $0.000 < 5\%$ (0.05) therefore H_0 is rejected and H_a is accepted, in other words there is an influence positive and significant perceived value of e-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

Shopee e-commerce customers in Indonesia feel that the form of assessment given from customers as well as the benefits that customers feel about the benefits obtained from a product obtained when shopping online and make customers immediately believe in what is given and what they offer customers to the company. Shopee e-commerce.

Indirect Effect Analysis (Mediation)

To see whether E-Satisfaction can mediate the relationship of E-Service quality and Perceived value to E-trust. The relationship of the independent variable to the dependent variable through the mediating variable.

Table 5. Path Coefficient Results

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
e-service quality -> e-satisfaction -> e-trust	0,023	0,023	0,015	1,538	0,125
perveived value -> e-satisfaction -> e-trust	0,060	0,062	0,041	1,468	0,143

Source: Secondary Data Processed, 2021

Based on the path coefficient above, it can be seen that the original sample value, p value or t statistics are used as a reference to make a decision whether the hypothesis is accepted or the hypothesis is rejected. The hypothesis can be accepted if the value of t statistics > t table or p value < 0.05

Effect of E-Service Quality on E-Trust through E-Satisfaction as a Mediation Variable

Based on the table above, it can be seen that the indirect effect of e-service quality on e-trust can be seen from the t statistics value of $1.538 < 1.96$ and p value of $0.125 > 0.05$. It can be concluded that there is no effect of e-service quality on e-trust through e-satisfaction as a mediating variable for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

Shopee e-commerce customers in Indonesia feel that if the quality of service provided by Shopee is good, then they are not completely satisfied and believe in what the company offers to customers when shopping online. Customers feel that there are other factors that are perceived by customers so that customers are satisfied and trust when shopping on the Shopee application, such as good product quality and security factors in transactions and good service.

The Influence of Perceived Value on E-Trust through E-Satisfaction as a Mediation Variable

Based on the table, it can be seen that the indirect effect of perceived value on e-trust can be seen from the t statistics value of $1.468 < 1.96$ and p value of $0.143 > 0.05$. It can be concluded that there is no effect of perceived value on e-trust through e-satisfaction as a mediating variable for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia.

The assessment given by Shopee e-commerce customers as a whole on the benefits and what they receive when shopping online is that they don't have to be satisfied first to believe, every company wants customers to feel satisfied and then believe and how customers rate it. There are other factors that make a customer's assessment of trust through satisfaction such as an unpleasant shopping experience and other

people's testimonials. Consumer behavior during this covid-19 pandemic when shopping online they prefer cheap items so they don't have to be satisfied with the products they buy and then trust resellers on the Shopee application.

Conclusion

Based on the studies, research results and discussions that have been described previously, the following conclusions can be drawn:

1. E-service quality affects E-satisfaction for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. The most interesting thing about Shopee's e-commerce services is that some provide free shipping with certain conditions, some other e-commerce also provide free shipping services, but uniquely at Shopee, the goods offered are abundant and the sellers vary. Almost all sellers are engaged in Instagram, Facebook and other personal online sites.
2. Perceived value affects E-satisfaction for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. At Shopee, not all sellers include the original image of the product, even though the product has been sold hundreds of times. Customers who feel comfortable shopping often see previous comments from customers who have shopped online at Shopee.
3. E-satisfaction Has no effect on E-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Shopee e-commerce customers feel that they do not have to be satisfied with the choices or product descriptions offered at Shopee and immediately believe in the quality of goods and convenience in shopping. Consumer behavior in online shopping usually they see from previous customers or people who have shopped at the seller such as seeing ratings and comments on each seller. The behavior of Indonesian consumers when shopping online they prefer cheap items so they don't have to be satisfied with the products they buy and then trust resellers in the Shopee application.
4. E-service quality affects E-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. One of the services that Shopee provides when shopping is money back if the seller doesn't respond and the security of customer data itself.
5. Perceived value affects E-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. One of the features in Shopee is the rating feature. From here the customer can judge how many customers are satisfied and believe in the services provided by the seller.
6. E-satisfaction cannot be a mediating variable for the effect of E-service quality on E-trust for customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Consumer behavior in Indonesia causes satisfaction cannot be a benchmark for consumer purchasing decisions in online shopping.
7. E-satisfaction is not able to be a mediating variable for the effect of Perceived value on E-trust on customers who shop online on the Shopee application during the covid-19 pandemic in Indonesia. Characteristics of customers in Indonesia today they do not have to be satisfied just yet. Customers feel that in shopping they prioritize the quality of goods and how the service is provided. satisfaction cannot be a benchmark for consumer purchasing decisions in online shopping. Consumer behavior at this time in online shopping they prefer cheap goods so they don't have to be satisfied with the products they buy and then trust resellers in the Shopee application.

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