

THE INFLUENCE OF SERVICE QUALITY AND BRAND IMAGE ON CUSTOMER SATISFACTION AT TOKOPEDIA

Muhammad Wildan^a, Ramadhan Dwi Cahya Putra^a, Marthaleina Ruminda^a,
Mochamad Arif Hernawan^a

^a Faculty of Management and Business, Institut Transportasi dan Logistik Trisakti,
Jakarta, Indonesia

Corresponding author: mw9591660@gmail.com

Abstract: In today's digital era, Indonesian society has integrated various technologies into everyday activities, driven by global advancements. Indonesia ranks among the top 10 countries globally in internet usage, highlighting the widespread adoption of digital platforms like Tokopedia, a popular e-commerce marketplace. Tokopedia facilitates convenient and secure online shopping through its mobile app and website, reflecting its mission to democratize economic access. Customer satisfaction in this digital marketplace hinges on understanding and meeting consumer expectations, including service quality and perceived value, which are pivotal in ensuring a positive shopping experience. This research aims to find out how much influence Brand Image and service quality have on customer satisfaction. This research uses quantitative methods. The sampling technique uses a purposive technique, where sample data is later obtained using a questionnaire. The research data obtained was analyzed using the PLS (Partial Least Square) analysis software technique via SmartPLS. My respondents totaled 100 people and were only from two areas, namely East Jakarta and North Jakarta. Software. Research data was collected by distributing questionnaires whose validity and reliability were tested.

Keywords: *logistics, brand image, service quality, customer satisfaction*

1. Introduction

In today's era, digital technology has evolved over time. Various kinds of technology have become an inseparable part of the activities of Indonesia society. This cannot be separated from the development of the world that is increasingly advanced in today's era. To meet the needs of a society that is growing from time to time, it must be balanced with technological developments. The Republic of Indonesia is among the 10 nations where internet usage is highest worldwide. With the existence of rapidly developing internet technology, it can make it easier for people to access all fields, one of which is the online-based business field, namely E-commerce. One of the marketplaces that is currently in demand by the public is Tokopedia.

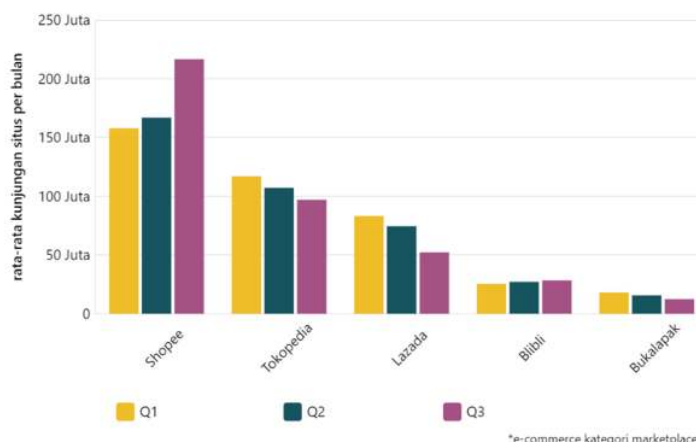


Fig. 1. E-commerce site visits

Source: Databoks, (Quarter I – III 2023)

To continue to increase the competitiveness of MSME actors in all regions in Indonesia so that they have the same opportunity to create business opportunities, as well as make it easier for buyers to get products with more diverse needs faster and more efficiently. Tokopedia is the online shopping platform with the second highest number of visitors in Indonesia. Globally, Tokopedia visitors reached 100.3 million people. Tokopedia has consumers who are around 20-30 years old. This age is a very productive age, using smartphones more often and often shopping online using applications. Online shopping is still the choice of people to meet various needs post-pandemic. This is in line with a report that states that 82% of Indonesia people choose to shop for various necessities through e-commerce platforms. The high interest of the public in online shopping has created its own trend.

Throughout 2023 (January-September 2023 data compared to January-September 2022), we noted that there are a number of product categories that are the best-selling products purchased by people through Tokopedia, namely Household and Groceries, which include Food and Beverage, Beauty and Body Care. Some products such as local taxes, e-invoicing and internet and TV have seen an average increase of more than 7 times.

Satisfaction is a feeling of happiness or dissatisfaction brought on by contrasting the product's perceived performance or results against their expectations. If the performance fails to meet expectations, then the customer will be dissatisfied. If the performance is in line with expectations, customers will be satisfied and happy. And if the performance exceeds expectations, customers will be very upset and happy. Customer satisfaction is the customer's reaction to the assessment of how far they see the initial expectations to have differed before purchase (or other performance benchmarks) and the product's real performance as observed after wearing or consuming the product (Ruminda, 2022a). Customer satisfaction is a relative or contingent idea rather than an absolute one the customer expects.

The problems/obstacles from Tokopedia are such as, the status of the order is being processed by the seller but has not been delivered, the order has not been sent beyond the delivery deadline, the order is not in accordance with customer expectations, the receipt cannot be tracked, the delivery status is not updated, the order status has reached the destination but the order has not been received. Customer satisfaction is a relative or contingent idea rather than an absolute one. Customer perception of the company's service quality whether or not it is good

depends on the suitability and desire of the quality of service it obtains. The quality of service provided is a benchmark for client contentment. Should the perceived quality of the service fall short of expectations, customers will experience disappointment and dissatisfaction as well as other detrimental effects on the business. The relationship between customer satisfaction and service quality which shows that simultaneously the variable (Astria et al., 2023).

In addition to service quality, Customer Satisfaction is also influenced by brand image. Customer satisfaction is a level where consumers feel happy or disappointed with a product. Consumers will say they are satisfied with an item if they have a good perception of a product. Satisfaction will occur if consumers perceive that the product has three indicators of a good brand image, consisting of the image of the maker, the image of the product, and the image of the user. The consumers are satisfied with the products they buy in accordance with what they want and expect from consumers (Xie et al., 2024).

Service quality is an endeavor to fulfill the requirements and preferences of customers and the correctness of their delivery in balancing consumer expectations. In addition to service quality, promotional factors are also an important consideration for consumers (Aprileny et al., 2020). Enhancing the quality of the service Quality can be achieved through enhancing operational procedures, such as quick and systematic identification of problems, determination of effective and reliable service performance indicators, as well as measurement of customer satisfaction and other performance results. When customers are satisfied with a product/service from the first time they are used, Customer loyalty will be significantly impacted by it. If the quality of service provided to the company is better, the higher the customer loyalty to the company, then the quality of service can be achieved (Mahadevan & Joshi, 2022).

Customer satisfaction refers to how satisfied customers are with a product or service that fulfills their needs and expectations (Yusof et al., 2022). Consumer loyalty is a level where customers are devoted to a brand and have a positive opinion toward it and tend to continue to buy products with a certain brand in the future (Sheu & Chang, 2022).

Brand image also has the opportunity to achieve satisfaction and create customer loyalty. The image of a brand is the basis for customers to make purchases. By having a good brand image, customers can recognize the product or service they will buy, know the quality of the product, and gain experience from the product which can then be recommended to others (Hashim et al., 2022; Indriyati et al., 2022).

2. Literature review

Quality of Service

Service quality is the level of excellence that is expected and the control or excellence to meet the needs of customers. excellent expected and control or excellence to meet consumer needs (Sukmawati et al., 2022). The definition of service quality focuses on efforts to satisfy customer requirements and aspirations while maintaining accuracy of their delivery. The balancing of customer requirements and wants with the accuracy of their delivery consumer expectations.

Quality is a dynamic state that impacts people, processes, goods, services, and the environment in ways that either meet or beyond expectations. Although the word quality has many universally accepted definitions. The state of quality is ever-changing. Quality is a dynamic state that influences people, processes, goods, services, and the environment in ways that either meet or beyond expectations (Mabrur et al., 2022).

Serqual there are five dimensions used by customers to assess the status of service quality, namely as follows (Marina et al., 2023; Ruminda, 2022a):

1. **Tangibles**
The capacity of an organization to prove its existence to third parties. The state of the surrounding area, the physical buildings and infrastructure of the organization, and their look and functionality physical environment are real evidence of the services that the service provider offers, such as physical facilities (buildings, warehouses and so on), equipment and tools used (technology) and the appearance of its employees.
2. **Reliability**
The company's the capacity to precisely and consistently deliver services as promised. Performance needs to meet client expectations, which include providing the same level of service and being on time for all customers without error, sympathetic attitude and high accuracy.
3. **Responsiveness**
Responsiveness is a willingness to assist clients and give clear information in a timely, accurate, and responsive manner. Leaving consumers waiting without a clear reason causes a negative perception of service quality.
4. **Assurance**
Assurance is the knowledge, politeness, The capacity of staff members to cultivate clients' faith in the business. consists of a number of elements, such as competence, security, communication, credibility, and civility.
5. **Empathy**
Empathy is giving sincere and individual or personal attention given to customers by understanding consumer desires. Where a business is supposed to know and comprehend its consumers, pay particular attention to their demands, and provide a comfortable working environment for them.

Tokopedia's efficiency in delivery has seen significant improvements between 2019 and 2024.

- **Dilayani Tokopedia:** In 2022, Tokopedia observed a 2.5-fold increase in transactions made through the Dilayani Tokopedia order fulfillment service. This service allows sellers to manage their orders more efficiently, leading to a more than five-fold spike in sales for sellers using this service.
- **Tokopedia NOW:** This service, launched in November 2021, provides fast delivery of daily necessities within a maximum of 2 hours. By 2022, the number of users in Tokopedia NOW increased more than 10 times, indicating a significant improvement in delivery efficiency.
- **Hyperlocal Initiative:** Tokopedia's Hyperlocal initiative, which leverages geo-tagging technology, aims to bring buyers closer to the nearest sellers. This initiative has been intensified to promote digital economic equality in Indonesia, further enhancing delivery efficiency.

Brand Image

Brand image is a consumer perception or view that describes the value or level of product quality in a particular brand (Meliana et al., 2023). Brand image can be interpreted as an overall representation of brand perceptions formed from information and past experiences of consumers towards certain brands. Brand formed from information and

consumers' past experiences with certain brands. Brand image refers to attitudes, beliefs, and preferences towards a particular brand.

Rissa Febrianti et al. (2024) state that brand image can improve the user's or owner's self-image and the perception of others. And the perceptions of others. This can be understood as consumer perceptions and beliefs that are reflected or embedded in the minds and memories of consumers. mirrored or ingrained in the recollections and thoughts of consumers.

Effendi et al. (2022) brand image is consumer perception about a brand as a reflection of associations that exist in the minds of consumers. Brand Image is very important and is closely related to the impression closely related to the impression that is generated. Tokopedia has significantly improved its brand image between 2019 and 2024 through several strategic initiatives and innovations. Here are the key improvements:

- **Brand Ambassador Collaboration:** In 2020, Tokopedia collaborated with BTS, a highly influential K-pop group, which significantly boosted its brand image. This partnership increased brand awareness and attracted a younger demographic to the platform.
- **Enhanced User Experience:** The introduction of features like Dark Mode and Shared Shopping made the application more user-friendly and appealing, enhancing the overall user experience.
- **Innovative Services:** The launch of Tokopedia Play, a video streaming platform, has provided a new dimension to the shopping experience by integrating social commerce and live shopping. This has increased user engagement and brand visibility.
- **Partnerships and Collaborations:** Tokopedia has partnered with Bank BRI to launch the Tokopedia Card, which enhances the financial services offered by the platform, further solidifying its position as a comprehensive digital ecosystem.
- **Hyperlocal Initiatives:** The intensification of Hyperlocal initiatives, such as Dilayani Tokopedia and Tokopedia NOW!, has improved delivery efficiency and increased the availability of essential products, enhancing customer satisfaction and loyalty.
- **Customer-Centric Approach:** By concentrating on the needs of the client and providing innovative solutions, Tokopedia has demonstrated a commitment to digital economic equality, which has positively impacted its brand image and reputation.

These strategic moves have collectively contributed to a significant improvement in Tokopedia's brand image, making it a more appealing and reliable choice for Indonesian consumers.

Customer Satisfaction

Customer satisfaction is a emotion that develops after contrasting the performance (outcomes) of the product that is being considered, either happiness or disappointment against the expected performance (or results) (Pratiwi et al., 2023). Something that arises without coercion but arises by itself. Ahyani (2022) a person's feelings of contentment or disillusionment as a result of comparing a person's performance (or results) of a product or service that is felt with expectations. The a person's satisfaction with a product or service is a result of their feelings of happiness or disappointment. arises after comparing the performance (or results) of a product or service perceived with expectations. or disappointment of a person that surfaced when comparing the product's performance (outcomes) the estimated product against the expected performance (or results).

Tokopedia's Tokopedia NOW service significantly enhanced customer satisfaction by providing fast and reliable delivery of essential products. This service ensured that daily necessities such as rice, chicken eggs, instant noodles, and bread were delivered within a maximum of 2 hours. This rapid delivery met the urgent needs of customers promptly, significantly enhancing their satisfaction. Additionally, the increased availability of essential products through Tokopedia NOW reduced wait times and made shopping more convenient, further contributing to higher customer satisfaction. The favorable reviews from clients suggest that this service effectively met their expectations and needs, thereby enhancing their overall shopping experience and loyalty towards Tokopedia.

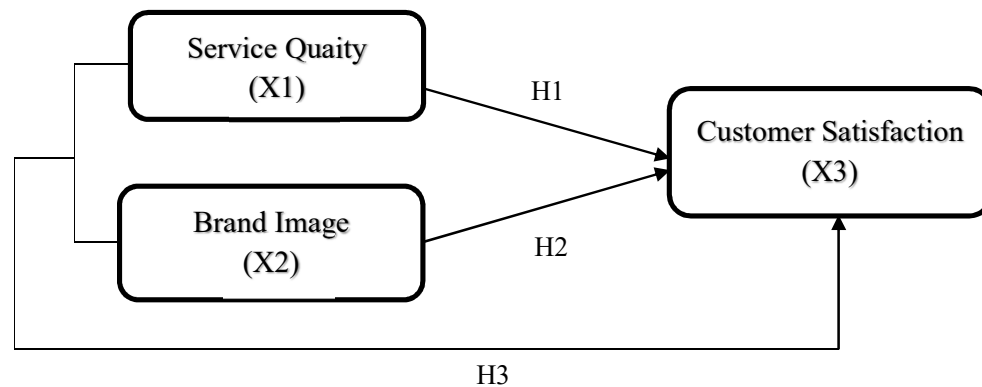


Fig.2 Research Framework

H1: The Impact of customer satisfaction on service quality

The connection between client happiness, service quality, and company image in this study is based on the thoughts along with the thoughts which state that client happiness benefits from high-quality services. Service quality has a positive effect on company image. Customer satisfaction has a positive effect on the company's image (Rayansa et al., 2022). This research states that company image has a significant effect on customer satisfaction.

H2: The effect of brand image on customer satisfaction

Link between customer satisfaction and brand image the connection between customer happiness and brand image has a positive influence. Brand image is an image or something that is attached to the minds of consumers. The better the perception in the minds of consumers of the company's brand image, the higher customer satisfaction will also be. Conversely, if consumer perceptions of brand image are bad, consumer satisfaction will also be lower. Customer satisfaction can be created because what they feel is in accordance with what is expected or even more than expected.

H3: Service quality and brand image together have a significant influence on customer satisfaction

From the results show that partially. Customer satisfaction is significantly impacted by brand image and service quality and consumer satisfaction is significantly impacted by service quality and brand image (Ruminda, 2022b; Yum & Yoo, 2023).

3. Research method

In this study, a quantitative method is used to test the hypothesis by testing accurate statistical data with the aim of determining The impact of brand image and service quality on customer satisfaction at PT Tokopedia. This study was sampled by distributing questionnaires to Tokopedia E-commerce users and using non-probability sampling techniques by taking data from 100 respondents. The test in this study uses Structural Equation Modeling-Partial Least Square (SEM-PLS) software to test the relationship between independent variables (service quality and brand image) and dependent variables (customer satisfaction) (Hair et al., 2019, 2022). With this, the calculation in this study uses a quantitative method of data with the help of the Smart PLS application version 4.0. For the questionnaire, each respondent is expected to be able to provide an assessment based on his/her personal experience by judging using a likert scale of 1-5, starting from "Strongly Disagree" to de.

The population comprises all the elements under study that share the same features, it could be individuals from a group, event, or something to be studied. Then the population for this research is all customers who have used Sicepat services. The sample is part of the number and characteristics of the population.

4. Results and discussion

4.1 Research Result

Figure 3. shows the track analysis results (path analysis). Track analysis is a statistical technique used to study causal relationships between variables. The image shows that there are two independent variables, namely service quality (X1) and brand image (X2). Both variables influence the dependent variable, customer satisfaction (Y). On the image, you see the path coefficient value for each relationship between the variables. This means that quality of service has a strong influence on customer satisfaction.

This figure shows that both independent variables (quality of service and brand image) have a significant impact on customer satisfaction. These findings can be applied to create more efficient marketing strategies to enhance customer content.

Here are some important points that can be inferred customer satisfaction is positively correlated with brand image. this means that the better the quality of service and brand (Fig.3), the higher the customer satisfaction. The impact of service quality on customers satisfying is stronger compared to the influence of brand image. This shows that service quality is a very important factor in increasing customer satisfactions. Track analysis results can be used to design more effective marketing strategies. For instance, businesses could concentrate on enhancing the quality of service to improve customer satisfaction.

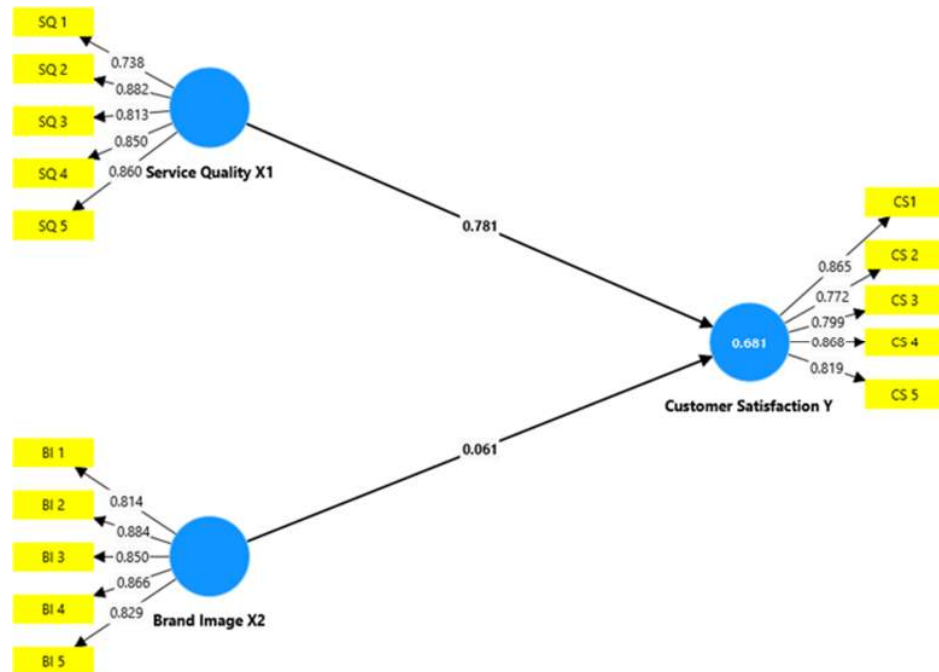


Fig. 3 Structural Outer Model Research

4.1 Evaluation of Construct Reliability and Validity

Table 1. Outer loading & Construct Reliability and Validity

	Cronbach's alpha	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
Brand Image	0.904	0.936	0.928	0.721
Customer Satisfaction	0.883	0.890	0.914	0.682
Service Quality	0.887	0.896	0.917	0.689

The reliability and validity of the research instrument were assessed by analyzing Cronbach's Alpha, Composite Reliability, and Average Variance Extracted (AVE) for the three key constructs: Brand Image (X2), Customer Satisfaction (Y), and Service Quality (X1).

To measure internal consistency, Cronbach's Alpha was utilized. The results indicated that all constructs exceeded the recommended threshold of 0.7, with Brand Image at 0.904, Service Quality at 0.887, and Customer Satisfaction at 0.883, demonstrating a high degree of reliability. Furthermore, Composite Reliability was evaluated using both rho_a and rho_c metrics. The values for Brand Image (0.936; 0.928), Customer Satisfaction (0.890; 0.914), and Service Quality (0.896; 0.917) were all close to 1, reinforcing the internal consistency of the constructs.

Convergent validity was assessed using the Average Variance Extracted (AVE). An AVE value above 0.5 indicates that the construct explains more than half of the variance

in its indicators . The analysis shows that Brand Image (0.721), Customer Satisfaction (0.682), and Service Quality (0.689) all surpassed this threshold, thereby confirming good convergent validity for the measurement model.

4.2 Discriminant Validity Assessment

Table 2. Fornell-Lacker Testing

	Brand Image	Customer Satisfaction	Service Quality
Brand Image	0.849		
Customer Satisfaction	0.615	0.826	
Service Quality	0.709	0.824	0.830

Discriminant validity was evaluated using the Fornell-Larcker criterion, which compares the square root of the Average Variance Extracted (AVE) against the correlations between constructs. According to this criterion, the square root of the AVE (represented on the diagonal in bold) must be greater than the off-diagonal elements, which represent the inter-construct correlations.

As presented in Table 2, the square root of the AVE for Brand Image (0.849) exceeds its correlations with both Customer Satisfaction (0.615) and Service Quality (0.709). Similarly, the square root of the AVE for Customer Satisfaction (0.826) is higher than its correlation with Brand Image (0.615) and Service Quality (0.824). Finally, the Service Quality construct shows a square root of AVE of 0.830, which surpasses its correlations with the other variables (0.709 and 0.824). These results confirm that adequate discriminant validity has been established for all constructs in the model.

4.3 Hypothesis Testing

Table 3. Hypothesis Testing

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T values	P values
Brand Image X2 -> Customer Satisfaction Y	0.061	0.143	0.286	0.213	0.832
Service Quality X1 -> Customer Satisfaction Y	0.781	0.710	0.240	3.257	0.001

H1: *The impact of service quality on customer satisfaction*

The research posits that service quality is a fundamental driver of customer satisfaction. High-quality service—encompassing dimensions such as responsiveness, reliability, and assurance—directly enhances the customer's perception and experience. When the perceived performance of a service meets or exceeds customer expectations, satisfaction is achieved (Elektra et al., 2024).

The study found a strong, positive, and statistically significant relationship between service quality and customer satisfaction. The value is 0.781, which is considered high, indicating a strong influence. With a T-value of 3.257 and a P-value of 0.001, the relationship is statistically significant. The data confirms that service quality is the primary driver of customer satisfaction in this context (Yum & Yoo, 2023). The dominance of this variable suggests that for Tokopedia

users, the efficiency of delivery (e.g., Tokopedia NOW) and the reliability of the platform are more critical than other factors.

H2: *The effect of brand image on customer satisfaction*

Hypothesis H2 assumes that a positive brand image—defined as the set of beliefs and impressions held in the consumer's mind—should lead to higher customer satisfaction. Theoretically, a strong brand image helps customers recognize quality and reduces perceived risk, thereby fostering satisfaction.

Contrary to the initial expectation, the study found that brand image does not have a statistically significant impact on customer satisfaction in this specific dataset. The value is 0.061, which is relatively low (Choi et al., 2019; Indriyati et al., 2022). The T-value is 0.213 and the P-value is 0.832. Since the P-value is significantly higher than the standard threshold (0.05), the relationship is not significant. The research suggests that Brand Image does not effectively contribute to customer satisfaction in this specific context (Sheu & Chang, 2022; Sitorus et al., 2023). This unexpected result may be due to the "overshadowing effect" of Service Quality; customers are so focused on the functional performance of the platform (speed, accuracy) that the brand image itself becomes secondary.

H3: *Service quality and brand image together have a significant influence on customer satisfaction*

Hypothesis H3 examines the simultaneous effect of both independent variables (Service Quality and Brand Image) on the dependent variable (Customer Satisfaction). This perspective argues that while individual factors matter, the combined experience of a reliable service and a reputable brand creates the overall satisfaction level.

The combined influence is measured by the R-Square value, which indicates how much of the variance in Customer Satisfaction is explained by the model. The structural model shows an R-Square of 0.681 (68.1%). Collectively, service quality and brand image explain a significant portion (68.1%) of the variance in customer satisfaction (Marina et al., 2023, 2023). This confirms that while service quality is the dominant individual factor, the model as a whole is effective in predicting satisfaction (Prabowo et al., 2019). The study concludes that Tokopedia should prioritize service quality to maintain this high level of satisfaction, as it is the stronger pillar in this simultaneous relationship.

4.4 Coefficient of Determination (R^2)

Table 4. R square

	R-square	R-square adjusted
Customer Satisfaction Y	0.681	0.674

The predictive power of the structural model was assessed using the coefficient of determination (R^2). The analysis yielded an R^2 value of 0.681 for the dependent variable, customer satisfaction. This indicates that 68.1% of the variance in customer satisfaction is explained by the simultaneous influence of service quality and brand image. With an adjusted R^2 of 0.674, the model demonstrates a substantial level of explanatory power, suggesting that the selected independent variables are effective predictors within the e-commerce context.

5. Conclusion

The journal provides valuable insights into how service quality, brand image, and customer satisfaction are related at Tokopedia, a prominent e-commerce platform in Indonesia. Through a quantitative analysis involving 100 respondents, the study demonstrates that both service quality and brand image significantly influence customer satisfaction. Key findings highlight that efficient delivery services and product availability are critical components of service quality that enhance customer perceptions. Furthermore, the addition of novel elements, including Tokopedia NOW, has played a vital role in improving customer satisfaction levels.

Furthermore, the research underscores the importance of a strong brand image in shaping consumer attitudes and fostering loyalty. A positive brand image not only attracts customers but also enhances their overall shopping experience, reinforcing their satisfaction with the platform. The strategic initiatives undertaken by Tokopedia, including collaborations with popular figures and a focus on customer-centric services, have contributed to a favorable brand perception. Overall, the study suggests that by prioritizing both service quality and brand image, Tokopedia can effectively to the body of research on customer satisfaction that already exists by emphasising the dynamic e-commerce landscape.

6. Implications

The findings of this journal contribute brand image offers a more thorough comprehension of the critical roles of service quality and brand image in the e-commerce sector. The study reinforces established theories that link service quality to customer satisfaction, suggesting that efficient service delivery and product availability are essential for enhancing consumer perceptions. Additionally, the research expands on brand image theory by demonstrating how a strong brand can influence customer attitudes and loyalty in a digital marketplace. This dual focus on service quality, brand image offers a more thorough comprehension of the factors that drive customer satisfaction, offering a framework for future research to explore these relationships further in various contexts and industries.

From a practical standpoint, the insights gained from this study can guide e-commerce platforms like Tokopedia in developing strategies to enhance customer satisfaction. Businesses should prioritize improving service quality by ensuring timely delivery and product availability, as these factors significantly impact customer perceptions. Furthermore, investing in brand image initiatives, such as collaborations with popular figures and innovative service offerings, can strengthen consumer loyalty and attract new customers. By implementing these strategies, e-commerce companies can create a more satisfying shopping experience, ultimately leading to increased customer retention and competitive advantage in the market. This research serves as a valuable resource for practitioners seeking to optimize their service delivery and brand positioning in the rapidly evolving digital landscape.

7. Research limitations

The study utilized a sample of only 100 respondents, which may not adequately represent the diverse customer base of Tokopedia. A larger and more varied sample could provide more comprehensive insights into customer satisfaction across different demographics, including location, gender, and age. This restriction could make the results

less generalizable. demographics, including location, gender, and age. This restriction could make the results less generalizable the broader populatin of Tokopedia users.

Data were collected at a particular point in time using a cross-sectional methodology in the study. With this strategy, the capacity to assess changes in customer satisfaction over time or to establish causal relationships between service quality, brand image, and customer satisfaction. Longitudinal research could offer more comprehensive understanding of how these factors evolve and influence customer behavior in the dynamic e-commerce environment.

While the study concentrated on service quality and brand image, other factors influencing customer satisfaction, such as pricing, product quality, and customer service interactions, were not examined. This narrow focus may overlook additional variables that could significantly impact customer satisfaction and loyalty. Future research could benefit from a more holistic method that takes into account a greater number of variables affecting customer experiences in e-commerce.

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