MODEL OF STUDENT E-LOYALTY FORMATION THROUGH E-SERVICE QUALITY AND E-SATISFACTION

MODEL PEMBENTUKAN E-LOYALITAS MAHASISWA MELALUI KUALITAS LAYANAN ELEKTRONIK DAN KEPUASAN ELEKTRONIK

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ABSTRACT
The increasingly intense competition in higher education services is a major concern for universities to survive. One of the strategies universities can do to survive is the formation of student E-Loyalty through increasing student E-Service Quality and E-Satisfaction. This study aims to examine the effect of E-Service Quality on student E-Satisfaction, the effect of E-Satisfaction on student loyalty and the effect of E-Service Quality on student E-Loyalty mediated by student E-Satisfaction. In addition, the results showed that E-Service Quality affects student E-Loyalty which is mediated by student E-Satisfaction. The results of this research prove that the model of forming student E-Loyalty can be achieved through student E-Service Quality can be achieved through E-Service Quality and E-Satisfaction of students of the Ahmad Dahlan University Faculty of Economics and Business Management Study Program. The sample was determined by convenience sampling and purposive sampling methods. Data collection is done by giving a list of questions to respondents containing E-Service Quality, student E-Satisfaction and student E-Loyalty. The analytical tool used is Partial Least Square (PLS).
Keywords: *E-Service Quality, E-Satisfaction, E-Loyalty*

ABSTRAK
Persaingan yang semakin ketat dalam layanan pendidikan tinggi menjadi perhatian utama bagi perguruan tinggi untuk dapat bertahan. Salah satu strategi yang dapat dilakukan perguruan tinggi untuk dapat bertahan adalah pembentukan E-Loyalty mahasiswa melalui peningkatan E-Service Quality dan E-Satisfaction mahasiswa. Penelitian ini bertujuan untuk menguji pengaruh E-Service Quality terhadap E-Satisfaction mahasiswa, pengaruh E-Satisfaction terhadap loyalitas mahasiswa dan pengaruh E-Service Quality terhadap E-Loyalty mahasiswa yang dimediasi oleh E-Satisfaction mahasiswa. Selain itu, hasil penelitian menunjukkan bahwa E-Service Quality berpengaruh terhadap E-Loyalty mahasiswa yang dimediasi oleh E-Satisfaction mahasiswa. Hasil penelitian ini membuktikan bahwa model pembentukan E-Loyalty mahasiswa dapat dicapai melalui E-Service Quality mahasiswa dapat dicapai melalui E-Service Quality dan E-Satisfaction mahasiswa Program Studi Manajemen Fakultas Ekonomi dan Bisnis Universitas Ahmad Dahlan. Sampel ditentukan dengan metode convenience sampling dan purposive sampling. Pengumpulan data dilakukan dengan cara memberikan daftar pertanyaan kepada responden yang berisi tentang E-Service Quality, E-Satisfaction mahasiswa dan E-Loyalty mahasiswa. Alat analisis yang digunakan adalah Partial Least Square (PLS).
Kata Kunci: E-Service Quality, E-Satisfaction, E-Loyalty

INTRODUCTION

The post-Covid-19 pandemic that hit the world had a positive impact on various sectors. One of the institutions that has been positively affected is higher education. Universities must pay special attention to advancing higher education. The learning system in the post-covid-19 period provides an opportunity to implement blended learning that combines online and offline systems. With a blended learning system, universities will organize learning effectively, so that learning objectives will be achieved more quickly.

In organizing the blanded learning process, universities are required to improve the quality of online services (E-Service Quality) to students. Evaluation of online service quality can

be done by analyzing the perception of service quality received online by students. This perception can be assessed whether or not student expectations are met. If student expectations are met, then online student satisfaction will occur (E-Satisfaction). Conversely, if student expectations are not met, online student dissatisfaction will occur. Electronic Service Quality (E-Service Quality) can be defined by Parasuraman et.al. (2005) how far online sites are able to facilitate the process of shopping, purchasing and delivering products effectively and efficiently. Advances in information technology play an important role in service quality such as speed, reliability and security. In this case, service quality emphasizes the quality of service provided to consumers or customers interactively through website-based information technology (Pudjarti et. al., 2019). In addition, E-Service Quality is intended to develop and evaluate service quality based on internet networks, (Al-dweeri et.al., 2017). Tjiptono (2019) defines service quality as the level of excellence expected and control over that level of excellence to meet customer desires. Tjiptono (2019) defines customer satisfaction as an attitude that is decided based on the experience gained. Meanwhile, Cronin and Taylor (1992) define service quality as customer perceptions of quality as performance. Cronin and Taylor (1992) prove that service quality is determined by the performance of these services. Jusoh et.al. (2004) found that the quality of college services is determined by 6 factors, namely: tangibles, competence, attitude, content, delivery and reliability. The results of this study are a review of previous researchers Parasuraman et.al. (1985; 1988), Hill (1995) and Kamal and Ramzi (2002).

Online student loyalty (E-Loyalty) has an important meaning in building long-term relationships between universities and students. Student E-Loyalty has an important role in building relationships, especially in service businesses that are full of uncertainty, risk, and lack of information between interconnected parties (Jasfar, 2009). E-Loyalty is a customer preference and commitment to an online site that will have an impact on repeat purchases on the online site (Srinivasan et.al, 2002; Sativa and Astuti, 2016). In addition, Srinivasan et.al. 2002) suggests that E-Loyalty is a favorable customer attitude in online business, so that it will result in repurchase behavior. E-Loyalty is one of the important factors in efforts to strengthen and improve competitiveness in the market, so that it will increase sustainable competitive advantage (Choi and Mai, 2018). In addition, managing loyal customers has high potential in an effort to increase future sales volumes, so that it will increase company profits in the long term (Prisanti, et.al, 2017). Thus E-Loyalty has an important role in determining customer attitudes about their commitment to make repeat purchases and recommend to potential new consumers (Pradnyaswari, and Aksari, 2020).

Good online service quality will increase online satisfaction (E-Satisfaction). Increased online service quality and online satisfaction will have an impact on increasing the formation of E-Loyalty. This means that the achievement of Student E-Loyalty will be determined by the quality of online services and online satisfaction (Al-dweeri et.al, 2017; Riza and Sutopo, 2017). Electronic Satisfction (E-Satisfaction) is the customer's feelings related to the previous purchase experience with the company online (Anderson and Srinivasan (2003). In addition, Kim et.al. (2009) defines E-Satisfaction as the accumulation of

satisfaction felt by consumers from each purchase and experience of consuming products over time on an online site. Online customer satisfaction has an important role in winning the market competition of a company (Al-dweeri et.al, 2017).Kotler (1997) defines customer satisfaction as the level of a person's feelings after comparing the performance (results) he feels compared to his expectations. In general, customer expectations are customer estimates or beliefs about what they will receive if they buy or consume a product. Meanwhile, perceived performance is the customer's perception of what he receives after consuming the purchased product (Tjiptono, 1996).

Universities as organizations in the field of educational services are required to provide quality online services that satisfy students both at the university, faculty and study program levels. Online service quality includes both academic and non-academic services. Academic service quality is in the form of services in the fields of education, teaching, research and study program services. While the quality of non-academic services in the form of facilities, infrastructure, and other resources of higher education.
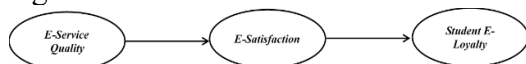
RESEARCH METHODS

The type of research used in this research is explanatory research with the population in this study are students of the Management Study Program, Faculty of Economics and Business, Ahmad Dahlan University Yogyakarta. The sample was determined by Convenience sampling method and purposive sampling method. Convenience sampling is a method for selecting members of the population who are easiest to meet and ask for information

(Hadi, 1987). While purposive sampling is a sample selection method based on certain considerations (Cooper and Emory, 1995; Babbie, 1995). Primary data is obtained directly from the answers of respondents who fill out a questionnaire with a Likert scale (score 1-5).

In this study, the sample size was determined to be at least 100 respondents. The determination of this sample size is based on the opinion of Roscoe in Sekaran (1992) which states that the number of samples greater than 30 and less than 500 respondents in some studies is representative. The instruments used in this study were tested for validity and reliability to produce quality data (Huck and Cormier, 1996).

Instrument testing has been carried out with validity and reliability tests. The test results test results show that the questionnaire has met the criteria. The analysis techniques used are descriptive and inductive analysis. The inductive analysis tool used is SmartPLS Version 3.0. Hypothesis testing is done by comparing the p value with a critical value of 0.05.

RESULTS AND DISCUSSIONS
Validity Test
Table 1. Convergent Validity Test

Variabel	Item	Loading Factor	AVE	Keterangan
E-Service Quality	X.1	0.812	0.619	Valid
	X.2	0.834		Valid
	X.3	0.832		Valid
	X.4	0.845		Valid
	X.5	0.760		Valid
	X.6	0.774		Valid
	X.7	0.823		Valid
	X.8	0.823		Valid
	X.9	0.703		Valid
	X.10	0.735		Valid
	X.11	0.711		Valid
	X.12	0.776		Valid
Student E-Loyalty	Y.1	0.770	0.732	Valid
	Y.2	0.879		Valid
	Y.3	0.859		Valid
	Y.4	0.909		Valid
Student E-Satisfaction	Z.1	0.785	0.685	Valid
	Z.2	0.846		Valid
	Z.3	0.812		Valid
	Z.4	0.786		Valid
	Z.5	0.855		Valid
	Z.6	0.829		Valid
	Z.7	0.874		Valid

Based on table 1 above, it is known that the loading factor value produced by each indicator is more than 0.7 and the AVE value is more than 0.5. Thus these indicators are declared valid as measures of latent variables.

Reliability Test

Table 2. Composite Reliability Test

Variabel	Cronbach's Alpha	Composite Reliability
Student E-Loyalty	0.877	0.916
Student E-Satisfaction	0.923	0.938
E-Service Quality	0.944	0.951

Based on table 2 above, it can be seen that the composite reliability value of all research variables is> 0.7 and Cronbach Alpha> 0.7. These results indicate that each variable has met the composite reliability and Cronbach alpha so that it can be concluded that all variables have a high level of reliability. So that further analysis can be carried out by checking the goodness of fit of the model by evaluating the inner model. Model Structural (Inner Model):

Figure 1. Structural Model

R-Square

Table 3. R-Square Testing Results

Variabel	R-Square	R-*Square Adjusted*
E-Loyalty Mahasiswa	0.483	0.480
E-Satisfaction Mahasiswa	0.651	0.649

Based on table 3 above shows the R-Square value of the Student E-Loyalty variable of 0.483, this value means that the Student E-Loyalty variable can be explained by the independent variables by 48.3% and the remaining 51.7% can be explained by other variables not contained in this study.

While the R-Square value of the Student E-Satisfaction variable is 0.651, this value means that the Student E-Satisfaction variable can be explained by the independent variables by 65.1% and the remaining 34.9% can be explained by other variables not contained in this study.

Hypothesis Testing

Table 4. Hypothesis Testing Results

Variables	Original Sample (O)	Sample Average (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
E-Service Quality -> Student E-Satisfaction	.807	.810	.039	0.611	.000
Student E-Satisfaction -> Student E-Loyalty	.695	.700	.064	0.884	.000
E-Service Quality -> Student E-Satisfaction -> Student E-Loyalty	.561	.567	.058	.593	.000

In PLS, statistical testing of each hypothesised relationship is carried out using simulation. In this case, it is done with the bootsrapping method on the sample. The following are the results of the PL bootstrapping analysis as follows:

The results of testing the first hypothesis, namely the Effect of E-Service Quality on Student E-Satisfaction, show a coefficient value of 0.807, a p-value of 0.000 < 0.05 and a t-statistic of 20.611 > 1.960. These results indicate that E-Service Quality Affects Student E-Satisfaction. So that the hypothesis which states that "E-Service Quality Has a Positive and Significant

Effect on Student E-Satisfaction" is accepted.

The results of testing the second hypothesis, namely the Effect of Student E-Satisfaction on Student E-Loyalty, show a coefficient value of 0.695, a p-value of 0.000 < 0.05 and a t-statistic of 10,884 > 1,960. These results indicate that Student E-Satisfaction Affects Student E-Loyalty. So that the hypothesis which states that "Student E-Satisfaction Has a Positive and Significant Effect on Student E-Loyalty" is accepted.

The results of testing the third hypothesis, namely the Effect of E-Service Quality on Student E-Loyalty Mediated by Student E-Satisfaction, show a coefficient value of 0.561 p-values of 0.000 < 0.05 and a t-statistic of 9,593 > 1,960. These results indicate that E-Service Quality Affects E to Student E-Loyalty Mediated by Student E-Satisfaction. So that the hypothesis which states that "Student E-Satisfaction is able to mediate the effect of E-Service Quality on Student E-Loyalty" is accepted.

CONCLUSION AND SUGGESTION

The results of this research prove that the model of forming student E-Loyalty can be achieved through student E-Service Quality can be achieved through E-Service Quality and E-Satisfaction of students of the Ahmad Dahlan University Faculty of Economics and Business Management Study Program.

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