

CHAPTER II

LITERATURE REVIEW

2.1 Theory Review

2.1.1 Marketing Management Concept

Online media readers are experiencing ups and downs. Online media could get abundant visitors at one time, but on other occasions, it has decreased—the number of new domains has grown in recent years. Ease in making a website is the cause of the growth rate of the website has increased very rapidly. Exabytes, a company that serves domain registration, *web hosting*, *web design*, and digital marketing, recorded a rise in websites in three Southeast Asian countries, namely Indonesia, Malaysia, and Singapore. From the first to the second quarter of 2020, Indonesian website and industry growth increased by 9,4%. Exabytes Malaysia recorded a 28% increase in the website industry in the same period. Meanwhile, Exabytes Singapore recorded an increase of up to 35% (Febrian, 2020).

In early 2021, We Are Social, a social media management platform, and Hootsuite, a marketing firm for social media management platforms, revealed data on global internet users, including Indonesia. In January 2021,

the content management service and marketing firm claimed that Indonesia's internet users were 202,6 million, or 73,7% of the country's total population of 274,9 million people. 195,3 million individuals, or 96,4%, use mobile devices such as smartphones and feature phones to access the Internet. They access the Internet via mobile and WiFi networks (Pertwi, 2021).

Furthermore, according to Hootsuite social media and market Hootsuite We Are Social, nearly all internet users in Indonesia, 98,3%, have mobile devices, including smartphones and feature phones. In this period, web traffic on mobile devices climbed by 22% year over year, to 66,9%.

Laptop and desktop traffic, on the other hand, dropped by 27% to 32,6%. In contrast, tablet web traffic increased by 10% to 0,5%. Amid the growing proliferation of websites and internet user numbers, search engines provide ease, speed, and efficiency in terms of information search. Website owners use two standard methods to enhance the use of search engines. The information will be shown in these two ways (Akram et al., 2010). When

Search Engine Optimization (SEO) is a technique for creating, developing, changing, and building a website page with a high level of visibility and

ranking in search results, Search Engine Optimization (SEO) is a technique. A large scale will significantly impact how a website page is visited more or more frequently by internet users who access it, increasing traffic to the website page (Sohail, 2012). On-site optimization, keyword usage, and link usage optimization are SEO tactics used on website pages.

Web application developers frequently use on-site optimization strategies while designing website pages. Website pages will be more identifiable or user-friendly to search engines if site optimization techniques are used. Keyword optimization, optimization of website page directory structure, optimization of website content material, and optimization of the utilization of links on website pages, often known as backlinks, are all vital components of Techniques on-site optimization (Ziakis et al., 2019). While keywords are significant in all search engines, they are critical in Google. Internet users enter keywords that will be utilized as parameters by search engines to search their previously entered keywords to those they previously entered (Ziakis et al., 2019). A search pattern that uses a combination of keywords to form a phrase will also produce more accurate results. Keywords will link search results to various websites linked to the keywords

entered by internet users. Google, yahoo, bing, and Baidu are popular search engines today for optimizing the usage online on website pages. A website with internal and external links will rank higher in search engine results pages than a search engine. On-page search engine optimization should include title tags, header tags, bolded or tilted and underlined letters, alt image tags, and meta tags such as keyword and description. Second, off-page search engine optimization in the form of website optimization—the website that links to the website by utilizing anchor text on the link.

His dedication to attracting visitors isn't solely based on SEO. The role of digital intermediaries or digital intermediates is currently receiving a lot of attention. Foster defines digital intermediates as firms that use various software tools, channels, and digital tools to transmit news material from content suppliers to users (Schmidt et al., 2019). Digital intermediaries are software-based organizations that can affect the flow of information between producers (publishers) and consumers on the Internet. This digital intermediary is then separated into four categories: Machine searchers such as Google and Bing; A social networks such as Facebook and Twitter; News

aggregators such as Flipboard and Google News, Read News (Babe); and Mobile app stores such as the Apple App Store or Google Play.

According to Bakshy and Petrescu's results, most people click on the first information links they see from search engines and social networking sites. Search engines, social networks, platforms, and application providers that function as digital intermediaries constitute a new force, seizing control of the media market, the ecology of sophisticated advertising and information, and even potentially undermining democracy (Kleis Nielsen & Ganter, 2018). These intermediaries appear to be establishing a new sort of authority over news and information delivery (Schmidt et al., 2019). They suggest that algorithmic methods used by news intermediaries harm independent journalism and public discourse. Bailey remarked that journalistic ideals are increasingly lacking from the algorithmic black box, lacking transparency and accountability (Bailey, 1998). However, it's worth noting that not all internet news is accessed via digital intermediaries. Users can also go directly to news websites.

Nevertheless, a conceptual framework in this study is to examine the relationships between variables that affect e-loyalty or client trust. The

conceptual framework in prior studies included website design, customer service, security/privacy, fulfillment, and social commerce. These five ideas are independent factors that influence dependent variables, such as e-loyalty, through two mediation variables, e-trust and e-satisfaction. Because of its importance in increasing a company's performance, consumer loyalty is a relatively relevant topic to investigate. This loyalty determines whether or not a product is acceptable to the market. However, Indonesian online media is mainly a result of a digital revolution. To better address consumer needs, the decision was made to develop a network (value web) of business to customer and company to business relationships. A side from digital transformation, online media must interact with other content providers, independent internet enterprises, and web values in autoplay various digital products and manage electronic databases in content management. It must improve the quality and quantity of digital content dependent on the customer's preferred platform.

To gain, every entrepreneur must use marketing management to ensure that their product is found and approved by customers. Marketing management happens when at least one side in a possible trade thinks of a

means to get the desired response from the other party. Marketing management is defined as the art and science of identifying target markets and acquiring, retaining, and increasing customers by creating, delivering, and communicating exceptional customer value (Philip & Kevin, 2012). Individuals and organizations are given the resources they need. Marketing creates returns and freely exchanges valuable goods and services with others (Kotler & Keller, 2012). Many individuals are startled to learn that sales aren't the most crucial aspect of marketing. Sales are only the tip of the iceberg when it comes to marketing. A famous management thinker, Peter Drucker, phrased it this way: One can presume that there will always be a need for multiple sales. However, the marketing goal is to make sales obsolete. The purpose of marketing is to get to know and understand the customer so that the product or service fits them well and sells itself. In theory, marketing should develop clientele who are ready to buy. After that, all left is to make the product or service available to the entire public (Philip & Kevin, 2012).

Kotler then described the marketing notion that evolved in the mid-1950. Back then, marketing was all about the customer's taste and response.

The goal is to locate the appropriate items for your consumers, not the right customers for your products (Philip & Kevin, 2012). A lot of professionals in the twenty-first century discovered holistic marketing concepts. The conception, design, and implementation of marketing programs, processes, and activities that acknowledge their breadth and interconnection is the foundation of holistic marketing. Holistic marketing believes that everything matters in marketing and that a multifaceted approach is frequently required (Philip & Kevin, 2012).

2.1.2 Theory E-Loyalty

One of the essential outcomes of an internet business is customer loyalty. In a competitive market, customer loyalty is a significant measure of success. Consumer loyalty is a firm commitment to buy selected items or services again in the future, resulting in recurrent purchases of the same brand, despite situational influences behavior efforts that could cause behavior to shift to other companies (Hur et al., 2011). As a result, loyal customers can be defined as customers who have faith in an online store and buy regularly and are dedicated customers to the products offered despite the availability of a wide range of competitor products. In addition,

dedicated customers will recommend products to others in the community. Customer loyalty, or the desire to enjoy products and services, affects the company's profit margins. Consumer loyalty is a repeated type of consumer loyalty that uses a product or service repeatedly due to great satisfaction with regularly bought vice. Loyal customers periodically buy the same product or service lines, refer others, and demonstrate resistance to the attraction of competitors (Ding et al., 2015). E-loyalty is a commitment to return to a website frequently because you choose to shop there instead of going to other sites (Chou et al., 2015). More specifically, it is a condition in which customers acquire a desire to return to a website and purchase from the same e-tailer and encourage other customers to do so. According to Mindy Jeon, Myung hee, and Jeong (2017), e-loyalty is defined as a consumer's behavior that benefits online vendors by causing them to purchase the same product again. Melinda (2017) says e-loyalty is a customer's inclination to return to a website and contemplate buying a product or service from it in the future. Santika and Pramudana (2018) say e-loyalty is a positive behavior of a customer toward an online business that results in the repurchase of the goods.

2.1.3 Theory E-Trust

Trust is a person embracing a descriptive idea about something (Philip & Kevin, 2012). Online network-based institutions require a high level of trust (Gefen et al., 2008). E-trust is the customer's level of confidence or certainty when conducting online transactions (Zhu et al., 2016). Trust is defined as students' perception of system reliability and trust (H. Stewart & Jürjens, 2018). e-trust is necessary to establish a positive image, honesty, and consumer appeal, assuming that the online seller would always keep their promises, ensuring increased company competitiveness (Oliveira et al., 2017).

The relationship between product quality and consumer confidence is consistent with Costabile's definition of trust, which states that trust or trust as a perception of reliability is founded on experience, or more specifically, on sequences of transactions or interactions characterized by the fulfillment and satisfaction expectations from a consumer's perspective.

2.1.4 Theory E-Satisfaction

User satisfaction refers to how customers feel about their expectations and outcomes (Philip & Kevin, 2012). If a product's and service's performance meets user expectations, user satisfaction is high; if a product's or service's performance falls short of the user's expectations, customer satisfaction is low. If the outcomes obtained exceed the user's expectations, the user would be classified as highly satisfied. Rasmansyah (2017) defines satisfaction as satisfaction or disappointment after comparing the product's appearance with the expected value.

Customer satisfaction results from the consumer experience after using a service where the service or service exceeds consumer expectations. (Dawi et al., 2018). Suchánek & Králová (2018) define customer satisfaction as a subjective variable that arises from perception and comparison between consumer expectations and what consumers get that can be seen from their feelings. Based on the customer satisfaction theory mentioned earlier, customer satisfaction can be interpreted as the consumer's feeling after feeling a product or service and comparing its performance with what consumers expect.

When comparing expectations with perceived performance, consumers make an assessment that can be categorized into three forms (Foster, 2016):

1. **Positive Disconfirmation.** It might happen when a company's performance exceeds its customers' expectations.
2. **Simple Confirmation.** It can occur when performance equals consumer expectations.
3. **Negative Disconfirmation.** It can happen when performance is lower than consumer expectations.

If the performance of a product is lower than consumer expectations, this can lead to disappointment. If the version is the same as consumer expectations, it can cause satisfaction, and if the performance is higher than consumer expectations, it will generate excitement.

2.1.5 Theory Customer Service

Customer service, according to Lovelock, is defined as activities aimed at a task that includes interactions between clients and the organization and seeks mutual satisfaction of both parties' expectations, so

it must be designed with two goals in mind: customer satisfaction and operational efficiency (Álvarez-García et al., 2019). Customer service has long been considered an essential factor when people shop online (Ahmad et al., 2016; Ahmad et al., 2017).

Significantly, online customer trust is influenced by the effectiveness of customer service and the capacity to deliver acquired products or services as promised, not only low pricing and good ethics. This facet of customer service is linked to online customer trust. Furthermore, customer service was a significant determinant in customer satisfaction. When clients believe that corporate employees are willing to provide prompt service and support, their perception of customer satisfaction rises. Customers develop a sense of gratitude for and intimacy with electronic service providers due to practical and immediate management of client complaints and fixing their problems through websites. Because of the diversification of products and the increase in customer requirements in an increasingly competitive market, customer service has become an essential weapon in maintaining market competitiveness, which has exacerbated difficulties in meeting customer expectations and needs. Companies that

take a strategic approach to customer service will make the right decisions to meet customer expectations effectively (Metz et al., 2020).

2.1.6 Theory Security/Privacy

The security of credit card payments and the privacy of shared information are referred to as security/privacy (Blut, 2016). To improve online credibility and service quality, the website should focus assurance and security (L. Wang et al., 2015). Because there are still relatively dangerous networks or servers in Indonesia, the perception of risk to digital development has risen. Abuse of personal data and credit card information is still a significant threat in Indonesia's digital transition. It is inextricably linked to online customers or e-retailers who cannot contact physically. It means that internet transactions are still fraught with risk. As a result, privacy/security has privacy/security edged as a strategy for effectively reducing risks and uncertainties.

The degree of belief and trust in a web channel to send sensitive information is the security (Tewari & Gupta, 2020). Security failures were a significant barrier to consumers accessing sensitive information on the internet. Security breaches were also applicable to the mobile channel,

significantly impacting mobile adoption rates (Tewari & Gupta, 2017). The concepts of privacy and security are intertwined. Security refers to a company's ability to protect critical information about its customers from fraud and financial loss.

On the other hand, privacy is a set of legal/ethical guidelines and best practices for using and handling customer data. Various research on online buying has found that has the primary barriers to e-commerce adoption are the danger of loss of security and privacy of customers in the form of personal information. As a result, Pavlou et al. (2008) emphasized the importance of customer trust in online retailers' willingness and ability to secure unique and real-time data throughout transfers and storage. Security assurance, in particular, is a critical component in building customer trust in online merchants by alleviating customer concerns about the misuse of personal data and the vulnerability of transmitted data. Customers are less inclined to trust online shops if they worry about practices connected to gathering and using their personal information. As a result, people are more likely to disclose personal information with online businesses if security perceptions are enhanced and guaranteed to fulfill

them. According to the findings, e-commerce website security and privacy directly impact e-trust and e-satisfaction.

2.1.7 Theory Fulfillment

Fulfillment refers to effectively exhibiting and characterizing a product so that customers receive what they expect (Wolfenbarger & Gilly, 2003). The operations that assure consumers receive what they bought, such as delivery timing, order accuracy, and delivery condition, are referred to as fulfillment (Blut, 2016). Fulfillment can be defined as providing services to clients in compliance with promises (Parasuraman et al., 2005). The order and deliver the product on time. The first fulfillment facet is that the product description must match the provided product or service. Its E-retailer must provide information and explanations about their products on their websites, especially when buyers can't physically inspect a thing before buying it. Second, timely delivery is a significant element from the customer's standpoint because repeated delays on the delivery timetable can lead to untrustworthy opinions of e-commerce companies. According to several studies, favorable fulfillment impacts favorable satisfaction. Customers

benefit from completion since it confirms their expectations about the favored procedure, which leads to a selected positive attitude toward the e-website.

Furthermore, fulfillment is critical in establishing online trust between clients and e-commerce businesses. It necessitates that online sellers appropriately display and label products, ensuring customers obtain what they expect from their purchases. It also denotes the capacity to keep commitments, keep things on hand, and deliver goods or services on time. Trustees (customers) perceive online trust as integrity, which shows the ability of trusted parties (online retailers) to maintain promises and follow standards of conduct. As a result, internet retailers' ability to uphold commitments and provide products or services that customers expect on time has a significant impact on developing confidence.

2.1.8 Theory Website Design

Website quality is defined as a website's overall excellence or efficacy in delivering intended messages to its audience and viewers (Ali, 2016). Website design encompasses all aspects of the user's interaction with

the website, excluding customer support. Order processing, information retrieval, product selection, negotiation, and suitable personalization are some components (Wolfenbarger & Gilly, 2003). The website service quality is determined by four factors: simplicity of use, aesthetic design, processing speed, and security (Parasuraman et al., 2005).

There is a link between e-satisfaction and the design of a website. In truth, designing a website or product that appeals to customers from several regions and cultures is tough. As a result, determining the primary factors that influence customer happiness is critical. It is widely acknowledged that user satisfaction is the essential factor of system success since it reflects the user's positive attitude and personal experience of comfort and enjoyment.

Furthermore, such features are simple to use, and their utility is envisioned as resulting in a fulfilling and enjoyable purchasing experience. Again, trouble-free websites speed up order processing and higher website satisfaction. As a result, this study demonstrates that the precise design of an online retailer's website leads to consumer happiness. Because

transaction experience is more directly related to convenient information tracking and simple procedures for placing purchases than the dependability

and authenticity of e-retailer websites, website design is expected to promote e-customer satisfaction but not e-trust. The quality of the website has a direct and beneficial impact on consumer satisfaction. Consumers may immediately sense the quality of a website when they use it for the first time and look for information on its usability, news, and e-service. A website's high quality in accessing and providing information can provide users with a pleasant experience (Bai et al., 2008). Because of its importance in establishing customers' purchase intents, website quality has gotten much attention from academics and practitioners alike.

2.1.9 Theory Social Commerces

Social commerce is a type of business mediated by social media and involves merging online and offline environments (C. Wang & Zhang, 2012). Many authors propose diverse definitions of social commerce; hence there is no agreed-upon definition. Lu et al. (2016) define social commerce as social media platforms to carry out e-commerce transactions and activities. Samarasinghe & Silva (2019) defines social commerce as an e-commerce category that uses Web 2.0 social media technology to facilitate

online engagement and contributions from online users in the acquisition of items and services. Social commerce, according to Busalim and Hussin (2016), is a subtype of e-commerce that is aided by offline and online social contexts—provided another definition of social commerce, describing it as an evolution of e-commerce that makes use of social media technologies to facilitate buyer interaction, which leads to the creation of dynamic content such as reviews and recommendations that assist other buyers in making decisions that inform their purchases of products and services.

Social commerce is created when savvy marketers combine the best of e-commerce with social media. In a broad sense, social commerce uses Internet-based media to enable individuals to participate in marketing, selling, comparing, curating, buying, and sharing goods and services in online and physical marketplaces and communities. Social media is a way for people to communicate in virtual settings and networks by creating, sharing, exchanging, and commenting on each other. Andreas Kaplan and Michael Hanelein (2010) define social media as a set of Internet-based apps that allow the creation and exchange of user-generated content and are built on the Web 2.0 ideology and technology. E-commerce reviews for potential

clients' websites are essential. Because they are based on previous experiences, they guarantee the trustworthiness and popularity of a website's services and products (Matute et al., 2016). Individuals and communities can share, create, discuss, and alter material via social media, which uses mobile and web-based technology. It introduces and modifies the way organizations, communities, and individuals communicate. Social media refers to the activities and behaviors of a group of individuals who meet online to share information, knowledge, and ideas through conversational media. Conversation media is a web-based tool that makes it simple to create and share material in text, photos, video, and audio. Web 2.0 technology has enabled social media as information freedom and a shift in people's roles in absorbing and spreading information. People can use social media to communicate information. Social media represents a transition in information dissemination from a broadcast (one-to-many) technique to a many-to-many mechanism.

2.1.10 Theory Uses & Gratification

Readers have their ups and downs when it comes to online media. McQuail divides the motives of media use explanations into four groups,

namely information motives, personal identity motives, integration motives, and social interactions and entertainment motives (McQuail, 2010). First, the reason for the information. In information motives, individuals seek news about events and conditions related to the immediate environment, society, and the world. The second explanation of personal identity. Individuals will find support for unique values models of personal behavior and identify with other matters in the media. The third is the motive of integration and social interaction. Individuals will acquire knowledge of the circumstances of others, identify with others and increase their sense of belonging, and find material for conversation and social interaction—fourth, entertainment. Individuals will get away from problems. Communication mediated through mass media is referred to as mass communication. The method by which media companies create and disseminate information is known as mass communication. Transmit messages to a large public and how notifications are viewed, used, understood, and influenced (Littlejohn et al., 2016). In the use and gratification approach, Sandra Ball Rokech and Melvin DeFleur predict reliance on media information to discover specific needs and achieve

specific goals. An individual's dependence on media is not the same because two factors influence it. First, individuals will depend on the medium that provides what they need. Second is the source of dependency or social stability. This model shows that social institutions and media systems interact with the media audience to create needs, interests, and motivations (Y. C. Kim et al., 2006). Sandra Ball Rokech, in Communication Infrastructure Theory (CIT), says people have a close relationship with their communities because they can imagine themselves belonging to that community (Y. C. Kim et al., 2006). The theory of uses and gratification explains it in five ways. (Bryant & Beth Oliver, 2009). First, communication is goal-oriented, deliberate, and motivated. Second, it is people who select and use communication vehicles. Third, people's communication behavior is in behavior by various social and psychological elements. Fourth, the media compete with other types of communication to satisfy desires or wants. And the last, people are usually more important than the media in the impact process.

2.2 Previous Research

Table 2.1 Previous Research

NO	Author	Articles Title	Journal's Name	Research Finding
1	Al-Adwan et al., (2019)	Boosting customer e-loyalty: An extended scale of online service quality	Journal of Multidisciplinary Digital Publishing Institute	The goal of the study is to increase the size of eTailQ and see how that affects e-trust and e-satisfaction. Next, consider the role of reputation in the evolution of e-loyalty. The study discovered that the social commerce component of the eTailQ scale, as a novel dimension, plays an essential role in the development of e-loyalty, e-loyalty.
2	Seo et al., (2020)	The Effect of Social Media Usage Characteristics on e-WOM, Trust, and Brand Equity: Focusing on Users of Airline Social Media	Journal of Multidisciplinary Digital Publishing Institute	Social media personality and information quality had a statistically significant impact on e-WOM. E-WOM has been found to impact brand awareness and trust significantly. According to the study, faith had a statistically significant impact on brand recognition and imagery.
3	Al-dweeri et al., (2017)	The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust	International Journal of Marketing Studies	Efficiency, privacy, and customer service were the three key explanatory elements of e-SQ. Furthermore, satisfaction is a mediator in the association between e-SQ and loyalty actions and attitudes.
4	Kim et al., (2009)	The role ofetail quality, e-satisfaction, and e-trust in the online loyalty development process	Journal of Retailing and Consumer Services	The findings revealed that e-satisfaction and e-trust influenced the development of e-loyalty. The link between e-trust and e-satisfaction has also been discovered to be important.
5	Al-dweeri et al., (2017)	The Impact of E-Service Quality and E-Loyalty on Online Shopping: Moderating Effect of E-Satisfaction and E-Trust	International Journal of Marketing Studies	Efficiency, privacy, and customer service were the three key explanatory elements of e-SQ. Furthermore, satisfaction is a mediator in the association between e-SQ and loyalty actions and attitudes.
6	Punyatoya, (2019)	Effects of cognitive and affective trust on online customer behavior	Emerald Insight: Marketing Intelligence and Planning	The findings revealed that cognitive and affective beliefs were empirically distinguishable variables in the context of online retail. The association between perceived website quality, security, privacy policy, past interaction experience, perceived e-tailer reputation, shared values, and CS was mediated by cognitive and affective beliefs.
7	Rita et al., (2019)	The impact of e-service quality and customer satisfaction on customer behavior in online shopping	Elsevier: Heliyon	Three aspects of e-service quality, namely website design, security/privacy, and fulfillment, impact overall e-service quality. Meanwhile, customer service has little bearing on the overall quality of an e-service. Customer behaviour is statistically significantly connected to overall e-service quality.
8	Kleis Nielsen & Canter, (2018)	Dealing with digital intermediaries: A case study of the relations between publishers and platforms	Sage: New Media & Society	They suggest that partnerships between publishers and platforms are characterized by a tension between (1) short-term operational opportunities and (2) long-term strategic concerns about becoming overly reliant on intermediaries, based on a strategic case study. They claim that the dread of missing out in the news media, the difficulty of calculating risk/reward ratios, and a sense of asymmetry shape these linkages.
9	Wang & Prompanyo, (2020)	Modeling the relationship between perceived values, e-satisfaction, and e-loyalty	Management Science Letters	The empirical findings show that, except emotional value, perceived functional value, procedural value, and social value all have a significant and beneficial impact on e-loyalty through e-satisfaction. Furthermore, the data emphasize that e-satisfaction has a full mediating influence on the links between functional value, procedural value, social value, and E-loyalty.
10	Kaya et al., (2019)	The Moderating Role of Website Familiarity in the Relationships Between e-Service Quality, e-Satisfaction and e-Loyalty	Routledge: Journal of Internet Commerce	The findings show that website familiarity has a significant positive moderating effect on the relationship between e-satisfaction and e-loyalty, while-service quality positively affects e-loyalty directly and indirectly through e-satisfaction.
11	Ul Haq & Awan, (2020)	Impact of e-banking service quality on e-loyalty in pandemic times through interplay of e-satisfaction	Emerald: Vlakshan - XIMB Journal of Management	The data reveal that website familiarity has a significant positive moderating influence on the link between e-satisfaction and e-loyalty. In contrast, service quality has a direct and indirect positive effect on e-loyalty.
12	Raza et al. (2020)	Internet banking service quality, e-customer satisfaction and loyalty: the modified e-SERVQUAL model	TQM Journal	Results show that all the dimensions are found to have a positive and significant influence on customer satisfaction, while customer satisfaction has a significant and positive impact on customer loyalty. Findings indicate that service quality plays a very important role in every society, as it has become the basis for how customers interpret online banking and, in the end, how it interacts and operates with online services

13	Gotama & Indarwati, (2019)	The Effects of E-Trust and E-Service Quality to E-Loyalty with E-Satisfaction as the Mediation Variable (The Study of Bebas Bayar Application Users in Indonesian)	Jurnal Minds: Manajemen Ide dan Inspirasi	The findings of this study reveal that all of the presented variable hypotheses are correct but that service quality has no bearing on customer loyalty. With satisfaction as a mediation variable, e-trust and e-service quality significantly affect e-loyalty.
14	Jeon & Jeong, (2017)	Customers' perceived website service quality and its effects on e-loyalty	Emerald: International Journal of Contemporary Hospitality Management	On a hotel website, the phases of loyalty are progressed linearly. Customer satisfaction and return intention have been found to have mediation effects. Gender moderation effects were also discovered in the links between online service quality and its repercussions.
15	Gao et al. (2020)	The influence of website quality on consumer's e-loyalty through the mediating role of e-trust and e-satisfaction: An evidence from online shopping in Vietnam	Uncertain Supply Chain Management	The findings revealed that website quality positively impacts e-loyalty, which is mediated in part by consumer e-trust and e-satisfaction. Furthermore, e-loyalty had a good relationship with the electronic word of mouth (eWOM). The research's major conclusions have empirical consequences for Vietnamese Internet marketers and online businesses. E-vendors should understand customers' expectations and e-loyalty toward online buying to attract new customers and maintain existing ones.
16	Ahmad et al., (2017)	Exploring the role of website quality and hedonism in the formation of e-satisfaction and e-loyalty: Evidence from internet users in India	Emerald: Journal of Research in Interactive Marketing	The data were analyzed using exploratory factor analysis, confirmatory factor analysis, and structural equation modelling. The study's findings show that e-satisfaction, customer service, privacy, and hedonism are all important variables in the building of e-loyalty
17	Bright, (2016)	The Social News Gap: How News Reading and News Sharing Diverge	Journal of Communication	This article explains why. It implies that news editors have tremendous power to shape the social media agenda through "story priority cues," but that this power does not extend to certain types of news reporting (such as crime and disasters). It reveals a social "news gap," in which social media excludes certain types of news, resulting in a social media news strategy that is significantly different from its traditional counterpart. According to the discussion, it could have repercussions for public perceptions of crime and political action, and it could even lead to a partial reversal of the tabloidization of news outlets.
18	Bulut, (2015)	Determinants of Repurchase Intention in Online Shopping: a Turkish Consumer's Perspective	International Journal of Business and Social Science	The results reveal that e-satisfaction, e-trust and e-loyalty have positive influences on intentions to repurchase in online stores. In addition, it was found that trust in an online store is the key determinant of online repurchase intention followed by satisfied digital customers and e-loyalty.
19	Oliveira et al., (2017)	Modelling and testing consumer trust dimensions in e-commerce	Computers in Human Behavior	According to the data, consumers who have a high overall trust are more likely to make an online purchase. The results from the research suggest that consumer characteristics (trust stance and attitude towards online shopping), firm characteristics (reputation and brand recognition), lack of integrity, privacy and security and likability (website infrastructure), and interactions (service quality and customer satisfaction), are the major sources of trust that influence the three dimensions of consumer trust, namely: competence, integrity and benevolence; which explains that overall trust has a direct effect on the intention to purchase online
20	Çiftçi & Çizel, (2020)	Predictors of e-trust for Web-based travel intermediaries: a survey on Istanbul visitors	Emerald: Journal of Hospitality and Tourism Technology	According to the study results, self-efficacy, the attitude components, and the demographic variables predict a significant variance (45%) in e-trust for Web-based travel intermediaries. Besides attitude components, self-efficacy is considered significantly important in the perception of e-trust.
21	Al-Adwan & Kokash, (2019)	The driving forces of facebook social commerce	Journal of Theoretical and Applied Electronic Commerce Research	The findings show that trust in a social networking site influences purchasing intentions in a beneficial way. Furthermore, trust drives people to seek out information, which enhances their purchasing intentions. Additionally, both social presence and familiarity have been demonstrated to increase trust and purchasing inclinations.
22	Sasono et al., (2021)	The Impact of E-Service Quality and Satisfaction on Customer Loyalty: Empirical Evidence from Internet Banking Users in Indonesia	Journal of Asian Finance, Economics and Business	The findings show that e-service quality has a significant positive impact on e-satisfaction; e-satisfaction has a significant positive impact on e-loyalty; e-service has a significant positive impact on e-loyalty and e-satisfaction significantly mediates the impact of e-service quality on e-loyalty.
23	Choi & Mai, (2018)	The sustainable role of the e-trust in the B2C e-commerce of Vietnam	Mdpi:Sustainability (Switzerland)	The influence of utility, security, responsiveness, and assurance on customer loyalty is largely or completely mediated by trust, meaning that improving e-service quality should first lead to a rise in credibility and consumer trust. Customer loyalty is highly linked to consumer trust, according to the study, which implies that in order for an e-commerce organization to be sustainable as an intermediary, it is critical to consider trust as a key factor.
24	Nelson & Kim, (2021)	Improve Trust, Increase Loyalty? Analyzing the Relationship Between News Credibility and Consumption	Journalism Practice	According to research, more than half of South Koreans are ambivalent about their news, neither trusting nor distrusting it. They also discovered that while there is a link between how much people trust the news and how much of it they consume, this trust is not transportable across news outlets. They conclude that, when it comes to news audience behaviour, more trust leads to more loyalty; nevertheless, improving audience trust in one news media will not inevitably lead to increased trust in or support for another.

Source: Data processing results (2021)

2.3 Conceptual Framework

Readers have their ups and downs when it comes to online media. A conceptual framework was developed in this study to examine the relationship between variables that influence e-loyalty or client trust. The conceptual framework in prior studies included website design, customer service, security/privacy, fulfillment, and social commerce. The five ideas are transformed into independent factors that influence dependent variables, such as e-loyalty, through two mediation variables, e-trust and e-satisfaction.

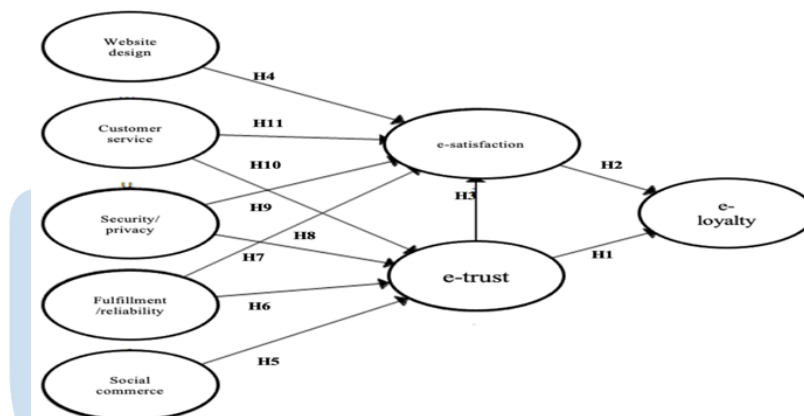


Figure 2.1 Modification of the research model

Source: Primary data processing results (2021)

2.4 Hypothesis

2.4.1 E-Trust Relationship to E-Loyalty

The focus of the study is on reader loyalty. Giao et al. (2020), quoting Featherman & Pavlou, mention that consumers must be trusted to engage in e-commerce purchases and e-commerce services. Trust is an essential factor in a consumer's intention to adopt services provided over the Internet and one-time purchases; consumers must be trusted to engage in e-commerce purchases and e-commerce services. Giovanis & Athanasopoulou (2014) define trust as necessary to establish and maintain relationships between customers and online sellers. To some point, if the information provided by the online seller is clear, accurate, and complete, the customer will consider that the buying and selling site or online store does not take advantage of the seller's website to maintain customer trust in the online seller. According to Srinivasan et al. (2002), e-loyalty was a favorable customer attitude and commitment to online retailers that resulted in repetitive purchasing behavior. Customer trust in the quality and reliability of the services offered has been defined as a customer's belief in the product's quality and dependability services provided. It has been

presented as a critical attribute in forming, maintaining, and initiating relationships in various exchange contexts. It has been demonstrated that trust has a substantial impact on performance. Establishment of loyalty both offline and online. According to the study, customers considered trusting an essential factor in deciding and consolidating their purchases with one online retailer. (Reichheld & Schefer, 2010.) According to Reichheld and Schefer (2010), Before you can gain a customer's loyalty, you must first earn their trust.

H1: E-trust has a positive impact on e-loyalty

2.4.2 E-Satisfaction Relationship to E-Loyalty

E-satisfaction is defined in this study as a consumer's happiness with previous purchasing experiences on a retail-oriented website (Anderson et al., 2003). According to (Ahmad et al., 2017), E-satisfaction occurs when a product or service exceeds the consumer's expectations. The amount of satisfaction is compared to past purchases and the sensation following a post-purchase experience. Meanwhile, according to Tang & Huang (2015), e-satisfaction is the customer's contentment with online buying, including

joy throughout the purchase process and appreciation for the user's use of technology. Customer satisfaction is like to utilize the service have stronger buyback intentions are more likely to suggest items or services to their friends (Zeithaml et al., 2018) than those who are dissatisfied.

H2: E-satisfaction has a positive effect on e-loyalty.

2.4.3 E-Trust Relationship to E-Satisfaction

Giao et al. (2020) say customer trust is essential in the e-commerce area because it drives both company or organization happiness and the desire to engage in future e-commerce transactions in a way that satisfaction alone cannot foresee. When considering privacy in the e-commerce environment, customer trust and satisfaction are presented as supporting notions. The voluntary usage of e-commerce platforms is linked to both trust and client pleasure. This relationship is thought to be valid in online retail, where trust is a crucial component in commencing transactions. In terms of shipping, payment, and information exposure, internet shops pose a greater risk to customers than traditional retailers. As a result, online customers may prefer to do business with reputable online companies. Previous research has

indicated that trust is a crucial predictor of happiness in online situations (Gummerus et al., 2004).

H3: E-Trust has a positive impact on e-satisfaction

2.4.4 Website Design Relationship to E-Satisfaction

As a result, this study demonstrates that well-designed websites lead to higher customer satisfaction with online shops. Electronic satisfaction is positively influenced by the design dimension of a website, but not by e-trust because the website features that provide ease and convenience in browsing and placing orders are more concerned with the consumer transaction experience than with the credibility and reliability of online retailers. According to Jauhari et al. (2019), studies by Bai et al. (2008) found that demonstrating website quality directly impacts consumers. Consumers may immediately sense the website's quality the first time they visit it and seek information on its usability, news, and electronic services. Research Al-Adwan et al. (2019), UI Haq & Awan (2020), and Giao et al. (2020) find the fact that a website's high quality in terms of accessing and giving information can bring joy to its viewers.

H4: Website design has a positive effect on e-satisfaction

2.4.5 Social Commerce's Relationship to E-Trust

When surfing the web, users come across news stories in various ways. They may check out a news website on purpose, but it could also find them while browsing for information for a pending trip or monitoring social media for peer updates (Gil de Zúñiga et al., 2017). These multiple means of receiving information are crucial: According to an anthropological study, readers' expectations of new content, as well as their willingness to engage with it, are impacted by the context in which they consume it (Costera Meijer & Groot Kormelink, 2015). News, especially from sources other than traditional news websites, has become a significant part of the online experience. Search engines, for example, incorporate and promote news stories as search results, and social media makes it easy to include them in newsfeeds. As a result, news organizations have adapted to these multiple access routes, and news pieces have been optimized for the environment they encounter (Bright, 2016). Incidental exposure can be defined as news consumption caused by social media. In most circumstances, it is

unintentional, yet it is a recognized aspect of social media involvement (Schäfer et al., 2017). Social media has become an essential part of online news distribution and consumption. Media companies are working hard to make their content more widely available by distributing it on social media and allowing users to re-distribute it as secondary gatekeepers (Singer, 2014).

Single news items are supplied to news users as part of their general newsfeed, rather than an extensive selection of news pieces on a news home page. Social commerce is the social-based bridge connecting electronic commerce with social capabilities (Stephen & Toubia, 2009). Customers and brands can communicate through social marketing, allowing them to exchange information and initiate transactions efficiently (Leitner & Grechenig, 2008). The enormous number of users in social media, such as social networking sites, drives social commerce because many behaviors are freely visible for community members, creating a word-of-mouth effect that can influence others' behavior (Liang & Turban, 2011). Solis and Breckenridge (2009) define social media as information freedom and people's evolving roles in consuming and disseminating information

enabled by web 2.0 technology. People can use social media to communicate information. Social media represents a transition in information dissemination from a broadcast (one-to-many) technique to a many-to-many mechanism. Users' desire to interact interactively and participate in what they are interested in or involved in can be accommodated by social media platforms. Because of the benefits of interactive communication and worldwide reach provided by social media, many national and multinational companies now use social media to sell products and services to customers. When web 2.0 technology and social media create a more active and engaged consumer and business discourse, interactivity becomes a whole new meaning (Yavisha & Krishna, 2013). In a study Chanadya et al., (2020), social commerce members are buyers who use social commerce services and social media influencers. A person's trust can be transferred from an object they have faith in into things they have no religion (K. J. Stewart, 2003). Also, if the social commerce platform has many trusted users, it will demonstrate its legitimacy by ensuring that its users have a safe online experience (Broutsou & Fitsilis, 2012). As a result, this hypothesis is developed.

H5: Social Commerces has a positive impact on e-trust

2.4.6 Fulfillment Relationship to E-Trust

Fulfillment on the internet is defined as timely product delivery with correct product information, guaranteeing that customers receive what they expect (Wolfenbarger & Gilly, 2003). Although this is a convenient purchasing approach, consumers who shop online must wait a few days before having the product in their hands. As a result, internet businesses have had difficulty managing and delivering merchandise. Trust is concerned with the concept of competence, which entails providing promised services in a trustworthy and honest manner (Sirdeshmukh et al., 2002). As a result, keeping promises and ensuring customer confidence in the product/service information offered should be a prerequisite for gaining client trust (Reichheld F. F. & P., 2000).

H6: Fulfillment has a positive effect on e-trust

2.4.7 Fulfillment Relationship to E-Satisfaction

Offline fulfillment was also found to impact customer satisfaction (Semeijn et al., 2005). Receiving products within the expected time frame,

supplying clients with the correct items they requested, and obtaining products under the stated circumstances, according to Collier and Bienstock (2005), all have an impact on customer satisfaction levels. Fulfillment is an essential factor affecting consumer e-satisfaction levels compared to other e-tail quality characteristics (Wolfenbarger & Gilly, 2003). As a result, we believe that the fulfillment of online retailers will have a positive impact on e-customer satisfaction. As a result, we anticipate that the fulfillment of online retailers will have a positive effect on e-customer satisfaction. Because customers cannot view the product before purchasing it, customer post-payment dissonance is more likely to arise in an online shopping environment than in an offline shopping environment (Liao & Keng, 2013).

To provide excellent service quality to clients, businesses must assure delivery timeliness, order accuracy, and delivery conditions.

H7: Fulfillment has a positive effect on e-satisfaction

2.4.8 Security/Privacy Relationship to E-Trust

The security of credit card payments and the privacy of shared information are referred to as security/privacy (Blut, 2016). To improve

online credibility and service quality, the website should focus assurance and security (L. Wang et al., 2015). Credit card payment security and shared information privacy are examples of security/privacy (Wolfenbarger & Gilly, 2003). According to preliminary e-commerce research, the dangers of loss of privacy and security of personal information are significant hurdles to adopting and using the consumer's Internet (Hui et al., 2007). Security assurance, in particular, plays an essential role in increasing consumer trust in online businesses by alleviating consumer concerns about personal data misuse and transaction data (Hoffman et al., 1999).

H8: Security/privacy has a positive impact on e-trusts.

2.4.9 Security/Privacy Relationship to E-Satisfaction

A successful website must include privacy and security features (Fortes & Rita, 2016). When a consumer buys something from an online store, they must input personal information such as their name, address, phone number, and credit card information (Holloway & Beatty, 2008). Customers are frequently concerned about the website's ability to safeguard against fraud after a transaction. When evaluating the service quality of online retailers,

website security and privacy are critical. Customers experience a higher level of risk with online retailers regarding payment and disclosure of information; therefore, they may prefer to transact with online retailers they can trust. Satisfaction will come later based on established beliefs. With confidence in providing personal information, customers should build reliability with retailers rather than having a pleasant experience during online transactions. Security/privacy affects e-trusts which affects e-satisfaction (Gummerus et al., 2004).

H9: Security/privacy has a positive impact on e-satisfaction

2.4.10 Customer service Relationship to E-Trust

In our study, we defined client service/responsiveness as a service that is responsive, helpful, and willing to respond quickly to consumer inquiries (Wolfenbarger & Gilly, 2003). Customers expect retailers on the Internet to respond to their questions immediately. We found a timely and helpful response to customer inquiries to influence consumer confidence in online retailers. Rapid confirmation of orders facilitated the development.

A timely response to a customer's request will increase perceived comfort while reducing uncertainty (Gummerus et al., 2004).

H10: Customer service has a positive impact on e-trust.

2.4.11 Customer service Relationship to E-Satisfaction

Customer service/responsiveness was also crucial in forming e-satisfaction (Devaraj et al., 2002). In explaining the relationship between responsiveness and satisfaction, some studies have significantly found seller empathy, customer support, and response time to impact e-satisfaction (Devaraj et al., 2002). A helpful response will lead to a higher level of satisfaction with online retailers.

H11: Customer service has positive impact on e-satisfaction

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