

# Analysis of Customer Loyalty Affected by E-Service Quality Trough Customer Satisfaction

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**Abstract-** Customer loyalty is customer loyalty to the company for a product or brand in an indefinite period of time. If customer loyalty is low, there will be a decrease in marketing performance. The purposes of the study were to understand the e-service quality and customer on customer loyalty as marketing phenomenon. The population of this study was Indonesian society, at least users of the marketplace platform, individuals who have made transactions on the marketplace platform, researchers did not limit the population based on gender or age. The survey was sent via online and to face to face 483 randomly, there by individuals had the send probability of being selected from the population and the representing as sample. The data analysis technique in this quantitative study utilized statistical approach. The program used to analyze the data with the regression method was statistical product and service solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. The technique of analyzing the data in this study was regression. The data obtained in this study is accurate and reliable with a significance level of 95%. Based on the results of research on the analysis of customer loyalty which is influenced by e-service quality through customer satisfaction, there is an influence between e-service quality and customer loyalty, then there is an influence between customer satisfaction on customer loyalty. Finally, there is an influence between e-service quality and customer satisfaction on customer loyalty. The test results in this study indicate that e-service quality and customer satisfaction have a big influence on customer loyalty, the better the quality of service provided will foster satisfaction for customers, when customers are satisfied, loyalty will be formed.

**Keywords:** Customer Satisfaction; Customer Loyalty; E-Service Quality.

## I. INTRODUCTION

Customer loyalty is a customer's loyalty to a company for a product or brand for an indefinite period of time. Customer loyalty needs to be considered for business success and encourages repeat purchases, recommendations and positive comments from customers. Customer loyalty is the full responsibility of the marketing division in every company. Customer loyalty will occur when customer expectations of the product are met. Currently, customer loyalty can occur in both *online* and *offline* business environments. Customer loyalty can be built by interacting with customers, providing the best service and offering quality products.

Customer loyalty is related to consumer shopping experiences that can influence future consumer behavior, including purchase intentions, revisit intentions and promoting products or services from a company . [1]In the 4.0 era, there is a synergy between technology and business, resulting in the development of platforms that can facilitate consumers in shopping. One of the business platforms that is growing and making the biggest contribution in

Indonesia today is the marketplace .[2] The level of customer loyalty that can be measured through business activities on the marketplace platform by reviewing the number of users[3] . Temporary assumption, the more often the marketplace platform is visited by users, the higher the customer loyalty. Marketplace platform user visits in Indonesia in the first quarter of 2023 show that the Bukalapak marketplace is in the lowest average monthly visit position of 18.1 million visits per month (see Table 1.). This value is certainly very much different from other marketplaces. If this is not handled properly the company is predicted to experience a decline in marketing performance.

**Table I.** Average Marketplace Visits in Indonesia 2023

No.	Marketplace	Average visits (million)
1	Shopee	158
2	Tokopedia	117
3	Lazada	88,2
4	Blibli	25,4



Source: Databok[2]

According to previous research, the low level of customer loyalty can be resolved through managing e-service quality[4]. E-service quality is the level of efficiency and effectiveness in serving product purchase transactions. E-service quality creates interaction between users and companies through the marketplace platform[5]. E-service quality is one of the determinants of marketplace success because it can make it easier for users to make decisions in making online transactions and have a positive impact on customer loyalty. Companies must always innovate to improve service quality by optimizing and always providing information related to service programs provided to customers[6]. E-service quality involves various divisions of the company such as marketing management who are responsible for meeting customer expectations[7]. E-service quality influences customers to make decisions when using e-commerce platform services. [8]

E-service quality will have more potential to encourage customer loyalty if customers are certain to experience satisfaction. Customer satisfaction is a feeling of pleasure or satisfaction with the services and products that have been purchased[5]. Satisfaction is very important to increase customer loyalty to a product brand[1]. Satisfaction will be felt by consumers in the form of post-purchase emotional reactions such as pleasure, disappointment, anger, annoyance or other feelings[9].

The feeling in question will arise after comparing expectations and reality when buying a product or service from a company[10]. Customer satisfaction can be obtained from a transaction experience that leads to feelings to repeat further purchase transactions[11]. Customer satisfaction can be formed in two ways, namely a cognitive approach or forming a paradigm that will make consumers more confident to buy products, both emotional or affective approaches that pay attention to the emotional aspects, attitudes and conditions of customers[12]. In connection with the low average visitor to the Bukalapak marketplace with the risk of low customer loyalty, so the authors are interested in analyzing e-service quality and customer satisfaction as predictors.

## II. LITERATURE REVIEW

### 2.1 Customer Loyalty and E-service Quality

Customer loyalty is a deep commitment from consumers to repurchase products or services consistently in the future, referring to loyalty to revisit service providers[13]. Customer loyalty is a concept that is influenced by e-service quality and customer satisfaction which can prevent consumers from moving to other companies which has a positive impact because consumers are usually willing to pay more and spread word of mouth about the company[14].

Customer loyalty is related to customer attitudes and behavior after buying a product or service, this attitude is defined as repeated purchases over time[15]. Customer loyalty is defined as customer loyalty that allows repurchasing products or services in the future, and cannot be influenced by anyone[16]. Customer loyalty is a concept related to customer attitudes and behavior after purchasing a product or service from a company and refers to loyalty that allows customers to repurchase and then commit to the company in the future, in other words, not moving to another company. Previous researchers stated that customer loyalty is influenced by e-service quality[4]. So the hypothesis proposed in this research is:

H1: E-service quality has an indirect effect on customer loyalty

Indicators to measure customer loyalty are good service quality, competitive prices, and satisfaction with product quality [17][18]. There are four indicators that support consumer loyalty, namely cognitive, affective, conative, and action[19]. The way to grow and maintain the characteristics of consumer loyalty is with the following elements overall customer satisfaction, dimensions of customer satisfaction, confirmation of expectations, repurchase intention, and willingness to recommend[20]. The indicators that will be used to measure customer loyalty in this study are affective, conative, repurchase intention and willingness to recommend. The four indicators were chosen based on consideration of the high validity category (interval 0.70 - 0.90). Affective is intended to assess the positive behavior of Bukalapak users based on experience. Conative is a user's desire to return to visit Bukalapak. Repurchase intention is the user's



interest or decision to repurchase products at Bukalapak. Willingness to recommend is the user's willingness to recommend Bukalapak to other individuals when the user is satisfied with the service.

As an endogenous variable, customer loyalty is the center of attention in this study which is predicted by the e-Service quality factor. E-service quality is the overall perception or evaluation of the customer experience of online marketplace electronic services, this evaluation takes the form of consumer assessments of the superiority of the quality of a company's electronic services or marketplace [21][22]. E-service quality is the extent to which the platform facilitates shopping, buying, and delivering a product or service effectively and efficiently [23]. E-service quality is defined as a service delivered through electronic or online media to meet the needs and convenience of consumers in order to create effective and efficient services [24][25]. E-service quality is the quality of electronic services that refers to the assessment of customers regarding the services provided by companies in online transactions [26]. In this study, e-service quality is defined as an evaluation of how good the quality of service provided by the marketplace platform to users to facilitate and facilitate users in online transactions.

There are nine dimensions that are the starting point for measuring electronic and business service quality, the dimensions of e-service quality website infrastructure, information sharing, delivery method, responsiveness, customization, customer service, reliance, payment security, and return facility [27]. To measure electronic service quality variables, there are four factors used efficiency, system availability, fulfillment, privacy [28][29].

There are five main dimensions to measure service quality, namely physical evidence, reliability, responsiveness, assurance, and empathy [30]. If the quality of service provided is getting better, the consumer's intention to transact on the application or online site will also be higher. The indicators used to measure e-service quality in this study are responsiveness, return facility, reliability, assurance, and empathy. The five indicators were chosen based on consideration of the high validity category (interval 0.70 - 0.90). Responsiveness is the ability of the system to respond quickly and precisely to the use of Bukalapak. Return facility is the availability of

features for returning goods or money during transactions at Bukalapak. Realibility is the reliability of Bukalapak in providing services to users. Assurance is the guarantee given by Bukalapak to users. Emphaty is Bukalapak's capacity to understand user feelings.

## 2.2 E-Service Quality, Customer Satisfaction and Customer Loyalty

The model in this study describes the indirect effect of e-service quality on customer loyalty through customer satisfaction [4]. So that the hypothesis proposed in this research is:

H2: Customer satisfaction affects customer loyalty.

H3: E-service quality and customer satisfaction affect customer loyalty.

Customer satisfaction is the level of service quality that reaches consumer expectations and fulfills consumer feelings or expectations [31]. Customer satisfaction is a post-purchase comparison of consumer expectations and perceptions of a company's services [32]. Customer satisfaction is a consumer evaluation of consumer expectations and realities after buying a product or service from a company. Customer satisfaction is related to consumer attitudes to repurchase products or services. [33]. Customer satisfaction is the result of a post-purchase comparison in the form of a feeling of satisfaction or pleasure with the service or product that has been purchased and in accordance with customer expectations before buying.

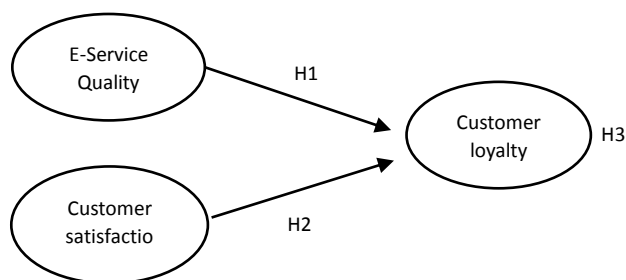
Satisfaction is a much broader concept than just assessing service quality, but is also influenced by other factors, namely service quality, product quality, price, situational factors, and personal factors of the consumer [34]. Indicators of customer satisfaction are trusted, honest, and service according to expectations. [5] There are four dimensions to measure the level of customer satisfaction, namely product quality, service quality, price, and convenience [35]. The indicators used to measure customer satisfaction in this study are price, trusted, honest, product quality, and service quality. The five indicators were chosen based on consideration of the high validity category (interval 0.70 - 0.90). Price is the exchange rate between money and the product or service that Bukalapak users will buy. Trusted is the user's trust or confidence in the Bukalapak platform.



Honest is an attitude that states the truth according to what happened. Product quality is a product standard or specification on the Bukalapak platform that meets consumer needs. Service quality is a service standard that meets the expectations of Bukalapak users.

### III. RESEARCH METHODS

The research design utilized was to solve the problem of the research, the low level of Bukalapak platform users. The research design used was casual design, it is a design to collect data and to create a data structure that allows researchers to comprehend the cause-effect relationship in the research variable[36] . The purposes of casual research are: 1) Understanding the independent and dependent variables on the marketing phenomenon, 2) Determining the relationship between the cause-effect variables, 3) Testing the casual variable relationship hypothesis. According to the review of literature, this study was conducted based on the literature review of marketing, customer loyalty, e-service quality, and customer satisfaction as shown in figure. 1



**Figure. 1** Relationship Between E-Service Quality, Customer Satisfaction and Customer Loyalty  
Source: [4]

organizational commitment (M) which consists of the dimensions of affective commitment, continuance commitment and normative commitment. The research problem which is the dependent variable is performance (Y) as the dependent variable with dimensions consisting of quality, quantity,

timelessness, cost effectiveness, need for supervision, and interpersonal impact.

This research was conducted at a company in Jakarta on 100 employees. The research method used is a cross sectional method with descriptive and verification research types. Based on this type of research, the method used in this research is an explanatory survey which aims to test the hypothesis between one variable and another variable. The data collection techniques used were literature study, questionnaires, observations and interviews. The data analysis technique used is Partial Least Squares (PLS) to explain whether or not there is a relationship between latent variables, using the SmartPLS version 4.0 computer software program.

The population of this study was Indonesian society, at least users of the marketplace platform, individuals who have made transactions on the marketplace platform, researchers did not limit the population based on gender or age[14] . The research provided the population limit in the unit of analysis in which the user as an individual. The survey was sent via online and to face to face 483 randomly, there by individuals had the send probability of being selected from the population and the representing as sample. The study had a 16.5% response rate with a total of 82 respondents who used Bukalapak. around 0.41% of respondents had the same rating for all items. Therefore, the sample of this study was 80 which are the respondents provided varied ratings for all items.

The data analysis technique in this quantitative study utilized statistical approach. The technique of analyzing the data in this study was regression. Regression is a versatile and powerful analytical method that can be used to model the effect of independent variables on the dependent variable research method. Regression analysis can gift a combination of two basic objectives: 1) predicting the dependent variable based on the independent variable, and 2) understanding the relationship between the dependent and independent variables.

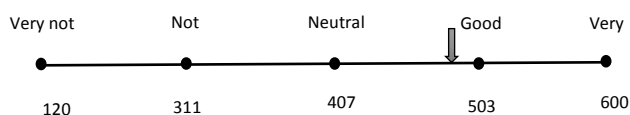


The program used to analyze the data with the regression method was statistical product and service solution (SPSS) to meet the criteria for data analysis using regression, an interval scale was utilized. It allowed researchers to perform arithmetic calculations on the data collected from respondents Research Method. The measurement does not have zero value because the measurement of entrepreneurial behavior in entrepreneurship research was the Likert scale. It is a scale that asks respondents to respond whether their agreement or disagreement about a perceived object. To avoid misunderstanding in analyzing and interpreting the title sentence and research variables, the variables are referred to as e-service quality (first independent variable), customer satisfaction (second independent variable), and customer loyalty (dependent variable).

#### IV. RESULT AND DISCUSSION

##### Results

The description of e-service quality on Bukalapak's user was based on the five dimensions, such as ingredient responsiveness, return facility, reliability, assurance, and empathy. Were at a fairly good level (as shown in figure. 2). The average value obtained from e-service quality on Bukalapak's user was 4.17. Besides, the dimension with the highest value was the return facility, 4.29. meanwhile, the dimension with the lowest score was empathy, 4.06.

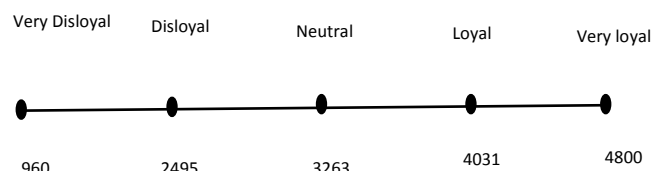


**Figure. 2.** Continuum line on e-service quality

Source: [37]

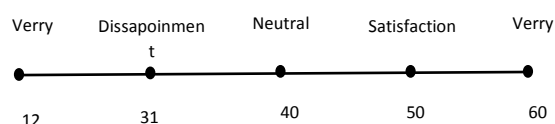
Based on the data, while using Bukalapak service, 46.25% of Bukalapak users feel that Bukalapak service is good. 50.00% of Bukalapak users feel that Bukalapak's service is fast and precise. 35.00% of Bukalapak users feel that Bukalapak is responsive to serving complaints. 40.00% of Bukalapak users like the return feature, 46.25% of Bukalapak users are very helpful with the refund feature at Bukalapak. 41.25% of Bukalapak users are very helpful with the return feature at Bukalapak. 37.50% of Bukalapak users feel that Bukalapak provides clear product

information, 32.50% of Bukalapak users are satisfied with the product packaging process at Bukalapak because it is very fast. 30.00% of Bukalapak users are satisfied with the product delivery process at Bukalapak because it is according to the specified time. 42.50% of Bukalapak users feel safe when using Bukalapak. 28.75% of Bukalapak users feel that the products sold at Bukalapak are guaranteed quality, 33.75% of Bukalapak users feel confident when



transacting at Bukalapak. 33.75% of Bukalapak users feel that Bukalapak provides various needs. 25.00% of Bukalapak users feel Bukalapak understands complaints. 33.75% of Bukalapak users feel that Bukalapak provides features according to user wishes.

The description of customer satisfaction on Bukalapak's user was based on the five dimensions, such as ingredient price, trusted, honest, product quality, and service quality. Were at quite satisfied level (as shown in figure. 3). The average value obtained from customer satisfaction on Bukalapak's user was 4.43. Besides, the dimension with the highest value was the customer loyalty, 4.24. meanwhile, the dimension with the lowest score was price, 4.02.



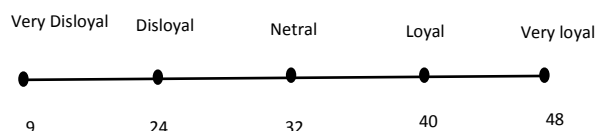
**Figure. 3.** Continuum line on customer satisfaction

Source: [37]

Based on the data, while using Bukalapak service, 22.50% of Bukalapak users are satisfied with the product price set because it is very affordable. 30.00% of Bukalapak users are satisfied with the product price because it matches the quality. 26.25% of Bukalapak users feel that Bukalapak provides competitive prices with other marketplaces. 47.50% of Bukalapak users believe the information submitted is reliable. 35.00% of Bukalapak users believe that

Bukalapak is reliable. 38.75% of Bukalapak users believe the products sold on Bukalapak match expectations. 31.25% of Bukalapak users believe the products on Bukalapak match the images displayed. 25.00% of Bukalapak users believe the products on Bukalapak match the advertisements displayed. 36.25% of Bukalapak users feel the product received matches the description. 32.50% of Bukalapak users feel Bukalapak meets their needs. 35.00% of Bukalapak users feel Bukalapak provides quality products. 37.50% of Bukalapak users feel that the products on Bukalapak meet the standards. 40.00% of Bukalapak users find it very easy to use Bukalapak. 40.00% of Bukalapak users feel that Bukalapak always meets their needs. 45.00% of Bukalapak users feel that Bukalapak always maintains the security of consumer identity.

The description of customer loyalty on Bukalapak's users was based on the four dimensions, such as affective, conative, repurchase intention and willingness to recommend. Were at a fairly good level (as shown in figure. 4). The average value obtained from customer loyalty on Bukalapak's user was 4.01. Besides, the dimension with the highest value was the affective, 4.15. meanwhile, the dimension with the lowest score was willingness to recommend, 3.89.



**Figure. 4.** Continuum line on customer loyalty

Source: [37]

Based on the data, while using Bukalapak service, 28.75% of Bukalapak users feel comfortable when using Bukalapak. 38.75% of Bukalapak users feel that Bukalapak features are easy to understand. 38.75% of Bukalapak users feel satisfied because Bukalapak is easy to access. 37.50% of Bukalapak users will revisit Bukalapak platform. 30.00% of Bukalapak users will continue to use the Bukalapak platform. 21.25% of Bukalapak users will continue to subscribe to using Bukalapak. 25.00% of Bukalapak users are interested in buying products through Bukalapak. 20.00% of Bukalapak users decide to buy products through Bukalapak. 33.75% of Bukalapak users will use Bukalapak to buy necessities. 23.75% of Bukalapak

users will recommend Bukalapak to other individuals. 25.00% of Bukalapak users are happy to recommend Bukalapak. 26.25% of Bukalapak users would recommend Bukalapak as the best platform.

#### 1. Analysis of the indirect effect of E-service quality on customer loyalty

The first analysis was conducted to determine the level of relationship between e-service quality and customer loyalty. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table 2.

Model Summary

**Table 2.** Model Summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.775 <sup>a</sup>	0,600	0,595	3,722

a. Predictors: (Constant), EserviceQuality

b. Dependent Variable: CustomerLoyalty

Source: [38]

Based on table 2, the coefficient of the relationship between e-service quality and customer loyalty was indicated by R-value of 0.775. [36] If the coefficient interval is 0.70-0.90, it shows a correlation between e-service quality and customer loyalty [36]. Meanwhile the value  $R^2$  of 0.775. Was the coefficient of the determination between e-service quality and customer loyalty. This means that e-service quality affects customer loyalty by 77.5%. While 22.5% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the e-service quality dimension influenced customer loyalty. In this study, there was a main hypothesis to be tested. H1: E-service quality has an indirect effect on customer loyalty. The testing was done using the significance value found in table 3.



**Table 3.** Anova

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1621,981	1	1621,981	117,060	<.001 <sup>b</sup>
Residuals	1080,769	78	13,856		
Total	2702,750	79			

a. Dependent Variable: CustomerLoyalty

b. Predictors: (Constant), EserviceQuality

Source: [38]

Based on table 3 if the significance value was  $0.001 < 0.05$ , then H1 accepted. This means that e-service quality has significant effect on customer loyalty. The study's results were assumed to be widely applicable outside the focus of research on the effect of e-service quality on Bukalapak's customer loyalty by providing the same research result on different samples. The results of this study were supported to the previous study which stated that e-service quality had a significant effect on customer loyalty[4]. Based on the results of research on the effect of e-service quality and customer satisfaction on customer loyalty on the Bukalapak platform, it is found that Bukalapak users are very concerned about e-service quality, the better the quality of service provided, the more satisfaction for users which has a positive impact on Bukalapak.

2. Analysis of the effect of customer satisfaction on customer loyalty

The first analysis was conducted to determine the level of relationship between customer satisfaction and customer loyalty. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table 4. *Model Summary*

**Table 4.** Model Summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,788 <sup>a</sup>	0,621	0,616	3,624

a. Predictors: (Constant), Customersatisfaction

b. Dependent Variable: CustomerLoyalty

Source: [38]

Based on table 4, the coefficient of the relationship between customer satisfaction and customer loyalty was indicated by R-value of 0.788. [36] If the coefficient interval is 0.70-0.90, it shows a correlation between customer satisfaction and customer loyalty[36]. Meanwhile the value  $R^2$  of 0.788. Was the coefficient of the determination between customer satisfaction and customer loyalty. This means that customer satisfaction affects customer loyalty by 78.8%. While 21.2% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the customer satisfaction dimension influenced customer loyalty. In this study, there was a main hypothesis to be tested.

H2: Customer Satisfaction affects customer loyalty. The testing was done using the significance value found in table 5.

**Table 5.** Anova

ANOVA <sup>a</sup>					
Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1678,526	1	1678,526	127,829	<.001 <sup>b</sup>
Residuals	1024,224	78	13,131		
Total	2702,750	79			

a. Dependent Variable: CustomerLoyalty

b. Predictors: (Constant), Customersatisfaction

Source: [38]

Based on table 5 if the significance value was  $0.001 < 0.05$ , then H2 accepted. This means that customer satisfaction has significant effect on customer loyalty. The study's results were assumed to be widely applicable outside the focus of research on the effect of customer satisfaction on Bukalapak's customer loyalty by providing the same research result on different samples. The results of this study were supported to the previous study which stated that customer satisfaction had a significant effect on customer loyalty[4]. Based on research conducted in the field, it is found that customer satisfaction is very influential on the success of Bukalapak. When users are satisfied, it will lead to a loyal attitude and have a

positive impact on Bukalapak, such as being able to help predict Bukalapak's growth and revenue.

3. Analyze the effect of e-service quality and customer satisfaction on customer loyalty.

The first analysis was conducted to determine the level of relationship between e-service quality and customer satisfaction with customer loyalty. The test was carried out using the relationship coefficient value and the coefficient of determination found in Table 6. Model Summary

**Table 6.** Model Summary

Model Summary<sup>b</sup>

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 <sup>a</sup>	0,637	0,628	3,568

a. Predictors: (Constant), Customersatisfaction, EserviceQuality

b. Dependent Variable: CustomerLoyalty

Source: [38]

Based on table 6, the coefficient of the relationship between e-service quality and customer loyalty was indicated by R-value of 0.798. [36]If the coefficient interval is 0.70-0.90, it shows a correlation between e-service quality and customer satisfaction with customer loyalty[36] . Meanwhile the value  $R^2$  of 0.798. Was the coefficient of the determination between e-service quality and customer satisfaction with customer loyalty. This means that e-service quality and customer satisfaction affect customer loyalty by 79.8%. While 20.2% is another independent variable outside the regression model performed. The second analysis was conducted to determine whether the e-service quality and customer satisfaction dimension influenced customer loyalty. In this study, there was a main hypothesis to be tested. H3: E-service quality and customer satisfaction influence customer loyalty. The testing was done using the significance value found in table 7.

**Table 7.** Anova

ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1722,596	2	861,298	67,663	<.001 <sup>b</sup>
1 Residuals	980,154	77	12,729		
Total	2702,750	79			

a. Dependent Variable: CustomerLoyalty

b. Predictors: (Constant), Customersatisfaction, EserviceQuality

Source: [38]

Based on table 7 if the significance value was  $0.001 < 0.05$ , then H3 accepted. This means that e-service quality and customer satisfaction have significant effect on customer loyalty. The study's results were assumed to be widely applicable outside the focus of research on the effect of e-service quality and customer satisfaction on Bukalapak's customer loyalty by providing the same research result on different samples. The results of this study were supported to the prevoius study which stated that e-service quality and customer satisfaction had a significant effect on customer loyalty[4] . Based on the results of the study, it is found that e-service quality and customer satisfaction have a significant effect on customer loyalty, the better the quality of the services provided, the more satisfaction for Bukalapak users. When users are satisfied, loyalty will be formed and cause users to visit the Bukalapak platform again and can even happily recommend Bukalapak to other individuals.

## V. CONCLUSION

Based on the results of research and hypothesis testing, it can be concluded that e-service quality and customer satisfaction have a positive effect on customer loyalty. When users feel that the quality of service on a marketplace platform is adequate, users will feel comfortable, resulting in satisfaction with the services provided by the company. Satisfaction has a significant effect on loyalty, when users have a good experience and feel satisfied in making transactions on a marketplace platform, users will feel trust and



security so as to form a sense of loyalty and increase visits as well as transactions on the marketplace. Basically, it can be concluded that if consumers are satisfied with a product or service, it is likely that customers will become loyal to the brand. Customer loyalty is the key to business success, loyal customers will be loyal to the products or services offered by a company so that customers will not turn to other companies' products. The company must of course be able to maintain customer loyalty by continuing to innovate, improving service quality and providing the best facilities for users.

Researchers have limitations in this study, namely the variables used to examine customer loyalty in the Bukalapak marketplace are only limited to e-service quality and customer satisfaction. Then there are also limitations in sampling, where researchers only use 80 samples because of the difficulty in finding Bukalapak users to serve as respondents. Sampling data in this study was conducted online and face to face directly to users but this method was still not optimal due to time constraints. During the sampling process in the field there were several respondents who did not match the initial plan because there were several indicators or statements that users did not understand. All the limitations in this study are not an obstacle, so that the research can be completed properly.

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