

**The Influence of E-Service Quality and E-Trust on E-Commerce User Loyalty
Shopee in Generation-Z in The City of Mataram**

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ABSTRACT

Purpose — *The purpose of this study was to determine the effect of e-service quality and e-trust on shopee e-commerce user loyalty in generation-z in Mataram City.*

Method — *This research uses quantitative research methods, with data collection methods using Likert scale questionnaires. The techniques used in data collection are observation and questionnaire (questionnaire). The data analysis techniques used by researchers are Validity Test, Reability Test, Classical Assumption Test, Hypothesis Test (T Test and F Test), and Multiple Linear Regression.*

Result — *The results of this study indicate that the variable e-service quality variable has a significant effect on e-commerce user loyalty shopee in generation-z, with a value of $0.522 < 0.05$. Meanwhile, the e-trust variable has a positive and significant effect on shopee ecommerce user loyalty in the z-generation, with a value of $0.412 < 0.05$.*

Novelty — *This research focuses on e-service quality and e-trust in shopee users, which we know that the interest in shopping online has increased since Covid hit and the limited literature on e-trust and e-service quality has made researchers interested in conducting this research.*

Keywords: *E-Service Quality, E-Trust, Loyalitas E-Commerce*

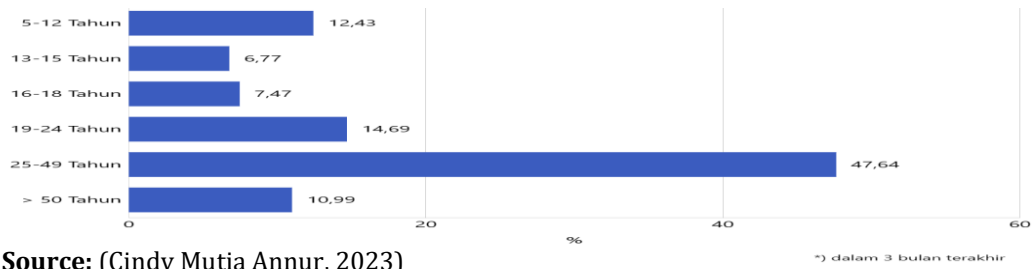
INTRODUCTION

The advancement of science today, including technology and information, is a phenomenon that changes human activities in various aspects of life. One of the changes that occur is in the field of trade. Before the existence of more advanced technology, trade was only done directly and was very dependent on a physical place. But nowadays, the emergence of electronic or online trading makes a physical place no longer the main thing in conducting trade (Muhammad Suyanto, 2003). Through the utilization of information technology in electronic commerce, micro, small and medium traders can enter the global market competition where electronic commerce is often called e-commerce. Information technology in running electronic commerce is also able to provide small companies with more flexibility in production. in production. This utilization of information technology in running electronic commerce also provides convenience to consumers by receiving information offers quickly through, and supporting fast paperless transactions.

The development of information technology, especially the internet, is able to create a vast virtual space that replaces the physical space in the world. In Indonesia, internet users continue to increase (Palinggi et al., 2020). Based on the results of research by the Indonesian Internet Service Providers Association (APJII), there are 210.03 million domestic internet users for the period 2021-2022 and has reached 78.19 percent by 2023 or 215,626,156 people out of a total population of 275,773,901 people (Asosiasi Penyelenggara Jasa Internet Indonesia, 2023).

In addition, the number of internet users in Indonesia can also be seen from the age of internet users, where the age of enthusiasts covers virtual space. With various applications and features provided, internet users can be accessed from children to seniors (Gunawan et al., 2020). The following figure 1 groups the level of Internet penetration rate by age.

Figure 1. Age Group of Internet Users in Indonesia in 2022



Source: (Cindy Mutia Annur, 2023)

The results of the National Socio-Economic Survey (Susenas) conducted by the Central Statistics Agency (BPS) show that the percentage of the Indonesian population aged 5 years and over who have accessed the internet in the last three months reached 66.48% in 2022. This percentage increased by 7.05% from the previous year which amounted to 62.1%. Based on age group, the majority or 47.64% of internet users in Indonesia come from the productive or working age group, namely 25-49 years. Then, the next most internet users in the country come from the student age group or 19-24 years old at 14.69%. Furthermore, many Indonesian internet users also come from the age group of children or 5-12 years. The percentage reaches 12.43%. Then, there are internet users from the non-productive age group of 10.99%, followed by the student age group with a lower proportion of 16-18 years old (7.47%) and 13-15 years old (6.77%).

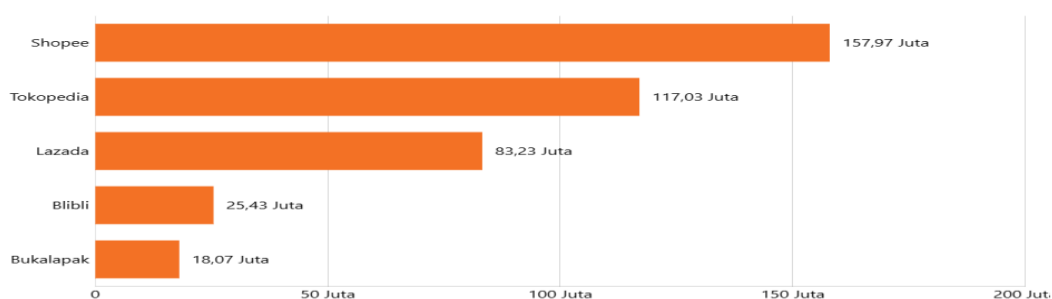
One form of information technology trend in companies that can improve the sales system is called electronic commerce (E-commerce). Service methods in e-commerce business can be done by means of revenue methods for companies to ensure company quality and survival .

The large number of e-commerce in Indonesia greatly impacts the high competition and bargaining power of buyers based on the findings of Michael E Porter in 2000, the five forces model or better known as the Porter Five Forces is a method for analyzing industries in developing business strategies or the global market competition environment, namely e-commerce. According to Kolter and Armstrong, Ecommerce is an online channel that can be reached by the wider community through computer technology tools as a tool for business people, but in today's times, someone is able to access or run an online channel through artphone, thus helping business people in marketing products.

Companies that want to excel in marketing must really observe consumer demand expectations, consumer satisfaction, and the performance of a company perceived by consumers. All the advantages possessed by the company will be submitted to consumers in order to convince consumers that they are able to provide the highest satisfaction compared to competitors (Setyaningsih, 2014). The company must also keep up with the times in accordance with consumer demand in order to provide trust so that consumers continue to order products that are considered the best and consumers continue to order products that are considered the best and superior.

There are five e-commerce companies that currently compete in the Indonesian market in order of the highest number of visitors, as in figure 2.

Figure 2. 5 E-Commerce with the Most Visitors in Indonesia (1st Quarter 2023)



Source: (Adi Ahdiat, 2023)

Shopee sites achieved an average of 157.9 million visits per month, far surpassing its competitors, namely Tokopedia sites achieving an average of 117 million visits, Lazada sites 83.2 million visits, BliBli sites 25.4

million visits, and Bukalapak sites 18.1 million visits per month. This indicates that e-commerce will still support the domestic digital economy in 2023.

Based on figure 2 above, it shows a (E-service quality) and customer trust (E-trust). An e-commerce company is an electronic service company that facilitates sellers and buyers to transact easily. So that e-commerce buyer satisfaction can be measured by looking at the quality of electronic services (Eservice quality) as much as possible in order to get a response and satisfaction from consumers. Because electronic service quality is one of the factors that greatly affects e-commerce satisfaction. The higher the service quality, the higher the level of customer satisfaction and the ability to support higher prices and lower costs (Widya Sastika, 2018). So that if the customer is satisfied with the service he gets, it is likely that the customer will make another purchase as well as recommending to family and friends to get to know the online shop.

The business model used by e-commerce Shopee, Tokopedia, and Bukalapak are C2C (Consumer to Consumer), where sellers or buyers can enter as sellers in the e-commerce. While the type of website used by the three e-commerce is an online marketplace. In contrast to the business model used by Lazada with an online store e-commerce website type and Blibli.com with a shopping mall website type, the B2C model is used who can join are big brands, and to join as a seller requires a verification process that is not easy (Rachman & Ariyanti, 2018).

In the world of electronic business, electronic trust is also called e-trust relates to consumer confidence in a site or making purchases online. Electronic trust (e-trust) is very influential on e-service quality. This trust is very dependent on the level of security when making online transactions. According to the results of Purnamasari's research, online retail that e-service quality has a significant effect on e-trust of KAI access mobile application users. Besides that there is other supporting research conducted by Ghane on e-banking in Iran that e-service quality has a significant effect on e-trust. e-banking in Iran that e-service quality has a positive and significant effect on e-trust. and significant on e-trust (Pradnyaswari & Aksari, 2020).

E-trust in e-commerce companies is one of the problems faced by e-commerce companies. problems faced regarding the trust of buyers to the seller. Trust is one of the factors that can influence consumer loyalty. Because this is also the the main foundation of e-commerce businesses, where in business there will be a transaction and trust between buyers and sellers. business there will be a transaction and trust between the buyer and seller.

So that trust must also move effectively in order to provide a good trust to customers. customers. A product with the best quality will also influence trust to customers.

By improving e-service quality and e-trust, it is expected that the loyalty of e-commerce users to the shopee application. Electronic customer loyalty or commonly called e-loyalty is a consumer mindset that is kind to the company, giving trust to buy products again at companies that have been recommended by customers in the company. According to Dick and Basu who say that consumer loyalty can be seen from the behavior shown by buyers towards brands, products, stores and customer behavior(Fikri et al., 2016).

Based on the background description above, the researcher intends to examine whether the variables of e-trust and e-service quality affect the loyalty of shopee e-commerce users in generation-z in the city of Mataram both partially and simultaneously.

METHOD

This research uses a quantitative research type and approach which is expected to be able to investigate information to reveal problems regarding the Effect of EService Quality and E-Trust on Shopee ECommerce User Loyalty in Generation-Z in Mataram City.

The population in this study is Generation-Z aged 15-24 years. The population in this study is also quite large and the exact number is unknown, so the data collection method used by researchers is the sample survey method. Sample survey is a data collection method carried out on part of the population. In this study, from the 2020 Central Statistics Agency (BPS) data according to the age of 15-24 years, the number of generation-z is 493,191 people who live in Mataram City. Researchers used BPS data in 2020 because the Central Bureau of Statistics had not entered (re-recording in 2021-2023).

The sampling technique in this study is purposive sampling, which is a data collection technique with certain considerations (Tarsito, 2016). In determining the number of samples, researchers used the Slovin

formula, namely: $n = \frac{N}{1+(N \times e^2)} = \frac{493,191}{1+(493,191 \times 0,1^2)} = 99,97$

Description:

n = Number of Samples

N = Total Population

e = Error rate of the selected sample 10% (0.1)

From the explanation of the formula above, it can be concluded that the number of samples to be used in the study is only part of the population of the z-generation community with a total of 100 people rounded up by researchers.

Data analysis technique is a process of systematically searching for data and compiling data obtained through a questionnaire that has been filled in by respondents. The data that has been obtained through the questionnaire is then processed and analysed. In this data analysis has a goal, namely how influential e-service quality and e-trust are on the loyalty of shopee generation-z e-commerce users in the city of Mataram. The tests used in this data analysis technique are as follows: Data Quality Test which consists of Validity Test and Reliability Test (Sugiyono, 2008). Classical assumption test which consists of normality test, heteroscedasticity test, and multicollinearity test (Ghozali, 2014). Hypothesis testing for both t test and f test and multiple regression analysis.

Hypotheses development.

The hypotheses in this study include:

Ho1: It is assumed that there is no effect of e-service quality on the loyalty of shopee e-commerce users in generation Z in the city of Mataram.

Ha1: It is assumed that there is an effect of e-service quality on shopee e-commerce user loyalty in generation Z in the city of Mataram.

Ho2: It is assumed that there is no effect of e-trust on the loyalty of shopee e-commerce users in generation Z in the city of Mataram.

Ha2: It is assumed that there is an effect of e-trust on shopee e-commerce user loyalty in generation Z in the city of Mataram.

Ho3: It is assumed that there is a simultaneous influence of e-service quality and e-trust on shopee e-commerce user loyalty in generation Z in the city of Mataram

Ha3: It is assumed that there is no simultaneous influence of e-service quality and e-trust on the loyalty of shopee e-commerce users in generation Z in the city of Mataram.

RESULT AND DISCUSSION

Data Quality Test

Validity and reliability tests are used to determine the extent to which the measuring instrument can be trusted and relied upon. To test the validity and reliability of the items used in this study, before conducting the actual research, a trial was first conducted by distributing questionnaires to 30 respondents with generation-z criteria aged 15-24 years.

Table 1. Results of the Validity Test of E-Service Quality (X1)

Number	Question Item	rcount	rtable	Description
1	Shopee provides quality consumer personal data security	0,676	0,196	Valid
2	A safe and reliable transaction system is the main factor in choosing to shop at Shopee	0,611	0,196	Valid
3	The quality of information at Shopee is very good	0,721	0,196	Valid
4	Shopee provides quality information that is easy to understand	0,736	0,196	Valid

5	Shope provides convenience in payment	0,600	0,196	Valid
6	Shopee provides convenience in services and complaints when shopping at shopee provides satisfaction to consumers	0,672	0,196	Valid
7	Shopee has attractive design features	0,662	0,196	Valid
8	The new look at Shopee always attract consumer attention	0,669	0,196	Valid

Source: SPSS, 2023

Based on the 8 questions asked by the researcher for the e-service quality variable (X1), it has a valid status value so that the data can be used further.

Table 2. Results of the Validity Test of E-Trust Variable (X2)

Number	Question Item	rcount	rtable	Description
1	I believe Shopee always provides good products	0,704	0,196	Valid
2	I believe in Shopee being able to provide speed in delivery	0,709	0,196	Valid
3	I believe the cost efficiency is cheaper to shop at Shopee	0,728	0,196	Valid
4	I believe shopping at Shopee always gets more Cashback more	0,733	0,196	Valid
5	I believe the services provided by Shopee make it very easy for consumers	0,683	0,196	Valid
6	I believe shopping at Shopee all security confidentiality about consumers is protected	0,692	0,196	Valid

Source: SPSS, 2023

Based on the 6 questions asked by the researchers for the e-trust variable (X2) has a valid status value so that the data can be used further. valid so that the data can be used further

Table 3. Result of the Validity Test of Loyalty Variabel (Y)

Num ber	Question Item	Rcount	rtable	Description
1	I feel more loyal shopping at Shopee	0,636	0,196	Valid
2	I influence others to shop at Shopee	0,769	0,196	Valid
3	I feel very satisfied shopping at Shopee	0,825	0,196	Valid
4	I feel that data storage at Shopee is very reliable	0,637	0,196	Valid
5	I feel that there are enough payment options to make it easier for consumers to make transactions at Shopee	0,759	0,196	Valid
6	I feel that the steps payment steps at Shopee are classified as easy	0,723	0,196	Valid

Source: SPSS, 2023

Based on the 6 questions asked by the researcher for the loyalty variable (Y), it has a valid status value so that the data can be used further.

Reliability test is used as a consistent questionnaire as a measuring tool. The method used in this study is Cronbach alpha to measure a range scale such as a Likert scale of 1-5. The reliability test is a continuation

of the validity test. The reliability value of an item is seen from the alpha value from the results of data processing using SPSS version 22. If the Cronbach alpha (α) value is > 0.6 then the item is declared reliable.

Table 4. Result of Reliability Test

Number	Variable	Cronbach alpha	Standard	N	Description
1	E-Service Quality (X1)	0,636	0,6	8	Reliable
2	E-Trust (X2)	0,769	0,6	6	Reliable
3	Loyalty (Y)	0,825	0,6	6	Reliable

Source: SPSS (2023)

Based on table 4 above, the E-Service Quality and E-Trust variables on Loyalty are declared reliable ($0.788 > 0.6$), ($0.800 > 0.6$), ($0.719 > 0.6$). So that it can be used for the next stage.

Classic Assumption Test

The next data analysis technique is the classic assumption test. for the first is the normality test. Normality Test. Normality test is a classic assumption test which has the aim of assessing a distribution of data in a group or variable whether it is normally distributed or not. The variables in question are e-service quality and e-trust on shopee generation-z e-commerce user loyalty in Mataram.

Figure 3. Result of Normality Test

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.78400855
Most Extreme Differences	Absolute	.085
	Positive	.072
	Negative	-.085
Test Statistic		.085
Asymp. Sig. (2-tailed)		.075 ^c

a. Test distribution is Normal.

Source: SPSS (2023)

Based on the results of the normality test using the Kolmogorov Smirnov method, the significance result is 0.075 with a significance level of 0.05, it can be said that the research data obtained is 0.075 with a significance level of 0.05 normally distributed. So the conclusion is that the significance test result is $0.075 > 0.05$, which means that the normality test in this study is normally distributed.

The next step is the multicollinearity test. Multicollinearity test is commonly used in testing data in determining whether or not there is a correlation between variables. in determining whether or not there is a correlation between the in a regression model. Based on the criteria multicollinearity criteria as follows:

Figure 4. Result of Multicollinearity Test

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	-1.114	1.995		-.558	.578		
X1	.491	.073	.518	6.688	.000	.631	1.584
X2	.386	.082	.366	4.721	.000	.631	1.584

a. Dependent Variable: Y

Source: SPSS (2023)

- 1) The tolerance value of all Independent variables is greater than 0.1
- 2) The VIF or Variance Inflation Factor value of all independent variables is smaller than 0.1.

Based on the results of the classical assumption test that multicollinearity results in table output, the VIF value is 1.584 and tolerance is 0.631, which means that there is no multicollinearity.

The last classic assumption test is the heteroscedasticity test. The heteroscedasticity test is a data test used in testing whether there is an inequality of variance and residuals in a regression model. If each of the independent variables has no significant effect on the absolute residual of 0.05, it will be confirmed that in a regression model there is no heteroscedasticity.

Figure 5. Result of Heteroscedasticity Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.009	1.341		1.498	.137
X1	-.028	.049	-.073	-.570	.570
X2	.010	.055	.023	.181	.857

a. Dependent Variable: abs_RES

Source: SPSS (2023)

Based on the results of the heteroscedasticity test using the Glejser test, the significance results of the independent variable or quality (X1) are $0.570 > 0.05$ and independent variable or quality (X1) is $0.570 > 0.05$ and trust (X2) is $0.857 > 0.05$. So it can be concluded that the results of the heteroscedasticity test in this study does not occur heteroscedasticity.

Multiple Regression Analysis

The next step is multiple regression analysis. In a multiple linear regression test, there are two variables used to determine how far the influence of the independent variables or e-service quality and e-trust on the dependent variable or shopee e-commerce user loyalty. generation-z in Mataram city. Then the results of the multiple linear regression test output multiple regression test output obtained the following data results:

Figure 6. Result of Multiple Regression Analysis
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.724	2.237		1.218	.226
Kualitas	.522	.083	.491	6.313	.000
Kepercayaan	.412	.082	.390	5.019	.000

a. Dependent Variable: Loyalitas

Source: SPSS (2023)

Based on the results of the multiple linear regression test above, the following model is obtained:

$$Y = a + b_1X_1 + b_2X_2 + e$$

$$Y = 2.724 + 0.522X_1 + 0.412X_2 + e$$

With explanation:

- 1) As for the constant value of 2.724, it is stated that the regression coefficient (X1) is 0.522 and the regression coefficient (X2) is 0.412, it can be said that the effect of the E-Service Quality (X1) and E-Trust (X2) variables on Shopee E-Commerce User Loyalty (Y) is positive.
- 2) The significance value of 0.00 is smaller than the significance level of 0.05 or the Sig value. $0.00 < 0.05$ E-Service Quality (X1) and E-Trust (X2) have a significant effect on Shopee E-Commerce User Loyalty (Y).

Hypothesis Test

The first hypothesis test is the t test or commonly called the partial hypothesis test. In this study, the T test can be used to determine whether or not there is a partial influence (alone) given independent variable (X) on the dependent variable (Y) with the calculation of the value of t table = 1.984. Description: $t = (\alpha/2); n - k - 1$ $0,05/2; 100 - 2 - 1$ $(0.025; 97) = 1.984$.

Figure 7. Result of T Test for X1 to Y

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,724	2,237		1,218	,226
Kualitas (X1)	,522	,083	,491	6,313	,000

a. Dependent Variable: Loyalitas
Source: SPSS (2023)

Based on the results of the above calculations, it is known that the significance value of 0.05 for the effect of E-Service Quality (X1) on Shopee ECommerce user loyalty (Y) is $0.00 < 0.05$ and the tcount value is greater than the ttable, namely $6.313 > 1.984$. So it can be concluded that Ha1 is accepted, which means that there is an effect of E-Service Quality (X1) on Shopee E-Commerce User Loyalty (Y).

Figure 8. Result of T Test for X2 to Y

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,724	2,237		1,218	,226
Kepercayaan (X2)	,412	,082	,390	5,019	,000

a. Dependent Variable: Loyalitas
Source: SPSS (2023)

Based on the results of the above calculations, it is known that the significance value of 0.05 for the effect of E-Trust (X2) on Shopee E-Commerce User Loyalty (Y) is $0.00 < 0.05$ and the tcount value is greater than the ttable, namely $5.019 > 1.984$. So it can be concluded that Ha2 is accepted, which means that there is an effect of E-Trust (X2) on Shopee E-Commerce User Loyalty (Y).

Furthermore, the second hypothesis test is the F test. The F test is used in this study to show the simultaneous influence of the independent variables E-Service Quality (X1) and E-Trust (X2) on the dependent variable, namely Shopee E-Commerce User Loyalty (Y) with a value of ftable = 3.09. Description: $f = (k : n - k)$ $(2 : 100 - 2)$ $(2 : 98) = 3.09$.

Figure 9. Result of F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	531.091	2	265.546	78.940	.000 ^b
	Residual	326.299	97	3.364		
	Total	857.390	99			

a. Dependent Variable: Loyalitas
b. Predictors: (Constant), Kepercayaan, Kualitas

Based on the output above, it is known that the significance value of 0.05 for the influence (Simultaneously) of E-Service Quality (X1) and E-Trust (X2) on Shopee E-Commerce User Loyalty (Y) is $0.00 < 0.05$ and the fcount value is greater than the ftable, namely $78.940 > 3.09$. So it can be concluded that H_3 is accepted, which means that there is an effect of E-Service Quality (X1) and E-Trust (X2) on Shopee E-Commerce User Loyalty (Y).

Based on the results of data analysis on questionnaires distributed to 100 respondents, it can be analyzed as follows:

- a) E-Service Quality affects E-Commerce User Loyalty in Generation-Z in Mataram City as evidenced by the results of Sig. $0.00 < 0.05$ and the tcount value is greater than the ttable, namely $6.313 > 1.984$. Based on this analysis, it can be concluded that the higher the effect of e-service quality (quality), the higher the loyalty of shopee e-commerce users in generation-z in the city of Mataram. The objects used as respondents in this study are generation-Z 15 to 24 years old shopee users in the city of Mataram. E-Service Quality or quality according to Chasee is a broader form of service quality with internet media that connects sellers and buyers to fulfill shopping activities effectively and efficiently. So in this case the quality in shopee e-commerce is the most important factor in increasing loyalty to generation-Z. This study has similarities with the results of previous research entitled "The Effect of Rating and Online Customer Review on Online Purchasing Decisions at Marketplace Shopee" (Azhari Mahadhika & Amanda Zuliestiana, 2021). Where the variable (X1) Rating affects (Y) Online Purchasing Decisions at Marketplace Shopee. This research was researched by Eliska Sri Putri Ningsi from the Faculty of Economics and Business, University of Muhammadiyah Makasar (Esrip Ningsih, 2019).
- b) E-Trust affects E-Commerce User Loyalty in Generation-Z in Mataram City as evidenced by the results of Sig. $0.00 < 0.05$ and the tcount value is greater than the ttable, namely $4.721 > 1.984$. Based on this analysis, it can be concluded that the higher the influence of e-trust (trust), the higher the loyalty of shopee e-commerce users in generation-z in the city of Mataram. The object used as a respondent in this study is the generation-z age of 15 years to 24 years of shopee users. From the results of previous research "The Effect of Search Engine Potimization and Social Media on Purchase Interest through E-Service Quality in E-Commerce during the Covid-19 Pandemic" has similarities in the variable (X2) Social Media which affects (Y) Purchase Interest through E-Service Quality in E-Commerce during the Covid-19 Pandemic. This research was cited in the journal of economics and management in 2021 (Widyan Rahmatsyah & Hermina, 2022). E-Trust or trust according to Zeithaml, Parasuraman and Maholtra that the ability of a site to provide effective and efficient facilities for online shopping, online purchases and in the acquisition of goods and services (Firdha et al., 2021). So in this case, buyer confidence in shopee e-commerce users must be considered in order to provide good results for consumers and shopee e-commerce.
- c) E-Service Quality and E-Trust affect E-Commerce User Loyalty in Generation-Z in Mataram City as evidenced by the results of Sig. $0.00 < 0.05$ and fcount is greater than ftable, namely $78.940 > 3.09$. Based on this analysis, it can be concluded that the higher the influence of e-service quality (quality) and e-trust (trust), the higher the loyalty of shopee ecommerce users in generation-z in the city of Mataram. The objects used as respondents in this study are generation-z 15 years to 24 years old shopee users in the city of Mataram. Loyalty according to Kotler and Keller explains that loyalty is a commitment held to buy or reuse a preferred product or service in the future despite situational influences or marketing actions or efforts to switch (Novianti et al., 2018). Based on this information, the loyalty factor is very important to strive for shopee users to continue to repurchase products with the quality and trust provided. The results of the research studied have similarities with previous researchers in the thesis of the Master of Management Postgraduate Program, Islamic University of Malang in 2020 entitled "The Effect of EService Quality and E-Trust on Consumer Loyalty With Satisfaction as an Intervening Variable in Shopee Users in Malang City". In this study It is explained that Variables (X1) and (X2) have an effect on (Y), namely E-Service Quality and E-Trust. on (Y), namely E-Service Quality and E-Trust Against Consumer Loyalty With Satisfaction As An Intervening Variable Intervening on Shopee Users in Malang City (A. Hakam, 2022).

CONCLUSION

Based on the results of the multiple linear regression test data analysis, it is concluded that E-Service Quality and E-Trust have a significant effect on Shopee E-Commerce User Loyalty in Generation-Z in Mataram City. This can be proven in data whose significance value is $0.00 < 0.05$, it means that it shows the influence of the E-Service Quality and E-Trust variables has a significant influence on E-Commerce Shopee User Loyalty in Generation-Z in Mataram City. Shopee in Generation-Z in Mataram City.

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