

## The Effect of E-Service Quality and E-Trust on E-Loyalty Through E-Satisfaction for Codashop Game Top Up Shop Customers

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**Abstract:** *Gaming is an industry that is greatly affected by technological advances. The number of online game players causes the game top up site to grow. This study aims to examine the effect of e-service quality and e-trust on e-loyalty through e-satisfaction in Codashop customers. This study uses the Unified theory of acceptance and use of technology (UTAUT). This research is quantitative research using descriptive and explanatory analysis. The sampling method in this study was a nonprobability sampling method with purposive sampling technique. The number of samples in this study were 267 respondents. The analysis technique in this study is descriptive statistical analysis and inferential analysis (PLS) using SmartPLS 4.0 software. The results of this study indicate that e-service quality has a positive and significant effect on e-loyalty. E-trust has a positive and significant effect on e-loyalty. E-satisfaction has a positive and significant effect on e-loyalty. e-service quality has a positive and significant effect on e-satisfaction. E-trust has a positive and significant effect on e-satisfaction. E-service quality has a positive and significant effect on e-loyalty through e-satisfaction. E-trust has a positive and significant effect on e-loyalty through e-satisfaction.*

### Introduction

Changes in human activities are influenced by technological developments, one of which is business. In the business sector, gaming is an industry that is highly affected by technological advances. This is supported by 35.14% of internet users using the internet to play games. The number of online game players has resulted in the development of e-sports and supporting things, one of which is a top up game site. Data for 2022 shows that games

are included in the 10 applications with the highest revenue in Indonesia including; Mobile Legends: Bang Bang, Roblox, Free Fire, eFootball 2024 (Databoks, 2023).

In the world of e-sports, many games require money to top up in order to unlock more features in them, and this is one of the business gaps (IDN Times, 2018). To top up games, electronic commerce is needed, namely sites that provide (selling, distributing, buying, and marketing) goods and services through internet technology networks, in this case, e-commerce top up games, one of which is Codashop (Setyoparwati, 2019). Codashop is a website that provides top up game and entertainment services.

This study aims to examine the e-loyalty of Codashop customers. There are several variables that affect e-loyalty such as; E-service quality (Kaya et al., 2019). E-trust (Pham et al., 2020). E-satisfaction (Mashaqi et al., 2020). This study uses the Unified theory of acceptance and use of technology (UTAUT) which is one of the latest technology acceptance models that combines the successful features of eight leading technology acceptance theories into one theory. Research with this variable (the effect of e-service quality and e-trust on e-loyalty through e-satisfaction) on average uses financial application research objects (Cahyanti et al., 2022; Rahmawaty et al., 2021; Suleman et al., 2021), 2021; Suleman et al., 2022), e-commerce (Alnaim et al., 2022; Santika et al., 2020; Wibowo, 2019), travel applications (Wijayanto & Putra, 2023; Wilis & Nurwulandari, 2020), hospitality (Saodin et al., 2019; Wani et al., 2023). In addition, for previous studies that raised the theme of the game only focused on game users and the game itself, while this study wants to examine the third party of the game, namely the website that provides game top up services, in this case Codashop.

Codashop was chosen as the object of this research because according to the news article Duniaku.com (2022), a news portal part of IDN Times which specifically discusses modern culture, one of which is gaming, Codashop is the number one game store website out of 7 (seven) cheapest and most trusted game stores in Indonesia. This is a consideration for researchers to conduct research with the title "The Effect of E-service quality and E-trust on E-loyalty Through E-satisfaction at Codashop Game Top Up Shop Customers".

## Research Method

The research uses a quantitative approach with descriptive and explanatory research analysis methods. The population in this study were all online game players in Malang City with a sample of 267. This study uses primary data and secondary data. data analysis techniques in this study use descriptive statistical analysis and partial least square analysis(PLS).

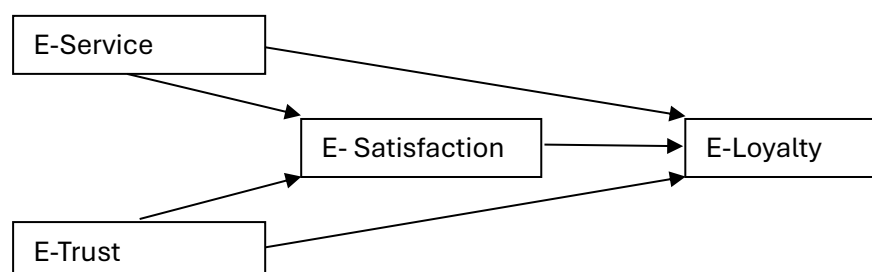


Figure 1. Conceptual Framework

## Result and Discussion

### *Research Object*

Codashop is a game top up website with market share in Southeast Asia and more than 7 million active users. Codashop has a distribution network of more than 40,000 and has recorded the highest number of daily transactions above 1.5 million. To dominate the domestic market, Codashop collaborates with more than 100 partners around the world to provide thousands of games voucher content for gamers. In addition to a varied selection of games, Codashop also provides a complete selection of payment methods to make it easier for gamers to top up. Codashop provides several benefits for consumers such as a simple and fast transaction process, the best payment methods, responsive customer service, reward promos and referral programs.

### *Respondent Distribution*

From the results of this study, it is known that the classification of respondents based on gender is male with 193 respondents or 72.30%, while female respondents are 74 respondents or 27.70%. Classification of respondents based on age, namely the largest number is in the age range 19-25 with 127 respondents or 47.6%. age range 15-18 as many as 103 respondents or 38.6%, age range 26-30 as many as 34 respondents or 12.7%, and age > 30 as many as 3 respondents or 1.1%. The classification of respondents based on education level is that the most respondents are at the high school education level with 128 (47.9%) respondents, S1 / D1-4 as many as 113 (42.3%) respondents. Meanwhile, other education levels are below 10%. The classification of respondents based on occupation is that the most respondents are students with 178 respondents (66.7%), private employees as many as 54 respondents (20.2%), self-employed as many as 23 respondents (8.6%), government employees as many as 11 respondents (4.1%) and other professions 1 respondent (0.4%). Finally, the classification of respondents based on the frequency of purchase is top up 3X as many as 137 respondents (51.3%) and top up more than 3X as many as 130 (48.7%).

### *Descriptive Analysis*

The grand mean of the e-service quality variable is 4.48 and the question item that has the highest mean is item X1.1 with a mean of 4.61, while the item that has the lowest mean is item X1.9 with a mean of 4.33. The grand mean of the e-trust variable is 4.43 and the question item that has the highest mean is item X2.2 with a mean of 4.48 while the items that have the lowest mean are items X2.4 and X2.3 with a mean of 4.40. the grand mean of the e-satisfaction variable is 4.41 and the question item that has the highest mean is item Z1 with a mean of 4.55 while the item that has the lowest mean is item Z4 with a mean of 4.28. the grand mean of this e-loyalty variable is 4.54 and the question items that have the highest mean are items Y5 and Y10 with a mean of 4.74. While the items that have the lowest mean are items Y4 and Y9 with a mean of 4.33.

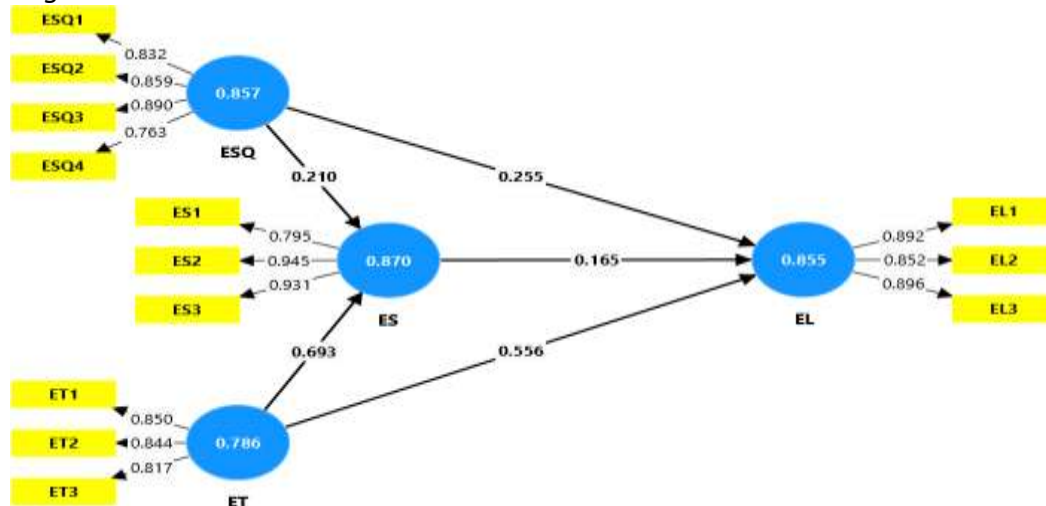
*Path Diagram*

Figure 2. Path Diagram (Designing a Conceptual Model)

*Convergent Validity*

Table 1. Convergent Validity

Variable	Indicator	Outer Loading	AVE Value	Description
<i>E-service quality</i> (ESQ)	ESQ1	0,832	0,775	Valid
	ESQ2	0,859		
	ESQ3	0,890		
	ESQ4	0,763		
<i>E-trust</i> (ET)	ET1	0,850	0,798	Valid
	ET2	0,844		
	ET3	0,817		
<i>E-satisfaction</i> (ES)	ES1	0,795	0,701	Valid
	ES2	0,945		
	ES3	0,931		
<i>E-loyalty</i> (EL)	EL1	0,892	0,701	Valid
	EL2	0,852		
	EL3	0,896		

Source: Data processed by researchers

From table 1, the outer loading value is  $>0.70$  and the AVE value is  $>0.50$  so that all items are considered valid to measure each variable of e-service quality, e-trust, e-satisfaction, and e-loyalty.

*Discriminant Validity*

Tabel 2. Discriminant Validity (Fornell-Larcker Criterion)

	<i>E-loyalty</i>	<i>E-satisfaction</i>	<i>E-service quality</i>	<i>E-trust</i>
<i>E-Loyalty</i>	0,880			
<i>E-Satisfaction</i>	0,816	0,893		
<i>E-Service Quality</i>	0,775	0,712	0,837	
<i>E-Trust</i>	0,879	0,845	0,724	0,837

Source: Data processed by researchers

Based on table 2 above, the root AVE value of each variable above is greater than the correlation value, so the discriminant validity of all variables (e-service quality, e-trust, e-satisfaction and e-loyalty) is fulfilled.

## Reliability Test

Table 3. Internal Consistency Reliability

Variable	Cronbach's alpha	Composite reliability (rho_c)	Average variance extracted (AVE)	Description
<i>E-Loyalty</i>	0,855	0,912	0,775	Reliable
<i>E-Satisfaction</i>	0,870	0,922	0,798	Reliable
<i>E-Service Quality</i>	0,857	0,903	0,701	Reliable
<i>E-Trust</i>	0,786	0,875	0,701	Reliable

Source: Data processed by researchers

From table 3 above, the Cronbach's alpha value for each variable is > 0.7, the composite reliability value for each variable is > 0.6 and the average variance extracted (AVE) value for each variable is > 0.5 so it can be concluded that all measurement indicators used in this study are reliable.

## Goodness of fit (GoF)

Table 4. Goodness of fit Model

Endogenous Variable	Adjusted R Square	Description	Q-squared	Description
<i>E-Loyalty</i>	0,819	Strong	0,810	Strong
<i>E-Satisfaction</i>	0,733	Strong	0,731	Strong

Source: Data processed by researchers

From table 4 above, it is known that the adjusted R-squared value of the e-loyalty variable is 0.819 (strong influence) and the e-satisfaction variable is 0.733 (strong influence). This result means that the variation in the e-loyalty and e-satisfaction variables can be explained by the exogenous variables. The Q-squared value of the e-loyalty variable (0.810) and the e-satisfaction variable (0.731) is greater than 0.50 so that it can be stated that the e-loyalty and e-satisfaction variables have strong predictive ability.

## Hypothesis Test

Table 5. Hypothesis Test

Influence	Hypothesis	Path Coefficient	P Value	Description
Direct	<i>E-Service Quality</i> >> <i>E-Loyalty</i>	0,255	0,000	Accepted
	<i>E-Trust</i> >> <i>E-Loyalty</i>	0,556	0,000	Accepted
	<i>E-Satisfaction</i> >> <i>E-Loyalty</i>	0,165	0,001	Accepted
	<i>E-Service Quality</i> >> <i>E-Satisfaction</i>	0,210	0,000	Accepted
	<i>E-Trust</i> >> <i>E-Satisfaction</i>	0,693	0,000	Accepted
Indirect	<i>E-Service Quality</i> >> <i>E-Satisfaction</i> >> <i>E-Loyalty</i>	0,035	0,004	Accepted
	<i>E-Trust</i> >> <i>E-Satisfaction</i> >> <i>E-Loyalty</i>	0,114	0,003	Accepted

Source: Data processed by researchers

From table 1.5 above, it is known that e-service quality has a positive and significant effect on e-loyalty with a positive path coefficient value (0.255) and a p value of 0.000 (<0.05). E-trust has a positive and significant effect on e-loyalty with a positive path coefficient value (0.556) and a p value of 0.000 (<0.05). E-satisfaction has a positive and significant effect on e-loyalty with a positive path coefficient value (0.165) and a p value of 0.001 (<0.05). E-service quality has a positive and significant effect on e-satisfaction with a positive path coefficient

value (0.210) and a p value of 0.000 ( $<0.05$ ). E-trust has a positive and significant effect on e-satisfaction with a positive path coefficient value (0.693) and a p value of 0.000 ( $<0.05$ ). E-service quality has a positive and significant effect on e-loyalty through e-satisfaction with a positive path coefficient value (0.035) and a p value of 0.004 ( $<0.05$ ). E-trust has a positive and significant effect on e-loyalty through e-satisfaction with a positive path coefficient value (0.114) and a p value of 0.003 ( $<0.05$ ).

## Conclusion

Dari hasil penelitian diatas, dapat disimpulkan bahwa konsumen merasa Codashop have quality, trustworthy, and satisfying e-service, so they are willing to be loyal/loyal using Codashop. In addition, the relationship between variables shows that e-service quality has a positive and significant influence on e-loyalty, e-trust has a positive and significant influence on e-loyalty, e-satisfaction has a positive and significant influence on e-loyalty, e-service quality has a positive and significant effect on e-loyalty, e-trust has a positive and significant effect on e-satisfaction, e-service quality has a positive and significant effect on e-loyalty through e-satisfaction, e-trust has a positive and significant effect on e-loyalty through e-satisfaction. The limitations in this study are the object of research on games that are still new / rare while the development of games is already large and the top up game website that serves various types of games with different characteristics of each game allows bias. Recommendations for future research can use different top up game websites or use consumers to top up certain games as research objects.

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