

The Influence of E-Service Quality, Brand Image, Security and Electronic Word Of Mouth (E-WOM) on Customer Loyalty at E-Commerce Blibli.Com in Jepara Regency

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ABSTRACT

This study aims to analyze the influence of e-service quality, brand image, security and electronic word of mouth (E-WOM) on customer loyalty on E-Commerce Blibli.com in Jepara Regency. The research method used in this study uses quantitative research methods. The sample used in this study were E-Commerce Blibli.com customers in Jepara Regency as many as 125 respondents using purposive sampling techniques. The data collection method used a questionnaire. The data analysis method used SPSS software version 25. The results of the study showed that e-service quality had a positive and significant effect on customer loyalty, brand image had a positive and significant effect on customer loyalty, security had a positive and significant effect on customer loyalty, electronic word of mouth (E-WOM) had a positive and significant effect on customer loyalty and e-service quality, brand image, security and electronic word of mouth (E-WOM) had a positive and significant effect on customer loyalty simultaneously.

Keywords: *e-service quality, brand image, security, electronic word of mouth (E-WOM), customer loyalty.*

INTRODUCTION

The development of increasingly tight digitalization technology makes companies have to be aware of the importance of knowing competitive competition. Advances in the digitalization technology sector make the internet a favorite among the public. This is because the internet has provided many conveniences in finding news about popular activities and trending topics nationally and internationally.

The Association of Indonesian Internet Service Providers (APJII) has revealed the results of a survey of the current internet penetration rate reaching 79.5% compared to the previous period. Starting in 2020, it reached 73.7% and increased by 77.01% in 2022. Then in 2023 there was another increase of 78.19%. So from 2020 to 2024, internet penetration in Indonesia experienced a consecutive increase of 5.8% with a total of

221,563,479 internet users in 2024 out of a total population of 278,696,200 people in Indonesia.

The increasing number of internet users has the potential to change the needs of people who are reluctant to buy in physical stores but prefer to buy online . With the rapid growth of time, humans use the internet as a means of online transactions in the activities of a business unit.

online business or commonly called E-Commerce is an alternative way to make purchase transactions. This happens because many developments are made by companies to obtain a service, efficiency and security in purchasing goods. E-Commerce is a design that has been described online using the internet and through various information networks about the process of buying and selling products or services on the World Wide Web (Onsardi and Putri 2021) . Syahrial et al . (2020) stated that E-Commerce is a representation of changes in people's lifestyle habits caused by advances in information technology.

E-Commerce Blibli.com is one of the largest online malls in Indonesia managed by PT Global Digital Niaga, a subsidiary of PT Global Digital Prima (GDP). The company was founded in 2010 and launched on July 25, 2011. Blibli.com is an E-Commerce site in Indonesia that implements the concept of online shopping and focuses on the B2B, B2C and B2B2C (Business to Business to Consumer) business models.

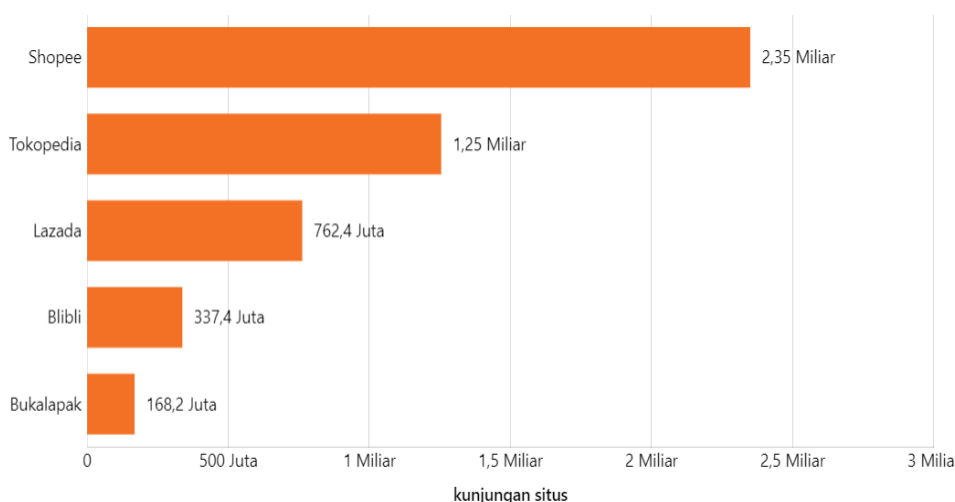


Figure 1. Most E-Commerce Visitors in 2023-2024 Marketplace Category

Source: Databoks.katadata.co.id (2024)

Based on data from Databoks.katadata.co.id (2024) E-Commerce Blibli.com is ranked fourth with cumulative results of 337.4 million. E- Commerce Blibli.com is still less

competitive with E-Commerce competitors who are newer. Shopee is in first place with the most visits, namely 2.35 billion, beating Tokopedia with results of 1.25 billion. In third place is Lazada with results of 762.4 million and Bukalapak is in last place with visits of 168.2 million.

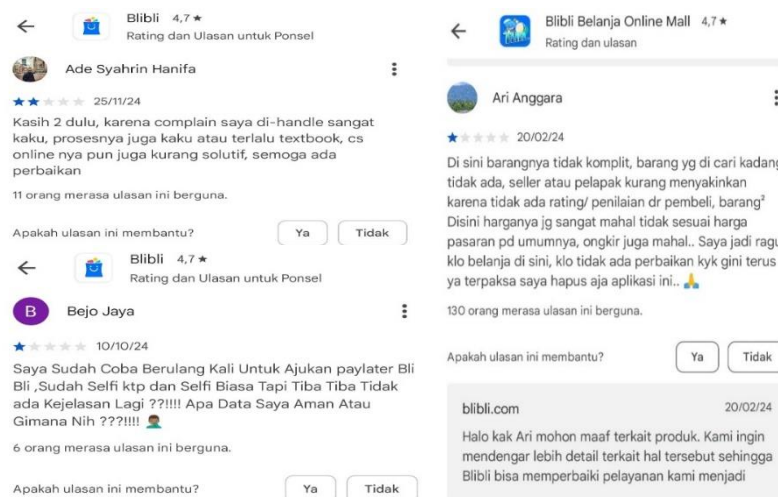


Figure 2. Customer Reviews on E-Commerce Blibli.com

Source : Playstore (2024)

There are problems with E-Commerce Blibli.com through the platform (Play Store Blibli.com Review) shows that there are still many obstacles that need to be fixed, one of which is customer service . Users expressed that the E-Commerce Blibli.com service is not satisfactory, so it will harm customers and the image above explains the ambiguity in the identity data from Blibli.com playlater and the products available are incomplete and the prices are very expensive, making users reconsider and not want to continue the purchase transaction. So Blibli.com needs to overcome various factors that cause a decrease in customers in order to attract consumers amidst online business competition and create good long-term relationships.

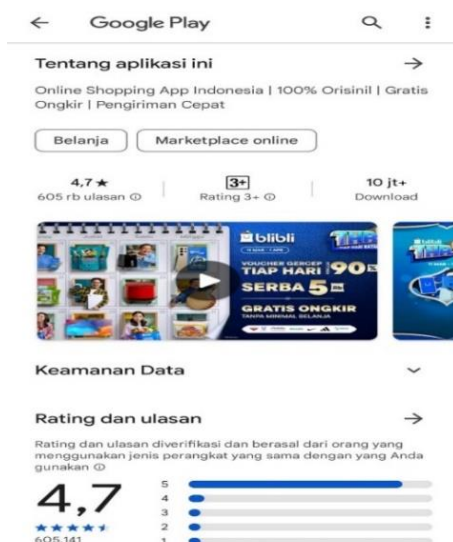


Figure 3. Customer Rating on E-Commerce Blibli.com

Source : Playstore (2024)

Blibli.com's rating is at 4.7 out of 5.0 (Playstore) which means it is still far from the company's expectations. When compared to other E-Commerce, Blibli.com still wins in terms of rating but is not superior in the total number of reviews, this can be a material for the company's evaluation to further increase customer loyalty. Customer assessment is one of the factors in the emergence of new potential customers because potential customers will compare or see the quality of E-Commerce based on the value that has been given by previous customers.

Research purposes

1. Analyze the influence of e-service quality on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
2. Analyze the influence of brand image on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
3. Analyze the influence of security on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
4. Analyze the influence of Electronic Word Of Mouth (E-WOM) on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
5. Analyze the influence of e-service quality , brand image , security and electronic word of mouth (E-WOM) on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com simultaneously.

METHODS

Data Types

The type of data used in this study uses quantitative data. Sujarweni (2014:39) states that quantitative data is a type of research that creates or finds new findings (updates), can be obtained by statistical procedures (numbers) or other measurement methods. In this data, namely the community in Jepara Regency whose data research is in the form of numbers and can be calculated.

Data source

In this study using primary and secondary data, Sugiyono (2019:194) stated that primary data is data that directly provides results to data collectors from the source. Primary data was obtained by distributing questionnaires to the public in Jepara Regency who had made at least two purchases on E-Commerce Blibli.com. Sugiyono (2019:194) stated that secondary data is a data source that does not directly provide data to data collectors from the source. Secondary data was obtained via the internet in the form of information about the profile of E-Commerce Blibli.com.

Population

Sugiyono (2019:126) states that population is a general area where there are objects or subjects that have certain qualities and characteristics to be studied and the results of the conclusions are displayed. The population in this study is the community in Jepara Regency who have E-Commerce Blibli.com and have made purchase transactions. The number in this study is not known for sure.

Sample

Sugiyono (2019:127) states that a sample is part of the number and characteristics of objects owned by the population. The sampling technique used in this study is the purposive sampling technique and uses software tools . SPSS version 25. Using the hair formula , the results were 125 respondents and had characteristics, namely people who live in Jepara Regency and have made purchases at least twice at E-Commerce Blibli.com in the last 1 year. The minimum age in this study is 18 years.

Data collection

The type of questionnaire used in this study is an online questionnaire by sharing links to social media such as online groups via Google Form as a question and answer space for people who live in Jepara Regency and have made at least two purchases on E-Commerce Blibli.com and are at least 18 years old.

RESULTS AND DISCUSSION

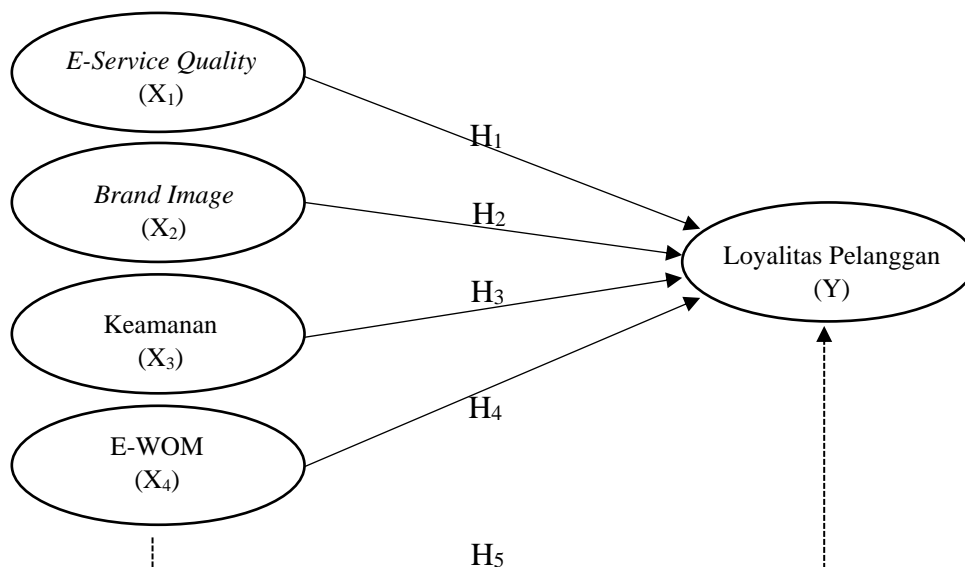


Figure 4. Theoretical Framework of Thought

Information :

—————▶ : Partial influence

-----▶ : Simultaneous influence

Hypothesis

- H₁ : E-service quality has a positive and significant effect on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
- H₂ : Brand image has a positive and significant effect on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
- H₃ : Security has a positive and significant effect on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
- H₄ : Electronic Word Of Mouth (E-WOM) has a positive and significant influence on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com.
- H₅ : E-service quality , Brand image , security and electronic word of mouth (E-WOM) have a positive and significant influence on customer loyalty in the community in Jepara Regency who use E-Commerce Blibli.com simultaneously.

Table 1
E-Service Quality Validity Test (X₁)

Question	rhitung	rtable	Information
X1.1	0.733	0.148	Valid
X1.2	0.731	0.148	Valid
X1.3	0.677	0.148	Valid
X1.4	0.683	0.148	Valid
X1.5	0.637	0.148	Valid

Source: Processed primary data, 2024

Table 2
Brand Image Validity Test (X₂)

Question	rhitung	rtable	Information
X2.1	0.560	0.148	Valid
X2.2	0.753	0.148	Valid
X2.3	0.787	0.148	Valid
X2.4	0.738	0.148	Valid
X2.5	0.643	0.148	Valid

Source: Processed primary data, 2024

Table 3
Security Validity Test (X₃)

Question	rhitung	rtable	Information
X3.1	0.706	0.148	Valid
X3.2	0.620	0.148	Valid
X3.3	0.683	0.148	Valid
X3.4	0.641	0.148	Valid
X3.5	0.553	0.148	Valid

Source: Processed primary data, 2024

Table 4
Electronic Word Of Mouth (E-WOM) Validity Test (X₄)

Question	rhitung	rtable	Information
X4.1	0.536	0.148	Valid
X4.2	0.772	0.148	Valid
X4.3	0.796	0.148	Valid
X4.4	0.787	0.148	Valid
X4.5	0.611	0.148	Valid

Source: Processed primary data, 2024

Table 5
Customer Loyalty Validity Test (Y)

Question	rhitung	rtable	Information
Y.1	0.465	0.148	Valid
Y.2	0.673	0.148	Valid
Y.3	0.803	0.148	Valid
Y.4	0.661	0.148	Valid
Y.5	0.508	0.148	Valid

Source: Processed primary data, 2024

The results of the variables mentioned above can be concluded that the r-calculated is greater than the r-table so that from all question items the data is declared valid.

Table 6. Reliability Test

Variables	N of Item	Cronbach's Alpha	Cut off value	Information
E-Service Quality	5	0.728	0.60	Reliable
Brand Image	5	0.741	0.60	Reliable
Security	5	0.638	0.60	Reliable
(E-WOM)	5	0.746	0.60	Reliable
Customer Loyalty	5	0.624	0.60	Reliable

Source: Processed primary data, 2024

Based on the table above, it is known that this test uses Cronbach's Alpha > 0.60, on the e-service quality variable 0.728 > 0.60, on the brand image variable 0.741 > 0.60, on the security variable 0.638 > 0.60, on the electronic word of mouth (E-WOM) variable 0.746 > 0.60, on the customer loyalty variable 0.624 > 0.60 so that the 5 variables are declared reliable.

Table 7. Descriptive Analysis Test

	Descriptive Statistics				
	N	Minimum	Maximum	Mean	Std. Deviation
E-Service Quality	125	13	25	20.10	3.542
Brand Image	125	10	25	20.06	4.069
Security	125	11	25	20.09	4.129
E-WOM	125	11	25	19.95	4.854
Customer Loyalty	125	10	25	19.45	4.151
Valid N (listwise)	125				

Source: Processed primary data, 2024

E-Service Quality (X_1)

Based on the table above, it shows that the minimum value in the study of e-service quality variables is 13 and the maximum value reaches 25, the average value (mean) reaches 20.10 and the standard deviation value is 3.542. It can be said that the average value (mean) is greater than the standard deviation indicating that the answers to e-service quality between one respondent and another are relatively uniform.

Brand Image (X_2)

Based on the table above, it shows that the minimum value in the brand image variable research is 10 and the maximum value reaches 25, the average value (mean) reaches 20.06 and the standard deviation value is 4.069. It can be said that the average value (mean) is greater than the standard deviation indicating that the answers to the brand image between one respondent and another are relatively uniform.

Security (X_3)

Based on the table above, it shows that the minimum value in the security variable research is 11 and the maximum value reaches 25, the average value (mean) reaches 20.09 and the standard deviation value is 4.129. It can be said that the average value (mean) is greater than the standard deviation indicating that the answer to security between one respondent and another is relatively uniform.

Electronic Word Of Mouth (E-WOM) (X_4)

Based on the table above, it shows that the minimum value in the study of the electronic word of mouth (E-WOM) variable is 11 and the maximum value reaches 25, the average value (mean) reaches 19.95 and the standard deviation value is 4.854. It can be said that the average value (mean) is greater than the standard deviation indicating that the answer to electronic word of mouth (E-WOM) between one respondent and another is relatively uniform.

Customer Loyalty (Y)

Based on the table above, it shows that the minimum value in the customer loyalty variable research is 10 and the maximum value reaches 25, the average value (mean) reaches 19.45 and the standard deviation value is 4.151. It can be said that the average

value (mean) is greater than the standard deviation indicating that the answer to customer loyalty between one respondent and another is relatively uniform.

Table 8. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		125
Normal Parameters ^{a,b}	Mean	0.0000000
	Std. Deviation	2.34702819
Most Extreme Differences	Absolute	0.054
	Positive	0.046
	Negative	-0.054
Test Statistics		0.054
Asymp. Sig. (2-tailed)		0.200 ^{c,d}

Source: Processed primary data, 2024

Based on the table above, it is known that the regression significance value is 0.200 so that the value is greater than 0.05. So the conclusion in testing the normality of this study is normally distributed.

Table 9
Multicollinearity Test

		Coefficients ^a				Collinearity Statistics		
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Tolerance	VIF
		B	Std. Error	Beta				
1	(Constant)	0.549	1,357		0.404	0.687		
	E-Service Quality	0.279	0.094	0.238	2,973	0.004	0.415	2,412
	Brand Image	0.175	0.079	0.171	2,212	0.029	0.444	2,254
	Security	0.280	0.089	0.278	3,146	0.002	0.340	2,940
	E-WOM	0.208	0.085	0.243	2,453	0.016	0.271	3,696

a. Dependent Variable: Customer Loyalty

Source: Processed primary data, 2024

Based on the table above, it is known that each variable has a tolerance value > 0.10 and VIF > 10. So it can be concluded that the independent variables in this study do not experience multicollinearity.

Table 10
Heteroscedasticity Test

Coefficients ^a

Model		Unstandardized Coefficients		Standardized	t	Sig.
		B	Std. Error	Coefficients Beta		
1	(Constant)	3,448	0.792		4,356	0,000
	<i>E-Service Quality</i>	-0.009	0.055	-0.021	-0.158	0.875
	<i>Brand Image</i>	-0.054	0.046	-0.153	-1,170	0.244
	Security	0.069	0.052	0.197	1,320	0.189
	E-WOM	-0.086	0.049	-0.292	-1,740	0.084

a. Dependent Variable: ABS_RES
Source: Processed primary data, 2024

Based on the table above, it shows that the significance value of the influence of the independent variable on its absolute residual is > 0.05. So it can be concluded that the regression model does not experience heteroscedasticity.

Table 11
Autocorrelation Test

Model Summary ^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	0.825 ^a	0.680	0.670	2,386	2,073

a. Predictors: (Constant), E-WOM, *Brand Image* , *E-Service Quality* , Security
b. Dependent Variable: Customer Loyalty
Source: Processed primary data, 2024

Based on the table above, it states that the autocorrelation test using the Durblin Watson test obtained a value of 2.073 with n = 125 using 4 independent variables and a significance level of 5%. Obtained dL = 1.6426 and dU = 1.7745. The autocorrelation test using the Durblin Watson test states that $dU < dw < (4-dL) = 1.7745 < 2.073 < 2.2255$. It can be concluded that there is no autocorrelation.

Table 12
Multiple Linear Regression Analysis

Model		Coefficients ^a				
		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.549	1,357		0.404	0.687
	<i>E-Service Quality</i>	0.279	0.094	0.238	2,973	0.004
	<i>Brand Image</i>	0.175	0.079	0.171	2,212	0.029
	Security	0.280	0.089	0.278	3,146	0.002
	E-WOM	0.208	0.085	0.243	2,453	0.016

a. Dependent Variable: Customer Loyalty
Source: Processed primary data, 2024

$$Y = 0.549 + 0.279X_1 + 0.175X_2 + 0.280X_3 + 0.208X_4$$

The results of multiple linear regression analysis explain that:

1. The constant value of 0.549 states that if the variables e-service quality , brand image , security and electronic word of mouth (E-WOM) are in a constant or zero condition, then customer loyalty has a value of 0.549.
2. The regression coefficient for the e-service quality variable (X_1) is 0.279, indicating a positive result. This can be stated that if the e-service quality variable increases by one unit, then the customer loyalty variable will increase by 0.279 assuming that other variables are considered constant.
3. The regression coefficient for the brand image variable (X_2) is 0.175, indicating a positive result. This can be stated that if the brand image variable increases by one unit, then the customer loyalty variable will increase by 0.175 assuming that other variables are considered constant.
4. The regression coefficient for the security variable (X_3) is 0.280, indicating a positive result. This can be stated that if the security variable increases by one unit, then the customer loyalty variable will increase by 0.280 assuming that other variables are considered constant.
5. The regression coefficient for the electronic word of mouth (E-WOM) variable (X_4) is 0.208, indicating a positive result. This can be stated that if the electronic word of mouth (E-

WOM) variable increases by one unit, then the customer loyalty variable will increase by 0.208 assuming that other variables are considered constant.

Table 13. t-test

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	Results	Conclusion
	B	Std. Error	Beta				
(Constant)	0.549	1,357		0.404	0.687		
<i>E-Service Quality</i>	0.279	0.094	0.238	2,973	0.004	Positive and significant	Hypothesis Accepted
<i>Brand Image</i>	0.175	0.079	0.171	2,212	0.029	Positive and significant	Hypothesis Accepted
Security	0.280	0.089	0.278	3,146	0.002	Positive and significant	Hypothesis Accepted
E-WOM	0.208	0.085	0.243	2,453	0.016	Positive and significant	Hypothesis Accepted

Source: Processed primary data, 2024

This study uses a right-tailed one-way t-test with a confidence level of 95% $\alpha = 5\%$ (0.05) with a degree of freedom (df = nk) of (df = 125-5 = 120). Then the t-table will be obtained at 1.658.

1. Based on the table, it is known that the hypothesis test shows a t-calculated value e-service quality (X_1) is $2.973 > 1.658$ with a significance of $0.004 < 0.05$ so that H_0 is rejected and H_1 is accepted. So this study can be concluded that partially the e-service quality variable has a positive and significant effect on customer loyalty.
2. Based on the table, it is known that the hypothesis test shows a t-calculated value brand image (X_2) is $2.212 > 1.658$ with a significance of $0.029 < 0.05$ so that H_0 is rejected and H_1 is accepted. So this study can be concluded that partially the brand image variable has a positive and significant effect on customer loyalty.
3. Based on the table, it is known that the hypothesis test shows the a t-calculated value of security (X_3) is $3.146 > 1.658$ with a significance of $0.002 < 0.05$ so that H_0 is rejected and

H₁ is accepted. So this study can be concluded that partially the security variable has a positive and significant effect on customer loyalty.

4. Based on the table, it is known that the hypothesis test shows a t-calculated value electronic word of mouth (E-WOM) (X₄) is 2.453 > 1.658 with a significance of 0.016 < 0.05 so that H₀ is rejected and H₁ is accepted. So this study can be concluded that partially the electronic word of mouth (E-WOM) variable has a positive and significant effect on customer loyalty.

Table 14. F Test

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1453,853	4	363,463	63,853	0.000 ^b
	Residual	683,059	120	5,692		
	Total	2136,912	124			

a. Dependent Variable: Customer Loyalty

b. Predictors: (Constant), E-WOM, Brand Image, E-Service Quality, Security

Source: Processed primary data, 2024

Based on the table above, it states that the significance value in the F test is 0.000 < 0.05 with the degree of freedom (df₁ = k-1) is (df₁ = 5-1 = 4) and (df₂ = nk-1) is (df₂ = 125-4-1 = 120). So that the F-table result is 2.45. So 63.853 > 2.45. Thus H₀ is rejected and H₁ is accepted, so it can be concluded that the variables e-service quality (X₁), brand image (X₂), security (X₃) and electronic word of mouth (E-WOM) (X₄) have an effect on the customer loyalty variable (Y) simultaneously.

Table 15. Coefficient of Determination (Adjusted r²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.825 ^a	0.680	0.670	2,386

a. Predictors: (Constant), E-WOM, Brand Image, E-Service Quality, Security

Source: Processed primary data, 2024

Based on the table above, it is known that the Adjusted r-square value is 0.670 (67%), meaning that the customer loyalty variable is influenced by independent variables

, e-service quality (X_1), brand image (X_2), security (X_3) and electronic word of mouth (E-WOM) (X_4). While at a value of 0.330 (33%), the remaining customer loyalty variable will be influenced by other variables not examined in this study.

CONCLUSION

1. E-service quality has a positive and significant effect on customer loyalty on E-Commerce Blibli.com in Jepara Regency. It can be said that if the e-service quality provided is good, then customers will be more loyal.
2. Brand image has a positive and significant effect on customer loyalty on E-Commerce Blibli.com in Jepara Regency. It can be said that if the brand image given is good, then customers will be more loyal.
3. Security has a positive and significant effect on customer loyalty on E-Commerce Blibli.com in Jepara Regency. It can be said that if the security provided increases, customers will be more loyal to the brand.
4. Electronic Word Of Mouth (E-WOM) has a positive and significant effect on customer loyalty on E-Commerce Blibli.com in Jepara Regency. It can be said that if the Electronic Word Of Mouth (E-WOM) given is good, then customers will be more loyal to the brand.
5. E-service quality, brand image, security and electronic word of mouth (E-WOM) simultaneously influence customer loyalty on E-Commerce Blibli.com in Jepara Regency.

Suggestion

For further researchers, it is recommended to add research variables that influence customer loyalty, such as customer satisfaction, product quality and promotion.

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