

The Effect of E-Service Quality and E-Trust on E-Loyalty with E-Satisfaction as a Mediator in Indonesian Online Cinema Ticket Booking System

Audrey Nabila Azhari¹, Farida^{2*}, Ichwan Suyudi³, Budi Hermana⁴

¹(Management, Universitas Gunadarma, Indonesia)

²(Information System, Universitas Gunadarma, Indonesia)

³(English Literature, Universitas Gunadarma, Indonesia)

⁴(Economics, Universitas Gunadarma, Indonesia)

*Corresponding author: farida@staff.gunadarma.ac.id

Abstract: Online applications are grown up, for example in online ticket sales transactions (e-ticketing). The e-ticketing sales innovation for cinema tickets is also supported by the growth of moviegoers in Indonesia. TIX ID is online cinema ticket booking system that provides a new experience in buying movie tickets. With TIX ID, users can find information about the latest films and order cinema tickets easily, quickly and safely. There are several online applications that provide cinema ticket transaction services. There is competition in the world of digital applications to highlight their best performance. One of the things that marketing can do to anticipate competition is the consumer market approach where companies gain customer loyalty to repurchase their products. The population in this study are consumers who have purchased tickets at TIX ID where a sample of 250 respondents was taken. The method used by the author is to use quantitative data with a purposive sampling technique. Several stages of the tests carried out were instrument tests, measurement model test and structural model tests. This study used the Structural Equation Model (SEM) which was tested using AMOS 26. The results of the study prove that E-Service Quality and E-Trust have a significant effect on E-Loyalty, E-Service Quality through E-Satisfaction has a significant effect on E-Loyalty, E-Trust through E-Satisfaction has no effect on E-loyalty and E-Satisfaction has a significant effect on E-loyalty.

Keywords - E-Loyalty, E-Satisfaction, E-Service Quality, E-Trust, E-Ticket

I. INTRODUCTION

Cinema ticket booking systems are becoming increasingly popular due to improvements in technology and digitalization (Roy et al., 2019). The way consumers buy products has changed due to the presence of internet technology, one of which is purchasing cinema tickets online (Simamora & Djamaludin, 2020). The cinema ticket purchasing system is a web-based application that allows people to buy film tickets from all cinemas (Islam et.al., 2020; Shiji, 2020). Online Movie Booking System is a new form of business that provides ticket booking services without making it complicated for consumers to watch films or other events (Kumar & Pooja, 2020).

As the cinema industry in Indonesia has progressed, referring to data from cnbcindonesia in 2023, the number of cinemas has reached 500 as of January 2023. The innovation of e-ticketing for cinema tickets is further supported by the growth in cinema audiences in Indonesia, which increased in 2022 after experiencing a crisis during the pandemic in 2020-2021. Currently, business owners are competing to continuously innovate through online applications for cinema ticket reservations to avoid long queues. There have been instances of very long queues for purchasing cinema tickets at the counters. Therefore, in the ticket sales structure, online cinema ticket reservations are considered beneficial because they help reduce queue lengths. Cinema ticket booking system has various service features, including film selection, seat selection, payment processing, ticket confirmation, ticket rescheduling, and ticket transfer (Singh et al., 2023).

In Indonesia, there are several online applications that provide cinema ticket transaction services. This research only examines one film ticket booking system that is relatively popular in Indonesia, namely TIX ID. The TIX ID application is available on both the PlayStore and AppStore, with the current number of users reaching 5 million downloads. Maintaining consumer loyalty is an important strategy in e-business because initial purchases by new customers tend to be less profitable than existing customers (Ghosh, 2022) Online businesses need to address the opportunities and challenges arising from changes in customer behavior driven

by digital developments (Saura et al., 2020). Consumer satisfaction is important in measuring the success of e-ticketing services (Megawati et al, 2020). The following problem statements are formulated as follows: (1) Does E-Service Quality have an influence on E-Loyalty in purchases made through TIX ID? (2) Does E-Trust have an influence on E-Loyalty in purchases made through TIX ID? (3) Does E-Service Quality, through E-Satisfaction, have a significant effect on E-Loyalty in purchases made through TIX ID? (4) Does E-Trust, through E-Satisfaction, have a significant effect on E-Loyalty in purchases made through TIX ID? (5) Does E-Satisfaction have an influence on E-Loyalty in purchases made through TIX ID? This research focuses on examining the influence of E-Service Quality and E-Trust through E-Satisfaction as the mediating variable on E-Loyalty regarding online cinema ticket purchases through the TIX ID application. The research will utilize primary data and target individuals who have experience in buying tickets online through the TIX ID app.

II. LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

E-Service Quality

Zeithaml, Parasuraman & Malhotra (2002) define e-service quality as "the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery of products and services". E-service quality is the ability of an organization or company to provide customer needs using the help of internet facilities, one of which is the website (Hendra, 2018). Zeithaml (2018) defines e-service quality to measure the role of the website in facilitating shopping activities, and online delivery efficiently and effectively. E-service quality is also a system that is different from the traditional service quality system, where e-service quality emphasizes the ease of obtaining information from electronic-based service providers, and consumers also have a contribution in the responsibility of providing services (Bressolles & Durrieu, 2011). According to Parasuraman et al. (2005), e-service quality refers to the extent to which a website or application can efficiently and effectively provide facilities for online shopping, purchasing, and delivery. E-service quality consists of seven dimensions derived from two scales, the core scale and the recovery scale. The four dimensions included in the core scale of e-service quality are as follows: (1) Efficiency: This dimension refers to the customer's ability to access the website, find the desired products, obtain relevant information about those products, and complete the checkout process with minimal effort; (2) Fulfillment: Fulfillment focuses on the accuracy of service promises, availability information about products, and the timely delivery process as promised; (3) System Availability: This dimension pertains to the technical functionality of a website or application, assessing how well the site or app is available and operational; (4) Privacy: Privacy encompasses the assurance that customer data will not be disseminated and that credit card information is secure. These dimensions are crucial aspects that contribute to the overall e-service quality, and they play a significant role in shaping customers' perceptions and experiences when using a website or application for online shopping and transactions.

E-Trust

Trust is a relationship in which an agent decides to rely on the behavior of another agent which is expected to meet his expectations. One problematic issue is the emergence of e-trust, namely trust developed specifically in a digital context (Taddeo & Floridi, 2011). E-Trust is also a general trust or an intention to trust that leads one party to believe that another party can be relied upon or will be responsive to actions taken by the other party (Kim et al, 2003). According to Bulut (2015), e-trust is defined as the consumer's trust in shopping through the internet. There are several factors that can impact consumers' reluctance to buy products online, such as uncertain problem resolution systems, risky transactions, and the protection of consumers' personal information. Cognitive and affective attitudes are important components in assessing e-trust based on the perceptions of web-based service users (Çiftçi, 2020). Understanding trust and its determinants is critical to designing effective strategies and influencing online sales and e-commerce consumer decisions (Sulistiyowati & Husda, 2023). E-trust has a significant effect on repurchase intention (Miao et.al., 2022), where repeat purchases are an indicator of consumer loyalty.

E-Loyalty

Hur et al. (2011) defines e-loyalty as a customer's intention to visit a website again with or without an online transaction. This definition considers customer loyalty as a constructive and potentially also beneficial attitude for conventional circumstances. Hur et al. (2011) conceptualize e-loyalty into four dimensions, namely cognitive, affective, conative, and action. These four dimensions are the dimensions of loyalty that are applied to the website. The explanation of these parts is as follows. First, Cognitive Loyalty. In this stage, information available about a brand becomes a determining factor. This stage is based on consumers' awareness and expectations. Second, Affective Loyalty. In this stage, it can be observed that influence has a strong position, both in behavior and as a component affecting satisfaction. This condition is difficult to eliminate because

loyalty is already deeply rooted in consumers' minds, not just in awareness and expectations. Third, Conative Loyalty. This stage involves a high level of behavioral commitment to making a purchase of a product or service. The difference from the previous stage is that Affective Loyalty is limited to motivation, whereas behavioral commitment involves a desire to take action. The desire for repeat purchases or loyal attitudes is an action that can be anticipated but not consciously realized. Fourth, Action Loyalty. This stage is the final stage in the loyalty process. It begins with a desire accompanied by motivation, which is then followed by readiness to act and a willingness to overcome all obstacles to take action. Research by Alnaim et al. (2022) shows a significant influence between e-trust on e-satisfaction and e-loyalty, as well as e-satisfaction on e-loyalty.

E-Satisfaction

When the purchasing and post-purchase experiences exceed their expectations, e-satisfaction indicates the level of joy perceived by the consumers (Kaya et al., 2019). Furthermore, e-satisfaction essentially defines the attitude level of e-loyalty and has been found as the sole most crucial factor determining loyalty in both online and offline usage (Li et al., 2015). According to Tjiptono & Chandra (2016), e-satisfaction comprises three main dimensions, and the instruments include the following: (1) E-commerce Customer Satisfaction: this dimension encompasses attributes of a product, user service to fulfill their needs, product delivery time, product purchase cost, website design, the process of making a purchase, payment options, and user experience in terms of ease when using the e-commerce application or website; (2) E-Tail: This dimension covers website design, meeting consumer needs and desires, ensuring the security of personal and financial information, and customer service; and (3) Website User Satisfaction: This dimension includes the interconnectedness of information with other information, the accuracy of information, ease of website usage, connection, layout, language, and customization with a high level of speed. E-satisfaction and e-trust are two important features that are closely related to each other in the context of users of electronic-based Indonesian Railway Company services; and Consumers in Indonesia might be happy if an app gives them a reason to trust e-based services, as e-trust is a prerequisite for e-satisfaction (Dewi et al., 2023).

Several researchers have previously conducted studies that provide insights into the factors influencing E-Loyalty. Table 1 presents some of the researchers who have carried out these studies.

Table 1. Some previous research results

No.	Author	Variables	Method of Analysis	Results
1.	Istighfarissa et al.(2022)	E-Service Quality, E-Loyalty, and Customer Satisfaction as a Mediator.	Multiple Regression and Path Analysis	The results showed that the variables E-Service Quality, E-Trust had a positive and significant effect on E-Satisfaction for Traveloka application customers. E-Satisfaction has a positive and significant effect on Customer Loyalty for Traveloka application customers. The higher the level of customer satisfaction, the higher the Customer Loyalty.
2.	Atmojo & Widodo (2022)	E-Service Quality, E-Customer Loyalty, and E-Customer Satisfaction as a mediator	SEM PLS	The results state that e-service quality has a positive and significant influence on the e-customer satisfaction variable. The higher the quality of electronic services, the higher the electronic customer satisfaction of Tiket.com.
3.	Ermida et al. (2021)	Discount, quality of electronic services, customer Loyalty, and Customer Satisfaction as a mediator	Multiple Linear Regression	Simultaneously, there is a significant influence between the variables of discounts and electronic service quality on customer satisfaction. Partially there is no significant influence between the discount variable on customer satisfaction. Partially there is a significant influence between the electronic service quality variable on customer satisfaction.
4.	Sukarno (2022)	E-Service Quality, Loyalty, and Satisfaction as a mediator	SEM PLS	E-service quality affects on E-loyalty of M-Tix users; E-satisfaction affects E-loyalty of M-Tix users; E-service quality affects E-loyalty through Esatisfaction of M-Tix users. M-Tix users; E-service quality affects E-loyalty through Esatisfaction of M-Tix users.
5.	Prakosa & Pradhanawati (2020)	E-Trust ,E-Service Quality, E-Loyalty, and E-satisfaction as	Regression and Path Analysis	The results show that e-trust affects e-satisfaction significantly e-service quality affects e-satisfaction significantly e-trust affects e-loyalty significantly, e-service quality affects e-loyalty significantly esatisfaction affects e-loyalty significantly, e-trust

		mediator		affects e-loyalty significantly through e-satisfaction.
6.	Kurniawan (2022)	System Quality, Information Quality, Use, and user satisfaction as a mediator	SEM Analysis	There is a positive and significant relationship between information quality and user satisfaction, there is a positive and significant relationship between service quality and user satisfaction, there is a positive and significant relationship between usage and user satisfaction, there is a positive and significant relationship between usage and net benefits, there is a positive and significant relationship between user satisfaction and net benefits. Based on the results of the success analysis on TIX ID.
7.	Chou et al. (2015)	4 predictor of E-Satisfaction and E-Trust; e-satisfaction and e-trus as a mediator; and e-loyalty	Structural Equation Model	E-Trust is positively related to perceived online privacy and security, and e-satisfaction is positively related to delivery time and website design; and in turn e-trust and e-satisfaction have a positive effect on e-loyalty in the context of online shopping research
8.	Azzahra & Houston (2020)	Application Usage, Customer Loyalty, and Customer Satisfaction as a moderator	Path Analysis	there is no consumer loyalty in using the M-TIX application. The use of the M-TIX application, although it can have a significant influence on customer satisfaction, does not affect customer loyalty.

Based on theory and previous research, the hypotheses to be tested in this study are as follows:

- H1: E-Service Quality affects E-Loyalty
- H2: E-Trust affects E-Loyalty
- H3: E-Service Quality affects E-Satisfaction
- H4: E-Trust affects E-Satisfaction
- H5: E-Satisfaction affects E-Loyalty

III. RESEARCH METHODS

This study employs a quantitative research design, and the data for this research is sourced from primary data. The primary data is obtained by administering questionnaires to consumers or customers who have made purchases on the TIX ID application. The sampling method used in this study is Nonprobability Sampling, specifically the Purposive sampling technique. In this research, specific criteria are used to determine the sample, which includes individuals from the Jabodetabek area who have used the TIX ID application's services at least once. Data analyzed using SEM (Structural Equation Modeling) is processed through the AMOS (Analysis of Moment Structure) program. SEM is a multivariate technique that combines multiple regression analysis with confirmatory factor analysis to simultaneously estimate a series of interrelated dependency relationships (Yeh & Li, 2009; Dash & Paul, 2021). SEM is a combination of two statistical concepts, namely the concept of factor analysis which is included in the measurement model and the concept of regression through the structural model. The measurement model explains the relationship between variables and their indicators and the structural model explains the relationship between variables. The measurement model is a study of psychometrics while the structural model is a study of statistics.

IV. RESULTS AND DISCUSSION

Respondents' Characteristics

The research examined several characteristics of the respondents based on the following aspects: (1) Age, (2) Gender, (3) Occupation, (4) Educational Level, (5) Marital Status, (6) Income Level, with the aim of providing a general overview of the respondents involved in this study. The majority of TIX ID users fall within the age range of 21-22 years, accounting for 30.6% of the respondents. The next age range is between 10-20 years, representing 21% of the respondents, followed by the age range of 22-24 years with 9.1% of the respondents. The remaining respondents are spread across the age group > 24 years.

The relationship between age and the use of online ticket purchasing applications is often associated with preferences for food, clothing, and recreation that tend to vary with age. It can be observed from the study that the application is mostly used by young adults. The majority of TIX ID users are female customers, accounting for 175 respondents or 69.8%, while the remaining 75 respondents or 30.2% are male customers.

The relationship between gender and the use of online ticket purchasing applications is related to habitual behavior and usage intentions. In this study, it is evident that females dominate the usage of the TIX ID application.

The age and gender distribution of respondents is essential to understand the user profile and preferences of TIX ID users. These characteristics can provide valuable insights for targeted marketing strategies and further improvement of the application's features to cater to the specific needs of different user groups. Moreover, understanding the age and gender demographics of the users can aid in designing personalized user experiences to enhance overall satisfaction and loyalty towards the application.

Occupation status that dominates the users of the TIX ID online application is Students, accounting for 76.6% or 192 respondents. The next group of respondents consists of Civil Servants/Private Employees, comprising 13.9% or 35 respondents, and finally, there are Others with 8.3% or 23 respondents. The relationship between occupation and the use of online ticket purchasing applications is influenced by an individual's needs and desires in consuming desired goods and services. Occupation also reflects an individual's economic status, where purchasing behavior is influenced by factors such as income that can be spent, savings and assets, borrowing power, and attitudes towards expenditure and savings.

The dominance of students as users of the TIX ID application can be attributed to the convenience and ease of using online ticket booking services for various entertainment activities. Students, being active and tech-savvy users, find it practical to access and book tickets through the application, saving time and effort. On the other hand, civil servants and private employees may also utilize the application for their recreational needs during weekends or leisure time.

Among the respondents, 74.6% or 187 respondents have an S1 (Bachelor's degree) education level. The next group of respondents comprises 16.3% or 41 respondents with an SMA (High School) education level, followed by 10 and 12 respondents with D3 (Diploma) and SMA-equivalent education levels, respectively. The relationship between education and the use of online ticket purchasing applications is that education also influences an individual's behavior. Higher education levels often lead consumers to choose high-quality goods and services. The majority of respondents are unmarried, accounting for 93.7% or 234 individuals. The relationship between marital status and the use of online ticket purchasing applications is that younger individuals tend to be more productive and wiser in their online app usage, especially for unmarried individuals.

Regarding income level, 45.2% or 113 respondents stated that they are unemployed or have no income. The next category is individuals with an income of < Rp 5,000,000, comprising 36.1% or 90 respondents, followed by those with an income level between Rp 5,000,000 – Rp 10,000,000, accounting for 13.9% or 35 respondents. The remaining respondents have an income level between Rp 10,000,000 – Rp 15,000,000 (10 respondents), and > Rp 15,000,000 (2 respondents). The relationship between income level and consumption is closely related. Individuals with lower income levels tend to have lower consumption expenses, while those with higher income levels are more likely to have higher consumption levels.

Description of Research Variables

This research uses four variable, namely e-service quality, e-trust, e-loyalty, and e-satisfaction. Descriptive statistics for the E-Service Quality presented in the following table.

Table 2. Frequency of Respondents' Responses to E-Service Quality

Statements	Responses				
	Min	Max	Mean	SUM	Remarks
TIX-ID application is easy to obtain and easy to access	1	5	4,512	1.128	Strongly Agree
The menu information provided by TIX ID is easy to understand.	1	5	4,384	1.096	Strongly Agree
Information on movie theaters available in various cities complete	1	5	4,316	1.079	Strongly Agree
Information available on TIX-ID is up to date	1	5	4,308	1.077	Strongly Agree
TIX-ID can save time on ticketing	1	5	4,52	1.130	Strongly Agree
Average			4,408	1.102	Strongly Agree

Based on the table results, it can be observed that data was collected from 250 respondents regarding the E-Service Quality variable, which consists of 5 question indicators. The average score obtained for the E-

Service Quality variable is 4.408, indicating a high category. Additionally, the average SUM score is 1.102. Based on the average score for the E-Service Quality variable, it can be inferred that consumers agree that TIX ID is an application that excels in terms of efficiency, fulfillment, system availability, and privacy. Descriptive statistics for the E-Trust presented in the following table.

Table 3. Frequency of Respondents' Responses to E-Trust

Statements	Responses				
	Min	Max	Mean	SUM	Remarks
TIX ID will not take actions that harm its customers.	1	5	4,044	1.011	Strongly Agree
TIX ID provides accurate information	1	5	4,304	1.076	Strongly Agree
TIX ID is a trusted app	1	5	4,352	1.088	Strongly Agree
Information available on TIX ID is up to date	1	5	4,424	1.106	Strongly Agree
TIX ID can save time in ticketing	1	5	4,436	1.109	Strongly Agree
Average			4,312	1.078	Strongly Agree

Based on the results in Table 4.3, it is evident that data was collected from 250 respondents regarding the E-Trust variable, which consists of 5 question indicators. The average score obtained for the E-Trust variable is 4.312, indicating a high category. Additionally, the average SUM score is 1.078. Based on the average score for the E-Trust variable, it can be inferred that consumers agree that TIX ID is an application that excels in terms of trustworthiness. The high average score for the E-Trust variable indicates that TIX ID is perceived as a reliable and secure platform by its users. The positive feedback from consumers on E-Trust reflects their confidence in the application's reputation, security measures for transactions, and the belief that the platform will provide assistance in case of violations or fraud. Descriptive statistics for the E-Loyalty presented in the following table.

Table 4. The frequency of responses from the respondents regarding E-Loyalty

Statements	Responses				
	Min	Max	Mean	SUM	Remarks
I feel comfortable to continue using the TIX ID application.	1	5	4,332	1.083	Strongly Agree
I am committed to repurchasing from TIX ID.	1	5	4,208	1.052	Strongly Agree
There are hardly any issues with this application, which makes me confident to not switch to another app	1	5	4,08	1.020	Strongly Agree
I find it easy to remember and recognize the appearance or logo of TIX ID	1	5	4,392	1.098	Strongly Agree
Average			4,243	1.060	Strongly Agree

Based on the results in the table, it is evident that data was collected from 250 respondents regarding the E-Loyalty variable, which consists of 5 question indicators. The average score obtained for the E-Loyalty variable is 4.243, indicating a high category. Additionally, the average SUM score is 1.060. The high average score for the E-Loyalty variable suggests that respondents hold a positive perception of E-Loyalty towards TIX ID. The E-Loyalty variable includes four dimensions: cognitive loyalty, affective loyalty, conative loyalty, and action loyalty. From the average scores, it can be inferred that consumers agree that TIX ID is an application that excels in understanding and fostering cognitive, affective, conative, and action loyalty among its users. Descriptive statistics for the E-Satisfaction presented in the following table.

Table 5. Frequency of Respondents' Responses on E-Satisfaction

Statements	Responses				
	Min	Max	Mean	SUM	Remarks
I feel comfortable to continue using the TIX ID application.	1	5	4,332	1.083	Strongly Agree
I am committed to making future purchases on TIX ID.	1	5	4,208	1.052	Strongly Agree
I will recommend TIX ID to others.	1	5	4,204	1.051	Strongly Agree
There are hardly any issues with this app, which makes me confident in not switching to another app.	1	5	4,08	1.020	Strongly Agree
I can easily remember and recognize the appearance or logo of TIX ID.	1	5	4,392	1.098	Strongly Agree
Average			4,243	1.060	Strongly Agree

Based on the results of Table 4.5, it can be seen that primary data collection from respondents totaling 250 people regarding the E-Satisfaction variable has 5 question indicators. The average score with a value of 4.354 obtained from the E-Satisfaction variable value is in the high category and when viewed from the SUM average, it is 1,089. By looking at the average on the E-Satisfaction variable, consumers choose to agree that TIX ID is the right application in understanding about e-commerce customer satisfaction, e-tail, website user satisfaction.

Confirmatory Factor Analysis

Confirmatory Factor Analysis (CFA) test is a method that is used to test how well the measured variables can represent previously formed constructs or factors. CFA (Confirmatory Factor Analysis) on E-Service Quality, E-Trust, E-Satisfaction, and E-Loyalty Variables concluded that the results of each indicator of each variable have met the loading factor requirements above 0.5. So that all indicators of the e-service quality variable are acceptable. Reliability test is to measure whether an instrument is an indicator of a variable or construct. In this study, the reliability value of an indicator is declared reliable if the Cronbach's Alpha value is greater than 0.7.

Table 6. CFA results

Path	Ld. Fac. ≥0,50	Validity	Error	CR ≥0,70	VE ≥ 0,50	Reliability
X1 – X1.1	0,968	Good Validity	0,275	0,95	0,80	Good Reliability
X1 – X1.2	1,072	Good Validity	0,232			Good Reliability
X1 – X1.3	0,940	Good Validity	0,391			Good Reliability
X1 – X1.4	1,143	Good Validity	0,215			Good Reliability
X1 – X1.5	1,000	Good Validity	0,195			Good Reliability
X2 – X2.1	1,139	Good Validity	0,175	0,95	0,82	Good Reliability
X2 – X2.2	1,117	Good Validity	0,196			Good Reliability
X2 – X2.3	1,110	Good Validity	0,226			Good Reliability
X2 – X2.4	1,078	Good Validity	0,214			Good Reliability
X2 – X2.5	1,000	Good Validity	0,479			Good Reliability
Z1 – Z1.1	1,041	Good Validity	0,240	0,89	0,83	Good Reliability
Z1 – Z1.2	0,999	Good Validity	0,204			Good Reliability
Z1 – Z1.3	1,065	Good Validity	0,240			Good Reliability
Z1 – Z1.4	1,089	Good Validity	0,193			Good Reliability
Z1 – Z1.5	1,000	Good Validity	0,180			Good Reliability
Y1 – Y1.1	1,000	Good Validity	0,204	0,95	0,79	Good Reliability
Y1 – Y1.2	1,043	Good Validity	0,273			Good Reliability
Y1 – Y1.3	1,061	Good Validity	0,331			Good Reliability
Y1 – Y1.4	1,246	Good Validity	0,387			Good Reliability
Y1 – Y1.5	1,074	Good Validity	0,287			Good Reliability

Based on the results above, it shows that all independent variables, namely E-Service Quality and E-Trust, the dependent variable consists of one variable, namely E-Loyalty and the mediator variable E-Satisfaction, are all reliable and have met the requirements of Confirmatory Factor Analysis. The reliability and validity parameters of the instruments in this study were sufficient so that the analysis continued with the structural model, as stated by Hair et al. (2014), namely loading factor, Cronbach alpha, and CR greater than 0.7.

Structural Model

After the model estimation is evaluated and the research data is entered as input, the most important stage in SEM testing is then carried out, namely testing the feasibility of the model. This stage tests the goodness of fit of the measurement model and how fit the indicators used are, in explaining the latent variables (construct validity). This stage aims to test the goodness of fit of the measurement model and how fit the indicators used are, in explaining latent variables (construct validity). The results of structural model ca be seen in figure 1 with model fit presented in Table 7.

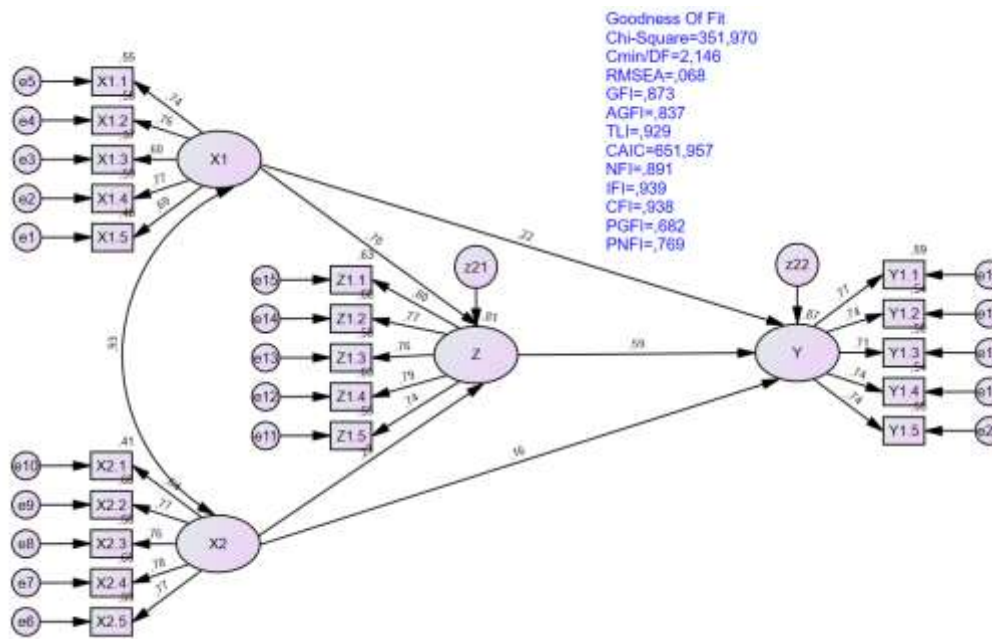


Figure 1. Structural model
(Note: X1=E-Service Quality, X2=E-Trust, Z=E-Satisfaction, Y=E-Loyalty)

Table 7. Model fit

No.	Measurement	Std. Model Fit	Results of the Research	Conclusion
1.	Chi-Square	Positive	351,970	Fulfilling
2.	CMIN/DF	≤ 2.0	2,146	Not Fit
3.	RMSEA	0.05 – 0.08	0,068	Good Fit
4.	GFI	GFI > 0.9	0,873	Marginal Fit
5.	AGFI	AGFI > 0.9	0,837	Marginal Fit
6.	TLI	TLI > 0.9	0,929	Good Fit
7.	CAIC	< Saturated Model	651,957 < 1.369,50	Good Fit
8.	NFI	> 0,9	0,891	Marginal Fit
9.	IFI	> 0,9	0,939	Good Fit
10.	CFI	CFI > 0.9	0,938	Good Fit
11.	PGFI	Parsimony > 0,5	0,682	Good Fit
12.	PNFI	0,6 – 0.9	0,769	Good Fit

Some of the goodness of fit parameters of this research are still acceptable if we refer to Davcik (2014) and Dash & Paul (2021), which states that the CFI, IFI, TLI, RNI, RFI and NFI values are greater than 0.9.

Hypothesis Test and Discussion

Decision making in this study is reflected in hypothesis testing of what you want to achieve from before. So hypothesis testing is the process of making decisions through evaluating the null hypothesis that is accepted or rejected.

Table 8. Results of hypothesis testing

<i>Hypothesis</i>	<i>Path</i>	<i>Est.</i>	<i>LF</i>	<i>CR</i>	<i>P</i>	<i>Hypothesis Decision</i>	<i>Conclusion</i>
<i>H₁</i>	E-Service Quality -> E-Loyalty	0,635	0,218	2,935	0,030	Accepted	E-Service Quality affects E-Loyalty
<i>H₂</i>	E-Trust -> E-Loyalty	0,172	0,159	2,858	0,041	Accepted	E-Trust affects E-Loyalty
<i>H₃</i>	E-Service Quality -> E-Satisfaction	0,739	0,696	3,111	0,020	Accepted	E-Service Quality affects E-Loyalty
<i>H₄</i>	E-Trust -> E-Satisfaction	0,230	0,216	1,017	0,309	Rejected	E-Trust has no effect on E-Satisfaction
<i>H₅</i>	E-Satisfaction -> E-Loyalty	0,598	0,587	4,189	0,000	Accepted	E-Satisfaction affects E-Loyalty

The results of this study indicate that E-Service Quality has an effect on E-Loyalty. This is in accordance with previous research by Magdalena & Jaolis (2018) which states that the e-service quality variable is able to have a positive and significant effect on the e-loyalty variable in e-commerce or e-market place; also with Budiman et al. (2019) in the context of mobile banking. The results of this study indicate that the better the quality of electronic services provided by TIX ID, the higher the e-loyalty of users to continue using TIX ID in shopping online. The eservice quality indicator that plays the most role is efficiency, which is indicated by the ease and speed of users to access and use the site so that it can make consumers comfortable and feel the efficiency of TIX ID's electronic services. This can encourage users to continue visiting the site and users will be loyal.

The results of this study indicate that E-Trust has a significant influence on E-Loyalty. This finding aligns with previous research by Geffen et al. (2003), who highlighted that trust is a crucial factor that can affect online purchasing behavior. When consumers trust a platform, they are more likely to make purchases and even engage in repeat transactions, as they have confidence in the reliability and integrity of the platform. In this context, the study suggests that TIX ID possesses the ability to provide quality products and exhibit good intentions, which creates trust among consumers and reduces their apprehensions about online shopping. As a consequence, this trust-building effort positively impacts customer loyalty. Loyal customers not only revisit the website but also have a higher likelihood of making repeat purchases and recommending the platform to others. Therefore, establishing trust among users is paramount for TIX ID's success and customer retention. By consistently delivering on promises, ensuring data security, and providing reliable services, TIX ID can continue to foster trust among its users, which in turn will lead to increased E-Loyalty.

This research highlights the importance of trust-building strategies in the online marketplace. For TIX ID, it emphasizes the need to prioritize transparency, data protection, and effective customer service to strengthen trust among its users. As consumers' trust in the platform grows, so will their loyalty, ultimately contributing to the sustainable growth and success of TIX ID in the competitive online ticketing industry. The results of this study indicate that E-Service Quality has an effect on E-Satisfaction. This is proven and supported by previous research by Istighfarnissa, et al (2022), in e-ticketing system, Bernarto et al. (2019), in the context pf e-market place, and Jeon & Jeong (2017) for website services; which states that service quality has a positive and significant effect on satisfaction. Some respondents expressed satisfaction with TIX ID services for several reasons including the application is easy to access and operate, the menu provided is complete, and using TIX ID can save time in ticketing.

The results of this study indicate that E-Trust has no effect on E-Satisfaction. According to Singh et al. (2023), the cinema ticket booking system is designed to provide a convenient and easy-to-use platform for customers to purchase movie tickets online so as not to wait long in line when purchasing tickets at physical

ticket counters. Consumers who already trust online companies will feel satisfied with the results of the purchase because the reason for the satisfaction is that there is already a sense of trust first. So in this case, trust (e-trust) in TIX ID should be preceded by positive expectations from consumers before making a purchase (pre-purchase) then consumers will provide positive confirmation after making a purchase (post-purchase) which will ultimately encourage consumers to feel satisfied. The results of this study indicate that E-Satisfaction has an effect on E-Loyalty. This is in accordance with previous research by Prakosa & Pradhanawati (2020) and Ludin & Cheng (2014), it can be seen that the positive e-satisfaction assessment of Tokopedia consumers is because Tokopedia is able to fulfill consumer desires, the match between expectations and reality is felt by consumers to be good, this will trigger consumers to make repeat purchases in the hope that the level of satisfaction is the same as before.

V. CONCLUSION

Based on the results of research on e-service quality and e-trust through e-satisfaction on e-loyalty and through model analysis and testing, the conclusions in this study are based on the formulation of problems and objectives as follows: (1) E-Service Quality affects E-Loyalty in purchasing TIX ID; (2) E-Trust affects E-Loyalty in the purchase of TIX ID; (3) E-Service Quality through E-Satisfaction affects E-Loyalty in the purchase of TIX ID; (4) E-Trust through E-Satisfaction has no effect on E-loyalty on TIX ID purchases; and (5) E-Satisfaction affects E-loyalty in the purchase of TIX ID. Based on the conclusions and implications above, the researcher provides several recommendations for consideration by companies and future researchers. The following are the suggestions: (a) Based on the perceptions of the respondents analyzed in this study, it is recommended that companies maintain and improve E-Service Quality by facilitating efficient and effective online shopping and delivery to achieve customer satisfaction and encourage repeat purchases; (b) Considering the perceptions of the respondents regarding E-Trust, companies are advised to establish a foundation for building trust between customers and online sellers to enhance customer satisfaction and foster customer loyalty; (c) Based on the perceptions of the respondents regarding E-Loyalty, companies should prioritize customer comfort to increase the likelihood of revisiting the website and encourage repeat purchases; and (d) According to the perceptions of the respondents concerning E-Satisfaction, companies should focus on improving the efficiency and performance of the TIX ID application to ensure customer satisfaction; and (e) For future researchers, it is suggested to expand this study by including additional variables such as Promotion, Customer Experience, Price Discounts, and other relevant factors that may influence customer loyalty to TIX ID.

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