

The Influence Of Relationship Marketing And E-Service Quality On Customer Loyalty Through Customer Satisfaction

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Abstract

Keywords:

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This study aims to analyze the effect of relationship marketing and e-service quality on customer loyalty through customer satisfaction among Shopee users in Malang City. The rapid development of e-commerce has increased competition among platforms, making customer loyalty an important factor for business sustainability. Therefore, companies need to understand the factors that influence customer loyalty. This research uses a quantitative approach with a survey method. Data were collected through online questionnaires distributed to 112 respondents using purposive sampling techniques. The analysis method used Partial Least Square (PLS) to test the relationship between variables.

The results show that relationship marketing has a positive and significant effect on customer satisfaction, while e-service quality does not significantly affect customer satisfaction. Furthermore, e-service quality and customer satisfaction have a positive and significant effect on customer loyalty. However, relationship marketing does not directly affect customer loyalty. Customer satisfaction is proven to mediate the relationship between relationship marketing and customer loyalty, but it does not mediate the effect of e-service quality on customer loyalty.

The findings indicate that customer satisfaction plays a crucial role in strengthening customer loyalty. Companies are advised to focus on improving relationship marketing strategies and enhancing customer experience to maintain long-term loyalty.

INTRODUCTION

The development of information technology in the era of globalization has brought significant changes in various aspects of life, including in the business world. Advances in internet technology have made it possible for trading activities to be carried out online through e-commerce platforms. This makes the transaction process faster, easier, and more efficient compared to conventional methods. (Andriani, 2023)

E-commerce such as Shopee has become one of the platforms that are widely used by the Indonesian people. The existence of this platform makes it easy for consumers to search, compare, and buy products without space and time limitations. However, the increasing number of e-commerce platforms has also led to increasingly fierce competition. (nguyen et.al., 2023)

In these competitive conditions, customer loyalty is a key factor in the company's success. Customer loyalty is not only related to repurchases, but it also includes recommendations to others as well as a long-term commitment to a platform. (Rosta et.,al 2025)

One of the factors that can increase customer loyalty is relationship marketing. Relationship marketing is a strategy that focuses on building long-term relationships between companies and customers. A good relationship can increase customer trust and satisfaction. (Cevallos et.,al 2024)

In addition, e-service quality is also an important factor in the context of e-commerce. E-service quality includes the ease of use of applications, service speed, and transaction security. Good service quality will improve the user experience and drive customer loyalty.

Previous research has shown different results related to the influence of relationship marketing and e-service quality on customer loyalty. Therefore, further research is needed to understand the relationship between these variables, in particular considering the role of consumer satisfaction as a mediating variable.

This study aims to analyze the influence of relationship marketing and e-service quality on customer loyalty through consumer satisfaction among Shopee users in Malang City. The novelty of this study lies in the combination of variables used and testing the role of satisfaction mediation

METHODS

This study uses a quantitative approach with a survey method that aims to objectively test the relationship between variables using numerical data and statistical analysis. The population in this study is all users of the Shopee platform in Malang City. The selection of the research location was based on the high use of e-commerce in the region and the ease of access by researchers in obtaining respondent data.

The sampling technique used is purposive sampling, which is a technique for determining samples based on certain criteria. The respondent criteria in this study include Shopee users who have made purchase transactions and are domiciled in Malang City. Based on these criteria, the number of samples obtained was 112 respondents. The type of data used consists of primary data and secondary data. Primary data was obtained through the distribution of questionnaires online using Google Form, while secondary data was obtained from books, scientific journals, and relevant previous research.

The research instrument used was a questionnaire with a five-point Likert scale, which was strongly disagree to strongly agree. The questionnaire was compiled based on indicators from each research variable, namely relationship marketing (X1), e-service quality (X2), consumer satisfaction (Z), and customer loyalty (Y). The data analysis technique uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS) with the help of SmartPLS software version 3. The analysis was carried out through two stages, namely the evaluation of the measurement model (outer model) to test the validity and reliability through the loading factor value, Average Variance Extracted (AVE), Composite Reliability, and Cronbach's Alpha, and the evaluation of the structural model (inner model) to test the relationship between variables and hypothesis significance based on T-statistical values (>1.96) and P-value (<0.05)

RESULTS AND DISCUSSION

Table 1
Validity Test (Outer Model)

Variabel	Indicator	Loading Factor	AVE	Remarks
X1 (Relationship Marketing)	X1.1	0.901	0.685	Valid and Reliable
	X1.2	0.806		
	X1.3	0.827		
	X1.4	0.771		
X2 (E-Quality of Service)	X2.1	0.867	0.639	Valid and Reliable
	X2.2	0.710		

	X3.3	0.846		
	X2.4	0.764		
Z (Consumer Loyalty)	Z.1	0.816	0.627	Valid and Reliable
	Z.2	0.778		
	Z.3	0.842		
Y (Customer Loyalty)	Y.1	0.816	0.660	Valid and Reliable

Source: Data processed in 2026

Based on Table 1, the results of the validity test show that all indicators in each variable have a loading factor value above 0.70. This indicates that each indicator is able to measure the constructs of variables well. The Average Variance Extracted (AVE) value for each variable is also above 0.50, which is 0.685 for relationship marketing, 0.639 for e-quality of service, 0.627 for consumer satisfaction, and 0.660 for customer loyalty. Thus, all variables in this study were declared valid and met the convergent validity criteria.

Table 2
Reliability Test

Variabel	Cronbach's Alpa	Composite Reability	Remarks
<i>Relationship Marketing</i>	0.845	0.897	Valid and Reliable
<i>E-Quality of Service</i>	0.810	0.876	Valid and Reliable
<i>Consumer Satisfaction</i>	0.703	0.834	Valid and Reliable
<i>Customer Loyalty</i>	0.743	0.853	Valid and Reliable

Source: Data processed in 2026

Based on Table 2, the results of the reliability test show that all variables have Cronbach's Alpha and Composite Reliability values above 0.70. Cronbach's Alpha values range from 0.703 to 0.845, while Composite Reliability ranges from 0.834 to 0.897. This shows that all research instruments have a good level of internal consistency. Thus, the variables of relationship marketing, e-service quality, consumer satisfaction, and customer loyalty were declared reliable and suitable for use in further analysis.

Table 3
Uji R-Square (Inner Model)

Variabel	R square
Consumer Satisfaction	0.834
Customer Loyalty	0.803

Source: Data processed in 2026

Based on Table 3, the R-Square value for the consumer satisfaction variable is 0.834, which means that 83.4% of the variation in consumer satisfaction can be explained by the relationship marketing and e-service quality variables. Meanwhile, the R-Square value for the customer loyalty variable is 0.803, which shows that 80.3% of the variation in customer loyalty can be explained by relationship marketing, e-quality of service, and customer satisfaction. This value is included in the strong category, so the research model has a good ability to explain the

relationship between variables.

Table 4
Uji Hypothesis

Remarks	Original Sample	T Statistics	P Values	Remarks
<i>Relationship Marketing</i> -> Consumer Satisfaction	0.821	9.597	0.000	Signifikan
<i>Relationship Marketing</i> -> Customer Loyalty	0.116	0.803	0.422	Insignificant
Customer E-Quality -> Consumer Satisfaction	0.110	1.153	0.249	Insignificant
Customer E-Quality - Customer Loyalty >	0.386	3.714	0.000	Signifikan
Customer Satisfaction -> Customer Loyalty	0.447	4.051	0.000	Signifikan
<i>Relationship Marketing</i> -> Customer Satisfaction -> Customer Loyalty	0.367	3.546	0.000	Signifikan
E-Quality of Service -> Consumer Satisfaction -> Customer Loyalty	0.049	1.127	0.260	Insignificant

Source: Data processed in 2026

Based on Table 4, the results of hypothesis testing show that relationship marketing has a positive and significant effect on consumer satisfaction with a T-statistic value of 9.597 and a P-value of 0.000. However, relationship marketing does not have a significant effect on customer loyalty because the T-statistic value is 0.803 and the P-value is 0.422.

Furthermore, e-service quality does not have a significant effect on consumer satisfaction (T-statistic 1,153; P-value 0.249), but has a positive and significant effect on customer loyalty (T-statistic 3.714; P-value 0.000). In addition, consumer satisfaction has been proven to have a positive and significant effect on customer loyalty with a T-statistic value of 4.051 and a P-value of 0.000.

The results of the mediation test showed that consumer satisfaction was able to mediate the influence of relationship marketing on customer loyalty significantly (T-statistic 3,546; P-value 0.000). However, consumer satisfaction is not able to mediate the influence of e-service quality on customer loyalty (T-statistic 1,127; P-value 0.260). Thus, it can be concluded that consumer satisfaction plays a role as an intervening variable that strengthens the relationship between relationship marketing and customer loyalty, but not on the relationship between e-quality of service and customer loyalty.

DISCUSSION

The results of the study show that **relationship marketing** has a positive and significant effect on consumer satisfaction. This shows that the better the relationship built between the company and the customer, the higher the level of satisfaction felt. According to Philip Kotler et

al. (2021), relationship marketing focuses on creating long-term value through continuous interaction and strong relationships with customers. A good relationship will increase customer trust and positive perception of the company, thus having an impact on increasing consumer satisfaction.

However, relationship marketing does not have a direct effect on customer loyalty. This shows that loyalty is not formed instantly, but rather through satisfaction as an intermediate variable. Recent research shows that consumer satisfaction is a major factor linking relationship quality to customer loyalty (Dam & Dam, 2021). Thus, consumer satisfaction plays an important role as a mediating variable in strengthening the relationship between relationship marketing and customer loyalty.

On the other hand, **e-service quality does** not have a significant effect on consumer satisfaction. This indicates that the quality of digital services has become the basic standard expected by customers. According to Valarie A. Zeithaml et al. (2020), e-service quality includes system efficiency, service reliability, and transaction security which are the minimum expectations of digital platform users. Therefore, when those aspects have been met, customers are less likely to make it a major factor in increasing satisfaction.

However, e-service quality has been proven to have a positive and significant effect on customer loyalty. This shows that the quality of digital services remains an important factor in retaining customers in the midst of e-commerce competition. In addition, consumer satisfaction also has a significant effect on customer loyalty. Recent research by Fandy Tjiptono (2022) states that consumer satisfaction is a key determinant in creating loyalty, as satisfied customers are more likely to make repeat purchases and have a long-term commitment to a brand. Thus, companies need to integrate relationship marketing strategies and improve service quality to create customer satisfaction and loyalty on an ongoing basis.

CONCLUSION

This study shows that *relationship marketing* has a positive and significant effect on consumer satisfaction, but does not have a direct effect on customer loyalty. On the other hand, *e-service quality* does not have a significant effect on consumer satisfaction, but it has a positive and significant effect on customer loyalty. Consumer satisfaction has been proven to be a mediating variable that strengthens the influence of *relationship marketing* on customer loyalty, but does not mediate the influence of *e-service quality* on loyalty.

These findings confirm that consumer satisfaction plays a central role in building customer loyalty in the e-commerce era. This research contributes to the development of marketing management science by showing the different roles of relationship-based marketing strategies and digital service quality in influencing customer loyalty. Thus, this study expands scientific knowledge about the factors that affect customer loyalty, especially in the context of the Shopee marketplace in Indonesia.

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