

# The Influence of Trust and Satisfaction on Loyalty of Online Shop Customers (In Toko Jequeleen, Medan)

August Halomoan Siregar

Universitas Sumatera Utara, Indonesia

## ABSTRACT

Industrial Revolution 4.0 has given birth to various businesses; one of which is online shop which offers facilities to shop online and brings impacts on purchase patterns and item sales making it a new model in the shopping world and the most leading shopping lifestyle for modern society. E-commerce transaction in Indonesia has always been growing; that was 44% in 2014, 35% in 2015, 66% in 2016, and 22% in 2017. It is projected to keep growing at 15% - 21% in 2018-2022 and is the opportunity for online business in Indonesia including for UMKM (Small and Medium Scale Micro Business).

One of small scale businesses in Medan which offers product online is "Toko Jequeleen". It offers a variety of fashion products such as watches, bags, dresses, clothes, belts, shoes, trousers, and the others for customers ranging from teenagers until adults, particularly the female ones. The phenomenon of online sale of Toko Jequeleen for the last 4 years has not showed any growth. It decreased for 1% - 2% in 2015 and 2016 and it slightly increased for 1% in 2017.

Its profit from 2014 until 2017 has not achieved the expectation because its revenue is approximately 85% - 96% of the target and there was deviation for 4%-16%. The objective of the research was to find out and analyze the influence of trust and satisfaction on the loyalty of online shop customers in Toko Jequeleen, Medan. The population was 75 customers of Toko Jequeleen online shop, and all of them were taken as the samples (saturated sampling). The data were analyzed by descriptive analysis and inferential statistical analysis method. Inferential statistical analysis method applied multiple linear regression analysis.

The results of the research demonstrated that partially, the significance level of Trust ( $X_1$ ) was  $0.675 > \alpha$  (0.05), indicating that there was not significant influence of Trust ( $X_1$ ) on loyalty. The significance level of satisfaction was  $0.000 < \alpha$  (0.05), indicating that there was a significant influence on loyalty ( $X_2$ ). Hence, partially, only the variable of satisfaction had a significant influence on loyalty (Y). The simultaneous test analysis showed the significance level of  $0.000 < \alpha$ , (0.05), indicating that the variable of Trust ( $X_1$ ) and Satisfaction ( $X_2$ ) simultaneously had significant influence on the variable of loyalty (Y).

**Keywords:** Trust, Satisfaction, Loyalty

## INTRODUCTION

The phenomenon of presence online store is the latest breakthrough in the industry trade and became a trend in the digital age in which the world is currently at 4.0 industrial revolution marked by the rise of the digital world and internet expansion into the various sides of the life of the community. The industrial revolution 4.0 is characterized by creativity and

entrepreneurship, efficiency and speed in communicating and not be separated from the advancement of information technology that gave birth to various types of businesses including online shop that offers you the convenience of shopping in online sebagai the new model in the world of shopping and being a prima donna lifestyle shop for modern society.

According to Laudon and Laudon (2013) e-commerce is electronic commerce have characteristics or particular properties and has a new concept that is commonly described as the process of buying and selling goods or services over the internet that can press costs and increase consumer satisfaction because it provides time efficiency get the stuff needed. According to Arwiedya (2011) a proliferation of online shop open business opportunities because it gives advantages and the ease in doing promotion and only requires relatively less

cost to subscribe to the internet to run his business. Internet media has become one of the means to Transact sales over internet, because the seller can reach consumers more broadly to people who live far away from urban areas.

The phenomenon of online business at the shop Jequeleen the year 2014-2017 shows sales performance has yet to match the expectations of business turnover close to where only 85%-96% of the target, and still occurs the deviation by 4%-16% as seen in table 1.4.

**Table 1.4 Sales Data Online Store Jequeleen.**

Bulan	2014		2015		2016		2017	
	Realisasi	Target	Realisasi	Target	Realisasi	Target	Realisasi	Target
Jan	29.100	32.310	29.775	30.555	25.484	31.264	25.570	26.758
Feb	28.485	31.618	28.600	29.909	31.450	30.030	31.050	33.023
Mar	31.450	35.539	31.250	33.023	33.435	32.813	33.000	35.107
Apr	33.740	45.304	31.700	35.427	33.410	33.285	33.675	35.081
Mei	34.730	41.090	33.766	36.467	31.350	35.454	32.400	32.918
Jun	33.250	38.570	30.000	34.913	26.750	31.500	30.750	28.088
Jul	29.250	32.468	29.712	30.713	28.475	31.198	29.410	29.899
Aug	30.379	34.024	30.730	31.898	31.150	32.267	32.500	32.708
Sep	32.202	36.388	33.915	33.812	33.400	35.611	34.605	35.070
Okt	32.640	37.210	31.644	34.272	29.000	33.226	31.000	30.450
Nov	32.530	40.860	32.800	34.157	31.585	34.440	25.900	33.164
Des	31.375	46.835	31.850	32.944	33.250	33.443	33.200	34.913
Total	379.131	452.216	375.742	398.088	368.739	394.529	373.060	387.176
Realisasi (%)	84%		94%		93%		96%	
Deviasi Target (%)	-16%		-6%		-7%		-4%	
Target of Growth (%)	---		5%		5%		5%	
Realisasi Growth (%)			-1%		-2%		1%	

The realization of transactions of growth decline that is minus 1%-2% in 2015-2016, however grew a little 1% in 2017 so that it is not yet in line with business growth target set by management by 5% every year. This condition also showed business performance Jequeleen Store is not yet in line with average growth in online transactions in Indonesia amounted to 22%-66% on the period in 2014 – 2017.

From the Jequeleen Store loyalty, said that a growing number of customers onlinetidak so quickly. On one side there is the passive customers who no longer make purchases meskipun the other hand there are new customers. Mentioned a lot of customers who buy repeatedly and gave positive testimonials about Jequeleen Store but a growing number of loyal customers which is relatively tidakpesat. Its customers are also paying attention to some serious

matters such as delivery time, the alignment of the product with the hope, the quality of relationships and communicating.

From the side of trust (trust), souvenir Jequeleen says potential customers take time to think before deciding to purchase the product. Usually the prospect of surfing to Jequeleen to ask various information such as whether the product is sold, the original estimated delivery time of products, types of expeditions that are used for shipping products and various other things. Not a few prospective customers in advance asking for testimony before deciding to purchase products online. This condition describes that prospective consumers need time to think and consider about aspects of trust from existing customers, however Jequeleen does not usually take a long time to decide on making a purchase or not.

From the customer satisfaction, says Jequeleen Stores generally do not occur however Store customers complaints Jequeleen dare not ascertain whether this indicates customer satisfaction has been fulfilled because the customer may be reluctant complain and opted for restraint to not make the purchase again. A few questions from customers is about price, product variations, the availability of goods, the estimated delivery time, tolerance to make payments, alternative bank account for payment from customers and others. Jequeleen store said so far there was no complaints from customers due to the product photos shown on counter online is a capture from the look of the original product so buyers will receive their messages products in accordance with specifications (color, size, brand, type) that are on display online where the products sold are original.

According to Tjiptono (2014) loyalty will increase the number of customer purchases and therefore customer loyalty is an important measure to predict sales growth. Customer loyalty is also one of the conditions for success in business competition. Customers will continue to survive when there is trust (trust) to the seller and when the seller can provide satisfaction to his customers. In the business world, a popular adage is known as saying business is a trust. According to Gregg and Walczak (2010) trust is an important construction wherever and whenever in an e-commerce transaction. Trust is a condition that occurs when one party believes in the reliability and honesty of its business partners and therefore only customers who have trust that will dare to make purchase transactions through online shopping and without trusting e-commerce transactions does not occur. Satisfaction is a perception or feeling of pleasure or disappointment that results from a comparison of product performance against expectations (Kotler and Keller, 2014). If the product's performance exceeds expectations, the customer will feel very satisfied and with high satisfaction, the business relationship

will last longer because the customer will buy more and talk positively about the seller and about the product and give less attention to the brand than the competitor or price.

## **LITERATURE REVIEW**

### **Trust**

Consumers will trust the website that has many consumers visiting the website (Rahmawati and Widiyanto, 2013). The more visitors have great trust and good towards a website, so visitors have no doubts in making purchasing decisions online. Trust is the foundation of a business that is a way to create and maintain consumers (Widiyanto 2013). According to Tjiptono (2012) trust can be interpreted as a willingness to rely on the ability, integrity and motivation of other parties to act in order to satisfy one's needs and interests as mutually agreed. The results show that customer trust influences customer loyalty and satisfaction influences customer loyalty (Widiyanto, 2013). Trust is one of the key factors in buying and selling online (Suhari, 2011). According to Aribowo and Nugroho (2013) trust acts as a catalyst in various transactions between sellers and buyers so that customer satisfaction can be realized as expected. The trust element is a key variable for the success of business relationships (Suhari, 2011).

### **Satisfaction**

Satisfaction will build consumer loyalty where satisfaction felt by customers will create an interest in repurchasing the store (Setyawan and Ihwan, 2004). Customer satisfaction is an attitude that is based on one's past experience where the experience supports the development of customer trust and loyalty to keep buying in the company. (Setyawan and Ihwan, 2004). According to Kotler and Keller (2016) satisfaction is a feeling of pleasure that appears after comparing the perception with the performance of a product. Satisfaction is a function of perceptions of impressions of performance and expectations. If the performance is below expectations, the customer is not satisfied; on the contrary if

the performance meets and exceeds expectations, the consumer will feel satisfied. If the seller cannot provide a performance that matches the expectations of the consumer, then the consumer will be easy to change his mind if he gets a better offer. Whereas consumers who are very satisfied are more difficult to change their choices. High satisfaction creates emotional attachment to certain products so as to foster consumer loyalty. According to Zeithaml and Berry (2009) consumer satisfaction is a "customer's evaluation of a product service in terms of whether that product or service has their needs and expectations." Consumers who feel satisfied with the product or service purchased and used it will return to using the services or products offered and therefore it is said that satisfaction will build consumer loyalty.

### **Loyalty**

The relationship between customer loyalty, trust and customer satisfaction is closely related. According to Riyadi (2004) that customer loyalty is influenced by, among others, satisfaction and commitment, because consumers will be loyal to a product if they get satisfaction from the product. Also mentioned that consumer loyalty will arise if a trust element is formed from consumers towards the product purchased. The relationship between customer loyalty and trust and satisfaction is also examined by Fian and Yuniati (2016) who conclude that customer satisfaction and customer trust are influential positive towards customer loyalty. Loyalty is literally interpreted as loyalty, namely one's loyalty to an object. According to Hasan (2009) customer loyalty is defined as people who buy, especially those who buy regularly and repeatedly. Furthermore Engel and Miniard (2013) stated that "Consumer loyalty is a habit of buying repetitive behavior, high involvement and involvement in choices, and is characterized by external information search and alternative evaluation". According to Sutisna (2012) consumer loyalty can be

grouped into 2 (two ) groups, namely brand loyalty and store loyalty. Consumer loyalty can be defined as "an attitude of liking towards a brand that is represented in a consistent purchase of the brand at all times." According to Nugroho and Sudaryanto (2013) consumer loyalty is defined as a measure of customer loyalty in using a brand of product or service brand in the period a certain time in a situation where many choices of products or services that can meet their needs and customers have the ability to get it. Hurriyati (2010) states that customer loyalty is a very important drive to create sales. According to Engel and Miniard (2013) loyalty is also defined as a deep commitment to repurchase or repeat the pattern of product or service preferences in the future which causes repeated purchases of the same brand or a set of brands that are the same despite the involvement of situational factors and efforts. Marketing that has the potential to cause brand switching behavior. This concept includes how likely customers are to give positive comments or the possibility of customers giving their opinions. A customer may be loyal to a brand due to the high constraints of switching brands due to technical, economic or psychological factors. On the other hand, customers may be loyal to a brand because they are satisfied with the product or brand provider and want to continue the relationship with the product or service provider. Loyal customers are those who buy the same brand again, only consider the same brand and are not looking for information about other brands.

## **MATERIAL AND METHODS**

### **Method of Collecting Data**

This type of research is descriptive research (descriptive research) with a causal descriptive causal research type. According to Sinulinga (2016) causal research is a research conducted to investigate the causal relationship by observing the effects that occur and the possible factors (causes) that cause these effects. The object of research is the influence of trust (trust) and satisfaction

with customer loyalty. The author conducted a study on Jequeleen Stores in Medan city, namely all Jequeleen Shop online shop customers during April 2018 - May 2018. The population in this study were all online consumers of Jequeleen Store as many as 75 people with a sampling method in the form of saturated samples where the entire population in the study was used as a research sample.

The technique in scoring for this research questionnaire is Likert scale technique. According to Sugiyono (2014) Likert scale is used to measure attitudes, opinions, and perceptions of a person or group of people about social phenomena.

According to Sugiyono (2014) various measurement scales can be in the form of nominal scale, ordinal scale, interval scale and ratio scale. And this study uses an ordinal scale that is a measurement scale that not only states the category but also states the rank of construct measured (Sugiyono, 2014). The choice of respondents has 5 alternative answers starting from the lowest score, namely 1 = Strongly Disagree, 2 = Disagree, 3 = Less Agree, 4 = Agree, 5 = Strongly Agree.

The operational definition of variables in this study is presented in table 3.2 as shown below:

**Table 3.2 Operationalization of Variables**

Variable	Definition	Dimension	Indicator	Scale
Trust	Consumer confidence in the Jequeleen Shop regarding the ability of the Jequeleen Shop to meet consumer expectations	<i>Ability</i> <i>Benevolence</i> <i>Integrity</i>	Believe in competence Believing the fairness of product prices Believe in the information presented about the product Believe in commitment Believe in responsibility Believe in the appearance of the product	Ordinal
Satisfaction	The feeling of pleasure that arises in the hearts of consumers after receiving products and services from the Jequeleen Shop and then comparing them to the initial expectations of consumers.	<i>Product</i>  <i>Reliability</i>  <i>Responsive-ness</i>  <i>Facility / Tangible</i>	Satisfied with the quality of the product Satisfied with the price of the product Satisfied with product stock Satisfied with alternative types of products Satisfied with the delivery time as promised Satisfied with the alertness of answering questions from customers Satisfied with hospitality in service. Satisfied with the time tolerance for making payments. Satisfied with means of communication. Satisfied with the alternative bank account number / payment	Ordinal
Loyalty	Consumers have a positive attitude towards Jequeleen Shop products and services starting from the purchase of the first product and still intending to make the next purchase consistently	<i>Brand Loyalty</i> <i>Store Loyalty</i>	Re-purchase Jequeleen Shop products. Refer the Jequeleen Shop to other parties Willing to give positive testimonials Do not switch to other stores even though the price of the product Jequeleen's shop experienced a price increase Regardless of the persuasion of competitors Jequeleen Stores.	Ordinal

Descriptive statistical analysis uses index numbers to determine the magnitude of the degree of respondent's perception of the research indicators. The following is the determination of the interval class that applies to all variables:

1. The lowest value of the scale is 1 and the highest value of the scale is 5
2. The class interval is  $(5-1) / 5 = 0.80$
3. The categorization in determining the class is as follows:  
 1.00 - 1.80 = Very Bad  
 1,81 - 2,60 = Not Good  
 2.61 - 3.40 = Poor

3,41 - 4,20 = Good

4,21 - 5,00 = Very Good

Inferential statistics or also called inductive statistics is a data analysis technique of an object or population through sample data drawn from the population. Data analysis in this study uses methods or multiple linear regression analysis techniques operated through the SPSS version 24 program, with the equation:  $Y = \beta_0 + \beta_1 X_1 + \beta_2 X_2 + e$

Notation description:

Y = dependent variable (Loyalty)

X<sub>1,2</sub> = independent variable (Trust, Satisfaction)



$\beta_0$  = intercept or constant  
 $\beta_{1,2}$  = regression coefficient  
 $e$  = error of term

## DISCUSSION

The total of respondents is 65 people, consisting of 64 people (98%) women and 1 person (2%) men. By age, 46% of respondents aged between 36-45 years and 25% were aged between 26-35 years and 20% were over 46%, which indicates that the majority of Jequeleen Shop online customers are of the productive age group. Based on the level of education, there are 77% of undergraduate graduates, 18% Diploma and 5% SD-SMA so that the majority of customers have a good

educational background. Based on the work, 25% of online customers are housewives, then 22% are private employees and 15% are civil servants or state civil servants, the rest are businessmen, professionals, students to teachers / lecturers which shows that respondents are dominated by Date and Employee Home Mothers and based on information from Jequeleen Shop the housewives receive financial support from their husbands who work as employees and entrepreneurs.

The distribution of respondents' answers to the indicators of the variable Satisfaction (Trust), Satisfaction, and Loyalty are as follows:

**Table 4.5 Results of Descriptive Statistical Analysis (Variable Trust)**

No.	Indicator	STS	TS	KS	S	SS	Mean	Me dian	Mode	Min	Max	Category
1.	Believe in competence	0 (0%)	0 (0%)	7 (10,8%)	34 (52,3%)	24 (36,9%)	4,26	4,00	4,00	3,00	5,00	Very good
2.	Believe in information about the product	0 (0%)	0 (0%)	8 (12,3%)	33 (50,8)	24 (36,9%)	4,24	4,00	4,00	3,00	5,00	Very good
3.	Believe in commitment	0 (0%)	0 (0%)	5 (7,7%)	31 (47,7%)	29 (44,6%)	4,36	4,00	4,00	3,00	5,00	Very good
4.	Believe in the price of the product	0 (0%)	0 (0%)	6 (9,2%)	28 (43,1%)	31 (47,7%)	4,38	4,00	5,00	3,00	5,00	Very good
5.	Believe in responsibility	0 (0%)	0 (0%)	6 (9,2%)	30 (46,2%)	29 (44,6%)	4,35	4,00	4,00	3,00	5,00	Very good
6.	Believe in the appearance of the product	0 (0%)	0 (0%)	5 (7,7%)	29 (44,6%)	31 (47,7%)	4,40	4,00	5,00	3,00	5,00	Very good
Average $\bar{x} = \frac{\sum x}{6}$		0 (0%)	0 (0%)	6,16 (9,5%)	30,8 (47,4%)	28 (43,0%)	4,33	4,00	4,33	3,00	5,00	Very good

**Table 4.6 Results of Descriptive Statistical Analysis (Satisfaction Variables)**

No	Indicator	STS	TS	KS	S	SS	Mean	Me dian	Mode	Min	Max	Category
1.	Satisfied with quality	0 (0%)	0 (0%)	6 (9,3%)	32 (49,2%)	27 (41,5%)	4,32	4,00	4,00	3,00	5,00	Very good
2.	Satisfied with the price	0 (0%)	0 (0%)	11 (16,9%)	29 (44,6%)	25 (38,5%)	4,21	4,00	4,00	3,00	5,00	Very good
3.	Satisfied with the amount of stock	0 (0%)	0 (0%)	12 (18,5%)	31 (47,7%)	22 (33,8%)	4,15	4,00	4,00	3,00	5,00	Very good
4.	Satisfied with the type of product	0 (0%)	0 (0%)	8 (12,3%)	33 (50,8%)	24 (36,9%)	4,24	4,00	4,00	3,00	5,00	Very good
5.	Satisfied with the timeliness of sending	0 (0%)	1 (1,5%)	13 (20%)	28 (43,1%)	23 (35,4%)	4,12	4,00	4,00	2,00	5,00	Very good
6.	Satisfied with the serenity of service	0 (0%)	0 (0%)	6 (9,2%)	26 (40%)	33 (50,8%)	4,41	5,00	5,00	3,00	5,00	Very good
7.	Satisfied with the speed of responding to question	0 (0%)	0 (0%)	5 (7,7%)	30 (46,1%)	30 (46,2%)	4,38	4,00	4,00	3,00	5,00	Very good
8.	Satisfied with the means of communication	0 (0%)	0 (0%)	5 (7,7%)	29 (44,6%)	31 (47,7%)	4,40	4,00	4,00	3,00	5,00	Very good
9.	Satisfied with alternative bank accounts	0 (0%)	0 (0%)	5 (7,7%)	32 (49,2%)	28 (43,1%)	4,35	4,00	4,00	3,00	5,00	Very good
10.	Satisfied with the tolerance given	0 (0%)	1 (1,5%)	8 (12,4%)	24 (36,9%)	32 (49,2%)	4,34	4,00	5,00	2,00	5,00	Very good
Average $\bar{x} = \frac{\sum x}{10}$		0 (0,0%)	0,2 (0,0)	7,9 (12,2%)	29,4 (45,2%)	27,5 (42,3%)	4,29	4,10	4,20	2,80	5,00	Very good

**Table 4.7 Results of Descriptive Statistical Analysis (Loyalty Variables)**

No	Indicator	STS	TS	KS	S	SS	Mean	Median	Mode	Min	Max	Category
1.	Repeat purchase	0 (0%)	1 (1,5%)	6 (9,2%)	33 (50,8%)	25 (38,5%)	4,26	4,00	4,00	2,00	5,00	Very good
2.	Don't switch to another store	0 (0%)	6 (16,9%)	20 (43,1%)	28 (30,8%)	11 (9,2%)	3,67	4,00	4,00	2,00	5,00	Good
3.	Referring to others	0 (0%)	2 (3,1%)	8 (12,3%)	33 (50,8%)	22 (33,8%)	4,15	4,00	4,00	2,00	5,00	Good
4.	Regardless of the other party's persuasion	0 (0%)	5 (7,7%)	15 (23,1%)	30 (46,2%)	15 (23%)	3,84	4,00	4,00	2,00	5,00	Good
5.	Positive testimonial	0 (0%)	1 (1,5%)	4 (6,2%)	34 (52,3%)	26 (40%)	4,30	4,00	4,00	2,00	5,00	Very good
Average $\bar{x} = \frac{\sum \bar{x}}{5}$		0,0 (0%)	3,0 (6,1%)	10,6 (18,7%)	31,6 (46,1%)	19,8 (28,9%)	4,04	4,00	4,00	2,00	5,00	Good

Before carrying out regression analysis, the correlation between the dependent variable (Y) and the independent variable (X1, X2) is first carried out in which the greater the r value indicates the greater the correlation. The result of bivariate correlation shows that Trust variable (X1) has Pearson Correlation  $r = 0.764^{**}$  which indicates that the Trust variable has a correlation with the Loyalty variable with a significant number = 0,000 so that because the sign (2 tailed) Trust is  $0,000 < \alpha 0,05$  it is said to be variable Trust has a significant correlation to the Loyalty variable at a 5% confidence level. While the variable Satisfaction has Pearson Correlation  $r = 0.862^{**}$  which indicates that the Satisfaction variable has a correlation with the Loyalty variable with significance = 0.000 so that because the sign (2 tailed) Satisfaction  $0.000 < \alpha 0.05$  it is said that the Satisfaction variable has a significant correlation to the variable Loyalty at a 5% confidence level.

The multiple linear regression equation formed is  $Y = -1,484 + 0,058X1 + 0,471X2$  which generally means if X1 and X2 are zero, then the variable Y will be constant at -1,484. Associated with the context in this study, loyalty does not materialize without trust and satisfaction from online customers. Every increase in variable Satisfaction / Trust (X1) of 1 unit will increase Loyalty (Y) of online customers by 0.58 and every increase in satisfaction variable (X2) by 1 unit will increase the Loyalty (Y) of online customers by 0.471. Based on the multiple linear

regression equation above, it can be stated that the Satisfaction (X2) variable has a greater influence on customer loyalty than the influence of the Trust / Trust variable (X1). The standard error of the  $\beta_1$  coefficient is 0.055 and  $\beta_2$  of 0.813.

Validity test of all questions (21 items) shows valid results, and reliability testing for variables of Trust, Satisfaction, Loyalty also shows valid results. The normality test carried out on 65 respondents was conducted using the One Sample Kolmogorov-Smirnov (K-S) non-parametric statistical test showing the results that the residuals meet the assumption of normal distribution. Multicollinearity test results indicate that the value of Tolerance Trust variables (X1) and Satisfaction (X2) is  $0.240 \geq 0.10$  while the VIF value of Trust variables (X1) and Satisfaction (X2) is  $4.159, 00 \geq 10.00$ , so it can be concluded that there is no multicollinearity. Heteroscedasticity test results show the significance value of Trust variables (X1) of  $0.323 > 0.05$  and the satisfaction variable (X2) of  $0.299 > 0.05$ , so it can be said that heteroscedasticity does not occur.

The partial hypothesis test results show that the sig for the Trust / Trust variable (X1) is  $0.675 > 0.05$ , so there can be said that there is no significant influence from the Trust variable (X1) on the Loyalty variable. While the Satisfaction variable sig is  $0.000 < 0.05$ , it can be said that there is a significant effect of the satisfaction variable (X2) on the loyalty variable. Thus only the Satisfaction variable (X2) has a significant influence on Loyalty (Y).

The second method of partial hypothesis testing can also be done by comparing t count with t table. The t value of the variable Trust / Trust (X1) is  $0.422 < t_{table}$  1.998. While the t value of the satisfaction variable (X2) is  $6.199 > t_{table}$  1.998. Then it can be said that only the Satisfaction variable (X2) has a significant effect on the Loyalty variable because it has a t count of  $6.199 > t_{table}$  1.998.

Simultaneous hypothesis testing results show a significance value of  $0.000 < 0.005$  which means that Trust (X1) and Satisfaction (X2) variables have a significant effect on Loyalty (Y) variables, then  $H_0$  is rejected (or  $H_1$  is accepted).

The second way is to compare F count with F table, where F count  $89.748 > F_{table}$  3.15 This means that together the Trust variables (X1) and Satisfaction (X2) have a significant effect on Loyalty (Y), then  $H_0$  rejected (or  $H_1$  accepted).

## CONCLUSION

Based on the results of the analysis and discussion, the following conclusions can be drawn in this study:

Jequeleen Shop's efforts in building trust (trust) get good ratings from customers. Based on the results of the descriptive analysis, it is known that the perception of trust in the Jequeleen Shop is very good, where the majority of respondents give Agree and Strongly Agree answers to each item of the Trust variable so that the overall average value is 4.33 (very good). The Modes (the most frequent answers) are 4.00 and 5.00, which means that the majority of respondents have a perception Agree and Strongly Agree on Trust questions. Meanwhile the minimum value of the respondent's answer is 3.00 (Less Agree) and a maximum value of 5.00 (Strongly Agree) and no respondent gives an assessment of Strongly Disagree and Disagree. Based on this we can conclude that online customer trust in the Jequeleen Shop is very good.

Based on inferential analysis using multiple linear regression methods it is

known that partially Trust (Trust) has a direct (positive) influence on Loyalty but not significant. This means that the low level of Jequeleen Shop's online customer loyalty is not significantly affected by Trust.

Jequeleen Shop's efforts in building online customer satisfaction as it has been done so far have received good ratings from customers. Based on the results of the descriptive analysis it is known that the majority of respondents gave an Agree and Strongly Agree answer on each question of the Satisfaction variable so that the overall average was 4.29 or had a very good category. The mode for the 10 items variable satisfaction is 4.00 and 5.00 while the minimum value of the respondent's answer is 2.00 and the maximum value is 5.00. This means that in the eyes of the customer, the Jequeleen Store is a shop that can fulfill its online customer satisfaction very well.

Based on inferential analysis using multiple linear regression methods it is known that partially Satisfaction variables have a positive and significant effect on Loyalty. This means that the high or low level of Jequeleen Shop's online customer loyalty is significantly influenced by the ability to manage the level of online customer satisfaction.

Based on multiple linear regression analysis it is also known that together Trust (Trust) and Satisfaction have a significant effect on Loyalty so that the Jequeleen Store needs to maintain the level of Trust (Trust) and its online customer satisfaction as has been done so far. In addition, it is necessary to consider business strategies to further increase the level of Trust (Trust) and online customer satisfaction, for example by forming work units that focus on conducting customer / market surveys and thinking about creative ideas that can embrace consumers more closely so that the online customer loyalty level of the Jequeleen Store can increase.



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