Research Paper

The Effect of E-Service Quality on Customer Loyalty with Customer Satisfaction as an Intervening Variable for Grab Services Users in Medan City

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ABSTRACT

Online-based transportation services are a solution for urban communities, especially in big cities. Online transportation provides services to consumers by combining the real benefits of technology and taxis, which measures consumer satisfaction and loyalty with consumers' frequency using transportation services as a mobility tool. Grab is an online transportation service company that controls the online transportation market in Indonesia. Grab offers various features in its application by empowering partners. Therefore, this study aims to determine and analyze the effect of e-service quality on customer loyalty through customer satisfaction for Grab service users in Medan City. Using research data analysis techniques are path analysis and calculation assistance with software, SPSS version 23. The sample of this study was 100 residents of Madras Hulu. The research findings prove that e-service quality positively and significantly affects Grab Service's customer satisfaction in Medan City. E-service quality has a positive and significant effect on customer loyalty for Grab service users in Medan City, and Customer satisfaction has a positive and significant effect on customer loyalty for Grab service users in Medan City. E-service quality affects customer loyalty through customer satisfaction with Grab service users in Medan City.

Keywords: E-Service Quality, Customer Loyalty, Customer Satisfaction

1.0 INTRODUCTION

Globalization requires people to follow the development of an increasingly established life, and in turn, companies will compete to match society's desires. Companies take advantage of technology that has shifted from mechanical to digital, among others, the internet, smartphones, and social media, which have profoundly impacted and led to significant changes today for companies, markets, consumers, and marketing (Kotler & Amstrong, 2017).

Many companies take advantage of mobility and technological advances, one of the transportation companies such as taxis. Online taxis have a market that reaches almost all levels of society. Online taxi consumers have spread and have high loyalty. One proper application fulfills people's needs. Online taxis offer taxi services, but many options include package delivery services and food purchases.

Grab company is the leading online transportation company in Southeast Asia, with the aim that "every single person in Southeast Asia will be able to travel safely, comfortably, and easy to work, to college, and tea with a few friends." The rapid development of the online transportation business has caused business people to take appropriate steps to advance or maintain their position in increasingly competitive

market conditions. There are two ways when companies try to keep their position by acquiring new customers or retaining existing customers. Companies consider the option to retain existing customers more profitable because they will invest five times more money to reach new customers rather than retain customers (Kheng, Mahamad, Mosahab, & Ramayah, 2010). Therefore, establishing a strategy to develop and maintain customer loyalty is the highest priority for facing a fast-growing industry for every company. Atchariyachanvanich, Sohenara, & Okada (2015) state that the factors that determine a company is more advanced than others relation with keeping their customers shopping or using company services. The reason is that reaching customers costs higher than retaining customers (Griffin, 2016).

In online transportation service companies, the quality of service will affect customer loyalty. Companies must understand their customers' needs to create an optimal situation, especially for Grab's online transportation users. They started from the best services such as the ease of using the Grab application, the competence of drivers when picking up a positive impression, delivering orders to their destination. The e-service quality perspective is an extension of the site's capabilities to facilitate service activities effectively and efficiently (Parasuraman, 2015).

Candra, Valtin, and Agustine (2019) state that e-service quality affects consumer loyalty through customer satisfaction. Providing quality service will trigger customer responses, such as satisfied or dissatisfied. If satisfied means in a positive direction, the customer will re-transact and impact loyalty, and it is in line with the research results of Pasaribu, Paramita and Febrianto (2018); Ismayanti (2016); Zulfahmi (2018); Aspiani (2018); Wardani (2017); Komara (2013); Setiawan, Septiani, and Sarah (2018). In contrast to the empirical findings by Pudjarti, Nurchayati, and Putranti (2019). They show that e-

service quality does not affect customer loyalty through customer satisfaction.

Experience is part of an indicator to measure consumer use or repurchase intentions. Consumers' trust and positive experiences of using a service or product will encourage them to reuse the service or product. Feedback on transportation does not always relate to a positive response from consumers. All e-service quality and trust issues increase customer loyalty, reflecting the Grab consumer expectations on services offered.

Individuals will have positive or negative feelings after consuming a product or receiving a service. Customer reactions will appear immediately after experiencing the consumption process or experience in the consumption process (Kaihatu, Daengs, & Lis, 2015).

When the product or service's performance and consumption experience do not meet consumer expectations, it will lead to dissatisfied or disappointed customers. If the performance matches expectations, customers will be satisfied and happy. If they exceed expectations, the customer is very satisfied or happy (Kotler & Amstrong, 2017). The Grab service's number of complaints shows customer dissatisfaction, and the company needs to pay more attention.

2.0 LITERATURE REVIEW
E-Service Quality

Service is an appearance performance, intangible and quickly lost. Customers can actively participate in consuming the service and feel it (Erlina, 2017). Services are an activity to generate profits from one party offering to another party (Sutedja, 2017). Providing services means convenience, speed of service, easily accessible location, affordable prices, and competitiveness. Reliable, fast, and complete services are demands in serving consumers well (Almasdi & Jusuf, 2018). Services take place regularly and continuously or the process of a series of

activities, covering the joints of community life (Moenir, 2017).

According to (Kotler & Keller, 2017), there are four service characteristics: 1) Intangibility. Services are intangible, cannot be seen, cannot be felt, and can be heard.

2) Inseparability. Services cannot be separated from the service buyer, whether it is a person or a machine. Services can be purchased by consumers whenever needed.

3) Variability, services vary because it depends on who provides them and when, where they offer

4) Perishability. The service cannot last long; therefore, it cannot go store for future sale or use. The service's non-durable nature is not a problem if the demand is fixed or regular because services easy to arrange; if the market fluctuates, it will face the need for various complicated problems.

Quality for service providers must be good. A service product's advantages can be seen from the uniqueness and attention to quality, in line with customers' hopes and desires (Alma, 2016). Service quality is a construction that is difficult to understand and abstract, meaning that it is difficult to define and measure (Udo, Bagchi, & Kirs, 2011).

The dimensions of service quality are as follows.

Reliability is service providers' ability to provide services without making any mistakes and provide their services according to the agreed time from the first time accurately.

Responsiveness is employees' ability to serve consumers, respond to their requests, provide information on when to offer services, and then offer services quickly.

Assurance, employee behavior that can foster a sense of trust from customers, and the company can create a sense of security. In this case, the meaning of employee behavior is a polite attitude and knowledge and skills in handling customer questions or problems.

The empathy, the company understands customer problems and acts in customers' interests, pays personal attention to customers, and has comfortable operating hours.

Tangibles, including the attractiveness of physical facilities, equipment, and materials that the company uses, and the appearance of employees

E-service quality is the overall evaluation and assessment of the advantages of electronic service delivery in virtualized markets. With good quality electronic service and satisfied customers, it will have a good impact on its reputation. Satisfied customers convey positivity to virtually any other potential customer. Thus, companies must always be ready and responsive to serve customers via the internet network when there are questions or complaints after an online transaction from a customer (E-recovery-Service Quality) (Egan, 2018). In this research, the SERVQUAL dimension includes efficiency, fulfillment, system availability, privacy.

Customer Satisfaction

Satisfaction is an assessment such as attitude after a purchase or a series of consumer product interactions. It is related to a function of expectations that are not positively confirmed (Lovelock, Wirtz, & Mussry, 2017). Customer satisfaction is the beginning of consumer repurchase, customer loyalty, and consumer sustainability which ultimately benefits the company. Consumer satisfaction provides many benefits for the company, of which one of the most important is to achieve customer loyalty (Lovelock, Wirtz, & Mussry, 2017). There is a strategic relationship between the level of customer satisfaction and overall company performance.

Satisfaction provides a complete response to consumers. The product or service features' assessment is to determine the level of pleasure in consuming/using the product or service (Zeithaml, Bitner, & Gremler, 2017). Five things affect

satisfaction with products or services that customers pay for (Lovelock, Wirtz, & Mussry, 2017) including,1) Product And Service Features. 2) Consumer Emotion. 3) Attribute For Service Or Success Or Failure. 4) Perception Of Equity And Fairness. 5) Other Consumers, Family Member, And Coworkers.

Customer Loyalty

Customer loyalty describes enthusiastic loyalty and devotion to countries, ideals, or individuals. Recently in a business context, this term has been used to describe a customer's willingness to continue to subscribe to a company in the long run by buying and using goods and services repeatedly and better exclusively and voluntarily recommending the company's products to friends and associates. (Lovelock, Wirtz, & Mussry, 2017). According to Sheth and Mittal (Tjiptono, 2018), customer loyalty is customers' commitment to a brand, store, or supplier based on a positive attitude and reflects consistent repurchases. Loyal customers have characteristics (Griffin, 2016): 1) Make regular repeat purchases Customers repurchase the same products offered by the company. 2) Make inter-line purchases of products and services. Customers make purchases between product lines and services provided by the company. 3) Referring to other Customers. 4) Demonstrates immunity from the attractiveness of similar products from competitors. Customers will not be attracted to offers of similar products produced by competitors.

There are four loyalty stages based on attitudinal and behavioral approaches: 1) Cognitive Loyalty; 2) Affective Loyalty; 3) Conative Loyalty; 4) Loyalty Action.

There are four types of loyalty, according to (Griffin 2016), among others; 1) No Loyalty; 2) Weak Loyalty; 3) Hidden Loyalty; 4) Premium Loyalty. The dimensions of customer loyalty are making repeat purchases, not switching brands, creating products the first choice, and

recommend them to others (Kotler & Keller, 2017).

The effect of e-service quality on customer satisfaction

Service quality is a prerequisite for customer satisfaction. Service quality is a key to shape customer satisfaction. Satisfied customers are not enough; there must be delighted customers. Satisfied customers are not enough; there must be delighted customers. Customers who are very satisfied and feel happy with more than one company make repeat purchases from one company and spread positive word of mouth.

Satisfaction provides a particular impetus for customers to make further purchases for the same product or service. This case is also proven by previous research, research by Akbar, and Djatmiko (2016), Della Prisanti et al. (2017), Anton Tirta (2013), Anita Tobagus (2018), Bahesti Zayareh et al. (2012), Al-Dweeri et al. (2017), Ramkumar and Shankar (2017), Al-Hawary and AlSmeran (2017), Khrisna Naik et al. (2010). Their research results prove that e-service quality has a significant effect on e-customer satisfaction.

H1: E-service quality has a positive and significant effect on customer satisfaction with Grab service users in Medan City.

The effect of e-service quality on customer loyalty

Service quality is one of the essential things that every company must-have. Service quality is a measure of how customer satisfaction can be achieved or not. Service quality is the company's ability to satisfy consumer needs and wants. Customers using certain services consider switching to another company as a threat, with competing businesses' emergence to improve their services' quality by giving employees more experience to serve customers in operations.

According to Kotler and Keller (2014), creating solid and close relationships with customers is the dream of

all marketers, often the key to long-term marketing success. From the existing theory results, there is a partially significant effect on e-service quality on e-loyalty.

H2: E-service quality has a positive and significant effect on customer loyalty to Grab service users in Medan City.

The effect of customer satisfaction on customer loyalty

Loyalty or not, consumers can also be seen from the satisfaction they feel. Customer satisfaction is the result felt by buyers who experience a company's performance following their expectations. Consumers feel satisfied if their expectations are fulfilled and delighted when the expectations are exceeded. If the customer is satisfied with making a purchase, he will pay more attention to buyers' opportunities more in the next opportunity. Consumers who tend to stay loyal longer, buy more, are less sensitive to price changes and their conversations that benefit the company. In this case, loyalty can mean that a loyal customer is not judged by how much he buys but how often he makes repeat purchases, including recommending other people to buy.

H3: Customer satisfaction has a positive and significant effect on customer loyalty for Grab service users in Medan City.

The effect of e-service quality on customer loyalty through e-satisfaction

According to Romadhoni et al. (2015), e-service quality and e-satisfaction are variables that play a crucial role in building online customer e-loyalty. This case is because service quality is the goal of fulfilling customer satisfaction, which means the fulfillment of consumer expectations, wants, and needs. Consumer expectations are fast getting service, consumer desires, namely services under the range of financing imposed, and consumer needs, namely the fulfillment of quality services to create a positive impact, namely

customer loyalty on an ongoing basis. In Melinda's research, e-service quality affects e-loyalty through e-satisfaction.

H4: E-service quality affects customer loyalty through customer satisfaction with Grab service users in Medan City

3.0 RESEARCH METHODS

The research design is under the research variables to get accurate results. This quantitative research approach will describe systematically, factually, and accurately the facts and properties of a particular object or population. Therefore, this study aims to determine and analyze the effect of independent variables on the dependent variable through data collection and quantitative analysis with path analysis. A study population is an unknown number of adults who have used the application.

The sample is part of the number and characteristics of the population (Sugiyono, 2018). When the population is unknown, the sampling technique uses this formula. Due to time constraints, costs, and conditions that were not conducive to the Covid-19 pandemic, the researchers determined that this study's existing sample was 100 respondents from Madras Hulu residents. The researchers took samples only from Grab service users in the area because it facilitates access to collecting data in the field. We used nonprobability sampling techniques for equal opportunity to select each member of the population as a sample—this study used purposive sampling with the following criteria. Respondents are the Midrash Hulu community. Respondents have used Grab online transportation at least twice. Types and sources of research data were obtained from primary data sources, such as questionnaires and interviews with related parties—secondary data from articles and relevant documentation studies.

Testing of validity and reliability instruments to the community outside the study sample was 30 people. The data analysis used descriptive statistical and inferential statistics approaches and

descriptive statistical analysis to describe the respondents' perceptions of the question items. Meanwhile, inferential statistical data applies path analysis to estimate the causal relationship's magnitude and significance in a set of variables.

4.0 RESULTS
The characteristics of the research respondents are as follows.

Table 1 Characteristics of research respondents

Characteristics	Frequency	Percent
Gender		
Men	37	37
Women	63	63
	100	100
Age		
20-30 Years	52	52
31-41 Years	35	35
42-52 Years	13	13
	100	100
Employment status		
College student	26	26
Private employees	49	49
Civil servants	25	25
	100	100
Frequency of Grab usage per day		
1-2 times	63	63
3-4 times	31	31
5-6 times	6	6
	100	100
Period of using the Grab application		
1-2 years	33	33
3-4 years	35	35
5-6 years	17	17
7-8 years	15	15
	100	100

Classical Assumptions
Normality Test

Table 2. Normality Test
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.97328220
Most Extreme Differences	Absolute	.049
	Positive	.032
	Negative	-.049
Kolmogorov-Smirnov Z		.487
Asymp. Sig. (2-tailed)		.972
a. Test distribution is Normal.		
b. Calculated from data.		

Table 2 shows that the significance value is 0.972> 0.05. Therefore, the conclusion of the test data is normally distributed.

Multicollinearity Test

Table 3. Multicollinearity Test

Model	Collinearity Statistics		
	B	Tolerance	VIF
(Constant)	1.439		
E-Service Quality	.258	.224	4.459
Customer Satisfaction	.499	.224	4.459

Table 3 shows that the value of Variance Inflation Factor (VIF) for the variable e-service quality (X1) VIF value 4.459 <10, and Tolerance 0.224> 0.10, customer satisfaction variable (Z) VIF value 4.459 <10, and Tolerance value 0.224 > 0.10. Each variable has a tolerance value> 0.10 and VIF <10. Therefore, the conclusion of this study is free from the problem of multicollinearity.

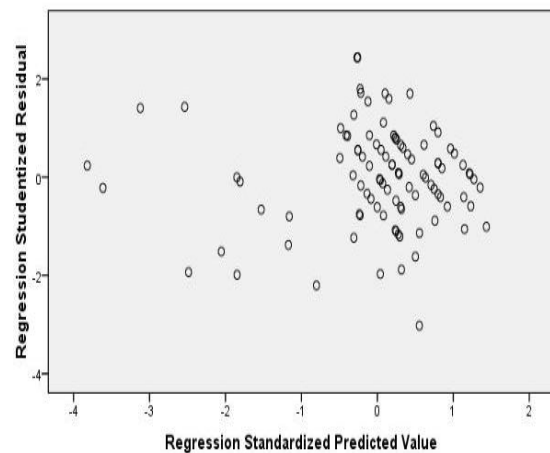## Heteroscedasticity Test

Figure 1. Heteroscedasticity

Figure 1 shows the point that spreads out, not forming unique patterns, and spreads well above the number 0 on the studentized residual (Y) regression axis. These results interpret that the regression model data is free from heteroscedasticity problems.

Path Analyze
First Substructural Regression Model

Table 3 First Substructural Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.213			.949	
E-Service		1.279			.345
Quality	.819	.045	.881	18.412	.000

Second Substructural Regression Model

Table 4. Second Substructural Regression Model

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig.
(Constant)	1.439	1.139		1.263	.210
E-Service Quality	.258	.083	.322	3.097	.003
Customer Satisfaction	.499	.090	.578	5.570	.000

Simultaneous Test Results

Table 5. First Substructural Simultaneous Test Results

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1333.420	1	1333.420	338.984	.000[a]
Residual	385.490	98	3.934		
Total	1718.910	99			

Predictors: (Constant), E-Service Quality
Dependent Variable: Customer Satisfaction

Table 5 shows that the F-count is 338,984 while the F-table is 2.47 (n-k-1 at k = 100-3-1 in 3) with a significant level of 0.000 <0.05 (5%). that means e-service quality has a positive and significant effect on customer satisfaction.

Table 6. Second Substructural Simultaneous Test Results

Model		Sum of Squares	df		Mean Square	F	Sig.
1	Regression	978.972		2	489.486	158.300	.000[a]
	Residual	299.938		97	3.092		
	Total	1278.910		99			

a. Predictors: (Constant), Customer Satisfaction, E-Service Quality
b. Dependent Variable: Customer Loyalty

Table 6 shows the F-count of 158,300 while the F-table is 2.47 (n-k-1 at k = 100-3-1 at 3) with a significant level of 0.000 <0.05 (5%). E-Service Quality and customer satisfaction have a positive and significant effect on customer loyalty.

Partial Test Results

Table 7. First Substructural t-test Results

Model					
	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(Constant)	1.213	1.279		.949	.345
E-Service Quality	.819	.045	.881	18.412	.000

Table 7 shows the e-service quality t-count value of 18.412 and the e-service quality significance value of 0.000 <0.05. E-Service Quality has an effect and is significant on customer satisfaction; thus, the hypothesis is acceptable.

Table 8. Second Substructural t-test Results

Model	Unstandardized Coefficients		Standardized Coefficients		
	B	Std. Error	Beta	t	Sig
(Constant)	1.439	1.139		1.263	.210
E-Service Quality	.258	.083	.322	3.097	.003
Customer Satisfaction	.499	.090	.578	5.570	.000

Table 8 shows that the numbers for the independent variables influence the dependent variable.

The effect of e-service quality on customer loyalty

The t-count value of e-service quality is 3.097, and the significant value for e-service quality is 0.003 <0.05. E-Service Quality has an effect and is significant on customer loyalty; thus, the hypothesis is acceptable.

The effect of customer satisfaction on customer loyalty

The t-count value of customer satisfaction is 5,570, and the significant value for trust is 0,000 <0.05. Customer Satisfaction has a significant effect on customer loyalty; thus, the hypothesis is acceptable.

Coefficient of Determination

Table 9. The first and second Substructural Determination Coefficients

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	,881[a]	,776	**.773**	1,983
2	,875[a]	,765	**.761**	1,758

Table 9 above in the first substructure shows the amount of Adjusted R Square of 0.773, which can be called the coefficient of determination, which means 77.3%. It indicates that the e-service quality variable on customer satisfaction has a strong relationship. The rest (22.7%) is explained by the influence of factors or other variables outside the model that are not studied.

In the second substructure, the Adjusted R Square is 0.761, which can be called the coefficient of determination, which means 76.1%. It shows that the variables e-service quality, customer satisfaction, with customer loyalty have a strong relationship. The rest (23.9%) is explained by other factors or variables outside the model not studied.

5.0 DISCUSSION
E-service quality affects customer satisfaction.

This study explains that e-service quality has a positive and significant effect directly on customer satisfaction among Grab Service users in Medan City. The Partial Test (t-test) results obtained the t-value coefficient of e-service quality, 18.412, and a significant value of 0.000 <0.05. The e-service quality variable has a significant and significant effect on customer satisfaction; thus, the hypothesis is accepted. The research results have a positive direction indicating that e-service quality will increase customer satisfaction.

The results of this study support the research of Pahlevi (2014), Ismayanti (2016), Zulfahmi (2018), Wardani (2017), Akbar & Djatmiko (2016), Prisanti, Suyadi, & Arifin (2017). This case identifies that e-service quality is a dynamic condition related to products, services, people, processes, and the environment that meet or exceed expectations. E-Service Quality, also known as E-ServQual, is a new version of Service Quality. (ServQual). E-ServQual development aims to evaluate a service provided on the internet network. E-Service Quality is the extension of a site's ability to effectively and efficiently facilitate shopping, purchasing, and distribution

activities. Satisfied customers are not enough; there must be delighted customers. Customers who are both very satisfied and happy are more likely to trust, make repeat purchases from one company, and spread positive word of mouth.

The development of information technology in the current era of globalization is overgrowing (Ho & Lee, 2016). Over time, in the age of globalization, technological developments play a significant role because it makes it easier for humans to carry out various life activities. At this time, the world is familiar with a technology called internet media, where everyone through this media can obtain and convey the information needed anytime and anywhere. Competition in the business world through electronic services has begun to grow in Indonesian companies. Many companies use this medium to increase company profits, one of which is the service business providing massage services - delivering products or services such as Grab. So for a fully electronic service on the Grab online transportation application, it will create an ideal condition for its customers with the best service, customers will feel satisfied with various attractive features, ease of use of the application, customers can use the application by itself and easily access application services mentioned. As the current online mode of transportation, Grab always makes the best innovations related to its customers' electronic-based service features to provide a sense of comfort and satisfaction when using it.

E-service quality affects customer loyalty.

This study explains that e-service quality has a positive and significant effect directly on customer loyalty for Grab Service users in Medan City. As for the Partial Test (t-test) results, the variable coefficient t-value of e-service quality is 3.097 and a significant value of 0.003 <0.05. The e-service quality variable has a significant and significant effect on customer loyalty; thus, the hypothesis

received. The results showed a positive direction indicating that e-service quality will increase customer loyalty.

The results of this study support the research of Pahlevi (2014), Ismayanti (2016), Zulfahmi (2018), Wardani (2017), Akbar & Djatmiko (2016), Prisanti, Suyadi, & Arifin (2017). This case identifies that e-service quality affects customer loyalty. Service quality is one of the essential things that every company must-have. Service quality is a measure of how customer satisfaction can be achieved or not. Service quality is the company's ability to satisfy consumer needs and wants.

In improving the quality of its services, other businesses that are competitors to Grab offer more experienced partners to serve customers in operations. According to (Kotler & Keller 2014), creating solid and close relationships with customers is the dream of all marketers, often the key to long-term marketing success. The quality of service or e-service quality embedded in this application plays a significant role for Grab customers. E-service quality is a form of broader service quality with internet media that connects sellers and buyers to fulfill shopping activities effectively and efficiently (Chase, Jacobs, & Aquilano, 2013). Service Quality is the extent to which an online Grab application platform facilitates effective and efficient purchasing, purchasing, and delivery of products or services. Service quality is a method for an internet-based service provider covering spending and delivering products or services to make a customer loyal when using the Grab application. This case shows that Grab users believe that the Grab application's service quality is of high quality and provides good competence to help users when they want to access purchase and order transactions.

Customer satisfaction affects customer loyalty.

This study explains that customer satisfaction has a positive and significant effect directly on customer loyalty for Grab

Service users in Medan City. The results of the t-value of customer satisfaction are 5.570 and a significant value of 0.000 <0.05. Thus the hypothesis is accepted so that the customer satisfaction variable has a significant and significant effect on Customer Loyalty. The results of the study show a positive direction that customer satisfaction will increase customer loyalty.

The results of this study support the research of Pahlevi (2014), Ismayanti (2016), Zulfahmi (2018), Wardani (2017), Akbar & Djatmiko (2016), Prisanti, Suyadi, & Arifin (2017). This case identifies that customer satisfaction affects customer loyalty. This case means that customers' satisfaction will impact them to remain loyal to certain goods/products to make satisfaction for customers. Grab should have to provide services to customers when riding or using a delivery application, and in order to maximize this, the drivers' competence to deal with retain customers with a variety of different behaviors. Loyal or not, consumers can indicate from they feel satisfaction. Customer satisfaction is the result felt by buyers who experience a company's performance that matches their expectations. Consumers are satisfied when their expectations are met or delighted when their receive exceed expectations. If the customer is satisfied with making a purchase, he will pay attention to the buyer's opportunity in the next opportunity.

Satisfied consumers tend to stay loyal longer, buy more, are less sensitive to price changes, and the conversation favors the company. In this case, it concludes that loyalty is not measured by how much customers buy but how often they repurchase, including recommendations to others.

The effect of e-service quality on customer loyalty through customer satisfaction

The results reveal that the e-service quality variable indirectly and significantly affects customer loyalty 0.509 with a significant value of 0.000 <0.05. In other

words, customer satisfaction significantly mediates the relationship between e-service quality and customer loyalty. There is a direct and indirect influence from e-service quality to customer loyalty. With customer satisfaction mediation, there is a total effect from e-service quality to customer loyalty 0.831 and a significance of 0.000 <0.05.

According to Romadhoni et al. (2015), e-service quality and e-satisfaction are variables that play a crucial role in building online customer e-loyalty. This case is because the phenomenon of service quality becomes the goal of fulfilling consumers' expectations, wants, and needs. Consumer expectations are fast getting service, consumer desires, namely services under the range of financing imposed, and consumer needs, namely the fulfillment of quality services to create a positive impact, namely customer loyalty on an ongoing basis. Melinda's research (2017) proved that e-service quality affects e-loyalty through e-satisfaction. Therefore customer satisfaction can mediate the relationship between e-service quality and customer loyalty with the satisfaction felt by Grab customers. It will impact creating a feeling of wanting to reuse the Grab application continuously (loyalty) and influenced by the existence of the best service, starting from an internet-based application that makes it easier for customers to access and understand it. To get excessive interest from Grab customers, they must create the best service as the final focus on the emergence of customer satisfaction.

6.0 CONCLUSIONS & SUGGESTIONS
Conclusions

The following conclusions refer to the purpose and problem formulation of the study. E-service quality has a positive and significant effect on customer satisfaction with Grab service users in Medan City, and e-service quality has a positive and significant effect on customer loyalty to Grab service users in Medan City. Customer satisfaction has a positive and significant effect on customer loyalty for Grab service

users in Medan City. E-service quality affects customer loyalty through customer satisfaction with Grab service users in Medan City.

Suggestions

Some of the suggestions are summarized as follows. First, we recommend that Grab Indonesia maintain convenience in the Grab application to be accessed. Furthermore, we suggest that Grab Indonesia pay attention so that customers can access the application wherever they are. Grab Indonesia's solution to increase customer satisfaction and customer loyalty is further to expand the regional reach of drivers as Grab partners; this is to deal with the problem that many customers in certain areas find challenging to get drivers. Therefore, Grab carried out the supervision to control drivers to receive orders from passengers even though they are in particular areas. Many drivers also deliberately ask customers to cancel orders because they are busy or at times that are not conducive; we expectation that Grabs will further tighten the limits on order cancellation, such as only once a day.

Second, we expectation that Grab Indonesia pays attention to the condition of the vehicles used by Grab partners. Grab Indonesia's solution to increase customer loyalty is to repeat record the grab drivers' vehicles, bikes, and cars, to anticipate vehicles that are not roadworthy as a form of comfort that must be provided to customers optimizing the satisfaction all Grab customers need experience. At the time of receipt of driver-partners, there should be a vehicle check. Grab Indonesia can carry out a selfie strategy with drivers' vehicles to anticipate complaints related to vehicles that are not roadworthy before picking up customers.

Third, we recommend Grab Indonesia maintain the pleasure of using the Grab application by customers and maintain customer loyalty by choosing Grab even though other companies provide attractive promos. Grab Indonesia's solution is to offer attractive promos every day, such as discounts for grab bikes, discounts for grab food for multiple orders, and values through various e-wallets. Ovo so that customers can create a positive impression when using the Grab online transportation application compared to its competitors such as Gojek and Maxim.

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