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**ANALYSIS OF THE INFLUENCE OF TRUST, EASINESS IN SHOPPING,  
PRODUCT QUALITY TO CUSTOMER SATISFACTION TO  
INCREASINESS IN SHOPPING CONSUMER LOYALTY ONLINE  
SHOPPING**

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**Abstract**

Based on research We Are Social and Hootsuite 2017 Internet users in Indonesia grew 51% within a one year which make Indonesia is a country that experienced a boom of internet users. During 2017, the most consumer complaints to the Indonesian Consumers Foundation is the online shopping transactions. In this research, the sampling method used is nonprobability sampling with judgment sampling technique along with 200 respondents who have been doing shopping online. Data collection was done using questionnaire, while the data analysis is using path analysis and processed with SPSS version 21. The results showed the easiness in shopping and quality of products have significant effect on customer satisfaction while the trust did not have significant effect on customer satisfaction. Easiness in shopping, product quality and customer satisfaction also have significant positive effect on consumer loyalty while the trust did not have significant effect on consumer loyalty. The result of this research also shows that easiness in shopping, product quality has not directly influenced the consumer loyalty and through consumer satisfaction as mediating variable.

**Keywords:** trust, easiness in shopping, product quality, customer satisfaction, loyalty consumer

**PRELIMINARY**

Indonesia is a country that experienced a boom of internet users, which is seen from the increasing number of people who have supporting technology such as mobile phones, laptops or tablet PCs. These gadgets are now the primary needs of the community, in addition to being used as a medium of communication and social is also widely used to conduct online transactions. According to research We Are Social and Hootsuite 2017, internet users in Indonesia grew 51 percent within a period of one year. This figure is the largest in the world, even far exceeds the global average growth of only 10 percent.

From the online shopping data by the Ministry of Communications and Information Republic Indonesia (Kemenkominfo), Indonesia has now become one of the online business giant or e-commerce in the Asia Pacific region. In the last five years, starting in 2011, online business continues to grow rapidly. In early 2017, Kemenkominfo data revealed that the value of online transactions in Indonesia during the year 2016 have reached US \$ 4.89 billion, equivalent to Rp. 68 trillion.

Online shopping is one of the e-commerce marketing practices, it is an electronic business mechanism that focuses on individual business-based transactions using the internet as a medium of exchange of goods or services without going through space and time constraints. Loekamto

(2012: 65), online Shop is a means or store to offer goods and services over the internet so that online shop visitors can see the goods in the online store. Based on [www.shopback.co.id](http://www.shopback.co.id) information downloaded on January 23, 2017 there are about 140 trusted online store sites in Indonesia with the five most popular stores such as; Lazada, Tokopedia, Tiket.Com, Blibli.Com and Bukalapak and others.

Online shopping will save you the cost of transportation, effective and save time shopping for consumers who have been preoccupied by the daily street congestion and payment system that can also use the sophistication of technology with payments via SMS banking, internet banking, credit cards and various means of payment that develops later this. This method can be termed Easier and Faster to Find Anything.

In addition to the easiness in shopping of online shopping, consumer complaints to the Indonesian Consumer Agency in online shopping also increasiness in shopping every year, if the year 2014 complaints about online shopping is not included in the top 10 consumer complaints, but during 2017 most consumers complained about the experience when transacting online shopping. The consumer complaint trend towards e-commerce is divided into six major issues, such as unshipped items, unilateral cancellation, refund process, misleading information, to dispute resolution. Wuan (2014) research results, Trust and benefits significantly affect the intention to buy online. Palma et.al (2016), product quality, easiness in shopping and price have a significant effect on satisfaction, then have a significant effect on repurchase intention.

Luqmananda (2013), from the results of data analysis can be concluded that customer satisfaction becomes mediator "amplifier" to customer loyalty. While the results of research by Bahrudin (2015) shows that there is a positive impact and significant customer satisfaction on customer loyalty and trust in consumer loyalty. Looking at the phenomenon and the results of the above, this research needs to further investigate whether there is influence of trust, easiness in shopping, and product quality to Consumer Satisfaction to increase online shopping consumer's loyalty.

## **STUDY OF LITERATURE**

### **Online Marketing**

According to Kotler and Keller (2016: 508), "Online Marketing is the effort to market products and services and build customer relationships over the Internet". Then Kotler and Keller (2016: 508) also explained, "The internet is a vast public web of computer networks that connects users of all types around the world to one another and an amazingly large information repository". Wong (2010: 33) e-commerce is the buying, selling and marketing of goods and services through electronic systems such as television, radio and computer networks or the internet. There are several factors that influence shopping through internet media, namely: (Kotler dan Armstrong (2012: 179): (1) : consumers do not need to wrestle with traffic, no need to find parking and walk to the store. (2) Completeness of Information: consumers can interact with seller sites to search for information, products or services that consumers really want, then order or download information in place (3) Time: Consumers can check prices and order merchandise 24 hours a day from anywhere ( 4) Consumer confidence.

### **Consumer Loyalty.**

Lovelock (2010: 151) defines loyalty as a customer's progress to continue supporting a company in the long term, buying and using its products and services on an exclusive basis of voluntary recommendation of the company's products to friends and friends. While Assauri, (2012: 14) defines Customer loyalty is the tendency of customers to choose the value of the organization offered on the alternative bid of a competitor organization. While Loyalty by Tjiptono (2011: 111), is a situation where consumers are positive toward the product or manufacturer (service provider / product) and accompanied by consistent repurchase patterns. Loyal customers will show the following characteristics, Tjiptono (2000: 100-108): (1) Make consistent purchase (2) Brand a product to others (3) Will not switch to a competitor's product.

### **Consumer Satisfaction**

Consumer satisfaction is the level of a person's feelings after comparing the performance (or outcome) he perceives compared to his expectations, if the results are in accordance with expectations then he is satisfied with the results Tjiptono (2011: 146). Kotler, Keller (2016: 138-139), Satisfaction is the feeling of pleasure or disappointment of a person arising from comparing perceived performance of a product (or outcome) to their expectations. While the indicator of Consumer Satisfaction is used, Tjiptono (2011: 87): (1) Confirmation of expectations (2) Interest in repurchase (Satisfaction).

### **Trust**

According to Elrado, (2014: 48) trust is the willingness of individuals to depend on others involved in exchange because the individual has confidence to the other party. Watson, (2010: 22) defines trust as follows: Trust is a belief that another company will perform actions that will result in positive outcomes for the firm while not taking actions that would result in negative outcomes. Indicators used, Gefen in Yee and Faziharudean (2010) (1) Integrity (Integrity), (2) Benevolence, (3) Competence

### **Easiness in shopping**

According Jogiyanto (2010: 12) easiness in shopping is defined as the extent to which a person believes that using a technology will be free from business. Jogiyanto (2010: 27), the construct of perception is also a belief about the decision making process using 6 items to form this construct, namely: (1) Easy to Learn, which is a function that is easy to learn (2) Controllable, which is where a function is easy to control (3) Clear and Understandable, ie where a function is clear and easy to understand how to operate it (4) Flexible, ie a function that is not rigid or constant so it can be tailored to the needs, (5) Easy to Become Skillful, which is a function that can facilitate a person to improve his skills, (6) Easy to Use, which is a function that can be operated easily.

### **Product quality**

Nasution (2010: 3) product quality is a dynamic condition that deals with products, people / labor, processes and tasks, and environments that meet or exceed consumer expectations.

While Kotler and Keller (2016: 143), quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy expressed or implied needs. Product quality indicators used in this study, Nasution (2010: 5): (1) Conformity to specification, (2) Features, (3) Aesthetics, (4) Serviceability

### **Trust and Consumer Satisfaction.**

An dhini, Khuzaini (2017) trust has a significant effect on customer satisfaction. CSR's corporate commitment fosters greater satisfaction and trust in the company and its services, which ultimately encourages consumers to remain loyal.

Eunil Parka et al (2017), greater confidence in the company and its services ultimately encourages consumers to remain loyal.

H<sub>1</sub>: There is a significant effect of product trust on satisfaction consumer

### **Easiness in shopping and Consumer Satisfaction**

Irawan (2004: 37) one of the factors driving the customer satisfaction is the easiness in shopping, the customer will be more satisfied if relatively easy, convenient and efficient in getting the product or service. This is supported by Harwani, Safitri. (2017), has a positive effect and significant effect on customer satisfaction of shopping in Tokopedia. Supported also by Wong (2016) easiness in shopping of effect on customer satisfaction. Handoko (2016) easiness in shopping of effect on online shopping in Zalora Indonesia.

H<sub>2</sub>: There is a significant effect of easiness in shopping on customer satisfaction

### **Product Quality and Consumer Satisfaction**

In determining customer satisfaction there are five factors that must be considered by company Lupoadi (2001) one of them is product quality, that is customer will feel satisfied if their result indicate that the product they use quality. Irawan (2004: 37) in order to create customer satisfaction, companies need to understand the factors driving the satisfaction, which one of them is the quality of the product. This is supported by Suvittawat (2015), the quality has significant impact on customer satisfaction. In addition supported by Handoko (2016) which concluded that the quality of the product affects customer satisfaction.

H<sub>3</sub>: There is a significant effect of product quality on satisfaction consumer

### **Consumer Satisfaction and Loyalty**

Dharmayanti (2006), Satisfaction is one of the causes of loyalty. In accordance with the results of customer satisfaction research has an influence on loyalty Chu et al (2012). According to research by Akbar et al (2009) states that consumer satisfaction has a significant influence on consumer loyalty, and Andreas, Yuniati (2016) that consumer satisfaction has a positive and significant impact on consumer loyalty.

H<sub>4</sub>: There is a significant effect of product satisfaction on loyalty Consumer

### **Trust and Consumer Loyalty**

Kusuma et al (2014) trust has a significant positive effect on consumer loyalty. (2016), The findings highlight that trust is the most important e-loyalty antecedent in online shopping for Gen

Y customers. While Choe (2015), both e-trust and e-satisfaction in turn positively influence e-loyalty to online clothing buyers.

H<sub>5</sub>: There is a significant influence of trust on loyalty consumer

### **Easiness in shopping and Consumer Loyalty**

Lupiyoadi (2001: 158) suggests that in improving consumer loyalty one factor to note is the easiness in shopping of getting the product. This is supported by Wong's research (2014), concluding that easiness in shopping of effect on consumer loyalty. Besides, Kusuma et al (2014) allegations have an effect on consumer loyalty.

H<sub>6</sub>: There is a significant effect of easiness in shopping on consumer loyalty.

### **Product Quality and Consumer Loyalty**

Lupiyoadi (2001: 158) argued that in improving consumer loyalty one factor that needs to be considered is the quality of the product. In accordance with research Andreas, Yuniati (2016) product quality has a positive and significant impact on consumer loyalty customers.

H<sub>7</sub>: There is a significant effect of product quality on customer's loyalty

## **RESEARCH METHODS**

In this study using conclusive research design with data source is primary data and data collection using questionnaire and documentation.

### **Research design**

Based on the purpose of the research above, in this study used a kind of causal associative research with multiple linear regression analysis. According Sugiyono (2016: 37). The causal relationship is a causal relationship. Data collection method is quantitative data by using questionnaire.

### **Place and time of research**

This study was conducted on the internet against people who have been shopping online, and retrieval of data using "google form" online through facebook, whatsapp, line and messenger. The study was conducted for six months starting from January 2018 to June 2018

### **Research variable**

In this research, there are three independent variables, namely trust, easy, and product quality, one dependent variable is customer loyalty and one intervening variable that is consumer satisfaction.

### **Population and Sample**

According Sugiyono (2016: 80), Population is a generalization region consisting of: objects / subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions. While the sample is part of the population. The population of this study is all

consumers who never shop online is not limited in number, the sample used as many as 200 consumers.

### **Data analysis technique**

Data analysis technique used is path analysis (Path Analysis). Before the first data analysis done test instrument that is the test of validity and reliability of 30 respondents. With a significance level of 5% obtained  $r_{tabel} = 0.361$ , all statements in the questionnaire have  $r_{hitung} > r_{tabel}$ , it is said that all statements of all research variables are Valid. As for the reliability test can be said that all research variables have a good reliability because Cronbach's Alpha for each variable has a value greater than 0.6.

## **RESEARCH RESULT ANALYSIS**

### **Respondent Profile Characteristic**

In this study, the largest number of online shopping were women (57.0%), the most frequent age of online shopping was between 21-30 years (53%) whereas most respondents had employment (49.5 %), this may be due to time limitations of employees to shop offline.

### **Classic assumption test**

**Normality test**, aims to test whether in the regression model, the intruder or residual variable has a normal distribution. The critical ratio skewness value for each variable shows the normal distribution because the value is smaller than 2.58, it can be concluded that the normality test has been fulfilled.

**Multicolloniariry Test**, is a situation that shows the correlation between two independent variables or more in a regression model. In this research used VIP (Variance Inflation Factor) value. The regression model which is free from multicollinearity is having Tolerance > 0,10 or VIP value less than 10. From the result it is known that the three independent variables in this research have Tolerance value more than 0.10 and VIF less than 10. Thus, there is no symptom of multicolonierity among independent variables.

**Heteroscedasticity Test**, used to determine whether or not the variant inequality of the residual from observation to other observations. A good regression model is no Heteroscedasticity. In the research to test heteroskedastisitas Spearman's rho correlation method used, if the independent variable has a significance value (Sig. 2 Tailed) more than 0.05 it is said that there is no heteroscedasticity. The results can be seen that the three independent variables have significance value (Sig. 2 Tailed) more than 0.05, it can be said that there is no heteroskedastisitas in this model.

**Linearity test**, linearity test used to see whether the model specifications used are correct or not. This test is usually used as a prerequisite in correlation analysis or linear regression. Tests on SPSS by using Test for Linearity with at 0.05 significance level. Two variables are said to have a linear relationship when the significance (Linearity) is less than 0.05. The result, confidence variables are not linear to customer satisfaction and consumer loyalty, while the variability of easiness in shopping and quality of the product have a linear relationship with customer satisfaction and loyalty.

### **Model Equation Test**

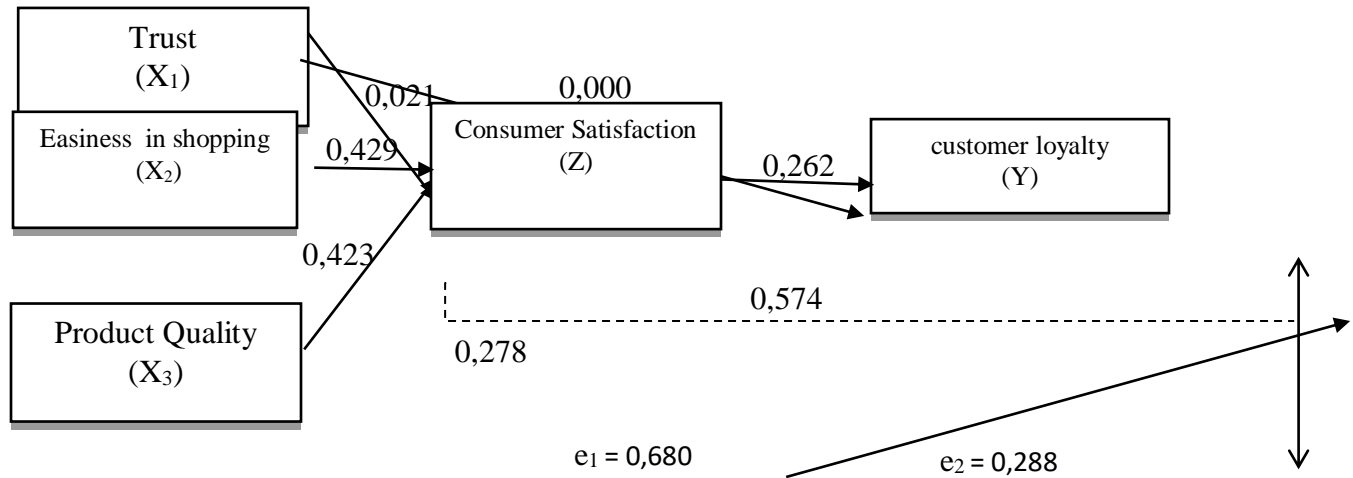


Figure 1. Line Chart  
Source: Primary Data (with SPSS 21, 2018)

The model equation in this research is:

$$Z = b_1X_1 + b_2X_2 + b_3X_3 + e_1$$

$$\text{Consumer Satisfaction} = 0,021\text{Trust} + 0,429\text{Easiness in shopping} + 0,423\text{Product Quality} + 0,680$$

$$Y = b_4X_1 + b_5X_2 + b_6X_3 + b_7Z + e_2$$

$$\text{Customer Loyalty} = 0,000\text{Trust} + 0,574\text{Easiness in shopping} + 0,278\text{Product Quality} + 0,262\text{Consumer Satisfaction} + 0,288$$

**Model Accuracy Test**

The accuracy of a model can be seen from the value of Square Multiple Correlation (R<sup>2</sup>). From the results of the data obtained R<sup>2</sup> as follows:

Table 1. Coefficient of Determination (R<sup>2</sup>)

	R <sup>2</sup> Adjusted
Consumer Satisfaction (CS)	0,537
Consumer Loyalty (CL)	0,917

$R^2_{\text{Adjusted}} = 1 - (1 - R^2_{\text{CS}})(1 - R^2_{\text{CL}}) = 96.16\%$ , which means 96.16% is the model contribution to explain the relationship of the variables studied by 3.84% is the contribution of other variables outside the study this.

**Inferential Statistics Test Results**

Here are the results of the data with SPSS 21 (2018):

**Hypothesis Test Results Model 1:**

Table 2. Multiple Linear Regression Analysis Test Results (Model 1)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	0,015	0,471		0,032	0,974
Trust	0,020	0,045	0,021	0,442	0,659
Easiness in shopping	0,645	0,084	0,429	7,681	0,000
Product quality	0,376	0,050	0,423	7,581	0,000

a. Dependent Variable: Consumer Satisfaction

Source: Primary Data (with SPSS 21, 2018)

With  $\alpha = 5\%$ , k (number of independent variables) = 3 obtained  $t_{table} = 1.972$ .

1. The result of hypothesis test for the confidence variable obtained by  $t_{count} = 0,442 < t_{table} = 1,972$  and significance  $0,659 > 0,05$ , which means that in this research the trust is not significant to the customer satisfaction and even if there is very little effect.
2. Result of hypothesis test for easiness in shopping variable obtained  $t_{count} = 7,681 > t_{table} = 1,972$  and significance equal to  $0,000 < 0,05$ , which means easiness have a significant effect to consumer satisfaction.
3. Hypothesis test results for product quality variables obtained  $t_{count} = 7,581 > t_{table} = 1.972$ , and significance of  $0.000 < 0.05$ , which means easiness in shopping significantly affect consumer satisfaction.

### Hypothesis Test Results Model 2

Table 3. Multiple Linear Regression Analysis Test Results (Model 2)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	,018	,144		,128	,899
Trust	,000	,014	,000	,024	,981
Easy	,626	,029	,574	21,354	,000
Product quality	,179	,017	,278	10,355	,000
Consumer Satisfaction	,190	,022	,262	8,688	,000

a. Dependent Variable: Consumer Loyalty

Source: Primary Data (with SPSS 21, 2018)

With  $\alpha = 5\%$ , k (number of independent variables) = 3 obtained  $t_{table} = 1.972$ .



4. The result of hypothesis test for Consumer Satisfaction variable is obtained  $t_{count} = 8,688 >$  from  $t_{table} = 1,972$  and significance equal to  $0,000 < 0,05$  which means customer satisfaction has a significant effect on consumer loyalty.
5. Hypothesis test results for the confidence variable obtained  $t_{count} = 0,024 < t_{tabel} = 1,972$  and significance of  $0,981 > 0,05$ , which means trust is not significant effect on consumer loyalty and even if there is very little effect.
6. The result of hypothesis test for easiness in shopping variable obtained by  $t_{count} = 21,354 > t_{table} = 1,972$  and significance equal to  $0,000 < 0,05$ , which means easiness significantly influence to consumer loyalty.
7. Hypothesis test result for product quality variable obtained  $t_{count} = 10,355 >$  from  $t_{table} = 1,972$  and significance equal to  $0,000 < 0,05$ , which means easiness have a significant effect to consumer loyalty.

### **Mediation Test**

Confidence variable ( $X_1$ ) is not significant influence to consumer satisfaction ( $Z$ ) and trust ( $X_1$ ) also not significant influence on consumer loyalty ( $Y$ ) so that said consumer satisfaction does not mediate between trust with consumer loyalty. The variable of easiness ( $X_2$ ) has a significant effect on consumer satisfaction ( $Z$ ) and easiness ( $X_2$ ) is also significant influence on consumer loyalty ( $Y$ ) so it is said that consumer satisfaction mediate between trust and consumer loyalty. Product quality variable ( $X_3$ ) have significant effect to consumer satisfaction ( $Z$ ) and product quality ( $X_3$ ) also significant influence to consumer loyalty ( $Y$ ) so it is said satisfaction of consumer mediate between product quality and consumer loyalty.

### **DISCUSSION**

Here is a discussion related to the findings of this study.

#### **The Effect of Trust on Consumer Satisfaction Online Shopping**

From the analysis path obtained results show that consumer confidence is not significant impact on customer satisfaction, which means that in doing online shopping in Indonesia consumers still lack of confidence in various things. Many consumers claim that the consumer has been tricked into online shopping, this could happen as after making a payment for a ordered item never arrives, or the ordered item does not match the seller informed (Starrup Asia, 2013). This happens one of them is caused by the weakness of online shopping is the consumer does not see directly the products that want to buy. This lack of consumer confidence affects consumer satisfaction in online shopping. The results reject the first hypothesis that says "Suspected there is an influence of trust on consumer satisfaction online shopping".

The results of this study are in line with the phenomenon that occurs in the community that is increasing public complaints against online shopping to the Indonesian Consumers Foundation (YLKI), where throughout 2017 YLKI consumer complaints in online shopping occupy the highest complaint of the top 10 complaints. Supported also by data from the Association of Internet Providers Indonesia (APJII, 2012) which says that consumer distrust the number 1 problem in online shopping in Indonesia.

The results of this study are not in line with Andhini danKhuzaini(2017) which concluded that trust has a significant positive effect on customer satisfaction.

### **The Effect of Easiness in shopping on Consumer Satisfaction Online Shopping**

From the analysis path obtained results that show that easiness in shopping positive and significant impact on consumer satisfaction in online shopping, it shows easiness in shopping obtained by consumers in online shopping will increasethe customer satisfaction. In this study the average consumer states strongly agree with the statement; easiness in shopping variables were measured by six indicators; download applications easily, can register easily, order goods easily, easy to understand way of payment and done, easy to get product information purchased like; specifications, prices, quality and other such, as well as easy to claim damaged or inappropriate goods.

These results suggest that a second hypothesis that says "Suspected there is an effect of easiness in shopping on consumer satisfaction online shopping" proved true. This happens because the majority of respondents in this study aged 21 -30 years (53.0%), where the age range is more concerned with how to get the goods with easy and convenient. Suryani (2013).

The results of this study are in accordance with the results of research from Harwani, Safitri (2017), Sarwar et al (2016) and also Wong et al (2014) and research from Handoko (2016) which concluded that easiness in shopping has a significant positive effect on customer satisfaction. Lee et al (2015), Convenient Perception positively impacts the satisfaction of insurance customers. Pham dan Ahammad (2017), Easiness in shopping of return is the most significant contributor to online customer satisfaction.

### **The Effect of Product Quality on Consumer Satisfaction Online Shopping**

From the analysis of paths obtained results that show that product quality has a positive and significant impact on consumer satisfaction in online shopping, it shows the better the quality of products obtained by consumers in online shopping then the satisfaction is increasing. In this study the average consumer states strongly agree on the statement, the product quality variable is measured by five indicators; information about product quality is very clear, offering good quality goods, acceptable product quality according to price, good color and overall satisfied with the quality of the products purchased. These results suggest that a third hypothesis that says "Suspected there is an effect of product quality on online consumer satisfaction shopping" proves true. This is because the majority of respondents in this study were women (57.0%), where women in shopping have a tendency to be selective especially in choosing quality products.

The results of this study are in accordance with the results of research by Handoko (2016), Windarti& Ibrahim (2017), Kusuma et al (2014) which states that quality has a significant positive effect on customer satisfaction. Suvittawat (2015) concluded Product quality affects consumer satisfaction in Thailand Siam Commercial Bank in Chonburi Province, Shariff (2015) concluded Food research indicates that product quality has a significant relationship to customer satisfaction.

### **The Effect of Consumer Satisfaction Against Online Shopping Consumer's Loyalty**

From the analysis path obtained results that show that customer satisfaction has a positive and significant impact on consumer loyalty in online shopping, it shows the more satisfied consumers in online shopping then the loyalty will increase as well. The average consumer states strongly agree with the proposed statement such as; store sellers are able to provide shopping satisfaction, good response, never feel harmed during online shopping, good response when there are complaints, satisfied during online transactions. With the achievement of consumer satisfaction, the average consumer states will be willing not to move to another store, will shop again, will recommend the store to others, willing to tell the store about the weakness of the store, satisfied and happy to shop online. These results indicate that the fourth hypothesis that says "Suspected there is influence of consumer satisfaction on consumer loyalty shopping online" proved true.

The results of this study are in accordance with the results of Ibojo et al (2015), Humarah (2012), Kusuma et al (2014), Chung et al (2015) study which stated that consumer satisfaction has a positive effect on consumer loyalty. Pham et al (2017), whose findings show that online customer satisfaction leads to repurchase intentions, and the possibility of making positive recommendations to others.

#### **The Effect Of Trust On Consumer Loyalty Online Shopping.**

From the analysis path obtained results show that consumer confidence is not significant impact on consumer loyalty, which means that in doing online shopping in Indonesia consumers still lack of confidence in various things.

The results of this study are in line with the phenomenon that occurs in the community that is increasing public complaints against online shopping to the Indonesian Consumers Foundation (YLKI), where throughout 2017 YLKI consumer complaints in online shopping occupy the highest complaint of the top 10 complaints. Supported also by data from the Association of Internet Providers Indonesia (APJII, 2012) 6 which says that consumer confidence problem number 1 in online shopping in Indonesia.

This lack of consumer confidence affects consumer loyalty in online shopping. The results reject the fifth hypothesis that says "Suspected there is an influence of trust on consumer loyalty online shopping".

Research in accordance with research conducted Setiawan, Sayuti (2017) concluded there is no influence of trust on consumer loyalty, but contrary to research conducted by Kusuma et al (2014) which concluded that trust has a significant positive effect on consumer loyalty. (2016), The findings highlight that trust is the most important e-loyalty antecedent in online shopping for Gen Y customers. While Choe (2015), both e-trust and e-satisfaction in turn positively influence e-loyalty to online clothing buyers.

#### **The Effect of Easiness in shopping on Consumer Loyalty Online Shopping.**

From the analysis path obtained results show that easiness in shopping positively significant positive to the loyalty of consumers, which means that if the easier the process of transactions made consumer to shop online then consumer's loyalty will increase and they would not be willing to shop in another store, will recommending stores to others, willing to let the store know

about store weaknesses, happy and happy to shop online. The results of this study are in accordance with the results of research Wong (2014), Nuryakin (2016), Kusuma et al (2014) and Shariff (2015) stating that easiness in shopping positively affects consumer loyalty.

### **The Effect of Product Quality On Consumer Loyalty Online Shopping.**

From the analysis of path obtained by result show that quality of product have positive positively significant to consumer loyalty, which means if the better quality of product offered then consumer loyalty will progressively and vice versa. Loyalty to transactions made by consumers to shop online then consumers will increasingly increasiness in shopping their loyalty to be willing not to move shopping to another store, will shop again, will recommend the store to others, willing to tell the store about the weakness of the store, satisfied and happy to shop on line.

The results of this study in accordance with the results of research Andreas, Yuniati (2016) that the quality has a significant effect on consumer loyalty, while Irawan and Japarianto (2013) Product Quality Affects Customer Loyalty in Por Kee Restaurant Surabaya.

### **CONCLUSION**

Based on the hypothesis test and discussion can be concluded in the research for consumers who have been shopping online as follows:

1. Trust does not significantly affect its consumer satisfaction
2. Easiness in shopping has a significant positive effect on customer satisfaction
3. Product quality has a significant positive effect on customer satisfaction
4. Consumer satisfaction has a significant positive effect on consumer loyalty
5. Trust has no significant effect on loyalty
6. Easiness in shopping significant positive effect on consumer loyalty
7. Product quality has a significant positive effect on consumer loyalty

### **SUGGESTION**

1. Consumer confidence to shop online is still low, most consumers say that the goods ordered are not in accordance with the informed, such as differences in specifications as colour, quality and more. Another complaint is consumers also say never cheated in shopping online. This happens because the lack of supervision of online business in Indonesia. It is recommended that the government immediately ratify the Government Regulation (RPP) Regulation on Electronic Commerce which becomes the technical umbrella for online shopping operations.
2. Besides that the answer to consumer statement also on the difficulty of downloading online applications. This needs to get the attention of the online store, so it can increasiness in shopping the number of users of applications that will certainly be able to increasiness in shopping sales in the future.
3. Selection of this research object is in general, so the result does not focus on one object. It is recommended for further research to focus the object on a particular online store only and with other variables that are more appropriate.

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