The Role Of Customer Satisfaction In Mediating The Effect Of Mobile Shopping Service Quality On Customer Loyalty (Study On Lazada Application Users)

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A R T I C L E   I N F O

A B S T R A C T

This study focuses on Lazada App Users, aiming to measure how much Customer Satisfaction Role in mediating the effect of Mobile Shopping Service Quality on Customer Loyalty. Using the non-probability sampling method, namely purposive sampling, 251 samples were selected. Data collection is carried out by non-probability sample method with quantitative method approach. SEM (Stuctural Equation Modelling) analysis model with test calculations using the LISREL software program version 8.80. The effectiveness of mobile shopping experience according to the findings of this study indicate that the quality of mobile shopping services has a favorable and significant impact on consumer satisfaction. The quality of mobile shopping services has no positive and substantial influence on customer loyalty. Customer Satisfaction have a significant and beneficial impact on Customer Loyalty. Customer Satisfaction, which is mediated by Mobile Shopping Service Quality, has a positive and significant influence on customer loyalty. And the most influential dimension of MS-SQ is Responsiveness. The study suggests workable strategies to increase effectiveness in increasing loyalty in the m-commerce industry and extends the loyalty research model built from MS-SQ.

A B S T R A K

Studi ini berfokus pada Pengguna Aplikasi Lazada, bertujuan untuk mengukur seberapa besar Peran Customer Satisfaction dalam memediasi pengaruh Mobile Shopping Service Quality terhadap Customer Loyalty. Melalui metode non-probability sampling yaitu purposive sampling,, dipilih sampel dengan sebanyak 251. Pengumpulan data dilakukan dengan metode sampel non-probabilitas dengan pendekatan metode kuantitatif. Model analisis SEM (Stuctural Equation Modelling) dengan perhitungan pengujian menggunakan program software LISREL versi 8.80. Efektivitas mobile shopping experience menurut hasil penelitian ini menunjukkan Customer Satisfaction dipengaruhi secara positif oleh Mobile Shopping Service Quality. Customer Loyalty tidak dipengaruhi oleh Mobile Shopping Service Quality. Kepuasan Pelanggan memiliki dampak yang kuat dan menguntungkan terhadap Loyalitas Pelanggan. Customer Satisfaction yang dimediasi oleh Mobile Shopping Service Quality memiliki pengaruh positif dan signifikan terhadap Customer Loyalty. Dan dimensi MS-SQ yang paling berpengaruh adalah Responsiveness. Studi ini menyarankan strategi yang bisa diterapkan untuk meningkatkan efektif dalam meningkatkan loyalitas pada industri m-commerce dan memperluas model penelitian loyalitas yang dibangun dari MS-SQ.

INTRODUCTION

Over the past decade, the development of digital technology and the internet has grown rapidly and has become a way of life. Internet usage has increased from year to year. This increase is due to the increasing needs of the community for internet usage (Haetami & Widodo, 2021). The presence of digital technology and the internet can provide benefits in progress in various social aspects, especially in information technology, which affects people's lives and behavior. One form of e-commerce that is currently rife is m-commerce. or shopping through mobile devices such as tablets and smartphones (Chatterjee et al., n.d.). M-commerce has several advantages compared to other e-commerce, such as being accessible anywhere, fast, easy to use, and offering more interactive features.

From a business point of view, the benefits of m-commerce for businesses and consumers are: easy buying and selling activities, reduced buying and selling activities, lower marketing costs, simple communication with sellers and sellers and buyers, wider market reach, information can be spread easily and quickly, and the payment process is simpler and faster. Customers can easily shop whenever they want, from 24 hours to a year, and they can see many things that are considered the best at discounted prices. Customers can decide to buy after getting a choice of products at a lower price after comparing prices with other e-commerce sites (Firmansyah, 2020).

As for the many online shopping companies or m-commerce that have been present in meeting the needs of the community, one of the m-commerce is Lazada. Lazada makes it easier for users to place orders so as not to fill in the personal information of application users repeatedly, Lazada provides Lazada application user profile accounts. Although the data shows that Lazada has promising potential seen from several aspects such as the number of business partners, the number of transactions and the number of services that have been provided, the profitable business metode, to the promo provided, but in reality, Lazada has not been the best in the competitive map of Indonesian e-commerce companies. The following information about the 10 e-commerce or marketplace Highest Monthly Sites (Q2-2022) in 2022 shows, as follows.
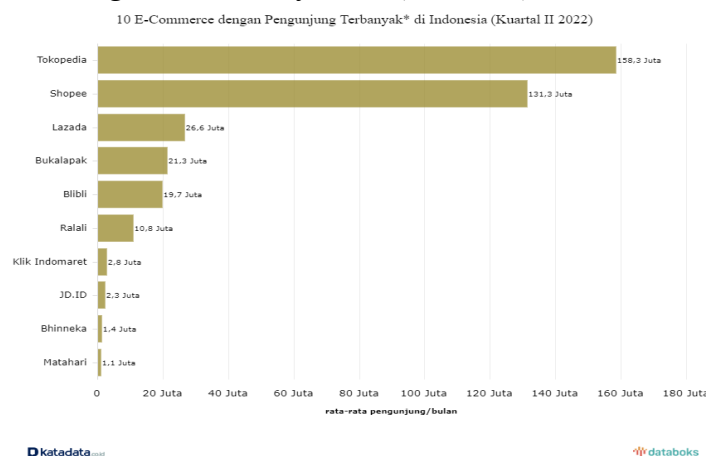
Figure 1. Top 10 Monthly E-Commerce Site Visitors (Second Quarter of 2022)
Source: (www.katadata.col.id, 2023)

Graph 1 is the highest 10 e-commerce visitors in the second quarter of 2022, it is known that Lazada was ranked first in 2018. When compared to Lazada's position in 2022, it can be concluded that Lazada has experienced a decrease in visitors who occupy the third position. While e-commerce that has the top position is Shopee and Tokopedia.

The extensive use of the internet makes it difficult for businesses to maintain service quality. This is because there are so many options in today's market, which makes it easy for customers to switch and move to other services or goods when they get a superior solution (Omar et al., 2021). Based on research, (Chi, 2018) suggests that service providers should be aware of service quality to generate a positive online purchase experience because it plays an important role in fostering consumer loyalty through satisfaction. With that, m-commerce firms must establish positive client relationships since consumer loyalty affects earnings and growth. In a nutshell, retailer customer loyalty in m-commerce is seen as a critical aspect in m-commerce success (Lee & Wong, 2016). Customer loyalty or customer loyalty and customer satisfaction or service quality in service quality greatly affect consumers or users. Therefore, efforts need to be made to find out how big the role of customer satisfaction is in the service quality of Lazada application users, not only pursuing the desired high income or profit, but also doing how to minimize the dissatisfaction of its users, so that Lazada is able to continue to compete in melting people's hearts and becoming the top of mind of e-commerce companies in Lazada users who make customers loyal and make repeat purchases.

RESEARCH METHOD

This research method uses a conclusive model. Conclusive research or commonly referred to as causal research is to understand the relationship between the factors that are the source of the variable being influenced, the cause (cause) of the variable that becomes an effect (effect), whether positive or negative. This study uses Lazada application service users in Bandung City as the population. All Lazada application service users were selected because the type of customer who has used Lazada application services has extensive knowledge about using the Lazada application. In this study, purposive sampling in this study used non-probability sampling techniques. A total of 251 respondents using the Lazada application were sampled in this study. To conduct research involving three variables, a minimum of 200 respondents is required in the study (Bachrudin, 2003). Data was collected through a questionnaire distributed via google form. Mobile Shopping Service Quality dimensions consisting of Efficiency (5 items), Fulfillment (4 items), Relspolnsivelnelss (5 items), and Contact (4 items), Customer Satisfaction (5 items), and Customer Loyalty (7 items) in this research questionnaire to measure the research variables. In testing this research using covariance-based structural equation modeling (CB-SEM) which is operated through the LISREL software program version 8.80.

SEM (Structural Equation Modeling) is a multivariate analytical approach used in research that uses structural models and indicators owned by each variable. In general, each indicator has a specific function to replace or represent these variables which can be divided into variables that are interconnected with each other. In this study, SEM is very suitable, where there are several variables in the structural concept, with each indication classified as exogenous or endogenous (Sugiyono, 2021). Then, each of these relationships is measured by a number of indicators through surveys (Widodo, 2017).

RESULTS AND DISCUSSION
Model Validity, Reliability, and Fit Test

The findings of this study's validity and reliability tests are presented in the following table:

Table 1. Validity and Reliability Test Results

Variables and Dimensions	Indicators	Std. Loading Factor	Error Variance	Avg. Variance Extracted	Composite Reliability
ElF	EF1	0.81	0.34	0,647 (Valid)	0,902 (Reliable)
	EF2	0.83	0.31		
	EF3	0.83	0.31		
	EF4	0.77	0.41		
	EF5	0.78	0.39		
FU	FU1	0.80	0.36	0,578 (Valid)	0,845 (Reliable)
	FU2	0.84	0.29		
	FU3	0.71	0.50		
	FU4	0.68	0.54		
RE	RE1	0.79	0.38	0,568 (Valid)	0,886 (Reliable)
	RE2	0.83	0.31		
	RE3	0.78	0.39		
	RE4	0.80	0.36		
	RE5	0.65	0.58		
	RE6	0.65	0.58		
CC	CC1	0.76	0.42	0,638 (Valid)	0,875 (Reliable)
	CC2	0.87	0.24		
	CC3	0.78	0.39		
	CC4	0.78	0.39		
SAT	SAT1	0.75	0.44	0,654 (Valid)	0,904 (Reliable)
	SAT2	0.82	0.33		
	SAT3	0.83	0.31		
	SAT4	0.78	0.39		
	SAT5	0.86	0.26		
LO	LO1	0.83	0.31	0,624 (Valid)	0,920 (Reliable)
	LO2	0.79	0.38		
	LO3	0.83	0.31		
	LO4	0.82	0.33		
	LO5	0.62	0.62		
	LO6	0.80	0.36		
	LO7	0.82	0.33		

Source: Data processed with Lisrel 8.80., (2023)

Each variable and dimension in this study has Construct Reliability (CR) and Average Variance Extracted (AVE) indicators as the basis for validity and reliability tests, as well as the Construct Reliability (CR) value used to measure reliability in this

study. CR can be said to be reliable if the variable value is more than 0.5. The results of each variable and dimension in this study show a value greater than 0.5, which indicates that all variables and dimensions can be said to be reliable. In addition, Average Variance Extracted (AVE) in this study is also an important component of this study because through AVE, it can be seen that a variable is valid or invalid. The AVE value of a variable can also be said to be valid if the value is not less than 0.5. The results in Table 1 show that each variable and dimension shows a value greater than 0.5, which indicates that all variables and dimensions in this study are valid. The following are the results of the model fit test:

Table 2. Goodness of Fit on Structural Models

Goodness of Fit Indices	Cut-Off Value	Research Results	Match Rate
Absolute Fit Indices			
χ^2 Significance Probability	Greater 0.05	P Equality 0.00	Poor Fit
GFI	Greater 0.90	0.81	Marginal Fit
RMSEA	Inequality 0.08	0.071	Good Fit
RMR	Inequality 0.08	0.054	Good Fit
SRMR	Inequality 0.08	0.53	Good Fit
Nor. Chi-Square (χ^2/DF)	Strict Inequality 3	2.00	Good Fit
Incremental Fit Indices			
NFI	Greater 0.90	0.97	Good Fit
TLI (NNFI)	Greater 0.90	0.98	Good Fit
CFI (RNI)	Greater 0.90	0.98	Good Fit
RFI	Greater 0.90	0.97	Good Fit
IFI	Greater 0.90	0.98	Good Fit
Parsimony Fit Indices			
AGFI	Greater 0.90	0.77	Poor Fit
PNFI	Greater 0.50	0.86	Good Fit
PGFI	Greater 0.50	0.67	Good Fit

Source: *Data processed with Lisrel 8.80., (2023)*

The goodness of fit (GoF) test shows that how well and accurately a model describes the covariance matrix structure of the indicators used in this study (Widodo, 2017). Based on Table 2 above, the research model obtained from the 14 indices contained in the model fit index produces one Goodness of Fit (GOF) index which is categorized as Poor Fit, namely AGFI and X2 Significance Probability. The model in this study shows a level of fit of one index with Goodness of Fit (GOF) which falls into the Marginal Fit category, namely GFI, and as many as 11 indices in Goodness of Fit (GOF) fall into the Good Fit category, so that if at least five indices in the Goodness of Fit measurement are declared to meet the Good Fit standard, then a structural model's measurement index can be accepted and declared to meet the Good Fit criteria where the level of fit is good. A research model can be accepted and said to be suitable and suitable for use in research if the resulting GOF value is very good, which is defined as there is little discrepancy between the observed and calculated covariance matrix (Hair

Jr, 2019). From the results of the above research, it is concluded that the model from the results obtained has a good level of fit.

Hypothesis Testing

T-Value and regression coefficient are required for hypothesis testing. If the T-Value is greater than 1.96, the regression coefficient, which shows the intensity of the influence between variables, is significant. The following are the T-values and regression coefficients in the study.
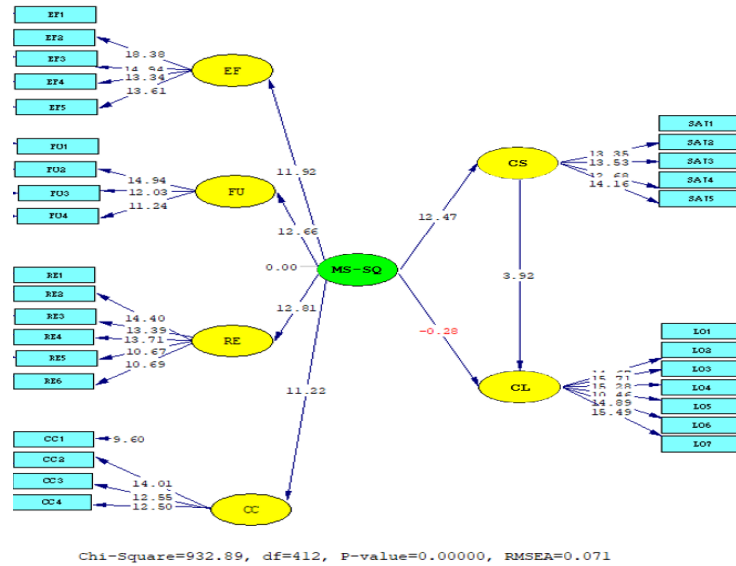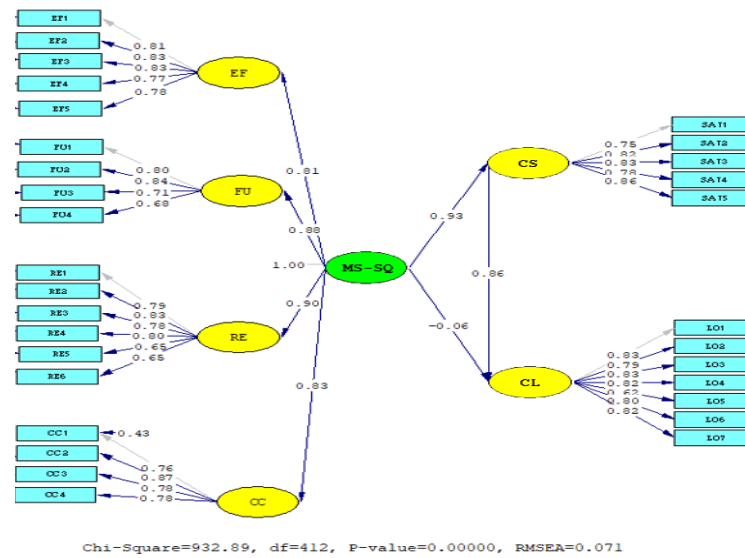

Figure 3. T-Value in Research Model
Source: Data processed with Lisrel 8.80., (2023)

T-value in the research model in Figure 3 shows the results obtained from the value of the relationship between variables. If the T-value is more than 1.96, then the relationship between variables has a significant effect. The black line in the figure above shows that the T-value result is more than 1.96, indicating that the association between variables is positive and significant. The red line on the accompanying graph indicates that there is no relationship between the variables as the T-Value is less than 1.96. So the hypothesis is rejected and declared insignificant because the T-value of each relationship shown in Figure 4 above is greater than 1.96, except for the Mobile Shopping Service Quality (MS-SQ) variable on Customer Loyalty (CL) which has a T-value smaller than 1.96.

Chi-Square=932.89, df=412, P-value=0.00000, RMSEA=0.071

Figure 4. Regression Coefficient in Research Model
Source: Data processed with Lisrel 8.80., (2023)

Based on Figure 4, the regression coefficient value in this study is recognized as showing the significance of the link between factors that impact each other in a positive and significant way. Regression coefficient contained in this study. Based on the figure above, it is found that the Responsiveness (RE) dimension has a major influence on Mobile Shopping Service Quality (MS-SQ). It is known that a variable will have a big impact and influence if the regression coefficient value is getting bigger.

Table 3. Direct Hypothesis Testing

Hypothesis	Regression Coefficient	T-Value	Result
H1 : MS-SQ + → CS	0.93	12.47	H1 Accepted
H2 : MS-SQ + → CL	-0.06	-0.28	H2 Rejected
H3 : CS + → CL	0.86	3.92	H3 Accepted

Source: Data processed with Lisrel 8.80., (2023)

Based on Table 3, the magnitude of the influence between the hypothesized variables is expressed by the regression coefficient (path coefficient). Where the T-Value in the study will show the importance of the relationship between other factors. The obtained data processing findings may be deduced from three hypotheses, two hypotheses are accepted and one hypothesis is rejected. The second hypothesis (H2) is rejected as an unqualified result which shows that the regression coefficient and T-Value are smaller than 1.96, so it is assumed that Mobile Shopping Service Quality (MS-SQ) has a positive and significant effect on Customer Loyalty.

Table 4. *Indirect Hypothesis Testing*

Hypothesis	Regression Coefficient	T-Value	Result
H4 : MSSQ + → CS + → CL	0.80	3.86	H4 Accepted

Source: Data processed with Lisrel 8.80., (2023)

Based on Table 4 that the Customer Satisfaction variable shows an indirect effect as a significant mediating variable Mobile Shopping Service Quality on Customer Loyalty. Where from the T-Value obtained of 3.86 higher than the T table value of 1.96, and the strength of the effect is indicated by the regression coefficient of 0.80.

In the process of forming a structural model, direct and indirect hypothesis testing is carried out after the model fit test. The research model's relationship between variables can be used to create structural equations. In addition, the following structural equations are derived from this study:

$$\text{CS} = 0.68*\text{MS-SQ, Errorvar.}=0.075 , R2=0.86$$

Based on the results of the Error Variance and R2 values also show the same value as the above equation. MS-SQ can detect 86 percent of CS, based on the R2 value of 0.86. The rest is shown by the Error Variance value of 0.075, which indicates that there are still many factors that can contribute up to 7.5 percent to CS. So it is possible that there are other factors that can help explain CS.

$$\text{CL} = 0.88*\text{CS} - 0.045*\text{MS-SQ, Errorvar.}=0.20 , R2=0.65$$

From the structural equation above, Customer Loyalty (CL) provides information on the strength of its effect is not influenced by Mobile Shopping Service Quality (MS-SQ). This is indicated by the resulting T-Value is a value of -0.29, besides the regression coefficient of -0.88, where the value is less than 1.96, which means it is very small and so it has no significant effect.

DISCUSSION
Mobile Shopping Service Quality Has a Positive and Significant Effect on Customer Satisfaction

The Mobile Shopping Service Quality (MS-SQ) variable has a T value of 12.47 higher than the average T value of 1.96 (T-Table), so it has a positive and substantial effect on the Customer Satisfaction (CS) variable. The regression coefficient, also known as the path coefficient, has a value of 0.93 which can be used to measure the extent of the relationship between the two variables. Therefore, H1 is accepted as a consequence

of this information. The findings of this study are consistent with the research of (Omar et al., 2021), which argues that Customer Satisfaction (CS) is positively and significantly influenced by Mobile Shopping Service Quality (MS-SQ). The results of this study found that the better the quality of Mobile Shopping Service Quality in these services, the more it will increase customer satisfaction, because quality service at this time is believed to be able to provide satisfaction to consumers, especially for the use of online applications (J. Jose., 2020).

Mobile Shopping Service Quality Does Not Have a Positive and Significant Effect Between Customer Loyalty

The Mobile Shopping Service Quality (MS-SQ) variable does not have a positive and significant effect on the Customer Loyalty (CL) variable because the T-value of -0.28 is smaller than the T-table value of 1.96 (T-Table). Therefore, the results show that H2 is rejected. From this study, it was found that the level of service quality obtained did not have an impact on customer loyalty in using services regularly in using services.

Based on previous research by (Thakur, 2016), it is not in line with this assumption that mobile shopping service quality has a good and significant influence on customer lolyalty when utilizing mobile devices for shopping. During the COVID-19 pandemic, service quality had a good and large impact on customer loyalty. This shows that research is not in line where the higher the level of customer lolyalty, the better the level of service quality provided by internet service providers (Rachmawati, 2020).

The importance of increasing the use of a product or service is reinforced by (Akhmadi & Martini, 2020) who suggest continuous promotion with the aim of enticing customers to reuse or repurchase the product or service. Customer loyalty provides feedback with the attitude of buying services and goods repeatedly with emotions that persist despite environmental impacts and different advertising methods (Ye & Li-Qiong, 2017).

Customer Satisfaction Has a Positive and Significant Effect on Customer Loyalty

The T-value of the Customer Satisfaction (CS) variable is 3.92 which is smaller than the T-table value of 1.96 (T-Table), indicating that CS has a positive and significant effect on the Customer Loyalty (CL) variable. With a path coefficient or regression coefficient of 0.86 serves as a measure of the strength of the relationship between the two variables Therefore, the results indicate that H3 is acceptable. The results of this study are consistent with previous research (Omar et al., 2021), which indicates that Customer Satisfaction (CS) has a positive and significant effect on Customer Loyalty (CL). This study shows that the higher the quality of customer satisfaction will greatly affect customer lolyalty in building a high desire to use a product or service repeatedly. Customer loyalty will increase as a result of high customer satisfaction because customers will feel satisfied with the services and products provided (Citra Andini & Istanto, n.d.).

Mobile Shopping Service Quality Has a Positive and Significant Effect on Customer Loyalty Mediated by Customer Satisfaction

At a T-Value of 3.86 which is higher than the typical T-value of 1.96 (T-Table), the Mobile Shopping Service Quality (MS-SQ) variable has a positive and significant indirect effect on Customer Loyalty (CL). which is mediated by the Customer Satisfaction (CS) variable. The regression coefficient, also known as the path coefficient, has a value of 0.80, serving as a measure of the strength of the relationship between the two variables Therefore, the result shows that H4 is accepted. This shows that the greater the quality of mobile shopping services, the more satisfied customers will be, which in turn will affect their long-term customer loyalty. consumer satisfaction will increase with the improvement of mobile shopping services, which in turn will lead to long-term consumer loyalty (Kim, H et al., 2020).

Based on previous research conducted (Citra Andini & Istanto, n.d.) in line with this study shows that the quality of mobile shopping services has a positive and significant impact on customer satisfaction and customer loyalty consistent with these findings. customer satisfaction also acts as a mediator in the relationship between customer loyalty and mobile shopping service quality. Mobile Shopping Service Quality which means the extent to which mobile channels facilitate efficient and effective shopping, purchasing, and delivery of products and services (Omar et al., 2021). In addition, mobile shopping service quality is also key for all service-based companies to survive (Dharaman & Che Razak, 2020).

Mobile Shopping Service Quality Dimension

Based on the results of this study, the Efficiency, Fulfillment, Responsiveness, and Contact dimensions that make up Mobile Shoping Service Quality (MS-SQ) can be relied on from each dimension that has a positive and significant relationship with MS-SQ. Because it has a T-value of 12.81 which is more than the commonly used T-value of 1.96 (T-Table) with a regression coefficient of 0.64, the Responsiveness dimension is the strongest and most influential dimension of Mobile Shopping Service Quality (MS-SQ) in this study. This means that consumers use the Lazada application because it provides a fast response service to overcome customer satisfaction services. As reinforced in previous research conducted (Omar et al., 2021), it is contrary to this study which states that Responsiveness is the most influential dimension in improving Mobile Shopping Service Quality (MS-SQ).

DISCUSSION
The Effect of Leverage on Firm Value

Based on the partial test calculation of the first equation, the value of t-count = 3.581 > t-table = 1.65431, and a significance value of 0.001 < 0.05, the value of 1 unstandardized coefficients is 0.440 the regression coefficient is positive, then Ha is accepted, so that the conclusion is obtained. that leverage has a positive and significant

effect on firm value, which indicates that the influence of leverage on firm value is directly proportional, if leverage increases, firm value will also increase in value.

Based on the trade-off theory (TOT) funding concept, before reaching the maximum point, any additional use of debt will actually have a positive impact on the firm, because the benefits obtained are still greater than the sacrifices incurred. Each additional debt will provide an increase in company profits. From the point of view of the Pecking Order Theory (POT) funding concept, it shows that internal funding is not sufficient to finance profitable investment projects, so companies seek funds from debt. An increase in the value of leverage can be a signal that the company is developing a profitable business using debt, this shows that management is working well to improve the welfare of the owners of capital.

This research supports Hamidy et al. (2015); Marchyta & Astuti (2015); Pratama & Wirawati (2016) which states that leverage has a positive and significant effect on firm value. Meanwhile, the results of this study are contrary to Ghalandari (2013); 2 Thaib & Dewantoro (2017), states that leverage has an insignificant effect, this shows that by taking debt into its capital structure a firm cannot increase the stock market value.

Management Ownership Moderates the Effect of Leverage on Firm Value

Based on the partial test calculation of the second equation, the value of t-count = 2.429 > t-table = 1.65431 and a significance value of 0.018 <0.05, the value of 1 unstandardized coefficients is 0.161. The regression coefficient is negative, then Ha is accepted, so management ownership is able to moderating the effect of leverage on firm value, management ownership is a moderating variable in the interaction between leverage and firm value so that H2 is proven to be accepted.

Based on the results of the partial test in the first equation, it is found that the effect of management ownership on firm value is not significant, while the results of the partial test in the second equation show that management ownership is able to moderate the relationship between leverage and firm value significantly, so it is concluded that the existence of management ownership in its interaction with leverage and firm value is as a Pure Moderator (pure moderator variable).

Management ownership is able to moderate the relationship between leverage and firm value significantly. Assuming the absence of other variables, the regression coefficient of the interaction of management ownership with leverage and firm value of -0.161 indicates that any increase in the interaction value of management ownership with leverage of 1,000 will affect the decrease in firm value of 0.161.

Management ownership can encourage managers in their role as owners and at the same time management of the firm to continue to maximize the use of debt in operational activities in taking advantage of every opportunity for the company to earn income. The use of debt causes the income obtained is no longer optimally able to

prosper investors, because the profits obtained must be divided among creditors. So that it can signal that management ownership actually makes the firm prioritize the use of capital from external parties by creating debt, this can certainly worry investors. The use of excessive debt is certainly not in accordance with the concept of trade-off theory which must consider the benefits of using debt. On the other hand, the use of debt in carrying out firm activities without prioritizing the use of internal funds is also not in accordance with the concept of Pecking Order Theory. This situation gives a negative signal to potential investors, so that the presence of management ownership can have a strong negative influence on the relationship between leverage and firm value. The results of this study support Hamidah et al (2015); Kusumawati & Rosady (2018) states that management ownership has a negative and significant effect on the interaction between leverage and firm value. However, in contrast to so that the presence of management ownership can have a strong negative influence on the relationship between leverage and firm value. The results of this study support Hamidah et al (2015); Kusumawati & Rosady (2018) which states that management ownership has a negative and significant effect on the interaction between leverage and firm value. However, in contrast to so that the presence of management ownership can have a strong negative influence on the relationship between leverage and firm value. The results of this study support Hamidah et al (2015); Kusumawati & Rosady (2018) which states that management ownership has a negative and significant effect on the interaction between leverage and firm value. However, in contrast to Samisi & Ardiana (2013); Pratama & Wirawati (2016) who stated that management ownership was not able to have an effect on the interaction between leverage and firm value.

CONCLUSIONS

Based on the study's objectives, conclusions can be drawn concerning the role of Customer Satisfaction in Mobile Shopping Service Quality on Customer Loyalty, which shows the findings of research and discussion conducted with 251 respondents who use the Lazada application and the Structural Equation Modeling (SEM) model using the LISREL 8.80 software program. The calculations and results of the data analysis described above lead to the conclusion that Mobile Shopping Service Quality (MS-SQ) has a positive and significant effect on Customer Satisfaction (CS). This can be seen based on the results of the T-Value of 12.47 and the regression coefficient value of 0.93. This means that Mobile Shopping Service Quality (MS-SQ) for Lazada application users can positively and significantly affect Customer Satisfaction (CS) in Lazada application users. so it can be said that H1 is accepted. Mobile Shopping Service Quality (MS-SQ) has no positive and significant effect on Customer Loyalty (CL). This can be seen based on the results of the T-Value of -0.20 and the regression coefficient value of -0.06. This means that the Mobile Shopping Service Quality (MS-SQ) of Lazada application users can positively and significantly not affect Customer Loyalty (CL) in Lazada application users, so it can be said that H2 is rejected. and then customer Satisfaction (CS) has a positive and significant effect on Customer Loyalty (CL). This can be seen based on the

results of the T-Value of 3.92 and the regression coefficient value of 0.86. This means that Lazada customers' Customer Satisfaction (CS) can positively and significantly affect Lazada customers' Customer Loyalty (CL). so it can be said that H3 is accepted. Also Mobile Shopping Service Quality (MS-SQ) has a T-value of 3.86 which is greater than the T-value in general which is 1.96, then Mobile Shopping Service Quality (MS-SQ) has a positive and significant indirect effect on the Customer Loyalty (CL) variable, which is mediated through the Customer Satisfaction (CS) variable (T-Table). With a path coefficient or regression coefficient of 0.80 serves as a measure of the strength of the relationship between the two variables Therefore, the results indicate that H4 is acceptable and last with a regression coefficient of 0.64, Responsiveness has a T-value of 12.81, which is greater than the T-value of 1.96 (T-Table). hence, this is the strongest dimension and has a high effect on the Quality of Mobile Shopping Services (MS-SQ) This means that customers use the Lazada application because it provides services that are responsive to customer satisfaction services.

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