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Analysis of Factors Affecting E-Loyalty in Online Media Case Studies Tribun Kaltim

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Abstract

Online-based media in Indonesia continues to grow. Much online press makes traffic an advertising business. The more reader traffic, the greater the revenue earned. The study aimed to look at how reader loyalty in online media. The central premise is to answer the factors that affect reader loyalty in online media. The research methodology uses the survey method. The survey took place in TribunKaltim with a total sample of 201 respondents. The research data was processed using Smart Pls tools. Results showed a positive correlation and significant influence of e-trust and e-satisfaction on e-loyalty readers in online media. The positive correlation and considerable impact of e-trust and e-satisfaction are inseparable from Fulfillment or reliability and online web media design. The practical implication of this research, management considerations to improve e-trust, e-satisfaction dan e-loyalty customers of online media.
Keywords: e-loyalty, e-satisfaction, e-trust, online media, fulfilment

I. INTRODUCTION

Online-based media in Indonesia continues to grow. To date, online media has reached 43.000. The number of internet users in early 2021 got 202,6 million people. Internet users increased by 15,5% or 27 million people when compared to January 2020. The total population of Indonesia itself is currently 274,9 million people, with internet penetration at 73,7% [1]. TribunKaltim recorded online advertising revenue of Rp 850.000 in 2017 and 2018. Revenue generated in 2018 amounted to Rp 406 million. In 2019, online payment continued to grow. Online revenue amounted to Rp 3,6 billion. In 2017, TribunKaltim scored Rp 32 billion in revenue. This figure shrank to Rp 27 billion in 2018 and Rp 25 billion in 2019. Growth in online media opinion could boost print revenue. Programmatic sales revenue growth is inseparable from the increase in traffic generated by TribunKaltim since 2017. Pageviews generated in 2020 jumped 54% or 369.049.155 users. Google Analytics data shows a percentage increase in views in 2020

contributed from direct traffic. The number of visitors to TribunKaltim has as many as 50.503.656 visitors. The contribution of digital intermediaries to visitors runs fluctuating. Google Analytics data shows a decline in page views since the beginning of 2021. From January 2021 to April 2021, visitors TribunKaltim by 31.314.417. The decrease in visitors occurred from 15.696.532 visitors to 12.589.340 visitors. From original visitors as many as 1.266.574 to decrease 63,1% or equivalent to 467.520 visitors.

Consumer loyalty is essential because it has a positive effect on long-term profitability. Google's data shows that readers of TribunKaltim are disloyal. Bowen and Chen suggest that loyal customers make more transactions and often visit to get the best deals. Consumer loyalty is a deeply held commitment to buy back a selected product or service consistently [2]. Anderson and Srinivasan say e-trust and e-satisfaction play an essential role in forming e-loyalty [3]. Gummerus' research finds conceptualization that e-trust is a necessary mediation in building customer loyalty [4]. E-trust stands on the stable quality of the site and the management of all dimensions of quality that require Fulfillment, which means the web site's security, responsiveness, and technical functionality.

In contrast, the service quality dimension serves as a cue for the characteristics of the service provider. It is imperative to shape customer satisfaction, and customer loyal five variables affect e-trust and e-satisfaction. The five variables are social commerce component fulfillment, security or privacy, customers service, and website design. E-trust and e-satisfaction significantly affect e-loyalty in parallel or sequentially [5].

II. LITERATURE REVIEW

Readers have their ups and downs when it comes to online media. McQuail divides the motives of media use explanations into four groups, namely information motives, personal identity motives, integration motives, and social interactions and entertainment motives [6]. First, the reason for the information. In information motives, individuals seek news about events and conditions related to the immediate environment, society, and the world. Second, the explanation of personal identity. Individuals will find support for unique values, models of personal behavior and identify with other matters in the media. Third, the motive of integration and social interaction. Individuals will acquire knowledge of the circumstances of others, identify with others and increase their sense of belonging, and find material for conversation and social interaction—fourth, entertainment. Individuals will get away from problems.

Communication mediated through mass media is referred to as mass communication. Mass communication is the process by which media organizations produce and transmit messages to a large public and how notifications are viewed, used, understood, and influences by the audience [7]. In the use and gratification approach, Sandra Ball Rokech and Melvin DeFleur

predict reliance on media information to discover specific needs and achieve specific goals. An individual's dependence on media is not the same because two factors influence it. First, individuals will be more dependent on the medium that provides what they need. Second, the source of dependency or social stability. This model shows that social institutions and media systems interact with the media audience to create needs, interests, and motivations. [8]. Sandra Ball Rokech, in Communication Infrastructure Theory (CIT), says people have a close relationship with their communities because they can imagine themselves belonging to that community [8]. Nevertheless, a conceptual framework in this study is to examine the relationships between variables that affect e-loyalty or client trust. The conceptual framework in prior studies included website design, customer service, security/privacy, fulfillment, and social commerce. These five ideas are independent factors that influence dependent variables, such as e-loyalty, through two mediation variables, e-trust, and e-satisfaction.

E-trust Relationship to E-loyalty

The focus of the study is on reader loyalty. E-loyalty is a profitable customer attitude and commitment for online retailers [12]. Trust has a significant impact on the formation of belief both offline and online. According to the survey, customers deemed trust an essential component in determining and consolidating their purchases with one online merchant [13]. According to Reichheld and Schefter [13], you must first win a customer's trust before you can gain their loyalty.
H1: E-trust positively affects e-loyalty

E-Satisfaction relationship to e-loyalty

Satisfaction is the impression of pleasant Fulfillment in the client's transaction experience [14]. E-satisfaction is a construct based on the amount of satisfaction gained from each purchase experience and consumption of a product or service over time [10]. Customer satisfaction is like to utilize the service have stronger buyback intentions are more likely to suggest items or services to their friends than those who are dissatisfied [12].
H2: E-satisfaction positively affects e-loyalty

E-trust relationship to e-satisfaction

E-loyalty is influenced not only directly by e-trust but also indirectly by e-satisfaction. Trust is a crucial antecedent in the development of buyer-seller relationships [16]. Before a particular exchange episode, consumer confidence directly impacts customer satisfaction with their postal purchases in a buyer-seller partnership[16]. Trust is an essential component in initiating transactions. In terms of shipping, payment, and information exposure, internet shops pose a greater risk to customers than traditional retailers. As a result, online customers may prefer to do business with reputable online companies. Previous research has indicated that trust is a crucial

predictor of happiness in online situations [17].

H3: E-Trust positively affects e-satisfaction

Website design relationship to e-satisfaction

Website design encompasses various consumer engagement components, such as navigation, detailed information, and order processing[16]. The Montoya-Weiss study found that several website design aspects (e.g., information content, navigation, and graphic style) influenced the perception of service quality, which influenced overall satisfaction [15].To develop a pleasant and gratifying purchasing experience, features that are uncluttered and easy to navigate were discovered [17]. Furthermore, a well-designed, efficient, and trouble-free website can speed up order processing, increasing customer satisfaction with online shops[18]. As a result, this study demonstrates that well-designed websites lead to higher customer satisfaction with online shops. The design dimension of a website positively influences electronic satisfaction but not by e-trust. The features that provide ease and convenience in browsing and placing orders are more concerned with the consumer transaction experience than the credibility and reliability of retailers' websites.

H4: Website design positively affects e-satisfaction

Social media's relationship to e-trust

Solis and Breakenridge define social media as information freedom and people's evolving roles in the process of consuming and disseminating information enabled by web 2.0 technology [18]. People can use social media to communicate information. Social media represents a transition in information dissemination from a broadcast (one-to-many) technique to a many-to-many mechanism. Social media platforms have become increasingly important tools for businesses to promote their products and services to customers. Social media platforms such as Facebook and Twitter accommodate users' desire to interact. As web 2.0 technology and social media create more active and engaged consumer and business discourse, interactivity takes on an entirely new meaning [20]. Social media is a way for people to communicate in virtual settings and networks by creating, sharing, exchanging, and commenting on each other. Andreas Kaplan and Michael Hanelein define social media as a set of Internet-based apps that allow the creation and exchange of user-generated content [11]. People can share, create, discuss, and alter material via social media, using mobile and web-based technology.

H5: Digital Intermediaries Social media positively affects e-trust

Fulfillment/reliability relationship to e-trust

Fulfillment/reliability is the timely delivery of products with the correct product information on the internet, ensuring that customers receive what they anticipate [16]. Although this is a

convenient purchasing approach, consumers who shop online must wait a few days before having the product in their hands. As a result, internet businesses have had difficulty managing and delivering merchandise. Trust is concerned with competence, which entails providing promised services trustworthy and honest [16]. As a result, keeping promises and ensuring customer confidence in the product/service information offered should be a prerequisite for gaining client trust[21].

H6: Fulfilment/reliability positively affects e-trusts

Fulfilment/reliability relationship to e-satisfaction

Fulfillment/reliability is an essential factor affecting consumer e-satisfaction levels compared to other e-tail quality characteristics [16]. As a result, we believe that the fulfillment/reliability of online retailers will have a positive impact on e-customer satisfaction. As a result, we anticipate that the fulfillment/reliability of online retailers will have a positive effect on e-customer satisfaction.

According to Wolfinbarger and Gilly [9], Fulfillment refers to an accurate display and description of the product the customer receives following the customer's expectations. Customers benefit from completion since it confirms their expectations about the procedure. It also denotes the capacity to keep commitments, keep things on hand, and deliver goods or services on time. Fulfillment is an essential component in building online trust between clients and e-commerce businesses. It denotes the capacity to keep commitments, keep things on hand, and deliver goods or services on time.

H7: Fulfilment/reliability has a positive effect on e-satisfaction.

Security/privacy relationship to e-trust

Credit card payment security and shared information privacy are examples of security/privacy [16]. According to preliminary e-commerce research, the dangers of loss of privacy and security of personal information are significant hurdles to adopting and using the consumer's internet [23]. Security assurance, in particular, plays an essential role in increasing consumer trust in online businesses by alleviating consumer concerns about personal data misuse and transaction data [24].

H8: Security/privacy has a positive impact on e-trusts.

Security/privacy relationship to e-satisfaction

Customers experience a higher level of risk with online retailers regarding payment and disclosure of information; therefore, they may prefer to transact with online retailers they can trust. Satisfaction will come later based on established beliefs. With confidence in providing personal information, customers should build reliability with retailers rather than having a pleasant

experience during online transactions. Security/privacy affects e-trusts which in turn affects e-satisfaction [17].

Privacy/security has emerged as a strategy for effectively reducing risks and uncertainties in Indonesia's digital transition. Abuse of personal data and credit card information is still a significant threat. Customers develop a sense of gratitude for and intimacy with electronic service providers due to practical and immediate management of client complaints. The concepts of privacy and security are intertwined. Customers are less inclined to trust online shops if they worry about practices connected to gathering and using their personal information. According to the findings, e-commerce website security and privacy have a direct impact on e-trust and e-satisfaction.

H9: Security/privacy has a positive impact on e-satisfaction

Customer service/responsiveness relationship to e-trust

In our study, we defined client service/responsiveness as a service that is responsive, helpful, and willing to respond quickly to consumer inquiries [16]. Customers expect retailers on the internet to respond to their questions immediately. We found a timely and helpful response to customer inquiries to influence consumer confidence in online retailers. Rapid confirmation of orders facilitated the development. A timely response to a customer's request will likely increase perceived comfort while reducing uncertainty [4].

H10: Customer service/responsiveness positively affects e-trusts

Customer service/responsiveness relationship to e-trust

Customer service/responsiveness was also crucial in forming e-satisfaction [17]. In explaining the relationship between responsiveness and satisfaction, some studies have significantly found seller empathy, customer support, and response time to impact e-satisfaction [17]. A helpful response will lead to a higher level of satisfaction with online retailers.

H11: Customer services/responsiveness positively affects e-satisfaction

III. RESEARCH METHODS

Quantitative research examines the link between variables and theoretical testing procedures. We can explore the data processing results using statistical processes, allowing for varied measurement positive interpretivism paradigms employed in the two research paradigms [24]. Quantitative research uses positive paradigms. Quantitative research is a model of measurement research in statistical analysis [24]. The purpose of this investigation was to confirm and describe that the further said that in quantitative research, they collected research data using questionnaires that resulted in numbers, with the number of research samples ranging from 30 to more than 100 samples. Because a variety of circumstances influences quantitative research, it

employs a deductive approach [24]. The essential elements of the sampling process are unit samples. Unit samples have the same characteristics as the elements of the study's target population that will be sampled [24]. In this study, the sample unit is an Indonesian TribunKaltim reader. The time frame refers to the time it takes for researchers to distribute, collect, and analyze data from questionnaires. The time frame for this investigation is from May to June 2021. Sampling frames are population representatives who use a set of directives to identify the target population [25]. The study's sampling was done at random online using the Google Forms program. The number of elements necessary in a study is considered sample size [24]. Hair et al. calculate the number of samples as respondents depending on the number of questions asked of respondents, assuming n x 5 to n x 10 observations [25]. There were 38 questions in this survey; thus, if the number of questions was multiplied by five, the total number of responses was 190.

There are two types of sampling techniques: probability sampling and non-probability sampling. Furthermore, the selection procedure for a probability sample has random features [26]. Nonprobability sampling is a sampling approach in which the sample unit is decided based on personal assessment, but the probability of a population member is unknown. Because it relies on individual reviews from researchers, this technique is a little arbitrary [26]. Nonprobability sampling approaches include the following four methods: convenience sampling, judgment sampling, quota sampling, and snowball Sampling [26]. Because the sample units are chosen based on the researcher's evaluation, researchers utilize a non-probability sampling technique. Researchers select the aspects to use as samples purposefully in non-probability sampling. This type of sampling provides a reliable approximation of population characterization. Probability to collect more accurate data and meet study objectives, likely sampling uses judgemental sampling, in which respondents are picked based on characteristics defined by the researchers. Judgmental sampling is a type of convenience sampling in which researchers can conduct assessments by determining samples that represent the population [24]. In the sampling process, the technique uses cross-sectional marks. In a cross-sectional study, researchers took sample data from the population once [24]. Collection of primary research data sources using questionnaires. Researchers then distribute questionnaires randomly and online through Google Forms and will be processed using structural equation modeling (SEM) research procedures and PLS software modeling. The study used exogenous and endogenous variables. The exogenous variables in the survey are various fulfillment/reliability, customer service, website design, security/privacy, social media. Endogenous factors of the study are e-loyalty, e-trust, and e-satisfaction.

IV. FINDING AND RESULT

1. Analysis of Respondents Characteristics

The number of respondents based on gender is generally male, 130 respondents or 64,1%. Meanwhile, the respondents female were 71 respondents or 35,03%. Based on table 1, respondents as many as 71 people aged 36 to 45 years or about 35% of respondents. A total of 55 people, or 27%, are respondents aged 26 years to 35 years. 20% of respondents or as many as 41 people aged 19-25 years. A total of 31 people or 16% of respondents were over the age of 46 years. And 2% or as many as three people under the age of 18 years. In addition, table data shows 66 people, or 33% of respondents, have spent per month from Rp 2,5 million to Rp 5 million. Fifty-two people, or 26% of respondents, have spent per month of Rp 5 million to Rp 10 million. Thirty-four people, or 17% of respondents, have spent per month of Rp 1 million to Rp 2,5 million. Twenty-five people, or 12%, have expenditures per month of more than Rp 10 million. Twenty-four people, or 11,1% of respondents, had expenses of less than Rp 1 million. The data also showed 195 people, or 97% of respondents, had interaction time with the internet for more than four years. Then two people or 1% of respondents had interaction time with the internet for three to four years and one to two years. One person has an interaction time with the internet for two to three years and less than one year. Seventy-one people, or as many as 35% of respondents, accessed the internet for more than 20 hours. Forty-four people had an intensity of accessing the internet for six to 10 hours. Twenty-eight people access the Web for 16 to 20 hours, and 24 people access it for 11 to 15 hours.

2. Descriptive Statical Analysis

In statistical hypothesis testing, descriptive analysis is a strategy that seeks to methodically and factually explain the facts and relationships between variables explored by collecting, processing, analyzing, and interpreting data. Descriptive statistical analysis is a statistic used to analyze data by summarizing or describing the acquired data without drawing conclusions or generalizations. This analysis will tell whether the study's findings fall into the low, medium, or high categories. Descriptive test results from e-loyalty variables from 201 respondents showed that 69 respondents chose a scale of 4 on the X1.1 indicator with an average value of 3,38. For the X2.2 hand, 67 respondents chose a scale of 4 with an average value of 3,39. As for the X3.3 indicator, 80 respondents chose a scale of 4 with an average value of 3,68. For the X4.4 indicator, 76 respondents chose a scale of 4 with an average value of 3,73. As for the X5.5 indicator, 75 respondents chose a scale of 3 with an average value of 3,24. So the average value of descriptive test results from e-loyalty variables is 3,484.

Descriptive test results from e-trust variables from 201 respondents showed that 101 respondents chose a scale of 4 on the X6.1 indicator with an average score of 3,91. For the X7.2 indicator, 105 respondents choose a scale of 4 with an average value of 3,94. While on the X8.3 indicator there are 90 respondents choosing a scale of 4 with an average value of 3,72. For the X9.4 indicator, 104 respondents chose a scale of 4 with an average value of 3,87. While on the

X10.5 indicator 97 respondents choose a scale of 4 with an average value of 3,85. So the average value of descriptive test results from e-trust variables is 3,858. Descriptive test results from e-satisfaction variables from 201 respondents showed that 92 respondents chose a scale of 4 on the X11.1 indicator, with the average value being 3,82. For the X12.2 indicator, 96 respondents chose a scale of 4 with an average value of 3,87. While on the indicator X13.3, 101 respondents chose a scale of 4 with an average value of 3,84. For the X14.4 indicator, 91 respondents chose a scale of 4 with an average value of 3,75. On the X15.5 indicator, 102 respondents chose a scale of 4 with an average value of 3,82. So the average value of descriptive test results from e-satisfaction variables is 3,82.

Descriptive test results from the fulfillment/reliability variables from 201 respondents showed that 101 respondents were choosing a scale of 4 on the X16.1 indicator, with the average value being 3,87. For the X17.2 indicator, 95 respondents choose a scale of 4 with an average value of 3,81. While on the X18.3 indicator 100 respondents choose a scale of 4 with an average value of 3,76. In the X19.4 indicator, 89 respondents chose a scale of 4 with an average value of 4. For the X20.5 indicator, 98 respondents choose a scale of 4 with an average value of 3,89 so that the average value of descriptive test results from the fulfillment/reliability variable is 3,866. Descriptive test results from customer service variables from 201 respondents showed that 94 respondents chose a scale of 4 on the X21.1 indicator, with the average value being 3,8. For the X22.2 indicator, 93 respondents choose a scale of 3 with an average value of 3,59. On the X23.3 indicator, 83 respondents chose a scale of 3 with an average value of 3,68. While on the X24.4 indicator 70 respondents choose a scale of 3 and 4 with an average value of 3,87. So that the average value of descriptive test results from customer service variables is 3,735.

Descriptive test results from website design variables from 201 respondents showed that 94 respondents chose a scale of 4 on the X25.1 indicator, with the average value being 3,78. On the X26.2 indicator, 99 respondents chose a scale of 4 with an average value of 3,89. As for the X27.3 indicator, 96 respondents chose a scale of 4 with an average value of 4,17. For the X28.4 indicator, 96 respondents chose a scale of 4 with an average value of 3,87. So the average descriptive test result of the website design variable is 3,9275. Descriptive test results from the security/privacy variables from 201 respondents showed that 81 respondents chose a scale of 4 on the X29.1 indicator, with the average value being 3,69. On the X30.2 indicator, 85 respondents choose a scale of 3 with an average value of 3,62. As for the X31.3 indicator, 82 respondents chose a scale of 3 with an average value of 3,67. For the X32.4 indicator, 68 respondents chose a scale of 4 with an average value of 3,32. So the average descriptive test result of the security /privacy variable is 3,575.

Descriptive test results from social media variables from 201 respondents showed that 92 respondents were choosing a scale of 4 on the X33.1 indicator, with the average value being 3,7. On the X34.2 indicator,63 respondents chose a scale of 3 with an average value of 3,09. As

for the X35.3 indicator, 80 respondents choose a scale of 4 with an average value of 3,51. For the X36.4 indicator, 101 respondents chose a scale of 4 with an average value of 3,96. For the X37.5 indicator, 74 respondents choose a scale of 4 with an average value of 3,43, while on the X38.6 indicator there are 92 respondents choosing a scale of 4 with an average value of 3,81. So the average descriptive test result of the social media variable is 3,56.

3. Evaluation of The Measurement Model (outer Model)

Use an outer model to see how each indicator relates to latent variables of research. In the PLS method using SmartPLS 3.0 software, there are ways to calculate outer models, namely convergent validity, discriminate validity and construct reliability. Convergent validity test is carried out based on the factor loading value and the average variance extracted from an item. An item is valid if the value is more significant than 0,70 for a particular type of shape, size, color, or surface-area analysis. A positive correlation between a variable and its nearest neighbor is good if it has a value greater than 0,50 and the correlation between variables is smaller than the AVE square. The results showed that not all items in each variable have a factor loading value above 0,7. Loading factors on SM2, SM, three, and SP4 indicators are below 0,7. All three needles must first be discarded. After that, the results showed that not all items in each variable have a factor loading value above 0,7. All items are valid. The results also showed that the research model's AVE (Average Variance Extraction) value for all research variables is above 0,5. The AVE value for convergent validity testing has been met for further testing. Thus, the convergent validity test has been fulfilled.

4. Discriminant Validity Test

This test is based on the value of the cross-loading measurement with the construct and value of Average Extracted (AVE). For testing, the results of cross-loading values on each indicator question against variables will show discriminant validity. The standard value used is above 0,7. Cross-loading the value of construction indicators against other constructions will show the results of discriminant validity tests. In the table, the cross-loading value of the needle of a construct is greater than the value of cross-loading the construct indicator against other constructs. That means the discriminant validity of each indicator has met its variables.

Table 1. Result Discriminant Validity

	X1 WD	X2 CS	X3 SP	X4 FR	X5 SM	Y1 T	Y2 S	Y3 L
X1 (WD)	**0,857**							
X2 (CS)	0,791	**0,864**						
X3 (SP)	0,708	0,799	**0,939**					
X4 (FR)	0,767	0,783	0,757	**0,859**				
X5 (SM)	0,421	0,454	0,532	0,502	**0,786**			
Y1 (T)	0,704	0,743	0,701	0,85	0,472	**0,875**		
Y2 (S)	0,743	0,759	0,712	0,83	0,45	0,856	**0,915**	
Y3 (L)	0,695	0,74	0,65	0,772	0,435	0,782	0,806	**0,862**

Data are valid if the AVE square or diagonal value is higher than the correlation between construct and instrument. The discriminant validity test table shows that the instrument and data are valid for various reasons, including a positive correlation between the build and the instrument. For example, in X1 (WD), it has a rave value of 0,857, so this value is greater than the correlation between X2 and X1which is 0,791, and so on until the correlation between Y3 and X1 is 0,695. The result indicates that the instrument and data are valid, and both discriminant validity tests are met.

5. Reliability Test

The reliability of the indicators in this study was determined from the value of composite reliability and Cronbach's alpha. A questionnaire is reliable if a respondent's answer to a question is consistent or stable from time to time. The rule of thumb is that an alpha or composite reliability must be greater than 0,7. A reliability test was carried out to prove the consistency and accuracy of the instrument in measuring constructs. The reliability of a construct with reflexive indicators can be done with Cronbach's alpha with a value of > 0,70. It can be concluded that the research model has met the importance of composite reliability.

Table 2. Result Reliability Test

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
X1 (WD)	0,88	0,889	0,917	0,735
X2 (CS)	0,886	0,887	0,922	0,746
X3 (SP)	0,933	0,933	0,957	0,882
X4 (FR)	0,91	0,911	0,933	0,737
X5 (SM)	0,798	0,819	0,866	0,618
Y1 (T)	0,923	0,923	0,942	0,766
Y2 (S)	0,951	0,952	0,962	0,836
Y3 (L)	0,913	0,915	0,935	0,743

6. Evaluation of the Structural Model (Inner Model)

To see the effects of latent variables, researchers used the R-Square test. The results of the R-Square value in an e-Loyalty construct of 0,681 mean that the matter can be explained by e-satisfaction, e-trust, customer service, Fulfillment, security/privacy, and social media. In

contrast, the remaining 31,9% was influenced by other constructs not contained in the research model used in the study. In comparison, the R-Square value for the e-Satisfaction construct is 0,789. This value identifies that e-satisfaction can be explained by the construct of e-trust, customer service, Fulfillment, security/ privacy, social media, and web design by 78,9%.

In comparison, the remaining 21,1% was influenced by other constructs not contained in the research model used in the study, for the R-Square value on the e-trust construct of 0,74. This value identifies that e-trust can be explained by customer service, Fulfillment, security/privacy, social media, and web design of 74,1%. At the same time, the remaining 25,9% was influenced by other constructs that were not contained in the research model used in this study.

7. The goodness of Fit Index

The result of standardized root means square residual (SRMR) falls into good fittest, with the value SRMR = 0,052. Where the test required to enter the excellent fit category is the SRMR value ≥ 0,05. The Normed Fit Index (NFI) value falls into marginal fittest, with an NFI value = 0,824. Where the test required to enter the borderline type is a value of 0,80 ≥ NFI < 0,90.

8. Predictive Relevance (Q^2)

The purpose of testing predictive relevance (Q2) is to validate the model. Q2 is expected to have a value greater than zero, which indicates the predictive accuracy of the structural model. The small difference between the prediction and the original value translates into a higher Q2, thus indicating a higher prediction accuracy. Based on the results of the calculation of predictive relevance (Q^2) above, it shows a value of 0,558 (e-trust), 0,652 (e-satisfaction) and 0,497 (e-loyalty). A research model has a predictive relevance value (Q2) greater than 0,5 so that the exogenous latent variable is medium and large as an explanatory variable. Q2 proves that this model is considered to have predictive relevance and is associated with trust, satisfaction, and loyalty.

9. Hypothesis Test

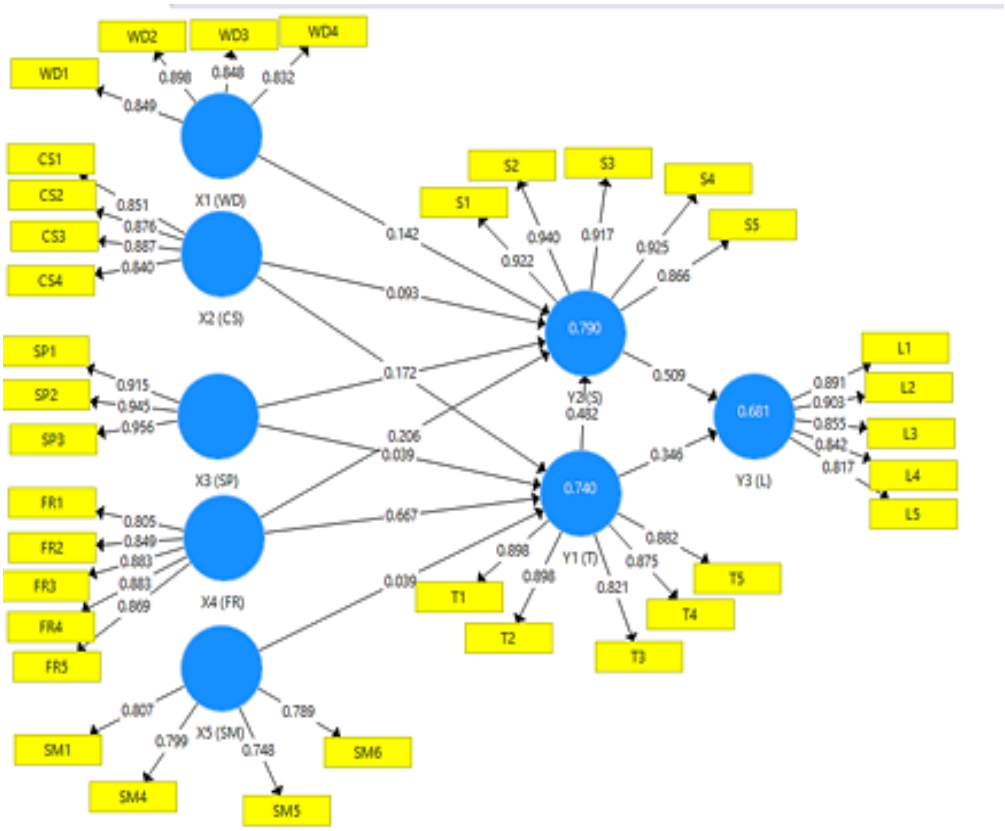
Hypothesis testing between constructs was carried out using the bootstrap resampling method. The coefficient test on the path analysis measures the inner model with the provision that the significance value is less than 0,05 or 95% bootstrap percent. Calculation Hypothesis test using SmartPls version 3. It can be seen from the Path Coefficient value, namely the t-statistic value of the relationship between variables in the study. Provisions on hypothesis testing are if p-

values <0,05 and t count> t table; then H0 is rejected. The value of the t table is 0,05;(n-k-1)) so that the t table is obtained, namely 0,05; (145-3-1)) = 1,977. The following are the results of calculations on structural equation analysis.

Table 3. Result Path Coefficient and P Values

Variabel	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1 (WD) -> Y2 (S)	0,142	0,146	0,061	2,314	0,021
X2 (CS) -> Y1 (T)	0,172	0,173	0,079	2,165	0,031
X2 (CS) -> Y2 (S)	0,093	0,092	0,082	1,125	0,261
X3 (SP) -> Y1 (T)	0,039	0,04	0,07	0,551	0,582
X3 (SP) -> Y2 (S)	0,043	0,046	0,088	0,493	0,622
X4 (FR) -> Y1 (T)	0,667	0,664	0,059	11,354	0
X4 (FR) -> Y2 (S)	0,206	0,206	0,104	1,989	0,047
X5 (SM) -> Y1 (T)	0,039	0,043	0,041	0,934	0,351
Y1 (T) -> Y2 (S)	0,482	0,478	0,072	6,697	0
Y1 (T) -> Y3 (L)	0,346	0,341	0,071	4,895	0
Y2 (S) -> Y3 (L)	0,509	0,518	0,07	7,314	0

Fig 1. The result of the structural equation



V. DISCUSSION

The study has eleven hypotheses to be tested. The results of hypothesis testing showed that not all assumptions proved to have a significant effect. The results showed that e-trust and e-satisfaction had a significant direct influence on e-loyalty. E-trust also not only has a considerable impact on e-loyalty but also has a considerable impact through e-satisfaction. The findings of this study are consistent with the results of Kim et al. [27] research that e-trust and e-satisfaction contribute to the process of e-loyalty formation. This confirms many previous studies on the powerful effects of e-trust and e-satisfaction that play an essential role in the construction of e-loyalty ([3], [9], [13], [21], [27], [28]). These findings suggest that the media industry will not gain loyalty without the trust and satisfaction of the audience.

The findings also showed the five dimensions of e-tail quality had different effects on e-satisfaction and e-trust. In particular, Fulfillment was found to be the strongest indicator for e-trust and e-satisfaction. In the context of online media, readers feel that the products they read are accurate, following what the company promises, providing in-depth information about East Kalimantan, and reliable about national news. The existence of a well-designed website design to not waste the reader's time makes the reader satisfied with an online media website. In addition, there is also an element of news speed, news websites that can be accessed quickly, and website fonts that do not make the eyes of readers tired when reading the news lead to a higher level of satisfaction. This confirms many previous studies on the powerful effects of e-trust and e-satisfaction ([13], [23], [27], [29], [30]).

There is a link between e-satisfaction and the design of a website. Jauhari et al. discovered that several aspects of website design (e.g., content quality, navigation, and interactivity) significantly impact user satisfaction [31]. Designing a website or product that appeals to customers from several regions and cultures is tough. Trouble-free websites that speed up order processing lead to higher website satisfaction. Website design is expected to impact e-customer satisfaction positively but not on e-trust because features such as information tracking and simple methods for placing orders are more closely linked to transaction experience than websites' reliability and credibility ([10], [28], [31]).

Furthermore, readers are not too worried about the problem regarding the dimensions of security/privacy as a driver of e-trust and e-satisfaction. The same thing that happened to customer service offered to readers turned out to have no significant effect. Same with social media. The findings showed that social media had an insignificant impact on readers' e-trust.

VI. CONCLUSION

Loyalty becomes an essential factor in information systems, let alone many theories of social psychology, marketing, and management explain human interaction behavior in information technology. The application of usage theory and gratification also helps explain the reasons consumers consume online media content. These findings provide a prosperous and comprehensive understanding of managing reader loyalty in online media as online media continues to grow in Indonesia. These findings can help businesses to more effectively market to and communicate with their existing and potential customers. This research provides some practical implications. From a theoretical perspective, the contribution of this research is the investigation of the integrative model of the e-loyalty development process by incorporating five dimensions of e-tail, e-satisfaction, and e-trust. We conceptualize and measure the quality of the five dimensions of e-tail to cover various aspects of online media readers. Research design may limit the application of our findings. The first limitation of the study is that it does not distinguish different news categories in model testing. For future studies, study the types of news products or compare advanced categories because customers have different needs and motivations related to news content. For example, customers who like political news most likely do not want to explore information related to entertainment or sports. Likewise, entertainment readers do not necessarily like political news. The diversity of news makes customers quickly change media when online media presents content exciting and in-depth [32].

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