

The Effect of *E-Service Quality* on Company Image and *Stickiness* in the *Facebook Virtual Marketplace Community* in East Java

Author's Details:

¹**Fedianty Augustinah**-¹ Business Administration, Faculty of Administrative Sciences, University of Brawijaya Malang, Indonesia - email : fediaugust@gmail.com ²**Taher Alhabsyi**, ²**Suharyono**, ²**Andriani Kusumawati**-²Business Administration, Faculty of Administrative Sciences, University of Brawijaya - Malang, Indonesia - email : taheralhabsyi@gmail.com, suharyonofia@yahoo.com, andriani_kusuma@ub.ac.id

Abstract

Every year business competition will increase, starting from technological developments and also information disclosure to be a consequence that must be accepted by business people. This requires business actors to always develop their marketing patterns so that they can continue to be competitive and remain the leading market in the existing business competition map. The first time, marketing is oriented towards transactions, namely how to sell. In the second phase, marketing becomes relationship-oriented about how to keep consumers coming back and buying more. In the third phase, marketing finally moves to invite consumers to participate in product development and consumer communication.

This type of research is a causal research with a quantitative approach. Causal research is research that examines the causal relationship between variables that influence or cause changes to other variables. The variables classified as causal or influencing variables in this study consist of e-service quality on customer satisfaction, company image, and customer trust, stickiness intention and purchase intention. The quantitative approach is used to be able to explain this causal relationship based on numerical analysis or studies related to numbers, not discussion as in qualitative research. Through this quantitative approach, it is hoped that a more accurate and valid picture will be obtained of the research phenomena under study through the interpretation of the results of the influence test between variables in this study.

Keywords: *e-service quality, image, stickiness, community, virtual, marketplace*

INTRODUCTION

For some people, the notion of marketing is often defined as a sales process. In fact, basically the definition of marketing is broader than sales activities. On the contrary, it can be said that sales are part of marketing activities. Several experts define marketing in different ways. According to Kotler & Armstrong (2018), marketing is a social and managerial process that allows individuals and groups to get what they need and want through the creation and exchange of products and values with others. According to Stanton (2012), marketing is an overall system of business activities aimed at planning, pricing, promoting and distributing goods and services that can satisfy the needs of actual and potential buyers. Meanwhile, the definition of marketing according to the United States Marketing Association (American Marketing Association) is the implementation of trading business activities directed at the flow of goods and services from producers to consumers. As a business strategy, marketing is an act of adjusting a market-oriented organization in facing business realities, both in the micro and macro environments that are constantly changing (Kotler, et al., 2014).

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Satisfied customers will convey positive things to other potential customers virtually via email, website, mailing list or testimonials submitted on the company website. Thus the company must always be ready and responsive to serve customers through the internet network when there are questions or complaints after an online transaction from customers (e-recovery-Service Quality) (Zavareh, et al., 2012). If referring to the customer's perspective, satisfaction can be interpreted as something that is expected by the customer or a goal that must be achieved from product consumption and service use (Oliver, 2010). Meanwhile, in general satisfaction is the feeling of pleasure or disappointment of someone who arises because of comparing the product's perceived performance (or results) against expectations. If performance fails to meet expectations, consumers will be dissatisfied. If the performance is in line with expectations, consumers will be satisfied. If performance exceeds

expectations, consumers will be very satisfied or happy. Therefore, the more customers feel satisfied, the higher their confidence in the customers' self of the company's products or services (Kotler & Keller, 2012).

Meanwhile, Turban, et al (2004) explained that with the increasing number and ease of internet facilities, online shopping has become a new trend that feels simpler, more efficient and faster without any significant business obstacles being encountered. Transportation costs and shopping time will become more efficient and more effective, which increases people's interest in shopping. The intention to shop or purchase from consumers is often based on the quality of the product. Consumers who receive and pay attention to a stimulus (stimulus) the same, may interpret the stimulus differently. How a person understands a stimulus will be greatly influenced by his values, expectations and needs, which are very individual. The higher the stimulus, the more it will affect consumer perceptions, such as the interest in making purchases (Andrian, 2019).

LITERATURE REVIEW

1. Concept of Consumer Behavior

Understanding consumer behavior is a fundamental thing that must be had in order to be able to know the process that consumers go through to make purchasing decisions, as well as knowing the factors that are related to this process (Oke et al, 2016: 48). Based on studies of consumer behavior, business actors, both on an individual and corporate scale, can determine strategies to manage their business and marketing appropriately and efficiently (Blackwell et al, 2006: 58).

Based on several definitions of consumer behavior summarized in the table above, it can be concluded that consumer behavior can be understood from 3 perspectives, namely as a study, as a form of behavior, and as a process. As a study, consumer behavior is understood as a field of study that examines how consumers behave in the process of searching, purchasing, using, and post-using a product to meet their needs or desires. If viewed as a form of behavior, the definition of consumer behavior refers to the attitudes and actions of consumers in the decision-making process to make purchases and after the purchase and use of a product. According to the third perspective, consumer behavior is understood as a process that occurs when consumers attempt to fulfill their needs or desires by making a series of efforts ranging from information search, decision making, product purchase implementation, product use, and product disposal or other post-use actions.

Exchange in the concept of consumer behavior can occur based on several assumptions (Bagozzi, 1975: 34), namely:

1. Individuals engaged in exchange are able to behave rationally;
2. The purpose of these individuals is to benefit from the exchange so that they can fulfill their respective satisfaction;
3. Exchange is preceded by a process of evaluating various alternatives known to each individual; and
4. The exchange that occurs is free from the influence of external factors.

Information obtained from the analysis of consumer behavior can at least be categorized into three, namely information in the form of consumer orientation or perspective on a product, various shopping models owned by consumers, and theories or concepts that have relevance to consumer behavior in the decision-making process. According to Mansoor & Jalal, (2011: 108), important information can help various interested parties, namely marketers, government and academics, in making strategic decisions.

2. Consumer Behavior Model

The consumer behavior model can be interpreted as a description of how consumers carry out various activities in the decision-making process to make purchases. The consumer behavior model has four important functions, namely descriptive, predictive, explanatory, and controlling functions. The descriptive function describes the stages that consumers go through in making purchasing decisions. The prediction function describes the characteristics of consumer behavior that can be used as a basis for predicting future consumer buying behavior. The explanatory function is related to consumer behavior models that can be used as the focus of analysis to determine the background or reasons used by consumers to carry out activities in the purchasing process. The control function is related to the use of consumer behavior models as the basis for determining persuasive strategies for consumers (Yadav, 2015: 673).

3. Online Consumer Behavior

Online shopping behavior refers to the process of purchasing products and services via the internet. So online purchases have become an alternative to purchasing goods or services. Online sales are growing in terms of service, effectiveness, security, and popularity. Nowadays online shopping is no stranger. Consumers do not need to spend a lot of energy when shopping online, just by looking at websites or social media applications, they can immediately make purchase transactions (Amanah, 2018: 196).

According to Adnan (2014: 141), online purchasing behavior is the process of buying products or services through the internet. The online buying process has steps as different as physical buying behavior. The peculiarity of the buying process through internet media is when potential consumers use the internet and are looking for information relating to the goods or services they need. Marketers (producers) who understand consumer behavior will be able to predict how consumers tend to react to the information they receive, so that marketers (producers) can develop appropriate marketing strategies (Sumarwan & Tjiptono, 2019: 106-107). Therefore, online business people must have and carry out the right strategy in order to make internet users who

have not made online purchases interested in making purchases online and can retain the customers they already have. The right strategy can be created by knowing in advance the online purchasing behavior of consumers.

One of the factors that influence consumers' online purchasing behavior is perceived benefits. According to Kim, et al. (2008: 68) perceived benefit is a consumer's belief about the extent to which he will be better than online transactions with certain web sites. The concept of the word benefit refers to the extent to which an innovation is considered better to replace an existing idea. For example, the benefits of shopping through the website reflect consumer recognition that this new shopping method provides certain benefits as an alternative shopping format. Karayanni (2003: 147) says that if a customer believes that he will get a greater profit when buying online than buying through conventional stores, then he certainly prefers this shopping option in meeting his needs. This is supported by research conducted by Forsythe, et al. (2006: 62) who found a positive and significant relationship between the perceived benefits of buying through the internet with the frequency of purchases and time spent searching online.

RESEARCH METHOD

This type of research is a causal research according to Creswell (2013) with a quantitative approach. Causal research is research that examines the causal relationship between variables that influence or cause changes to other variables. The variables classified as causal or influencing variables in this study consist of e-service quality on customer satisfaction, company image, and customer trust, stickiness intention and purchase intention.

Through this quantitative approach, it is hoped that a more accurate and valid picture will be obtained of the research phenomena under study through the interpretation of the results of the influence test between variables in this study. Data presentation is done with the help of descriptive statistics so that it can present the data in the form of frequency tables, means, and standard deviation of data.

1. Frequency

Categories are stated in a certain class and are contained in the stub (the far left of the table, but not included in the total), the class is stated in the second column, and if you want a percentage, it is placed in the third column (Nazir, 2005: 48).

2. Mean

Analysis of the mean is used to determine the response or assessment of each statement in the questionnaire that stands out the most (highest or lowest). The formulation for calculating the mean of a sample of N sizes is:

$$\bar{X} = \frac{\sum_{i=1}^n X_i}{N}$$

Where:

X = average (mean)

N = number of subjects

i = the sum of all measurements or all of X's existing prices.

RESULTS AND DISCUSSION

This study consists of variables of e-service quality, company image, stickiness intention. Descriptive explanation of each variable is used. Frequency tables are obtained from tabulation of the respondents' answers scores. The results of descriptive analysis in the form of percentages and average (mean) values and each indicator for each variable are summarized as follows:

The e-service quality variable (X) is a reflection of 4 indicators, and each indicator is measured by several statement items, namely:

- a) Efficiency (X₁), measured by the item the ability of Facebook virtual community members to access and operate the Facebook marketplace (X_{1.1}); easiness for members of the Facebook virtual community in accessing information about the desired product in the Facebook marketplace (X_{1.2}); and the ease with which Facebook virtual community members leave the Facebook marketplace page easily (X_{1.3}).
- b) Fulfillment (Fulfillment of Needs) (X₂), measured by the item the ability of the Facebook marketplace page to present detailed information on products being traded in accordance with the real picture and the original condition of the goods (X_{2.1}); the ability of the Facebook marketplace page to present detailed information regarding product stocks that are traded in accordance with the seller's inventory (X_{2.2}); the ability of the Facebook marketplace page to present detailed information regarding the delivery of goods (X_{2.3}).
- c) System Availability (X₃), measured by the item the ability of the Facebook marketplace page to provide a page to update information on products to be sold (X_{3.1}); the ability of the Facebook marketplace page to synchronize to the marketplace timeline and personal timeline (X_{3.2}); and the ability of the Facebook marketplace page to provide facilities that can be used to indicate when a product has been sold (X_{3.3}).
- d) Privacy (X₄), measured by the level of security provided by the Facebook marketplace in maintaining the confidentiality of each member's personal data (X_{4.1}); the level of security provided by the Facebook marketplace in maintaining the confidentiality of transaction data from its members (X_{4.2}); and the level of security provided by the Facebook marketplace in maintaining the confidentiality of credit card data and e-money accounts from members (X_{4.3}).

The corporate image variable (Y_1) is measured by 5 indicators, and each indicator is measured by several statement items describing the following aspects of the company image (Y_1):

- a). Corporate identity ($Y_{1.1}$), measured by items: the Facebook marketplace has a distinctive icon that is easily recognized by members of the virtual community ($Y_{1.1.1}$); Facebook marketplace has a feature that allows notification when a member is selling a similar product ($Y_{1.1.2}$); Facebook marketplace has good ad quality and is fast for visitors to see ($Y_{1.1.3}$).
- b). Physical environment ($Y_{1.2}$), measured by items: Facebook marketplace icon is designed in the same color as the Facebook logo with the intention of making it easy to recognize ($Y_{1.2.1}$); the toolbar menu of the Facebook marketplace is designed in such a way as to be comfortable and easy for users ($Y_{1.2.2}$); and the template from the Facebook marketplace is made like a window that features product photos ($Y_{1.2.3}$).
- c). Contact personnel ($Y_{1.3}$), measured by item: contact personnel of each seller on the Facebook marketplace are listed in the product description section ($Y_{1.3.1}$); Information related to the profiles of members who sell Facebook marketplace products can be accessed on that page ($Y_{1.3.2}$); and description of advertisements and seller profiles on the Facebook marketplace can easily be shared with other friends ($Y_{1.3.3}$).
- d). Service offering ($Y_{1.4}$), measured by items: the Facebook marketplace facilitates various types of products to be sold on that page ($Y_{1.4.1}$); the Facebook marketplace does not facilitate payment transactions via e-money ($Y_{1.4.2}$); and the Facebook marketplace provides facilities to store advertisements, if one day it is needed to be reopened ($Y_{1.4.3}$).
- e). Corporate individuality ($Y_{1.5}$), measured by items: Facebook marketplace filters seller profiles by region or city ($Y_{1.5.1}$); the Facebook marketplace prioritizes honesty by providing a menu to report if there is a mismatch between the goods sold and the reality ($Y_{1.5.2}$); and the Facebook marketplace has filters for product search searches based on product categorization ($Y_{1.5.3}$).

The stickiness intention (Y_2) variable is measured by 3 indicators, and each indicator is measured by several statement items describing the following aspects of stickiness intention (Y_2):

- a) Using online media is longer than other media ($Y_{2.1}$), measured by item: members of the Facebook virtual marketplace community tend to open Facebook marketplace pages longer than other similar online media ($Y_{2.1.1}$) members of the Facebook virtual marketplace community are happy lingering on the Facebook marketplace page because there are many product updates that are sold every day ($Y_{2.1.2}$); and members of the Facebook virtual marketplace community like to linger on the Facebook marketplace page because they often discuss with sellers ($Y_{2.1.3}$).
- b) Will visit online media as often as possible ($Y_{2.2}$), measured by item: daily Facebook marketplace virtual community members will visit the page to see advertised product updates ($Y_{2.2.1}$); Members of the Facebook virtual marketplace community will visit the page every day to update the products they sell ($Y_{2.2.2}$); and members of the Facebook virtual marketplace community will visit this page every day to just greet fellow members ($Y_{2.2.3}$).
- c) Linking owned media with online media ($Y_{2.3}$), measured by items: members of the Facebook virtual marketplace community link their Facebook account with Instagram ($Y_{2.3.1}$) and members of the Facebook virtual marketplace community provide a WhatsApp link on their ad to make it easier for candidates the buyer in contacting him ($Y_{2.3.2}$).

Interpreting the average value of each indicator on the research variable is intended to provide an overview of what indicators build the overall concept of the research model. The basis for the interpretation of the mean value used in this study, refers to the interpretation of the scores as follows, which can be seen in Table 1.1 below.

Table 1.1 Basic Interpretation of Indicator Scores on Research Variables

| No. | Score | Interpretation |
|-----|------------|-------------------|
| 1. | 1 - 1,8 | Strongly Disagree |
| 2. | >1,8 - 2,6 | Disagree |
| 3. | >2,6 - 3,4 | Neutral |
| 4. | >3,4 - 4,2 | Agree |
| 5. | >4,2 - 5,0 | Strongly agree |

Source : Cooper dan Schindler (2008)

Variable Description of e-Service Quality (X)

e-Service quality in this study is represented as an extension of the ability of a site to facilitate shopping, purchasing, and distribution of goods and services effectively and efficiently. e-service quality can also be interpreted as a customer's perception of the quality of products, services, people, processes, and the environment in the Facebook marketplace. The e-service quality variable is exogenous variable with R square of latent variables: 0.

The e-service quality variable is measured by 4 indicators, and each indicator is measured by several statement items describing the e-service quality (X) aspect, namely Efficiency (X_1), measured by the item the ability of members of the Facebook virtual community to access and operate Facebook marketplace ($X_{1.1}$); easiness for members of the Facebook virtual community in accessing information about the desired product in the Facebook marketplace ($X_{1.2}$); and the ease with which Facebook virtual community members leave the Facebook marketplace page easily ($X_{1.3}$).

Fulfillment (Fulfillment of Needs) (X_2), measured by the item the ability of the Facebook marketplace page to present detailed information on products being traded in accordance with the real picture and the original condition of the goods ($X_{2.1}$); the ability of the Facebook marketplace page to present detailed information regarding product stocks that are traded in accordance with the seller's inventory ($X_{2.2}$); the ability of the Facebook marketplace page to present detailed information regarding the delivery of goods ($X_{2.3}$).

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Fulfillment (Fulfillment of Needs) (X_2), measured by the item the ability of the Facebook marketplace page to present detailed information on products being traded in accordance with the real picture and the original condition of the goods ($X_{2.1}$); the ability of the Facebook marketplace page to present detailed information regarding product stocks that are traded in accordance with the seller's inventory ($X_{2.2}$); the ability of the Facebook marketplace page to present detailed information regarding the delivery of goods ($X_{2.3}$).

System Availability (X_3), measured by the item the ability of the Facebook marketplace page to provide a page to update information on products to be sold ($X_{3.1}$); the ability of the Facebook marketplace page to synchronize to the marketplace timeline and personal timeline ($X_{3.2}$); and the ability of the Facebook marketplace page to provide facilities that can be used to indicate when a product has been sold ($X_{3.3}$).

Privacy (X_4), measured by the level of security provided by the Facebook marketplace in maintaining the confidentiality of each member's personal data ($X_{4.1}$); the level of security provided by the Facebook marketplace in maintaining the confidentiality of transaction data from its members ($X_{4.2}$); and the level of security provided by the Facebook marketplace in maintaining the confidentiality of credit card data and e-money accounts from members ($X_{4.3}$).

Based on the results of the recapitulation of the frequency distribution of all respondents' answers, amounting to 473. Respondents' answers to the e-service quality indicator can be interpreted as saying that the respondent agrees through the results indicated by the mean value, namely: 3.88 It can be said that most respondents agree that currently the Facebook marketplace has been able to provide convenience to users in utilizing Facebook's marketplace page starting from features, columns for posting or providing product descriptions, layouts, user connections and connection speeds. Basically Facebook marketplace is still developing to keep updating in response to the times and technology.

The test results show that the ability of members of the Facebook virtual community in accessing and operating the Facebook marketplace ($X_{1.1}$) shows that the average answers in the category strongly agree with the highest score, namely: 3.94. This shows that in addition to the Facebook marketplace members having good basic skills and knowledge in the world of online marketing and social media, the Facebook device or media itself also provides a user friendly page, so that users can access and operate it easily and freely.

While the indicators that received the lowest score were the ease with which members of the Facebook virtual community left the Facebook marketplace page easily ($X_{1.3}$) and the ability of the Facebook marketplace page to present detailed information related to the delivery of goods ($X_{2.3}$) to agree with the acquisition of an average score -an average of 3.83. This shows that there is a minority of respondents who still feel a little dissatisfied with the Facebook marketplace services in providing instructions for users to leave the Facebook marketplace page without having to sign out first. The results of the recapitulation of the frequency distribution based on the overall answers of the respondents, amounting to 473 people, it is known that the respondents' answers to the corporate image variable statement obtained the mean value which stated that they agreed, namely 3.88. This means that the image of the Facebook marketplace in the eyes of members of the virtual community as well as its users is quite positive, considering that so far the Facebook marketplace has helped a lot and tends to provide benefits for users who are buying and selling activities online.

Variable Description of Company Image (Y_1)

Company image (Y_1) is a perception of the Facebook virtual marketplace community on facts or facts related to the Facebook marketplace that customers know. The image of the Facebook marketplace can be formed from a collection of user experiences, which in this case is a virtual community during using the Facebook marketplace. The experiences that are formed can be negative experiences or positive experiences which will later develop into an image of the Facebook marketplace itself. The corporate image variable is an exogenous variable with R square of latent variable: 0.908.

The corporate image variable is measured by 5 indicators, and each indicator is measured by several statement items describing aspects of the company image (Y_1) which includes the Facebook marketplace having a

distinctive icon that is easily recognized by members of the virtual community (Y_{1.1.1}); Facebook marketplace has a feature that allows notification when a member is selling a similar product (Y_{1.1.2}); the Facebook marketplace has good ad quality and is fast for visitors to see (Y_{1.1.3}); the Facebook marketplace icon is designed in the same color as the Facebook logo in order to make it easy to recognize (Y_{1.2.1}); the toolbar menu of the Facebook marketplace is designed in such a way as to be comfortable and easy for users (Y_{1.2.2}); and the template from the Facebook marketplace is made like a window that features product photos (Y_{1.2.3}).

Contact personnel of each seller on the Facebook marketplace are listed in the product description section (Y_{1.3.1}); Information related to the profiles of members who sell Facebook marketplace products can be accessed on that page (Y_{1.3.2}); and description of advertisements and seller profiles on the Facebook marketplace can easily be shared with other friends (Y_{1.3.3}); the Facebook marketplace facilitates various types of products to be sold on the page (Y_{1.4.1}); the Facebook marketplace does not facilitate payment transactions via e-money (Y_{1.4.2}); and the Facebook marketplace provides facilities to store advertisements, if one day it is needed to be reopened (Y_{1.4.3}). Facebook marketplace provides filter seller profiles by region or city (Y_{1.5.1}); the Facebook marketplace prioritizes honesty by providing a menu to report if there is a mismatch between the goods sold and the reality (Y_{1.5.2}); and the Facebook marketplace has filters for product search searches based on product categorization (Y_{1.5.3}).

Variable Description of Stickiness Intention (Y₂)

Stickiness intention is defined as the extent to which users, in this case a virtual community, visit the Facebook marketplace again and extend the duration of each use. Intention to make purchases in the Facebook marketplace is defined as the extent to which users want to buy products and / or services in the future in the Facebook marketplace. The stickiness intention variable is an endogenous variable with an R square of latent variable: 0.957.

The stickiness intention behavior variable is measured by 3 indicators, and each indicator is measured by several statement items describing the stickiness intention (Y₂) aspect which includes members of the Facebook virtual marketplace community who tend to open Facebook marketplace pages longer than other similar online media (Y_{2.1.1}) members of the Facebook virtual marketplace community are happy to linger on the Facebook marketplace page because many product updates are sold every day (Y_{2.1.2}); and members of the Facebook virtual marketplace community like to linger on the Facebook marketplace page because they often discuss with sellers (Y_{2.1.3}).

Members of the Facebook virtual marketplace community will visit the page every day to see advertised product updates (Y_{4.2.1}); Members of the Facebook virtual marketplace community will visit the page every day to update the products they sell (Y_{4.2.2}); and members of the Facebook virtual marketplace community will visit this page every day to just greet fellow members (Y_{4.2.3}).

Members of the Facebook virtual marketplace community link their Facebook account with Instagram (Y_{4.3.1}) and members of the Facebook virtual marketplace community provide a WhatsApp link on their ad to make it easier for potential buyers to contact them (Y_{4.3.2}).

The results of the recapitulation of the frequency distribution based on the overall answers of the respondents, amounting to 473 people, obtained the mean value which stated that they agreed, namely 3.90. This means that the stickiness intention felt by members of the virtual community as well as members of the Facebook marketplace is quite strong. This is shown by the enthusiasm of the members to linger when opening the Facebook marketplace page, not only for surfing, looking for product updates, or looking for products that you want to buy.

Based on the table above, it can be seen that the indicator that has the highest average answer value is Y_{2.1.3} which reads "Members of the Facebook virtual marketplace community are happy to linger on the Facebook marketplace page because they often discuss with sellers" and Y_{2.3.1} indicators are members of the virtual community. The Facebook marketplace links its Facebook account with Instagram with a mean value of 4.29 with the agreed category. This shows that the Facebook marketplace needs to maintain and improve to make the Facebook marketplace more communicative and more dynamic so that it can be linked to other social media such as Instagram. Meanwhile, the indicator that has the lowest score according to respondents is members of the Facebook virtual marketplace community which tend to open the Facebook marketplace page longer than other similar online media (Y_{2.1.1}) and Members of the Facebook virtual marketplace community are happy to linger on the Facebook marketplace page because there are many product updates. sold every day (Y_{2.1.2}) which states agree with the mean value of 3.88.

CONCLUSION

- 1) e-Service Quality has a direct effect on customer satisfaction, meaning that if the better e-Service Quality provided by the Facebook marketplace, customers who transact through the Facebook marketplace will feel satisfaction because all their needs to shop online can be facilitated.
- 2) The influence exerted by e-service quality on company image is significant and has a unidirectional influence. This means that the better the e-Service Quality provided by the Facebook marketplace, the better the image of the Facebook marketplace in the eyes of virtual community members as well as marketplace members.
- 3) The influence given by customer satisfaction on company image is significant and has a unidirectional influence. This means that if customers feel more satisfied when shopping at the Facebook marketplace, this

will instill a positive image in the minds of customers so that the image of the Facebook marketplace will also be lifted.

- 4) The effect that customer satisfaction has on stickiness intention is significant and has a unidirectional influence. This means that if customers feel more satisfied when shopping on the Facebook marketplace, it will make customers linger to surf the Facebook marketplace pages due to a sense of stickiness.
- 5) The influence provided by the company's image on customer trust is significant and has a unidirectional influence. This means that if the company's image is good in the eyes of customers, then the trust of customers who make transactions on the Facebook marketplace will also be stronger.

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