

**THE INFLUENCE OF BRAND IMAGE TOWARD E-  
LOYALTY WITH E-SATISFACTION AND TRUST AS THE  
MEDIATING VARIABLE:  
AN EMPIRICAL STUDY ON TOKOPEDIA**



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SEMARANG**

**2021**

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**Submitted as one of the requirements**

**to achieve Magister Manajemen**



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## ACKNOWLEDGEMENT

Firstly, I would like to thank God for the abundant and gracious blessing, thus I could finish my master thesis gloriously and well-managed. Moreover, I am also thankful that my journey as a master's student in Soegijapranata Catholic University is full of challenges due to the double degree program at Providence University in Taiwan opportunity, thus, I have once in a lifetime chance to experience study abroad for a semester whilst pursuing a Master of Business Administration degree.

Furthermore, due to the double degree program that requires to write the master thesis for both universities, I knew that it is heavily crucial, hence, I require the supervision of advisors from those who are expertise in this field. The advisors come from representatives of both universities. At this moment, I would like to express my gratitude and appreciation for Dra. M.Y. Dwi Hayu Agustini M.B.A., Ph.D. as my main advisor represents Soegijapranata Catholic University, and Dr. Yung-Shen Yen as my second advisor represents Providence University whose immense guidance, tremendous supervision, and encouragement have been invaluable throughout this study.

I also wish to thank the examiners, Sentot Suciarto Athanasius, Ph.D., and Dr. Retno Yustini Wahyuningdyah, M.Si. that without their excellent suggestions, vigorous guidance, and their expertise, this master thesis would not be meaningful.

I would like to thank Dr. Agatha Ferijani, S.E., M.S. - HRM., as the Head of Department who gave incredible opportunity to let her student thrive and seek for outstanding education level by the Double Degree Program.

In addition, I am deeply grateful for my family as my first support system who consistently gave their children indefinite love, relentless care, and substantial financial endowment.

Moreover, I would like to extend my sincere love to Clarissa Monica who gave unconditionally support, encouragement whenever I down or lack of motivation, and forever by my side whether joy or grief.

For all of my friends and colleagues which I could not address one by one, even though we infrequently meet in this hard time. I believe that your support is irreplaceable and I am honored could be your friend, and I would like to send you my deepest gratitude. Moreover, I would like to mention those who involved throughout my study that has provided personal support either administratively or morally. I offer my truthful gratitude for all of you because, without your presence, I could not stand where I am now.

Ultimately, I realize that my study is far from perfection. However, I hope that this study beneficial for related parties or future research. All constructive criticism, input, and related to the addition of knowledge, I humbly accept.

Semarang, June 28<sup>th</sup> 2021



Giovano Melvernus Hendrawan

## ABSTRACT

In this decade, the number of sellers and buyers is skyrocketing, therefore the presence of a marketplace is necessary to mediate buyers and sellers. There is fierce competition among e-marketplace in order to captivate market share and somehow it is too costly, thus, build e-loyalty is the key. Brand Image, e-Satisfaction, and Trust were allegedly involved in build e-loyalty. Moreover, e-Satisfaction and Trust also allegedly mediate between Brand Image and e-loyalty. Tokopedia as one of the biggest e-marketplace in Indonesia become a research subject, where the sample was taken from 114 respondents from Y and Z Generation who shop throughout Tokopedia twice within two months.

The result shows that brand image significantly and positively affects e-loyalty. E-Satisfaction also affects e-loyalty significantly and positively. However, Trust even though has a positive effect, does not significantly affect e-loyalty. The tendency of technology dependency and data breach issue have a role to shape. In terms of mediating effect, e-satisfaction partially mediate between brand image and e-loyalty, where trust does not.

Keyword: brand image, e-loyalty, e-marketplace, e-satisfaction, trust



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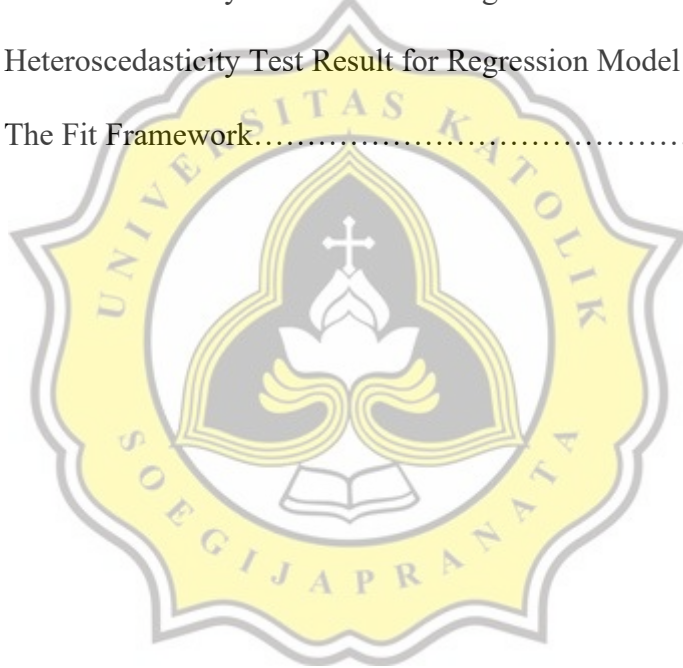
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