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[Earning Management or Tax Avoidance? Company Decision on Accounting and Tax Reporting Cost](#)

Elisa Tjondro, Agnes Ayu Permata

The significant differences between the company tax rate and the loan interest rate create incentives for companies in Indonesia to conduct trade-offs between accounting and tax reporting costs. Management always wants to give a good signal for investors regarding company financial performance. On the...

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[Women and Its Job Opportunity in Hotel Industry in Bali](#)

Ni Made Ary Widiastini, Made Aristia Prayudi, Nyoman Dini Andiani

This study aimed to find out the opportunities of women graduating from vocational high schools and collage to work in hotels. The respondents of the study were hotel human resources department staff whose duty was recruiting workers. The data collection was conducted by distributing questionnaires by...

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[The Effect of Socialization, Training and Assistance Activities on Pokdarwis Satisfaction and Participation Levels in Managing Tourism Villages](#)

Nyoman Dini Andiani, Ni Made Ary Widiastini, Made Aristia Prayudi

This study aims to study about an effect of dissemination activities, training, assistance on the level of satisfaction of members of the Sekumpul tourism awareness group in the village of Sekumpul, Sawan district, Buleleng regency, in receiving education provided, to develop the potential of the village...

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[Family Entrepreneurship Development Model Based on Social Capital through Women Empowerment](#)

I Gusti Ayu Purnamawati, Putu Riesty Masdiantini

The purpose of this study is to find out: (1) women empowerment before and after the design and implementation of a family capital-based family entrepreneurship model towards sustainable development goals; (2) Potential of poor women in developing family entrepreneurship; (3) Opportunities for poor women...

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[The Relationships between Technology and User Satisfaction in Online Tax Filing: The Mediating Role of Confirmation of Expectation](#)

Yenni Mangoting, Gabriella Whitney, Gladys Paramita Tjioewinata

This study investigates the relationship between the quality of the e-file system and user satisfaction. Building on the success of information systems (IS) and user satisfaction literature, this study adds confirmation of expectation as a mediating variable. This study collected the research data through...

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[Tension Management Strategy in the implementation of Sustainability Agenda](#)

Juniarti, Pwee Leng

The global demands on sustainability agenda reflect the paradoxical situation experienced by every business entities. This condition forces the organization to solve problems that are seemingly impossible to be solved. There is a need for a swift and clever strategy that allows the management to run...

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[Typology Taxpayers in Indonesia](#)

Yenni Mangoting, Margaretha Liansyah, Sonia Febianti, Audley Nathanael
Taxpayers feel that tax is a cost that reduces their economic power and thus, taxpayers show resistance through tax evasion. Therefore, tax authorities in Indonesia need to understand the behavior of taxpayers to anticipate their involvement in tax evasion. From this situation, this study aims to classify...

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[Intergenerational Perception of Tax Audit and Voluntary Tax Compliance](#)

Elisa Tjondro, Alvin Soegihono, Felix Fernando, Felix Wanandi

Each generation has different characteristics and viewpoints related to the perception of a tax audit. Therefore, tax audits not always useful as a scarecrow for taxpayers. The purpose of this study was to compare the perception of tax audits between three generations, Millennials, X, and Baby Boomers....

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[Individual Tax Compliance: Trust versus Power](#)

Retnaningtyas Widuri, Mellyana Jie, Angela Christie

The objective of this study regards with the issue that Indonesia is facing about tax revenue. Currently, Indonesia does not achieve the tax revenue target. Thus make the tax authority more focuses on tax payer compliance by encouraging voluntary compliance through increased trust to increase tax revenue....

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[Tax Fraud Reporting: The Effect of Envious Motive and Financial Reward](#)

Retnaningtyas Widuri, Illona Jevera, Janice Zerlinda

This research examines the influence of envious and financial reward on tax fraud reporting. The focus in this research is on the motivation of a tax payer in

reporting other tax payer who committed tax fraud. This research use fully crossed between-subjects design in experimental studies. This research...

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[Impact of Conflict of Interest on Accounting Policies Overview of Gender](#)

I Putu Julianto, I Nyoman Putra Yasa, I Nyoman Suadnyana Pasek, Luh Putu Ekawati

This study aims to determine the impact of conflict of interest on accounting policies made by looking at gender factors. This type of research is a type of quantitative research by providing cases about conflicts of interest in accounting policies that are given and then further divided based on gender....

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[Analysis of the Effect of The Commodification Sotis Woven Fabric on Hotel Occupancy Rates \(Case Study on Local Hotel Brand - Hotels Sotis Kupang\)](#)

Yolanda Patricia Thei, Apriana H. J. Fanggidae, Rolland E. Fanggidae
Commodification of Sotis woven fabric is a transformation of function (X1) from sacred to secular and private has become public. Woven cloth that used to be only owned by certain groups and only used in traditional ceremonial / ritual activities, changes so that it can be owned by everyone and can be...

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Developing Traji Tourism Village in Temanggung, Indonesia through SWOT Analysis

Tusyanah, Fahrur Rozi, Fentya Dyah Rahmawati, Ashomatul Fadlilah, Noor Jannatun Naim

Traji Tourism Village (TTV) is a new tourism area which has potentials and it needs planning for future management. Tourism development is closely related with competitiveness and attractions of tourist destinations. Therefore; identifying the tourism potentials is needed to achieve the destination competitiveness...

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Utilization of Integrated Various Capital in Fraudulent Investment Practices in Singaraja, Buleleng, Bali

Anantawikrama Tungga Atmadja, Nyoman Trisna Herawati

This article is the result of a research using qualitative methods in order to understand the background of the community investing their capitals in fraudulent investment, the process of fraudulent investment offered by the organizers, and its implications toward the community. Data was collected by...

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The Influence of Rupiah Exchange Rate, Interest Rate Levels, and The Composite Stock Price Index to Financial Deepening in Indonesia

Clarasiska Anasthasia Mbate, Petrus E. de Rozari, Paulina Yuritha Amtiran

This research aims to analyze and determine the effect of the Rupiah exchange rate, interest rate, Composite Stock Price Index on financial deepening in

Indonesia. This research used time series data consisting of rupiah exchange rate, interest rates, Composite stock Price Index and financial deepening...

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Analyzing the Need to Develop Materials in the Teaching of Hotel Accounting that Meet the Requirements of the Graduate Users

Ni Luh Gede Erni Sulindawati, Lucy Sri Musmini, Nyoman Ayu Wulan Trisna Dewi

This article aims at studying the needs of learning materials for the teaching of hotel accounting that meet the requirements of the graduate users. The development of the materials in this teaching is needed in order the graduates can adjust themselves and can be accepted in the world of work....

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Tax justice perception and trust in government on tax compliance

Retnaningtyas Widuri, Wilson Irawan

This study aimed to analyze the effect of trust in the government to tax compliance with the perception of tax justice as a mediating variable. The research method was the Structural Equation Model. The sample from this study was individual taxpayers who located in the Gresik, Bangkalan, Mojokerto, Surabaya,...

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[The Influence Of Viral Marketing On Online Purchasing Decisions Of Students](#)

M. Rudi Irwansyah, Sunitha Devi, Luh Gede Kusuma Dewi

The application of viral marketing has become a strategy that is almost used by producers in offering their products. especially if the marketing target is students who are generation Z. Therefore this study tries to examine the effect of applying viral marketing to purchasing decisions made by students....

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[Analysis of Small and Medium Industry of The Tenun Ikat Craft in Kupang City](#)

Wehelmina M. Ndoen, Markus Bunga, Rolland E. Fanggidae

Small and medium businesses are business sectors that have an important role in the economy in the regions, especially in providing employment. For this reason, efforts are needed that lead to the development of the small business sector in order to improve product quality. Good business management is...

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[The Research and Development Study of Tourism Accounting Dictionary](#)

Made Aristia Prayudi, Edy Sujana, Ni Wayan Yulianita Dewi, I Gede Nandra Hary Wiguna

Although there is an increasing need for comprehensive sources of Tourism Accounting learning and practices, unfortunately, a practical-based reference related to the account names and other Accounting terminology used in this industrial sector is still lack. This study, therefore, aims to develop and...

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[Does Corporate Governance increase the Financial Reporting Quality?](#)

Maria Yanida, Arif Widyatama

This study aims to theoretically explain the relationship between corporate governance and financial reporting quality. The implementation of Corporate Governance conducted by companies can reduce agency conflict that occurs in companies between investors and managers. This research uses study literature....

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[Investment Profile of Bangli Regency](#)

Gede Putu Agus Jana Susila, I Nengah Suarmanayasa

The success of regional development is expected to increase regional stability, equity, growth and economic development to enhance community welfare. To achieve this, an increased investment is needed, in economics and other sectors. This investment can come from the government or private sector. More...

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[The Influence of Competency and Job Control on The Job Satisfaction and Its Impact on The Employee's Performance](#)

I Wayan Bagia, Wayan Cipta

This study aims to obtain the explanation finding which tested about the: (1) influence of competency and job control on the job satisfaction, (2) influence of

competency and job control on the performance, (3) influence of job satisfaction on the performance, and (4) impact of competency and job control...

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[Public Interest in Automatic Teller Machine \(ATM\) in Lembaga Perkreditan Desa \(LPD\)](#)

Putu Eka Dianita Marvilianti Dewi, I Putu Arya Dharmayasa, Lulup Endah Tripalupi

This study aims to determine society interest in Automatic Teller Machines (ATMs) in the Lembaga Perkreditan Desa (LPD) in Bali in terms of Theory of Planned Behavior (TPB). The design in this study uses a quantitative descriptive method. The data obtained from the questionnaire and then processed and...

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[Development of Financial Statement Applications for SMEs based on Financial Accounting Standards for Micro, Small and Medium Enterprises](#)

Andi Iswoyo, Alfi Nugroho, Yuli Ermawati, Sasongko Budisusetyo

The purpose of this study is that SMEs can prepare and present financial reports that are good and true in accordance with applicable Financial Accounting Standards namely the Financial Accounting Standards for Micro, Small and Medium Enterprises which will facilitate access to capital from the banking,...

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Interest and Investment Motivation of Undiksha College Students (Case Study on Car 3i Network)

Luh Gede Kusuma Dewi, Komang Krisna Heryanda, I Made Dwita Atmaja, Sunitha Devi

This study aims to examine the interests and motivations of students in investing (Car 3i Network case study). This study uses a quantitative approach with a population of all students of the Faculty of Economics, Ganesha University of Education (Undiksha) participating in Car 3i, totaling 100 people....

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The Improvement of Students' Interest in Business in Economics Faculty, Ganesha Education University, Through Motivation and Knowledge of Entrepreneurship

Krisna Heryanda, Dwi Ariani Mayasari, Komang Endrawan Sumadi Putra
The study examined the effect of entrepreneurship motivation variables and entrepreneurial knowledge on the entrepreneurial interest of Undiksha Faculty of Economics students. After finding the influence of entrepreneurship motivation and entrepreneurship knowledge variables on Undiksha Faculty of Economics...

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The Effect of Social Entrepreneurship on the Welfare of the Village Community

Made Ary Meitriana, I Wayan Suwendra, Luh Indrayani, Kadek Rai Suwena
The concept of social entrepreneurship has become a popular concept in various countries. In reality, various groups have begun to discuss the concept of social

entrepreneurship as an innovative solution in solving social problems in general, one of which is the problem of social welfare. The welfare...

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Identification of the Failure of Waste Bank Enterprises as Undiksha Students' Entrepreneurial Activity Unit

Kadek Rai Suwena, Made Ary Meitriana, M. Rudi Irwansyah

This study aimed to determine the factors that caused the failure of the waste bank business and the dominant factor affecting the failure of the waste bank as part of students' entrepreneurial activity unit of Undiksha. The study used factorial research designs and data collected by questionnaire, analyzed...

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The Relationship Between Service Quality and Student Satisfaction of Campus Bus Transportation Service Users of University of Musamus Merauke

Tarsisius Kana

This study aims to determine the significance of the relationship between service quality and student satisfaction of campus bus transportation service users. Based on the explanation, this research is an associative type of research. Service Quality Variables have indicators: reliability, responsiveness,...

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[Analysis of Brand Image and Promotions and their Effect on Purchase Decisions](#)

Rahutama Atidira, Ni Luh Wayan Sayang Telagawathi, Gede Wira Kusuma

The large number of ready-to-drink packaged tea brands on the market encourages companies to compete for potential consumers through a variety of appropriate strategies. In addition to trying to create a brand image, companies are capable of doing other things such as changing the packaging, evaluating...

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[The Effect of Big Five Personality of Entrepreneurs on Business Growth in SMEs](#)

Ni Made Suci, Ni Nyoman Yulianthini, Made Amanda Dewanti

This research aims to examine the effect of big five personality entrepreneurs on business growth in SMEs. The study was conducted on 180 handicraft industry entrepreneurs in Bali Province which were determined by purposive sampling. Data collected by questionnaire then analyzed by multiple regression...

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[The Influence Of Attitude, Subjective Norm and Self Efficacy On The Intention Of Students Entrepreneurs](#)

Lulup Endah Tripalupi, I Nyoman Sujana, Luh Indrayani, Naswan Suharsono

This study aims to influence the attitudes, subjective norms and partial self-efficacy and simultaneous to the intense entrepreneurship of Undiksha Faculty of Economics students. This type of research is comparative causal research. The data collected by questionnaire method and analyzed using the "t"...

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[The Way to Develop an Entrepreneurial Culture in Higher Education](#)

Naswan Suharsono, I Putu Arya Dharmayasa, M. Rudi Irwansyah

This study was carried out to produce and implement an alternative model of Entrepreneurship Education as an effort to develop an entrepreneurial culture in college. Entrepreneurship education system with the facilities available support for a set of activities based on the premise that increasing behavioural...

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[Factors Affecting the Amount of External Information Business Search for Use of Aviation Services in Bali](#)

Ni Luh Wayan Sayang Telagawathi, Ni Made Dwi Ariani Mayasari, Ni Nyoman Yulianthini

This research tries to identify factors that determine the extent of external search effort by consumer in purchasing airline service. Based on the previous research by Srinivasan and Ratchford (1991), this study examines the impact of amount of experience, product class knowledge, interest in product,...

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[Measuring Hotel Customer Satisfaction: Who Cares?](#)

N. Trianasari, A.A. Yudha Martin Mahardika, Putu Indah Rahmawati

Customer satisfaction is one of the indicators that show the quality of any business. In a hotel operation, it is the hotel guest who has the expectedly

objective evaluation of its service. Practically, hotels invited their guests to rate their satisfaction toward overall hotel services through guest...

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[The Effect of Visiting Decisions on Destination Images Post Disaster](#)

Rolland E. Fanggidae, Titania Ariance Pello, Antonio E. L. Nyoko

Development of increasingly modern world makes us humans are always served with beautiful tourist attractions, magnificent buildings, and technology that is increasingly adequate. However, all these things not last long because at any time can be destroyed and damaged. The damage caused by one problem...

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[Employee Engagement Fail to Boost the Relationship Between Learning Organization and Financial Performance](#)

Agnes Wahyu Handoyo, Devie, Juniarti

This research paper sets out to investigate the gaps in hospitality industry issues and facts in Surabaya, Indonesia. In order to substantiate future studies about employee engagement. Learning Organization constructed by seventh dimension DLOQ as measurement (continuous learning, inquiry and dialogue,...

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[Principles of Tourism Code of Ethics and Community Priority Rights in Tourism Management Based on Regional Regulation](#)

No. 1 of 2014 Concerning the Implementation of Tourism in Buleleng Regency

I Putu Gede Parma

The implementation of tourism is directed at increasing the welfare and prosperity of the people in the context of realizing a just and prosperous society through increased regional income, expansion and equal distribution of business and employment opportunities. This research identifies the Principles...

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The Perceived Risk Influence on the E-Loyalty of Online Shoppers in Using Internet of Things

Saarce Elsy Hatane, Widyananda Prasetyo, Ervina Clowdya Tandean, Maria Regina

The development of technology has made the need for e-commerce increasingly high. The growth of e-commerce, as one of the applications from the internet of things, in Indonesia has also become more rapid; thus, it brings changes in choices in transactions, from offline purchases to online. One of the...

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The Acceptance of Accounting Students on the Use of Internet of Things

Saarce Elsy Hatane, Inge Vera Desta Johari, Jesseline Valencia, Livia Erlyn Prayugo

In a general sense, IoT is a physical device that is connected to the internet. IoT provides a revolution in accounting work, among others in the process of

collecting data and processing data into useful information in decision making. From an early age, understanding and ability to adapt to changes...

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[Role of Informal Employment to the Economy](#)

I Nengah Suarmanayasa, Gede Putu Agus Jana Susila, Ida Suarmaja

This study aimed to determine the differences in welfare between formal and informal employment in Bali, the differences in welfare of informal employment between regencies/cities in Bali and the contribution of informal employment to the economy of Bali. This study used secondary data in the form of...

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[Detection of Healthcare Fraud in The National Health Insurance Program Based on Cost Control](#)

Nugroho Mardi Wibowo, Woro Utari, Abdul Muhith, Yuyun Widiastuti

Fraud in healthcare services has the potential to reduce the quality of health services, harming patients, and state finances. However, the implementation of fraud prevention in healthcare services has not been fully carried out. The purpose of this study is to determine the cost control-based fraud...

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[Corporate Social Responsibility Policies in Indonesia Manufacturing Companies](#)

Josua Tarigan, Saarce Elsy Hatane, Dea Damara

This research offers a greater understanding of the corporate social responsibility efforts that enable the company to enhance the labor productivity. Thus, it is also used as the basis of the new methods to improve the productivity of the company by developing the aspects in the corporate social responsibility...

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[Effect of Auditor Independence, Fee Audit, Audit Tenure Toward Audit Quality \(Case Study at a Public Accounting Firm in Bali\)](#)

Made Arie Wahyuni, Gusti Ayu Ketut Rencana Sari Dewi, Nyoman Ayu Wulan Trisna Dewi, Luh Asri Savitri

This study aims to examine: (1) the effect of the influence of auditor independence on audit quality, (2) the effect of audit fees on audit quality, (3) the effect of audit tenure on audit quality. The type of data used is questionnaire. The population in this study are all auditors who work at the Public...

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[Analysis of Competitiveness Determinants of The Woodcraft Industry in Bali](#)

Gede Adi Yuniarta, I Putu Gede Diatmika, I Gede Agus Pertama Yudiantara

This study is motivated by the importance of the role of small and medium scale industries (SMIs) in Bali as a supporting sector for cultural tourism and community income sources. This study aims to analyze the competitiveness determinants of the woodcraft industry in Bali. Data was obtained through...

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[Supervision of the Government in Strengthening the Influence of Community Participation of the Effectiveness of Village Funds in the District Buleleng](#)

I Putu Gede Diatmika, Gede Adi Yuniarta

One of the factors that influence the success of development programs and rural community development is community participation that not only involves the community in making decisions in every development program, but also the community is involved in identifying problems and potential that exists...

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[Analysis of Acceptance and Success Implementation of Academic Information System \(SIAk\) Based on Technology](#)

I Gede Agus Pertama Yudiantara, Lucy Sri Musmini, I Putu Gede Diatmika, Gede Adi Yuniarta

The research objective is to predict and explain the acceptance and success of the implementation Academic Information System (SIAk) based on technology by Undiksha academic society. Data collection methods used pick up survey for sixth and seventh semester students undergraduate program, academic staff...

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[Perception of Stakeholders on Internal Supervisory Unit and Competence of Internal Supervisory Unit \(Study At Nusa Cendana University\)](#)

Minarni Anaci Dethan, Maria E. D. Tunti, Pius Bumi Kellen, Anthon S. Y. Kerihi

The birth of the regulation of the Minister of National Education Republic of Indonesia Number 47 2011 concerning the internal oversight unit within the Ministry of Education, that in the framework of strengthening governance and accountability, the implementation of duties and functions and activities...

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[How Culture Resources Developed As A New Tourism Destination In Buleleng Regency](#)

Putu Bimantara, Putu Dio Artha Pratama, Komang Agem Wismanjaya
Buleleng Regency is located in North Bali. The area is about 1366 km² wide which is the widest regency compare to others. There are 624.125 people live in Buleleng Regency based on the data from Badan Pusat Statistika Provinsi Bali. It has the biggest number of population among regencies in Bali. Buleleng...

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[Welfare Level of Arta Murti BUMDes Members Anturan Village, Buleleng District in Term of Social Entrepreneurship Approach](#)

Ni Nyoman Yuni Kariyani, I Wayan Krisna Aris Saputra, Kadek Yudistira

This study aimed at determining the welfare level of Arta Murti BUMDes members in term of social value, civil society, innovation, and economic

activity dimensions. The population of study was 363 members of Arta Murti BUMDes and the samples were 190 people applying random sampling technique. Data were...

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[The Role of Entrepreneurship Education and Subjective Norms on the Intention of Entrepreneurship](#)

Ni Komang Sri Wahyuni, Komang Krishna Darmawan, Bella Adityasih

This study was conducted in order to analyze the role of the entrepreneurship education and subjective norms on the intention of entrepreneurship. The respondents of this study were 80 students of the Faculty of Economics, Universitas Pendidikan Ganesha, Singaraja, Bali, Indonesia. The sampling technique...

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[Application Of The Principles Of Financial Management In The Management Of Village-Owned Enterprises \(BUMDES\) Bhakti Karya Kalibubuk Villages A Study Of The BUMDES Bhakti By The Village Of Kalibubuk](#)

Angga Putra Kesawa, I Gede Mulya Pradipta, Gede Nanda Afrivania

The maximum development of BUMDes management in a village is expected to be able to improve the economy and at the same time influence the decrease in poverty levels in the village. In Buleleng Regency, since 2014, 108 BUMDes have been built from 129 existing villages. One of the BUMDes in Buleleng Regency...

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[The Influence of Customer Satisfaction in Terms of Service Quality and Perceived Value](#)

Kadek Martini, I Wayan Budi Sujana Sangging, Made Sandi Merta

This study aims to examine the effect of service quality and perceived value on customer satisfaction of Melka Excelsior Hotel, Lovina. Design of this study is causal research. Samples in this study were domestic and foreign countries guests who had stay at the hotel totaling 75 responden. Data collection...

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[Competitiveness Strategy Formulation for Peoples Bank of Crediting In Kupang, East Nusa Tenggara, Indonesia](#)

Ni Putu Nursiani, I Komang Arthana, Sarinah Joyce Margaret Rafael

The Peoples Bank of Crediting (PBC) is a formal financial institution that served as a financial intermediary institution, especially in the national microfinance system. To anticipate the increasingly fierce competition conditions a PBC must operate the right business strategy. This study aimed to find...

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[Development of the Designing Capability of Scientific Approach-Based Learning Tools](#)

Iyus Akhmad Haris, Nyoman Sujana

The purpose of this study is to increase student competence in developing learning tools based on scientific approach through learning strategies and design courses in the Economic Education Study Program at the Faculty of Economics, Universitas Pendidikan Ganesha. This research was conducted in 2019...

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[Feasibility Study of Magister Management Program in Universitas Pendidikan Ganesha](#)

Putu Indah Rahmawati, Made Suci, Trianasari

This research aimed to gather empirical data that can be used as a feasibility study of the Magister Management Program at Universitas Pendidikan Ganesha (Undiksha). This research used qualitative research approach. Data were collected by interview and survey technique. Data were analyzed with qualitative...

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[Analysis of Green Accounting Implementation Based on University Social Responsibility \(Study at Nusa Cendana University Kupang\)](#)

Maria E. D. Tunti, Karmila D. L. Mutia, Linda Lomi Ga

The aim of this research was to acknowledge how the implementation of green accounting based on university social responsibility (USR) in Nusa Cendana University, Kupang. Population used in this research was the entire academic community in UNDANA. Data collection techniques in this study were through...

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[E-Tax Satisfaction and Taxpayer Expectation Toward Tax Consultant](#)

Elisa Tjondro, Graciella Tanaya, Jessica Theresia

In developed countries, like Indonesia, many taxpayers use individuals who are not registered as tax consultants to do tax preparation services. These persons are not under the code of ethics of the profession because they are not members of professional organizations. The purpose of our study is to...

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[Perceptions of Accessibility and Knowledge in Small and Medium Enterprises based on Interest Using e-Banking](#)

Diota Prameswari Vijaya, M. Rudi Irwansyah

This study was conducted to determine the effect of perceptions of the ease of use of e-banking and knowledge of micro small and medium businesses on the interests of transactions using e-banking. The population in this study were micro small and medium enterprises in Buleleng Regency, Bali and the sample...

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[The Meaning of Economic Literacy for Women Entrepreneurs](#)

Luh Indrayani, Gede Adi Yuniarta, M. Rudi Irwansyah

This study has the aims to understand the meaning of economic literacy for women entrepreneurs. Transcendental phenomenology is used in discovering the meaning and nature of the interviewee's life experiences. The results revealed that the meaning of economic literacy for women entrepreneurs is the intelligence...

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[Revealing The Perception of The Justice of UMKM Taxation on Government Regulation Number 23 of 2018](#)

I Nyoman Putra Yasa, Sunitha Devi, Nyoman Ari Surya Dharmawan, I Putu Hendra Martadinata

This study aims to examine the perception of fairness of micro, small and medium business entrepreneurs who become taxpayers on the implementation of Government Regulation Number 23 Year 2018 (Peraturan Pemerintah Nomor 23 Tahun 2018) concerning income tax received or obtained by taxpayers who have a...

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Lucy Sri Musmini, Gede Adi Yuniarta, Ni Luh Gede Erni Sulindawati, I Gede Agus Pertama Yudantara

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Alessandra Natasya Panie, Ronald P. C. Fanggidae, Rolland E. Fanggidae

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The Perceived Risk Influence on the E-Loyalty of Online Shoppers in Using Internet of Things

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Abstract— The development of technology has made the need for e-commerce increasingly high. The growth of e-commerce, as one of the applications from the internet of things, in Indonesia has also become more rapid; thus, it brings changes in choices in transactions, from offline purchases to online. One of the essential things in e-commerce is the customer's perception of the security of online transactions. This study analyses the role of e-satisfaction and perceived security risk on e-trust and e-loyalty. The research model is examined in 395 e-commerce users in Indonesia. The results show that e-trust is able to mediate the relationship between e-satisfaction and perceived security risk to e-loyalty. Customer confidence that transactions conducted on e-commerce are safe will increase e-loyalty more than the effect of risk on e-trust. Satisfaction in online purchases dramatically affects the amount of customer confidence in e-commerce. This research contributes to e-commerce actors in Indonesia to understand the importance of maintaining security in transactions.

Keywords—e-commerce; internet of things; perceived security risk; e-satisfaction; e-trust; e-loyalty.

I. INTRODUCTION

E-commerce has changed the way companies execute their business, including consumers shopping habits. With a simple touch of a gadget or smartphone, it is not a surprise that e-commerce became very popular and easy for consumers around the world. Euromonitor International announced that e-commerce is anticipated to develop into the world's biggest retail channel by 2021, outpacing revenues through retail outlets such as supermarkets, grocery stores, and others. Within the same year, e-commerce will contribute 14% of aggregate retail sellings. However, e-commerce has already become a dominant retail channel in Asia-Pacific since 2017 supported by growth in South Korea and China [1]. China has led the e-commerce market in the world by generating more than 40% of e-commerce transactions globally in 2017 according to [2].

E-commerce in Indonesia is also developing rapidly. As one of the most avid users of digital technology in the world, [3] reported that there are currently more than 30 million Indonesians who transact online and are creating an online

market of at least \$8 billion which continues to grow until it is estimated to reach more than \$40 billion by 2022. Having the biggest number of billion-dollar technology startups in Southeast Asia, including Tokopedia, Traveloka and Bukalapak also encourages the rise of e-commerce in Indonesia. 70 percent of online sales in Indonesia are generated from fashion, electronics, health and beauty products which are the most popular product categories. The existence of e-commerce has an enormous effect in Indonesia and even the world by providing consumers more decisions, easier accessibility, and more competitive prices [3].

As e-commerce evolves, consumers' preferences have shifted from offline shopping to online shopping. Hence making e-loyalty one of the more important issues in e-commerce since customers can effortlessly compare popular items in various online stores and change from one online store to another [4]. As a result, it will be difficult for online stores to survive in the long run if customer loyalty is low [5]. The concept of e-loyalty is described as one's commitment to visit or repurchase products from the same store [6]. The growth of e-loyalty can be caused by several factors, such as e-satisfaction, e-trust, and perceived security risk.

Customers who are satisfied when transacting with an online shop will be more interested to interact further with the online shop in the future until it generates loyal customers [7]. This is supported by previous studies which found a significant connection between e-satisfaction and e-loyalty [8; 9; 10; 11]. Furthermore, e-satisfaction was also found to influence e-trust [6; 9]. Trust in an online store can develop from someone's experience that feels satisfaction when interacting with the online shop. Although e-trust is affected by e-satisfaction, e-trust can also determine e-loyalty of consumers. Reference [10] stated e-trust is a crucial foundation for building long-term relationships with customers. E-trust may develop if the online shop has appropriate security system to protect customer's personal information [12]. According to [13], perceived security risk is one of the most crucial aspects that influences customer trust. In addition, perceived security risk also has the

ability to impact e-loyalty as discovered by [14]. Previous investigation on the direct relation between perceived security risk and e-loyalty is still rarely found.

At the moment, e-commerce has become a major phenomenon affecting human life in various aspects. Hence, it is essential to acknowledge and understand the important role of e-loyalty in e-commerce in order to be able to prepare ourselves to face the challenges. Based on the background of the research and the prior literature review, the research questions formulated in this study are as follows:

RQ1. Does e-satisfaction affect e-trust positively?

RQ2. Does perceived security risk influence e-trust positively?

RQ3. Does e-satisfaction have a positive impact on e-loyalty?

RQ4. Does perceived security risk influence e-loyalty positively?

RQ5. Does e-trust affect e-loyalty positively?

II. LITERATURE REVIEW

A. E-Satisfaction and E-Trust

Based on previous research from [7] and [15], e-satisfaction is the one factor which can increase e-trust. E-trust can be prescribed when other people can be trusted or behave in ways that are ethically and socially appropriate [16]. E-trust take time to be built, not only must the customers feel a positive result, but also, they must have an assurance that this positive result can be continuously happen in the future. According [17], there are other ways to obtain the relationship between these two variables by using closeness brand as a moderator.

According to [18], customer e-satisfaction is a personal reaction and bring down from evaluating services and comparing perceptions with expectations provided by an online shop. Perceptions in theory planned behavior is influenced by three things such as attitudes, subjective norms, and control of behavior. Reference [19] said that the success of transactions on the internet is especially influenced by customer satisfaction in the exchange process within a business relationship. Because of this, e-satisfaction's level also depends on e-trust's level, it will be as well [7]. Therefore, relating to the above explanation, below are the hypotheses:

H1. E-Satisfaction affects E-Trust positively.

B. Perceived Security Risk and E-Trust

In general, electronic data interchange (EDI) is a major element of e-commerce systems. Nearly all transaction operations are conducted electronically, including accepting sales orders, sending invoices, electronic payment systems (e-payment), etc. [20]. Dependence on internet network raises consumer issues about the private data security, credit card information, and the confidentiality of transactions [6]. Therefore, the security system has always been a primary problem for consumers in shopping online [21; 22]. In establishing appropriate safety protection, the process cannot be separated from the role of an accountant and auditor. Accountants and auditors have to know the techniques and technology underlying e-commerce operations in order to

develop an efficient accounting systems as well as to safeguard electronic information against undesired risks [20; 23].

If the perceived level of safety satisfies the customer's expectations, customers are more confident in providing personal data and continuing their transactions [22]. In contrast, high security risk will become a barrier for consumers to shop online in compliance with the perceived behavioral control in Theory Planned Behavior (TPB) [24]. Reference [13] claimed that the security system is the main determining factor of customers' trust in e-commerce. This statement consistent with prior research conducted by [25] and [26] who identified the online transaction security becomes the first aspect customers see before trusting the online shop. The safer an online shop, the more confident consumers are to make a transaction within that online shop [27]. Based on the explanation above, the following hypothesis can be concluded:

H2. Perceived Security Risk influences E-Trust positively.

C. E-Satisfaction and E-Loyalty

Measuring the level of customer satisfaction is such a crucial thing because e-satisfaction of a distribution service will affect a customer's decision whether they will use that service again or not. But according to [28], the transformation of customer satisfaction to loyal customers also requires several reasons [29]. According to research conducted by [30] and [31], the level of individual's e-satisfaction depends on the relationship between their initial expectations and the actual results. Additionally, according to Theory of Planned Behavior, perceived behavioral control, alongside with behavioral intentions, can be used straightly to forecast the attainment of behavior [24].

Therefore, it can be concluded that if the results match the expectations, customers will have some kind of control in achieving their level of loyalty which leads them to achieve their e-satisfaction. Among the factors of consumer level, comfort encouragement and buying size were found to be factors that impact of e-satisfaction on e-loyalty, while inertia was found to reduce the impact of e-satisfaction on e-loyalty. Customer e-satisfaction is the basis of e-commerce approach, which states that customer's happiness of purchasing again is the key to produce customer loyalty [32]. E-satisfaction basically can be defined e-loyalty levels and has been constructed to be the most crucial factors that determine loyalty in online and offline sales [33].

Based on previous research history, customer satisfaction can be defined as the global feelings about their buying experience from online shopping companies, which are abstracted reviews of personal emotions [32]. If the customers are satisfied with their web quality, they will buy other products in the future so they can become loyal customers [7; 34]. In addition, e-satisfaction has a real domination on customer's plan to buy again their online purchases, which will lead to loyalty. Customer satisfaction has a specific relationship with customer loyalty in many past studies [32; 35; 36; 37].

H3. E-Satisfaction has a positive impact on E-Loyalty.

D. Perceived Security Risk and E-Loyalty

Transaction security and payment systems are the main factors considered by customers when shopping online [38; 39; 40]. If customers are confident in the current security system, they will not hesitate to make another transaction with the online shop. Many previous studies have found that perceived security indirectly influences a person's loyalty [41; 42]. Reference [6] is one of many researchers who discovered a positive connection between online security and e-loyalty through e-trust. However, there were not any significant direct relationship found between these variables in the research. Furthermore, reference [14] showed contradictory results in which perceived security has a positive impact on e-loyalty directly. With a good security system within the online shop to ensure the safety of electronic data and transactions, customers will feel comfortable and motivated to remain loyal to the online shop. This is in line with TPB [24], in which perceived security will impact attitudes, subjective norms, and perceived behavioral control that promote customer intentions to remain loyal to the online shop. Study about the relationship between perceived security risk and e-loyalty without mediating variables is indeed still rarely conducted. Therefore, the hypothesis formulated in this study is as follows:

H4. Perceived Security Risk influences E-Loyalty positively.

E. E-Trust and E-Loyalty

Based on past analysis from [43], it was shown that service quality has a positive effect on customer loyalty. Likewise, customer's e-trust has become a factor that affects customer loyalty. Reference [44] and [45] explained that there is a reciprocal correlation among e-trust and e-loyalty, where e-trust has not only a straight effect, but also indirect crash on loyalty through customer satisfaction. Customer's trust can be obtained from a sense of comfort and confidence while shopping at related online shops.

Meanwhile, based on the theory of planned behavior, individual attitudes towards behavior includes one's trust of an action, such as evaluation of behavioral outcomes, subjective norms, normative beliefs and motivation [24]. Customer loyalty can decrease expenses and increase gain because the expense of raising new customers is five times bigger than the expense of protecting customers, therefore overall e-trust has a very important role [36; 46]. If a customer trusts an online shop, the customer must be more satisfied with that relevant online shop [47].

H5. E-trust affects E-Loyalty positively.

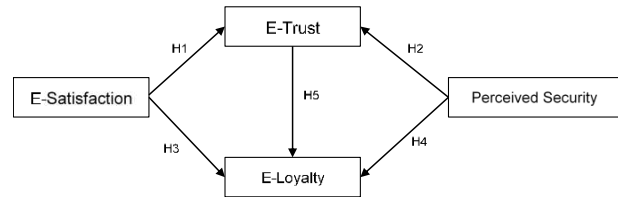


Fig. 1. Research Model

III. RESEARCH METHOD

This research applies *probability sampling* in which the sample collecting gives the same chances for each element to be chosen as sample. Specifically, this research employs *purposive judgment sampling* which is a sample collecting method on specific response that can supply information related to the desired criteria [48]. Researchers distribute questionnaire to users of online shop from Indonesia within the demographic of students, college students, professional workers, entrepreneurs, housewives and freelancers. It is expected that this research can help in acknowledging what factors influence e-loyalty, so online shops can choose the right strategy in obtaining consumer loyalty.

F. Population and Sample

Respondents of this research are the user of online shop from Indonesia. They were collected from various ages and professions such as students, college students, professional workers, entrepreneurs, housewife and freelancers. In the interest of meeting the minimal sample size (n), the researchers send out 395 questionnaires online to various ages and professions in 2019. All data are confidentially and anonymously saved and used for the exclusive goal of this research.

G. Variable and Measurements

This study employs Likert Scale as the measurement tool in collecting data. Respondents are asked to fill out on five points Likert Scale (from 1= strongly disagree to 5= strongly agree) on how much they approve about the given statements. The employed data type is quantitative or numerical data which are analyzed with WarpPLS. The Likert Scale, developed by Rensis Likert, urges the respondents to state either their agreement or their disagreement on particular statement [49].

H. Instrument and Questionnaire

The first part of the questionnaire contained a summary of respondents' demographics consisting of gender, profession, age, budget, and the most purchased products. The next part is six questions about E-Trust, where the questions are adapted from [50], which is related to respondents' knowledge that the online shop is honest, pay attention to their customers, not opportunistic, maintaining commitments, can be trusted, and all transactions will be successful. Questions relating to E-Satisfaction have been modified from previous studies conducted by [6; 10; 11]. There are four questions asking about whether the respondent is happy with the experience of buying

products from an online shop, whether the decision in choosing an online shop is correct, whether the respondent is not happy transacting with an online shop, and whether the respondent is satisfied with the products and services provided. Four questions related to Perceived Security Risk were adjusted from the research of [6; 51; 52] which consists of respondents' beliefs regarding the online shop's capability to settle problems from hackers, the presence of an adequate security system to protect private and financial information, having adequate technical ability to secure data from third parties modification, and if there are security procedures for protecting online purchases. The last part is five questions on E-Loyalty, which inquire respondents' intention to not switch to another online shop, whether the online shop is the first choice, intention to continue buying products from the online shop, willingness to give positive judgment, and giving recommendation to others. The E-Loyalty question is a combination and modification from previous researchers, specifically [6; 10; 11; 50]

I. Method Analysis

The data analysis of this research consists of validity test, reliability, and hypothesis employing WarpPLS. WarpPLS is used to analyze variance-based and factor-based structural equation modeling (SEM) using the partial least squares and factor-based methods.

IV. RESULTS AND DISCUSSION

A. Demographic Data Respondent

The questionnaire in this study has been distributed online to online shop users which generated a sample of 395. All respondents were Indonesian shoppers. Based on surveys, fashion products are the most frequently purchased online. Most respondents are women with an average age between 20-29 years. In addition, more than half of the respondents spent an average of Rp1,000,000 to Rp10,000,000 to shop online each year. Overall demographic information of the respondents is displayed in the following table:

TABLE 1. DEMOGRAPHIC SUMMARY

Character	Category	Frequency	Percentage
Gender	Woman	302	76.46%
	Man	93	23.54%
Profession	Freelance	9	2.28%
	Housewife	3	0.76%
	College Student	321	81.27%
	Professional Workers	36	9.11%
	Student	4	1.01%

	Entrepreneurship	22	5.57%
Age	<20	46	11.64%
	20-29	335	84.81%
	30-39	9	2.28%
	40-50	5	1.27%
Budget	<Rp1.000.000	150	37.97%
	Rp1.000.000 – Rp10.000.000	208	52.66%
	Rp10.000.001 – Rp20.000.000	20	5.06%
	Rp20.000.001 – Rp30.000.000	8	2.03%
	>Rp30.000.000	9	2.28%

B. Descriptive Statistics and Measurement Model

Table 2 presents the loadings and cross loadings value which exceeds the standard value of 0.5 and has a P value lower than 0.05 which is also acceptable within the specification available. Combined loadings and cross-loadings are provided in a table with each cell referring to an indicator-latent variable link. Since loadings are from a structure matrix, and unrotated, they are constantly within the -1 to 1 range [53]. Other than that, the loadings value which are shown within the parentheses are as expectedly larger than the loadings value alongside.

As referred from the questionnaire responses, E-Satisfaction is such a vital factor in a shopping experience and is something that needs to be highly paid attention to. This can be seen by its highest mean that achieved the value of 3.92.

Table 3 presents the effect size of this research with 0.372 for ESAT on ETRS, 0.271 for ESAT on ELYL, 0.115 for ETRS on ELYL, 0.213 for PRISK on ETRS, and 0.084 for PRISK on ELYL. Whereas these values meet the standards which must exceed the value of 0.02. Average variance extracted (AVEs) is also provided for all latent variables; and are utilized in the evaluation of discriminant legitimacy [53]. The benchmark for discriminant validity assessment is that for each latent variable, the square root of the average variance extracted should be higher than any of the correlations associating that latent variable [53].

This result can be seen by the diagonal value of each latent variable as can be seen in table 4, which has proven to meet the criteria. Additionally, composite reliability and Cronbach's alpha coefficient can be utilized to assess reliability, whereas one of the two coefficients should be equivalent to or greater than 0.7 [54]. Both respective values in the table have surpassed the standards which means the available data are proved to be reliable.

TABLE 2. COMBINED LOADINGS, CROSS LOADINGS, AND DESCRIPTIVE STATISTICS

	ESAT	ETRS	PRISK	ELYL	P value	Mean Total	Standard Deviation
ES1	(0.835)	-0.189	-0.059	0.037	<0.001	3.9	0.863
ES2	(0.872)	-0.031	0.075	-0.015	<0.001	3.9	0,77
ES4	(0.822)	0.225	-0.020	-0.022	<0.001	3.9	0,746
TR1	-0.200	(0.764)	-0.038	-0.066	<0.001	3.7	0,899
TR2	-0.321	(0.771)	-0.016	0.008	<0.001	3.7	0,831
TR4	0.017	(0.816)	0.113	-0.044	<0.001	3.7	0,771
TR5	0.057	(0.819)	-0.074	0.085	<0.001	3.7	0,801
TR6	0.430	(0.790)	0.013	0.013	<0.001	3.9	0,789
SC2	-0.010	0.004	(0.876)	0.049	<0.001	3.6	0,936
SC3	0.011	-0.013	(0.892)	-0.032	<0.001	3.6	0,944
SC4	0.216	-0.019	(0.783)	-0.110	<0.001	3.9	0,849
SC1	-0.224	0.031	(0.763)	0.095	<0.001	3.2	1,021
EL1	-0.182	-0.164	0.084	(0.608)	<0.001	3.2	1,128
EL2	-0.150	-0.125	0.083	(0.803)	<0.001	3.3	1,175
EL3	0.095	-0.090	-0.084	(0.804)	<0.001	3.7	0,94
EL4	0.025	0.122	0.016	(0.818)	<0.001	3.7	0,827
EL5	0.174	0.223	-0.082	(0.775)	<0.001	3.9	0,884

TABLE 3. EFFECT SIZE

	ESAT	ETRS	PRISK	ELYL
ESAT				
ETRS	0.372		0.213	
PRISK				
ELYL	0.271	0.115	0.084	

TABLE 4. CORRELATION AMONG LATENT VARIABLE WITH SQRTS OF AVES, COMPOSITE RELIABILITY AND CRONBACH'S ALPHA

	ESAT	ETRS	PRISK	ELYL	Composite Reliability	Cronbach's Alpha
ESAT	0.843	0.699	0.469	0.640	0.881	0.797
ETRS	0.699	0.792	0.606	0.584	0.894	0.852
PRISK	0.469	0.606	0.830	0.472	0.898	0.848
ELYL	0.640	0.584	0.472	0.766	0.875	0.820

C. Hypothesis Testing

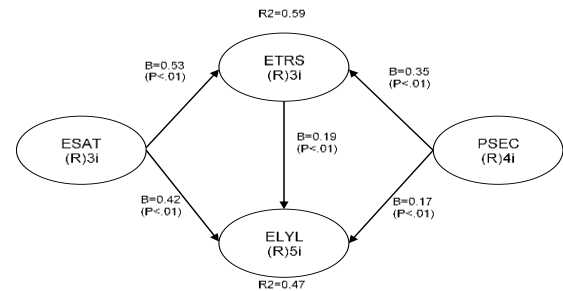


Fig. 2. Results from Research Model Testing

The figure above shows β and P value used to measure the significance of the hypotheses. Based on the result, all the hypotheses in this research are shown to be accepted. The significant result of H1 and H2 demonstrates how customers will confide in the online shop more when they were satisfied with their transaction ($\beta=0.53, p < 0.01$) and/or when they felt a great security system ($\beta=0.35, p < 0.01$). H3 and H4 was supported with $\beta=0.42, p < 0.01$ and $\beta=0.17, p < 0.01$ consecutively. This implies that e-satisfaction and perceived security is the two crucial factors in determining the e-loyalty. Aside from that, H5 shows how e-loyalty is directly influenced by e-trust with $\beta=0.19$ and $p < 0.01$. From this result, it can be concluded that e-trust is a mediator between the relation of e-satisfaction and perceived security with e-loyalty. The coefficient of multiple determination in this research model is $R^2 = 0.59$ for e-trust and $R^2 = 0.47$ for e-loyalty which shows that the variables can be explained well through the model used in this research.

TABLE 5. INNER MODEL RESULT

	Direct Effect	Indirect Effect	Total Effect
ESAT → ETRS	0.531 (p < 0.001)		0.531 (p < 0.001)
ESAT → ELYL	0.423 (p < 0.001)	ESAT → ETRS → ELYL 0.103 (p = 0.002)	0.526 (p < 0.001)
ETRS → ELYL	0.194 (p < 0.001)		0.194 (p < 0.001)
PRISK → ETRS	0.351 (p < 0.001)		0.351 (p < 0.001)
PRISK → ELYL	0.170 (p < 0.001)	PRISK → ETRS → ELYL 0.068 (p = 0.027)	0.238 (p < 0.001)

D. Discussion

In this research, it has come to realization how perceived security risk of an online shop can influence the e-loyalty of online shoppers in Indonesia. The purpose of this research itself has been reflected into 5 hypotheses. Where it has been concluded that each variable will have a significant impact for one to another. As can be seen from the model used in this research, customer’s loyalty in making a transaction through e-commerce is heavily affected by the other four variables. The perceived security risk itself, has become one of the most influential factors in deciding the trust and loyalty of a customer, where a high security system from one online shop can achieve a higher value of online trust and a better review of website features including payment procedures, privacy issues, and quality information [33].

According to what we can see in Table 1, this research was done on Indonesian e-commerce users with the majority respondents of female university student within the age range of 20-29 years old. It has been recorded that a total of 56 percent from the total population in Indonesia browses the web, with its majority users in the age of 19-34 years old spending a consequential amount of time on the internet. They moderated 8 hours and 36 minutes online per day, much more than the global average of 6 hours and 42 minutes [55]. Furthermore, despite its relatively low percentage of internet users, Indonesia has risen as the worldwide leader of online shopping with over 86 percent of internet users in Indonesia having made purchases through e-commerce, highlighting a massive potential growth in this sector [56].

Moreover, this research has implemented Theory of Planned Behavior (TPB) where TPB can be utilized to test and predict the behavior of one individual in the use of e-commerce in which needs some planning. The culture dimension was used as an indicator in the TPB model to support the testing, motive prediction, and one’s behavior in using the e-commerce.

The result of H1 shows that E-Satisfaction has a positive influence on E-Trust which is also aligned with the previous research done by [6; 57]. There were also some studies which included the relation between both variables, whereas trust and satisfaction are two very connected elements that cannot be separated [58; 59] furthermore, as [60; 61] have mentioned, one’s trust has been shown as a significant factor in influencing a consumer’s behavior. Other than that, seeing the direct effect of E-Satisfaction on E-Trust which can be considered high with a value of 0.531, there is a significant positive effect where if a customer is certain that their decision in choosing to use the online shop was correct, their level of trust in online shop will be significantly increased as well. Moreover, this research shows that H2 is also supported with its result showing how a good perceived security risk will increase e-trust. This result is also in line with the previous studies done by [41; 62; 63]. Additionally, in this research, it has been confirmed that ensuring the user that online shop has a sufficient technical capacity to make sure that the data of one’s use cannot be modified by a third party is the most effective way to escalate a customer’s trust on online shop.

According to the theory of planned behavior, perceived behavioral control, alongside with behavioral intention, can be used directly to anticipate one’s behavioral achievement [24]. This can be connected to one’s intention in choosing whether they want to become a loyal customer to an online shop or not. As we can see from the result of H3, e-satisfaction has a positive relation to e-loyalty. Moreover, as mentioned in Table 5, e-trust can also become a mediator or indirect effect between connection e-satisfaction and perceived risk on e-loyalty. The result also shows how e-trust’s impact level on e-satisfaction is confirmed to be much higher than its effect on perceived security risk, which is noticeable and proven by its higher coefficient value, and a lower P value. With these findings, it can be understood that e-trust is a very vital component in increasing e-loyalty, as also perceived in the discovery for H5, where in order to increase the customer’s trust, the e-commerce administrator can achieve that more effectively by increasing the customer’s e-satisfaction in comparison to perceived security risk. However, this doesn’t justify ignoring perceived security risk, as it was also mentioned in H4 how perceived security risk has a positive effect and is able to significantly boost e-loyalty. In fact, perceived security risk itself has become a must for every online shop or e-commerce to provide.

E. Conclusion, Limitation, and Implications

With the growing interest of e-commerce in Indonesia, the topic for this research became very interesting to examine how buyers behave in conducting transactions through online shops. As found in this research, the ability of online shops to ensure that data sent is not modified by third parties is an effective way to increase the likelihood of buyers saying positive things about online shops to their relatives and others which is a sign of consumer loyalty. However, in reality, online shop providers still fail to fulfill this, and the customers are in fact still doubtful about it.

In addition, increasing e-trust to buyers has also proven to significantly increase customer loyalty in online store purchases. E-commerce providers should strive to continue to increase the level of buyer trust and confidence on online shops by increasing e-satisfaction as well as perceived security risks for buyers.

This research with no exception, certainly has some limitations. Despite its remarkably important contribution, the results of this study cannot be generalized into a different and broader context. For example, this study has a sample that is mostly female (76.46%) and a dominant profession of a student (81.27%) so that it can provide different results when compared to other studies with other sample demographics. Demographics from the sample can certainly affect the results of the research given that each person has a different character and different online shopping behavior and habits. In addition, as this study talks about perceptions, they are inevitably highly dependent on the demographic status of the respondents, in which the research itself is dominated by female respondents. So, if further research has different respondents' demographics, it can produce different results. In addition, because perceptions can develop over time, time framing in research should be given more attention, given that the results of this study are taken based on the current conditions in Indonesia. So that in subsequent studies, the use of the same model and respondents can produce different results due to different research times and the dynamic nature of the business and economic environment. Then, the research model in this study focuses on e-satisfaction and perceived security with e-trust as a mediating variable in influencing consumer e-loyalty. However, there are actually other factors that can influence e-loyalty, such as delivery efficiency, website design, customer service, brands, and so on which is interesting to be considered in a future study. Future research can be broadened and can complement the proposed research model by including a number of these factors in order to get a more complete picture of how to grow and establish consumer e-loyalty.

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