

Analysis of E-Commerce Application, Entrepreneurial Orientation, Financial Literacy, Trust Towards Loyalty Through Consumer Satisfaction as Intervening Variables of Study on Msmes in Gerbangkertosusila Area

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ABSTRACT

This research aims to determine the role of e-commerce applications, entrepreneurial orientation, financial literacy, trust in loyalty through consumer satisfaction as intervening variables with the case study of the MSMEs in the Gerbangkertosusila Region. This type of research uses quantitative descriptive methods. The population in this research is customers in MSMEs in the Gerbangkertosusila area in the period 2023 - April 2024. The sample in this research used the Purpose Sampling method where the number of samples sought was 70 respondents. The method used for analysis is SEM with the Smart PLS tool. Based on the research results, it states that based on the results of hypothesis testing where the e-commerce application variables and trust have no significant effect on loyalty, the trust variable has no effect on consumer satisfaction. The variables entrepreneurial orientation, financial literacy and consumer satisfaction have a significant effect on customer loyalty

INTRODUCTION

Gerbangkertosusila, an area in East Java, demonstrates significant economic growth in national development, particularly following Jabodetabek. This region includes Gresik Regency, Bangkalan Regency, Mojokerto Regency, Mojokerto City, Surabaya City, Sidoarjo Regency, and Lamongan Regency. With technological advancements, many business actors, especially in the MSME sector, play a crucial role in the local economy. MSMEs not only help communities meet their livelihood needs but also contribute to economic empowerment. In the context of increasingly fierce business competition, customer loyalty becomes key to maintaining competitive advantage. This research identifies factors influencing customer loyalty, including the implementation of e-commerce, entrepreneurial orientation, and financial literacy. However, many MSMEs in Gerbangkertosusila face challenges in adopting e-commerce technology and developing effective entrepreneurship. Therefore, this study titled “Analysis of E-Commerce Application, Entrepreneurial Orientation, Financial Literacy, Trust Towards Loyalty Through Consumer Satisfaction as an Intervening Variable: A Case Study of MSMEs in the Gerbangkertosusila Region” aims to explore the relationships between these variables in the context of MSMEs in this area.

LITERATURE REVIEW

The Gerbangkertosusila region, encompassing seven districts/cities in East Java, serves as a vital economic hub post-Jabodetabek, contributing significantly to national GDP (Damayanti, 2022). Micro, Small, and Medium Enterprises (MSMEs) in this area face challenges in adopting e-commerce, entrepreneurial orientation, and financial literacy, which are critical for sustaining customer loyalty. While prior studies emphasize the role of trust and satisfaction in loyalty (Emasno & Wijayanti, 2022; Harahap et al., 2023), gaps remain in understanding how these factors interact in emerging regions like Gerbangkertosusila. This study addresses these gaps by examining the mediating role of customer satisfaction, offering regional-specific insights for MSME resilience.

METHODOLOGY

This quantitative study used a purposive sampling method to collect data from 70 customers of MSMEs in Gerbangkertosusila (2023–2024). Variables included e-commerce applications (marketing, sales, payment), entrepreneurial orientation (innovativeness, risk-taking, proactiveness), financial literacy (general knowledge, insurance, investment), trust (integrity, competence, sincerity), customer satisfaction (repurchase, product suitability, word-of-mouth), and loyalty (repeat purchases, brand advocacy). Data were analyzed using Structural Equation Modeling (SEM) with SmartPLS 3.0 to evaluate direct and mediated effects.

Table 1. Operational Definitions of Variables

Variable	Indicators	Measurement Scale
E-commerce Application (X1)	Marketing, Sales, Payment	Likert 1–5
Entrepreneurial Orientation (X2)	Innovativeness, Risk-taking, Proactiveness	Likert 1–5
Financial Literacy (X3)	General Knowledge, Insurance, Investment	Likert 1–5
Trust (X4)	Integrity, Competence, Sincerity	Likert 1–5
Customer Satisfaction (Z)	Repurchase, Product Suitability, Word-of-Mouth	Likert 1–5
Loyalty (Y)	Repeat Purchases, Brand Advocacy	Likert 1–5

RESULTS AND DISCUSSION

Hypothesis Testing

The SEM analysis revealed that entrepreneurial orientation ($\beta=0.263$, $p=0.030$), financial literacy ($\beta=-0.347$, $p=0.007$), and customer satisfaction ($\beta=0.433$, $p=0.017$) significantly influenced loyalty. Conversely, e-commerce applications ($\beta=0.276$, $p=0.125$) and trust ($\beta=0.295$, $p=0.054$) showed no direct significance. Customer satisfaction mediated the effects of e-commerce ($\beta=0.138$, $p=0.056$) and trust ($\beta=0.106$, $p=0.110$) but not fully (Table 2).

Table 2. Hypothesis Testing Results

Hypothesis	Path Coefficient	P-value	Conclusion
X1 → Y	0.276	0.125	Not Significant
X2 → Y	0.263	0.030	Significant
X3 → Y	-0.347	0.007	Significant
X4 → Y	0.295	0.054	Not Significant
Z → Y	0.433	0.017	Significant

These findings contrast with prior studies where e-commerce directly enhanced loyalty (Harahap et al., 2023). This discrepancy may stem from regional MSMEs' limited digital infrastructure or consumer skepticism. Trust's insignificance aligns with Lutfani & Musfiroh (2022), suggesting transactional preferences over relational bonds in dynamic markets. The strong impact of financial literacy highlights the need for MSMEs to educate customers on financial management, fostering long-term loyalty.

CONCLUSIONS AND RECOMMENDATIONS

E-commerce adoption and trust do not directly enhance loyalty among Gerbangkertosusila MSMEs, while entrepreneurial orientation, financial literacy, and customer satisfaction are pivotal. Customer satisfaction fails to fully mediate e-commerce and trust, indicating the need for complementary strategies like service quality improvements. MSMEs should prioritize innovation and financial education to strengthen customer relationships.

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