

The E-Servqual Effect on the Stickiness Intention of Marketplace During COVID-19 Pandemic: An Empirical Study in Indonesia

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Abstract

This paper examines the effect of e-service quality on the users of the Facebook marketplace. Users can always have stickiness intention. Stickiness intention is regarded as repetitive visits to and use of a certain website because of a commitment to continue using that website. Hence, we examine and explain the influence of e-service quality variables on stickiness intention. The variables used for e-service quality include efficiency, fulfillment, system availability, and privacy. The researchers related stickiness intention variable to online media users who always use the Facebook marketplace longer than other marketplaces, and users who visit the Facebook marketplace more often than other marketplaces. The method of data analysis was using inferential statistics GeSCA method. The GeSCA method is a Structural Equation Modeling (SEM) technique that can directly analyze latent variables, indicators, and measurement errors. The results of the GeSCA method before the COVID-19 pandemic states that an increase in e-service quality by 77.5% will increase stickiness intention by 61.2%. The results of the GeSCA method after the COVID-19 pandemic states that an increase in e-service quality by 85.2% would increase stickiness intention by 81.1%. This indicates that Facebook marketplace users had more stickiness intention for the Facebook marketplace.

Keywords: E-Servqual, Stickiness Intention, Facebook Marketplace, COVID-19, GeSCA Method

JEL Classification Code: M13, M21, M3, M31

1. Introduction

In the digital era, the Internet is the center of many people's activities, and the researchers predict that online marketing is the most effective method. E-commerce is the activity of electronically buying or selling products on online services or over the Internet. Online marketing is a method that applies new media to implement a marketing strategy.

Indonesia is a developing country with many Micro, Small, and Medium Enterprises (MSMEs), but does not have many online marketplaces. MSMEs can take advantage of the Facebook marketplace to plan a marketing strategy during the COVID-19 pandemic (Karapetyan et al., 2019; Syuhada & Gambett, 2013). Managers must offer strategic tools to improve the performance of marketing. Online marketing is the practice of leveraging web-based channels to spread a message about a company's brand, products, or services to its potential customers (Syuhada & Gambett, 2013). Email, display advertising, social media, and search engine optimization are some of the strategies and tactics utilized in Internet marketing (Schwarzl & Grabowska, 2015). The objective of online marketing is to reach potential customers through the channels where they spend their time reading, searching, shopping, and socializing online (Schwarzl & Grabowska, 2015). E-commerce is the use of the Internet and websites to conduct business. Customers from around the world can easily shop on e-commerce sites – companies are no longer restricted by geography or physical barriers.

The COVID-19 pandemic has caused changes that impacted various sectors, one of which is the economic sector (Goh et al., 2021; Herwany et al., 2021; Alzyadat &

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Asfoura, 2021); many businesses have closed due to pattern change. The implication is that there is a need for a strategy in marketing, managerial, and public policy (Scott et al., 2020). It is often uncertain whether and how many customers will return after the pandemic passes. Consumers live through the pandemic, and some changes might be long-lasting even after the situation eases. Managers must examine the pandemic as an accelerator of the structural change in consumption and the digital transformation in the marketplace. It needs to be prepared to make breakthroughs in marketing strategies by making digital sales through the marketplace (Kim, 2020). Changes in consumer purchasing behavior globally during the COVID-19 pandemic can be an organizational conceptual framework to offer service changes to the generation of the digital era (Zwanka & Buff, 2021); The service that people can provide is shopping through an online marketplace.

E-services (electronic services) are services that use information and communication technologies (ICTs). Quality of service electronically refers to a new version of efficient e-Service Quality, or e-ServQual (ServQual) (Zavareh et al., 2012). E-service quality is the difference between customers' expectations for service performance priorities the service encounters and their expectations about service performance prior to the service offering. Overall e-service quality was defined as the overall excellence or superiority of the service (Zavareh et al., 2012). If e-service quality can be appropriately and optimally offered, this will foster satisfaction in users of the Facebook platform. If the Facebook marketplace users feel satisfied, then indirectly, customer trust in e-service quality providers will also increase (Grabner-Kraeuter, 2002). The quality of electronic services will increase trust in online purchase transactions by considering efficiency, privacy protection, contact, fulfillment, and responsiveness (Yen & Lu, 2008).

E-ServQual is the overall evaluation and assessment of the advantages of electronic service delivery in virtualized markets. The existence of good electronic service quality (e-Service Quality) and satisfied customers will positively impact the company's reputation or image (Al-Dweeri et al., 2019). Referring to the customer perspective, satisfaction is defined as a measurement that determines how happy customers are with a company's products, services, and capabilities (Oliver, 2010). E-ServQual is defined as how far a website may efficiently and effectively facilitate purchasing, shopping, and delivery processes. Electronic service quality is a comprehensive evaluation by customers and the superiority of electronic service offerings in the virtual market. This is done by examining the relationship between consumer perceptions and the services provided (Yousef et al., 2021).

Understanding online consumer behavior from the perspective of stickiness is essential because it can help online businesses serve their Facebook marketplace users better to gain a competitive advantage. Based on these efforts, Stickiness intention is the willingness to revisit a website and

spend an extended period on that website. In other words, stickiness intention is the level of attachment to a preferred website or a positive attitude toward the content, functions, products, and services featured on a website (Al-dweeri et al., 2019; Goutam & Gopalakrishna, 2018; Wayan et al., 2020; Kaya et al., 2019; Lee & Lin, 2005; Lein et al., 2016; Shafiee & Bazargan, 2018; Zhu et al., 2016).

Lee and Lin (2005) developed a research model to examine the relationship among e-service quality dimensions and overall service quality, customer satisfaction, and purchase intentions. The analytical results showed that the dimensions of website design, reliability, responsiveness, and trust affect overall service quality and customer satisfaction. Moreover, the latter in turn is significantly related to customer purchase intentions. Expectancy confirmation theory (ECT) and the concept of e-SERVQUAL (NetQual) were used to analyze online shopping behavior satisfaction based on service quality, e-customer satisfaction, expectation, e-trust, e-loyalty, and disconfirmation variables in the Mongolian marketplace (Zhu et al., 2016). One study examined the impact of service quality (interaction quality, environmental quality, and outcome quality) on WeChat users' satisfaction and assessed the influence of their satisfaction and stickiness on usage intentions (Lien et al., 2017) Wayan et al. (2020) determined the role of e-satisfaction in mediating the effect of e-service quality and e-wom on e-loyalty in online marketplace customers in the city of Denpasar. Shafiee and Bazargan (2018) and Kaya et al. (2019) showed that information security, website performance, and e-service quality have a significant positive effect on online repurchases. E-service quality model and commitment-trust theory are used (Al-dweeri et al., 2019; Goutam & Gopalakrishna, 2018) to assess customer loyalty in re-doing online shopping. The outcomes of the study (Goutam & Gopalakrishna, 2018) stated that electronic commitment and cognitive dedication have a favorable impact on E-trust, also, cognitive loyalty has a favorable impact on e-commitment. However, no research directly links e-service quality with stickiness intention to the Facebook marketplace.

This paper examines the effect of e-ServQual on stickiness intention in the Facebook marketplace using the Generalised Structured Component Analysis (GeSCA) method. This study uses e-service quality as the exogenous variable and stickiness intention as the endogenous variable. E-Service Quality is the extent to which the Facebook marketplace facilitates shopping, purchasing, and delivery of products effectively and efficiently. 4 indicators measure the e-service quality (the X variable): Efficiency, Fulfilment, System Availability, and Privacy. Stickiness intention is the extent to which users, in this case, a virtual community, revisit the Facebook marketplace and extend the duration of each use (Lien et al., 2017). Three indicators measure the stickiness intention variable, and several statement items measure each indicator. Those several statement items describing the stickiness intention (the Y

variable) aspect cover (i)online media users who always use the Facebook marketplace longer than other marketplaces, (ii) users who visit the Facebook marketplace more often than other marketplaces, and (iii)users always linked other online media owned with the Facebook marketplace.

The research results can be beneficial for managers in developing strategies to compete in the market (Lin, 2007) by improving the quality of service (e-service quality) on the Facebook marketplace. Buyer behavior models must be mapped to determine the chosen marketing strategy (Sabir et al., 2020).

2. Literature Review

2.1. E-ServQual

E-service quality (E-SQ) is a progression of the Service Quality (SERVQUAL) model. In principle, the e-SQ model is an adaptation and extension of the traditional SERVQUAL model in the context of online shopping. E-SQ can also be defined as a comprehensive assessment and evaluation of virtual market service delivery quality (Lee & Lin, 2005; Zhu et al., 2016). According to Voss (2003), service in an electronic environment (e-service) is defined as delivering services with new media, namely the website. E-SQ can be defined as the extent to which a Web site facilitates efficient and effective shopping, purchasing, and delivery of products and services (Zeithaml et al., 2002). The dimensions of E-SQ for this study have been adapted from Parasuraman et al. (2005), and four core dimensions of E-SQ including efficiency, fulfillment, system availability, and privacy have been chosen for the study purpose (Parasuraman et al., 2005).

2.2. Stickiness Intention

Stickiness intention was regarded as repetitive visits to and use of a certain website because of a commitment to continue using that website. Hsu and Lin (2014, 2016) defined stickiness intention as the willingness to revisit a website and spend an extended period on that website. In other words, stickiness intention is the level of attachment to a preferred website or a positive attitude toward the content, functions, products, and services featured on a website.

Website stickiness, the website's ability to retain online customers and prolong his/her duration of each stay, is one of the key factors to e-commerce success. However, how to make customers stick around is still unclear to online retailers. Lin (2007) examined the antecedents as well as the effect of a customer's intention to stick on a website. A model was developed and tested using a survey of 434 web users. The results confirmed that the web user's willingness to stick to a website is a strong predictor of his/her intention to transact. Web managers thus need to emphasize the creation

of the website's stickiness. The results of this study also suggested that the formation of stickiness is affected by web user attitude towards a website, trust in a website, and the quality of website content.

2.3. The Relationship Between E-Service Quality and Stickiness Intention

Service quality in any medium is a driver of customer satisfaction (Lien et al., 2017). Service providers or services must pay attention to the quality of the services provided so that all service users feel satisfied. It is supposed that the service provided is excellent and able to create satisfaction, in that case, the customer will indirectly decide to use the product or service for a more extended period, usually referred to as stickiness. Lien et al. (2017) examined the impact of service quality (interaction quality, environmental quality, and outcome quality) on WeChat users' satisfaction and assessed the influence of their satisfaction and stickiness on usage intentions. The main findings showed that environmental quality and outcome quality are two important predictors of satisfaction. Users' satisfaction has a positive effect on their stickiness to WeChat and usage intentions. Stickiness is found to positively influence users' intentions for using WeChat services. However, the impact of interaction quality on satisfaction is surprisingly not significant. The mediating role of stickiness between satisfaction and usage intentions is confirmed.

2.4. Marketplace

The marketplace is a web-based online publication (Michael, 2005) to carry out business operations and transactions between suppliers and buyers. An e-marketplace enables electronic trade with products and/or services via digital networks. This represents the integration of innovative information and communication technologies to support and conclude, respectively, the matching process of the supply and demand sides (Michael, 2005). The e-marketplace is part of e-commerce. Brunn et al. (2002) defined an e-marketplace as an interactive electronic business community forum that serves as a marketplace for organizations to engage in business-to-business (B2B) e-commerce or other non-e-business activities. The essence of the e-marketplace offering is to bring together buyers and sellers according to their needs and offer efficiency in transactions (Brunn et al., 2002).

2.5. GeSCA Method

Generalized Structured Component Analysis (GeSCA) is a type of Structural Equation Modelling (SEM) technique that can directly analyze latent variables, indicators, and measurement errors (Heungsun Hwang, 2015). GeSCA is a component-based approach to structural equation modeling

(SEM), where weighted composites or components of observed variables serve as proxies for latent variables. It estimates parameters via least squares and thus does not require the multivariate normality assumption of indicators and seldom suffers from non-convergence, even in small samples.

GeSCA expresses all sub-models into a single model formation, which in turn facilitates the derivation of a global optimization criterion that is consistently minimized to estimate parameters. Moreover, it can deal with more complex analyses (e.g., constrained multiple-group analysis, analysis of discrete indicators, etc.) in a straightforward and coherent manner, minimizing a single optimization criterion (Hwang, 2004).

The steps for the GeSCA method are: (Heungsun Hwang, 2015):

- a. Development of theory-based structural models. In GeSCA, the structural equation model for latent variable associations is based on a problem or the hypothesis statement. GeSCA, the relationship between variables, refers to (i) normative finality and normative non-finality, (ii) refers to existing theories, (iii) empirical results of previous research, (iv) rational (v) adoption, is a consideration of the relationship between variables towards studies in other fields of science.
- b. Build a measurement model. Assess the overall goodness-of-fit criteria. The general model is a model in GeSCA that involves structural and measurement models (the whole model). Despite its growing popularity, GSCA currently relies on only a handful of descriptive measures for model evaluation and comparison, which includes FIT, AFIT, GFI, and SRMR (Table 1) (Heungsun Hwang, 2015).
- c. Construct a path diagram. In this step, the model built in the first step will be depicted in the path diagram. The path diagram depiction aims to make it easier to see the causal relationships to be proposed.
- d. Converts the path diagram into a system of equations. The equation got from the converted path diagram consists of:

- e. Estimation using least square methods. This approach is carried out by integrating the structural model and measurement model into one model.

Model evaluation is both on the outer model (measurement model) and the inner model (structural model). The goal of model evaluation of the outer model is to find the feasibility or validity, and reliability of the constructs that have been developed (Heungsun Hwang, 2015). For example, the following items test the construct validity of the relative indicator model:

- a. Convergent validity indicates concurrent validity if the value of the indicator coefficient on the outer is greater or equal to 0.50.
- b. If the AVE root of each variable is bigger than the correlation value between the latent variable and other latent variables, discriminant validity is present.
- c. The Average Variance Extracted (AVE) functions to calculate Discriminant Reliability in Eq. (1) (Heungsun Hwang, 2015). A construct is said to be reliable if the AVE value is greater or equal to 0.5.

$$AVE = \frac{\sum \lambda_i^2}{\sum \lambda_i^2 + \sum 1 - \lambda_i^2} \tag{1}$$

Where, AVE variable is the average variance extracted, and $\sum \lambda_i$ is the Loading Factor value on item i .

- a. Cronbach’s Alpha is a construct that is dependable if the Cronbach’s Alpha value is ≥ 0.6 . The summary of Table 2 (Heungsun Hwang, 2015) shows the Model criteria.

2.6. Hypotheses Development

Assessing the quality of the website is not only when interacting with the website but also interacting after getting services (Zeithaml et al., 2002). Quality of service in any media is the driver of customer satisfaction (Lien et al., 2017). Service providers or services must pay

Table 1: Assess the Overall Goodness of Fit Criteria

Goodness-of-Fit	CR	Explanation	CR	Explanation
FIT	$0.50 \leq FIT < 0.60$	Marginal Fit	≥ 0.60	Good Fit
ART	$0.50 \leq AFIT < 0.60$	Marginal Fit	≥ 0.60	Good Fit
GFI	$0.80 \leq GFI < 0.90$	Marginal Fit	≥ 0.90	Good Fit
SRMR	$0.1 \leq SRMR < 0.08$	Marginal Fit	≥ 0.08	Good Fit

Table 2: Evaluation of Model Criteria

Testing	Criteria
Convergent Validity	Mail loading factor ≥ 0.50
Discriminant Validity	The AVE root value of a latent variable must be greater than the correlation between the latent variable and other latent variables.
AVE	The AVE value is ≥ 0.50
Cronbach's Alpha	Cronbach's Alpha is ≥ 0.6

attention to the quality of the services provided so that all service users feel satisfied. Intention to make purchases online means the extent to which users want to buy products and/or services in the future using online services (Hsu & Lin, 2016).

The opinion on stickiness intention is explained by Hsu and Liao (2014), who stated that stickiness can attract and keep users and extend the duration each time they are surfing a website. If the services provided are excellent and create satisfaction, the customer will indirectly decide to use the product or service for a more extended period, which is referred to as stickiness. The impact of e-service quality on stickiness intention is significant and has a one-way influence. The better the e-service quality provided by the Facebook marketplace, the stronger the stickiness intention of the Facebook marketplace will be.

***H1:** e-Service Quality has a significant effect on Stickiness Intention before and during the COVID-19 pandemic.*

3. Research Method

The researchers made use of inferential statistics GeSCA method as the method of data analysis. The GeSCA method is a Structural Equation Modelling (SEM) technique that can directly analyze latent variables, indicators, and measurement errors (Heungsun Hwang, 2015). The GeSCA approach is a powerful analytical technique that does not rely on too many assumptions. The sample does not have to be large, and reflective indicators and formative indicators are used to create constructs (Hwang, 2004). The variables studied were latent variables that were constructed variables (Latent variable, Unobservable variable, make) observed in the real world. The GeSCA is a component-based approach to SEM, where weighted composites or components of observed variables serve as proxies for latent variables.

This type of research is causal research (Creswell, 2013) with a quantitative approach. The variables classified as causal or influencing variables in this study consist of e-service quality on stickiness intention. The population in this study comprised all members of the virtual community in the Facebook marketplace in several cities in East Java

totaling 1,313 members after fulfilling the requirements proportionately. Samples taken from the population are a genuine representation of the population being studied (Gay & Diehl, 1992). Gay and Diehl (1992) stated that the greater the number of samples, the more representative the results are. The sampling technique used the purposive sampling type. The number of samples using the purposive sampling technique was 473 samples.

The flow of Figure 1 explains the effect of e-Servqual on stickiness intention. The impact of exogenous variables on endogenous variables through the GeSCA method is first carried out by conducting linearity testing. Linearity testing aims to see whether the relationship between the e-service quality variable and the stickiness intention variable occurs linearly or not. If the relationship between the exogenous e-service quality variable and the endogenous stickiness intention variable is linear, the researchers can continue the test. Four indicators measure the e-service quality variable (Figure 1), and several statement items describing aspects of e-service quality (X) measure each indicator. Those indicators include:

1. Efficiency (X_1): measured based on the ability of “Facebook virtual community members to access and operate the marketplace” (X_{11}), “accessing information about the desired product on the marketplace” (X_{12}), “easy for members of the virtual community to leave the page quickly” (X_{13}).
2. Fulfillment (X_2): measured based on the “ability of the Facebook marketplace page to present detailed information on products being traded according to the correct picture and the original condition of the goods” (X_{21}), “product stock that is traded following the inventory owned by the seller” (X_{22}), and “complex information regarding the delivery of goods” (X_{23}).
3. System Availability (X_3): measured based on the “ability of the Facebook marketplace page to provide a page to update information on products to be sold” (X_{31}), “sync to marketplace timeline and personal timeline” (X_{32}), and “facilities that can be used to indicate if the product has been sold” (X_{33}).

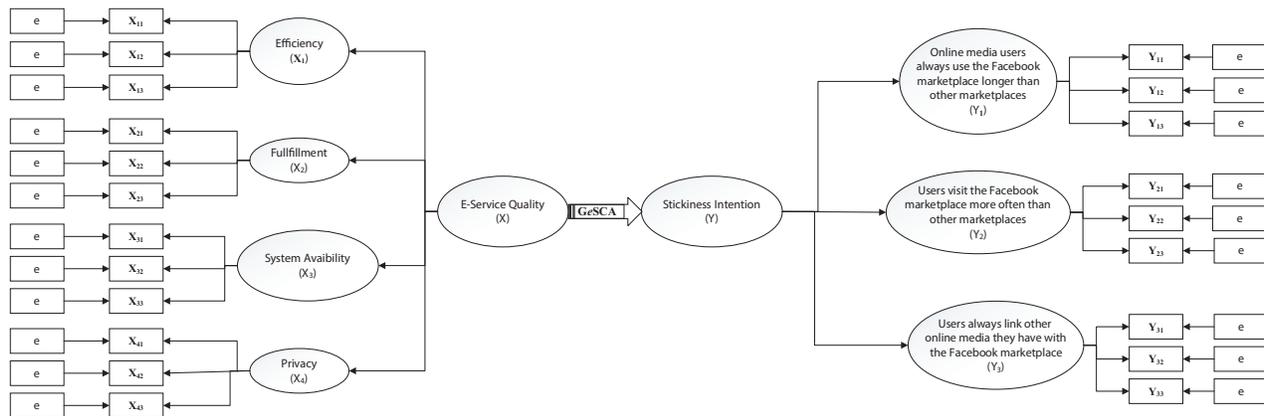


Figure 1: Analysis Model of the Effect of e-Servqual on Stickiness Intention

4. Privacy (X_4): measured based on the” level of security provided by the marketplace in maintaining the confidentiality of each member’s data” (X_{41}), “transaction data from its members” (X_{42}), and “credit card data and e-money accounts members” (X_{43}).

Three indicators measure the stickiness intention variable in Figure 1, and several statement items are describing the stickiness intention (Y_4) aspect measure each indicator. Those items include:

1. Members of the Facebook virtual marketplace community tend to open Facebook marketplace pages longer than other similar online media (Y_{41}): measured based on “the length of visit” (Y_{411}), “the sellers sell many product updates every day” (Y_{412}), and the “existence of product discussion forum” (Y_{413}).
2. Visiting online media as often as possible (Y_{42}): measured based on “Members of the Facebook virtual marketplace community will visit the page every day to see advertised product updates” (Y_{421}), “update the products being sold” (Y_{422}), and “greet fellow members” (Y_{423}).
3. Linked other online media owned within the Facebook marketplace (Y_{43}), measured based on “linking their Facebook account with Instagram” (Y_{431}), and “providing a WhatsApp link on their ad to make it easier for potential buyers to contact” (Y_{432}).

4. Results and Discussion

The number of Facebook marketplace users who meet the requirements proportionally is 496 members. The criteria needed to be included in the sample are:

- a. Respondents are members of the Facebook virtual marketplace community.

- b. Respondents have been members of the Facebook virtual marketplace community for at least one year.
- c. Respondents have done shopping at least twice on the Facebook marketplace in the last year.

Table 3 shows that the number of Facebook marketplace users until December 2020, when the pandemic increased was 1,235 users. This indicates that Facebook marketplace users are getting more stuck in the Facebook marketplace.

The GeSCA method results show that e-Service Quality significantly affects Stickiness Intention before the pandemic and during the COVID-19 pandemic, as shown in Table 4.

The results of testing the discriminant validity of the e-Service Quality and stickiness intention variables, as measured by each indicator, using the GeSCA method (before the pandemic) are: AVE value greater than 0.50 indicates good discriminant validity. The AVE value of e-service quality is 0.775, and the AVE value of stickiness intention is 0.612. This shows an increase in e-service quality of 77.5% will increase stickiness intention by 61.2%.

The results using GeSCA method analysis during the COVID-19 pandemic show that that e-Service Quality has a significant effect on stickiness intention. This is indicated by the value of the path coefficient or the estimated value of 0.495, which means a significant and positive effect of e-service quality on stickiness intention. The results of the CR value of $6.35 > 1.96$, where the CR value of 6.35^* marked with an asterisk is greater than the t -table (1.96) and at the level of $P = 0.05$. The statistical evidence shows that the path coefficient is positive and significant. The positive path coefficient shows that an increase in e-service quality will also increase stickiness intention. The theoretical implication of this empirical study is that any increase or improvement in e-service quality will increase stickiness intention.

The results of testing the discriminant validity of the e-Service Quality and stickiness intention variables as

Tabel 3: Users of Facebook Marketplace Before and During the COVID-19 Pandemic

Region, Indonesia	The Number of Facebook Marketplace Users in December 2019 (Before the COVID-19 Pandemic)	The Number of Facebook Marketplace Users in December 2020 (During the COVID-19 Pandemic)
Surabaya	216	679
Sidoarjo	182	298
Gresik	73	164
Lamongan	25	94
Total	496	1235

Table 4: Comparing of GeSCA Method Results Before and During the COVID-19 Pandemic

The Explanation	Before the COVID-19 Pandemic	During the COVID-19 Pandemic
Nilai Estimate	0.295	0.495
CR	4.18	6.35
t-Tabel	1.96	1.96
Level P	0.05	0.005
AVE e-Servqual	0.775 (77.5 %)	0.885 (88.5%)
AVE Stickiness Intention	0.612 (61.2%)	0.811 (81.1%)

measured by each indicator, using the GeSCA method (during the pandemic) are: AVE value greater than 0.50 indicates good discriminant validity. The AVE value of e-service quality is 0.852, and the AVE value of stickiness intention is 0.811. This suggests that an increase in e-Service Quality by 85.2% will increase stickiness intention by 81,1%.

Table 4 shows the comparison of data processing results using GEsCA before and during the COVID-19 Pandemic. The value of the path coefficient or the estimated value of 0.295 means a significant and positive impact of e-service quality on stickiness intention. For example, the CR value is $4.18 > 1.96$, where the CR value of 4.18^* marked with an asterisk is greater than the *t*-table (1.96) with a level of $P = 0.05$. Thus, the statistical evidence shows that the path coefficient is positive and significant. A positive path coefficient means that an increase in e-service quality will also increase stickiness intention.

The results using GeSCA method analysis during the COVID-19 pandemic on the Facebook marketplace state that e-Service Quality has a significant effect on stickiness intention. This is indicated by the value of the path coefficient or the estimated value of 0.495, which means a significant and positive effect of e-service quality on stickiness intention. The results of the CR value of $6.35 > 1.96$, where the CR value of 6.35^* marked with an asterisk is greater than the *t*-table (1.96) and at the level of $P = 0.05$. Thus, the statistical evidence shows that the path coefficient is positive

and significant. A positive path coefficient means that an increase in e-service quality will also increase stickiness intention.

The authors compared the results of the GeSCA method as shown in Table 4. The results of the GeSCA method before the COVID-19 pandemic states that an increase in e-service quality by 77.5% will increase stickiness intention by 61.2%. The results of the GeSCA method after the COVID-19 pandemic states that an increase in e-service quality by 85.2% would increase stickiness intention by 81,1%. This indicates that Facebook marketplace users had more stickiness intention for the Facebook marketplace. Also, stickiness intentions of Facebook marketplace users occurred before the pandemic and during the pandemic.

5. Conclusion

This paper examines the effect of e-service quality on the users of the Facebook marketplace. Users can always have stickiness intention. The variables used for e-service quality include efficiency, fulfillment, system availability, and privacy. The researchers related stickiness intention variable to online media users who always use the Facebook marketplace longer than other marketplaces, and users who visit the Facebook marketplace more often than other marketplaces. The method of data analysis was using inferential statistics GeSCA method. The GeSCA

method is a Structural Equation Modeling (SEM) technique that can directly analyze latent variables, indicators, and measurement errors. The results of the GeSCA method before the COVID-19 pandemic states that an increase in e-service quality by 77.5% will increase stickiness intention by 61.2%. The results of the GeSCA method after the COVID-19 pandemic states that an increase in e-service quality by 85.2% would increase stickiness intention by 81.1%. This indicates that Facebook marketplace users had more stickiness intention for the Facebook marketplace. Also, stickiness intentions of Facebook marketplace users occurred before the pandemic as well as during the pandemic.

The stickiness intention score is high. The indicator with the highest average score was “Linked other online media owned within the Facebook marketplace”. The low score is for “using online media, especially the Facebook marketplace, for longer than other marketplaces”. The score for the two variables is very high. However, the score for e-service quality is lower than stickiness intention, which means that any increase in e-service quality will increase stickiness intention. Based on this value, the researchers state that the influence exerted by e-service quality on stickiness intention is significant and has the same direction of influence. The better the e-service quality provided by the Facebook marketplace, the Facebook marketplace’s stickiness intention will be even stronger.

Service quality is a driver of customer satisfaction (Lien et al., 2017). Service providers must pay attention to the quality of the services provided so that all service users feel satisfied. Suppose the services provided are excellent and able to create satisfaction, in that case, Facebook marketplace users will indirectly decide to use the product or service for a more extended period or what it usually refers to as stickiness. This research discusses quality-related stickiness and intention to repurchase. Therefore, the results of this study are new findings that have succeeded in proving that e-service quality has a significant effect on stickiness intention.

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