


**THE INFLUENCE OF SERVICE QUALITY, PERCEIVED VALUE,
AND TRUST ON CUSTOMER CITIZENSHIP BEHAVIOR ON SHOPEE
(A CASE STUDY ON MANAGEMENT STUDENTS AT FACULTY OF
ECONOMICS AND BUSINESS, HALU OLEO UNIVERSITY,
KENDARI)**

Dzulfikri Azis Muthalib*¹, Sinarwaty², Conny³,
^{1,2,3}Universitas Halu Oleo University, Kendari, Indonesia
*Corresponding Author: fikriazis12@uho.ac.id

<p>Info Article</p> <p>Received: 09 Maret 2025</p> <p>Revised: 20 April 2025</p> <p>Accepted: 08 Mei 2025</p> <p>Publication: 30 Mei 2025</p> <hr/> <p>Keywords: <i>Service Quality, Value Perception, Trust, Customer Citizenship Behavior</i></p> <p>Kata Kunci: Kualitas Layanan, Persepsi Nilai, Kepercayaan, Customer Citizenship</p> <hr/> <p>Licensed Under a Creative Commons Attribution 4.0 International License</p> 	<p>Abstract: <i>This study aims to determine the effect of service quality, perceived value, and trust on customer citizenship behavior on Shopee. The population in this study consists of students from the Management Department, Faculty of Economics and Business, Halu Oleo University, Kendari. This research is an explanatory study. The sample selection in this study used purposive sampling, with a total sample of 85 respondents. The data analysis method used in this study is multiple regression analysis. The results of this study indicate that: (1) Service quality has a positive and significant effect on Customer Citizenship Behavior (CCB). (2) Perceived value shows a positive effect on customer citizenship behavior (CCB), although this effect is not statistically significant. (3) Trust has a positive and significant effect on customer citizenship behavior (CCB).</i></p> <p>Abstrak: Penelitian ini bertujuan untuk mengetahui pengaruh kualitas layanan, persepsi nilai dan kepercayaan terhadap customer citizenship behavior di shopee. Populasi dalam penelitian ini adalah mahasiswa Jurusan manajemen Fakultas Ekonomi dan Bisnis Univesitas Halu Oleo Kendari. Jenis penelitian ini adalah explanatory research. Penentuan sampel pada penelitian ini menggunakan purposive sampling, jumlah sample pada penelitian ini berjumlah 85 responden. Metode analisis data dalam penelitian ini menggunakan analisis regresi berganda. Hasil penelitian ini menunjukkan bahwa (1) Kualitas layanan, memberikan pengaruh positif dan signifikan terhadap Customer Citizenship Behavior (CCB). (2) Persepsi nilai menunjukkan pengaruh positif terhadap customer citizenship behavior (CCB) meskipun pengaruh ini tidak signifikan. (3) Kepercayaan memberikan pengaruh yang positif dan signifikan terhadap customer citizenship behavior (CCB).</p>
---	---

INTRODUCTION

The rapid development of information technology has brought significant changes in various aspects of life, including consumer shopping behavior. This progress allows online transactions to take place through devices such as laptops, tablets, smartphones, and personal computers (Suryani & Listyarti, 2020). One of the tangible manifestations of this development is the rapid growth of electronic commerce (e-commerce), including in Indonesia (Pramono et al., 2022).

In Indonesia, e-commerce growth shows a very significant trend. Based on data from Statista Market Insight (2023), the number of e-commerce users increased from 93.42 million in 2018 to 196.47 million in 2023. Correspondingly, the transaction value jumped from Rp106 trillion to Rp572 trillion (dataindonesia.id, 2023). This phenomenon shows that e-commerce has become a vital part of economic activity in Indonesia. As e-commerce develops, consumer behavior patterns also change. Palupi et al. (2023) stated that technological advances encourage a shift from traditional shopping patterns to digital shopping patterns.

One e-commerce platform that has managed to attract widespread attention is Shopee. Based on data from Similarweb (2023), Shopee recorded the highest number of visits in Indonesia with a range between 158 million to 167 million visits per quarter throughout 2023. In the fierce competition of the e-commerce industry, companies are required to not only offer a variety of products and competitive prices, but also build service quality, perceived value, and customer trust. Superior service quality can improve the shopping experience, positive value perceptions strengthen customer loyalty, and trust is a crucial foundation in online transactions, where customers cannot verify products in person before making a purchase (Yang et al., 2015; Andira et al., 2020).

Service quality is defined as an action that aims to provide satisfaction to customers (Kasmir, 2017). Good service not only creates satisfaction, but also builds loyalty and strengthens brand reputation. According to Kotler et al. (2019), service quality is seen from customer perceptions of the extent to which the services received meet or exceed their expectations. This is also confirmed by Tjiptono (2014) in Meida et al. (2022), that service quality focuses on meeting customer needs and desires by prioritizing accuracy and reliability of service.

Parasuraman in Muliaty (2019) identifies five main dimensions to evaluate service quality, namely: tangibles, reliability, responsiveness, assurance, and empathy.

Meanwhile, Kassim and Asiah Abdullah (2010) added other indicators such as ease of use, personalization, security, responsiveness, and attractive web design.

In addition to service quality, perceived value also plays an important role in shaping customer behavior. Perceived value is the customer's overall evaluation of the benefits obtained from a product or service compared to the costs incurred (Chiu et al., 2017; Kotler & Keller, 2016). Ali et al. (2015) state that perceived value can be seen from three points of view: economic value, emotional value, and social value. Research by Yee et al. (2011) and Fariman (2014) in Efendi and Chrismardani (2022) measure perceived value based on quality, price, and product features.

Equally important, customer trust in brands is a key pillar in building long-term relationships. Trust is defined as customer confidence that a brand can meet their expectations (Chinomona, 2016). Sunarto (2006) in Putra and Hayuningtias (2023) added that trust is formed from customer knowledge and conclusions about the attributes and benefits of a product or service. Mowen (2012) in Sahatma and Suprpto (2012) calls trust the accumulation of knowledge and judgment that customers have about a product or service. Tschannen-Moran and Hoy (2001) in Munir and Utami (2022) explain that trust includes five dimensions: benevolence, reliability, competence, honesty, and openness. Additional indicators from Mowen et al. (2012) in Sahatma and Suprpto (2012) include quality consistency, understanding of consumer desires, information composition, product quality, and customer confidence.

In this context, the concept of Customer Citizenship Behavior (CCB) becomes very relevant. Based on social exchange theory, customers who feel they benefit from a company tend to show voluntary behavior to give back, such as providing positive recommendations or helping companies improve services (Cropanzano et al., 2012; Zhu et al., 2016). Meinar and Suryani (2019) showed that service quality has a positive and significant effect on CCB, confirming the importance of superior service in shaping positive customer behavior.

Aisy and Suryani (2019) also proved that high perceived value increases Customer Citizenship Behavior. CCB itself is defined as voluntary behavior from customers without any direct request from the company, such as providing information, recommending products, or helping other customers (Groth, 2005 in Suryani & Listyarti, 2020; Huang & Liu, 2019). Yi et al. (2013) categorized CCB in several indicators such as feedback, advocacy, assistance, and tolerance of service deficiencies.

Based on the theoretical foundation and previous findings, this study aims to understand how service quality, perceived value, and trust can shape loyalty while encouraging Customer Citizenship Behavior among Shopee users. This understanding is important not only theoretically, but also makes a practical contribution in designing effective digital marketing strategies amid increasingly fierce e-commerce competition.

The hypothesis formulations developed in this study, based on the conceptual framework that has been built, are as follows: (1) Service quality has a positive and significant effect on Customer Citizenship Behavior (CCB); (2) Perceived value has a positive and significant effect on Customer Citizenship Behavior (CCB); (3) Trust has a positive and significant effect on Customer Citizenship Behavior (CCB).

METHOD

This research uses a quantitative approach with an explanatory research design. According to Sugiyono (2019), explanatory research aims to explain the position of the variables under study and the cause-and-effect relationship between them. This research is focused on testing the hypothesis that has been proposed, to understand the relationship between service quality, perceived value, trust, and Customer Citizenship Behavior (CCB) in Shopee users in Kendari City.

The population in this study were students of the Management Study Program at Halu Oleo University Kendari who had made purchases at Shopee. Because the exact number is unknown, the population is categorized as infinite. Based on guidelines from Hair et al. (2014), the sample size is determined based on the number of indicators multiplied by 5 to 10. With 17 indicators, the minimum number of respondents required is 85 people. The sampling technique used was purposive sampling with the following criteria: at least 17 years old, have transacted at Shopee, and live in Kendari.

Data collection techniques included questionnaires, observation, and documentation. The main method used was a Likert-scale questionnaire, distributed online and offline to measure respondents' attitudes, opinions, and perceptions of research variables (Sugiyono, 2018). Observation is carried out to gain a direct understanding of Shopee consumer behavior, while documentation is used to collect supporting data in the form of relevant archives and records (Sugiyono, 2018).

The validity test was carried out using the Pearson Product Moment method, where items are considered valid if they have a correlation coefficient ≥ 0.30 at a significance level of 5% ($\alpha = 0.05$). The reliability test is used to measure the

consistency of the instrument, with the standard coefficient value > 0.60 as a reliable indicator.

Data analysis was conducted descriptively and inferentially. Descriptive analysis was used to describe the data characteristics of each variable, while inferential analysis was conducted through multiple linear regression to test the influence between variables. Data processing was done with the help of Microsoft Excel and SPSS to obtain accurate and systematic analysis results.

RESULTS AND DISCUSSION

Results

Multiple Regression Analysis

Table 1 presents the computation results from the multiple regression analysis conducted to test the research model.

Table 1. Multiple Regression Analysis Computation Results

Influence Between Variables		Standardized Coefficient	Sig.t	Test Results
Service Quality	→ Customer Citizenship Behavior	0.330	0.000	H ₁ . Accepted
Perceived Value	→ Customer Citizenship Behavior	0.207	0.088	H ₂ . Rejected
Trust	→ Customer Citizenship Behavior	0.434	0.001	H ₃ . Accepted
R = 0,923 R ² = 0,852		F-value = 155.796 Sig. F = 0.000		

Source: Primary Data Processed with SPSS Version 24

Based on the results of the multiple regression analysis presented in Table 1, the multiple regression equation is as follows:

$$Y = 0,330X_1 + 0,207X_2 + 0,434X_3 \dots\dots\dots (1)$$

Interpretation of the multiple regression analysis results shows the following: The value of R = 0.923 indicates that the relationship between the independent variables (service quality, perceived value, and trust) and Customer Citizenship Behavior (CCB) is very strong. Additionally, the value of R² = 0.852 indicates that this model can explain about 85.2% of the variation in Customer Citizenship Behavior (CCB), while the remaining 14.8% is explained by other factors outside this model. This shows that the accuracy of this research model is very good, as the R² value is above 60%.

This analysis also emphasizes that the trust variable has the most dominant influence on Customer Citizenship Behavior (CCB), as shown by the higher

standardized coefficient compared to service quality and perceived value. Therefore, trust becomes the most significant factor influencing Customer Citizenship Behavior (CCB) on Shopee among students in the Management Department of the Faculty of Economics and Business at Halu Oleo University, Kendari.

Hypothesis Testing

H1. Service Quality Has a Positive and Significant Effect on Customer Citizenship Behavior (CCB)

The test results for the influence of service quality on Customer Citizenship Behavior (CCB) show a standardized coefficient value of 0.330 with a significance value of 0.000 ($< \alpha = 0.05$). This indicates that service quality has a positive and significant effect on Customer Citizenship Behavior (CCB). Thus, improving service quality will significantly enhance Customer Citizenship Behavior (CCB). Therefore, the first hypothesis is accepted.

H2. Perceived Value Has a Positive and Significant Effect on Customer Citizenship Behavior (CCB)

The test for the influence of perceived value on Customer Citizenship Behavior (CCB) shows a standardized coefficient value of 0.207 with a significance value of 0.088 ($> \alpha = 0.05$). Although perceived value shows a positive effect, it is not significant in influencing Customer Citizenship Behavior (CCB). Therefore, the second hypothesis is rejected.

H3. Trust Has a Positive and Significant Effect on Customer Citizenship Behavior (CCB)

The test results for the influence of trust on Customer Citizenship Behavior (CCB) show a standardized coefficient value of 0.434 with a significance value of 0.001 ($< \alpha = 0.05$). These results confirm that trust has a positive and significant effect on Customer Citizenship Behavior (CCB). Therefore, the third hypothesis is accepted.

Discussion

Service Quality and Customer Citizenship Behavior

The present study reveals that service quality captured through indicators such as user-friendliness, responsiveness, security assurance, personalization, and website aesthetics exerts a positive and statistically significant influence on Customer Citizenship Behavior (CCB), which includes feedback provision, advocacy, helping behaviors, and tolerance.

This finding is grounded in the understanding that students from the Management Department of the Faculty of Economics and Business at Halu Oleo University, as representatives of the digital native cohort, harbor elevated expectations regarding the quality of services offered by e-commerce platforms like Shopee. When these students encounter seamless usability, responsive customer service, guaranteed transaction security, tailored shopping experiences, and well-designed digital interfaces, they are predisposed to develop positive attitudes that manifest as voluntary behaviors. Such behaviors are expressed through providing feedback, advocating for Shopee to peers, assisting fellow users by sharing experiences, and displaying tolerance toward minor service lapses.

Consequently, delivering consistently high service quality becomes a pivotal element in cultivating customer loyalty and active engagement among student users, thereby supporting the long-term sustainability and competitiveness of the Shopee platform.

The findings resonate with Social Exchange Theory (Blau, 1964), which asserts that interactions based on perceived mutual benefits foster voluntary extra-role behaviors. High levels of service quality encompassing ease of access, responsiveness, security assurances, personalized service offerings, and appealing website designs contribute to positive customer experiences that build emotional bonds and trust toward the service provider. This, in turn, motivates customers to perform discretionary behaviors such as giving constructive feedback, advocating the service, helping fellow users, and tolerating occasional service shortcomings.

Furthermore, the results substantiate the propositions of Zeithaml, Parasuraman, and Berry (1996), who argue that customers' positive evaluations of digital service quality enhance emotional engagement and foster cooperative behaviors, including CCB.

In parallel, the study reinforces the findings of Yi and Gong (2013), which demonstrated that superior service interactions enhance customer-provider relationships through voluntary extra-role actions like feedback and advocacy. For Shopee's student users, perceptions of platform ease of use and service responsiveness are instrumental in cultivating trust; simultaneously, security assurances and service personalization strengthen emotional loyalty. The aesthetic and functional design of the website also significantly elevates the user experience, encouraging users to assist one another and tolerate minor inconveniences.

In conclusion, the study underlines that Shopee's strategic emphasis on upgrading digital service quality extends beyond transactional satisfaction to stimulate voluntary citizenship behaviors among customers, thereby driving business growth and strengthening brand image within the student demographic.

Perceived Value and Customer Citizenship Behavior

This study's findings reveal that perceptions of value, assessed through factors such as product quality, price, and features, exhibit a positive but statistically insignificant effect on customer citizenship behavior (CCB), which encompasses dimensions such as feedback, advocacy, helping, and tolerance. These results suggest that while students from the Management Department at the Faculty of Economics and Business, Halu Oleo University, who engage with Shopee generally respond positively to the perceived value they receive, this response is insufficiently strong to consistently stimulate voluntary behaviors.

The underlying reason for this finding lies in the fact that value perception, derived from quality, price, and product features, is primarily rational and transactional in nature. In contrast, customer citizenship behavior is more significantly influenced by emotional engagement, a sense of affiliation, and relational interactions with the brand. In this context, students, as digital natives, may view the functional benefits of Shopee's products as a baseline expectation, thus lacking the intensity required to promote voluntary actions such as offering feedback, advocating for the service, assisting other users, or demonstrating tolerance for service imperfections.

According to Zeithaml's (1988) Value-Perception Theory, value perception is the result of an individual's evaluation of the benefits received versus the sacrifices made during a transaction. However, for younger consumers such as students, other factors such as emotional experiences, service interactivity, and brand engagement are more influential in shaping customer citizenship behavior than a mere assessment of product attributes like quality, price, and features.

This aligns with the work of Chen and Chen (2010), who found that while value perceptions can drive customer loyalty, they do not always lead directly to extra-role behaviors without substantial emotional engagement. Similarly, Bove et al. (2009) argue that emotional connections, such as brand involvement and identification, play a more critical role in triggering customer citizenship behavior than simply functional benefit perceptions. As such, while value perception does contribute positively, its

influence on customer citizenship behavior among Shopee's student users is not sufficiently robust, necessitating additional strategies, such as fostering more meaningful emotional experiences.

Therefore, Shopee should consider marketing strategies that not only highlight the functional strengths of its products but also work to deepen emotional connections through experience-driven loyalty programs, socially relevant campaigns that resonate with the values of younger generations, and enhanced personal interactions via innovative digital features. By strengthening emotional engagement, Shopee can solidify user loyalty, encouraging behaviors such as providing valuable feedback, recommending the platform to others, assisting fellow users, and demonstrating tolerance for minor service flaws. Ultimately, sustaining customer citizenship behavior requires not only a focus on functional value perception but also on nurturing emotional bonds and creating impactful user experiences.

Trust and Customer Citizenship Behavior

The findings of this research reveal that trust, which is measured by indicators such as consistency in service quality, understanding consumer desires, information clarity, product quality, and consumer trust, significantly and positively influences customer citizenship behavior (CCB). This behavior includes actions such as providing feedback, advocacy, assisting others, and displaying tolerance for service imperfections. The results suggest that higher levels of trust among Shopee's consumers lead to greater involvement in voluntary actions that support the company, such as delivering constructive feedback, advocating for the platform, assisting fellow users, and showing patience with service shortcomings.

These results imply that organizations like Shopee should prioritize fostering elements that contribute to consumer trust, including consistency in service quality, a profound understanding of consumer needs, and transparent communication of information. By addressing these factors, companies can cultivate stronger, enduring relationships with consumers, which will enhance both loyalty and engagement in behaviors that positively contribute to the company's reputation and growth.

Trust is fundamental in establishing long-lasting relationships between consumers and businesses. As per the relationship marketing theory by Morgan and Hunt (1994), trust serves as the foundation for long-term commitment and active consumer participation in various voluntary behaviors, such as customer citizenship behavior.

This finding supports earlier studies by Sirdeshmukh, Singh, and Sabol (2002), which suggest that brand trust can boost customer loyalty and foster voluntary behaviors. In addition, Bhattacharjee (2002) emphasizes the role of trust in online transactions, which significantly influences consumer engagement with companies. Trust developed through consistent service quality, an understanding of consumer needs, and the provision of high-quality information strengthens both emotional and rational connections, prompting consumers to contribute more actively to the community and the company's development.

This study also offers valuable insights for businesses like Shopee in the context of local markets, particularly among students from the Management Department at the Faculty of Economics and Business at Halu Oleo University in Kendari. Given that students represent an active and growing segment of e-commerce users, understanding their behavior when interacting with Shopee provides strategic advantages. Students are typically drawn to convenience, affordable pricing, and ease of use but are also highly sensitive to the quality of information and services offered by the platform.

By improving the consistency of service quality and deepening their understanding of students' needs, Shopee can enhance its trust with this consumer group. For instance, offering clear product information, reliable shipping details, and transparent return policies, alongside personalized shopping experiences such as student-specific discounts or loyalty programs, can foster stronger engagement. This, in turn, will encourage students to engage in customer citizenship behaviors, including providing feedback, recommending the platform, and assisting other users in the online community.

Furthermore, Shopee can capitalize on these insights by developing targeted initiatives that position students as active advocates for the platform, given their significant potential to engage in customer citizenship behaviors. This will not only enhance Shopee's brand image among students but also create greater loyalty within this demographic. Understanding that trust and effective communication are essential for consumer engagement, Shopee can continue to innovate and provide value that resonates with students, thereby fostering long-term, mutually beneficial relationships.

CONCLUSION

Based on the discussion and findings of the research, several conclusions can be drawn as follows: (1) Service quality, measured through indicators such as ease of use,

responsiveness, security assurance, personalization, and website aesthetics, has a positive and statistically significant influence on Customer Citizenship Behavior (CCB), which includes behaviors such as providing feedback, advocacy, helping, and tolerance; (2) Perceived value, evaluated through factors such as product quality, price, and features, shows a positive effect on customer citizenship behavior (CCB), although this effect is not statistically significant. The CCB in question encompasses dimensions such as feedback, advocacy, helping, and tolerance; (3) Trust, measured by indicators such as consistency in service quality, understanding of consumer desires, clarity of information, product quality, and consumer trust, has a significant and positive influence on customer citizenship behavior (CCB).

REFERENCES

- Ahmed, Mirza Asyfaq, Shaista Khalid, and Muhammad Ahmad. 2018. "REPURCHASE INTENTIONS TOWARD TRENDY CLOTHING FASHION IN MUSLIM COMMUNITIES: THE ROLE OF SOCIAL INFLUENCE, BRAND ATTACHMENT AND PERCEIVED VALUE." *Journal of Islamic Business and Management*.
- Aisy, Aribah Rihadatul, and Tatik Suryani. 2019. "PERSEPSI NILAI DAN KUALITAS HUBUNGAN TERHADAP CCB DENGAN MEDIASI KEPUASAN PELANGGAN PADA TRANSPORTASI ONLINE GRAB DI SURABAYA." *Jurnal Nusantara Aplikasi Manajemen Bisnis* 4(2):94–106.
- Akgunduz, Yilmaz, Mehmet Alper Nisari, and Serpil Sungur. 2023. "A ROADMAP FOCUSED ON CUSTOMER CITIZENSHIP BEHAVIOR FOR FAST-FOOD RESTAURANTS DURING COVID-19." *International Hospitality Review*.
- Ali, Rizwan, Gao Leifu, Muhammad Yasirrafiq, and Mudassar Hassan. 2015. "ROLE OF PERCEIVED VALUE, CUSTOMER EXPECTATION, CORPORATE IMAGE AND PERCEIVED SERVICE QUALITY ON THE CUSTOMER SATISFACTION." *Journal of Applied Business Research* 31(4):1425–36.
- Andira, Firani Dias, Kokom Komariah, and Nor Norisanti. 2020. "ANALISIS WEB SERVICE QUALITY DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUASAN KONSUMEN PADA PENGGUNA SHOPEE (SURVEI PADA PENGGUNA ONLINE SHOP KAWAIDOLLSHOP DI SUKABUMI)." *Syntax Idea* 2(7):216–24.

- Chinomona, Richard. 2016. "BRAND COMMUNICATION, BRAND IMAGE AND BRAND TRUST AS ANTECEDENTS OF BRAND LOYALTY IN GAUTENG PROVINCE OF SOUTH AFRICA." *African Journal of Economic and Management Studies*.
- Chiu, Weisheng, Sunyun Shin, and Hyun-Woo Lee. 2017. "VALUE CO-CREATION IN FITNESS CENTERS." (January):415–30.
- Cropanzano, R., Becker, W.J. and Feldman, J. 2012. "THE EFFECT OF MOODS AND DISCRETE EMOTIONS ON NEGOTIATOR BEHAVIOR. In *The Psychology of Negotiations in the 21st Century Workplace*."
- Efendi, Ach., and Yustina Chrismardani. 2022. "PENGARUH E-WOM DAN PERSEPSI NILAI TERHADAP KEPUTUSAN KONSUMEN UNTUK BERBELANJA PRODUK FASHION SECARA ONLINE DI SHOPEE (STUDI PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS TRUNOJOYO MADURA)." *Jurnal Kajian Ilmu Manajemen (JKIM)* 1(4):365–72.
- Huang, Yan, and Feiyan Liu. 2019. "EFFECT OF CUSTOMER CITIZENSHIP BEHAVIOR ON ELDERLY CUSTOMER PURCHASE INTENTION BASED ON VALUE CO-CREATION THEORY." *Open Journal of Business and Management* 07(02):650–65.
- Kasmir. 2017. *CUSTOMER SERVICE EXCELLENT*. Depok: Customer Service Excellent.
- Kassim, Norizan, and nor Asiah Abdullah. 2010. "THE EFFECT OF PERCEIVED SERVICE QUALITY DIMENSIONS ON CUSTOMER SATISFACTION, TRUST, AND LOYALTY IN E-COMMERCE SETTINGS: A CROSS CULTURAL ANALYSIS." *Asia Pacific Journal of Marketing and Logistics* 22(3):351–71.
- Kotler, P. dan Keller, K. L. 2016. *MARKETING MANAGEMENT*. New Jersey: Pearson Education.
- Kotler, Philip, Kevin Lane Keller, Mairead Brady, Malcolm Robert Victor Goodman, and Torben Hansen. 2019. *MARKETING MANAGEMENT* 4th European Edition. Vol. 13.
- Meida, Faradilah, Miguna Astuti, and Heni Nastiti. 2022. "PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN TERHADAP KEPUASAN

- PELANGGAN E-COMMERCE SOCIOLLA DI ERA PANDEMIC COVID-19.” *Ikraith-Ekonomika* 5(2):157–66.
- Meinar, Trevisia, and Tatik Suryani. 2019. “PERSEPSI NILAI DAN KUALITAS LAYANAN TERHADAP PERILAKU KEWARGANEGARAAN PELANGGAN APLIKASI GO-JEK.” *Jurnal Riset Bisnis Dan Manajemen* 12(2):77–88.
- Muliaty. 2019. “FAKTOR-FAKTOR YANG MEMPENGARUHI KUALITAS PELAYANAN PADA POLITEKNIK NEGERI MEDIA KREATIF MAKASSAR.” *Jurnal Ilmiah Ilmu Administrasi Publik* 6(1):77–82.
- Nagy, El Sayed A., and Wafaa Marzouk. 2018. “FACTORS AFFECTING CUSTOMER CITIZENSHIP BEHAVIOR: A MODEL OF UNIVERSITY STUDENTS.” *Jurnal Internasional Studi Pemasaran*.
- Pramono, Indra Dwi, Suyanto, and Elmira Febri Darmayanti. 2022. “PENGARUH TEKNOLOGI INFORMASI BERBASIS E-COMMERCE TERHADAP MINAT MAHASISWA DALAM BERBELANJA ONLINE (STUDI EMPIRIS PADA MAHASISWA PROGRAM STUDI AKUNTANSI FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MUHAMMADIYAH METRO).” *Jurnal Akuntansi AKTIVA* 3(1):32–38.
- Putra, Aldi Aprilia, and Kristina Anindita Hayuningtias. 2023. “Customer Satisfaction Pengaruh Manfaat Yang Dirasakan , Kemudahan Yang Dirasakan , Dan Kepercayaan.” 4(6):6085–94.
- Sahatma, Agustinus, and B. Suprpto. 2012. “PENGARUH KUALITAS PELAYANAN, KEPERCAYAAN PELANGGAN DAN KEPUASAN PELANGGAN TERHADAP PERILAKU KONSUMEN.” *Serviens in Lumine Veritatis* 1–15.
- Suryani, Tatik, and Indra Listyarti. 2020. “BUILDING CUSTOMER CITIZENSHIP BEHAVIOR FROM RELATIONSHIP QUALITY AND PERCEIVED VALUE PERSPECTIVE IN ONLINE TRANSPORTATION SERVICE.” *Jurnal Sosial Humaniora* 0(1):112.
- Yang, Qing, Chuan Pang, Liu Liu, David C. Yen, and J. Michael Tarn. 2015. “EXPLORING CONSUMER PERCEIVED RISK AND TRUST FOR ONLINE PAYMENTS: AN EMPIRICAL STUDY IN CHINA’S YOUNGER GENERATION.” *Computers in Human Behavior* 50:9–24.

- Yi, Youjae, Taeshik Gong, and Hyojin Lee. 2013. "THE IMPACT OF OTHER CUSTOMERS ON CUSTOMER CITIZENSHIP BEHAVIOR." *Psychology & Marketing* 30(6):461–69.
- Zhu, Dong Hong., Sun, Hui., Chang, Ya Ping. 2016. "EFFECT OF SOCIAL SUPPORT ON CUSTOMER SATISFACTION AND CITIZENSHIP BEHAVIOR IN ONLINE BRAND COMMUNITIES: THE MODERATING ROLE OF SUPPORT SOURCE." *Journal of Retailing and Consumer Services*.