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MEASURING THE INFLUENCE OF E-SERVICE QUALITY TOWARD E-CUSTOMER SATISFACTION AND E-CUSTOMER LOYALTY ON ONLINE STORE BUYING BEHAVIOUR

Naurah Mahjudin[1], Mahjudin[2]

[1]Medical Science Department, Melbourne University Australia
[2]Post Graduate Muhammadiyah Gresik University Indonesia

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Abstract

This research is aimed to analyze the effect of e-service quality on e- customer satisfaction and e-customer loyalty. item questionnaire used as many as 20 items. Data collection is done by distributing questionnaires to customers who at least routinely shop once in a month in one or more online store in Indonesia with the number of samples of 275 respondents determined by nonprobability sampling method. Data analysis technique used is Partial Least Square-Path Modeling Reflective Multidimensional Construct (Second Order Construct) with SmartPLS 3.0 software and 5% significance level.

The results obtained in this study are e-service quality has direct effect to e- customer satisfaction, e-satisfaction has a direct effect on e-customer loyalty, e- service quality has direct effect on e-customer loyalty, and e-service quality has indirect effect to e-customer loyalty through e-customer satisfaction.

The advice for the company is to improve online-based services online both in terms of management and infrastructure. Suggestions for future researchers are able to refine with better theories and data and research not only on the e-commerce sector but also in other technology-based business areas.

PENGARUH KUALITAS E-SERVICE TERHADAP E-CUSTOMER SATISFACTION DAN E-CUSTOMER LOYALTY PADA PERILAKU PEMBELIAN KONSUMEN ONLINE STORE

Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh e-service quality terhadap e-customer satisfaction dan e-customer loyalty. item kuesioner yang digunakan sebanyak 20 item. Pengumpulan data dilakukan dengan menyebarkan kuesioner kepada pelanggan yang minimal rutin berbelanja sekali dalam sebulan di satu atau lebih toko online di Indonesia dengan jumlah sampel 275 responden yang ditentukan dengan metode nonprobability sampling. Teknik analisis data yang digunakan adalah Partial Least Square-Path Modeling Reflective Multidimensional Construct (Second Order Construct) dengan software SmartPLS 3.0 dan taraf signifikansi 5%.

Hasil yang diperoleh dalam penelitian ini adalah e-service quality berpengaruh langsung terhadap e-customer satisfaction, e-satisfaction berpengaruh langsung terhadap e-loyalitas pelanggan, e-service quality berpengaruh langsung terhadap e-loyalitas pelanggan, dan e-service kualitas berpengaruh tidak langsung terhadap loyalitas e-pelanggan melalui kepuasan e-pelanggan.

Saran bagi perusahaan adalah meningkatkan pelayanan berbasis online baik dari segi manajemen maupun infrastruktur. Saran untuk peneliti selanjutnya dapat menyempurnakan dengan teori dan data yang lebih baik serta penelitian tidak hanya pada bidang e-commerce tetapi juga pada bidang bisnis berbasis teknologi lainnya.

Kata kunci: kualitas layanan elektronik, kepuasan pelanggan elektronik, loyalitas pelanggan elektronik.

INTRODUCTION

In August 2019, more than 3.8 billion people worldwide used the internet, the number increased by 57 million since January 2017. Increase in worldwide internet penetration by up to 61%, or you could say more internet users than those who do not. Indonesian internet users reached 143.26 million (54.68%) in 2017 or as many as 262 million people, most of them on Java Island at 58.08%, and the lowest was Maluku-Papua at 2.49%. Interesting facts for online store entrepreneurs, especially on the island of Java.

The development of the digital world has become a business tool to develop online businesses. The use of online activities in Table 2 shows the largest in online stores

Table 1. Estimation Behaviour Internet User in Indonesia

ACTIVITY	PERCENTAGE	AMOUNT
On line Shop	62%	82,2 Million
Business Personal	34.2%	45,3 Million
Other	3.8%	5 million

Source: APJII (2022)

In 2022 obtained online shop user data in Indonesia of 82.2 million, which is a promising market share for online shop players in Indonesia. Data and digital analysis consultant, One Data, released a study on the position and growth of consumer goods e-commerce in Indonesia during the first semester of 2017. Elevania, Matahari Mall, Online store, Bukalapak.

Facing the increasing intensity of challenges, companies are required to think creatively in running their business in order to find various strategic breakthroughs that are able to create synergies that make an optimal contribution to achieving company goals. Therefore, companies need to be able to implement strategic telecom services policies to adapt to an increasingly competitive environment. One of the most important elements of an organization is service excellence. The service excellence of an organization or a company can at least be a company's success in overcoming all the challenges and threats that hinder the company's future growth rate.

Hypothesis

Electronic commerce

E-commerce is a buying or selling products/services online (Ferraro, 1998). Everyone can conduct e-commerce with business partners without being limited by location and time. Even though e-commerce involves seller and buyer relationships, merchant transactions, and company internal processes so that it changes the way companies do business (Lee, 2001).

The e-commerce medium is known as the World Wide Web (WWW). Services provided by web systems must run continuously, make significant impact on the level of sales and satisfaction (Aberg and Shahmehri, 2000). Figure 1 shows the service user interaction.

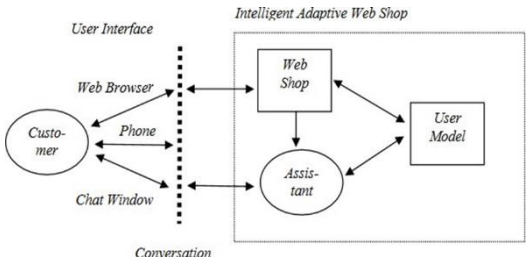

Figure 1 Internet User Interaction

Figure 1 shows that consumers can interact with e-commerce service providers through three channels, web browsers, telephone or chat facilities (chat windows). All consumer information will be stored in the user model and used as consumer data to improve service and satisfaction.

For buyers who use e-commerce, they can make transactions, and choose and compare the goods/services to be purchased between several vendors. Buyers also get goods/services that they feel are right, both in terms of price and features. While on the negative side, there are many aspects of security, buyer knowledge, and the availability of internet infrastructure that need to be addressed.

The advantages for sellers who use e-commerce include being able to carry out transactions more efficiently and being able to get closer to consumers easily. While on the negative side, sellers must be able to easily adopt e-commerce technology. Meanwhile, in terms of losses, Sellers are required to implement e-commerce appropriately so as to minimize losses

E- Service Quality

Quality service difference hope customer on what is given company (e and those expectations) and performance perceived service (Prasuraman; 1988 in Herington and Weaven; 2009). Study previously set connection between quality services and costs, profitability, satisfaction customers and marketing from mouth to mouth (Herington and Weaven; 2009). Besides it, rate quality service influence behavior post individual future purchases and decisions (Jabnoun and Al-Tamimi, 2017).

Appearance service internet based change method companies and consumers interact. Quality service electronic conceptualized as service information interactive (Rowley, 2006 in Herington and Weaven, 2009) which provides mechanism for company For differentiate offer service them and develop superior competitive them (Santos, 2017 in Herington and Weaven, 2009 in Herington and Weaving 2009)

Zeithaml deep Giovanis (2014) defines quality service electronic as “the extent to which the website facilitates shopping, buying, and shipping efficient and effective products and services”. More special again, Zeithaml, (2002) defines quality service electronic as far as the website facilitates shopping, buying, and shipping efficient and effective products and services.

Quality service Good in offline and online contexts can be measured with several indicators, Ladhari (2010), including: (a) Reliability, related by capabilities of the e-tailer for do promised service in a precise and accurate manner. (b) Responsiveness, related by speed response and e-tailer intent for help customer; (c) Privacy/security, related to protection information personal and finance; (d) Quality/benefits information (information quality/benefits), related to suitability information with needs and goals customer; (e) convenience use/usability related to customer efforts to gain access to information. (f) Web design related to appearance of the content, structure and form of e-catalogs.

Study This based on research Ladhari (2010) and use six dimensions above. For evaluate quality service electronic in context of online retail.

Satisfaction Customer Electronic

E-Service Quality

Quality service is the difference between the hope customer on what is given company (expectations) and the performance perceived service (Arasuraman; 1988 in Herington and Weaven; 2009). Studies previously set a connection between quality services and costs, profitability, customer satisfaction, and marketing from mouth to mouth (Herington and Weaven; 2009). Besides it, rate quality service influences behaviour post individual future purchases and decisions (Jabnoun and Al-Tamimi, 2017).

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Satisfaction Customer Electronic

Zeithaml and Bitner (2017) suggest satisfaction is different concept evaluation quality services , but also influenced by other factors that can explained as following: a. Quality service, that is, consumers are satisfied when served according to expectations; b. Quality product is satisfaction moment results state the product it uses quality high; c. Price , product own similar quality but at a low price can get added value from consumers; e. Factor situation, conditions experienced by consumers. Factor personal consumers, that is characteristics consumers which include need personal.

Satisfaction customer electronic conceptualized as circumstances emotional customer consequence interaction customer with online retailer of time to time (Giovanis, 2014). Satisfaction customer electronic is evaluation consumer to their internet experience compared to with experience shop traditional (Szymanski and Henard, 2001, Amin, 2022). In this study satisfaction customer electronic defined as satisfaction related customers with experience customer, after buy goods in e-retail companies.

There are three indicator satisfaction customer electronic according to Anderson and Srinivasan (2017),

a. Experience shop given by e-commerce companies higher from expectation customer.

b. Customer satisfied with experience shopping at e-commerce companies

c. Customer No interested For look for alternative e-commerce company

E- Customer Loyalty

Anderson and Srinivasan (2017) point out: "E-loyalty is defined as preferred

attitude _ customer towards e-commerce, which leads to behavior purchase repeated." This means that behavior consumer in online service is behavior purchase repeated. Implications from view This is that loyalty electronic lead to purchases repeated on the web. Besides Therefore, e-loyalty refers to intention consumer for buy from the website or return to a specific website Loyalty customer electronic refers to intent consumer for buy something from a certain website or visit back specific website (Flavianus in Akbar and Djatmiko, 2022). Here are five indicators of loyalty consumers who become focus (Oliver, 1999 in Giovanis, 2014), namely:

a. Commitment strong for buy back on one e- tailer site.
b. Subscribe product or services on e-tailer sites.
c. Consumer No only buy services and products main in a manner routine but subscribe for get product or desired service.
d. Buy product or service in a manner consistent across e- tailer sites
e. No easy affected by influence situational
f. No easy affected by effort potential marketing cause switch.

Loyal customers are asset for companies and stuff. This can seen based on characteristics them. Then customer loyalty serves to predict the company's future growth.

Influence E- Customer Satisfaction and E- Customer Loyalty

Dissatisfied customers are more likely than satisfied customers to look for alternative information that results in offers for competitors. Anderson & Srinivasan (2017) stated that e-satisfaction has a positive impact on e-loyalty determining e-satisfaction. So it can be said that if e-satisfaction increases, customer e-loyalty will also increase when satisfaction decreases, customer e-loyalty also decreases.

Hypothesis

Based on the framework above, then can be formulated something hypothesis which is an assumption temporary in test something research, namely:

H1 = The quality of e-service (X) has an effect direct to e-customer satisfaction (Y1)
H 2 = The quality of e-service (X) has an effect direct to e-customer loyalty (Y2)
H 3 = Satisfaction customer electronics (Y) no influential direct to loyalty customer
electronics (Y2)
H4 = Quality of e-service (X) influences e-customer loyalty (Y2) in a manner No direct through e-customer satisfaction (Y1)

METHOD

The samples taken are online shop users who make transactions at least once per month. Determination of the sample using a non-probability sampling procedure so that the total sample is 275 individuals.

The research analysis tool uses partial least squares (PLS), which is a multivariate statistical technique that is able to compare many variables.

SEM is designed to overcome multiple regression when the data has special problems, such as small samples, missing values, and multicollinear. (Abdullah and Hartono, 2015).

These variables are divided into two main variables, namely latent variables

and explicit variables (Chin, 1998 in Yamin and Kurniawan, 2011):

a. Latent variable.

Latent variables, also known as unobserved variables, are variables theoretical or immeasurable variables. (Fornell, 1995, Yamin and Kurniawan, 2011).

b. Display variables. Manifest variable, also known as a variable that observable, is an empirical variable and thus directly observable. (Fornell, 1995, Yamin and Kurniawan, 2011)

Structural Model (Inner Model)

According to Schulze (2011) to measure the structural model there are several steps that must be taken by researchers. First, analyzing the specific relationship each construct is evaluated by the path coefficient

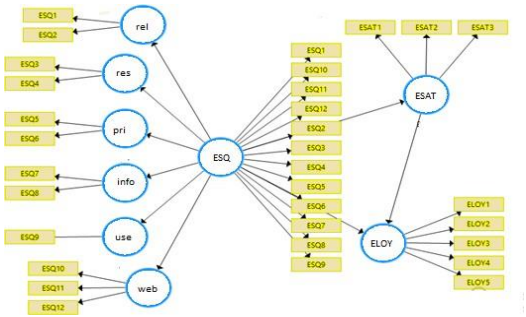

Figure 2. Research Model

The PLS was evaluated with R square and the path coefficient value. The path coefficient value indicates hypothesis significance. The hypothesis is declared significant if the test value is above 1.96. (Abdullah and Hartono, 2015)

RESULTS AND DISCUSSION

Coefficient of Determination (R2)

The R square value aims to measure the variation of the independent variable in the change in the dependent variable where the better the R square value indicates the better the prediction model. Chin (1998) explains in Abdillah and Hartono (2015) that the limiting criteria for R2 values are divided into three categories, namely R2 0.67 large, 0.33 moderate and 0.19 weak.

Based on the table above, electronic service quality (not shown in the table) is able to explain 0.4 or 40% (R2 value) of the variability in the electronic customer satisfaction construct, with the remaining 0.6 or 60% explained factors outside the study.

Referring to Chin (1998), this value is included in the medium category.

Likewise, the electronic customer satisfaction construct can explain the variability of the electronic customer loyalty construct with an R2 value of 0.4 or 40%, while the remaining 0.6 or (60%) is related to constructs other than electronic customers. Satisfaction construction. Referring to Chin (1998), this value is included in the medium category.

Validity test

Validity test is a test of the ability of research tools to measure something. In the Second Order Construct, validity tests do not have to be carried out, but reliability tests to obtain internal consistency of higher order constructs must be carried out (Abdillah and Hartono, 2015).

Convergent validity

Convergent validity requirements are outer loading must be above 0.7, Community must be above 0.5 and AVE must be above 0.5 (Chin, 1995 in Abdillah and Hartono, 2015).

There is all indicators that have value below 0.7, that is all valid and ideal

indicator in measure construct latency, so study can continued.

Reliability Test

After that, evaluating the internal consistency of reliability from the value of Cronbach's Alpha and composite reliability is accepted, which is above 0.6. AVE analysis is significant above 0.5. Based on table above seen that There is more composite reliability value small from 0.7 up all variable reliable and able accepted. And the AVE value obtained from table above more big of 0.5 means measurement validity convergent good and variable latent is also capable explain variant from indicator, valid and can accepted. It means study can continued (Abdillah and Hartono, 2015).

Validity Discriminant

Method used _ For evaluate validity discriminant is with compare root AVE every construct with construct other in modelsa model with sufficient validity if the AVE value is greater than the correlation of each construct with other constructs. (Chin, Gopal & Salinsbury, 1997 in Abdillah and Hartono, 2015).

Testing hypothesis

kindly statistics, testing construct reflective multidimensional on the level more order _ tall own more results _ Good Because construct with more order _ tall is combined from all constructs of a higher order low (Abdillah and Hartono, 2015). According to Hartono (2008), size significance support hypothesis can used for compare t-table values and t-statistics on tables total effect. If t- statistical value more big from t-table value, mean hypothesis supported. For level 95% confidence (5% alpha), t- table value. For hypothesis two side ≥1.96 and to hypothesis One side **≥** 1.64**.**

Based on results testing construct reflective multidimensional, can concluded hypothesis as following:

Hypothesis Test 1

T-statistics value of e-service quality on e-customer satisfaction is 9,9 and the p-value is 0.0. t- statistical value is 9.9 above 1.96. Refer also to Herington and Weaven (2009) who stated that there is connection between quality and cost service, profitability, satisfaction customers and marketing. Zeithaml and Bitner (2017) revealed that satisfaction customer influenced by quality service or service, quality product, price, factor situational and factors personal consumer. So that can concluded e-service quality has a significant impact on e-customer satisfaction or Ho1 is accepted and Ha1 is rejected.

Hypothesis Test 2

T-statistics value of e-service quality to e-customer loyalty is 5.1 and the p-value is 0.0. t- statistical value is 5.1 above 1.96. Referring also to Swastha and Handoko (2000) there are five factors main influence loyalty that is quality product, quality services, emotions, prices and costs. So that can concluded e-service quality has a significant impact on e-customer loyalty or Ho2 is accepted and Ha2 is rejected.

Hypothesis Test 3

T-statistic value of e-customer satisfaction through e-customer loyalty is 6.1 and the p-value is 0.0. the t-statistic value is 6.1 above 1.96. Anderson & Srinivasan (2017) state e-customer satisfaction is positively related to electronic customer loyalty.

So it can be concluded that e-customer satisfaction has a significant impact on e-customer loyalty or Ho3 is accepted and Ha3 is rejected.

Hypothesis Test 4

T-statistics value of e-service quality to e-customer loyalty through e-customer satisfaction is 5.1 and p-value is 0.0. Value of t-statistics 5.1 above 1.96 Good service in a manner direct will influence level satisfaction customer and if matter This going on Keep going continuously will resulted consumer always loyal use service the. Akbar and Djatmiko (2022) prove this that the more good e-service quality of an e-commerce, then will more loyal customers. So concluded that e-service quality has an impact on e-customer loyalty.

CONCLUSION

From the study outcome this. There is some suggestions that can be delivered namely:

a. From the results of existing data show e-service quality is proven influential significant on e-customer satisfaction. From the questionnaire results is known that there is more of 56% who agreed they satisfied with services provided by the online shop. Anderson and Srinivasan (2017) suggest that customers who don't satisfied usually look for information alternative from competitors. Online shop must increase performance e-service quality for users online store is not switch to other e-commerce sites. So it is advisable for online stores to maintain service excellence in a timely and accurate manner. From the results questionnaire is known that 83% of respondents agree that online store has fast and accurate service. For example with exists Online chat services provided by online shops make it easy user For interact direct with sellers in the online store this Of course exciting and exceeding expectation consumer If compared to with competitors other.

b. From the results of existing data show that proven e-service quality influential significant to e-customer loyalty. From this data, the online store must increase service they are in the field protection information personal and financial. From the results questionnaire service field information and protection finance on a percentage online store Lowest is 68%. which increases user loyalty in online stores.

c. The results showed that online shop users were dominated by ages 18-34 years with SES (Socio Economic Status) at the upper middle level. Strategies that can be done by understanding or studying consumer behaviour. in age and SES level of electronic service orders related to loyalty. The results of data processing state quality of electronic services has an indirect impact on electronic customer loyalty through electronic customer satisfaction.

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