

e-ISSN: 2829-6192, p-ISSN: 2829-6184

DOI: <https://doi.org/10.38035/ijam.v2i1>

Received: dd/mm/yyyy, Revised: dd/mm/yyyy, Publish: dd/mm/yyyy
<https://creativecommons.org/licenses/by/4.0/>



The Effect of E-Service of Quality on Customer Satisfaction in Using The Shopee Application

Wiwi Hartati¹, Desy Lusiyana², Rizcita Nurmelia³

^{1,2,3}Muhammadiyah Cirebon University, West Java, Indonesia, email: wiwihar@gmail.com

Corresponding Author: wiwihar@gmail.com

Abstract: This research was conducted by distributing questionnaires for data collection. This questionnaire was distributed to Management Study Program Students of the University of Muhammadiyah Cirebon who used the shopee application. And obtained a sample of 40 students who had filled out the questionnaire. This research uses quantitative methods because the data obtained is statistical to test certain hypotheses. Based on the theoretical foundation and frame of mind above, this study hypothesizes that E-Service Quality affects Customer Satisfaction. The result of this experiment is E-Service Quality is included in the good category. This means that the e-service quality owned in the shopee application is in good condition. Customer Satisfaction in the shopee application is good. Based on the results of data processing, it has been concluded that e-service quality affects customer satisfaction in the shopee application. This shows that the better the e-service quality of the shopee application, the higher the customer satisfaction will also be in the shopee application.

Keywords: Effect, E-service, Quality, Customer, Satisfaction, Shopee

INTRODUCTION

Internet users in Indonesia have increased from year to year. Based on a survey by APJII (Association of Indonesian Internet Service Providers). This has led to the development of trade activities, one of which is the presence of e-commerce. The existence of e-commerce makes consumer shopping patterns change from conventional to online through various kinds of online buying and selling sites in Indonesia. When someone feels easy, and comfortable, and believes in making online purchases, it will bring up the desire to buy. As the most recognized e-commerce website in Indonesia and with the development of shopee into one of the big online shop stores in Indonesia, it must be balanced with good service quality as well so that the development of this business can continue to increase over time.

Marketing concepts that provide a unique experience to customers are known as Customer Experience. This concept presents a unique, positive, and memorable experience to consumers to build lasting relationships with consumers and positively influence consumer satisfaction. Customer Experience divides the experience into 5 dimensions which is the key

to making consumer satisfaction in using this shopping application. One of the e-commerce that is currently favored by the public is Shopee.

Shopee is an E-Commerce (buying and selling online) based on mobile applications, which is developing in Indonesia. As a marketplace, shopee faces some competitors. Based on reviews from the shopee application, both the experience of sellers and buyers do not always get satisfaction here there are also still many negative/unsatisfactory comments.

Kotler and Keller (2016: 153) explain that customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing performance products or services that are perceived to be following expectations. Hansel Jonathan (2013) suggests that e-service quality has a significant influence on Customer Satisfaction. This influence can be caused by customer experience in making transactions so that customers can directly feel the good and bad of e-service quality. This theory is also supported by the results of research conducted by Puspa Chairunnisa Chesanti and Retno Setyorini (2018) which states that e-service quality in an application has a significant influence on customer satisfaction.

LITERATURE REVIEW

E-Service Quality

According to Kotler in Alma (2007: 286) revealed that service quality (e-service quality) is a way of working that companies do to provide quality continuously starting from the processes, products, and services produced by the company. E-service quality is very important for determining the success or failure of e-commerce, where e-service quality shows how an e-commerce site serves and facilitates online shopping, ordering, and understanding. This aims to occur effective and efficient work (Puriwat and Tripopsakul 2017).

One definition of e-service quality was first conceptualized by Zeithaml, Parasuraman, and Malhotra (2000). That e-service quality is how far the website facilitates effective learning and efficiency, purchasing, and delivery of products and services. Parasuraman, et al., (2005) have developed dimensions for measuring the quality of online services based on traditional service quality. It was stated earlier that the definition of e-service quality involves the process of experiential interaction with the website during and after the online service is received. E-Service Quality is defined as the expansion of a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Chase, Jacobs, & Aqualino, 2006).

Based on Ho and Lee (2007), there are 5 dimensions of e-service quality measurement, namely:

1. Information Quality
2. Security
3. Website Functionality
4. Customer Relationship
5. Responsiveness and Fulfillment

Parasuraman, et al., (2005) have developed dimensions for measuring the quality of online services based on traditional service quality. It was stated earlier that the definition of e-service quality involves the process of experiential interaction with the website during and after the online service is received. E-Service Quality is an overall assessment and evaluation of the excellence of electronic service in the virtual market as stated by Zeithaml et al (Tjiptono & Chandra, 2016).

Tjiptono and Chandra (2016) suggest that e-service quality consists of 7 dimensions, namely:

1. Efficiency. The ability of customers to access all sales platforms, for example, websites or applications. In searching for products desired by consumers and also in finding information related to these products.

2. Reliability. Intersects with the technical functions of the site in particular regarding the extent to which the site is available and functioning.
3. Fulfillment. Includes accuracy of promises regarding services, and availability of products following the services presented.
4. Privacy. It is a guarantee that consumer data using the application will not be disseminated or given to other parties.
5. Responsiveness. Ability to develop an application and management of the application to provide appropriate information to customers when there is a problem and have a mechanism to handle user complaints or problems.
6. Compensation. Includes the payment of money, and the cost of services provided if there is an error from the service provider.
7. Contact. Provide facilities to meet customer needs to submit complaints.

Based on these definitions, it can be concluded that e-service quality is the extent to which a marketplace or internet provides services or a shopping facility or efficient or effective transactions, purchases, and deliveries to satisfy customers which will affect the level of customer satisfaction.

Customer Satisfaction

Kotler and Keller (2016) explain that Customer Satisfaction/customer satisfaction is a person's feeling of pleasure or disappointment resulting from comparing products or services performance that is perceived following expectations. If the performance is far from expectations, consumers will feel dissatisfied. If it is in line with expectations, then consumers will be satisfied. But if it exceeds expectations, consumers will be satisfied.

While customer satisfaction (Customer satisfaction) is formulated as the results of purchases and usage obtained from the comparison between rewards and purchase costs with previously anticipated consequences (Tjiptono, 2014). There are four dimensions of Customer Satisfaction which can be described as follows:

1. Overall Customer Satisfaction
2. Confirmation of Expectation
3. Repurchase Intention
4. Willingness to Recommend

According to Irawan (2003), Customer Satisfaction is the result of an accumulation from consumers or customers in using products or services. Customers will feel satisfied if they get value or benefits from a product or service. Ariyanto (2003), argues that Customer Satisfaction will increase the consumer loyalty of a company and consumers are not easy to bid from competition. Customer satisfaction will increase consumer loyalty, reduce price elasticity, protect market share from competitors, reduce the cost of attracting new customers, and improve customer reputation in the market.

According to Ho and Lee (2007), the level of customer satisfaction can be measured when customers make online purchases on the website, make the right choice by making purchases on the website, and feel satisfied every time they purchase on the website. Customer Satisfaction is a consumer evaluation of a product or service when the product they consume is following what they expect. Consumers make judgments when consuming a product or service. If the performance of the product is felt to be following or even exceeds what consumers expect before consuming the product, satisfaction is created. (quoted from the journal, Ronny Mantala & M.Riza Firdaus).

Customer Satisfaction is a measure based on customer evaluation in the form of both affective and cognitive-based on personal experience in receiving a quality of service (Rahadi, 2011). Customer satisfaction can also be defined as a person's feeling of joy or dissatisfaction

that arises after making a comparison process between work results or products with expected desires or expectations (Kotler, 2012). The importance of customer satisfaction has gained an increase in marketing literature recently. Based on the conceptualization of Anderson and Srinivasan (2003), which views satisfaction as an evaluation from customers for each transaction experience, satisfaction can be considered as the fulfillment of pleasant customer needs collected during several transaction experiences resulting in the formation of an overall evaluation of online retailers.

Customer Satisfaction is the result of consumer evaluation of emotions related to whether or not consumer expectations are met based on the online shopping experience (Oliver (1997) Anderson and Srinivasan, 2003). The indicator for measuring this variable refers to the opinion of Oliver 1997 in Anderson and Srinivasan 2003, as follows:

1. Consumers are satisfied with the decision to purchase through the company's website.
2. If I make another purchase, I feel different on this site.
3. The decision to buy from the site is wise.
4. I feel sorry about the decision to buy this site.
5. I think I did the right thing by buying this site
6. I feel unhappy when making purchases on this site.

Shopee

Shopee is a platform specifically designed to provide an easy, safe, and fast online shopping experience. Shopee aims to continue to develop into the main e-commerce choice in Indonesia. Shopee has a wide selection of product categories, ranging from fashion, beauty, electronics, health, etc. Shopee is an E-Commerce (buying and selling online) based on mobile applications, which is developing in Indonesia. As a marketplace, shopee faces some competitors. Based on reviews from the shopee application, both the experience of sellers and buyers do not always get satisfaction here there are also still many negative/unsatisfactory comments. This shopee application can also use shopeepay so that it can simplify the payment method.

METHODS

This research uses quantitative methods because the data obtained is statistical to test certain hypotheses. This is in line with what Winarni said (2018: 24) That quantitative research can be interpreted as a research method based on the philosophy of positivism used to examine certain populations or samples with data collection to be used in the form of research instruments and statistical quantitative data analysis to test hypotheses that have been set. Research is a data search activity, then collected and then analyzed to get new things that are not yet known. As stated by Sukmadinata (2017: 52) research is an inquiry, collecting data to measure, analyze, compare, find relationships, interpret, and interpret things that are not yet known.

The research will be carried out in the odd semester of 2021/2022, precisely in January-February 2022 at the University of Muhammadiyah Cirebon, with the subject of research being students of the University of Muhammadiyah Cirebon. In this study, the author used a questionnaire questionnaire. According to Sugiyono (2014: 230), the questionnaire is a data collection technique using researchers providing a list of questions or written statements to be answered by respondents. In this study, researchers distributed questionnaires online using social media. The measurement scale of this questionnaire is to use 4 Likert scales with scales of 1 (strongly disagree), 2 (disagree), 3 (agree), and 4 (strongly agree).

This study intends to examine the influence of E-Service Quality on Customer Satisfaction so that it can be stated that: E-Service Quality has a significant effect on Customer

Satisfaction (Tjiptono and Chandra 2016 and Tjiptono 2014). For more details, the following figure shows the conceptual framework of his research.

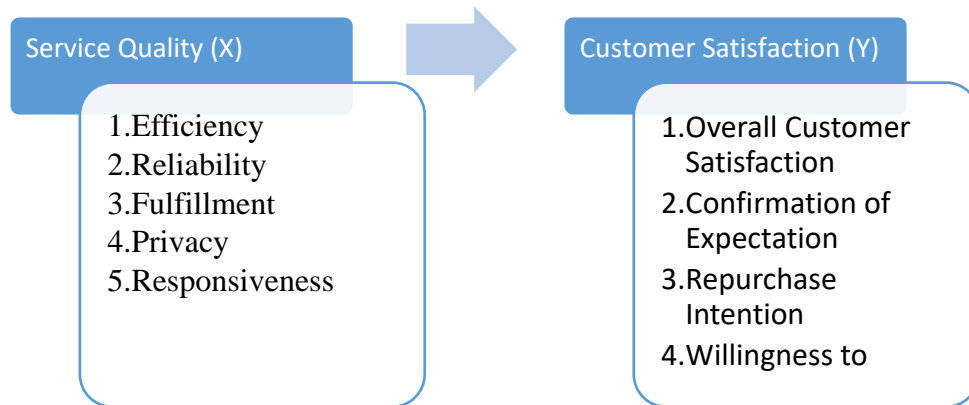


Figure 1, The conceptual framework of his research.

Hypothesis

Based on the theoretical foundation and frame of mind above, this study hypothesizes that E-Service Quality affects Customer Satisfaction.

RESULT AND DISCUSSION

The characteristics of respondents based on gender in this study were dominated by respondents with female gender, which was 29 people, and the characteristics of male respondents were as many as 11 people in UMC Management study program students. Of the total respondents who were sampled in this study, there were 40 00 students. The characteristics of respondents based on the semester in this study were dominated by respondents with Semester 3 as many as 26 students.

Table 1 Respondent Research Characteristic

No	Semester	Sum (person)	Presentation (%)
1	1	5	12,5%
2	3	26	65%
3	5	7	17,5%
4	7	2	5%
Sum		40	100%

In this study, the validity test conducted by researchers to determine the relevance of questionnaires that are a research measurement tool is feasible or not to be used in collecting data from respondents or students of the Management Study Program of the University of Muhammadiyah Cirebon. In testing the validity of the requirements of this instrument, researchers first distributed 40 questionnaire data to respondents, This is done to minimize the results of data validity from tests carried out on each independent variable E-Service Quality (X), and dependent variable, namely Customer Satisfaction (Y).

Table 2. Validity Test Instrumen Requirement Variabel E-Service Quality

Variabel	Nilai R hitung	Nilai R tabel	Nilai Sig	Keputusan
X1	.506	0.312	.001	VALID
X2	.769	0.312	.000	VALID
X3	.590	0.312	.000	VALID
X4	.527	0.312	.000	VALID
X5	.702	0.312	.000	VALID

X6	.527	0,312	.000	VALID
X7	.671	0,312	.000	VALID
X8	.446	0,312	.004	VALID

Table 3. Validity test Instrumen Requirement Variable Customer Satisfaction (Y)

Variabel	Nilai R hitung	Nilai R tabel	Nilai Sig	Keputusan
Y1	.600	0.312	.000	VALID
Y2	.801	0.312	.000	VALID
Y3	.772	0.312	.000	VALID
Y4	.763	0.312	.000	VALID
Y5	.726	0.312	.000	VALID
Y6	.816	0,312	.000	VALID

Reliability testing shows an understanding that the instrument can be trusted to be used as a data collection tool because the instrument is good, reliability testing is used the Cronbach alpha formula by consulting the alpha value or the interpretation value of the r value as in the previous chapter. Based on the results of the values obtained in each independent variable, namely E-Service Quality (X), and the dependent variable, namely Customer Satisfaction (Y) students of the Management Study Program of the University of Muhammadiyah Cirebon. The test was conducted using the help of the Statistical Program and Service Solution 26.0 series program.

**Table 4. Reliability test
The result of the Reliability Test**

Variable	Nilai Cronbach's Alpha	Keterangan
E-Service Quality (X)	0,743	Reliable
Customer Satisfaction (Y)	0.842	Reliable

The results of the reliability test on each variable, because Cronbach's Alpha value on the E-Service Quality (X) variable is 0.743 and the Customer Satisfaction (Y) variable is 0.842. It can be concluded that the data obtained by the entire instrument of questionnaire statements on each variable met the requirements of reliability of the instrument.

The data normality test is the main requirement that must be met in parametric analysis. With the use of parametric analysis as well as the comparative analysis of two averages, it is necessary to test the normality of the data first. This aims to find out whether the data is normally distributed or not. The normality of the data is important because, with a normal distribution, the data is considered to represent a population (Priyato, 2012).

Based on the results of the Normality Test, it is known that the significance value of E-Service Quality is 0.407 more than 0.05 and the significance value of Customer Satisfaction is 0.544 more than 0.05, it can be concluded that the residual value is normally distributed. And it has a Curve shaped like a bell.

The Regression Test results from the table below can explain the magnitude of the correlation or relationship value (R) which is 0.630. From this output, a determination coefficient (R Square) of 0.397 is obtained, which contains the understanding that the independent variable against the dependent variable is 39.7%

**Table 5. Regression Test
Variables Entered/Removed**

Model	Variables		Method
	Variables Entered	Removed	

1	servicequalityXb	Enter
---	------------------	-------

- a. Dependent Variable: customer
- b. All requested variables were entered.

Model Summary

Model	R	R Square	Adjusted Square	R Std. An error in the Estimate
1	.630a	.397	.382	2.024

- a. Predictors: (Constant), service quality

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	102.669	1	102.669	25.056	.000b
	Residual	155.706	38	4.098		
	Total	258.375	39			

- a. Dependent Variable: customer
- b. Predictors: (Constant), service quality

Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.128	3.013		1.702	.097
	service quality	.592	.118	.630	5.006	.000

- a. Dependent Variable: customer

Based on the results of this study, it was found that statistical calculations using the help of SPSS 26.0 software stated that E-Service Quality had a significant effect in a positive direction on Customer satisfaction. This means that research variables have a unidirectional influence on customer satisfaction. The higher the Customer Service variable, will cause increased Customer satisfaction. Based on the results of linear regression estimation, research variables have a partial or simultaneous effect on customer satisfaction. The relationship between the independent variable and the dependent variable is very strong, expressed through the value of the correlation coefficient (R) of 0.630.

Based research from Mega Della Prisanti, Imam Suyadi, and Zainul Arifin from Brawiaya University, Malang entitled "The Effect of E-Service Quality and E-Trust on E-Customer Satisfaction and Its Implications for E-Customer Loyalty" shows the results of research that E-Service Quality has a significant effect on Customer Satisfaction. A positive coefficient indicates a positive relationship, meaning that a higher value of e-service quality will result in a higher value of Customer Satisfaction.

Based on research from Adiza Alya Amira and Syahputra from Telkom University entitled "The Effect of E-Service Quality on Customer Satisfaction of the Shopee application"

shows the results that the data processing that has been carried out can be concluded that E-Service Quality affects Customer Satisfaction in the shopee application. This shows that the better the e-service quality of the shopee application, the higher the customer satisfaction will also be in the shopee application.

CONCLUSION

This research was conducted by distributing questionnaires for data collection. This questionnaire was distributed to Management Study Program Students of the University of Muhammadiyah Cirebon who used the shopee application. And obtained a sample of 40 students who had filled out the questionnaire.

1. E-Service Quality is included in the good category. This means that the e-service quality owned in the shopee application is in good condition.
2. Customer Satisfaction in the shopee application is good.
3. Based on the results of data processing, it has been concluded that e-service quality affects customer satisfaction in the shopee application. This shows that the better the e-service quality of the shopee application, the higher the customer satisfaction will also be in the shopee application.

REFERENCES

- Akbar, A. A., & Djatmiko, T. (2016). Pengaruh e-Service Quality terhadap E-Customer Satisfaction dan E-Customer Loyalty pada lazada. co. id. *eProceedings of Management*, 3(1).
- Berliana, M., & Zulestiana, D. A. (2020). Pengaruh E-Service Quality terhadap Customer Satisfaction dan Loyalty pada Pengguna Gopay di Indonesia. *REMIK: Riset dan E-Jurnal Manajemen Informatika Komputer*, 4(2), 14-21.
- Jonathan, H. (2013). Analisis Pengaruh E-Service Quality terhadap Customer Satisfaction yang Berdampak pada Customer Loyalty PT Bayu Buana Travel Tbk. *The Winners*, 14(2), 104-112.