

E-Servqual: How E-Servqual Can Influence E-Satisfaction in Shopee

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ABSTRACT

This study aims to identify the influence of e-servqual on e-satisfaction on Shopee app users. This research utilized descriptive research with a quantitative approach. The study used two variables, namely e-ServQuality and e-satisfaction. Data collection was obtained through online questionnaires (e-questionnaires) delivered to the students of Polytechnic Piksi Ganessa Department of Business Management who actively use Shopee application with the number of respondents of 243 from 546 total students. The study employed the purposive sampling technique. The data were analyzed using descriptive and simple linear regression analysis. The results showed that e-ServQual variables have simultaneous and significant effects on e-satisfaction. The F test result showed that it has a significant effect on the dependent variable, e-satisfaction.

Keywords: *e-servqual, e satisfaction, shopee.*

1. INTRODUCTION

Human life in today's digital age and the advancement of technology are inseparable from the internet's existence. The internet makes it easier for people to perform their daily routine, build networks and interact with others without any distance and time restrictions [1].

The rapid growth of e-commerce business led to the growing numbers of e-commerce-based companies, causing higher competition among the e-commerce industry players [2].

The growth of e-commerce in Indonesia marks the growing number of online businesses in the country. In 2019, there was an increase in online penetration in consumer electronics (26%), clothing, footwear, and accessories (15%), personal care (13%), household appliances and furnishings (21%), and groceries (0.40%). Bain & Company and Facebook 2020 research reported that the online shopping sector in Indonesia is predicted to grow 3.7-fold to US\$ 48.3 billion in 2025 compared to US\$13.1 billion in 2017 [3].

The growing phenomenon forces the industry's business players to provide the best quality online services (E-Service Quality) to please their customers. The e-service quality is defined as "the ability of a website to facilitate shopping, purchase, and delivery of products and services effectively and efficiently" [4].

In online business, acquiring customer loyalty is one of the right strategies to survive the competition by maintaining good relationships with consumers. According to reference [5] consumer loyalty is a customer's commitment to stay with a brand by repurchasing or re-subscribing selected products or services consistently in the future.

Customer loyalty can be established by providing satisfaction to consumers to stimulate customers' intention to repurchase products or services. The customers who are satisfied with the chosen product or service are more likely to repurchase the product or service [6].

Post-purchase satisfaction or dissatisfaction is determined by the consumer's evaluation of the gap between the customers' initial expectations and

perception of the products' actual performance after the product usage [7]. According to Crosby et al., consumer trust is defined as the perceived confidence that a product or service can be relied on to serve the customers' interests on a long-term basis.

Consumer satisfaction is a feeling of pleasure or disappointment of a person derived from a gap between his impression of the performance (or results) of a product and his expectations [8].

In reference [9], there is an important relationship between customer satisfaction and customer loyalty. This relationship will get stronger if customers have a high degree of satisfaction.

One of the favorite e-commerce applications is Shopee. The CEO of Shopee, Chris Feng, said that Shopee is one of the companies that take advantage of the e-commerce business opportunity, specifically in the mobile marketplace segment, through the mobile application by facilitating seamless online buying and selling activities through mobile devices. This social approach was chosen because Southeast Asia is an area where people are very active in social media. Even Indonesia is the most active country in social media. In Indonesia, the use of social media is not only for communication purposes but also expanded to buying and selling activities [10].

The CEO of Shopee, Chris Feng, said that Shopee's approach as an e-commerce app platform could also be seen from some excellent features such as chatting and bargaining. These features are designed to facilitate buying and selling activities in Shopee [11].

In the customer-centered industries or businesses, the quality of service inevitably becomes the only determining factor of the existence of the company or industry to survive in the industries or businesses that have very fierce competition, because if the quality of service is neglected, then as a consequence, the customers will move to the industry or other similar businesses that provide more satisfactory services and provide an excellent response to customers' complaints [8].

Based on the study conducted by reference [12], E-servqual significantly affects e-satisfaction in bukalapak consumers. E-servqual is affecting e-satisfaction by 78.2%, which indicates a powerful influence. From all the above explanations, the purpose of this study is to analyze the influence of e-service quality on the e-satisfaction of users on shopee's website.

Reference [9], in their book, stated that e-servqual dimensions are: (1) Efficiency, ease, and speed of accessing and using the site. (2) Fulfillment, the site's ability to fulfill the customers' orders by ensuring the availability of the items offered. (3) System availability, the technical functions of the site are operated

adequately to their intended purposes. (4) Privacy, the ability of the site to provide security and user information protection. (5) Responsiveness, sufficient complaint handling, and return policy. (6) Compensation, the extent to which the site compensates customers for any problem caused by the site. (7) Contact, the availability of assistance by phone or online representative.

According to reference [13], there are 5 (five) main dimensions that affect e-satisfaction: (1) Convenience, online shopping can save time and effort by making it easier to find merchants, goods, and reasonable offers (2) Merchandising, richer information (broader and higher quality) available online to produce better purchasing decisions and higher levels of e-satisfaction [13] (3) Site design, good website design is about the excellent content organization and easy search including an uncluttered display screen, simple search path, and brief presentation [13]. (4) Security, internet buyers emphasize credit card security as the primary consideration when deciding to buy goods online or not [13]. (5) Serviceability, general feedback on website design, competitive product prices, availability of products, condition of products, timely delivery, product return policy, customer support, an e-mail confirmation of customers' orders, and promotional activities are the factors that affect e-satisfaction.

E-service quality is defined as a general evaluation and consumer assessment based on the excellence and quality of services delivered in the virtual marketplace [14]. Meanwhile, satisfaction is an overall consumer evaluation of a product or service provider [15]. Satisfaction is treated as a mediator of the relationship between quality and loyalty [16] in [17].

Previous research reported that the better the e-service quality provided, the higher levels of satisfaction felt by consumers [15, 17-23]. It is caused by customer satisfaction as the result of the accumulated service experiences. Therefore, customers will rate their satisfaction level after experiencing the good or bad of a service provided [21].

2. METHODS

This research was conducted to analyze the relationship between e-service quality and e satisfaction of Shopee application users. This study's independent variable is e-service quality with efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact indicators. (Dependent) Variable e-satisfaction is variable e-satisfaction with several indicators: convenience, merchandising, site design, security, and serviceability.

Object/unit analysis in this research is the students of Polytechnic Piksi Ganesha in the business economy department who are also the consumers of shopee who

have made purchasing decision at least once through its platform.

The technique used in this research is the probability technique which is simple random with a sample of 243 respondents. Based on the screening results from 546 respondents, 203 respondents answered: "never made a transaction at Shopee at least twice". Thus, the respondent data taken is as much as 243 (546-203). Therefore, the overall data screening results in this study were 243 respondents whose response matched the research criteria, so that the number of samples for this study is 243 respondents.

Data collection techniques used were library research, field studies with questionnaires, and literature studies. While the data analysis techniques used were descriptive and verificative. Analysis of verificative data employed simple linear regression. Fig. 1. Research model are follow:

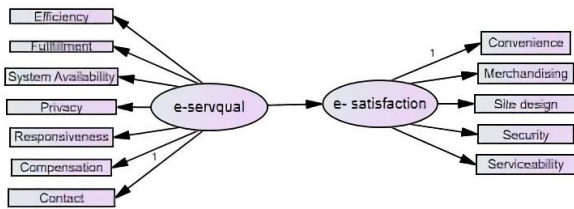


Figure 1. Research model

3. RESULTS AND DISCUSSION

From the results obtained from the questionnaires to 243 students of Polytechnic Piki Ganesha and calculated using SPSS 24, we obtained the value of:

Validity test

Tabel 1. result of validity test are follow:

Table 1. Validity Test Result

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.587 ^a	.344	.341	2.324

Predictors: (constant), e-service quality

Validity Test results showed the value of R > 0.5. Therefore, the variables were all valid. The coefficient correlations of all research instruments were recognized as valid so that the questions contained in the research questionnaire can be used for further research.

Reliability test

A reliability test is intended to determine the consistency of instrumentations used to measure certain concepts. Reliability is a condition for achieving the validity of a questionnaire with a specific purpose. In measuring the reliability of individual instruments, the

study used Alpha Cronbach Technique. If Cronbach's Alpha value is greater than 0.6, then the respondents' answer on the questionnaire as a measuring device is considered reliable. If Cronbach's Alpha is smaller than 0.6, then the respondents' answers on the questionnaire are considered unreliable [24]. This study's results showed a value of 0.735, which is greater than 0.6, then the answers from the respondents were reliable. Table 2. cronbach's alpha test result are follow:

Table 2. Cronbach's Alpha Test Result

Reliability Statistics	
Cronbach's Alpha	N of Items
.735	2

Simple linear regression test

Table 3. Coefficient result value are follow:

Table 3. Coefficient result value

Unstandardized Coefficients				
Model		B	Std. Error	Sig.
1	(constant)	5.583	1.293	.0000
	e-Service Quality	.514	.046	0.000

This table provides information about the regression equation and the effect of the e-Service Quality variable on e-Satisfaction. The regression equation (1) formula in this study is as follow:

$$Y = 5,583 + 0,514 = x \tag{1}$$

This study explained that every effort made by e-service quality of 0.514 would increase e satisfaction by 5.583 units.

F Test

Table 4. result anova value are follow:

Table 4. Anova Result Value

Model		Sum of Squares	Df	F	Sig.
1	Regression	682.917	1	126.419	.000b
	Residual	1301.882	241		
	Total	1984.798	242		

Two ways are used as references or guidelines to perform the F test. The first way compares the value (Sig) or the probability value of the output result of Anova, while the second way compares the calculated F value with the F value of the table.

Looking at the two mentioned ways, it can be concluded that:

- If the sig value < 0.05, then the hypothesis is accepted. It means e-Service Quality has a specific effect on e-Satisfaction.

The Sig. value is 0.000. The value indicates, with the basis of decision making on the F test, that e-Service Quality affects e-Satisfaction.

- If the sig value > 0.05, then the hypothesis is rejected. Therefore, e-Service Quality does not affect e- satisfaction.

SPSS output provides a Sig value of 0.000b (p<0.05), so it can be concluded that the hypothesis is acceptable, e-Service Quality affects e-Satisfaction.

Normality test

Table 5 result one sample Kolmogorov-Smirnov test are follow:

Table 5. One-Sample Kolmogorov-Smirnov Test Result

One-Sample Kolmogorov-Smirnov Test			
		e-Service Quality	e-satisfaction
N		243	243
Normal Parameters ^{a,b}	Mean	28.10	20.03
	Std. Deviation	3.267	2.864
Most Extreme Differences	Absolute	.109	.278
	Positive	.109	.278
	Negative	-.084	-.257
Test Statistic		.109	.278
Asymp. Sig. (2-tailed)		.000c	.000c

Test distribution is normal

Calculated form data

Liliefors significance correction

By using the Kolmogorov Smirnov test, the obtained result is 0.109. This value is greater than 0.05, so it means the data is normally distributed.

Multicollinearity test

Table 6 result multicollinearity test are follow:

Table 6. Multicollinearity Test Result

Model		Collinearity Statistics	
		Tolerance	VIF
1	(Constant)		
	e-Service Quality	1.000	1.000

From the calculation in the multicollinearity test result table, the independent variable indicates that the VIP value is 1,000 where the value is less than 10, so that it can be concluded that it is multicollinearity free.

Product moment correlation test

Table 7 result product moment correlation test are follow:

Tables 7. Product Moment Correlation Test Result

		e-Service Quality	e- satisfaction
e-Service Quality	Pearson Correlation	1	.587**
	Sig. (2-tailed)		.000
	N	243	243
e- satisfaction	Pearson Correlation	.587**	1

	Sig. (2-tailed)	.000	
N		243	243

** correlation is significant at the 0,10 level (2-tailed)

Based on the Product Moment Correlation test results, it generated a value of 0.587. It means there is a relationship between e-service quality and e-satisfaction with the medium level of relationship.

Coefficient determinant (R²)

To measure the level of influence of e-service quality on e-satisfaction, obtained from the square of correlation coefficient (R), the value of 0.344 was obtained. It means e-service quality affects e-satisfaction by 34.4%, while the other 65.6% is influenced by factors outside this study.

From the respondents' answers to e-service quality on the Shopee site, a correlation value of 0.344 was obtained. By looking at the value, the e-service quality on the shopee site was good. This research finding is supported by a previous research study by [12] that e-service quality is proven to affect online consumer satisfaction or e-satisfaction by 78.2%. In comparison, the remaining 11.8% is influenced by other factors that are not part of e-service quality.

The relationship between e-service quality and e-satisfaction is said to have a direct relationship. This can be seen from the coefficient of regression positive value, which is 5,583, meaning that if there is an increase of one value or number in the e-service quality, then there will be an increase in the variable e-satisfaction of 5,583. The result can be interpreted that if the e-service quality is getting better, thus the e-satisfaction of online users will also increase. On the contrary, if e-service quality is terrible, it will decrease the level of e-satisfaction of online users.

This research is also in line with research conducted by [25]. The research reported that the dimensions of the overall quality of e-service affect the level of customer satisfaction. The hypothesis testing results using the t-test also showed that e-service quality significantly affects e-satisfaction in Tokopedia users with a t-count of 24.396 and t-table value of 1.97769.

4. CONCLUSION

The implementation of e-Service quality in Shopee has been well implemented. This relationship was found to have a positive and significant influence. The relationship between e-service quality and e-satisfaction is at the medium level. If there is an increase in e-service quality, then a similar effect will be found on e-satisfaction on the shopee site. With a good e-service quality, it will contribute a significant influence on e-satisfaction users in Shopee.

Shopee needs to give back the opportunity to other authors to conduct research investigating the main

factors of e-satisfaction so that customers will continue to increase their spending on Shopee.

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