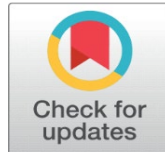


EFFECT OF E-SERVICE QUALITY AND TRUST ON E-SATISFACTION AND ITS IMPLICATIONS ON ONLINE PURCHASE DECISIONS (STUDY OF SHOPEE CUSTOMERS STIE GICI DEPOK-INDONESIA)

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ABSTRACT

This study aims to see the effect of e-service quality, trust on online buying decisions at Shopee through e-satisfaction. This study was conducted at STIE GICI Depok in the 2022/2023 academic year. This research used a quantitative approach by applying a purposive sampling technique in selecting a sample of Shopee users among STIE GICI Depok students. A total of 284 questionnaires were distributed with 176 samples needed in this study. The analytical method used in this study is by using path analysis (path analysis) and assisted by a smart PLS analysis tool. The research findings show that there is no effect of e-service quality on online purchasing decisions, besides that e-service quality also has no effect on e-satisfaction, then trust has a positive and significant effect on online purchasing decisions, then trust has a significant positive effect on e-satisfaction, there is a positive and significant effect of e-satisfaction on online purchasing decisions, for the indirect effect it shows that e-satisfaction cannot mediate between e-service quality on online purchasing decisions while trust has a positive but not significant effect on online purchasing decisions via e-satisfaction.

Keywords: E-Service Quality, Trust, E-Satisfaction, Online Purchasing Decisions

1. INTRODUCTION

In the modern era, like now, technological advances in the world are increasingly advanced and developing rapidly, if in the past the internet was a very rare thing, it could only be owned and accessed by certain circles, but things are different now, the development of the technology industry has changed humans into an era of digital technology, in other words, the internet has become a daily companion in various human activities. the development of the digital world also

certainly affects the economy, buying and selling transactions that have been carried out since the time of our ancestors were only carried out conventionally or face to face, another thing is that currently the shift and transition of conventional habits to the digital era is increasingly felt, many people prefer online transactions starting from shopping for all daily needs, all types of bill payments even in the world of work even though everything is completely online. in the last 3 years since the covid-19 pandemic where the government banned all forms of association and direct interaction to avoid the spread of the covid-19 virus, therefore we are all forced to switch to digital so that all forms of daily activities such as work, school shopping, etc. can continue, with such circumstances making the transition to digital even more real. The internet is mandatory, so internet users are increasing day by day. internet users are not only adults but also teenagers and even children who already use the internet just to play games or watch videos and cartoons via YouTube, this of course shows that the internet has been accessed by all people, both men and women. women ranging from children, adolescents to adults are no strangers to the internet. Some surveys show that the use of the Internet in the world is increasing day by day as well as in Indonesia. This is certainly a golden opportunity for online shopping businesses to compete in offering their products with a wide variety of products and prices so that they can attract consumers to shop online at their stores considering that currently, online shopping is very much in demand by Indonesian people, especially due to the pandemic. covid-19 for almost 3 years until now. Many people then turned online because of the Covid-19 pandemic, which even today (November 2022) has not been declared over by the government. Apart from being considered as providing convenience to the community in terms of time efficiency and mileage, online shopping can also provide peace of mind when shopping because buyers do not make contact with sellers or other consumers such as in markets or malls so fears of transmission of the Covid-19 virus can be minimized. That's why online shopping Through e-commerce, is becoming a trend and is of great interest to Indonesian people, both men and women, from teenagers to adults. but even though there are many conveniences offered, there are also many obstacles and problems that arise such as customer trust in online stores related to product quality, conformity of products with images, as well as the quality of online store services such as seller responses and regarding safe packaging of goods, not a few people consider this -This is related to online shopping on e-commerce. Usually, customers who have problems related to trust and service are customers who have made online shopping transactions but feel dissatisfied and disappointed with both the product and the quality of the service so to buy back there will be doubts about e-commerce. that's why the researcher raised the theme of trust and service quality in the marketplace.

2. LITERATURE REVIEWS

According to [Alonso-Dos-Santos et al. \(2017\)](#) defines e-service quality, defined as the extent to which the level of effectiveness and efficiency of the website allows shopping, purchasing, and delivery to customers. customers can transact with the availability of adequate system and internet network facilities, as well as guaranteed data confidentiality, if the information is available, the transaction will be smooth" [Juwaini et al. \(2022\)](#). According to [Agustina et al. \(2020\)](#) "in the context of online shopping, e-service quality is a component that plays an important role in determining the value felt by customers. according to [Alonso-Dos-Santos et al. \(2017\)](#)"e-satisfaction is customer satisfaction with previous purchasing experiences with certain e-commerce companies. if there are dissatisfied customers,

they are more likely to seek information about other alternatives and give up on a competitor's offer than satisfied customers, who are more likely to reject competitors' attempts to develop closer relationships with them. e-satisfaction is also influenced by online consumer expectations about information quality and perceived performance. [Ting et al. \(2016\)](#) "Customer satisfaction is very important for creating long-term relationships with clients and maintaining the profitability of online retailers. e-satisfaction is an important component in determining the success of online shopping. "Trust is an effort that must be made by vendors so that consumers can have confidence in the online shop so that consumers have no doubts about buying" [Kusnanto et al. \(2020\)](#). Furthermore, [Giao et al. \(2020\)](#) e-trust is also defined as "consumers' beliefs and expectations that electronic sellers are reliable and will faithfully carry out their obligations." According to [Putranto \(2022\)](#),15, "Customer trust is confidence, trust, and knowledge owned by consumers about an object or product related to its various attributes and benefits." [Taan \(2017\)](#), 7 argues that "the decision-making process is a buying process that goes through an end consumer starting from the emergence of a need to the feelings after making a purchase".

"Purchasing decision models have functions and benefits perceived by consumers as ease of use. So that marketplace manufacturers can influence consumer purchasing decisions by increasing the benefits and ease of use so that they can influence consumer purchasing decisions.

3. METHODOLOGY

This research is carried out in a vulnerable semester period in the 2022/2023 academic year, namely the time frame starting from December 2022 - June 2023. Then the location of this research is on the STIE GICI Depok campus. The object of this study is e-commerce, namely Shopee. The sampling technique in this study was to use a purposive sampling technique with a sample of 176 samples. The analysis of this study uses path analysis (path analysis) with the help of a smart PLS analysis tool. The hypothesis in this study is as follows:

- 1) H1: there is a positive influence between e-service quality on online purchasing decisions
- 2) H2: there is a positive influence between e-service quality on e-satisfaction
- 3) H3: there is a positive influence between trust and online purchasing decisions
- 4) H4: there is a positive effect between trust on e-satisfaction
- 5) H5: there is a positive influence between e-satisfaction on online purchasing decisions
- 6) H6: there is a positive influence between e-service quality on online purchasing decisions through e-satisfaction
- 7) H7: there is a positive influence between Trust on online purchasing decisions through e-satisfaction

4. FINDINGS AND DISCUSSION

1) Reliability Test

Table 1

Table 1 Cronbach's Alpha Dan Composite Reliability

	Cronbach's Alpha	Composite Reliability
ESQ	0.98	0.981
TR	0.933	0.943
KPO	0.954	0.96
ES	0.96	0.966

Source Results of PLS Data Processing (2023)

Based on Table 1, the value of Cronbach's alpha and Composite reliability > 0.70 for each variable is greater than 0.90, which means that all indicator instruments for each variable in this study are reliable.

2) Convergence Validity

Figure 1

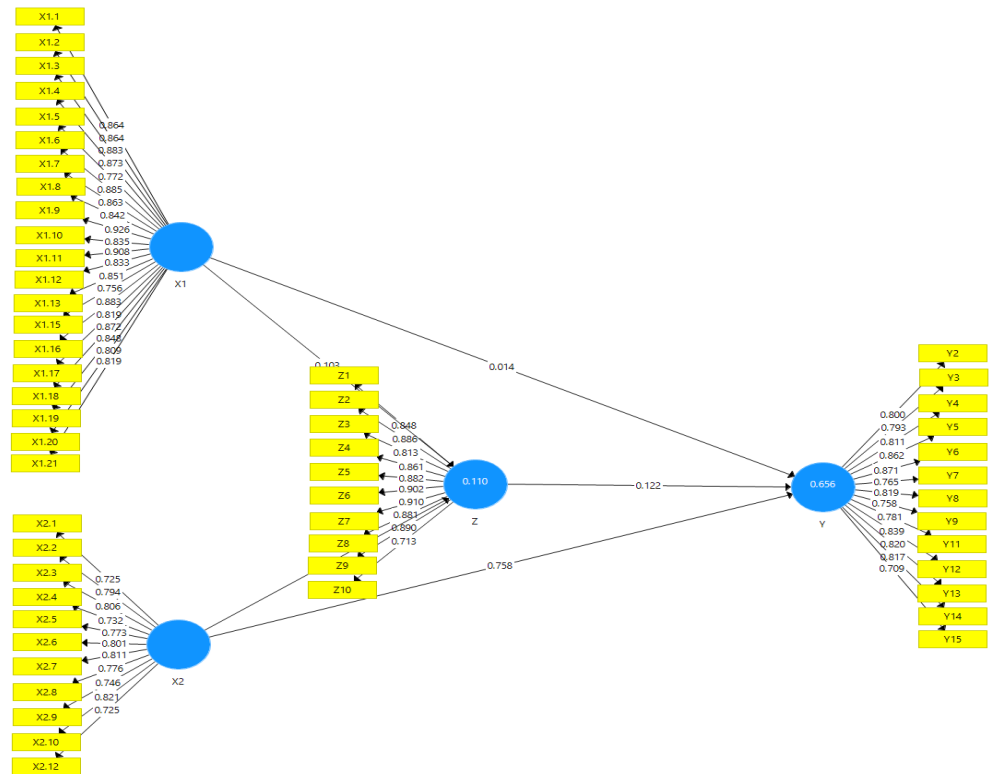


Figure 1 Outer Model PLS Path Diagram (After Drop Questionnaire Items)

Based on the path diagram above and the table above, it is known that all loading factor values are > 0.70 after dropping out or eliminating indicator questionnaire items with low values < 0.70, namely 1 item on the ESQ variable on the ESQ14 item, 1 item on the variable TR in item TR11, 2 items in the KPO variable,

namely KPO1 and KPO10 items, and 2 items in the ES variable, namely ES11 and 12 items.

3) The coefficient of determination

Table 2

Table 2 R-Square	
	R Square
KPO	0.656
ES	0.11

Source Results of PLS Data Processing (2023)

From [Table 2](#) above it can be seen that the R-Square value of the online purchase decision variable is 0.65 or 65.6%, which means that the effect of the e-service quality, trust, and e-satisfaction variables on the online purchase decision variable is included in the moderate category, namely of 0.65.6 or 65% while the remaining 0.344 or 34.4% is influenced by other variables outside this study. then the e-satisfaction variable is 0.110 or 11%, which means that the influence of e-service quality, trust, and online purchase decisions on e-satisfaction is included in the weak category, which is equal to 0.110 or 11% while the remaining 0.89 or 89% is influenced by variables other than this research model.

4) Test of the Direct Effect Hypothesis

Table 3

Table 3 Path Coefficients ((Direct Effect))					
	Original Sample (O)	T Statistics (O/STDEV)	T table	P Values	Description
ESQ -> KPO	0.014	0.307	1,65	0.759	Rejected
ESQ -> ES	0.103	1.234	1,65	0.218	Rejected
TR -> KPO	0.758	19.175	1,65	0	Accepted
TR -> ES	0.284	3.592	1,65	0	Accepted
ES -> KPO	0.122	2.351	1,65	0.019	Accepted

Source Results of PLS Data Processing (2023)

Based on [Table 3](#) above, the results of the direct effect hypothesis test will be described as follows:

In [Table 3](#) it can be seen that the parameter coefficient values in the original sample table obtained a value of 0.014 then the results of the path coefficients analysis showed that the t statistical value was obtained by $0.307 < 1.65$ and the value of the P value was $0.759 > 0.05$ so it can be concluded that the variable e-service quality does not affect online purchasing decisions. from the results of the hypothesis test, it can be said that the quality of electronic services provided by Shopee to STIE GICI Depok students cannot be a determinant of online purchasing decisions. Thus, the better the quality of electronic services provided by Shopee to STIE GICI Depok students, it cannot influence the online purchasing decisions of STIE GICI Depok students.

The coefficient value of the parameter in the original sample table obtained a value of 0.103 then the results of the path coefficients analysis showed that the t-statistic value obtained was $1.234 < 1.65$ and the value of the P value was $0.218 >$

0.05 so it can be concluded that the e-service quality variable does not affect e-satisfaction. from the results of the hypothesis test, it can be said that the quality of electronic services provided by Shopee to STIE GICI Depok students cannot be a determinant of e-satisfaction. Thus, the better quality of the electronic Shopee service for STIE GICI Depok students, cannot influence the e-satisfaction of STIE GICI Depok students.

Then the parameter coefficient value is 0.758 and the value is positive on the results of analysis then the results of the path coefficients analysis show that the value of the t statistic is $19.175 > 1.65$ and the value of the P value is $0.000 < 0.05$ so it can be concluded that the trust variable has a positive effect and significant to online purchasing decisions. from the results of the hypothesis test, it can be said that the trust or trust of STIE GICI Depok students towards Shopee is very high so it can be a determinant of online purchasing decisions. Thus, the higher the trust or trust of STIE GICI Depok students towards the Shopee, the higher the purchase decision at the Shopee so that trust can have a positive and significant impact on online purchasing decisions for students at STIE GICI Depok.

Then that the parameter coefficient value is 0.284 and the value is positive on the results of the analysis on results of the path coefficients analysis shows that the value of the t statistic is obtained at $3.592 > 1.65$ and the value of the P value is $0.000 < 0.05$ so it can be concluded that the trust variable has a significant effect on positive and significant to e-satisfaction. From the results of the hypothesis test, it can be said that the trust or trust of STIE GICI Depok students towards Shopee is very high so it can be a determinant of e-satisfaction. Thus, the higher the trust or trust of STIE GICI Depok students in the shop, the greater the satisfaction or e-satisfaction they feel after shopping at Shopee so that trust can have a positive and significant influence on satisfaction or e-satisfaction for STIE GICI Depok students.

The parameter coefficient value is 0.122 and the value is positive on the results of the analysis then on the results of the path coefficients analysis, it shows that the t statistic value is $2.351 > 1.65$ and the value of the P value is $0.019 < 0.05$ so it can be concluded that the e-satisfaction variable has a significant effect positive and significant directly to online purchasing decisions. From the results of the hypothesis test, it can be said that the higher the e-satisfaction level of STIE GICI Depok students towards the Shopee, the higher the purchasing decisions of STIE GICI Depok students at the Shopee so that e-satisfaction can be a determinant of online purchasing decisions at Shopee.

5) Test of the Indirect Effect Hypothesis

Table 4

Table 4 Specific Indirect Effects (the Indirect Effect)					
	Original Sample (O)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	T table	P Values
ESQ -> ES -> KPO	0.013	0.012	1.013	1,65	0.312
TR -> ES -> KPO	0.035	0.019	1.825	1,65	0.069

Source Results of PLS Data Processing (2023)

In Table 4 above it can be seen that the parameter coefficient value is 0.013 and the value is positive in the results of the analysis then in the results of the path coefficients analysis it shows that the value of the t statistic is $1.013 < 1.65$ and the value of the P value is $0.312 > 0.05$ so it can be concluded that there is no indirect

effect of the e-service quality variable on online purchasing decisions through e-satisfaction or in other words the e-satisfaction variable cannot mediate the e-service quality variable on online purchasing decisions. Then the parameter coefficient value is 0.035 and the value is positive than the results of the analysis then the results of the path coefficients analysis show that the statistical t value is $1.825 > 1.65$ and the value of the P value is $0.312 > 0.05$ so it can be concluded that there is a positive influence but not the trust variable is significant for online purchase decisions through e-satisfaction or in other words the e-satisfaction variable can mediate the trust variable for online purchase decisions.

5. CONCLUSION

Based on the data from the research results and the changes that have been described in the previous chapter, the following conclusions are outlined in this study, namely:

- 1) Based on the results of the hypothesis test (H1), which was explained in the previous chapter, it is concluded that there is no effect of e-service quality on online purchasing decisions. Thus, the better the quality of electronic services provided by Shopee to STIE GICI Depok students, it cannot have an impact on the online purchasing decisions of STIE GICI Depok students.
- 2) Based on the results of the hypothesis test (H2), which was explained in the previous chapter, it can be concluded that there is no effect of e-service quality on e-satisfaction. Thus, the better the quality of the electronic Shopee service for STIE GICI Depok students, it cannot have an effect on e-satisfaction for STIE GICI Depok students.
- 3) Based on the findings of the hypothesis test (H3) which was presented in the previous chapter, it can be concluded that trust has a positive and significant effect on the online purchasing decisions of STIE GICI Depok students. Thus, the higher the trust or trust of STIE GICI Depok students in the Shopee, the higher the purchase decision at the Shopee.
- 4) Based on the findings of the hypothesis test (H4) described in the previous chapter, it can be concluded that trust has a significant positive effect on e-satisfaction among STIE GICI Depok students. Thus, the higher the trust STIE GICI Depok students have for Shopee, the greater the e-satisfaction they feel after shopping at Shopee.
- 5) Based on the results of the hypothesis test (H5) which was explained in the previous chapter that there is a positive and significant effect of e-satisfaction on online purchasing decisions for STIE GICI Depok students, from the results of the hypothesis test it can be said that the higher the e-satisfaction level of STIE students GICI Depok towards the Shopee, the higher the purchase decision of STIE GICI Depok students at the Shopee.
- 6) Based on the results of the hypothesis test (H6), which was explained in the previous chapter, it can be seen that there is no effect of e-service quality on online purchasing decisions through e-satisfaction. It can be said that the better the quality of electronic services provided by Shopee to STIE GICI Depok students, they can influence online purchasing decisions through e-satisfaction of STIE GICI Depok students. This means that e-satisfaction cannot mediate between e-service quality and online purchasing decisions.
- 7) Based on the results of the hypothesis test (H7) described in the previous chapter, it can be concluded that trust has a positive but not significant effect

on online purchasing decisions through e-satisfaction. This means that e-satisfaction can mediate between trust and online purchasing decisions.

CONFLICT OF INTERESTS

None.

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