The Influence of E-Service Quality and E-WOM on Customer Satisfaction of Shopee Users (Study on Business Administration Students at Bali State Polytechnic)

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ABSTRACT: This study aims to determine the extent of the influence of e-service quality and e-WOM on customer satisfaction with the Shopee application. The population in this study is 92 students from the Business Administration Department at Bali State Polytechnic who use the Shopee application for shopping, especially for fashion items, with an unknown total number of users. The method used in this research is quantitative, with a Total Sampling technique. Hypothesis testing in this study employs statistical model analysis consisting of validity tests, reliability tests, classical assumption tests, multiple linear regression tests, T-tests, F-tests, and R^2 determination coefficients using SPSS22 software. The results show that there is an influence between the independent variables, namely e-service quality and e-WOM, on the dependent variable, customer satisfaction.

KEYWORDS: E-Service Quality; E-WOM; Customer Satisfaction

INTRODUCTION

The development of e-commerce has given rise to many marketplaces in Indonesia, one of which is Shopee. Shopee is one of the most popular e-commerce applications in Indonesia for online shopping. Therefore, the market offers more promotions and choices, contributing to customer satisfaction (Putri et al., 2021). On the Shopee application, customer satisfaction ratings are crucial for the store's rating on the marketplace or the application itself. Customer satisfaction relates to whether customers feel happy or disappointed by comparing the consumed service or product with their expectations. Customer satisfaction is measured behaviorally by asking whether customers will shop or use the company's services again (Tjiptono, 2014). One factor that can influence customer satisfaction is e-service quality. According to Damayanti and Putro (2022), electronic service quality refers to the extent to which a website facilitates effective and efficient public services. Even though e-service quality is important, Electronic Word of Mouth (e-WOM) also functions as an efficient and effective marketing communication channel, without neglecting e-service quality. This is due to its wide reach, quick information dissemination, and affordable cost (Arie, 2022).

This research is motivated by two main factors. First, with the advancement of digital technology, e-commerce platforms like Shopee have become a primary choice for Indonesians to shop online. Second, students, as a significant user segment, have unique shopping patterns influenced by factors such as e-service quality and the influence of other users' reviews or recommendations (e-WOM). However, despite many studies on factors affecting customer satisfaction in the e-commerce industry, no specific study focuses on Shopee users among Business Administration students at Bali State Polytechnic. Therefore, this research aims to fill this gap by exploring the influence of e-service quality and e-WOM on customer satisfaction in this context. Based on the description above, the research is titled: "THE INFLUENCE OF
E-SERVICE QUALITY AND E-WOM ON CUSTOMER SATISFACTION OF SHOPEE
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LITERATURE REVIEW

E-service quality is a broader form of service quality through the internet, connecting sellers and buyers to facilitate effective and efficient shopping activities (Saragih, 2019). E-service quality is used by consumers to assess the quality of the site, including the experience during interaction and the service after the interaction, covering core service quality and recovery service quality (F. H. Lee & Wann-Yih, 2011). Service quality is an evaluation based on the received service performance and the comparison between the received performance and the consumer's expectations. This evaluation also depends on the customer's feelings or memories (Rahmalia & Chan, 2019).

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According to Zeithaml et al. (2002), based on three stages of using exploratory focus groups and two stages of data collection and empirical analysis, seven dimensions (efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact) form the "care online service" and "recovery online service" scales. Four main dimensions (efficiency, reliability, fulfillment, and privacy) are the core e-service quality scale used to measure customers' perceptions of the quality of services provided by online retailers. These dimensions include criteria used by customers to evaluate routine online services when they do not encounter problems with a particular site. Meanwhile, the other three dimensions (responsiveness, compensation, and contact) are recovery e-service quality scales, only playing a significant role when online customers experience problems or have questions they want to be resolved.

E-WOM is the activity of disseminating information informally from mouth to mouth through the internet or web online. When information is exchanged through e-WOM, consumers will evaluate the product. The main characteristic of e-WOM is that the information source is independent. Reviews and ratings are part of e-WOM, which are direct opinions and assessments from individuals or consumers. Goldsmith and Horowitz in Chen, Nguyen, Klaus, & Wu (2015, 6) found eight main reasons consumers rely on e-WOM in making purchasing decisions:

a. To reduce risk
b. Because others use it
c. To identify lower prices
d. To obtain information easily
e. Accidentally (unplanned)
f. Because it's "cool"
g. Stimulated by offline input like television
h. To get pre-purchase information

Customer satisfaction is described as the entire consumer experience from information retrieval through purchase, payment, receipt, and service (Singh, 2019). Customer satisfaction is the main result of practices and holds the most important position in theory and application, where customers will assess their experience and expectations from the services they receive to obtain a fair experience. Satisfaction can come from the perceived quality or value obtained (Rahmalia & Chan, 2019). Satisfaction encompasses emotional states, post-purchase reactions that can be anger, excitement, and pleasure, annoyance, dissatisfaction, or neutrality (Lovelock & Wright, 2007).

The conceptual framework according to the variables studied and their indicators can be reinforced to present research problems clearly and testably (Sugiyono, 2012).
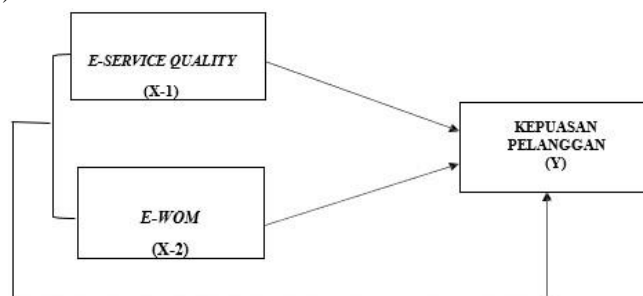

Figure 1. conceptual framework

RESEARCH METHOD

This study targets 92 active Business Administration students as research objects. There are three variables in this study, two independent variables and one dependent variable. The independent variables are E-Service Quality (X1) and E-WOM (X2), while the dependent variable is Customer Satisfaction (Y). Data analysis techniques used to test hypotheses in this study are multiple linear regression analysis. The validity and reliability tests in this study use the SPSS program with the following criteria:

- If the calculated r > r table, the statement is valid.

- If the calculated r < r table, the statement is not valid.

To test the reliability of the instruments, the Cronbach alpha technique is used. This method is measured based on the Cronbach alpha scale from 0 to 1. If the scale is grouped into five classes with the same range, the alpha reliability measure can be interpreted as follows:

- Cronbach alpha value 0.00 to 0.20 means very unreliable

- Cronbach alpha value 0.21 to 0.40 means unreliable

- Cronbach alpha value 0.42 to 0.60 means quite reliable

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- Cronbach alpha value 0.61 to 0.80 means reliable
- Cronbach alpha value 0.81 to 1.00 means very reliable

Reliability testing aims to determine the level of consistency of the instruments measured. Reliability is a prerequisite for a questionnaire to be considered valid.

Before analyzing the data, the regression model must meet classical assumption requirements, which include:
1. Normality Test
2. Multicollinearity Test
3. Heteroscedasticity Test

RESULTS AND DISCUSSION

E-Service Quality (X1)

E-service quality is assessed by consumers for the quality of the site, including the experience during interaction and the service after interaction. Respondent responses to the e-service quality variable are categorized as follows:

No	Pernyataan	Rekapitulasi Perhitungan Data Angket				
		SS	S	N	KS	STS
1.	1	40	24	1	4	23
2.	2	39	26	2	16	9
3.	3	22	4	13	27	26
4.	4	11	8	23	36	14
5.	5	8	5	19	39	21
6.	6	8	0	18	43	23
7.	7	0	2	25	39	26
8.	8	1	3	16	36	36
	Skor	129	72	117	240	178
	Total Skor X Poin(5,4,3,2,1)	645	288	351	480	178
	Hasil : Skor Ideal X 100%	1.942:3.680X100%				
	Perolehan Persentase	53%				
	Kategori	Cukup Baik				

Based on the descriptive statistics table for E-service quality, respondent responses to various questionnaire statements show variations in their assessments. The total responses for each category are as follows: 129 responses for Strongly Agree (SS), 72 responses for Agree (S), 117 responses for Neutral (N), 240 responses for Disagree (KS), and 178 responses for Strongly Disagree (STS). The total score obtained from multiplying the number of responses by the points of each category is 645 for SS, 288 for S, 351 for N, 480 for KS, and 178 for STS. The calculation results show that the total score obtained is 1,942 from an ideal score of 3,680. Thus, the percentage obtained is 53%. Based on this percentage, the electronic service quality (E-service quality) is rated as "Fairly Good" by the respondents.

1. E-WOM (X2)

Electronic word of mouth (E-WOM) is defined as a communication medium for sharing information about a product or service consumed by consumers who have consumed it, conducted through the internet

No	Pernyataan	Rekapitulasi Perhitungan Data Angket				
		SS	S	N	KS	STS
1.	1	4	1	18	40	29
2.	2	48	31	4	8	1
3.	3	14	6	19	27	26
4.	4	0	0	25	41	26
	Skor	66	38	66	116	82
	Total Skor X Poin(5,4,3,2,1)	330	152	198	232	82
	Hasil : Skor Ideal X 100%	994:1.840X100%				
	Perolehan Persentase	54%				
	Kategori	Cukup Baik				

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The electronic word of mouth variable (X2) is described by 9 statement items. Respondent responses to the electronic word of mouth (E-WOM) variable are categorized as follows: Based on the descriptive statistics table for e-WOM, respondent responses to various questionnaire statements show variations in their assessments. The total responses for each category are as follows: 215 responses for Strongly Agree (SS), 104 responses for Agree (S), 176 responses for Neutral (N), 232 responses for Disagree (KS), and 159 responses for Strongly Disagree (STS). The total score obtained from multiplying the number of responses by the points of each category is 1,075 for SS, 416 for S, 528 for N, 464 for KS, and 159 for STS. The calculation results show that the total score obtained is 2,642 from an ideal score of 4,140. Thus, the percentage obtained is 64%. Based on this percentage, electronic word of mouth (EWOM) is rated as "Good" by the respondents.

2. Customer Satisfaction (Y)

Customer satisfaction is the main result of practices and holds the most important position in theory and application, where customers will assess their experience and expectations from the services they receive to obtain a fair experience. Satisfaction encompasses emotional states, post-purchase reactions that can be anger, excitement, and pleasure, annoyance, dissatisfaction, or neutrality (Lovelock & Wright, 2007). The customer satisfaction variable is described by 12 statement items. Respondent responses to the customer satisfaction variable are categorized as follows:

No	Pernyataan	Rekapitulasi Perhitungan Data Angket				
		SS	S	N	KS	STS
1.	1	0	0	22	41	29
2.	2	24	0	5	34	29
3.	3	24	24	10	24	10
4.	4	0	0	29	40	23
5.	5	0	0	6	44	42
6.	6	0	2	41	14	35
Skor		48	24	113	197	168
Total Skor X Poin(5,4,3,2,1)		240	96	339	394	168
Hasil : Skor Ideal X 100%		1.237:2.760X100%				
Perolehan Persentase		45%				
Kategori		Cukup Baik				

Based on the descriptive statistics table for customer satisfaction, respondent responses to various questionnaire statements show variations in their assessments. The total responses for each category are as follows: 202 responses for Strongly Agree (SS), 108 responses for Agree (S), 162 responses for Neutral (N), 239 responses for Disagree (KS), and 112 responses for Strongly Disagree (STS). The total score obtained from multiplying the number of responses by the points of each category is 1,010 for SS, 432 for S, 486 for N, 478 for KS, and 112 for STS. The calculation results show that the total score obtained is 2,518 from an ideal score of 4,680. Thus, the percentage obtained is 54%. Based on this percentage, customer satisfaction is rated as "Fairly Good" by the respondents.

CONCLUSIONS

Based on the data analysis conducted, the following conclusions can be drawn:

1. E-service quality positively influences customer satisfaction. Better e-service quality leads to higher customer satisfaction among Shopee users, as evidenced by the descriptive statistics and hypothesis testing results.

2. E-WOM has a significant positive impact on customer satisfaction. Effective e-WOM, characterized by positive reviews and recommendations, enhances customer satisfaction levels. 3. The combined effect of e-service quality and e-WOM significantly contributes to customer satisfaction. Both factors jointly improve the overall shopping experience for Shopee users, leading to higher satisfaction rates.

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