

The Effect of E-Service Quality on E-Satisfaction: Case Study of Lazada Users in Pekanbaru, Indonesia

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Abstract

This study aims to determine the effect of the influence of service quality consisting of Efficiency, Reability, Fulfilment, Privation, Responsibility to E-Costumer satisfaction in Pekanbaru. This research is a survey research using a questionnaire as an instrument. The population used in this study is lazada users in Pekanbaru. using a purposive sampling method, which is a sample selection technique where an individual chooses a sample based on a personal assessment of some appropriate characteristics of the sample members. Test the validity of the instrument using SPSS software, the analysis technique used is regression analysis.

Keywords: e-commerce, business administration, online business

1. Introduction

1.1 Background

Lazada offers a wide range of goods for men and women that can adapt to the lifestyle in Indonesia, the interesting thing about Lazada is that it offers items that are trendy at the moment so that the products offered by Lazada continue to follow the lifestyle needs of more modern men and women. Based on the official Lazada website which can be accessed on the www.lazada.co.id domain, on this site there are several features that can be utilized by users or website visitors such as the search column to make it easier for consumers to find the desired item quickly,

choice of categories such as clothing, gadgets, accessories, beauty, to home and health equipment. The main service of this Shopee website is online buying and selling activities carried out by Lazada users

1.2 Problem Identification

Nowadays society, both workers and students, will not be separated from information and communication technology (Priharti, et al., 2020). Information technology is a form that describes every technology and information that helps produce, manipulate, store, communicate (Pradana & Novitasari, 2017). The existence of information and communication technology can make it easier for people to carry out daily activities such as shopping and choosing the right information. Currently, there are many actors who are trying to compete and develop business through electronic media Dewi & Mohaidin, 2016).

The current business development through the internet media continues to increase day by day, in line with the increasing internet users in the world, especially in Indonesia. It is undeniable that many people try to develop businesses with online electronic media. The development of an online shop among everyone opens business opportunities in any field of product offered through online marketing which is in great demand by students as consumers. Making it easier for people to shop through an online shop.

One form of e-business that is best known to the public is online trading activities or better known as electronic commerce or e-commerce. E-commerce is business activities between consumers, manufactures, service providers and intermediaries using computer networks, namely the internet. In Indonesia, there are already many e-commerce sites that offer products, both goods and services.

According to the research data by We Are Social and Hootsuite, it is known that in January 2018, Indonesia itself explains that internet users have developed rapidly, having a total of 265.4 million people with 56% urbanization. In Indonesia alone, it is explained that the number of internet users in the country reaches 132 million people. This number shows that 50 percent of the population in Indonesia has been able to access the internet (Teknoia, 2018).

2. Theoretical Ground

According to Fandy Tjiptono (2016: 284), there are five dominant elements or dimensions in determining service quality that can be used as a measurement tool, the five dominant factors include tangible, empathy, responsiveness, reliability, assurance. According to Tjiptono (Kusumasitta 2014: 163), quality has a close relationship with customer satisfaction, quality provides an impetus for customers to forge a strong relationship with the company. If, customer expectations are low, even if the quality is good. A marketing company that provides good service that is to keep customers satisfied

According to Tjiptono and Chandra (2016: 204), they argue that consumer satisfaction is the level of a person's feelings after comparing the work (results) he feels compared to his expectations. According to (Nia Rohmatin Nikmah, 2016: 11), customer satisfaction is divided into three elements, namely satisfaction as fulfillment, satisfaction as pleasure and satisfaction as ambivalence

The influence of service quality is very much needed by a company, namely good service quality and responsiveness to problems shared by customers so that customers will be happy and provide benefits to the company or by providing high loyalty to the company.

Based on the description of this framework, the authors formulate a framework for research on the effect of service quality which consists of efficiency, reliability, fulfillment, privation, and responsiveness to E-Customer satisfaction (Pradana et al., 2020). An overview of the research framework can be seen in figure below.

3. Methodology

This research uses quantitative research. According to Sugiyono (2012), this method is defined as the relationship between one variable and another that has different patterns. The approach used in this research is a quantitative approach, where according to Martono (2012), quantitative research is a study that is carried out by collecting data in the form of numbers then processed and analyzed to obtain scientific information behind these numbers.

The independent variable is the variable that causes the dependent variable to occur (Umar, 2014: 48). The variables whose value is influenced or the dependent variable in this study are the five dimensions contained in E-service quality, namely Efficiency (X1), Reliability (X2), Fulfilment (X3), Privacy (X4), Responsiveness (X5), Compensation (X6), Contact (X7).

In quantitative research, researchers use instruments to collect data. Instruments can be expressed in numerical form, so they will be more accurate, efficient, and communicative. The scale used in the measurement design of this study is the Likert scale. The Likert scale is used to measure the attitudes, opinions and perceptions of a person or group of people about social phenomena, hereinafter referred to as research variables. The variable to be measured is translated into a variable indicator. Then these indicators are used as a starting point for arranging instrument items in the form of statements or questions (Sugiyono 2013: 168).

3.1 Population and Sample

According to Sugiyono (2012), population is a generalization area consisting of objects or subjects that have certain quantities and characteristics that are determined by researchers to be studied and then draw conclusions. Population is not just a person or just the number of objects or subjects studied, but includes all the characteristics or properties it has.

Based on the sample count results, the figure is 96.04 for the minimum number of samples, but the authors rounded it up to 100 respondents to reduce questionnaire filling errors.

Given the number of people in Pekanbaru city who have purchased and provided reviews on Lazada e-commerce, the number is not known with certainty, so to determine the number of samples used.

To simplify the calculation, the researcher rounded off the number, so the sample taken by the researcher was 100 people. To get 100 respondents, the researcher distributed a questionnaire containing statements according to the research topic using google form. Where to get the right target respondents as desired, the researcher has also prepared screening questions in the google form questionnaire so that the distribution can give the right results..

4. Result and Discussion

The t test is used in this study to determine the level of significance of the effect of each independent variable on the dependent variable. The hypothesis used in this study are:

H1: $\beta \neq 0$ E-Service Quality has a significant effect on E-satisfaction.

Testing criteria:

Reject H0 if, $t_{count} > t_{table}$ or reject H0 if, $p\text{-value} < \alpha$. $\alpha = 0.05$

By using the IBM SPSS 25 application program, the following output is obtained:

Table 1: T-Test Result

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	6.768	7.814		.866	.389

1	Service E-quality	.367	.114	.309	3.214	.002
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Based on the results of the data in Table 4.4, the t-value for X is 3,214> from the t-table which is 1.984 and the significance is 0.002, which means that it is less than 0.05. From the data above it can be concluded that:

For X, the t-count value of 3,214 is greater than the t-table of 1.984, it is also obtained that the p-value> α (0.05) is 0.002 <0.05, it can be concluded that H0 is rejected and H1 is accepted. This means that it can be concluded that E-Quality Service (X) affects E-Satisfaction (Y).

4.1 Simultaneous Testing (Test F)

The f test is used in this study to determine all independent variables or independent variables included in the model have a joint influence on the dependent variable or dependent variable. The hypothesis used in this research is:

H0: $\beta = 0$ E-Quality Service simultaneously does not have a significant effect on E-Satisfaction

H1: $\beta \neq 0$ E-Quality Service simultaneously has a significant influence on E-Satisfaction

Decision Making Criteria:

- H0 is rejected if $F < 0.05$ or $F \text{ count} > F \text{ table}$
- H0 is unsuccessfully rejected if $F > 0.05$ or $F \text{ count} < F \text{ table}$ Ftable value is obtained from:

df_1 (numerator) = number of independent variables df_2 (denominator) = $n - k - 1$

By using the IBM SPSS 25 application program, the following output is obtained:

Table 2: F-Test

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	593.202	1	593.202	10.327	.002 ^b
1 Residual	5629.038	98	57.439		
Total	6222.240	99			

Based on the results of the data in Table 4.5, then:

It can be concluded that $F < 0.05$ or $0.002 < 0.05$ and $f \text{ count } 10.327$ is greater than $f \text{ table } 3.94$, which means that H0 is rejected and H1 is accepted. This means that Service Quality simultaneously has a significant effect on E-satisfaction.

4.2 Coefficient of Determination

The coefficient of determination is used to see the percentage of influence that E-Service Quality has on

E-satisfaction using the formula $KD = r^2 \times 100\%$ is obtained as follows:

Table 3: Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.309 ^a	.095	.086	7.57886

Based on the table above shows that the effect of the E-Satisfaction variable is 0.95, which means that the result indicates that 95% of the E-Satisfaction variable can be explained by the Service Quality variable. While the remaining 5% is affected by other variables.

4.3 Discussion

E-service quality is the ability of a service to deliver functional performance when shopping, purchasing, and delivery to customers via electronic media. Service quality (service quality) has a significant contribution in creating differentiation, positioning, and strategies to compete for each organization, whether manufacturers or service providers. Service quality or service quality is the total experience that only consumers can evaluate. service quality or service quality is the level of excellence expected and control over this level of excellence to meet consumer desires.

E-satisfaction is a psychological state that is generated when a user is satisfied that he is no longer looking for alternatives to the game he is currently using. When the user is not satisfied, he will look for other alternatives and will be an opportunity for competitors to take advantage of the situation. consumer satisfaction is the level of a person's feelings after comparing the work (results) he feels compared to his expectations. Customer satisfaction is a person's feeling of being happy or disappointed that results from comparing a product or service's perceived performance in accordance with expectations. Based on the theory of the experts above, it can be concluded that customer satisfaction is the feeling of a customer that is generated because it has been received when getting a value given from the company either in goods or services, a sense of satisfaction will arise in the customer when it meets the expectations thought by the consumer.

4.4 Hypothesis Testing

The hypothesis is a temporary answer to the formulation of a problem in research and the truth of a hypothesis is proven by the data that has been collected (Sugiyono, 2014). In conducting hypothesis testing, it is necessary to compare the t-statistic value (t_o) with the t-table value (t_α). Based on the results of hypothesis testing and the coefficient of determination by the researcher as described above, the answers to the problems in this study can be explained as follows:

a. Effect of E-Service Quality Variables on E-Satisfaction

E-Service Quality has a significant influence on Satisfaction. The t-value for X is $3,214 >$ from the t-table which is 1.984 and the significance is 0.002, which means it is less than 0.05.

Hypothesis test t_{count} is 3,214 while t_{table} for $n = 100$ ($df = nk$) with a significance of 5% is 1.984 which means that $t_{count} >$ t_{table} with a significance value of $0.002 < 0.05$, it can be proven that the E-Service Quality variable has a significant effect on E-Satisfaction (Y). This happens because E-Service Quality in services can affect the results of customer satisfaction. This research is supported by previous research that is in line with the one researched by Amin Muslims (2016) which states that E-quality has a positive and significant effect. In addition, Djatmiko's research (2016) states that E-quality has a positive and significant effect on E-satisfaction.

b. The Relationship between E-Service Quality and E-Satisfaction Variables

The relationship between E-Service Quality and E-satisfaction has a unidirectional relationship, it can be seen that the regression coefficient value is positive, which is 0.96, which means that if there is an addition of one value or number in the E-Service Quality (X) variable it will be there is an increase in the variable of 0.96. This means that if e-service quality is getting better, e-satisfaction will increase, and vice versa, if e-service quality is bad, it will reduce the level of e-satisfaction of online users. This research is also supported by previous research which is in line with Tobagus Anita (2017) which states that E-service Quality with e-satisfaction has a unidirectional relationship, besides that research conducted by Ting et al (2016) states that it is significant and unidirectional e-satisfaction with online shoppers.

5 Conclusion

Based on the results of the research and discussion previously described, the authors can draw the following conclusions:

- a. Among the seven dimensions of e-service quality, the contact dimension is the most dominant dimension and among the four dimensions of e-satisfaction, the dimension of service ability is the most dominant dimension. In this case, Lazada prioritizes service abilities and transaction convenience for its users.
- b. E-service quality affects e-satisfaction of users on the Lazada site. This relationship was found to have a positive and significant effect.
- c. The relationship between e-service quality and e-satisfaction has a unidirectional relationship. If there is an increase in e-service quality there will be an increase in e-user satisfaction at Lazada.
- d. With the existence of good e-service quality, it will have a significant effect on e-satisfaction of Lazada site users.

Based on the research results and conclusions that have been put forward, the suggestions in this study are as follows:

- a. Being in this research category, lazada is expected to improve and improve the quality and quantity of the system by minimizing the occurrence of system errors during the transaction process.
- b. It is hoped that the Lazada site can improve the compensation system for errors in shipping and sales during the transaction process.
- c. It is related to the already high category, but it needs to be improved again regarding the quality of the website, in terms of loading pages, merchandising and also responses to complaints or problems to make it better and more able to satisfy users of the Lazada site.

Based on the research that has been done, researchers provide suggestions for further researchers, namely as follows:

- a. The next researcher can focus on research using a questionnaire, in further research can use the interview method with respondents so that the information obtained can be more detailed and in-depth.
- b. Because this research uses only one independent variable, it is hoped that it can conduct research with other variables to add research variables related to e-satisfaction and e-service quality to make it more developed and varied.

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