

The Effect of E-Service Quality on E-Customer Satisfaction and E-Customer Loyalty in ShopeeFood Services in DKI Jakarta

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ABSTRACT

ShopeeFood is an online food delivery service feature that provides online food and beverage buying and selling transactions. With the online food delivery feature, it might facilitate that people to buy food quickly and easily without having to travel far. This certainly affects how much e-service quality is provided by ShopeeFood for e-customer satisfaction and e-customer loyalty by using OFD (online food delivery) at ShopeeFood. This study is a quantitative and descriptive research with nonprobability using purposive sampling. Data processing on these findings was carried out using the SPSS version 27 software application. It was found that the level of e-customer satisfaction can be positively and significantly influenced by e-service quality. In addition, e-service quality can also have a positive and significant effect on e-customer loyalty in ShopeeFood services.

Keywords: E-Service Quality, E-Customer Satisfaction, E-Customer Loyalty

INTRODUCTION

After the COVID-19 phenomenon, the use of e-commerce has increased. In Indonesia alone, especially the DKI Jakarta area has the highest number of commercial businesses affected by the COVID-19 outbreak, according to data published by the Central Bureau of Statistics (2020).

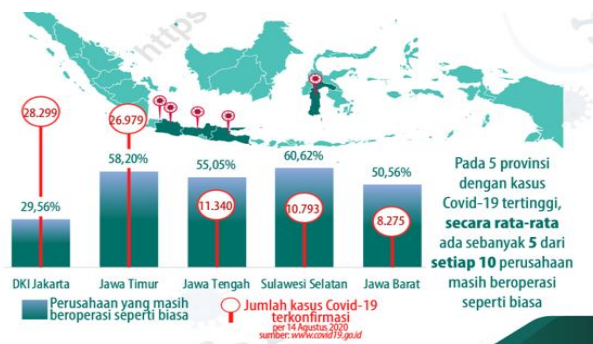


Figure 1. Indonesian Regions Affected by COVID-19

Source : Badan Pusat Statistik (BPS) (2020)

Figure 1. shows that with the COVID-19 pandemic, the DKI Jakarta area has the lowest percentage of businesses operating normally, at 29.56% and as of 18 February 2022, has the largest proportion of covid cases in Indonesia out of other regions with a total of 1,095. 354 cases. The COVID-19 pandemic requires everyone to limit mobilization outside the home for both work and shopping, which has forced business warriors to switch from offline (direct) methods to online (e-commerce).

ShopeeFood launched its first operations in the DKI Jakarta area in early 2021. Since Jakarta is the center of Indonesian activity, ShopeeFood targets residents of DKI Jakarta. However, in 2021–2022, due to the COVID-19 pandemic, the DKI Jakarta area began to experience restrictions on its ability to do business (Catriana, 2021). This caused the local government to immediately carry out social restrictions with regard to its goal, namely to anticipate the continued spread of the COVID-19 virus. This of course has a big impact on behavior and also the surrounding economic situation.

With the increasing use of the internet among the public and increasing cases of Covid in DKI Jakarta, this has had a major impact on the limitations of the community to purchase food directly. Service is any activity that can be provided by one party to another party concerned which is intangible in nature or does not have a clear physical form and also does not have an ownership interest (Tjiptono, 2019). So with the online food delivery feature it can make it easier for people to buy food quickly and instantly without having to travel first. This of course affects how much the quality of service provided by ShopeeFood is for customer satisfaction and also customer loyalty by using OFD (online food delivery) on the ShopeeFood platform . Therefore, this study seeks to explore the level of influence of e-service quality offered by ShopeeFood to users of online food delivery services and how it affects e-customer satisfaction and e-customer loyalty in the online food delivery service ShopeeFood as a whole.

E-Service Quality

E-Service Quality (ES-QUAL) is known to determine the extent to which a website is able to provide facilities for making purchases and sending shopping both efficiently and effectively. (Zeithaml, Bitner, & Gremler, 2018). Electronic quality service or online -based service quality is a key to determining the success or failure of an electronic commerce where e-service quality has a purpose as an e-commerce site can always help and facilitate online ordering, shopping and delivery . One of the goals of this e-service quality is to be able to do an effective job and also save time (Puriwat & Tripopsakul, 2017).

E-Customer Satisfaction

E-customer satisfaction is a feeling that customers get in the form of a sense of satisfaction or dissatisfaction that appears when they make a comparison of the services provided from the expected services of a product or service online (Raza, Umer, Qureshi, & Dahri, 2020, pp. 1443-1466). Satisfaction can be said as something where the situation with one's expectations can be fulfilled properly. A product is considered to be able to satisfy customers if their needs or desires are fulfilled through the product. The product can meet the needs or desires expected by the customer (Fahrozi, 2022).

E-Customer Loyalty

Referring to Kartono and Halilah (2019), e-customer loyalty is the interest possessed by users to visit websites again. This can also be interpreted as an interest experienced by consumers to companies where this interest can have the potential for consumers to make repeated purchases. Consumer loyalty is the main key in increasing the level of market competitiveness and competitive advantage in the market on an ongoing basis, this can be triggered because this process is much cheaper in retaining customers than attracting new ones (Santika & Pramudana, 2018).

Relationship between E-Service Quality and E-Customer Satisfaction

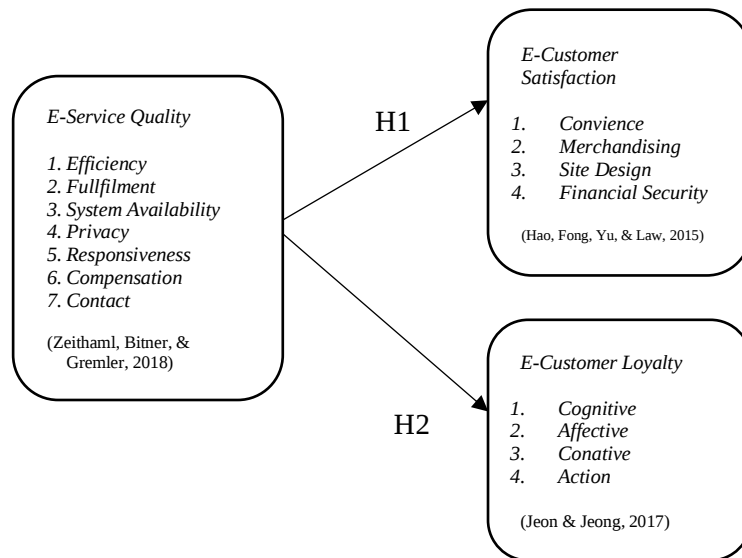
There is a correlation between service quality and satisfaction , meaning that it contains a one-way or linear relationship because if the increase in service quality will have an effect on increasing customer satisfaction . So that the existence of e-service quality from providing service facilities will have a significant influence on e-customer satisfaction which has been obtained (Tobagus, 2018). Quality E-services must be properly monitored because the provision of quality online facilities will increase customer satisfaction with service users (Pudjarti, Nurchayati, & Putranti, 2019).

Relationship between E-Service Quality and E-Customer Loyalty

E-service quality is a variable that is considered very crucial or fundamental for customer loyalty because it can build e-loyalty behavior (Purnamasari, 2018). E-service quality basically has a relationship with creating and increasing customer loyalty. When a customer begins to have a satisfying transaction history from the quality or quality of service from the website, the level of loyalty to a customer will increase (Pudjarti, Nurchayati, & Putranti, 2019). According to Budiman et al. (2020) explained that the increasing (service quality) e-service quality by companies, the level of loyalty originating from users will be even greater. E-service quality has a direct and significant effect on e-customer loyalty (Suprpti & Suparmi, 2020).

The researcher puts forward the following two hypotheses in relation to the previous discussion:

- H1: In ShopeeFood services, e-service quality has a positive impact on e-customer satisfaction .
- H2: In ShopeeFood services, e-service quality has a positive impact on e-customer satisfaction .



Source: Replication of research (Khan, Zubair, & Malik, 2019)
and developed by researchers

METHOD

To collect research data, an online questionnaire using a Likert scale via Google Forms is used descriptively and quantitatively pass through *the platforms social media* such as Instagram, Twitter, etc. Descriptive analysis techniques as well as quantitative data analysis and using statistical methods to test a hypothesis with the relationship between two variables (Sugiyono, 2022). *Purposive sampling* is used together with *nonprobability sampling* in the sampling procedure. Taking *nonprobability sampling* and *purposive sampling method* which aims to be used in the sampling technique (Bahri, 2018). Descriptive presentation of data on statistics is charts, schemes, pictures, (bars, scatters, and circles) histograms, polygonals, mean calculations, median calculations, mode calculations, percentile calculations, quartile calculations, decile calculations, data calculations by spreading the data as well as to calculate the range as well as standard deviation and percentage calculations (Widiasworo, 2018). The data received were 424 respondents, seven respondents were invalid because they could not meet the criteria through *the screening test* , so the questionnaires that were valid and could be processed for this study were 417 respondents. This study uses IBM SPSS *software* version 27 in processing data.

RESULT AND DISCUSSION

Normality

Testing the assumption of normality is useful in conducting tests such as the residual value that results from a reasonably distributed regression, normally or not. A good form of regression is a form that has normally distributed residual values. A number of normality test methods show the distribution of data in a diagonal source on the normal *PP plot graph of Regression* or using the *One Sample Kolmogorov-Smirnov test* (Priyastama, 2020). The way to detect or find out the problems that exist in normality can be used and the Kolmogorov-Smirnov method as a result amplifier, with the rule that if the value of Sig. > 0.05, it is decided that the normality test has been fulfilled. The results of the Kolmogorov-Smirnov 1-Sample normality test showed a result of 0.200 on the *e-customer satisfaction variable* (Y1) and 0.135 on the *e-customer loyalty variable* (Y2). So it is concluded that the residual value has fulfilled the requirements of the normal distribution.

Table 1. Descriptive Statistics Test

Research variable	N	Minimum	Maximum	Means	std. Deviation
<i>E-Service Quality</i> (X)	417	2.66	4.90	3.7727	0.56775
<i>E-Customer Satisfaction</i> (Y1)	417	2.40	4.84	3.6955	0.56045
<i>E-Customer Loyalty</i> (Y2)	417	1.71	4.85	3.6835	0.61864

Source : Results of Research Data Processing (2023)

Heteroscedasticity and Multicollinearity Test

Table 2. Heteroscedasticity and Multicollinearity Test Results

Model	t	sig	Tolerance	VIF
<i>E-Service Quality</i>	1,568	0.118		
<i>E-Service Quality</i>	1,090	0.276		
<i>E-Customer Satisfaction</i>			0.471	2,123
<i>E-Customer Loyalty</i>			0.471	2,123

Source: Results of Research Data Processing (2023)

The heteroscedasticity test is applied as a test to explain a phenomenon that has been found where there is a difference between the variance and residual of one variable and the variance and residual of another variable in the regression model. The purest regression model does not show heteroscedasticity. Based on table 2. based on the results of the Geljser test presented, it can be seen that the data above is free from heteroscedasticity because at

Y1 the value of Sig. 0.118 > 0.05 and Y2 is Sig. 0.276 > 0.05. Thus it can be concluded that the assumption of free heteroscedasticity for the regression model studied has been fulfilled.

It can be concluded from table 2 above that the proposed regression model does not contain multicollinearity because in the multicollinearity test all the independent variables included in the regression model put a *Toll value* of > 0.10 and a VIF value < 10.

t test (Partial)

Table 3. t Test Results (Partial)

Model	t	Sig.
<i>E-Service Quality</i>	27,807	0.000
<i>E-Service Quality</i>	24,611	0.000

Source: Results of Research Data Processing (2023)

How much the dependent variable is affected by the combination of independent variables is called the t test. Comparing the calculated t values from t tables makes it possible to do the t test. It can be assumed that if the significance value is <0.5 then the dependent variable is only partially influenced by the independent variable. Based on table 3. The results of the partial hypothesis testing of variable X to Y1 show that the calculated t value is 27.807, while the value of Sig. 0.000 < 0.05 (α) and in the variable X to Y2 it is known that the calculated t value is 24.611 with Sig. 0.000 < 0.05 (α). Thus the conclusion is that *E-Service Quality* has a significant positive effect on *e-customer satisfaction* at ShopeeFood services and *E-Service Quality* has a significant positive effect on *E-Customer Loyalty* at ShopeeFood services.

Coefficient of Determination (R^2)

Table 4. Determination Coefficient Test Results

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
<i>E-Service Quality (X) Against E-Customer Satisfaction (Y1)</i>	0.807	0.651	0.650	0.33162
<i>E-Service Quality (X) Against E-Customer Loyalty (Y2)</i>	0.770	0.593	0.592	0.39494

Source: Results of Research Data Processing (2023)

The coefficient of determination reveals how effectively the model is able to account for the variance in the dependent variable. In this case, the coefficient of determination is calculated to ensure the relationship or effect of the level of service quality (X) on *customer*

satisfaction (Y1) and customer *loyalty* (Y2). In table 4. it can be seen that the independent variable can adequately explain the dependent variable with value R^2 is 0.651, meaning that *E-Service Quality* contributes 65.1% to *E-Customer Satisfaction* on ShopeeFood services, meanwhile $(1 - R^2)$ 34.9% of the total is the magnitude of the influence contribution from additional components that are not researched. Then the R^2 value is 0.593, meaning that *E-Service Quality* contributes 59.3% to *E-Customer Loyalty* on ShopeeFood services, meanwhile $(1 - R^2)$ 40.7% of the total is the contribution of the additional component. which is not researched.

Simple Linear Regression

Table 5. Simple Linear Regression Test Results

Model	Unstandardized B	Coefficient Standard Error	std. Coefficient Beta	t	Sig.
<i>Constant</i>	0.691	0.109		6,327	0.00
<i>E-Service Quality Against E-Customer Satisfaction</i>	0.796	2.40	0.807	27,80	0.00
<i>Constant</i>	0.517	0.130		3,97	0.00
<i>E-Service Quality Against E-Customer Loyalty</i>	0.839	0.034	0.77	24,611	0.00

The statistical method used is simple linear regression with the following model:

$$Y_1 = 0,691 + 0,796 X$$

$$Y_2 = 0,517 + 0,839 X$$

Information :

Y_1 = dependent variable 1

Y_2 = dependent variable 2

a = constant value (intercept parameter)

β = Regression coefficient

X = Independent variable

From the simple linear regression equation above, it is known that service quality has a non-negative regression coefficient, meaning that better service quality is predicted to increase *customer satisfaction*, conversely, poor service quality can result in lower *customer satisfaction*. Then service quality has a positive regression coefficient, meaning that good service quality is predicted to increase *customer loyalty*, whereas poor service quality can result in lower *customer loyalty*.

According to statistics, the numbers in the regression equation above mean:

- 1) A constant with a magnitude of 0.69 shows the predicted value for the *e-customer satisfaction score* if the *e-service quality* effect is 0 (zero).

- 2) The regression coefficient for *e-service quality* is 0.796 and is positive, in other words, every time *e-service quality* develops, it is predicted to increase *e-customer satisfaction* by 0.796.
- 3) A constant of 0.517 shows the predicted value for the *e-customer loyalty score* if the *e-service quality* effect is 0 (zero).
- 4) The regression coefficient for *e-service quality* is 0.839 and has a positive value, in other words, every time *e-service quality increases*, it is predicted to increase *e-customer loyalty* by 0.839.

CONCLUSION

As a result of the study and discussion in the findings of the previous chapter, the researcher came to the conclusion that service quality has a significant positive impact on customer satisfaction with the ShopeeFood e-service, with a contribution of 65.1% of the total, while other factors not examined have an effect of up to 34.9%. This means the better the e-service quality will have an impact on better e-customer satisfaction, conversely poor service quality can result in lower e-customer satisfaction. With a contribution of 59.3%, good service quality increases customer loyalty significantly to ShopeeFood services, while the magnitude of the influence of other components that have not been studied is 40.7%. This means that the better the quality of service will have an impact on the better customer loyalty, conversely, poor service quality can result in lower customer loyalty.

Researchers can provide suggestions/recommendations to ShopeeFood, namely researchers suggest that ShopeeFood needs to pay more attention to its application service site by updating or regularly updating the ShopeeFood application so that complaints felt by users can be resolved properly. Then ShopeeFood can provide even more convincing security to its users so that consumers can feel safer when making transactions by using the fingerprint or two-factor authentication feature when making payments. Then the last one is that ShopeeFood needs to do benchmarking and analysis on other applications such as GoFood and GrabFood which have already launched a food delivery application service so that ShopeeFood can maintain the commitment of its users to always shop using ShopeeFood services.

So that these findings can be used as a reference or reference in future research, researchers should be able to conduct research on other forms of e-commerce using the same variables. They should also be able to review existing literature and identify problems suitable for identifying the subject of their research. When done right, research is easier and more interesting to study.

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