

The Influence Of Overall E-Service Quality Dimensions Towards Customer Satisfaction In Pandemic Era

(Case Study: Shopee Application)

Pengaruh Dari Dimensi Keseluruhan Kualitas Pelayanan Elektronik Terhadap Kepuasan Pelanggan Di Era Pandemi Dengan Studi Kasus Aplikasi Shopee

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Abstract

Internet use in Indonesia has greatly increased, since the COVID-19 pandemic hit all parts of the world, and make almost all buying and selling activities, transactions face-to-face, carried out digitally through E-commerce applications. This positive impact is also felt by offline sellers who get the opportunity to sell their store products or services through E-commerce applications. This study aims to see whether there is an influence from the dimensions of Overall E-service Quality on Customer Satisfaction in the Pandemic Era with a case study of the Shopee Application. This study uses an online questionnaire distribution method using Google Form to respondents. The research model in this study used Structural Equation Modeling (SEM), using SmartPLS software and the technique used is non-probability sampling. Based on the results in this study, the hypothesis that the variables Website Design, Security/Privacy, and Fulfillment have a positive and significant relationship to Overall E-service Quality. Repurchase Intention, Word of Mouth and Site revisit have a positive and significant relationship to Customer Satisfaction. The author suggest the Company to improve the workings of the UX system on the application to reduce the waiting time lag when many other users are using the application simultaneously.

Keywords-overall e-service quality, customer satisfaction, Shopee application

I. INTRODUCTION

Since the COVID-19 pandemic hits all parts of the world, all activities that were initially carried out face-to-face, such as buying and selling, bargaining, and also payment transactions, have been carried out digitally through e-commerce and e-money applications. Customers also more comfortable to shopping through online shopping applications compared to shopping directly to the stores. The customers just can sit and relaxed at their home, open their preferred e-commerce applications, order products or services, pay via debit/credit card or e-money application, then wait for the products or services they ordered will be delivered to their home (Rita et al., 2019).

According to The Low Down Momentum Asia (2021), Indonesia has several E-commerce companies competing with each other more fiercely since the COVID-19 pandemic to provide a safer alternative to buying offline. According to Karolina Domagala in the follow-up report above, Indonesia, which is the largest E-commerce market in Southeast Asia, in 2020 has a total GMV (Gross Merchandise Value) reaching US\$40.1 billion or growing 91% from the previous year. Mentioned with the top players are Shopee and Tokopedia, with each GMV of around US\$14 billion. Making Shopee the number 1-player in Indonesia by slightly overtaking Tokopedia.

Shopee leads with US\$14.2 billion GMV in 2020, with a focus on mobile usage, with 37.9 million downloads in Indonesia in the same year which includes more features such as digital payments or finance, food delivery, groceries and also daily needs (The Low Down Momentum Asia, 2021).

One of the biggest challenges for online shopping applications since this pandemic is how to provide customer expectations and also to maintain customer satisfaction. Surviving in the competitive environment of E-commerce applications that is getting stronger and tighter, focusing on service and providing the best to customers, is one of the key factors for the success of each company. Companies must provide a superior service experience to their customers, so that they can make repeat purchases and be loyal to the company (Nextren, 2021).

Customer satisfaction is based on experience expectations from pre-purchase to post-purchase. Can be concluded, if the customers get a good and positive experience from the services provide, the customer will definitely make a good and positive response, so that customer satisfaction is obtained. And vice versa, if customers do not get a good and positive services, there will be a sense of disappointment and dissatisfaction (Wu and Tseng, 2014).

Wolfenbarger and Gilly (2003) state, the quality of electronic services as a beginning to the end of transaction services, including information retrieval, privacy policies, website navigation, ordering processes, customer service interactions, delivery, return policies, and satisfaction with products ordered by customers. These dimensions are what reinforce the experience of the quality of electronic services.

It can be interpreted that, these two reasons are very important and valuable during a pandemic for customers when making purchases on e-commerce applications, especially Shopee. Since the emergence and increase of cases in COVID-19 pandemic in Indonesia, the use of E-commerce applications is to help sellers of offline stores become online stores, with the intention of preventing customers from coming directly to the store to avoid the increase number of positive cases. Sales on E-commerce application like Shopee, really help sellers out there to promote and sell their products or service more easily during this pandemic. Companies will also get positive feedback from customers if they meet customer satisfaction. By being given more practical and convenient facilities, customers expect the product or service they want is appropriate and can satisfy their shopping experience during this COVID-19 pandemic.

II. Literature Review and Research Framework

A. Consumer Behavior

According to Hawkins and Mothersbaugh (2010), consumer behavior is a study of individuals, groups or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer itself and society.

B. Service

According to Kotler and Keller (2012), service is any act or performance that one part can offer to another that is essentially intangible and does not result in the ownership or anything. It may or may not be tied to a physical product.

C. E-service Quality

Wolfenbarger and Gilly (2003) states, E-service quality as the beginning to the end of the transaction, including information search, privacy policy, website navigation, ordering process, customer service interaction, delivery, return policy, and satisfaction with the product ordered. Then, a measure that includes many attributes of an online shopping stores, consisting of various online store attractiveness, convenience of the ordering process, and quality of return policies.

1. Dimensions of E-service Quality

According to Wolfenbarger and Gilly (in Kotler and Keller, 2012), Several attributes are categorized in E-service Quality consisting of 14 items which will be summarized in 4 main dimensions, such :

- a. Reliability/ Fulfilment : the level of reliability and security of services provided by online shops in Shopee Application.
- b. Website Design : the level of user friendliness and understanding in using the Shopee application.
- c. Security/ Privacy : the level of ability of companies and online shops to the security and privacy of customers.
- d. Customer Service : the level of the company's ability to serve questions and provide solutions according to customer needs.

D. Customer Satisfaction

According to Kotler and Keller (2016) Customer Satisfaction is where a person's feelings of pleasure or disappointment arise after comparing their perceptions or opinions on performance that are below expectations, the customer will be dissatisfied.

1. Factors That are Influenced by Customer Satisfaction

According to Gounaris et al. (2010), there are three general consumer behavioral intentions when making purchases on E-commerce application, consist of :

- a. Repurchase Intention : occurs based on the desires of customers, where there is a desire to make other purchases at the same company and online store based on previous experience.
- b. Word of Mouth : occurs when a customer tells others about the satisfaction or dissatisfaction they feel based on the product or service they buy.
- c. Site Revisit : occurs when the customer feels positive satisfaction toward the company and online store after making a purchase, and the customer is more likely to return to the site.

E. Research Framework

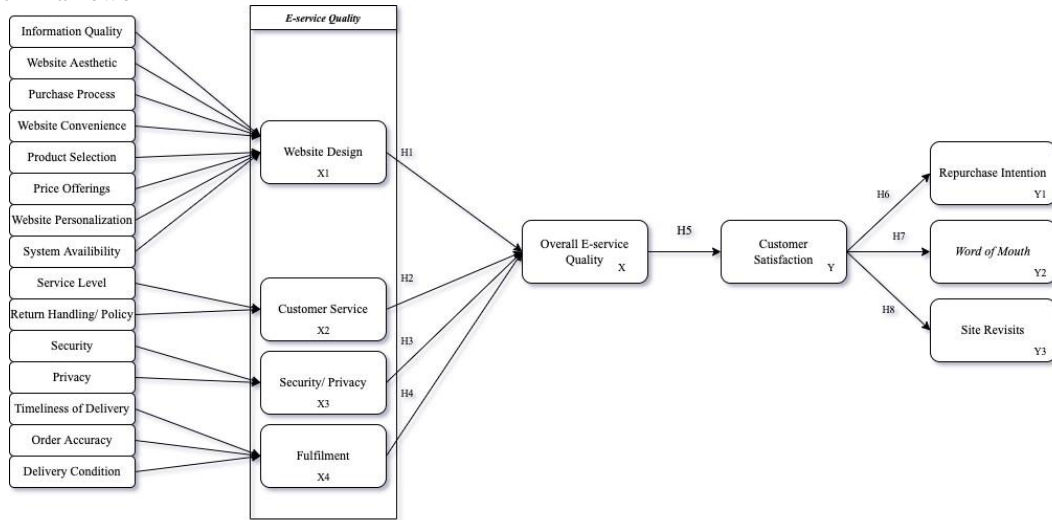


Figure 2.1 Research Framework Model

Source : Data processed by the Author, 2022

This research framework is based on previous research conducted by Rita et al. (2019). Where from the results of the study, it was found that the results of each variable had a positive influence on customer satisfaction. In this study, the authors discuss the effect of Overall E-service Quality on Customer Satisfaction during the COVID-19 pandemic with a case study of the Shopee application.

F. Research Hypothesis

Based on the results of the theoretical study and framework discussed above, it can be determined hypothetically in this study as follows :

| Research Hypothesis |
|----------------------------------------------------------------------------------------------------------------------------------|
| H1 = Website design on Shopee Application has a positive association with overall E-service quality on Shopee Application |
| H2 : Customer Service on Shopee Application has a positive association with overall E-service quality on Shopee Application |
| H3 : Security/Privacy on Shopee Application has a positive association with overall E-service quality on Shopee Application |
| H4 : Fulfilment on Shopee Application has a positive association with overall E-service quality on Shopee Application |
| H5 : Overall E-service quality on Shopee Application has a positive association with Customer Satisfaction on Shopee Application |
| H6 : Customer Satisfaction on Shopee Application has a positive association with Repurchase Intention |
| H7 : Customer Satisfaction on Shopee Application has a positive association with WOM |
| H8 : Customer Satisfaction on Shopee Application has a positive association with Site Revisits |

Source : Data processed by the Author, 2022

III. Research Methodology

The research method used by the Author is quantitative and uses a conclusive type as the purpose. The population in this study are Shopee application users in Sumatera Island and Java Island who make purchases and transactions during the COVID-19 pandemic. The software used to measure the pilot test is SPSS, which uses data from 30 collected respondents. Analysis of the data used in this study is SEM-PLS using the SmartPLS software to determine the overall results of the research statement, with the number of respondents for this study amounting to 299 respondents. The SEM-PLS analysis consists of two sub-models: the measurement model (*Outer Model*) and the structural model (*Inner Model*) and also Hypothesis Testing. In the Outer Model, the tests carried out consist of Convergent Validity, Discriminant Validity, and Internal Consistency Reliability. Moreover, for the Inner Model, the tests consist of Bootstrapping, Path CoefficientQ². An online questionnaire was distributed via Google Form. The questionnaire was distributed through social media such as Instagram, Twitter, and WhatsApp. The independent variable in this study is Overall E-service Quality (X), with sub-variable dimensions consisting of *website design, customer service, security/privacy, and fulfilment*. The dependent variable is Customer Satisfaction (Y).

IV. RESULT AND DISCUSSION

A. Respondents Characteristic

Based on research conducted by distributing questionnaires to 299 respondents to Shopee application users on the islands of Sumatra and Java who made purchases during the COVID-19 pandemic, 247 were women, equivalent to 82.6%, respectively, and 52 of them were men, equivalent to 17.4%. The most extensive age range is filled by an estimated age of 17 – 26 years, equivalent to 95.3%.

B. Measurement Model Test Result (*Outer Model*)

In the assessment of this measurement model, it is important to measure how far the item or indicator can explain the latent variable (Indrawati, 2015). Outer model testing or assessment of the measurement model, required results from the validity and reliability of the research questionnaires that have been carried out.

The results of processing the outer model data using the SmartPLS application show that the results of most of the variables at Loading Factor > 0.7. On the *Average Variance Extracted (AVE)* results, all variables obtained estimation results where the value is > 0.50, so it can be declared valid. Moreover, in Composite Reliability, the overall construct value is > 0.70 – 0.90 and can be declared reliable. The following is the result of the structural model (*Outer Model*).

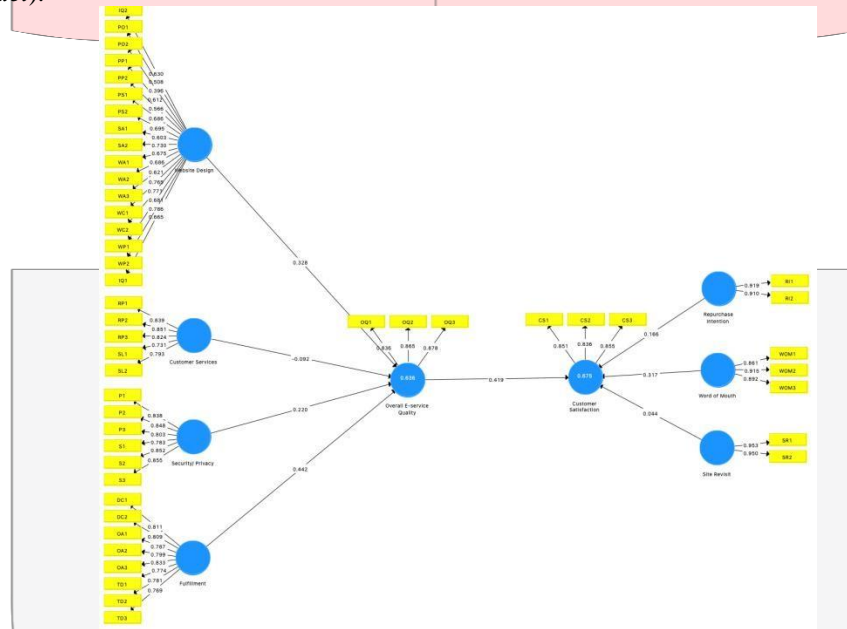


Figure 4.1 Outer Model Result
Source : Data processed by the Author, 2022

1. Convergent Validity (Validity Testing)

The following are the results of testing the validity of each variable using the SmartPLS application which can be seen in the table below.

Table 4.1 Loading Factor Result

| Latent Variable | Item | Factor Loading | Conclusion |
|-----------------|------|----------------|------------|
| Website Design | WD1 | 0,665 | Invalid |
| | WD2 | 0,630 | Invalid |
| | WD3 | 0,675 | Invalid |
| | WD4 | 0,686 | Invalid |
| | WD5 | 0,621 | Invalid |
| | WD6 | 0,612 | Invalid |
| | WD7 | 0,566 | Invalid |
| | WD8 | 0,765 | Valid |
| | WD9 | 0,771 | Valid |
| | WD10 | 0,686 | Invalid |

| | | | |
|---------------------------|------|-------|---------|
| | WD11 | 0,695 | Invalid |
| | WD12 | 0,508 | Invalid |
| | WD13 | 0,396 | Invalid |
| | WD14 | 0,681 | Invalid |
| | WD15 | 0,786 | Valid |
| | WD16 | 0,603 | Invalid |
| | WD17 | 0,730 | Valid |
| Customer Service | CSV1 | 0,731 | Valid |
| | CSV2 | 0,793 | Valid |
| | CSV3 | 0,839 | Valid |
| | CSV4 | 0,851 | Valid |
| | CSV5 | 0,824 | Valid |
| Service/ Privacy | SP1 | 0,783 | Valid |
| | SP2 | 0,852 | Valid |
| | SP3 | 0,855 | Valid |
| | SP4 | 0,823 | Valid |
| | SP5 | 0,848 | Valid |
| | SP6 | 0,803 | Valid |
| Fulfillment | F1 | 0,774 | Valid |
| | F2 | 0,781 | Valid |
| | F3 | 0,769 | Valid |
| | F4 | 0,787 | Valid |
| | F5 | 0,799 | Valid |
| | F6 | 0,833 | Valid |
| | F7 | 0,811 | Valid |
| | F8 | 0,809 | Valid |
| Overall E service Quality | OSQ1 | 0,836 | Valid |
| | OSQ2 | 0,865 | Valid |
| | OSQ3 | 0,878 | Valid |
| Customer Satisfaction | CS1 | 0,851 | Valid |
| | CS2 | 0,836 | Valid |
| | CS3 | 0,855 | Valid |
| Repurchase Intention | RI1 | 0,919 | Valid |
| | RI2 | 0,91 | Valid |
| Word of Mouth | WOM1 | 0,861 | Valid |
| | WOM2 | 0,915 | Valid |
| | WOM3 | 0,933 | Valid |
| Site Revisit | SR1 | 0,953 | Valid |
| | SR2 | 0,950 | Valid |

Source : Data processed by the Author, 2022

The results indicate that the Factor Loading value is > 0.7, with the Site Revisit variable getting the highest yield values of 0.953 and 0.950. So it can be concluded that most of the items in this research variable are valid.

Table 4.2 AVE Result

| Variable | AVE |
|------------------|-------|
| Website Design | 0,681 |
| Customer Service | 0,654 |

| | |
|---------------------------|-------|
| Security/ Privacy | 0,689 |
| Fulfillment | 0,633 |
| Overall E-Service Quality | 0,739 |
| Customer Satisfaction | 0,718 |
| Repurchase Intention | 0,836 |
| Word of Mouth | 0,792 |
| Site Revisit | 0,905 |

Source : Data processed by the Author, 2022

If the AVE value is > 0.50, then the items in a variable have sufficient convergent validity (Hair et al., 2011). So, in table 4.2, the results of each variable have an AVE value > 0.50, so it can be declared valid.

2. Internal Consistency Reliability

The following are the results of the measurement on this reliability consisting of Cronbach's Alpha, where the item is considered valid if it gets a result > 0.7 and Composite Reliability, is considered valid if the result is > 0.7.

Table 4.3 Cronbach Alpha & Composite Reliability Result

| Variable | Cronbach's Alpha | Composite Reliability |
|---------------------------|------------------|-----------------------|
| Website Design | 0,8443 | 0,8954 |
| Customer Service | 0,8682 | 0,9040 |
| Security/ Privacy | 0,9118 | 0,9301 |
| Fulfillment | 0,9171 | 0,9324 |
| Overall E-Service Quality | 0,8246 | 0,8948 |
| Customer Satisfaction | 0,8042 | 0,8841 |
| Repurchase Intention | 0,8045 | 0,9109 |
| Word of Mouth | 0,8682 | 0,9194 |
| Site Revisit | 0,8952 | 0,9502 |

Source : Data processed by the Author, 2022

According to Hair et al. (2021), Cronbach's Alpha is another measure of internal consistency reliability, which predicts the same threshold as composite reliability, i.e. all indicators are the same in a population. So, it can be concluded in the table 4.3, that the items in the variable are valid. For Composite Reliability measurement, if the value obtained is high, it indicates a high level of reliability, in other words measuring the real value of the reliability of a construct. If the result is > 0.70 to 0.90, it can be said to be valid and in Good category. So that it can be said, the items in each variable in this measurement are valid.

C. Discriminant Validity

Discriminant validity testing measures the extent to which an empirically unique construct can differ from other constructs in the structural model (Hair et al., 2021).

1. HTMT

HTMT or heterotrait-monotrait ratio, described as the average value of the correlations of indicators across constructs relative to the geometric mean, of the mean correlations for indicators measuring the same construct (Hair et al., 2021).

Table 4.4 HTMT Result

| | WD | CSV | SP | F | OSQ | CS | RI | WOM | SR |
|-----|--------|--------|--------|--------|--------|--------|--------|--------|----|
| WD | | | | | | | | | |
| CSV | 0,7334 | | | | | | | | |
| SP | 0,6059 | 0,6155 | | | | | | | |
| F | 0,7453 | 0,7233 | 0,6027 | | | | | | |
| OSQ | 0,7607 | 0,6401 | 0,6635 | 0,8412 | | | | | |
| CS | 0,7734 | 0,6830 | 0,6155 | 0,8549 | 0,9046 | | | | |
| RI | 0,6423 | 0,4849 | 0,5342 | 0,5636 | 0,7109 | 0,7824 | | | |
| WOM | 0,7419 | 0,6142 | 0,5942 | 0,6485 | 0,7667 | 0,8592 | 0,7232 | | |
| SR | 0,5987 | 0,4345 | 0,4608 | 0,5394 | 0,7042 | 0,7142 | 0,5432 | 0,7144 | |

Source : Data processed by the Author, 2022

It can be seen in the result of HTMT in the above, the measuring value for HTMT is < 0.90, where if the HTMT value is high or exceeds the threshold, the results show no discriminant validity. One of the values is found in the variable Customer Satisfaction > Overall E-service Quality, with a value of 0.9046.

D. Structural Model Test Results (Inner Model Criteria)

Testing of the inner model or structural model, is carried out to find out how one latent variable can relate to other latent variables (Indrawati, 2015). This test is carried out by looking at how the path coefficients have a significant effect or not with each *t-value* whose results are obtained by the bootstrapping process using smartPLS application.

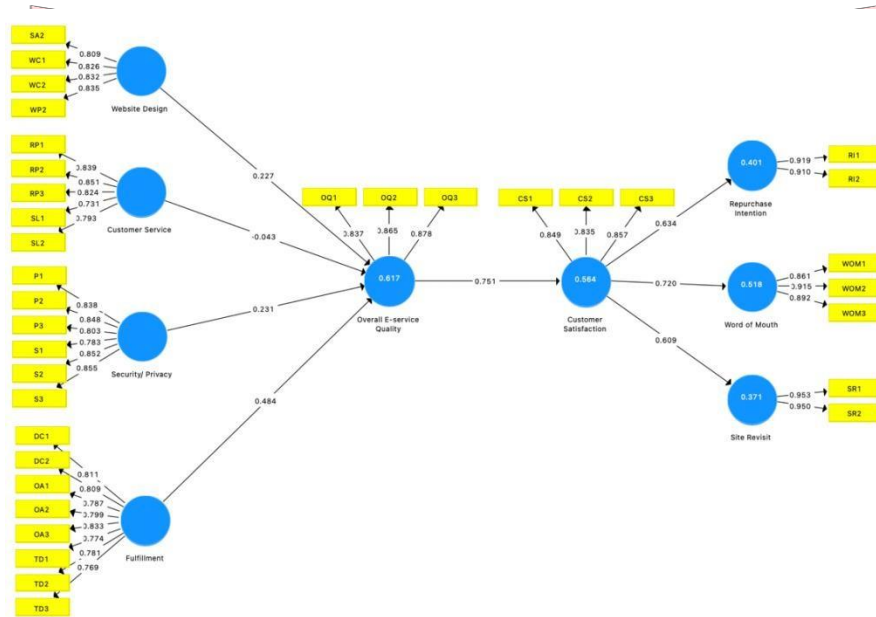


Figure 4.2 Outer Model Result
 Source : Data processed by the Author, 2022

1. Hypothesis Testing

Table 4.5 Path Coefficient and T-value Testing

| Path Diagram | Path Coefficient (Beta) | t-value | p-value | Conclusion |
|--------------|-------------------------|---------|---------|------------|
| WD -> OSQ | 0,227 | 3,550 | 0,000 | Accepted |
| CSV -> OSQ | -0,043 | 0,709 | 0,478 | Rejected |
| S/P -> OSQ | 0,231 | 4,694 | 0,000 | Accepted |
| F -> OSQ | 0,484 | 8,501 | 0,000 | Accepted |
| OSQ -> CS | 0,751 | 26,899 | 0,000 | Accepted |
| CS -> RI | 0,634 | 15,891 | 0,000 | Accepted |
| CS -> WOM | 0,720 | 19,984 | 0,000 | Accepted |
| CS -> SR | 0,609 | 15,328 | 0,000 | Accepted |

Source : Data Processed by Author, 2022

Based on the table 4.5, conclusions can be made from the results of hypothesis testing by comparing the results of the T-statistics with the T-table (1.645) and the level of significance (<0.05). The following are the results and conclusions of each path diagram.

- Website Design has a significant positive effect on Overall E-service Quality. This is because the results of the T-value > T-table are 3,550 > 1,645 and the P-value significance is 0.000 < 0.05, then H1 is accepted.
- Customer service has a significant negative effect on Overall E-service Quality. This is because the results of the T-value < T-table are 0.709 < 1.645 and the significance of the P-value is 0.478 > 0.05, then H2 is rejected.
- Security/Privacy has a significant positive effect on Overall E-service Quality. This is because the results of the T-value > T-table are 4.964 > 1.645 and the P-value significance is 0.000 < 0.05, then H3 is accepted.

- d. Fulfillment has a significant positive effect on Overall E-service Quality. This is because the results of the T-value > T-table are $8.501 > 1.645$ and the P-value significance is $0.000 < 0.05$, then H4 is accepted.
- e. Overall E-service Quality has a significant positive effect on Customer Satisfaction. This is because the results of the T-value > T-table are $26.899 > 1.645$ and the P-value significance is $0.000 < 0.05$, then H5 is accepted.
- f. Customer Satisfaction has a significant positive effect on Repurchase Intention. This is because the results of the T-value > T-table are $15.891 > 1.645$ and the P-value significance is $0.000 < 0.05$, then H6 is accepted.
- g. Customer Satisfaction has a significant positive effect on Word of Mouth. This is because the results of the T-value > T-table are $19.984 > 1.645$ and the P-value significance is $0.000 < 0.05$, then H7 is accepted.
- h. Customer Satisfaction has a significant negative effect on Site Revisit. This is because the results of the T-value < T-table are $15.328 < 1.645$ and the P-value significance is $0.000 > 0.05$, then H8 is accepted.

E. Discussion of Research Results

1. Hypothesis 1

Based on the result, regarding the influence of Website Design and Overall E-service Quality, the results of the T-value > T-table are $3,550 > 1,645$, with a significance value of P-value $0.000 < 0.05$. So the statement in H1 "*Website design on Shopee Application has a positive association with Overall E-service Quality on Shopee Application*" can be accepted. The statement above is in line with the research that has been done by Rita et al. (2019), that Website Design has a positive effect on Overall E-service Quality. A good website design must emphasize usability by providing a design aesthetic, reflecting a strong and associative image of the brand, and being able to attract customers to visit it (Díaz & Koutra, 2013).

2. Hypothesis 2

Based on the result, hypothesis regarding the influence of Customer Service on Overall E-service Quality, the results of the T-value < T-table are $0.709 < 1.645$, with a significance value of P-value $0.478 > 0.05$. So the statement in H2, namely "*Customer Service on Shopee Application has a positive association with overall E-service quality on Shopee Application*" is rejected. The statement above is not in line with the research conducted by Rita et al. (2019), who said that Customer Service had a positive effect on Overall E-service Quality. According to previous research that customer service refers to the level of service and return handling policies during and after sales (Blut, 2016).

3. Hypothesis 3

Based on the result, regarding the effect of Security/Privacy on Overall E-service Quality, the results of the T-value > T-table are $4.964 > 1.645$, with a significance value of P-value $0.000 < 0.05$. So the statement on H3 that is "*Security/Privacy on Shopee Application has a positive association with overall E-service quality on Shopee Application*" is accepted. The statement above is in line with the research that has been done by Rita et al. (2019), that Security/Privacy has a positive effect on Overall E-service Quality. A website or online application, must be able to guarantee security to increase the credibility and service quality of their site or application (Hsin Chang & Wang, 2011).

4. Hypothesis 4

Based on the result, regarding the effect of Fulfillment on Overall E-service Quality, the results of the T-value > T-table are $8.501 > 1.645$, with a significance value of P-value $0.000 < 0.05$. So the statement on H4 that is "*Fulfillment on Shopee Application has a positive association with overall E-service quality Shopee Application*" is accepted. The statement above is in line with the research that has been done by Rita et al. (2019), that fulfillment has a positive effect on Overall E-service Quality. According to Blut (2016), fulfillment refers to an activity that ensures customers whether they receive what they ordered, including delivery time, order accuracy and delivery conditions. In its application, the online shop on Shopee application has optimized it.

5. Hypothesis 5

Based on the result, regarding the effect of Overall E-service Quality on Customer Satisfaction, the results of the T-value > T-table are $26.899 > 1.645$, with a significance value of P-value $0.000 < 0.05$. So the statement on H5 that is "*Overall E-service quality on Shopee Application has a positive association with Customer Satisfaction on Shopee Application*" is accepted. In the statement above, in line with the results of research conducted by Rita et al. (2019), that Overall E-service Quality has a positive effect on Customer Satisfaction. According to Kotler and Keller (2012), Customer Satisfaction is a feeling of pleasure or disappointment of customers resulting from a comparison of the perceived performance or results of a product or service with expectations.

6. Hypothesis 6

Based on the result, regarding the effect of Customer Satisfaction on Repurchase Intention, the results of the T-value > T-table are $15.891 > 1.645$, with a significance value of P-value $0.000 < 0.05$. So the statement on H5 that is "*Overall E-service quality on Shopee Application has a positive association with Customer Satisfaction on Shopee Application*" is accepted. In the statement above, in line with the results of research conducted by Rita et al. (2019), that Customer Satisfaction has a positive effect on Repurchase Intention. According to Chek and Ho (2016), If a customer has made a purchase from a website and they have had a good buying experience, then there is a good chance that they will repurchase from the same site.

7. Hypothesis 7

Based on the result, regarding the effect of Customer Satisfaction on Word of Mouth, the results of the T-value > T-table are $19.984 > 1.645$, with a significance value of P-value $0.000 < 0.05$. So the statement on H5, namely "*Customer Satisfaction on Shopee Application has a positive association with Word of Mouth*" is accepted. In the statement above, in line with the results of research conducted by Rita et al. (2019), that Customer Satisfaction has a positive effect on Word of Mouth. According to Ennew et al. (2000), WOM communication is an effective and powerful method to influence purchasing decisions, especially important information reported by trusted and credible sources.

8. Hypothesis 8

Based on the result, regarding the effect of Customer Satisfaction on Site Revisit, the results of the T-value > T-table are $15.328 < 1.645$, with a significance value of P-value $0.193 > 0.05$. So the statement on H8, namely "*Customer Satisfaction on Shopee Application has a positive association with Site Revisit*" is accepted. In the statement above, in line with the results of research conducted by Rita et al. (2019), that Customer Satisfaction has a positive effect on Site Revisit. According to the statement of Gounaris et al. (2010), the more positive a customer feels about a particular site after an interaction, the more likely they are to return to that site.

V. Conclusion & Suggestion

A. Conclusion

Based on the results of research about the influence of Overall E-service Quality on Customer Satisfaction with case study : Shopee application during the COVID-19 pandemic era above, which has been distributed to 300 respondents, it can be concluded that :

1. The results obtained indicate that the respondents' perceptions of the Shopee application on the Website Design, Customer Service, Security/Privacy, and Fulfillment variables are included in the good category.
2. *Website Design towards Overall E-service Quality*
Website Design has a positive and significant influence on Overall E-service Quality on the Shopee application.
3. *Customer Service towards Overall E-service Quality*
There is no positive and significant influence of Customer Service on Overall E-service Quality on the Shopee application.
4. *Security/ Privacy towards Overall E-service Quality*
Security/Privacy has a positive and significant influence on Overall E-service Quality on the Shopee application.
5. *Fulfillment towards Overall E-service Quality*
Fulfilment has a positive and significant influence on Overall E-service Quality on the Shopee application.
6. *Overall E-service Quality towards Customer Satisfaction*
Overall E-service Quality has a positive and significant influence on Customer Satisfaction on the Shopee application.
7. *Customer Satisfaction towards Repurchase Intention*
Customer Satisfaction has a positive and significant influence on Repurchase Intention on the Shopee application.
8. *Customer Satisfaction towards Word of Mouth*
Customer Satisfaction has a positive and significant influence on Word of Mouth in the Shopee application.
9. *Customer Satisfaction towards Site Revisit*
Customer Satisfaction has a positive and significant influence on Site Revisit on the Shopee application.
10. The results obtained indicate that how much influence the Overall E-service Quality variable has on Customer Satisfaction is included in the very good category and has a significant positive relationship on each variable.

B. Suggestion

1. Practical Suggestion

Based on the result of the study, the Author's gave some suggestions if it can be useful for companies, as follows

- a. Website Design is one of the most influential variables of E-service Quality. Overall, getting a final score with a very good average percentage, but the Shopee application can improve the Website Design of their application on an indicator that states, "There is a short waiting time between my action and response on Shopee Application". In this statement, the Company can improve the workings of the UX system on the application to reduce the waiting time lag when many other users are using the application simultaneously. With it, customers can maintain their purchases on the Shopee application and create superior customer satisfaction.
2. Theoretical Suggestion
- Based on the results of the research that has been done, there are several suggestions for further research.
- a. In this study, the authors examine the influence of the relationship between Overall E-service Quality (*Website Design, Customer Service, Security/Privacy, Fulfilment*) variables on Customer Satisfaction (*Repurchase Intention, Word of Mouth and Site Revisit*) with a case study: Shopee application. In future research, it is possible to use the framework variables and models, but with other e-commerce company objects that use mobile applications. With this, it can be used as a comparison material in a comprehensive understanding of *Overall E-service Quality* towards *Customer Satisfaction* on other e-commerce mobile applications.
 - b. In further research, it is expected to be able to examine and explain the factors (*variables*) that are more widely discussed and needed by application customers and prospective customers later. So, that it can be input for companies and online shops on the Shopee application in the future.

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