The Influence Of E-Service Quality On The Customer Satisfaction In Bandung

Rima Martiannisa Assifa¹, Herry Irawan²

- ¹ International ICT Business, Faculty of Economic and Business, Telkom University,Indonesia, rimamartiannisa@student.telkomuniversity.ac.id
- ² International ICT Business, Faculty of Economic and Business, Telkom University, Indonesia, herryir@telkomuniversity.ac.id

Abstract

With the rapid development of technology today, people do digital activities everyday. The benefits of technological development felt by the community are that online food delivery (OFD) are increasingly popular. Gofood is a food delivery service provided by Gojek and has worked with more than hundrends of thousands of merchants throughout Indonesia. Gofood is run by motorcycle, taxi drivers who have become Gojek members. The number of Goek drivers makes ordering Gofood services faster. The purpose of this study is how much influence e-service quality has an customer satisfaction with Gofood services. The metjod used in this research is qquantitaive method with descriptive approach. Likert scale is used as a measurement scale and the data analysis used is multiple linear regression, partial test (t-test), simultaneous test (F test) and the coefficient of determination. In this study using non probability sampling techniques with purposive sampling type. By sing the Bernoulli formul, the the questionnaire was distributed to 400 respondents and data processing using SPSS. The research results from descriptive analysis reveal that the variable studied, namely e- service quality and customer satisfaction, are in the good category with a percentage of each variable, namely e-service quality of 74.4% and customer satisfaction of 74.8%. then for the results of hypothesis testing both partially and simultaneously, both show that there is a significant influence between e-service quality on Gofood customer satisfaction in Bandung. The contribution of the influence of the independent variable e-service quality on the dependent variable customer satisfaction is 69.8%, while the remaining 30.2% is the contribution of the influence of other variables outsidethis study such as e-strust, product and price.

Keywords-e-service quality, customer satisfaction

I. INTRODUCTION

Indonesia is one of the countries with the highest population of internet users in the world. According to the We Are Social report, as of January 2022, he has 204.7 million internet users in the country. This figure increased by 1.03% over the previous year. As of January 2021, there were 202.6 million internet users in Indonesia. The trend in the number of Internet users in Indonesia has continued to increase over the past five years. Compared to 2018, the number of internetusers across the country is now up by 54.25%.

Technology is growing from day to day making people's lifestyles even more dynamic or changing, including online transportation services. Online transportation services are transportation with service applications that allow drivers and passengers to meet in one system and participate in trips. Currently, online transportation services have developed to include public transportation (such as buses and motorbikes) and private transportation such as taxis and ride sharing. This system allows users to travel easily using just the app, as well as enabling drivers to earn money simply by sharing their time and their vehicle. Online transportation services also contain features that allow users to search fortaxis at certain locations, order trips for specified routes or determine special faresfor specified trips. One of which is online food delivery services, food services available through certain applications or websites. This allows customers to orderfood or drinks from local rogue merchants and deliveries will be delivered to a specified location.

The more people are interested in it, the more it proves that it has not been completely successful in creating customer satisfaction. This is evidenced by the existence of complaints related to e-service quality towards Go Food services which greatly impact customer dissatisfaction. This study builds on previous research conducted by Yanto, R., Anjarsari, A (2021) under the study title 'Effects of electronic service quality on e-commerce customer

satisfaction (a case study of Shopee online store users)' Also supported by magazines. The magazine states that the quality of electronic services influences customer satisfaction. It can be interpreted that the higher the quality of electronic services and thehigher the quality of a company's electronic services, the higher the customer satisfaction.

II. LITERATURE RIVIEW

A. Service Management

According Gronroos (2015) service management is a methodology in which management procedures are tatlored to the characteristics of service and the nature of service competition. Service management is also a customer-oriented approach. Service management undersatnds how to manage business in service competition, that is in competitive situation where service is the key to success in a marketplace, regardless of wheter the core of the offering is a serviceor product manufacturing.

B. Service Quality

Kotler and Armstrong (2014) service quality is set of features and characteristics of a product or service that depend on its ability to meet expressed or implied needs. A seller can be said to have provided quality when the product or service meets the expectations of the consumer. Service quality should end with their perceptions, where consumers' perceptions of service quality form an overall assessment of service excellence.

C. E-service Quality

According Chase et all (2013) E-Service Quality is latest version of Quality of Service (Quality of Service). E-service quality was developed to evaluate services provided on the Internet. E-service quality is defined as the extension of a website's ability to facilitate efficient and productive purchasing and distribution activities.

D. Research Framework

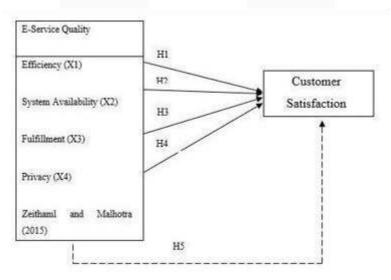


Figure 2.1. Research Framework Source:author

E. Hypothesis

The hypothesis is a temporary answer to the research problem formulation, thereforethe research problem houses are usually arranged in the form of a question sentence. It is said temporarily, because the answers given are only based on relevant theories, not yet based on empirical facts obtained through data collection Sugiyono (2018).

H1: Efficiency significantly affects customer satisfaction.

ISSN: 2355-9357

- H2: System availability significantly affects customer satisfaction. H3: Fulfillment significantly affects customer satisfaction.
 - H4: Privacy significantly affects customer satisfaction

H5: There is significant affects of the influence of e-service quality on the customer satisfaction of Gofood in Bandung.

III. RESEARCH METODOLOGY

The type of research used is descriptive and causal methods. According to (Indrawati,2015) descriptive research is a scientific way to obtain data with specific goals and uses, researchers already know the factors or variables to measure an object or field. But do not know the relationship between these factors or variables. While causal research is a causal relationship, there are independent variables (variables that influence) and dependent (influenced). According Creswell (2012) variable refer to characteristic or attribute of individual or an organization that can be measured or observed and that varies among that people or organization being studied. A variable typically will vary in two or more categories or continuum of scores, and it can be measured. Variables can be examined, so that it producescategory data (discrete/nominal data) or continuum data ordinal interval and ratio). Based on the above notions, it can be formulated here that the research variable is an attribute or natureor value of people objects organizations or activities that have certain variations determined by researchers to be studied and then concluded. The population is the whole element to be suspected of its characteristics. The population does not have to be in the form of other people or living creatures, but can be inanimate objects. Population is not just the size of the subject orelement studied, but including the characteristics, nature of the subject or element (Suliyanto,2018). The population in this study are all individuals who live, have used and used Go food service application in Bandung.

$$n = \frac{\left[Z\frac{a}{2}\right]^2 pq}{e^2}$$

Information:

n = number of samples required

 z^2 = price in the normal curve for deviationp = Correct chanceq = chance of wrong

e = sample error level

$$n = \frac{[1.96]^{2}(0.5)(0.5)}{(0.05)^{2}}$$

$$n = 384.16$$

The coefficient of termination is to measure how far the model's ability to explain the variation of the independent variables Ghozali (2013). The value of the coefficient ofdetermination is between zero and one, a small R² value means that the ability of the independent variables to explain the variation in the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable, with the formula:

$$Kd = r^2 \times 100\%$$

IV. RESULT AND DISCUSSION

A. Characteristics of Respondents

This research was conducted on Go food customers who use the Go Jek application, by filling out a questionnaire via Google Docs which has been distributed on social media, the questionnaire was distributed to 400 respondents, namely the people of Bandung who have made transactions through Go food to serve as a research sample. The questionnaire is considered valid if the statements on the questionnaire are answered in full and in each statement there is only one answer.

Table 4. 1 Characteristics of Respondents Based on Gender, Age, and Occupation

Gender	Total	Percentage
Woman	301	75%
Man	99	25%
Age	Total	Percentage
<18 years	50	12%
18-24 years	228	57%
25-27 years	99	25%
>27 years	23	6%
Base on Occupation	Total	Percentage
Students	238	59%
Employee	96	24%
Private employees	43	11%
Others	23	6%
	Source: Processed Data (2023)	

Based on Table 4.1 above related to work, as many as 238 people or (59%) of the research respondents were students/students. Respondents who work as employees consist of 96 people (24%). In addition, as many as 43 people (11%) were respondents who worked as entrepreneurs. While the remaining 23 people (6%) are working on other jobs. Based on these percentages, it can be seen that the research respondents were dominated by students/students.

B. Validity and Reliability Test

To test the validity, the researcher used the correlation formula, or what is known as Pearson, which is known as the moment product correlation formula. This research uses a significance level of 5% and a validity coefficient 0.361 (rtableof n = 30).

Table 4. 2 Validity Test

Variabler Count		•	r Table	Information
		0,685	0,361	Valid
Efficiency (X1)		0,698	0,361	Valid
	0,649		0,361	Valid
Efficiency (X1)	0,679		0,361	Valid
		0,675	0,361	Valid
		0,539	0,361	Valid
		0,695	0,361	Valid
System Availability ^{0,721}			0,361	Valid
$(X2)_{0,743}$			0,361	Valid

	0,609	0,361	Valid
	0,543	0,361	Valid
	0,685	0,361	Valid
Fulfillment (X3)0,741		0,361	Valid
	0,783	0,361	Valid
	0,663	0,361	Valid
	0,724	0,361	Valid
Privacy (X4)0,792		0,361	Valid
	0,777	0,361	Valid
	0,706	0,361	Valid
Customer		0,361	Valid
Satisfaction (Y) ^{0,795}			
, , ,	0,772	0,361	Valid
	0,600 0,0	98	Valid

Source: Processed Data (2023)

The questionnaire is declared valid if the r count value obtained is greater than r table (0.098). Based on the test results in table 1 above, it is known that the calculated r value of all questionnaire items is greater than the r table value. In accordance with the basic provisions of the validity test, namely r count > r table, it can be concluded that the questionnaire items used in the study have passed the validity test and are considered suitable for use.

Table 4. 3 Reliability Test

Cronbach's Alpha	N of Items	Information
0,728	6	Reliable
0,639	4	Reliable
0,720	5	Reliable
0,644	3	Reliable
0,689	4	Reliable
	0,639 0,720 0,644	0,639 4 0,720 5 0,644 3

Source: Processed Data (2023)

Based on Table above, it can be concluded that Cronbach's alpha can be inferred from each variable > 0.60; all variables in this study are declared reliable. So that the measurements are carried out reliably and remain consistent when repeating measurements.

C. Descriptive Analysis

In this research, the descriptive analysis explains the independent variable, namely the endorsement, and the dependent variable in this study, namely the purchasing interest. The following are the results of the responses of all respondents, which can be seen in the table.

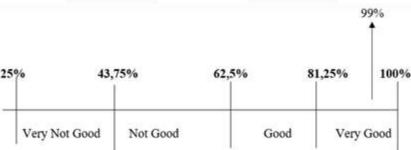
No	Ctatamart		Table 4.4			SD(1)	Total	Ideal	Cotoco
No	Statement	SA (5)	A (4)	QA (3)	D (2)	SD(1)	Score	Ideal Score	Category
1.	Can find customer needson Go food easily.	98	163	118	16	5 -	1.533	2.004	Good
							76	,4%	
2.	Can search/browse everything on Go food	67	156	91	46	20	1.444	2.004	Good
							72	,1%	
3.	Can complete transactions on Gofood quickly.	114	111	85	56	34	1.415	2.004	Good
	1						70	,6%	
4.	The information contained in	98	140	86	40	36	1.424	2.004	Good
	Gofood is organized/well					_			-
	organized.						71	,1%	
5.	Can use Gofood easily	112	141	92	39	16	1.494	2.004	Good
							74	,5%	
6.	Gofood allows customers to doit quickly	133	145	100	16	6	1.583	2.004	Good
	чискіу						78	,9%	
			Eff	ecienc	y		8.893	12.024	Good

Source: Processed Data (2023)

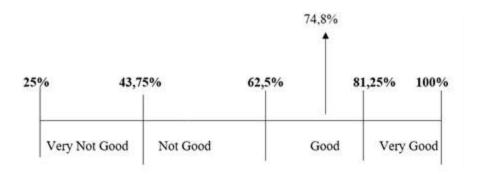
			Tab	le 4.5	Descri	ptive			
No	Statement	SA	A (4)	QA	D	SD(1)	Total	Ideal	Category
		(5)		(3)	(2)		Score	Score	
1.	The range of services offeredby Go Food	80	150	116	38	16	1.440	2.004	Good
	satisfies customer needs	103					71,	8%	
2.	Go Food is the service providerof choice for customers	3	148	102	43	4	1.503	2.004	Good
								75%	
3.	I will recommend this service to friends	103	115	89	78	15	1.413	2.004	Good
							70,		
4.	Customers are	150	165	65	17	3	1.642	2.004	
	satisfied and will remain loyal tothis service						81,	9%	•
	Custom	er Satis	faction				5.998	8.016	Good
				74,	8%	•			

Based on the respondents' responses regarding the variable E-Service Quality (X) it can be shown on the continuum line as follows:

Source: Processed Data (2023)



Based on picture 4.6 the responses of respondents using Go food in Bandung, it can be concluded that the E-Service Quality variable with a percentage of 74.7% and can be seen in the continuum line above, this score is included in the very good category.



Based on the picture above, the responses of respondents from Go food users in Bandung, it can be interpreted that the variable Customer satisfaction (Y) with a proportion of 74.8% and can be seen in the continuum line above, this score is included in the good category.

D. Normality Test

The normality test used in this study is the Monte Carlo exact test with the Kolmogorov-Smirnov test to see the normality of the data.

Table 5. Normality Test

Unstandardized Residual

N		400
Normal Parameters ^a ,b	Mean	.0000000
	Std. Deviation	2.11138404
Most Extreme Differences	Absolute	.039
	Positive	.023
	Negative	039
Test Statistic		.039
Asymptotic Sig. (2-tailed)		.153 ^c

Test distribution is Normal.

Galculated from data.

Lilliefors Significance Correction. Source: Processed Data (2023)

E. Multiple Collinierity Test

Table 6. Multiple Collinierity

		Unstandardized	d Coefficients	Standardized Coefficients			Collinearity	Statistics
Model		В	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	136	.820		166	.868		
	Efficiency	.154	.028	.223	5.510	.000	.794	1.260
	System Availability	.129	.034	.142	3.771	.000	.920	1.087
	Fulfillment	.253	.034	.304	7.421	.000	.774	1.291
	Privacy	.441	.050	.350	8.856	.000	.832	1.203

a. Dependent Variable: Customer Satisfaction

multicollinearity in the regression model.

Source: Processed Data (2023)

Based on the test in the table above in the Collinearity Statistics section above, it is known that the Tolerance value of all variables is > 0.10 with a Variance Inflation Factor < 10.00. Given the Tolerance value of the two variables > 0.10 and the Variance Inflation Factor value < 10.00, it can be concluded that there are no symptoms of

F. Hypothesis Testing

Table 7. Partial Test (t-Test)

Coefficientsa

Model			dardized ficients	Standardized Coefficients		
		В	Std. Error	Beta	t	Sig.
1	(Constant)	136	,820		166	.868
	Efficiency	.154	.028	.223	5.510	.000
	System Availability	.129	.034	.142	3.771	.000
	Fulfillment	.253	.034	.304	7.421	.000
	Privacy	.441	.050	.350	8.856	.000

a. Dependent Variable: Customer Satisfaction

Source: Processed Data (2023)

Table 8. Simultaneous Test (F-Test)

ANOVA^a

Mod	el	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1689.271	4	422.318	93.784	.000 ^b
	Residual	1778.719	395	4.503		
	Total	3467.990	399			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Privacy, System Availability, Efficiency, Fulfillment

Source: Processed Data (2023)

Based on the test of the coefficient of determination shown in Figure 4.5 above, it is known that the Adjusted R Square value is 69,8%. This value means that the variables Efficiency (X1), System Availability (X2), Fulfillment (X3), and Privacy (X4) are able to predict changes in Customer Satisfaction (Y) by 69.8%, while the remaining 30.2% is influenced by other variables which is not researched.

V. CONCLUSION AND SUGGESTION

Based on the results of the questionnaire research on the people of Bandung who used a questionnaire regarding the effect of e-service quality on customer satisfaction, based on the results of the study the following conclusions were obtained: E--Service Quality on Go food Based on the results of the descriptive analysis and the respondents' responses, it was found that overall the e-service quality provided by Go food was good. This was evidenced by the average respondent's questionnaire results of 73.9%. The statement that gets a high percentage is "Go food allows customers to do it quickly". This means that Go food processes orders quickly. Customer Satisfaction Respondents' responses stated that overall customer satisfaction at Go food was good, this was evidenced by the average respondent's questionnaire results of 74.8%. The statement that gets a high percentage is "Customers are satisfied and will remain loyal to this service." This means that the customer is very satisfied with this service. Based on the results of data processing that has been carried out researchers, it can be concluded that e-service quality has an effect on customer satisfaction at Go food and has an influence of 69.8%. This shows that the better the quality of e-service quality at Go food, the higher customer satisfaction will be at Go food

REFERENCE

Creswell, John W. 2012. Research Design Pendekatan Kualitatif, Kuantitatif, dan Mixed. Yogyakarta: Pustaka Belajar.

Danang Sunyoto. 2016. Metodologi Penelitian Akuntansi. Bandung: PT Refika Anngota Ikapi.

David. 2018. Pengaruh E-commerce Quality Terhadap Loyalitas Pelanggan MelaluiKepuasan Pelanggan Pada Transport.

Dukeshire, and Thurlow. 2010. Metode Penelitian Kuantitatif

Fandy Tjiptono. 2016. Service, Quality & Satisfaction. Yo g y a k a r t a

Fandy Tjiptono. 2017. Pemasaran Starategik- Mengupas Pemasaran Strateigic, Banding Strategy, Customer Satisfaction, Strategy Kompetitif Hihngga E-Marketing. Edisi III. Yogyakarta: CV. ANDI.

Fandy Tjiptono. 2017. Service Manajemen: Mewujudkan Layanan Prima Edisi 3 Ghoali, Imam . 2018. Aplikasi Analysis Multivariete dengan Program IBM SPSS 25.

Badan Penerbit Universitas Diponegoro: Semarang.

Ghozali, Imam. 2013. Aplikasi Analisis Multivariete Dengan Program IBM SPSS.

Gronroos, C. (2016). *Service Management and Marketing*: A Customer Relationship Management Approach. Chishester: Jhon Wiley and Sond, Ltd.

Huang et al. 2015. Electronic Commerce Research and Application. M-S-QUAL:Mobile Service Measurement. Indrawati. 2015. Metode Penelitian Manajemen dan Bisnis Konverengensi.

Karl Albrecht. 2000. Service Management.

Kotler, Philip and Gary Amstrong. 2014. Principles of Marketing Sampel, 15th Edition. New Jesey: Pearson Prectice Hall.

Kotler, Philip and Kevin Lane Keller. 2016. Marketing Management. USA: PearsonEducation. Limited.

Kotler, Phillip and Kevin Lane Keller. 2016. A Framework for MarketingManagement. New York: Pearson.

Krisnawati, A., Yudoko, G., & Bangun, Y. R. (2014). Development path of of corporatesocial responsibility theories. World Applied Sciences Journal, 30(30), 110-120.

https://www.idosi.org/wasj/wasj30(icmrp)14/17.pdf

Martini, E., Tisadinda, F., Sultan, M. A., & Hurriyati, R. (2022) .Impact of e-WOM and WOM on Destination Image in Shopping Tourism Business. Jurnal Dinamika Manajemen, 13(1).



Mauris, F. I., & Nora, A. R. (2019). The effect Impact of of collaterallizable assets, growth in net assets, liquidity, leverage and profitability on dividend policy. Budapest International Research and Critics Institute (BIRCI-Journal), 937-950..

Parasuraman A, Z, V., & Malhotra, A. 2010. "E-S-QUAL A MULTIPLE ITEM SCALE FOR ASSESING ELECTRONIC SERVICE QUALITY Journal of Service Research.

Prasetio, A., Rahman, D. A., Sary, F. P., Pasaribu, R, D., & Sutjipto, M. R. (2022). The Role of Instagram Social Media Marketing Activities and Brand Equity Towards Airlines Customer Response. International Journal of Data and Network Science, 6(4) 1195-1200. https://doi.org/10.5267/j.ijdns.2022.6.014

Sekaran, Uma and Bougie, Roger. Research Methods For Business: A SkillBuilding Approach, 7th Edition: NewJersey: Wiley. Sugiyono . 2018. Metode Penelitian Kuantitatif. Bandung: Alfabeta. Suliyanto . 2018. Metode Penelitian Bisnis

untuk Skripsi, Tesis & Disertasi

Suhendra, J. M., & Millanyani, H. (2021). Pengaruh E- Marketing Mix TerhadapProses Keputusan Pembelian Produk Di Tiket. com. E Proceedings of Management, 8. Yogyakarta.: Andi Offset. Wicaksono, S. K., & Krisnawati, A. (2021). CSR Disclosure Towards Return On



Assets: Study from Indonesia Banking Companies. AFRE (Accountingand Financial Review), 4(2),186-193. Yogyakarta.: Andi Offset.

Wilson, A., Zeithaml, V., Bitner, M,J., & Gremler,D. 2016. Services MarketingIntegrating Customer FocusAcross the firm.

