ANALYSIS OF THE INFLUENCE OF E-SERVICE QUALITY, WEB QUALITY, E-TRUST, AND PERCEIVED VALUE TO E-SATISFACTION ON E-COMMERCE FASHION PRODUCTS

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ABSTRACT

Technology is a tool in the form of various kinds of equipment or systems that function to provide convenience and comfort for humans, with the internet, people no longer need to open their own shops, they can open online shops and sell without requiring land. Online business has also been helped by the emergence of marketplaces and e-commerce companies. The purpose of this study was to determine how much influence e-service quality, web quality, trust, and perceived value have on e-satisfaction from e-commerce fashion in Jabodetabek. The research method used in this research is quantitative and descriptive statistical analysis techniques as a means of processing with data that has been collected from 135 respondents in Jabodetabek. The results of this study indicate that e-service quality, web quality, e-trust, and perceived value have a positive and significant effect on e-satisfaction by 56.5%.

Keywords : Technology, e – commerce, online, e – service quality, web quality, e – trust, perceived value, e – satisfaction

INTRODUCTION

Industry at this time was experiencing very rapid development and the amount of competition was very fierce. In every industrial sector, it forces every practice to increase productivity and efficiency in work so that it can compete in local, national and international markets. One of the factors driving the increasing industrial development in Indonesia is technology. Technology is a means in the form of various kinds of equipment or systems that function to provide convenience and comfort to humans. Over time the meaning of technology has expanded. Technology is no longer limited to tangible objects, but also intangible objects. For example, software, learning methods, business methods, agriculture and so on. The use of technology cannot be denied, every action taken by humans is supported by technology. For example, the absence method that uses fingerprints has been implemented in almost all offices in Indonesia or the emergence of online motorcycle taxis is phenomenal. Small innovations that we initially underestimated have now begun to become a trend and have even been able to change the way people live in this digital era.

All of that can happen not because of the role of the internet, the internet is able to provide convenience and time efficiency in working. The internet has greatly changed the conventional way of doing business into a new experience in selling or buying something, both products and services. With the internet, people no longer need to open their own shop, they can open online stores and sell without requiring land. Online business has also been helped by the emergence of marketplaces and e-commerce companies.

There are many types of online businesses in Indonesia, but the one that is most in demand by the public is C2C (Customer to Customer) which means that product sales come from other individuals or a group and vice versa, so that it does not create boundaries.

Pengguna dan Tingkat Penetrasi E-Commerce di Indonesia 2017-2023
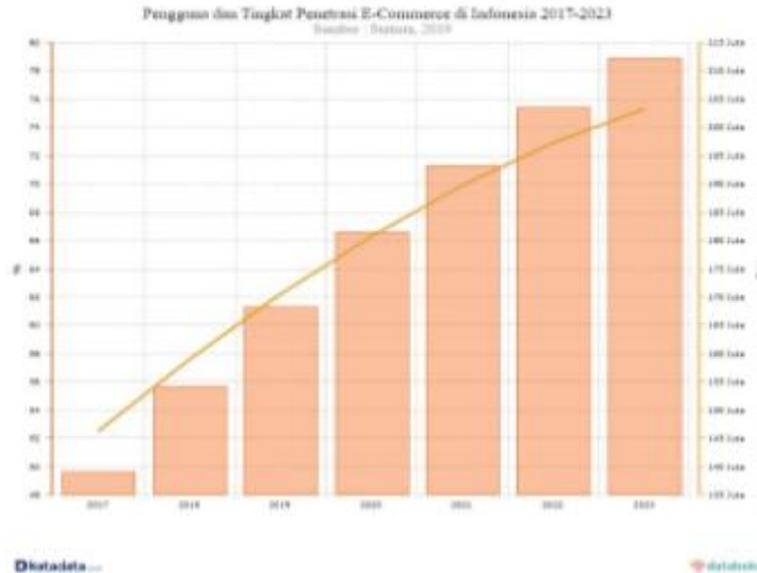
Sumber : Kataid.co.id (2019)

One of the industrial fields that has felt an important impact from the emergence of e-commerce companies is the fashion industry. Where everyone can now shop for clothes without having to come to the conventional store. Of course, this opportunity is greatly exploited by fashion business actors ranging from small brands to well-known brands. Fashion itself has a definition, namely a style of dress that is popular in a culture or as a fashion, fashion can also determine the appearance of an individual. In addition to fashion clothing, it is also closely related to accessories and other extras such as shoes and glasses. For in Indonesia, fashion has been very developed according to the current development of modernization. With the development of such a culture, people become more selective in determining their lifestyle. Fashion can support a person's appearance to be more attractive and confident in the eyes of society. Fashion itself is a product that has long-term durability according to its use. Products included in fashion itself are clothes, shoes, bags and accessories.

LITERATURE REVIEW

E-Service Quality

According to Zeithaml et al (2009, in Anita Tobagus, 2018) E - Service Quality is defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery. Meanwhile, according to Usmara (2008, in Helvinasari Nasution et al, 2019) service quality is the attitude of comparing the quality expectations of a consumer service with the company's performance perceived by consumers. In addition, according to Roderick (2008, in Helvinasari Nasution et al, 2019) service quality is the level of service quality measurement that is assumed to be related to price development. Atmaja (2011, in Helvinasari Nasution et al, 2019) also states that companies that are able to provide service quality that are more than their competitors will be able to win the competition.

Based on Kotler and Keller (2009: 54, in Mr. Abdlhakim Giuma Mahfud et al, 2016: 61-67) about the dimensions of service quality, it can be concluded that the indicators of service quality are as follows:

1. The items displayed on the website are in accordance with the original product.

2. The website provides in-depth and detailed information related to a product

3. The website makes it easier for consumers to shop

4. The company is able to protect the identity security of its customers who shop on the website

5. The company guarantees that each transaction will be successful

6. Companies must be willing and prepared to respond to customer needs

7. Customer service is useful for receiving input and criticism

8. Customer service is useful for helping customers shop comfortably

Website Quality

According to Montoya-Weiss Voss et al (2003, in Nurhanan Syafiah Abdul Razak et al, 2016) The quality of a website can greatly affect the use of the site. In the world of e-commerce, websites play a fairly dominant role in attracting, maintaining consumer interest in a site based on Ranganathan et al (2002, in Nurhanan Syafiah Abdul Razak et al, 2016). Website quality has become strategic in communication and transactions with website customers according to Chen et al (2013, in Fajar Syah Putra et al, 2019) is an important means for companies to communicate with consumers. Web quality according to Siagian et al (2014, in Ikhwanuddin Aminsyah et al, 2019) is one of the concepts used in measuring website quality based on end user perceptions. So, it can be concluded that web quality is the overall performance of a site to meet the needs and needs of its users, through the features of the website and its characteristics.

According to Mcleod (2014, in Nanang Rinaldo et al, 2019) website service quality can be measured by looking at the ability of a website to provide services to users. In general, the indicators used include:

1. The website used has a customer database, so that users can be remembered when they return to shopping transactions.
2. Confident in using online or e-commerce-based websites
3. Security in shopping, especially in using online-based websites

E-Trust

According to Taddeon (2011: 7, in Dina Setyowati et al, 2017) e-trust is consumer confidence based on the principles of ethics, loyalty and honesty of online agents. This is because e - trust occurs in an environment where there is no direct physical contact. This situation is often a security problem in online transactions, so it requires trust management to manage it. Therefore, it can be concluded that e - trust is the trust and willingness of consumers to take risks in online shopping, to sellers or service providers regarding information obtained on websites, which influences consumers to make transactions online.

Indicators of consumer confidence variables refer to Robbins' theory (in Prayitno, 2015), including:

1. Integrity

Honesty (honest) and talking to the truth (truth-fullness)

2. Competence

Technical knowledge and skills and personal standards

3. Consistency

Reliable, predictable and well considered in handling situations

4. Loyalty

Willingness to protect and maintain the best possible relationship

5. Openness

Willingness to share information ideas freely

Perceived Value

According to Canon et al. (2008, in Feti Fatimah) perceived value is "the difference between the benefits a customer sees from a market offering and the costs to get these benefits. Kotler and Keller (2008, in Abdul Rohim et al, 2017) state that customer perceived value is the difference between prospective customer assessments of all the benefits and costs of an offer against alternatives. Companies need to pay attention to the value they will get. customers in order to satisfy customers and improve the competitiveness of the company. it can be concluded that the perceived value is a customer assessment that is carried out by comparing the benefits to be received and the sacrifice that is issued by a product / service. However, customer perceived value can also mean the customer's effort to compare products / services from certain companies with competing companies in terms of benefits, quality, and price. From this, we can see that customer assessment (perceived value) has a fairly effective effect on customer satisfaction, where if they assess the product or brand well, of course they will feel satisfied with their shopping experience.

According to Hidayat (2009, in Stella Lucia Indrata et al, 2017) there are 7 indicators of customer value, namely:

1. Product Value

Namely the benefits that can be obtained if the customer uses the product / service.

2. Value of Service

Namely the benefits that customers get after receiving service

3. Value of personnel

Are the benefits that can be obtained from interacting with employees

4. Monetary value

Namely the sacrifices that customers pay for the products / services they get

5. Energy costs

Namely the sacrifices that customers pay for lost energy from service providers.

6. Time costs

Sacrifices incurred by the customer for the time spent by the product / service provider.

7. Psychic costs

That is the sacrifice that the customer incurs for the psychological pressure experienced by the company.

E-Satisfaction

According to Kotler and Keller (2014, in Nanang Rinaldo et al, 2019) e-satisfaction is the suitability felt by consumers when comparing the level of importance with the perceived performance of consumers during and after e-marketing activities. Meanwhile, according to Anderson Srinivasan (2003, in Dian Pratiwi et al, 2019) e-satisfaction can be defined as the positive satisfaction of consumers on the website-oriented retail purchasing experience.

According to Grace and Sun (2009, in Nanang Rinaldo et al, 2019) in measuring customer e-satisfaction, indicators can be used which include:

1. Perceived satisfaction as a result of a profitable process for the business

2. Liked the product offered and the layout of the online website used

3. Feel very comfortable because it goes through a fast and precise process of using an e-commerce-based shopping website

4. The belief that the online shopping website that is used really appreciates the customer when shopping until the product reaches the customer.

Research Model
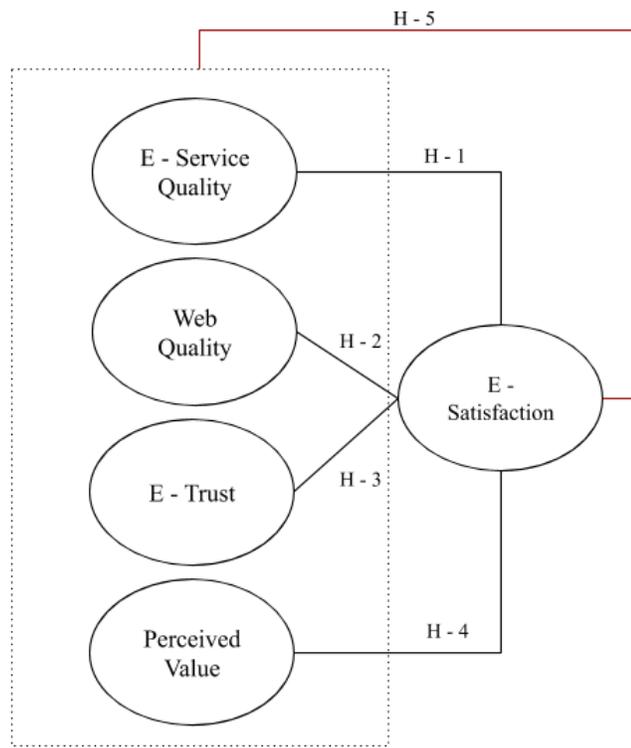
Picture 1.1 Research Model

Source: Researcher (2020)

Hypotheses

Sugiyono (2005, in Utomo Maduwinarti & Pratiwi, 2016) says that a hypothesis is a temporary answer to a research problem formulation, therefore the formulation of research problems is usually arranged in the form of a question sentence. It can be said to be temporary, because the answers given are based on relevant theories, and these answers have not been based on empirical facts obtained through data collection.

1. Hypothesis 1

Ho: There is no significant influence between E - Service Quality (X1) and E - Satisfaction (Y)

Ha: There is a significant influence between E - Service Quality (X1)

2. Hypothesis 2

Ho: There is no significant influence between Web Quality (X2) and E - Satisfaction (Y)

Ha: There is a significant influence between Web Quality (X2) and E - Satisfaction (Y)

3. Hypothesis 3

Ho: There is no significant influence between E - Trust (X3) and E - Satisfaction (Y)

Ha: There is a significant influence between E - Trust (X3) and E - Satisfaction (Y)

4. Ho: There is no significant effect between Perceived Value (X4) and E - Satisfaction (Y)

Ha: There is a significant influence between Perceived Value (X4) and E - Satisfaction (Y)

5. Ho: There is no significant influence between E - Service Quality (X1), Website Quality (X2), E - Trust (X3), and Perceived Value (X4) on E - Satisfaction (Y)

Ha: There is a significant influence between E - Service Quality (X1), Website Quality (X2), E - Trust (X3), and Perceived Value (X4) on E - Satisfaction (Y)

RESEARCH METHOD

In this study, researchers used a quantitative survey research method. Quantitative research methods are research methods based on the philosophy of positivism, which can be used to research a population or a particular sample, usually data collection using research instruments and data analysis that is quantitative or statistical in nature. The goal is to test the hypotheses that have been set. This study also uses the associative method where this research is asking about the relationship between two or more variables. In this study, the researcher will build a theory that can serve to explain or predict a symptom.

The data used in this study are primary data and are sourced from external data obtained from online questionnaires to obtain data from users of e-Commerce Fashion. This study also uses literature study which is carried out by studying, researching, and examining various sources in the form of supporting books, articles and studies that have been obtained from lectures related to the problem under study.

The number of respondents was determined using the Hair technique. As a general rule in using the Hair technique, the minimum sample size must be five times as many as the sample observations from the number of indicators of the variables to be analyzed. So that the minimum number of samples in this study is the number of indicators x 5 = 27 x 5 = 135 respondents. In this study, there were 135 respondents who could be sampled. The questionnaire used as a data collection tool will first be tested for its validity and reliability. The main purpose of this test is to measure the feasibility of the questionnaire as a tool used for data collection. To support the success of this study, the researcher conducted a filter for respondents who were deemed appropriate and in accordance with the criteria required in this study, therefore the researcher only used data from 135 respondents from 151 respondents whose data had been collected.

The data collection technique used in this research is by distributing questions about the variables studied through online questionnaires. The data obtained were then carried out several tests to measure the correctness of the data, namely through the validity, reliability, normality, multicollinearity, and heteroscedasticity tests. Data that has met all the testing criteria will then be processed again using the regression method. The purpose of using regression analysis test is to find out whether the resulting regression is good for estimating the value of the dependent variable (dependent variable).

ANALYSIS AND RESULT

Classic assumption test

All data used have been tested with classical assumptions beforehand, namely testing the validity, reliability, normality, multicollinearity, and heteroscedasticity. And from the data that has been processed, the results show that there are 3 invalid data and are issued for validity testing, all data are normally distributed, and the data used does not occur multicollinearity and heteroscedasticity.

Simultaneous Correlation Test

The use of multiple regression analysis is to determine whether there is an effect of 2 or more independent variables (X) on the dependent variable (Y). The following is the hypothesis for multiple regression analysis: There is an effect of e-service quality (X1) on e-satisfaction (Y), There is an effect of web quality (X2) on e-satisfaction (Y), There is an effect of e-trust (X3) on e-satisfaction (Y), There is an effect of perceived value (X4) on e-satisfaction (Y), There is an influence e - service quality (X1), web quality (X2), e - trust (X3), and perceived value (X4) on e - satisfaction (Y).

Simple Linear Regression Test

Simple regression analysis is based on a functional relationship or causal relationship of one independent variable with one independent variable. Based on the data that has been obtained, the calculated F value is 44.442 with a significance level of 0.000 & lt; 0.05, the regression model can be used to predict the participation variable, or in other words, there is an influence between the variables of e-service quality (X1), web quality (X2), e-trust (X3), and perceived value (X4) on the variable e –satisfaction (Y).

Multiple Regression Test

In the Multiple Regression test, the results obtained are based on the T test and the F test, namely, e-service quality on e-satisfaction produces a statistical T value of 3.473> 1.978 and has a Sig value of 0.001 <0.05, so it can be concluded that H1 is accepted, which means there is an influence. e - service quality on e - satisfaction.
Web quality on e-satisfaction produces a t-statistic value of 2,541> 1,978 and has a Sig value of 0.012 <0.05, so it can be concluded that H2 is accepted, which means there is an effect of web quality on e-satisfaction.

E - trust on e - satisfaction produces a statistical t value of 2,636> 1,978 and has a Sig value of 0.009 <0.05, so it can be concluded that H3 is accepted, which means that there is an effect of e - trust on e - satisfaction.

The perceived value of e-satisfaction results in a statistical t value of 0.292 <1.978 and has a Sig value of 0.771> 0.05, so it can be concluded that H4 is rejected, which means that there is no effect of perceived value on e-satisfaction.

E - service quality, web quality, e - trust, and perceived value simultaneously on e - satisfaction resulted in an f count of 44.442> 2.44 and a Sig value of 0.000 <0.05, so it can be concluded that H5 is accepted which means there is an effect of e - service quality, web quality, e - trust, and perceived value on e – satisfaction.

Coefficient of Determination

From the analysis of the coefficient of determination, it can be seen that the R Square value obtained is 0.578. This means that the variables of e-service quality, web quality, e-trust, and perceived value have a simultaneous effect on e-satisfaction with a rate of 56.5%. For the remaining 43.5% can be influenced by other variables which are not used in this study.

IMPLICATION

1. Effect of E - Service Quality on E - Satisfaction

Based on the results of the hypothesis testing that has been carried out by researchers on the e-service quality (X1) variable, it shows that it has a positive and significant effect on e-satisfaction (Y) by 35.3%. The results of the first hypothesis (H1) are in accordance with research conducted by Vijayanand Sundaram, D. Ramkukar, and Poorna Shankar, (2017) where based on their research results it is stated that e-service quality has a positive and significant effect on e-satisfaction. After seeing the results of this study, it can be stated that every fashion e-commerce company in Indonesia needs to maintain their service quality, especially because everything is accessed online, the recommended service quality is e-service quality where the company is able to provide the assistance needed by customers in accessing the website or having complaints regarding the website.

2. The Effect of Web Quality on E - Satisfaction

Based on the results of the hypothesis testing that has been conducted by researchers on the web quality (X2) variable, it shows that it has a positive and significant effect on e-satisfaction (Y) by 23.9%. The results of the second hypothesis (H2) are in accordance with the research conducted by Nanang Rinaldo and Abror (2019) where based on their

research results it is stated that web quality has a positive and significant effect on e-satisfaction. After seeing the results of this study, it can be stated that every fashion e-commerce company in Indonesia needs to maintain their web quality to spoil the eyes of the customers and facilitate the functioning of the website itself. Because the website is online based, therefore having a website is the same as having a conventional store where we need to organize it neatly so that customers feel comfortable.

3. Effect of E - Trust on E - Satisfaction

Based on the results of the hypothesis testing that has been conducted by researchers on the e-trust variable (X3), it shows that it has a positive and significant effect on e-satisfaction (Y) by 24.6%. The results of the third hypothesis (H3) are in accordance with previous research conducted by Febrianto Gotama,

Tias Andarini Indrawati (2019) where based on their research results stated that e-trust has a positive and significant effect on e-satisfaction. After seeing the results of this study, it can be stated that every fashion e-commerce company in Indonesia needs to maintain their e-trust, especially because it is online based, so customers place a very high trust in the goods they have ordered. Therefore, to continue to maintain the trust of customers, the company must be able to maximize service and show honesty to customers. Starting from providing original images of the products presented on the website, customer freedom in choosing delivery couriers, and providing many methods of payment.

4. The Effect of Perceived Value on E - Satisfaction

Based on the results of research conducted by researchers, the variable perceived value (X4) has an indirect effect on e-satisfaction (Y) by 2.4%. The results of the fourth hypothesis (H4) are not in accordance with previous research conducted by Dian Pratiwi

and Ilham P. Hutasuhut (2017) which based on their research states that perceived value has an indirect effect on e-satisfaction. Perceived value has an indirect effect on e-satisfaction, from this it can be suggested that fashion e-commerce companies in Indonesia need to strengthen the value they have in the eyes of their customers. Starting from providing guarantees or bonuses and most importantly using public figures as models can increase customer assessment of a brand. In addition, using a model that wears the product (clothes) can increase the confidence of customers in buying a product.

5. The Effect of E - Service Quality, Web Quality, E - Trust, and Perceived Value on E - Satisfaction

Based on the results of research that has been conducted by researchers on the variables e-service quality (X1), web quality (X2), e-trust (X3) and perceived value (X4) have a positive and significant effect on e-satisfaction (Y) of 56.5%. The results of the fifth hypothesis (H5) are in accordance with previous research conducted by Febrianto Gotama, Tias Andarini Indrawati (2019), Nanang Rinaldo, Abror (2019), and Dian Pratiwi and Ilham P. Hutasuhut (2017). Where based on their research all the independent variables (X) have a positive and significant effect, except for perceived value, which indirectly affects e-satisfaction. Therefore, fashion e-commerce companies in Indonesia really need to prioritize these things, because they sell online which use the website as their shop. Comprehensive service regarding complaints or light assistance to customers is an important aspect in satisfying the hearts of customers. Meanwhile, in fulfilling the satisfaction of other customers, you can provide a unique and easy to use website appearance, so that customers do not hesitate in making transactions. Freedom in choosing a courier and payment method can also increase their trust in the website.

After fulfilling all the needs of the company's customers, the company must also increase the customer's assessment of their brand through the use of public figures as models and providing real photos of the products used by the models so that customers become more confident.

CONCLUSION

Based on the analysis of research that researchers have conducted regarding e-Service Quality, Web Quality, e-Trust, and Perceived Value for e-Satisafaction, the following conclusions can be drawn:

1. E- Service Quality has a significant influence on e - Satisfaction.
2. Web Quality has a significant influence on e - Satisfaction.
3. e - Trust has a significant effect on e - Satisfaction.
4. Perceived Value does not have a significant effect on e-Satisfaction.
5. E-Service Quality, web quality, e-Trust, and Perceived Value have a significant effect on e-Satisfaction.

SUGGESTION

Suggestion to Businessmen in e-commerce

In addition to increasing the price of goods, another effective way to attract the attention of customers is by providing guarantees or guarantees, the goal is for customers to believe in the brand and judge that the brand is trusted and recommend it to their relatives.

Of course, all customers really like bonuses, by giving a bonus to a brand it will be easy to attract the attention of its customers, whether they have never bought the brand's product or who are planning to buy again. That way customers will judge the brand well and generously.

To convince customers to buy the product being sold, if a brand sells a clothing product it must be included with a picture where a model is wearing the clothes being

sold. That way, customers will feel confident by seeing examples of how the product is worn. In addition, using a well-known model such as a well-known public figure or artist can also increase customer buying interest. After using these 2 methods, customers can certainly assess the brand as a well-known and trusted brand.

Suggestion for further research

The next researcher is expected to test using deeper and broader sources so that research on e-commerce fashion can provide more complete information for people who will read about this research and also the next researchers are expected to be able to research this topic more broadly, not only in The scope of Jabodetabek alone is expected to involve other major urban areas in Indonesia as well.

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