



Effect of E-Service Quality on Customer Satisfaction and Word of Mouth on Online Shopee in Morowali Regency

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ABSTRACT

In today's development, many companies in any business industry compete so tightly because companies are more careful and creative in developing ideas that are poured into competitive strategies through technology and information. Many companies that have started implementing an online transaction system have responded positively to customers who prioritize efficiency and effectiveness in shopping. One of the developing marketplaces in Indonesia is Shopee. Shopee became the top online shopping platform in Indonesia in the first half of 2021, from January to mid-year, in terms of the total number of app downloads and total monthly active users based on research by mobile app market researcher Annie. This study aims to determine the effect of e-service quality on customer satisfaction and Word Of Mouth online Shopee in Morowali Regency by using the Amos Software analysis tool. 21.0. The results of this study indicate that the e-service quality variable has a positive and significant effect on Shopee online customer satisfaction, the e-service quality variable has a positive and significant influence on the word of mouth of Shopee online customers and the customer satisfaction variable has a positive and significant effect on the word of mouth variable. online shopee customers in Morowali Regency.

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1. INTRODUCTION

Shopee is the top online shopping platform in Indonesia in the first half of 2021, from January to mid-year, in terms of the total number of app downloads and total monthly active users based on research by mobile application market research company Annie. Based on quarterly Global/WebIndex (GWI) data III-2020, 78.2 percent of internet users aged 16-64 years use online shopping applications via their cellphones or tablets for e-commerce transactions. Those who are still "old school" by transacting in e-commerce from

websites are only about 22 percent. referring to the similar web, and looking at the level of application visits during August 2021, it turns out that there are 26.92 million Shopee unique daily activers (DAU) users who access them from Android mobile devices in Indonesia.

If added to the number of 31 days in August, the unique DAU at Shopee Indonesia on the similar web platform is equivalent to the number of monthly visits of 834,520,000 visits. Assuming iPrice's web visit rate per June is still the same as of August, Shopee scored an average of 961.51 million visits, from web (126.99 million) and apps (834.52 million).

Table 1. The rate of e-commerce visits in Indonesia

Application Name	Website (Million Visitors per Month in Indonesia)	Application (Million Visitors per Month in Indonesia)	Total (Million Visitors per Month in Indonesia)
Shopee	126.99	834.52	961.51
Tokopedia	147.79	244.34	392.13
Lazada	27.67	349.37	377.04
Bukalapak	29.46	49.72	79.18
Blibli	18.44	10.33	28.77

Source : <https://www.antaranews.com>

Based on the table above, Shopee is in first position in terms of the total number of application downloads and total monthly active users, followed by Tokopedia, Lazada, Bukalapak and ended by Blibli. Shopee is also one of the marketplaces used by the public and customers in Morowali Regency to shop and attract customers' attention by selling a variety of diverse and luxurious products, lower prices, and free shipping programs throughout Indonesia. Judging from its location, it is very easy for buying and selling transactions via mobile devices, and the existence of Shopee is very well known among the public, where this Shopee provides various kinds of products for daily needs or home needs that are needed by customers.

The new adoption of quality of service especially in the world of e-commerce is web-based service quality. Online service quality (e-service quality) is the level at which websites can facilitate the efficient and effective buying, selling and delivery of both products and services (Anggraeni & Yasa, 2012). To provide superior quality of e-service, managers need to understand how customers view and evaluate online sales and services. (Muzakir et al. 2021). It is not surprising that the conceptualization and measurement of electronic service quality has received a lot of attention and studies in online sales (Blut et al 2015). The construction or dimensions of electronic service quality are broadly defined to cover all phases of customer interaction with online services and sales (Muzakir et al. 2021).

But unfortunately the quality of electronic services available at Shopee still has some weaknesses / shortcomings. First, it seems a little complicated. Second, Shopee provides a free shipping solution to its users, but the conditions put forward seem complicated, so users are sometimes lazy to do it. Third, the display of product descriptions is lacking. Fourth, the disbursement of funds to the account concerned takes a long time. Fifth, at certain hours this site is quite difficult or slow to access. Sixth, it's not uncommon for uploaded photos to experience errors and even fail to upload. Finally, inputting receipt numbers also often fails at certain times (<https://merahputih.com>).

The quality of a company's online service is determined by the quality of service provided by the company itself, where quality service can be identified through customer satisfaction. Quality service will provide satisfaction to the customer itself. Satisfaction according to Tjiptono, (2004: 146) states that satisfaction or dissatisfaction is the customer's response to the evaluation of discrepancies/disconfirmation that is felt between previous expectations and the actual performance of the product that is felt after its use. The level of customer satisfaction with online services can be determined by comparing expectations with the reality that customers feel. The satisfaction that is created is aimed

at the positive response of customers by telling others about the satisfaction they feel. The positive response made by these customers can help a company in terms of promotion to other customers.

When purchasing goods or services, of course, consumers will first look for information about the goods or services to be purchased, the limited information that consumers have about a product raises doubts about making a purchase, while information about products can be obtained through word of mouth. According to Kartajaya (2006, 234), the most effective promotion is through word of mouth. Satisfied customers will become spokespersons for a product more effectively and convincingly than any type of advertising. This kind of satisfaction is impossible without excellent service. Positive word of mouth that develops in society is often associated with the level of consumer satisfaction after consuming a product or service.

Word of mouth is a medium for delivering information or communication in selling goods and services. Where through word of mouth there is no need to spend a large enough cost in marketing the product, it is enough just what is felt by the customer. word of mouth is more trusted than a sales person, and can reach consumers faster than advertising or direct-mail, because the power of word of mouth lies in its ability to provide recommendations. Word of mouth itself has become an interesting phenomenon in the world of marketing and communication, where word of mouth is one of the strengths in the market (Kotler, 2000). Currently, the power of word of mouth is starting to be realized and utilized by many companies. considering that advertisements in the mass media are no longer effective as a promotional tool because consumers can only remember five to seven advertisements per day (Schiffman and Kanuk, 2004). Based on the description above, researchers are interested in conducting research to find out how far e-service quality influences customer satisfaction and word of mouth at Online Shopee in Morowali Regency.

2. RESEARCH METHOD

2.1 Types of research

The type of research used is explanatory or explanatory research. Determining the type of explanatory research is in accordance with the understanding explained by Sugiyono (2009) and Singarimbun and Effendi (2001) that explanatory research is intended to explain the position of the variables studied and to test the previously formulated hypotheses.

2.2 Population and Sample

The population in this study is Shopee Online Customers in Morowali Regency. The population of Online Shopee customers in Morowali district is not known for certain, so the (size) number of samples in this study was determined based on the opinions expressed. According to Hair et al., (in Zahara, 2007: 92) stated that the minimum sample size was five observations for For each parameter that is estimated, the sample that must be met in this study is 5 X indicators or 5 X 24 = 120 samples.

2.3 Data collection technique

The data collection method used in this research is to use a questionnaire (Questionnaire) which is distributed to respondents online/offline. The data used measurements based on the level of agreement using a Likert scale (1-5) namely strongly agree = 5, agree = 4, undecided = 3, and disagree = 2, strongly disagree = 1.

2.4 Analysis Method

Quantitative analysis is a data analysis method that is carried out by looking at the assumptions of Structural Equation Modeling (SEM) as well as conformity tests and statistical tests, all of which are carried out with the AMOS 21.0 and SPSS 21.0 programs. Structural Equation Modeling, allows to test several dependent variables at once with several independent variables. The advantage of this model in management research is its

ability to inform the variables or factors of the concept through indicators that theoretically exist.

3. RESULTS AND DISCUSSIONS

3.1 Characteristics of Respondents

Analysis of respondent data is needed to find out the background of respondents which can be used as a reference to clarify research data. Data on the characteristics of these respondents include gender and age, occupation, monthly income, number of visits that decide to shop at Shopee and products/items purchased. The results of the characteristics of the respondents are;

Table 2: Characteristics of Respondents

Information	frequency	percent	Information	frequency	percent
Gender			Number of Visits		
Man	31	25.83	2 times	31	25,83
Woman	89	74.17	3-4 Times	57	47.5
Age			5-6 Times	23	19.17
17-22	24	20	≥ 6 Times	9	7,5
23-27	56	46.67	Products / Items Purchased		
28-32	30	25	Electronic	3	2.5
>32	10	8.33	Sport	17	14.17
Work			Fashion	82	68.33
Student / Student	17	14.17	Beauty	12	10
Private	13	10.83	Work		
Civil Servant/Honorary	76	63.33	<IDR 1,000,000	15	12.5
Self-employed	10	8.33	IDR 1,000,001-IDR 3,000,000	79	65.83
Other	4	3.34	IDR 3,100,000-IDR 5,000,000	19	15.83
			> IDR 5,000,000	7	5.84

Source: Data processed by researchers, 2022

Based on the results above, it can be seen that the online Shopee purchasers were dominated by women with a total of 89 (74.17%) respondents, while 31 (25.83%) of the online Shopee purchasers were male. The majority of Shopee online purchasers are dominated by the age range of 23-27 years. The status of the respondent's occupation Civil Servant/Honorary with a frequency of 76 respondents or 63.33% and the lowest other status with a frequency of 4 respondents or 3.34%. The monthly income of the respondents is IDR 1,000,001-IDR 3,000,000 with a frequency of 79 respondents or 65.83% and the lowest is > IDR 5,000,000 with a frequency of 7 respondents or 5.84%. The most visits by respondents were 3-4 with a frequency of 57 respondents or 47.5% and the lowest was ≥ 6 Times with a frequency of 9 respondents or 7.5%. Products/items purchased by Shopee online consumers in Morowali Regency were dominated by consumers who bought fashion products/goods with a total of 82 people (68.33%) and the lowest bought sports products/goods with a total of 17 people (14.17%).

3.2 Research Result

From the results of factor/construct testing with confirmatory factor analysis, it can be seen which variables can be used as indicators of a factor, then by including significant indicator variables, a complete model test is carried out which explains the effect of lecturer performance on service quality and student satisfaction at PSDKU Morowali. The test results using Structure Equation Modeling on the AMOS 21.0 program look as follows:

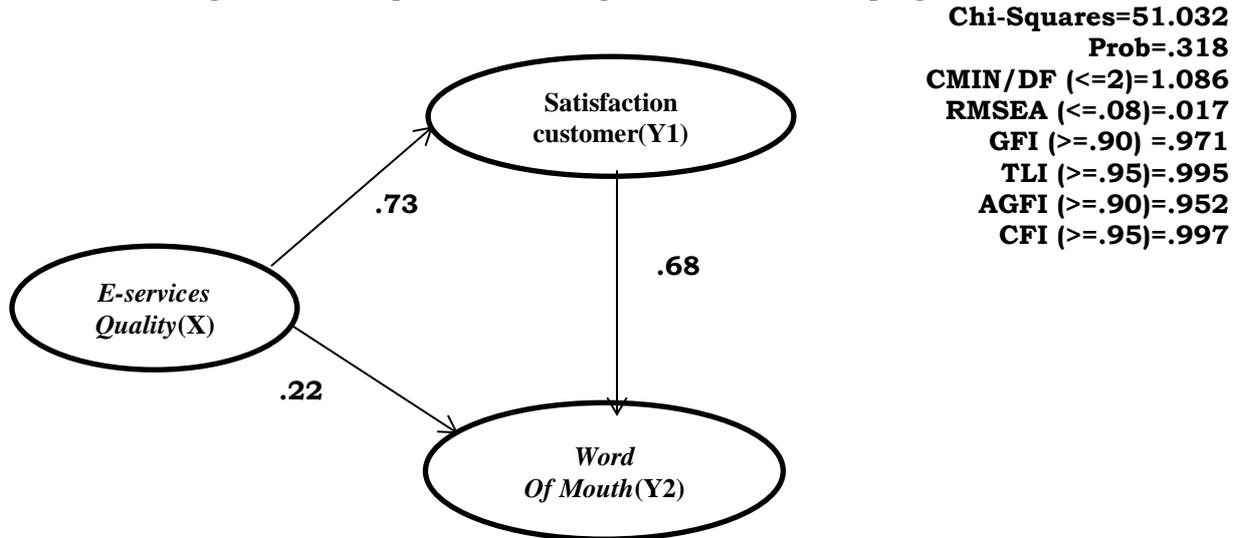


Figure 2. Final Equation Modeling Structure

To test the hypothesis of the effect of e-service quality on customer satisfaction and word of mouth at Online Shopee in Morowali Regency, the following is presented in the path coefficients which indicate a causal relationship between these variables. These relationships are shown in the table below:

Table 2. Hypothesis Testing

Track	Regression Weight	Critical Ratio	Probability (p)	Note:
<i>E-service quality_X</i> →Customer satisfaction_Y1	0.733	8,811	0.000	Significant
<i>E-service quality_X</i> →Word Of mouth_Y2	0.221	2,225	0.026	Significant
Customer satisfaction_Y1→ <i>Word of mouth_Y2</i>	0.678	6.478	0.000	Significant

Source: Data, processed (2022)

Based on the table above, all of the three paths show a relationship that has a significant effect. This is indicated by the significant level $\alpha = 5\%$ and the required smaller probability ($p \leq 0.05$). From the evaluation of the proposed model, it shows that the overall construct has produced a value above critical so that it is acceptable or in accordance with the data, because the instructions for modifying indexes no longer exist.

E-service quality has a significant effect on customer satisfaction

The e-service quality variable with Customer Satisfaction shows significant results because the P value is below the 5% or 0.05 significance level, which is 0.000 with a CR value greater than 2.00, namely 8,811 Estimated value between the e-service quality variable and Customer Satisfaction is equal to 0.733, which means that if e-service quality has increased by 1, then customer satisfaction will also have increased. Thus, hypothesis 1 (first) in this study is accepted.

E-service quality has a significant effect on word of mouth

The variable e-service quality with word of mouth showed significant results because the P value was below the significance level of 5% or 0.05, which was 0.000 with a CR value greater than 2.00, which was 2.225. The estimate value between the variable e-service quality and word of mouth is 0.221, which means that if e-service quality has increased, then word of mouth will also increase. Thus, hypothesis 2 (second) in this study is accepted.

Customer Satisfaction has a significant effect on word of mouth

The variable customer satisfaction with Word Of Mouth showed significant results because the P value was below the 5% or 0.05 significance level, which was 0.000 with a CR value greater than 2.00, which was 6.478. The estimate value between the Customer Satisfaction variable and word of mouth is 0.678, which means that if Customer Satisfaction increases by 1, then word of mouth will also increase. Thus, hypothesis 3 (third) in this study is accepted.

3.3 Discussion

a. Effect of e-service quality on customer satisfaction

Based on the test results it is proven that there is a significant influence of e-service quality consisting of Web site design, Fulfillment, customer service, security/Privacy, Efficiency and Incentives on Customer Satisfaction. This illustrates that the existing dimensions of e-service quality make the greatest contribution as something positive and can create satisfaction for customers. Customer satisfaction begins with e-service quality that is felt by online Shopee customers. The creation of good customer satisfaction can be seen in the data obtained from research results which can show indicators in each latent variable having a good loading factor value, including the Shopee site having customer service available online,

In line with what was said by (Tjiptono, 2004: 146) states that satisfaction or dissatisfaction is the customer's response to the evaluation of discrepancies/disconfirmation that is felt between previous expectations and the actual performance of the product that is felt after use. The level of customer satisfaction with online services can be determined by comparing expectations with the reality that customers feel. The satisfaction that is created is aimed at the positive response of customers by telling others about the satisfaction they feel. The results of this study are also supported by the research results of Juhria, et al (2021), where the results of his research show that e-service quality has a positive influence on customer satisfaction.

b. Effect of e-service quality on word of mouth

Based on the test results, it is proven that there is a significant effect of e-service quality which consists of Web site design, compliance, customer service, security/privacy, efficiency and incentives on word of mouth. Word of mouth is strongly influenced by the e-service quality perceived by Shopee online customers in Morowali Regency. It can be said that the higher the e-service quality or the higher the quality of services provided online Shopee, the more customer satisfaction with Shopee online will increase, thereby encouraging increased word of mouth to Shopee online customers.

Online Shopee must have good service quality in carrying out a process of buying and selling transactions via information technology so that customers are expected to be satisfied with the services provided and can create word of mouth, because in the business world, especially online business, word of mouth is one of the one way of effective and efficient promotion carried out by customers when these customers get good e-service quality.

The results of this study are in line with the results of research conducted by Kencana (2017) which examines the effect of e-service quality on e-word of mouth on the online shopping site Tokopedia with e-customer satisfaction as a mediating variable, where the results of this study indicate that there is an influence There is a significant relationship between e-service quality and e-word of mouth on the Tokopedia online shopping site.

c. Effect of customer satisfaction on word of mouth

Based on the test results, it is proven that there is a significant influence of the Customer Satisfaction variable on word of mouth. This result is supported by the existence of indicators that make the greatest contribution to customer satisfaction, namely satisfaction with ordered goods on online Shopee. In this case, the product ordered by the customer is in accordance with what was sent by online shopee. In addition, the ordered product is still intact or the ordered product is not damaged. Customer satisfaction felt by customers has an important role in encouraging customers to convey positive information and recommend other potential customers to conduct business interactions with online shopee. Under these conditions, companies can benefit and reduce promotion costs.

In line with what was said by Tjiptono (2008), the creation of customer satisfaction can provide several benefits, including forming a word of mouth recommendation that is profitable for the company. The study entitled "The effect of Customer Satisfaction on behavioral intentions" shows that the higher the level of customer satisfaction, the higher the desire to repurchase (repurchase intentions) and inform positive things to others (Positive Word of mouth).

4. CONCLUSION

Based on the previous discussion, this study concludes that first, e-service quality has a positive and significant impact on Shopee's online customer satisfaction in Morowali Regency. Second, the e-service quality variable has a positive and significant effect on the word of mouth of Shopee online customers in Morowali Regency and lastly, the customer satisfaction variable has a positive and significant effect on the word of mouth of Shopee online customers in Morowali Regency. Based on this conclusion,

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