



The effect of e-service quality on customer trust in McD Serang

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ABSTRACT

Electronic services combine two trends: the shift of the conventional economy due to the expansion of the information economy and the digital network system, which includes e-services. As a large fast-food business in the world, McD has innovated by presenting electronic services, where services can be provided using a large screen and ordering is done independently by customers. This supports this research to determine how much influence the e-service quality provided by McD has on customer trust. This research was conducted using descriptive quantitative methods with data analysis tests in the form of a validity test, reliability test, classical assumption test (including normality test and linearity test), simple linear regression test, and correlation test. The target in this research is McD Serang City customers with a population of 730,530 people in Serang City, and a sample was taken using the Slovin formula with an error rate of 10%, resulting in 99.98 rounded up to 100 respondents. Based on the results of the data analysis test carried out, it is known that based on the simple linear regression test that the t value is $10,290 > t$ table $6,660$ with a significance level of $0.000 < 0.05$, it states that e-service quality (x) on customer trust (y) has a significant influence. As for the amount of influence, it can refer to the coefficient of determination test results, which has the amount of influence of variable x on variable y , namely 0.519 (51.9%).

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1. INTRODUCTION

The food and beverage business has very promising potential. In 2010, 259,940,857 people needed to eat or drink daily, so Indonesia has a very potential market for the food and beverage business (Akbar, 2019). One that is experiencing rapid development is the fast food restaurant business, commonly known as fast food. This fast-food restaurant has been around since the 19th century. The fast-food restaurant industry grew in the 20th century through the franchise model, reaching countries such as Indonesia in Asia, Australia, Africa, and Europe (Istighfarin et al., 2021). Fast food, such as pizza, burgers, french fries, and fried chicken, can be cooked quickly (Basith & Fadhillah, 2019).

Fast food is a term for foods usually high in fat, carbohydrates, and fiber. The main factor that is most important to consumers when buying fast-food is the product

factor, followed by packaging, features, and price (Mazwan et al., 2022). There is a famous fast-food restaurant in Indonesia called McDonald's. This fast-food restaurant chain has 227 locations across Indonesia and serves the needs of its customers with drive-thru, delivery, take-out, and dine-in options. Some McDonald's restaurants are open 24 hours daily (Juliana et al., 2021).

According to Dian H. Supolo, Director of Marketing and Communications, the fast-food restaurant industry proliferates. Since its establishment in 1991, McDonald's has reached 106 locations (Juliana et al., 2021). One of the largest fast food chains in the world, McDonald's, has led the way in electronic service delivery, allowing orders to be placed without customer involvement and services to be delivered via a big screen. Remote ordering can also be done by customers using the McD app. The McD app is a versatile tool that makes ordering convenient for customers and allows them to order McDelivery all from within the same program. This is based on the ability of businesses to innovate and pay attention to the demands of society in order to manage the market efficiently (Zailani, 2022).

E-services are a combination of two trends: the shift of the conventional economy from merchandise to services and the expansion of economic information and digital network systems, which include e-services (Nguyen et al., 2023). According to Lin, C.-Y., & Ho, (2008), E-Service Quality is one of the most researched marketing subjects because of its relationship with spending, customer satisfaction, loyalty, and retention. The dimensions and outcomes of e-service quality are significant. *E-service quality* is defined as the gap between the perceived service and what is expected from it (Wiryananda & Erdiansyah, 2020). According to Zeithaml, Parasuraman, and Malhotra in Rita et al., (2019), E-Service Quality is the extent to which a website allows customers to order and receive products and services quickly and easily. Parasuraman (2005) describes how a website or application can provide online shopping, ordering, and delivery services effectively and efficiently.

A company's ability to grow in the market will be hampered if customers are no longer aware of its products, as customer trust is critical to a business's survival. Nonetheless, a business will continue to succeed in the market if consumers believe in its offerings (Satryawati, 2018). Companies must continue to earn that trust. The more customers do this, the stronger the company's relationship with its customers (Nurkhomea et al., 2022). The relationship between service quality and customer trust has been widely discussed many times by research authors (Agarwal & Dhingra, 2023). Consumers can make decisions in the purchasing process if they have a positive perception of the quality of goods or services. Although service quality factors may differ for different types of services, the relationship between customers and service quality depends (Hartono et al., 2021).

Trust is an essential part of every company. When each party trusts each other, there is a business transaction between two or more parties (Alifa et al., 2022). All types of services have equal customer satisfaction and loyalty, especially electronic services, which sometimes have many problems both on the big screen of McDonald's and on the application itself. There may be problems that make some customers prefer to make transactions in person (Aisy & Windiarti, 2022). Customer satisfaction is the culmination of various intensities of affective reactions that target essential aspects of the consumption of a product, sourced over a limited time and duration, and combined (Herawati et al., 2018). So, in this case, the researcher wants to examine how influential E-Service Quality is on customer trust in McD Serang.

In this study, the researcher's E-S-QUAL scale was used by Parasuraman et al., (2005). This scale includes four dimensions, which are described as follows: (1) Efficiency: The speed and ease of use of the website. Efficiency is highly valued because convenience and time savings are usually touted as the main advantages of online shopping; (2) Fulfillment: The extent to which a website fulfills its commitments. Maintaining service commitments and providing accurate order fulfillment are

components of service quality that can affect customer satisfaction or dissatisfaction, so fulfillment is one of the most critical factors in evaluating the quality of online business. (3) System availability: The proper technical operation of the website includes the right moment for customers to make online purchases or browse. Customer dissatisfaction due to functional problems, such as broken buttons or missing links, may result in the company missing the opportunity to increase customer loyalty; (4) Privacy: Because websites protect their users' data so well, many customers still buy online. It is well known that customer satisfaction, purchase intent, and overall website quality are strongly influenced by consumer privacy (Supriyantini et al., 2014).

Research on E-service Quality on customer satisfaction has a variety of approaches and focuses that differentiate it from other research in the same field. This research places more emphasis on customer perceptions of service quality, such as ease of use and clarity of information, while other research places more emphasis on objectively measuring the quality of electronic services, such as speed of response and system reliability. In addition, differences in research methodology, such as the use of quantitative versus qualitative data, can also influence the results and findings obtained. Thus, although the research topics are similar, the approaches and findings of each study can vary significantly, offering different insights regarding the link between e-service quality and customer satisfaction.

2. RESEARCH METHOD

The research method used in this research is a quantitative approach with descriptive methods; researchers conducted research on McDonald's Serang customers by observing and distributing questionnaires. The questionnaire is a data collection technique that gives respondents a set of statements (Sugiyono, 2016). The variables used in this study are: (1) The Independent Variable is E-Service Quality, with four dimensions: a. Efficiency; b. Fulfillment; c. System Availability; d. Privacy; and (2) Dependent variable is customer trust.

Table 1. Definition of variable operationalization

Variable	Dimension	Indicator
E-Service Quality	Efficiency	1. McD app is easy to use
		2. The information in the app is well organized
		3. The app is easily available
		4. Pages load quickly
	Fulfillment	5. Product availability on the app
		6. Response between application and service provided
		7. The command given in the application runs according to what is stated in the application
	System Availability	8. Ease of transaction
		9. Ease of operating the application
		10. No overlapping transactions
	Privacy	11. User data is protected
		12. User transaction data is protected
Customer Trust		1. Customers are satisfied with the application service
		2. Customers feel helped by the application
		3. Customers make purchases and transactions again

The population in this study is the people of Serang City based on BPS in 2023, as many as 730,530 people, so the sample to be taken is calculated using the Slovin formula of 100 respondents. The sampling technique used uses the Accidental Sampling technique (Riduwan & Sunarto, 2007). The sample results referred to above are obtained from:

$$n = \frac{730.530}{730.530(0,1)^2 + 1}$$

$$= \frac{730.530}{73,054}$$

$$= 100 \text{ sampel}$$

The data analysis techniques carried out include (1) validity test, (2) reliability test, (3) classical assumption test (normality test and linearity test), (4) simple linear regression test, (5) correlation test, and (6) determination coefficient test. The analysis carried out in this study is to determine whether there is an influence between variable x (E-Service Quality) and variable y (customer trust) and how much influence E-Service Quality has on customer trust in McD Serang.

3. RESULTS AND DISCUSSIONS

The assumption that there is an influence of E-Service Quality on customer trust at McD Serang is because public trust is a response due to the emergence of an experience in carrying out activities and, in this context, is an electronic-based service from McD. Furthermore, this researcher's conjecture was then analyzed to determine how much E-Service quality influences customer trust. First, the validity stage is tested, which is as follows:

Table 2. Validity Test

Indicator	N	R count	R Table	Result
X1	100	0,477	0,1654	VALID
X2	100	0,574	0,1654	VALID
X3	100	0,343	0,1654	VALID
X4	100	0,403	0,1654	VALID
X5	100	0,388	0,1654	VALID
X6	100	0,639	0,1654	VALID
X7	100	0,549	0,1654	VALID
X8	100	0,430	0,1654	VALID
X9	100	0,443	0,1654	VALID
X10	100	0,289	0,1654	VALID
X11	100	0,527	0,1654	VALID
X12	100	0,657	0,1654	VALID
Y1	100	0,532	0,1654	VALID
Y2	100	0,439	0,1654	VALID
Y3	100	0,546	0,1654	VALID
Y4	100	0,573	0,1654	VALID
Y5	100	0,485	0,1654	VALID
Y6	100	0,602	0,1654	VALID
Y7	100	0,523	0,1654	VALID

(Source: Data processed, 2024)

Based on Table 2, it is known that it has a value of $r_{count} > r_{table}$ (0.1654), which means it shows that the data tested is "valid." Then, the next test can be done, namely the reliability test. Reliability means that a suitable instrument is an instrument that can be trusted and relied upon. The technique of finding reliability in this study uses the Cronbach Alpha technique (Arikunto, 2013). This test is carried out as follows:

Table 3. Reliability Test

Variable	Respondents	Instrument	R Count	Cronbach's Alpha	Result
X	100	12	0,825	0,60	Reliabel
Y	100	7	0,769	0,60	Reliabel

(Source: Data processed, 2024)

Based on Table 3, reliability testing is carried out with internal consistency using Cronbach's Alpha. According to (Ghozali, 2011), If the Cronbach alpha value > 0.60 , then the instrument is said to be reliable. So, in this study, alpha 0.60 is used. This test is reliable if the current Cronbach alpha value on E-Service Quality is $0.825 > 0.60$. The

Cronbach alpha value of Customer Trust is $0.769 > 0.60$, so it is reliable. The next test is the classic assumption test, consisting of a normality and linearity test. The normality test uses the One-Sample Kolmogorov-Smirnov test. The asymptotic value (2-tailed) $> \alpha$ (0.1), then the data is declared to come from a normally distributed population. This can be seen as follows:

Table 4. Normality Test

One-Sample Kolmogorov-Smirnov Test		
		Standardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	.99493668
Most Extreme Differences	Absolute	.077
	Positive	.037
	Negative	-.077
Test Statistic		.077
Asymp. Sig. (2-tailed)		.200 ^c

(Source: Data processed, 2024)

Based on Table 4, it is known that the normality of the data is shown from the Asymp. Sig (2-tailed) value of 0.2. If the value of Asymp. Sig (2-tailed) value of $0.2 > \alpha$ (0.1), it can be stated that the data in this study come from a normally distributed population. The next stage is linearity testing to determine whether a linear relationship exists between e-service quality and customer trust, characterized when the deviation from the linearity value is > 0.05 . The results are as follows:

Table 5. Linear Test

ANOVA							
			Sum of Squares	df	Mean Square	F	Sig.
Y * X	Between Groups	(Combined)	209.082	11	19.007	6.979	.000
		Linearity	179.916	1	179.916	66.061	.000
		Deviation from Linearity	29.167	10	2.917	1.071	.393
	Within Groups		239.668	88	2.723		
Total			448.750	99			

(Source: Data processed, 2024)

The results of the linear test in Table 5, Sahir (2022) if the probability value of 0.05 is smaller than the Sig value ($0.05 < \text{Sig}$) or the linearity value deviation is > 0.05 then the data meets linearity, show that the deviation from linearity value ($0.39 > 0.05$) means that there is a linear relationship between variable x (E-Service Quality) and variable y (customer trust). However, more than this test is needed to determine how much E-Service Quality influences customer trust; the coefficient of determination test can be carried out. However, before that, there is a simple linear regression test stage to determine whether there is an influence between E-Service Quality and customer trust, which is characterized by the t value $> t$ table and the significance value obtained < 0.05 . The following are the results of the simple linear regression test by IBM SPSS 25:

Table 6. Simple Linear Regression Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	5.328	1.584		3.364	.001
	X	.353	.034	.721	10.290	.000

(Source: Data processed, 2024)

Based on the results in Table 6, the t-test results (partial test) state that the t value is $10,290 > t$ table $6,660$ with a significance level of $0.000 < 0.05$, so the regression model can be used to predict whether there is an influence between e-service quality on customer trust. Furthermore, the resulting significant value must be less than 0.05 to determine the correlation between the two variables (Lolombulan, 2022). The following are the results of the product-moment correlation of variable X and variable Y in this study;

Table 7. Correlation Test

		Correlations	
		X	Y
X	Pearson Correlation	1	.721**
	Sig. (2-tailed)		.000
	N	100	100
Y	Pearson Correlation	.721**	1
	Sig. (2-tailed)	.000	
	N	100	100

(Source: Data processed, 2024)

Based on Table 7 data processing using IBM SPSS 25, it is known that the significance value obtained is $0.000 < 0.05$, and the calculated Pearson Correlation value is 0.721 ; according to these results, it can be concluded that the variables that get these results are very strongly correlated. (Sugiyono, 2016) When it is known that variable x (e-service quality) on variable y (customer trust) has a correlation and influence, then the researcher wants to know how much influence is between variable x (e-service quality) on variable y (customer trust) and the coefficient of determination test must be carried out. The results of the coefficient of determination test are as follows:

Table 8. Determination Coefficient Test

Model Summary					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	
1	.721 ^a	.519	.514	1.714	

a. Predictors: (Constant), X

(Source: Data processed, 2024)

Based on the test results in Table 8, the influence between variables x and y is 0.519 (51.9%). So, the final result of this study is that variables x and y influence with a magnitude of 51.9% .

The results of the simple linear regression test and the coefficient of determination test each explain the impact of the e-service quality variable (x) on the customer trust variable (y) based on the research that has been conducted. The e-service quality variable affects the customer trust variable; based on the conclusion of simple linear regression analysis, a significance value of $0.000 < 0.05$ is obtained, and based on the count value of $10.290 > t$ table 6.660 . The regression equation is $Y = 5.382 + 0.353 X$. This research shows a positive influence between e-service quality and customer trust.

Based on the results of the correlation analysis, the significance value is $0.000 < 0.05$, and the coefficient value is 0.721 ; this shows a strong relationship between E-Service Quality and Customer Trust. E-Service Quality affects Customer Trust by 51.9% . This confirms that the discussion about e-service is critical, considering that the times have transformed to digital, including fulfilling public needs. This public need in question is a public service. Effectiveness and efficiency are key in the process of fulfilling these public needs. So what can be the answer is E-Service itself. Referring to Zeithmal Pasuraman in (Rita et al., 2019) explained that E-Service Quality is the extent to which the web or system can facilitate related shopping or services. If the service provided can be facilitated properly, this will form a customer's trust to buy. When viewed at McD, this influence is based on the dimensional instruments in E-Service Quality, namely; a)

Efficiency: Based on consumer experience, electronic-based services at McD can be used and obtained easily. This is because the services provided by McD are already based on electronic (e-service) ordering. In addition, in dine-in services, officers are always on standby to help customers who are having difficulty placing orders. It can be concluded that implementing this service is declared efficient in providing services to customers.; b) Fulfillment: This dimension can be proven by the availability of a separate application, the McD Application, which provides all information regarding product availability and promos. This electronic-based service (e-service) is always up to date, and what is offered is such that one of them forms trust among McD customers; c) System Availability: This dimension is evidenced by the ease with which customers can transact to place orders at McD. This refers to the transactions made in placing orders through various non-cash and cash payments, so it is effortless for customers to place orders; d) Privacy, as evidenced by data leakage or transaction security, is very well maintained. Considering that this transaction is directly to McD, in addition to the actual data leakage, the only data available is in the McD application itself, which is only to offer promos and products available, so it is doubtful it will be broken into considering that there is no crucial data in the system.

These four dimensions prove the hypothesis that researchers have in order to become the basis for conducting this research, namely that the influence between e-service quality on customer trust is actual, as evidenced by the final result of 51.9% of the amount of influence plus the reality that has been described based on its dimensions.

Not only that, in conducting this research, the influence of e-service quality on customer trust certainly has a reference as a reinforcement, namely based on the findings of research conducted by (Basith & Fadhilah, 2019) that customer trust is related to a consumer's decision to buy a product. Determination in buying is also based on one of the factors of e-service quality. Furthermore, (Nurkhomaria et al., 2022) research explains that the E-Service Quality variable strongly correlates with and influences customer loyalty (trust). So, the results of this study have successfully proven that the E-Service Quality variable (x) influences the customer trust variable (y).

4. CONCLUSION

Based on the results of the discussion above, in this study, variable x (e-service quality) and variable y (customer trust) have an influence and are strongly correlated. The influence obtained after the data analysis test of variable x on variable y is 51.9%. In contrast, the percentage of 48.1% on the customer trust variable (y) is influenced by other factors not discussed in this study. For further research, it is recommended to combine a quantitative approach with a qualitative approach to gain a more holistic understanding of the relationship between E-service Quality and customer satisfaction. A qualitative approach can help in exploring deeper context, understanding customer perceptions and experiences in more detail, and identifying factors that may not be detected through a quantitative approach alone. In addition, future research could expand the scope of variables studied, including factors such as trust, perceived value, and customer loyalty, to enrich understanding of the dynamics influencing customer satisfaction in the context of e-services.

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