

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

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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 hundreds of thousands of merchants throughout Indonesia. Gofood is run by motorcycle, taxi drivers who have become Gojek members. The number of Gojek drivers makes ordering Gofood services faster. The purpose of this study is how much influence e-service quality has on customer satisfaction with Gofood services. The method used in this research is quantitative 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 using the Bernoulli formula, 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 outside this study such as e-trust, 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 internet users 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 for taxis at certain locations, order trips for specified routes or determine special fares for specified trips. One of which is online food delivery services, food services available through certain applications or websites. This allows customers to order food 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 the higher the quality of a company's electronic services, the higher the customer satisfaction.

II. LITERATURE REVIEW

A. Service Management

According Gronroos (2015) service management is a methodology in which management procedures are tailored to the characteristics of service and the nature of service competition. Service management is also a customer-oriented approach. Service management understands how to manage business in service competition, that is in competitive situation where service is the key to success in a marketplace, regardless of whether the core of the offering is a service or 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 start with consumers' needs and end with their perceptions, where consumers' perceptions of service quality form an overall assessment of service excellence.

C. E-service Quality

According Chase et al (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

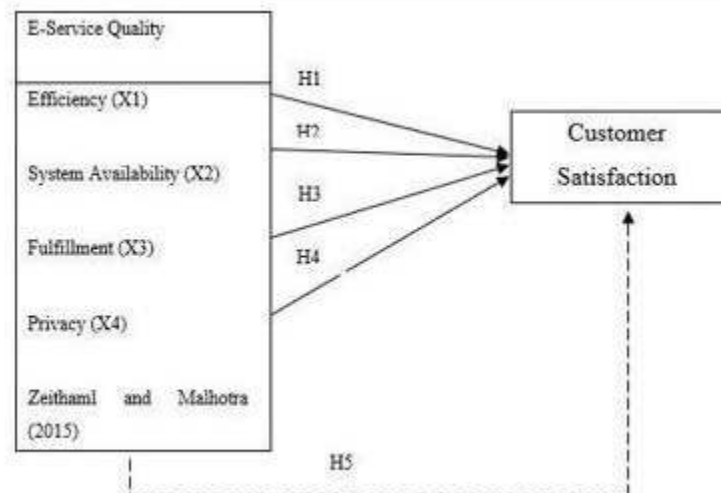


Figure 2.1. Research Framework

Source:author

E. Hypothesis

The hypothesis is a temporary answer to the research problem formulation, therefore the 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.

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 to 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 produces category 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 nature or 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 or element 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 deviation p = Correct chance q = 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 Ghazali (2013). The value of the coefficient of determination is between zero and one, a small R^2 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 (rtable of n = 30).

Table 4. 2 Validity Test

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

	0,609	0,361	Valid
	0,543	0,361	Valid
	0,685	0,361	Valid
<i>Fulfillment (X3)</i> 0,741		0,361	Valid
	0,783	0,361	Valid
	0,663	0,361	Valid
	0,724	0,361	Valid
<i>Privacy (X4)</i> 0,792		0,361	Valid
	0,777	0,361	Valid
	0,706	0,361	Valid
<i>Customer Satisfaction (Y)</i> 0,795		0,361	Valid
	0,772	0,361	Valid
	0,600	0,098	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 $r_{\text{count}} > r_{\text{table}}$, 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

Variable	Cronbach's Alpha	N of Items	Information
<i>Efficiency (X1)</i>	0,728	6	Reliable
<i>System Availability (X2)</i>	0,639	4	Reliable
<i>Fulfillment (X3)</i>	0,720	5	Reliable
<i>Privacy (X4)</i>	0,644	3	Reliable
<i>Customer Satisfaction (Y)</i>	0,689	4	Reliable

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.

Table 4.4 Descriptive Analysis

No	Statement	SA (5)	A (4)	QA (3)	D (2)	SD(1)	Total 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
							70,6%		
4.	The information contained in Gofood is organized/well organized.	98	140	86	40	36	1.424	2.004	Good
							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
							78,9%		
Effeciency							8.893	12.024	Good

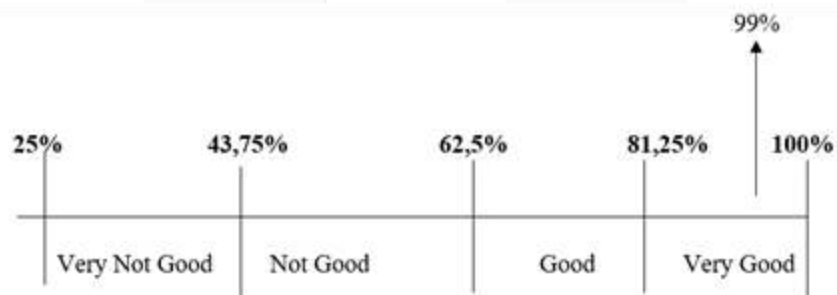
Source: Processed Data (2023)

Table 4.5 Descriptive

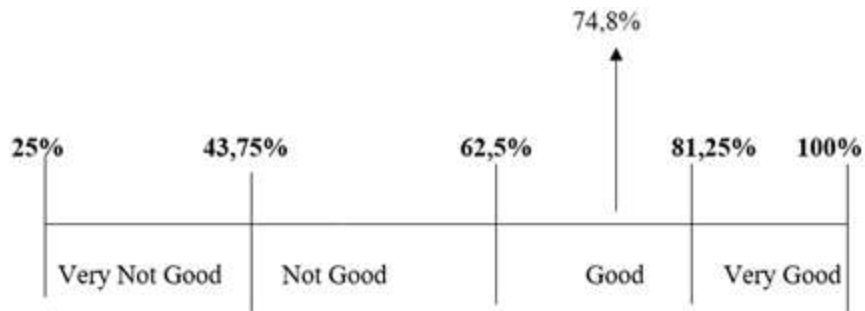
No	Statement	SA (5)	A (4)	QA (3)	D (2)	SD(1)	Total Score	Ideal Score	Category
1.	The range of services offered by Go Food satisfies customer needs	80 103	150	116	38	16	1.440	2.004	Good
							71,8%		
2.	Go Food is the service provider of choice for customers		148	102	43	4	1.503	2.004	Good
							75%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

Source: Processed Data (2023)

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



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

^a. Test distribution is Normal.

^b. Calculated from data.

^c. Lilliefors Significance Correction.
Source: Processed Data (2023)

E. Multiple Collinierity Test

Table 6. Multiple Collinierity

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			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
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 multicollinearity in the regression model.

F. Hypothesis Testing

Table 7. Partial Test (t-Test)

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
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

Model		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

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