Analysis of E-Service Quality Influence Through E-Satisfaction on Online Purchasing Decisions (Consumer Survey of PT. X)

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Abstract. This study aims to determine the effect of E-Service Quality through E-Satisfaction on online purchasing decisions at PT X. Data collection using a questionnaire with a Likert scale. This research uses Partial Least Square as an analysis tool. The results showed that the E-Service Quality variable influenced the E-Satisfaction variable by 37.9%, and influenced the online purchasing decision variable by 0.514. Means it can be concluded that the E-Service Quality variable has a positive and significant effect on online purchasing decisions through E-Satisfaction on PT. X

1. Introduction
PT. X is a fashion company whose main focus is to sell leather-based products. PT. X products sold are shoes, wallets, belts, sandals, jackets, and bags. PT. X sells its products through internet media using websites and social media such as Instagram and Facebook. Sales with internet media are done so that consumers can get to know the product quickly and also know the advantages and uniqueness of the products offered so that it can influence purchasing decisions.

Purchasing decisions are actions of consumers to buy or not buy a product [1]. E-Service Quality is an important instrument in developing a competitive advantage in online retailing [2]. The definition of online service quality in its interaction with the website is a level of a website that effectively and efficiently facilitates consumers in shopping, making purchases and the delivery process of products and services [3]. E-Satisfaction is the affective state of the customer to the website that is obtained from evaluating all aspects that make up the customer relationship [4]. The development of e-service quality is needed to achieve customer satisfaction so that it raises the intention of consumers to make online purchasing decisions. Based on this background, this study aims to determine and analyze the effect of E-Service Quality on Online Purchasing Decisions through E-Satisfaction on PT. X consumers.

2. Literature Review

2.1. Consumer
Consumers are all individuals and households that buy or obtain goods or services for personal consumption [1]. Consumers are economical buyers, those who know all the facts and logically
compare choices based on the costs and value of the benefits received to obtain the greatest satisfaction from the money and time they sacrifice [5]. The study of consumer behaviour is a study of how an individual decides to allocate available resources (time, money, effort, and energy) [6]. Consumer behaviour is the study of how individuals, groups and organizations choose, buy, use and place goods, services, ideas or experiences to satisfy their wants and needs [7].

Four characteristics influence consumers in making a purchase, namely, cultural factors, social factors, personal factors and psychological factors [8]. Some things that affect the pattern of consumer buying behaviour in the online world, including [9]:

- How to obtain product or service information.
- How to make purchases from anywhere because consumers only have to open the company's website.
- Loss of face to face with the seller.
- How to bid on prices
- Ease of obtaining goods purchased

2.2. E-Service Quality
An e-service is an act, business or show whose delivery is mediated by information technology [10]. E-service quality consists of 4 indicators consisting of:

- Fulfilment is related to how far the company promises the availability of goods, and also related to the delivery of orders.
- Efficiency is how easy and fast it is to access and use a website.
- Privacy is an indicator related to the level of security and protection related to consumer personal data.
- System availability related to technical functions on the website used

2.3. E-Satisfaction
E-satisfaction is described as gratification from customers that comes from previous real buying experience with certain electronic trading companies [11]. E-satisfaction is also interpreted as the affective state of the customer to the website which is obtained from the evaluation of all aspects that make up the customer relationship [4]. There are five main dimensions that influence e-satisfaction [12]:

- Convenience, where there are three things namely shopping time, convenience, and ease of browsing.
- Merchandising, which consists of a number of offerings, a variety of offerings.
- Site design, where the specified factors are navigation structure, web design & interface, fast presentation, and updated information.
- Security where the specified factors are privacy, and financial security.
- Serviceability, which consists of redressal complaints, customer support, return policy, purchase process, post service

3. Methodology
This study uses a purposive sampling technique, where each subject taken from the participants is deliberately chosen according to specific objectives and considerations [13]. The object of research is 18-year-old PT X consumers who have purchased products through online sites at least once or more. This study uses primary data collected through questionnaire distribution to respondents using Google form. Respondent data obtained from PT X consumer personal contact data. The measurement scale of the variables used in this study uses a Likert scale. The data obtained is then processed through the analysis path. The results of data processing are then analyzed using Partial Least Square (PLS), which is an analysis of variance-based structural equations that can simultaneously test measurement models as well as structural model tests.
The independent variable in this study is e-service quality (X). The independent variable is the variable that influences or is the cause of the occurrence of the dependent variable [13]. The dependent variable in this study is online purchasing decisions (Y). The dependent variable is a variable that is affected or which is due, because of the independent variables [13]. The intermediate variable in this study is e-satisfaction (Z). Intermediate variables are variables that provide pauses or between independent variables and dependent variables so that the independent variables do not directly affect the dependent variable [13]. The hypothesis in this study is that E-Service Quality influences online purchasing decisions through E-Satisfaction.

![Research Conceptual Framework](image)

**Figure 1.** Research Conceptual Framework

### 4. Result

#### 4.1. E-Service Quality

The results of data analysis perception of e-service quality variables can be seen in table 1.

| Interval   | Category      | Amount | Percentage |
|------------|---------------|--------|------------|
| 1,00 s/d 1,79 | Very Unkind   | 0      | 0%         |
| 1,80 s/d 2,59 | Not Good      | 1      | 1%         |
| 2,60 s/d 3,39 | Neutral       | 12     | 11,4%      |
| 3,40 s/d 4,19 | Good          | 58     | 55,2%      |
| 4,20 s/d 5,00 | Very Good     | 34     | 32%        |
| Amount      |               | 105    | 100%       |

Based on table 1 it can be seen that respondents' perceptions of the E-Service Quality variable of 55.2% of respondents stated good and 32% of respondents stated very good.

#### 4.2. E-Satisfaction

The results of data analysis perception of e-satisfaction service quality variables can be seen in table 2.

| Interval   | Category     | Amount | Percentage |
|------------|--------------|--------|------------|
| 1,00 s/d 1,79 | Very Dissatisfied | 0      | 0%         |
| 1,80 s/d 2,59 | Not satisfied | 3      | 2.8%       |
| 2,60 s/d 3,39 | Neutral      | 17     | 16.2%      |
| 3,40 s/d 4,19 | Satisfied    | 49     | 46.7%      |
| 4,20 s/d 5,00 | Very Satisfied | 36     | 34.3%      |
| Amount      |               | 105    | 100%       |

Based on table 2 it can be seen that respondents' perceptions of the E-Satisfaction variable of 46.7% of respondents stated satisfied and 34.3% of respondents stated very satisfied.

#### 4.3. Online Purchasing Decision

The results of data analysis perception of online purchasing decision variables can be seen in table 3.
Based on table 3 it can be seen that respondents' perceptions of online purchasing decision variables of 60% of respondents stated high and 34.3% of respondents stated very satisfied.

4.4. Partial Least Square
The path diagram of the PLS method results generated using the Smart PLS program for all constructs is presented in Figure 2. In figure 1, X is E-service quality, Z is E satisfaction and Y is an online purchasing decision.

Based on the equation it is found that all variables are positive. The E-Service Quality variable has a positive influence on the online purchasing decision variable of 0.275, the E-Service Quality variable has a positive influence of 0.616 on E-Satisfaction, the E-Satisfaction variable has a positive influence on the online purchase decision variable of 0.514 and the E-Satisfaction variable has an influence positive in mediating the relationship between E-Service Quality with Online Purchasing Decisions of 0.379.

Based on PLS analysis it is known that all indicators have an outer loading value> 0.5 so that it is said to be significant, it can be said that the indicators used are good gauges in measuring the research variables. The results of outer loading can be seen in the following table.

### Table 3. Perception of respondents variable online purchasing decision

| Interval       | Category   | Amount | Percentage |
|----------------|------------|--------|------------|
| 1,00 s/d 1,79  | Very Low   | 0      | 0%         |
| 1,80 s/d 2,59  | Low        | 1      | 1%         |
| 2,60 s/d 3,39  | Neutral    | 15     | 14.2%      |
| 3,40 s/d 4,19  | High       | 63     | 60%        |
| 4,20 s/d 5,00  | Very High  | 26     | 24.8%      |
| Amount         |            | 105    | 100%       |

**Figure 2.** Path chart constructions

| Variable       | Indicator | Outer Loading |
|----------------|-----------|---------------|
| E-Service Quality | X1.1     | 0.733         |
|                 | X1.2     | 0.802         |
|                 | X1.3     | 0.713         |
|                 | X1.4     | 0.630         |
|                 | Z1.1     | 0.791         |
| E-Satisfaction  | Z1.2     | 0.798         |
|                 | Z1.3     | 0.728         |
|                 | Z1.4     | 0.777         |
| Online          | Y1.1     | 0.644         |
The path coefficient score for hypothesis testing is performed with a value of $\alpha$ 5% (0.05). The output of hypothesis testing can be seen in the appendix. The results of hypothesis testing can be seen in the following Table 5.

**Table 5. Hypothesis testing results**

| Hypotesis Statistik                                      | Path Coefficient | T Statistics | P values | Result     |
|---------------------------------------------------------|------------------|--------------|----------|------------|
| $H_1$ E-Service Quality $\rightarrow$ Online Purchasing Decisions | 0,275            | 2,007        | 0,045    | Significant|
| $H_2$ E-Service Quality $\rightarrow$ E-Satisfaction    | 0,616            | 9,194        | 0,000    | Significant|
| $H_3$ E-Satisfaction $\rightarrow$ Online Purchasing Decisions | 0,514            | 5,388        | 0,000    | Significant|
| $H_4$ E-Service Quality $\rightarrow$ E-Satisfaction $\rightarrow$ Online Purchasing Decisions | 0,317            | 4,397        | 0,000    | Significant|

Based on Table 5 it can be seen that $H_1$, $H_2$, $H_3$, $H_4$, have met the criteria of $p$ values $<0.05$ so that it can be said that the influence between variables is significant. From table 2 it can also be seen that all hypotheses have a positive path coefficient value and $t$ statistic is greater than $t$ table so it can be said that all variable relationships are positive and significant. $H_4$ has a positive path coefficient value and $t$ statistic is greater than $t$ table so it can be said that the relationship of variables is positive and significant. This shows that the E-Satisfaction variable has a positive and significant influence in mediating the relationship between E-Service Quality with partial online purchasing decisions.

### 5. Conclusion

The results of the analysis using partial least square show that the E-Service Quality variable has a positive and significant effect on online purchasing decisions on PT. X consumers. This means that if PT. X E-Service Quality matches consumer expectations, the Online Purchasing Decision will increase. The analysis also shows that the E-Service Quality variable has a positive and significant effect on E-Satisfaction in PT. X consumers. This can be interpreted, if E-Service Quality meets consumer expectations, then the perceived E-Satisfaction also experiences an increase. Then the analysis shows that the E-Satisfaction variable has a positive and significant effect on Online Purchasing Decisions on PT X consumers. That is, if the E-Satisfaction perceived by consumers is getting higher, then online purchasing decisions will increase. Finally, the results of the analysis show that the coefficient values show positive and significant results. Means that if E-Service Quality is in accordance with consumer expectations, the level of E-Satisfaction will be higher the level of satisfaction and will have an influence on Online Purchasing Decisions on consumers. It also shows that E-Satisfaction has a positive and significant influence in mediating the relationship between E-Service Quality with partial Online Purchasing Decisions on Guten.inc consumers.

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