

# The Relationship Between E-Service Quality on Satisfaction and Trust, and Its Implications Related to Word of Mouth and Loyalty of E-Commerce Consumers in Indonesia

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## Abstract

*Electronic Commerce (E-Commerce) is a strategy that can be implemented to achieve business targets and goals. The increasingly developing digital era means that various aspects also have the potential to utilize technology in various lines. The various platforms, applications and digital features used can add value to company performance, because these platforms can help optimize business performance and strategy. The use of digital technology applies not only to manufacturing companies but also to service companies. Service is an important indicator of consumer satisfaction. Good service, quick response, willingness to accept feedback and criticism are advantages for the company. Because if consumers are satisfied with the services provided, it will also have a positive influence on the company. Apart from increasing satisfaction, good service will also increase consumer trust in the company. Associated with the digital era, service quality includes the e-service quality category. Nowadays, many services using digital media have been implemented considering the convenience and time efficiency. Quality service will also influence word of mouth and consumer loyalty. If consumers are satisfied with the service they receive, they will tell family and friends about this, which will indirectly increase promotion and branding. Then, satisfied consumers will also increase loyalty by making repeat purchases, thereby increasing engagement and company performance. Based on the results of data processing using the SEM method and the TAM model, a positive influence between variables was obtained.*

**Keywords:** *E-Service Quality, Consumer Loyalty, E-Commerce, SEM, TAM Model, Word of Mouth.*

## Introduction

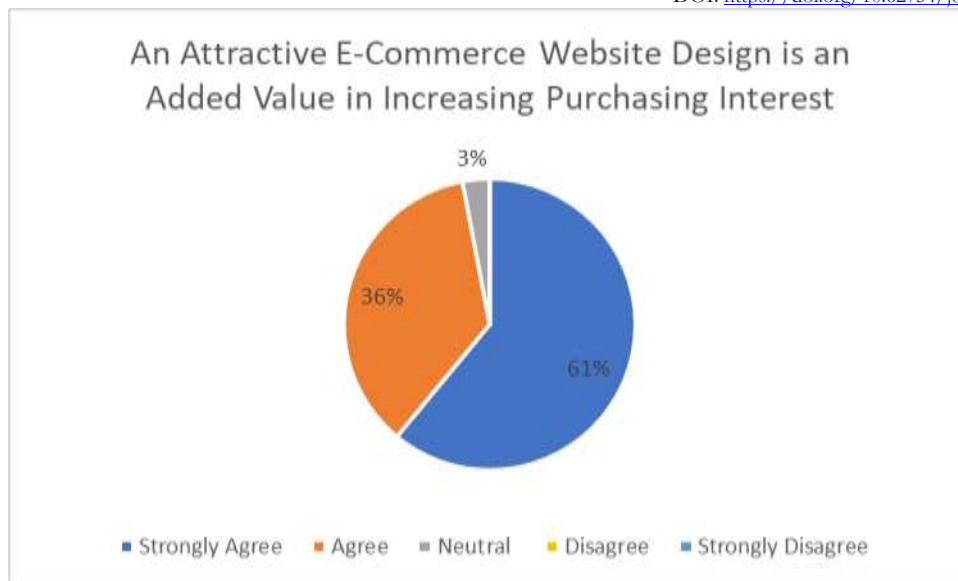
Quality service will have an effect on increasing consumer satisfaction and trust. The development of the digital era opens up business potential in improving performance and strategy. Various inputs from consumers will become indicators of assessment and performance for the company. Regarding the use of e-commerce, researchers conducted a survey by distributing questionnaires to 100 respondents, and obtained the following data:

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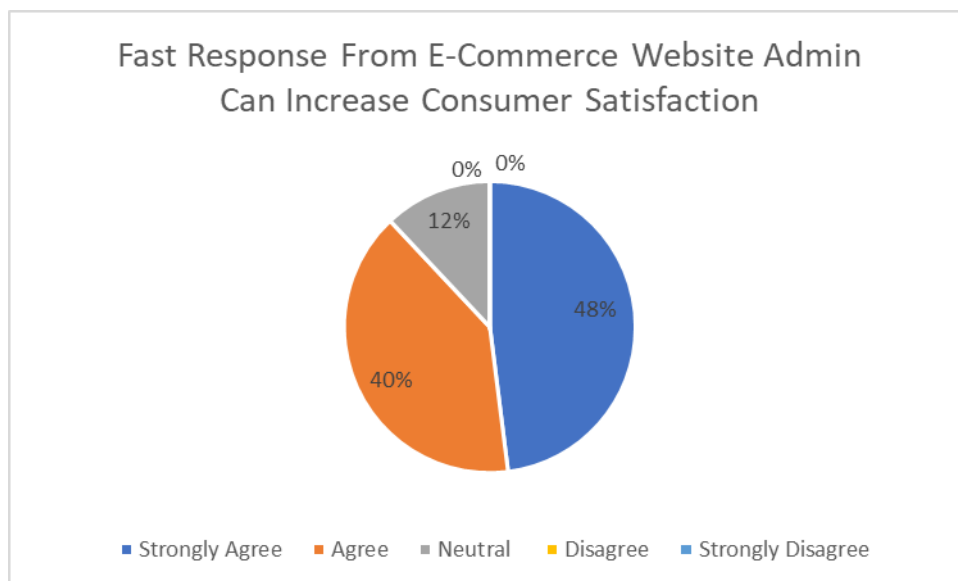
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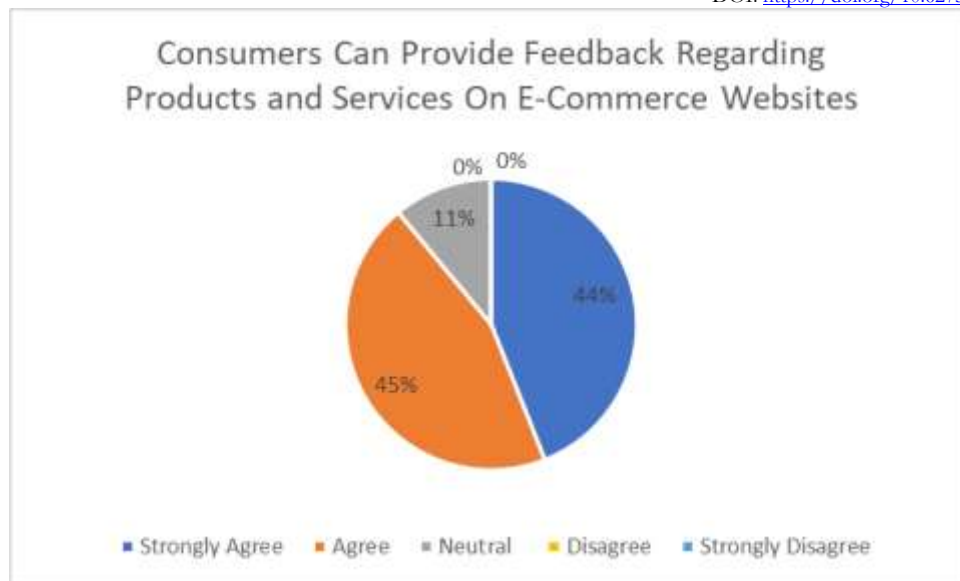
**Figure 1. Website Design**

Of the 100 respondents, 61% of respondents strongly agree that having an attractive website design can be of value or added value to increase consumer buying interest. An attractive website design will certainly attract consumer attention, so that consumers will be aware and search for the products they need.



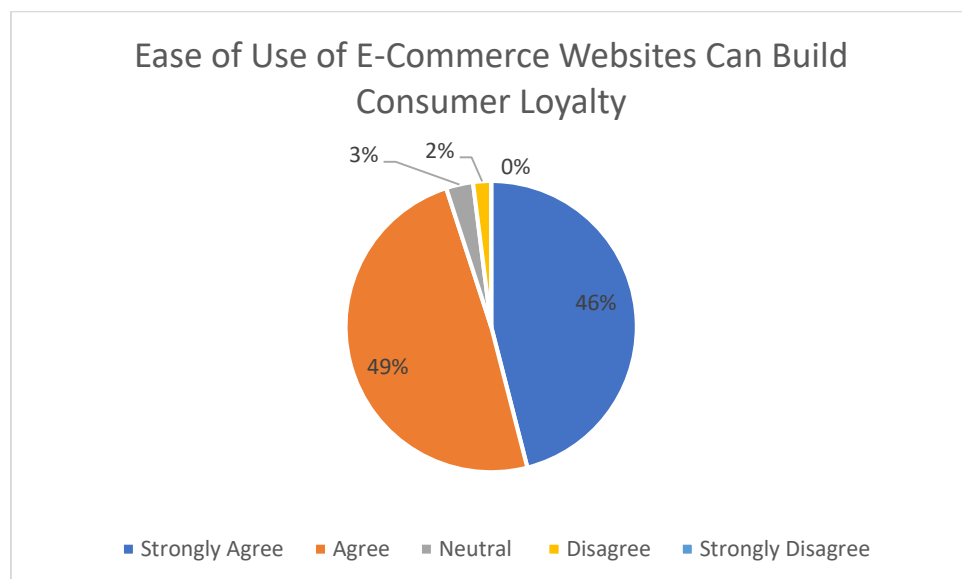
**Figure 2. Responsiveness**

Regarding the aspect of responsiveness or not from business actors or e-commerce website admins, 48% of respondents strongly agree that a fast response can increase consumer satisfaction and trust, because consumers can find solutions from what consumers say.



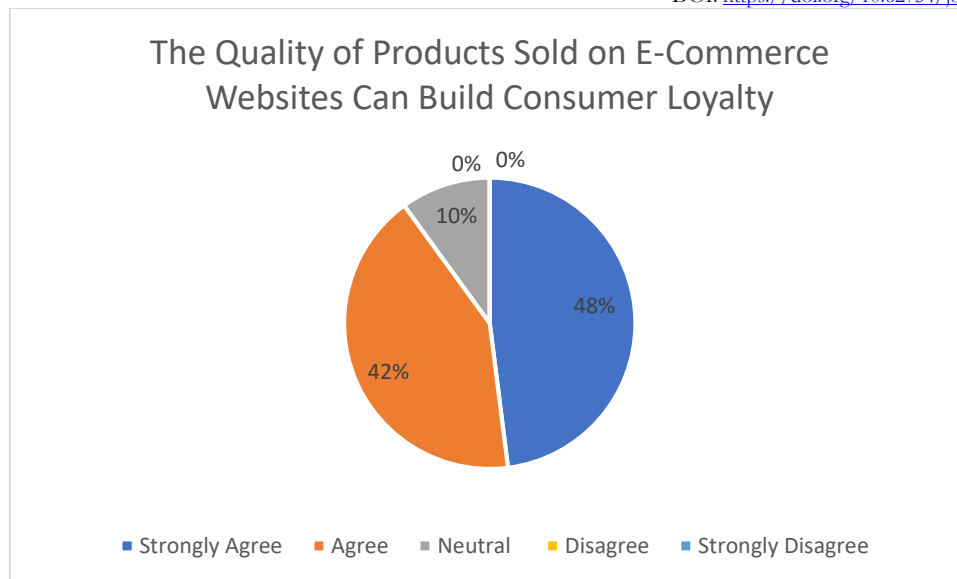
**Figure 3. Feedback**

Based on this data, 45% of respondents agree and 44% of respondents strongly agree that there is an opportunity for consumers to provide feedback regarding products and services on e-commerce platforms.



**Figure 4. Ease of Use**

Regarding the use of e-commerce websites, 49% of respondents agreed and 46% of respondents strongly agreed that the ease of accessing and using e-commerce features can build consumer loyalty, because consumers can quickly and easily find the products they are looking for.



**Figure 5. Product Quality**

Product quality is a crucial indicator related to business sustainability. Based on the results of the questionnaire, 48% of respondents strongly agreed and 42% of respondents agreed that good product quality can build consumer loyalty. Regarding product prices, the importance of setting prices that are affordable for consumers is also an indicator to improve performance. Based on the results of the questionnaire, 43% of respondents agreed and 40% of respondents strongly agreed that the price of products sold on e-commerce platforms can build consumer loyalty. Regarding the responsiveness of e-commerce website admins, 43% of respondents strongly agree and 42% of respondents agree that fast responses can build consumer loyalty. Based on the results of the questionnaire and data analysis, it is important to build consumer loyalty in order to improve business performance and sustainability. As the digital era continues to develop, it is hoped that the quality of services provided to users will become higher. The use of e-commerce is a breakthrough in marketing and buying and selling activities. Consumers can save time and costs when making purchases using e-commerce websites. Apart from that, the wider reach gives consumers the opportunity to search for information and buy products that are not only limited to one area, and also provides many choices for consumers. This is its own attraction. The services provided to consumers through e-commerce platforms cover various categories such as how quickly the admin is responsive in serving consumers, both in terms of input, complaints and feedback. Another service is providing quality products and according to predetermined specifications. E-commerce features that make it easier for consumers to search for information, make purchases, and make it easier for consumers to make payments will also increase consumer satisfaction and trust. If the service that consumers expect is not achieved, it will also have an impact on the company, therefore the importance of good service quality will create value and become an advantage for the company. The existence of minimal service quality, such as admin who is not responsive, delivery of goods that is not on time, products that do not match the order will affect the level of consumer satisfaction and trust. If consumers feel satisfied or dissatisfied with a product, the tendency to tell other people about this will emerge (word of mouth). Based on several problems that have been described previously regarding utilization and services using e-commerce platforms, this research will conduct an analysis related to e-service quality in order to increase consumer satisfaction and trust, and the implications for word-of-mouth and loyalty will also be known. consumers related to the use of e-commerce. The analysis carried out will go through several stages, namely model testing using the Technology Acceptance Model (TAM), Structure Equation Modeling (SEM) analysis, development of e-commerce service quality, evaluation and strategy adjustment.

## Literature Review

Regarding e-service quality, information technology and human resources will play a role in it. If it is related to traditional service concepts, then only human resources are involved (Ojasalo, J. (2010)). Service quality has several dimensions, namely website design, reliability, responsiveness, security, fulfillment, personalization, information, and empathy (Li, H., & Suomi, R. (2009)). Increasing competition in the industrial world has led various companies to prioritize service quality as a strategic indicator (Yarimoglu, E. K. (2015)). The conceptual framework of e-service quality consists of a website quality scale which includes access, ease of use, website design, structure and layout, linkage, and information accuracy. Then the core e-service quality scale consists of privacy/security, reliability, fulfillment, efficiency, and individualized attention. There is also an e-service quality recovery scale which includes responsiveness, compensation, and contact (Zemblytė, J. (2015)). Quality is an important indicator in the implementation of business strategies and also academic research. Companies strive to optimize quality, consumers will look for and buy quality products, and the market will transform based on quality (Zehir, C., & Narcikara, E. (2016)). Identification of customer loyalty, especially in the service domain with various contexts, is much needed (Leninkumar, V. (2017)). Management must focus on customer satisfaction by prioritizing service quality (Akbar, M. M., & Parvez, N. (2009)). Consumer expectations can change due to technological changes, high competition, and consumer loyalty in the business sector (Azizan, N. S., & Yusr, M. M. (2019)). In the service industry, such as e-commerce, the evaluation and assessment stages can be seen from the service or product quality obtained by consumers and will influence consumer loyalty (Susanti, Y. F., Hasudungan, A., & Prasetyo, A. W. (2018)). Marketing can also be analyzed from word of mouth (WOM) indicators, what needs to be done and what the results are and what can be learned (Lang, B., & Hyde, K. F. (2013)). Several studies related to word of mouth (WOM) are at the market and individual level (Jalilvand, M. R., Esfahani, S. S., & Samiei, N. (2011)). Cost growth to increase word of mouth (WOM) must be proportional to product quality and consumer needs for the product (Cheema, A., & Kaikati, A. M. (2010)).

## Result and Discussion

This research was conducted to obtain results related to e-service quality on consumer satisfaction and trust, and it will also be known what impact it has on word of mouth and loyalty of consumers who have made buying and selling transactions using the e-commerce platform. There is a link between the services provided to consumers and physical stores. It is also necessary to consider consumer behavior and interest in online product purchasing activities (Zhang, X., & Prybutok, V. R. (2005)). Based on the results of distributing questionnaires, it can be seen that the dominant community currently uses e-commerce platforms to search for information and purchase products. Based on the results of questionnaire data processing, 56% of respondents stated that they strongly agreed and 39% of respondents stated that they agreed that they had carried out shopping activities using e-commerce platforms. Regarding the protection of consumer data privacy, there is privacy protection for consumers when accessing and using e-commerce websites for carry out buying and selling transactions. 56% of respondents strongly agree and 32% of respondents agree that there is privacy protection when consumers access and use e-commerce platforms. Another indicator is related to website features, where user friendly features are important to make it easier for consumers to purchase products. Based on questionnaire data, 54% strongly agreed and 36% of respondents agreed that website features can make it easier for consumers to search for products to buy. With the various benefits that consumers get when making buying and selling transactions online, it will increase consumers' interest in making repeat purchases via the e-commerce platform. Based on the results of the questionnaire data processing, 47% of respondents said they agreed and 35% of respondents said they strongly agreed that consumers would repurchase products using the e-commerce platform. Based on the data above, 52% of respondents agreed that they would recommend shopping using a digital e-commerce platform to friends or family. Other respondents, namely 32% of respondents, strongly agreed with the statement above. Based on data processing using SEM, the results obtained show that there is a relationship between variables.

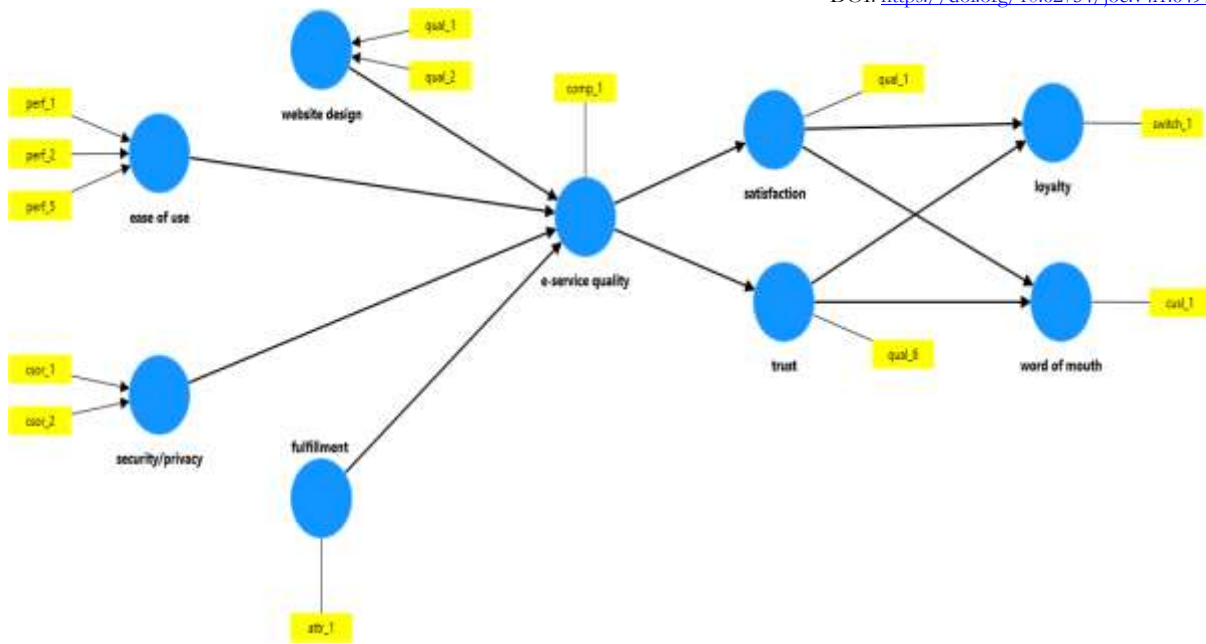


Figure 6. Initial Research Model

The graph above shows the initial preparation for analyzing the relationship between related variables, namely website design, ease of use, security/privacy, and fulfillment of e-service quality. Then there is the relationship between e-service quality and consumer satisfaction and trust, then the relationship between satisfaction and loyalty and word of mouth, as well as trust and loyalty and word of mouth.

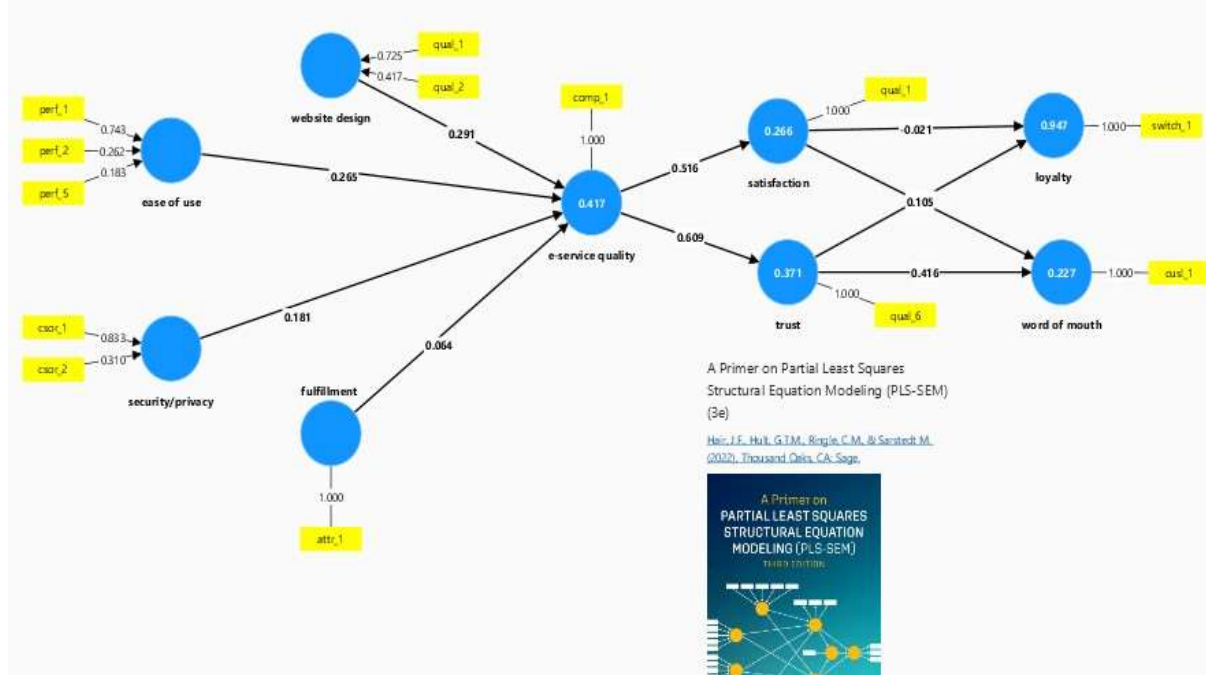


Figure 7. Data Processing Result

From the results of data processing, a graph was obtained which shows the positive influence of 4 variables, namely website design, ease of use, security/privacy, and fulfillment on e-service quality, where the path coefficient value for website design is 0.291, ease of use is 0.265, security/privacy is 0.181, and fulfillment is 0.064. Likewise, the e-service quality variable has a positive effect on satisfaction with a path coefficient value of 0.526. Apart from that, e-service quality also has a positive effect on the trust variable with a value



of 0.609. The satisfaction variable has a positive effect on loyalty with a path coefficient value of 0.021 and a positive effect on word of mouth with a value of 0.105. The trust variable has a positive effect on loyalty with a path coefficient value of 0.105 and a positive effect on the word of mouth variable with a value of 0.416. Based on these results, it shows that there is an influence between variables, where if there is a good quality online service, of course it is influenced by an attractive website design, easy use of features on the digital platform, data security for users, as well as users' needs and desires for products (goods/services). can be fulfilled. Good online services will also provide user satisfaction and increase user confidence in accessing digital platforms. If consumers are satisfied, it will create loyalty and consumers will tell family and friends about the quality of the goods or services they have used. Likewise, high trust will give rise to consumer loyalty and also word of mouth. The  $R^2$  value for the e-service quality variable shows that 41.7% is influenced by website design, ease of use, security/privacy, and fulfillment. Then 26.6% of satisfaction is influenced by e-service quality, 37.1% of trust is influenced by e-service quality. 94.7% of loyalty is influenced by satisfaction and trust, and 22.7% of word of mouth is influenced by satisfaction and trust. Based on the analysis of the results of data processing with the TAM model, a positive relationship between variables can be seen. The attitude toward using variable is influenced by perceived usefulness and perceived ease of use. So the user's attitude towards using a platform is determined by how useful it is and how easy it is to use. Perceived usefulness is also influenced by perceived ease of use, so if a platform is easy to use, then its usefulness will also be greater. The behavioral intention to use variable is influenced by perceived usefulness and attitude toward using, meaning that the easier the platform is to use and access, the more often users will use the platform. Then, actual system use is influenced by behavioral intention to use and attitude toward use. The research variables are e-service quality, consumer satisfaction and trust, word of mouth, consumer loyalty. The research methods that will be used are the Technology Acceptance Model (TAM) and Structure Equation Modeling (SEM) analysis. The aim of this research is to carry out an in-depth and comprehensive analysis regarding how e-service quality influences consumer satisfaction and trust, various services can be found in the current digital era, so that service quality will also determine consumer assessments of these services. Apart from analyzing consumer satisfaction and trust, we will also look at the impact of e-service quality on word-of-mouth and consumer loyalty. Research respondents are individuals who have used e-commerce platforms to carry out buying and selling transactions. So that the several stages of research that have been carried out will produce an analysis of the correlation of e-service quality with several other variables mentioned previously. The results of this analysis will also be input for industry players, especially e-commerce, regarding how consumers respond to the quality of virtual services, what consumer needs are, and how to implement further strategies to provide the best quality services that consumers expect. If consumers are satisfied with the services provided, it will have a positive impact on other indicators, and ultimately will create consumer loyalty which of course will also improve company performance. The research data used is quantitative data. Quantitative data was obtained by distributing questionnaires to 100 respondents, to individuals who had carried out online buying and selling transactions using digital e-commerce media. Then, after obtaining the questionnaire data, analysis will be carried out using the Technology Acceptance Model (TAM), as attached below:

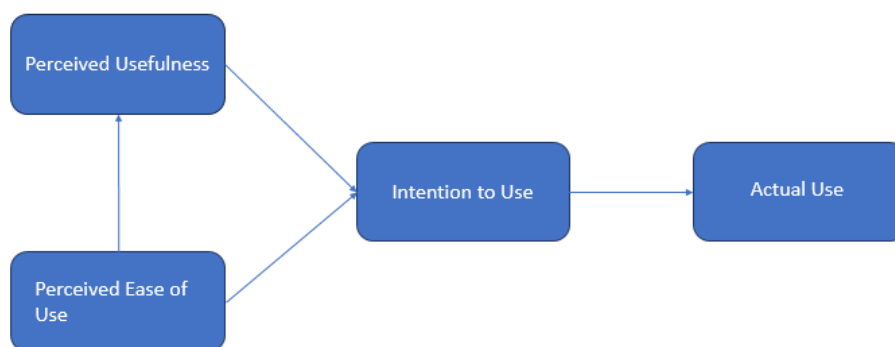


Figure 8. TAM Model (Davis, 1989)

(<https://open.ncl.ac.uk/>)

From this model, an analysis will be carried out on how the benefits of e-commerce are conveyed to consumers, what indicators fulfill consumer needs and desires. The next stage is an analysis of the design and features available on the digital e-commerce platform whether they are user friendly or not for consumers. Next is how consumers understand and understand how to use e-commerce and the features available, starting from creating an account, searching for product information, making purchases, to payment transactions. Then what will be analyzed next is an evaluation of the use of e-commerce that has been carried out by consumers, whether it has met consumer expectations or not, and whether the existing features make it easy to use or not. Apart from using the TAM model, this research will also carry out stages such as problem identification, where an analysis of the reasons why e-service quality has become an important indicator in the digital era is carried out. The second stage is to conduct a literature study by looking for various information related to e-service quality and other variables used in this research. The next stage is to determine the type of data that will be used in the research, such as a questionnaire as a measuring tool that will be used for data analysis, then continue with data collection by distributing questionnaires to 100 respondents who have used e-commerce platforms to carry out buying and selling transactions. Then proceed with the data analysis stage, namely by describing the results of the questionnaire data processing. The final stage is drawing conclusions from all the stages that have been carried out and the results of data processing and data analysis. The research stage that has been carried out is to carry out data analysis using the TAM Model. Based on the results of questionnaire data processing related to website design, the results obtained were that the majority of respondents stated that they strongly agreed that an attractive website design could attract consumers' interest in making purchases. It is important that when a website is built, it also needs to pay attention to the aesthetic aspects, with an attractive interface and design that will influence consumers. Then results were also obtained for ease of use or ease of using the features on the website, the tendency for consumers to understand and find it easy to use e-commerce website features, starting from creating an account, product information search mechanism, product upload mechanism, filing complaints, feedback and advice, as well as mechanisms for purchasing products and payment transactions. Based on the results of the research questionnaire, information was also obtained regarding the existence of privacy protection for consumers related to the use of digital e-commerce platforms. Then related to fulfillment, there is fulfillment of needs related to product completeness and buying and selling transaction mechanisms via e-commerce websites. Apart from that, data processing was also carried out using the SEM PLS method to determine the correlation between the variables used in this research.

## Conclusion

The digital era is increasingly advanced and has an impact on various aspects. One of them is in the marketing aspect. Currently, many promotions are carried out using digital media. Business actors can obtain various benefits by carrying out online promotions. But we still have to prioritize the best quality and service to consumers. Good service is an indicator of consumer satisfaction and trust. By providing the best service to consumers, company performance will improve. Online service or what is known as e-service quality covers various aspects such as being responsive in responding to input and complaints from consumers, on time delivery, as well as delivering products in accordance with consumer requests. Considering that there are still several things that are not optimal regarding digital services when using e-commerce, this is the basis of this research. Based on the graph, there is a positive influence, namely website design, ease of use, security/privacy, and fulfillment on e-service quality, with the path coefficient value of website design being 0.291, ease of use being 0.265, security/privacy being 0.181, and fulfillment being 0.064. The e-service quality variable has a positive effect on satisfaction with a path coefficient value of 0.526. E-service quality also has a positive effect on the trust variable with a value of 0.609. The satisfaction variable has a positive effect on loyalty with a path coefficient value of 0.021 and a positive effect on word of mouth with a value of 0.105. Likewise, the trust variable has a positive effect on loyalty with a path coefficient value of 0.105 and a positive effect on the word of mouth variable with a value of 0.416. Based on the results of data processing with the TAM model, a positive relationship between variables was also obtained.



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