

Analysis of the Effect of E-Services Quality on Customer Satisfaction and Repurchase Decisions on E-Commerce Shopee

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ABSTRACT

Recently the times and technological developments are increasingly rapid and sophisticated so that people use digital technology more to meet their needs. This study aims to determine the effect and simultaneous equations of e-service quality variables (efficiency, fulfillment, reliability, privacy, responsiveness, compensation and contact) on satisfaction and repurchase decisions of Shopee e-commerce customers. This research was conducted using a quantitative descriptive approach. This study uses more than one endogenous variable, so the tools that can be used are SEM (Structural Equation Modeling) and PLS (Partial Least Square). However, in this problem the feasibility and compliance using SEM with the assumption of ML (Maximum Like-lihood) technique with a range of 100-200 samples. The results of the research on the analysis of the influence of e-service quality on customer satisfaction and repurchase decisions at E-Commerce Shopee that have been analyzed, obtained several conclusions, namely efficiency, fulfillment, reliability, responsiveness, privacy, compensation and contact variables have a significant effect if they become one variable. exogenous namely e-service quality. The e-service quality variable has a significant effect on customer satisfaction and repurchase decisions.

Keywords: : customer satisfaction, repurchase decisions, service quality, shopee.

1. Introduction

In the days of technology that continues to be increasing electronic commerce or what is commonly said to be e-commerce (electronic commerce) is an electronic business that places itself in business transactions using the internet as a medium for exchanging objects and services. E-commerce has resulted in a relatively affordable ease of access among citizens who connect between industry and consumers (Rifai & Suryani, 2016). Along with that, e-commerce also shared an increase in performance to facilitate a data system that supports deep consumer services.

One of the supporting factors of the development of E-commerce in Indonesia is the increasing penetration of internet use in various regions. In Indonesia, research results show that internet users reached 175.2 million users. Based on the latest we Are Social report, in 2020 it was stated that there were 175.4 million internet users in Indonesia. Compared to the previous year, there was an increase of 17% or 25 million

internet users in the country. Based on Indonesia's total population of 272.1 million people, it means that 64% of the Indonesian population has felt access to cyberspace. The percentage of internet users aged 16 to 64 years who have each type of device, including mobile phones (96%), smartphones (94%), non-smartphone mobile phones (21%), laptops or desktop computers (66%), tablets (23%), game consoles (16%) to virtual reality devices (5.1%) (Ardiansyah & Wahyono, 2021).

Currently, the development of the times and the development of technology are increasingly rapid and sophisticated so that people use digital technology more. The development of technology as it is today facilitates human activities such as the internet. The Internet is not only used as a means of searching for information, but can also be used by a company to make a business easier. *E-business is widely preferred by various districts because it is more effective and efficient in terms of time and energy. One example of the*

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application of e-business is e-commerce or online stores.

Online shopping in 2014 reached 21 trillion based on 2015 Outlook Online Shopping research by BMI research. Markplus Insight and the online magazine Marketeters in 2013 showed that of the 74.6 million Indonesian internet users, around 20% did online shopping. The potential for the development of e-commerce in Indonesia is very large due to the huge population of Indonesia. A variety of attractive, easy, creative and appropriate online product and service offerings are factors for accelerating the growth of e-commerce transactions in Indonesia. E-commerce is the use of communication networks from computers to carry out business processes. A popular view of e-commerce is the use of internet and computer web browsers to buy and sell products.

In Indonesia, studies show that currently the number of digital consumers has reached 53% or half of the total Indonesian population in 2018 "34% of Indonesians in 2017 were digital consumers. In 2018 this figure became 53% of more than half of people aged 15 years and over have transacted online" quoted from Partner Bain & Company, Edy Widjaja at The Hermitage (Ardiansyah & Wahyono, 2021). In addition, the research results say this figure is predicted to continue to grow for the next few years, thanks to the help of increasingly widespread internet access. Even in 2025, the growth of online shopping in Indonesia is predicted to grow to USD 48 billion (IDR 657.7 trillion). The purchasing power of Indonesian consumers when shopping online will also soar by 3.2 times by 2025. If in 2018 the average digital consumer expenditure was USD 125 (Rp 1.7 million), in another five years this figure will reach USD 390 (Rp 5.3 million).

The rapid growth of e-commerce market share in Indonesia is no longer a no-brainer. According to Vermaat in (Lestari, 2017), e-commerce is a business transaction that occurs in an electronic network such as the internet. Anyone who has an internet network can participate in e-commerce activities. Meanwhile, the definition of e-commerce according to Jony Wong in journals (Mewoh et al., 2019) is the purchase, sale and marketing of goods and services through electronic systems such as television, radio and computer networks or the internet. Furthermore, Kotler and Armstrong in (Safitri and Dewa, 2020) e-commerce is used as an online channel that can be reached through computer media for business people to use in their business activities, and can also be used by consumers to get information and make choices.

Based on databoks.katadata.co.id article, the value of e-commerce transactions reached IDR 403 trillion in 2021. This amount increased by 51.6% from the previous year which amounted to Rp 266 trillion. The Governor of Bank Indonesia, Perry Warjiyo, said that throughout 2021, digital economic and financial transactions have developed very significantly in line with the increasing acceptance and preference of the online shopping community. Bank Indonesia predicts that e-commerce transactions in Indonesia will continue

to increase in 2022 with a value of Rp 530 trillion. This rapid growth is characterized by e-commerce revenues that continue to increase from year to year, this means that e-commerce is in great demand by the In-Donesian people. The phenomenon of e-commerce transactions is increasingly e-commerce application providers are increasingly competitive. In Indonesia, there are several e-commerce application providers, including Shopee, Tokopedia, Lazada, Bukalapak, Blibli, and others.

According to Jayani (2021) in the third quarter of 2021 Tokopedia is still the most visited e-commerce with 158.1 million visits. Shopee ranked second with 134.4 million visits. Ranked third in Bukalapak with 30.1 million visits. Furthermore, Lazada as many as 28 million visits and Blibli 16.3 million visits. In the third quarter Tokopedia managed to shift Shopee's position, which had always been ranked first. This means that Shopee e-commerce requires a strategy to gain visitors that can exceed its competitors.

Shopee is a mobile application-based e-commerce that is developing in Indonesia (Sastika, 2018). Shopee entered the Indonesian market in May 2015 and started operating at the end of June 2015. Shopee is an online marketplace application for buying and selling easily and quickly on smartphones. Shopee offers a wide range of products ranging from fashion products to daily necessities products. In April 2021 Shopee released a new feature, namely Shopee Food. Now shopee is more complete with the Shopee Food feature. Shopee is here as a mobile application that facilitates online shopping activities without having to open a website through a computer device. The purpose of this shopee business is to create an online shop platform that can connect sellers and buyers in one community. The target of shopee users is all communities throughout Indonesia with efforts to provide fulfillment of the needs of products, communities and services.

The quality of services provided by application providers is the main factor seen by the public. E-service quality or also known as e-servqual is part of service quality (servqual). E-Service Quality is a broader form of service quality with internet media that connects sellers and buyers to fulfill shopping activities effectively and efficiently (Ulum & Muchtar, 2018). E-service quality is defined as the extent to which a website is able to facilitate consumer activities including shopping, purchasing, and delivering both products and services efficiently and effectively (Bressolles & Durrieu, 2011). According to Tjiptono in (Rinjani, 2019) E-Service quality is an effort to meet customer needs and desires and the accuracy of its delivery in keeping pace with customer expectations. E-service quality is the extent to which a marketplace or internet provides services or a shopping facility as well as efficient and effective transactions, purchases, and delivery to satisfy customers which will affect the level of customer satisfaction (Berliana & Zulestiana, 2020). Whereas Goel and Yang in (Asnawi et al., 2019) Service Quality is defined as a function of the difference between the expected service and the customer's perception of the service actually

delivered. One of the strategies used by companies to acquire and retain their customers is to improve the quality of good service. The quality of service is very important because it will have a direct impact on the company. According to Et al Gounaris in research (Magdalena & Jaolis, 2018) E-service quality is one of the most researched topics in the field of marketing because of its hubs with cost, satisfaction, retention and loyalty. The quality of service is very important because it has a direct impact on a company. A good level of service quality is a type of service that matches what is expected by the customer while a poor level of service quality can be judged from the type of service that does not match what is expected by the customer. The quality of service is very important because it directly impacts a company. The implementation of quality e-service quality will cause customers to feel comfortable and get e-satisfaction in the future which will affect behavior intention (Saragih, 2019).

Based on the reviews provided by shopee users, it shows that in filtering a product there are some items that do not match the pictures and descriptions listed, customer service is not helpful in dealing with problems, shopee has provided its own delivery service so that the goods that have been ordered do not arrive according to the predicted time and often fail in payment, Shopee's loading process tends to be long, the warranty provided is not in accordance with the value of the product besides that the security of user data is still in doubt. Based on these complaints, it is known that the quality of service provided on Shopee e-commerce can be said to be not fully maximized which will later affect customer or user satisfaction. If from the beginning the customer is not satisfied with the service received, then the customer will not buy back the product/service and they will tell the bad experience gained from an e-commerce.

Based on research that has been carried out in previous studies, namely Tobago (2018); Widyanita (2018); Mubarak (2019); Bilyarta & Sudarusman (2021); and Windi (2021), it was found that service quality influences some e-commercial use. The difference between this study and the previous study lies in the focus of research in this case Shopee has not been done. So it is expected that this research is able to provide improvement proposals for the development and improvement of policies from the Shopee application

2. Research Methods

This research was conducted using a quantitative descriptive approach. This study uses more than one endogenous variable, so the tools that can be used are SEM (Structural Equation Modeling) and PLS (Partial Least Square). However, in these errors, the feasibility and compliance using SEM with the ML (Maximum Likelihood) assumption technique with a range of 100-200 samples. Researchers want to know how much "The Influence Of E-Service Quality Variables Through Seven Variables

Namely Efficiency, Fulfillment, Reliability, Responsiveness, Privacy And Contact On Customer Satisfaction And Repurchase Decisions". This is expected to be able to provide proposed improvements for the development and improvement of policies from the Shopee application. In this study, an identification of the research variables was carried out. Here are the variables used in this study :

a. Exogenous variables, namely variables that affect or that are the cause of changes in the existence of an endogenous variable (Sugiyono, 2018). Here are the indicators:

1. Efficiency is related to the ease of accessing and using the site. According to (Billyarta & Sudarusman, 2021) includes such indicators as:
 - a) The appearance of the site is easy to understand
 - b) Availability of search facilities
 - c) Short loading process
 - d) Payment methods vary
2. Fullfillment refers to the success of a website in delivering its products or services and its ability to correct errors that occur during the transaction process. According to (Billyarta & Sudarusman, 2021) and (Tobagus, 2018), includes indicators such as:
 - a) Punctuality of delivery
 - b) he product received according to the seller's image and description
 - c) Shopee is always honest about the offers provided
3. Reliability is related to the technical functions of the related site. According to (Billyarta & Sudarusman, 2021) and (Tobagus, 2018), includes indicators such as:
 - a) Provide customers with the latest information
 - b) Filter system in search accordingly
 - c) Minimum error on Shopee site
4. Responsiveness is to respond quickly to the site. According to (Tobagus, 2018), includes such indicators as:
 - a) Shopee responds quickly to customer complaints
 - b) Shopee provides solutions if the transaction is problematic
5. Privacy is related to how a website is proven to be trustworthy to store personal data for its customers. According to (Billyarta & Sudarusman, 2021), includes such indicators as:
 - a) Customer personal data is protected by Shopee
 - b) Customer transaction data is protected by Shopee
6. Compensation is related to a business from the e-commerce party about providing compensation, compensation and / or reimbursement to customers if the goods or services that have been provided are not satisfactory. According to (Billyarta & Sudarusman, 2021), includes such indicators as:
 - a) Refund system available to customers

- b) There is a system of returning goods to customers
- 7. Contact is how a website can provide service features that provide opportunities for users to interact with other users. According to (Billyarta & Sudarusman, 2021), includes such indicators as:
 - a) 24-hour call center service available
 - b) There is a chat feature between sellers and buyers within Shopee
- b. Variabel endogen atau variabel dependen yaitu variabel yang dipengaruhi atau yang menjadi akibat karena adanya variabel eksogen (Sugiyono, 2018). Berikut indikatornya:
 1. Customer satisfaction is a comparison between expectations to the perception of the experience (perceived or accepted). According to (Windi, 2021) and (Saragih, 2019) includes indicators such as:
 - a) The quality of e-commerce in accordance with customer expectations
 - b) Customers are satisfied overall
 - c) Shopee fulfills customer wishes
 2. Repurchase decision is one of the repurchase activities of a product with the same brand carried out by the customer. According to (Mubarak, 2019), includes such indicators as:
 - a) Feel satisfied and want to repurchase
 - b) Recommend Shopee e-commerce to be the first choice in online shopping
 - c) Making Shopee e-commerce the first choice in online shopping

The population in this study was conducted on Shopee e-commerce users in Indonesia using sampling data. In this study, 24 indicators were used. According to Waluyo (2011) mentioned that the scale of the minimum sample is 5-10 times the number of estimated parameters. Based on this statement, when using a scale of $5 \times n$ (the amount of observation data) then the number of samples was obtained as many as 120 obtained from $5 \times 24 = 120$. The determination of the number of respondents is based on the minimum number of sample sizes of the maximum likelihood (ML) technique ranging from 100-200. This means that the sample processed as input later is 120 samples so that sem assumptions can be met. Sampling uses non-probability sampling based on considerations of relatively faster time and cheaper costs and using the purposive sampling method.

The next step in solving the problem is to begin with the distribution of a questionnaire to respondents, then sort out the data to be processed into frequency attribution. The next step is that these results are included in the AMOS 23 program. Then it is depicted into the path diagram will be expressed in the basic category of the equation, namely:

- 1) Measurement Model
 - a. *Goodness of fit*, by looking at df at $\alpha = 5\%$ compared to the output. If the output is smaller then the model is good.
 - b. Convergent validity test, judging from its c.r, when $c.r > 2$. SE means that the indi-

cators used can validly measure what should be measured in the model. Meanwhile, the discriminant validity test is seen from the correlation figure by testing two constructions.

- c. A significant test that looks at a CR (Critical Ratio) identical to the t_{hitung} must be greater than the t_{tabel} . If it is not significant then insignificant indicators are thrown away.

2) Structural Equation Model

- a. *Goodness of fit test*: viewed df at $\alpha = 5\%$ and compared with the result. If the results are smaller then the model is good.
- b. Causality Test (Regression Weight): by looking at the $C.R > t_{tabel}$ will be answered the relationship between variables whether positive or negative and can be answered signively.
- c. Assessing identification problems: if there is no identification problem then the model has no problem, but if there is an identification problem, it will be "warning" .

3) Modification Model

- a. Normality by looking at the assessment of normality, if $-2.58 < Z < 2.58$ then the data is said to be normal.
- b. Evaluation of outliers, univariate by looking at $Z_{score} > 3$ while multivariate by looking at the mahalanobis distance if the output result is smaller than X^2 (number of indicators, 0.001) plotted in the minitab then there is no outlier.
- c. Multicholinearity and Singularity, the condition is that the determinant of the sample covariance matrix must be greater than 0.
- d. Goodness of fit, by looking at df at $\alpha = 5\%$ compared to output. If the output is smaller then the model is said to be good.
- e. Direct, indirect and total effect analysis, from this will be answered the existence of direct, indirect, and total relationships of the model.

And the last step is to test hypotheses and simultaneous equations of the models made and draw conclusions.

3. Results and Discussions

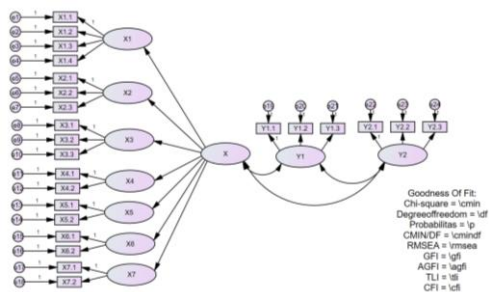
The questionnaire in this study was distributed to respondents who were 17 years old and had shopped or transacted using Shopee e-commerce at least 2 times the use. The distribution of questionnaires will be carried out from April 2021 until the data is full. The distribution of the questionnaire that was calculated to get 120 respondents who were 17 years old and had shopped or transacted using Shopee e-commerce at least 2 times the use, of which 120 respondents were sufficient for the maximum likelihood (ML) technique.

The data of this study was obtained from the distribution of questionnaires using a likert scale. The questionnaire form and the results of the questionnaire distribution can be seen in appendix II. Waluyo and Rachman (2020) stated that in the maximum likelihood (ML) technique,

the number of samples ranged from 100-200 was used. This means that the 120 respondents obtained have met the requirements for the use of the Maximum Likelihood (ML) technique.

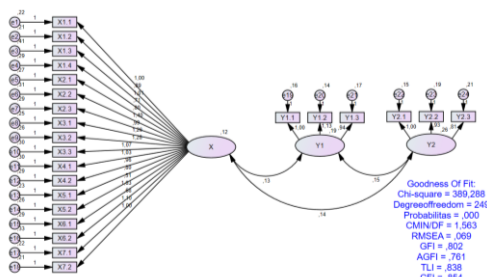
After the distribution of questionnaires, data collection, then the data processing process was carried out using Structural Equation Modelling (SEM). The error rate used in this study was 5%. SEM modeling begins with testing data assumptions and reviewing the validity and reliability values and variables of the SEM model. Furthermore, the overall testing is carried out which is depicted in the path diagram through measurement equations (measurement model), structural equations (structural models) and model modifications.

In the measurement equation measurement model carried out through a review of various criteria of Goodnes of Fit and Cut of Value, the existing model shows that the model still does not reflect the latent variables analyzed by the fit index will calculate the weighted proprtion of the variant in the sample covariance matrix described by the estimated population covarians matrix. Based on the initial calculation of the measurement equation, the results of the model test were obtained, which were compared to the critical values, there were three bad criteria, two good criteria, and three marginal criteria.



Picture 1. Measurement Model Two Step (Source: Processed Data, 2022)

Based on the two-step measurement model above, this model cannot be identified. So the recommended model is the one step measurement model below:



Picture 2. Measurement Model One Step (Source: Processed Data, 2022)

Based on the measurement model above can be seen in the value of goodness of fit and cut off value at chi-square = 389.288, probability level = 0.000, CMIN/DF = 1.563, RMSEA = 0.069, GFI = 0.802, AGFI = 0.761, TLI = 0.838, and CFI = 0.854. From the test results of the model compared with the critical value found three

indicators that are not good, namely chi-square, probability, and AGFI. Meanwhile, validity, significance, and reliability tests show all indicators are valid and reliable. The existence of a goodness of fit value and a cut off value that is not good, it is necessary to modify the model Here are the calculation results:

Table 1. Goodness of Fit and Cut off Value

Criteria	Model Test Results	Critical Value	Information
X ² Chi-Square	257,184	Kecil, X ² dengan df = 224 dengan α = 0,05	Marginal
Probability	0,063	\geq 0,05	Baik
CMIN/DF	1,148	\leq 2,00	Baik
RMSEA	0,035	\leq 0,08	Baik
GFI	0,865	\geq 0,90	Marginal
AGFI	0,819	\geq 0,90	Marginal
TLI	0,957	\geq 0,95	Baik
CFI	0,966	\geq 0,95	Baik

Source: Processed Data, 2022

Based on the table above, it shows that the results of the evaluation of the model with the modification index (MI), the measurement of the modification model. The value of goodness of fit and cut off value is chi-square = 257,184, probability level = 0.063, CMIN / DF = 1.148, RMSEA = 0.035, GFI = 0.865, AGFI = 0.819, TLI = 0.957, and CFI = 0.966. The results of the modification of the model of all indicators have met the criteria because all are well-valued and marginal (close to good). This means that the SEM model is acceptable.

Test the validity of the measurement model developed in the study by determining whether each indicator estimated is valid. If each indicator has a C.R > 2.SE, it can be said to be valid. After calculating the validity, the results of the calculation show that all variables and indicators have a $t_{count} > t_{tabel}$ calculation, so that it can be interpreted that all the variables and indicators estimated are significant. A variable can be used to confirm a latent variable together with other variables using the stage of factor weight analysis (regression weight). The strength of these dimensions in forming their latent variables was analyzed using a t-test of regression weight which can be seen in Table 4.11. Critical ratio or C.R is identical to t_{count} in regression analysis should be compared with t_{tabel} . In the distribution table t with $\alpha = 0.05$ and $df = 24$ (the sum of all indicators) a table value of 1.711 is obtained. So when viewed in table 4.5 all indicators are said to be significant.

The model after estimation can still be modified to the model developed if the model estimation results have a large residual value. Modifications can be made when the residual value is $-2.58 \leq residual \leq 2.58$. The Standardized Residual Covariance output for the modification model shows that the resulting residual value has been optimal because all are

within the range of residual values of $-2.58 \leq \text{residual} \leq 2.58$.

Next, reliability tests were carried out to show that on all models, the indicators used have a good degree of significance. A construct is considered reliable if the value of the reliability of the construct on each variable is ≥ 70 . From the calculations that have been carried out, it is known that the reliability test obtained the results of all reliable where the results of construct reliability are more than ≥ 70 . This means that the indicators used in this study have a good degree of conformity.

The correlation test aims to test whether there is a correlation (relationship) between two variables. The correlation matrix has a certain range of 0 to 1. The following table 4 shows that the obtained value of the correlation coefficient (r) between variables has a positive value close to 1, meaning that the relationship between variables is getting stronger. The following are the results of the correlation test calculation:

Tabel 2. Correlation Test

			Estimate
X	<-->	Y1	.842
X	<-->	Y2	.785
Y1	<-->	Y2	.650

Source: Processed Data, 2022

From the table, it can be seen that the influence between the variables X (E-Service Quality) and Y1 (Customer satisfaction) has a high correlation value because the value of r is between 0.80 – 1.00. While variable X (E-Service Quality) with Y2 (Repurchase Decision) and variable Y1 (Customer Satisfaction) with Y2 (Repurchase Decision) having a sufficient correlation value because the value of r is between 0.60 - 0.80. This can be interpreted to mean that between variables have a significant relationship.

Then based on the results of simultaneous equations from the models made in this study are as follows: (Where the assumptions Z1 to Z3 = 0).

- a. $Y1 = f(X) + Z2$
 $Y1 = 0,837 X + Z2$
 Customer satisfaction = f (e-service quality) + Z2
- b. $Y2 = ff(Y1) + Z3$
 $Y2 = 0,902 (0,837 X) + Z3$
 $Y2 = 0,755 X + Z3$
 Repurchase Decision = f (e-service quality) + Z3

Based on the equation in this study, $Y1 = 0.837 X + Z2$, e-service quality has a direct effect on customer satisfaction. Equation $Y2 = 0.755 Y1 + Z3$ then customer satisfaction directly affects the decision of re-winding.

Furthermore, testing of the existing hypothesis is carried out. Hypothesis testing is carried out by comparing the t_{hitung} value, namely the C.R value, with a t_{tabel} value of 1.711 and showing the value of the regression coefficient. If the value of C.R is less than 1.711 then H_0 is accepted, whereas if C.R is greater than 1,711 then H_0 is rejected. If H_0 is rejected then H_1 is

acceptable and vice versa. The hypothesis results of this study are as follows:

- a) Hypotheses 1 to hypotheses 7 cannot be proved. This is due to a problem at the measurement model stage that causes variables $X_1, X_2, X_3, X_4, X_5, X_6,$ dan X_7 menjadi satu variabel X (E-Service Quality). Then hypotheses 1 to 7 cannot be proved.

- b) The Effect of e-Service Quality on Customer Satisfaction

H_0 : E-Service Quality has no significant effect on customer satisfaction

H_1 : E-Service Quality has a significant effect on customer satisfaction

The results of the hypothesis test explained that the effect of e-service quality on customer satisfaction obtained a C.R value of 5,651 and t_{tabel} of 1,711 ($t_{hitung} > t_{tabel}$). so that in this hypothesis H_1 is accepted, namely e-service quality has a significant effect on customer satisfaction. The effect of e-service quality on customer satisfaction has a regression coefficient of 0.837 which means that both have a positive and significant influence. This is because respondents in this study feel the good quality of service carried out by Shopee e-commerce in serving its customers.

- c) The effect of customer satisfaction on repurchase decisions

H_0 : customer satisfaction has no significant effect on repurchase decisions

H_1 : Customer satisfaction has a significant effect on repurchase decisions

The results of the hypothesis test explained that the effect of customer satisfaction on the repurchase decision obtained a C.R value of 5,749 and a t_{tabel} of 1,711 ($t_{count} > t_{tabel}$). so that in this hypothesis H_1 is accepted customer satisfaction has a significant effect on repurchase decisions. The effect of customer satisfaction on repurchase decisions has a regression coefficient of 0.902 which means that both have a positive and significant influence. This means that customer satisfaction indicators also have an effect in forming variables of repurchase decisions. This is because respondents in this study felt satisfaction when making purchases and transactions using Shopee e-commerce so that it could have an effect on repurchases to use Shopee e-commerce.

Based on the description above, it is explained that PT. Shopee Indonesia must maintain and also improve the quality of its services as e-commerce so that customers feel satisfied and have an impact on repurchase interest so that Shopee can develop better. This research is in accordance with Sudarusman (2021) that the quality of service provides satisfaction to shopee users. In maintaining the quality of its services, customer satisfaction and repurchase decisions can be made by considering the indicators that have the greatest influence. Indicators that have a great influence are those that have a very high regression value. Improving the quality of service on Shopee e-commerce can be done by increasing the

indicator with the lowest regression value, namely the indicator Available refund system to customers, indicator Shopee fulfilling customer wishes, and indicator recommending Shopee e-commerce to others.

E-commerce customer complaints that can be obtained on google play store / app store reviews can be used by shopee application developers in increasing customer satisfaction and repurchase decisions. Currently, the Shopee application on the playstore gets a rating of 4.5 out of 5 stars. Thus Shopee has answered all complaints submitted by users including that in filtering a product there are some items that do not match the pictures and descriptions listed, customer service is not helpful in dealing with problems, shopee has provided its own delivery service so that the goods that have been ordered do not arrive according to the predicted time as well as the frequent occurrence of failures in paying, shopee loading processes that tend to be long, the warranty provided is not in accordance with the value of the product besides that the security of user data is still in doubt.

Improving the quality of service on Shopee e-commerce can be done by increasing the indicator with the lowest regression value, namely the indicator Available refund system to customers, indicator Shopee fulfilling customer wishes, and indicator recommending Shopee e-commerce to others. In maintaining the quality of its services, customer satisfaction and repurchase decisions can be made by considering the indicators that have the greatest influence. Indicators that have a great influence are those that have a very high regression value.

In the e-service quality variable, there are several indicators whose regression value is strong, including the easy-to-understand site display, products received according to the seller's image and description, providing the latest information to customers, customer personal data protected by Shopee, the availability of refunds to customers, and the availability of a 24-hour call center. An indicator on the variable of customer satisfaction that has a strong influence is that the customer feels satisfied as a whole. Meanwhile, indicators on the variable repurchase decision that have a strong influence are feeling satisfied and wanting to make a repurchase using Shopee e-commerce.

4. Conclusion

The results of the study on the analysis of the effect of e-service quality on customer satisfaction and repurchase decisions on Shopee E-Commerce that have been analyzed, several conclusions were obtained, namely the variables of efficiency, fulfillment, reliability, responsiveness, privacy, compensation and contact have a significant effect if it becomes one exogenous variable, namely e-service quality. The variable e-service quality has a significant effect on customer satisfaction and repurchase decisions.

In improving the quality of its services, customer satisfaction and repurchase decisions can be made by considering the indicators that

have the highest regression value. Therefore PT. Shopee Indonesia must be able to maintain and improve its service system in order to improve the quality of its services as e-commerce so that customers feel satisfied so that it has an impact on repurchase interest.

The results of the research that has been obtained, the advice that can be given to Shopee application developers, namely PT. Shopee Indonesia must maintain and also improve the quality of its services as an e-commerce so that customers feel satisfied so that it has an impact on repurchase interest. Then the results of this study can be used by the PT. Shopee Indonesia as input what has been felt by customers to improve their service system and management at PT. Shopee Indonesia that has been applied.

This study can help in planning the interest to make repurchase through customer satisfaction in order to make PT. Shopee Indonesia in order to become a market leader or commonly called market leader. Researchers who want to conduct research on similar topics are expected to develop theory-based models by adding variables such as price, promotion, customer trust, and others that are relevant to e-commerce customers. Researchers who want to conduct research on almost similar topics are advised to use ADF sampling techniques with a sample size of 2500 in order to represent all Shopee customers.

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