

# The Influence of Overall E-Service Quality Towards Customer Satisfaction and Customer Trust of Tokopedia Users in Indonesia

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## Abstract

This study aims to see whether there is an influence from the dimensions of Overall E-Service Quality towards Customer Satisfaction and Customer Trust of Tokopedia User in Indonesia. This research centers on examining four aspects of e-service quality and investigates how customer satisfaction and customer trust influence customer behavior, encompassing repurchase intention, word of mouth, and revisiting the website. This study employs 305 samples from responded questionnaire using non-probability sampling Conducting an evaluation of the research model through the application of Structural Equation Modeling (SEM) with the use of SmartPLS. The data's dependability and accuracy were assessed through the application of Cronbach's alpha, composite reliability, and average variance extracted. The findings indicated that the quality of e-services is notably impacted in a favorable manner by various factors such as website design, customer service, security/privacy, and fulfillment. Subsequently, the overall quality of e-services exerts a favorable and noteworthy impact on both customer satisfaction and customer trust. Enhancing customer satisfaction significantly boosts their inclination to repurchase, spread positive word of mouth, and revisit the website. Additionally, fostering customer trust also has a positive and noteworthy impact on repurchase intention and word-of-mouth promotion.

*Keywords:* Overall E-Service Quality; Customer Satisfaction, Customer Trust, Repurchase Intention, Word of Mouth, And Site Revisit.

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## 1. Introduction

As time goes by, technology continues to develop with all the innovations created in such a way as to simplify and streamline human life. Technology has also been widely used in various fields including in business activities, changes in the use of information media causing a shift and change from the traditional business system to an electronic business and commerce system. This form of electronic commerce leads to online buying and selling of goods and services known as e-Commerce (Nasution et al., 2020). The use of e-commerce as a way of more efficient to communicate with buyers. Online businesses offer more convenience for customers compared with physical stores. Customers have the convenience of staying at home, where they can effortlessly place their orders, choose from a variety of payment methods, and patiently await the delivery of their items right to their doorstep (Rita et al., 2019). In reference to (Statista, 2022), Tokopedia ranked the first as the e-commerce with more than 158 million clicks e-commerce platforms as of the second quarter of 2022 making Tokopedia as the leading e-commerce company in Indonesia. This research will be analyzed Tokopedia as one of the e-commerce companies in Indonesia that has the most monthly visits during the first and second quarters of 2022. However, this position could be displaced by its competitors because even though it has the highest number of monthly webvisits among its competitors, the ranking of Tokopedia applications in Appstore and Playstore is not in the first position and the number of followers is still below its competitor, Shopee (iprice.co.id., 2022). In facing the competition in the e-commerce industry, the internet has a big role in attracting consumers. In online businesses, a customer's buying experience affects future consumer behaviour, such as repurchase intention, site revisit, and word of mouth (Hsin Chang & Wang, 2011). Moreover, customer satisfaction is an e-commerce company's most challenging task to achieve and retain. To chart the level of

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service quality. In reference to consumer assessment is a major challenge for e-commerce companies trying to understand their market (Sari et al., 2018). High service quality is needed to obtain high level of customer satisfaction (Gounaris et al., 2010). In e-commerce-based companies, it is important to pay attention to the e-service quality that will be provided to consumers so that they feel comfortable and satisfied in using the platform as the media for transactions (Tobagus, 2018). However, In reference to (MediaKonsumen, 2023), there were still unsatisfied customer of Tokopedia that experiencing unsatisfactory e-service quality because there are still many complaints directed to Tokopedia including regarding suboptimal Service Quality, features that does not properly work, error system, unresponsive customer services and leaks of user data. The number of cases of these complaints can indicate that the quality of electronic services is still lacking and needs to be improved to achieve customer satisfaction and trust (Mediti, 2020). In general, studies that discuss e-service quality have differences both in object, methodology and results (Khan et al., 2019; Rita et al., 2019; Tobagus, 2018; Tran & Vu, 2019). The research from (Rita et al., 2019) only discussed online business in general, different from previous studies, this research specifically discussed Tokopedia as one of the online shopping platforms in Indonesia. This study will test whether the results of the variables used are generally the same as research that discusses online business in general, since this research discussed one of the online shopping specifically. Based on the phenomenon and background that has been described, this study will focus on analyzing the dimensions of e-service quality developed by (Rita et al., 2019) In summary, the factors that contribute to customer satisfaction and trust in a website include its design, customer service, security/privacy measures, and fulfillment processes. These aspects, in turn, influence customer behavior, leading to potential repeat purchases, positive word-of-mouth recommendations, and increased site revisits.

## 2. Literature Review

Numerous scholars have put forward various aspects of e-service quality ( Zeithaml et al., 2002; Gounaris et al., 2010; Khan et al., 2019; Rita et al., 2019; Nurul et al., 2020). In online business context, the e-service quality model that is widely used is by Blut et al. (2015) “E-service quality encompasses various dimensions such as website design, customer service, security, and fulfillment.” In reference to Parasuraman et al. (2005) E-Service Quality is the effectiveness of an electronic service, or a website is measured by how well it enables users to shop, buy, and get their orders in efficient and effective way. Website design encompasses all aspects of the user's online experience, including user-friendly navigation, efficient information retrieval, streamlined ordering and processing, high-quality content, effective personalization, and a wide range of product selections. Customers evaluate a website's user-friendliness as a means of gauging the overall quality of e-service provided by an internet retailer (Wolfenbarger & Gilly, 2003). Customer service also is the ability of the company willing to respond and offer a brief assistance when customer have questions or issues while using the websites while provide prompt responses. As per studies carried out by Blut et al. (2015), customer service is strongly associated with overall e-service quality and have positive significant effect. In the meantime, security and privacy pertain to safeguarding various forms of data obtained from users while engaging in online interactions, whether with or without their awareness. And In reference to Wolfenbarger & Gilly (2003), Fulfilment pertains to the set of actions aimed at ensuring that customers receive their purchased items, encompassing aspects such as timely delivery, order precision, and the condition of the delivered goods. It is depicted that customers receive exactly what they had envisioned, including the timely delivery of the correct product and the option to choose a suitable payment method. In line with the research conducted by Rita et al. (2019), “website design, security/privacy, and fulfilment have significant and positive effect on overall e-service quality”. Therefore, the following is the hypothesis formulation is created.

H1: Website design dimension on Tokopedia shows optimistic and noteworthy impact towards overall e-service quality

H2: Customer service dimension on Tokopedia shows optimistic and noteworthy impact towards overall e-service quality

H3: Security/Privacy dimension on Tokopedia shows optimistic and noteworthy impact towards overall e-service quality

H4: Fulfillment dimension on Tokopedia shows optimistic and noteworthy impact towards overall e-service quality

In reference to Kotler & Keller (2016), Customer satisfaction refers to an individual's emotions of contentment or discontentment arising from evaluating a product or service's perceived performance or results against their initial expectations. It is also stated that the purchasing experience plays a crucial role in determining customer satisfaction,

which, in turn, greatly influences future consumer actions, such as loyalty and repeat purchases in online settings. Tran & Vu (2019) expressed that trust is connected to the level of customer confidence in the excellence and dependability of the services offered by the organization. Consumers need to feel trusted to shop online and make additional purchases after being satisfied with the product or services (Mayer et al., 1995, in Rita et al., 2019). Previous research also confirmed about a significant influence between customer satisfaction and customer trust (Gounaris et al., 2010; Karim, 2020; Khan et al., 2019; Rita et al., 2019; Zeithaml et al., 2002). Therefore, the following is the hypothesis formulation is created.

H5: Overall e-service quality on Tokopedia shows optimistic and noteworthy impact towards customer satisfaction

H6: Overall e-service quality on Tokopedia shows optimistic and noteworthy impact towards customer trust

Repurchase intention is made by a customer, by showing their willingness to buy another purchase from the same company, based on their previous experience (Filiari & Lin, 2017). In reference to Wu et al. (2018), Customers frequently rely on Word-of-Mouth (WOM) as a valuable source of information when they are searching for details about brands, products, services, and organizations. Customers who shop online tend to place greater trust in feedback and recommendations from seasoned buyers, as virtual services are less tangible and present challenges in their evaluation process (Spence & Gallace, 2011). Every individual now considers electronic word-of-mouth when selecting whether or not to make a purchase (Putri & Sharif, 2023). Gounaris et al. (2010) expressed that if a customer has a highly positive experience with a specific website during their interaction, it increases the likelihood of that customer revisiting the same site. Consumers usually make choices based on their prior experiences with retail services to develop repeat behaviour, in this case site revisit. In reference to Pereira et al. in Rita et al. (2019), A contented customer who has had a positive online shopping experience is more inclined to make future purchases and enthusiastically endorse online retailers to others (Liu, Zhang, & Zhang, 2020). This behaviour can make customers have repurchase intentions which also direct them to site revisit. Davis & Heineke (1998) stated that when customers are content with the products or services they receive from a company, it is highly probable that they will keep coming back to the same company with the same or even greater frequency. When customers are pleased with the products or services they receive, they have an impact on the expectations of other customers or potential customers which increases the likelihood that the customer's experience with a company will be multiplied through interactions with other prospective customers via word of mouth. Therefore, the following is the hypothesis formulation is created.

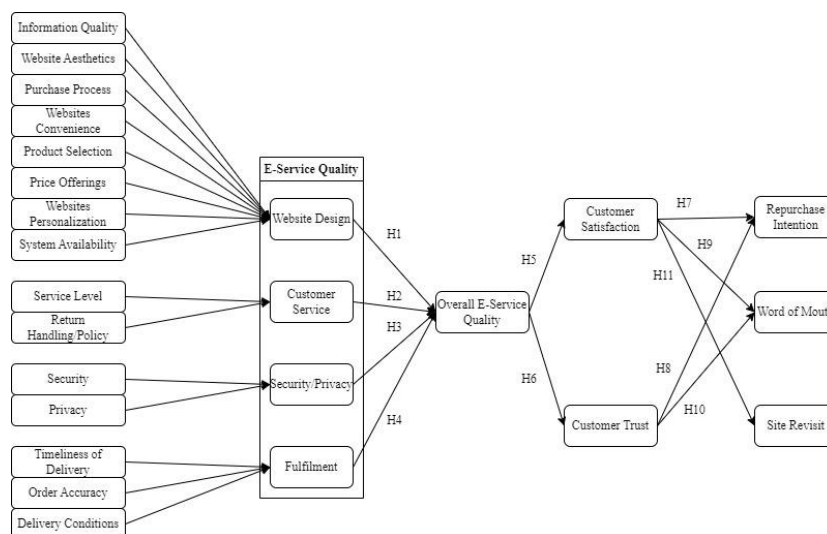
H7: Customer satisfaction on Tokopedia have optimistic and noteworthy impact towards repurchase intention

H8: Customer trust on Tokopedia have optimistic and noteworthy impact towards repurchase intention

H9: Customer satisfaction on Tokopedia have optimistic and noteworthy impact towards word of mouth

H10: Customer trust on Tokopedia have optimistic and noteworthy impact towards word of mouth

H11: Customer satisfaction on Tokopedia have optimistic and noteworthy impact towards site revisit



**Figure 1.** Research Framework

Moreover, Figure 1 illustrates the framework adapted from Rita et al. (2019), to analyze the aspects of e-service quality, namely website design, customer service, security/privacy, and fulfillment, in relation to customer satisfaction and trust. Furthermore, it examines their impact on customer behavior, encompassing intentions to repurchase, engage in word-of-mouth referrals, and revisit the site. The following table shows the indicators used for each variable:

**Table 1.** Indicator Variable

Variable	Indicator	Statement
Website Design	WD1	The information on Tokopedia Application Essentially, this is exactly what I require to accomplish my tasks
	WD2	The information on the Tokopedia Application is effective
	WD3	Tokopedia Application is visually appealing
	WD4	Tokopedia Application Exhibits an aesthetically appealing layout
	WD5	The purchase process on Tokopedia Application was not difficult
	WD6	Tokopedia Application Faces no challenges when conducting an online payment
	WD7	Tokopedia application Presenting visually appealing and effortlessly legible information
	WD8	The text on Tokopedia application Readability is straightforward
	WD9	Tokopedia application has a good selection of products
	WD10	Tokopedia application Offers an extensive range of products that capture my interest
	WD11	Tokopedia Application Provides discounts or complimentary shipping coupons
	WD12	Tokopedia Application Offers more affordable prices compared to physical retail outlets
	WD13	Tokopedia Application Enables me to engage with it, obtaining personalized information in the process
	WD14	Tokopedia application Offers interactive functionalities that facilitate the completion of my objective
	WD15	When I use the Tokopedia Application, There exists minimal waiting time between my actions and the response from Tokopedia.
	WD16	Tokopedia application loads quickly
Customer Service	CSV1	The online shop on Tokopedia Application, there are customer service representatives ready to assist
	CSV2	The online shop on Tokopedia application Provides the option to have a direct conversation with a real person in case of any issues
	CSV3	The online shop on the Tokopedia application gives me practical choices for the process of returning products
	CSV4	The online shop on the Tokopedia application Provides a significant assurance
Security/Privacy	SP1	I have a sense of security when making transactions on the online store in Tokopedia application
	SP2	The online shop in Tokopedia Application Comes equipped with sufficient security measures
	SP3	I trust Tokopedia Application Administrators shall refrain from any improper use of my personal information
	SP4	Tokopedia Application Ensures the confidentiality of my online shopping
Fulfillment	F1	The company/online shop ensures timely delivery of the product as per their promise on Tokopedia Application
	F2	This online shop on Tokopedia Application Ensures that products are accessible for delivery within an appropriate timeframe
	F3	You receive exactly what you requested from Tokopedia Application
	F4	Tokopedia application is truthful about its offerings
	F5	The items that were requested arrived in excellent condition

Variable	Indicator	Statement
Overall E-Service Quality	F6	The items were delivered with slight damage
	SQ1	In general, my buying encounter with the Tokopedia app Is exceptional
	SQ2	My general sentiments about this e-commerce store in Tokopedia Application are very satisfied
Customer Satisfaction	CS1	I am content with the performance of the Tokopedia app
	CS2	The online store on the Tokopedia application can always meet my needs
Customer Service	CT1	If any issues arise, customers can anticipate receiving fair treatment from this e-commerce store on Tokopedia
	CT2	I can believe Tokopedia's statement
Repurchase Intention	RI1	I intend to increase the number of my purchases made in the future Tokopedia Application
	RI2	I will increase purchases through Tokopedia application
Word of Mouth	WOM1	I express favorable remarks about the Tokopedia application to other people
	WOM2	I recommend the Tokopedia application I am available to offer guidance to anyone in need of my advice
Site Revisit	SR1	I will make my next purchase through the Tokopedia application
	SR2	I will revisit the Tokopedia app in the future

### 3. Research Method and Materials

This study uses quantitative methods to evaluate specified hypothesis (Sugiyono, 2017). The participants included in this research are derived from the study's population of Tokopedia users who have visited Tokopedia Application and made a purchase or transactions in the last 1 month. This research employed non-probability sampling, specifically opting for purposive sampling as of this study set a criterion for the sample because the characteristics of the respondents are narrowly defined and focused, the samples more accurately reflected the information needed for this study (Indrawati et al., 2023). The research was targeted to specific groups of respondents that match the criteria with the total of respondent obtained were 305 respondents. The criteria for respondent were Tokopedia users who have visited Tokopedia Application and made a purchase or transactions in the last 1 month also, male and female with age range around 15- 36 years old. The approach used for this study is the survey strategy, means that the data collection using questionnaire were collected using Google Form distributed through social media. The independent variable of this study is overall e-service quality with sub-variable website design, customer service, security/privacy, and fulfilment. The dependent variables are customer satisfaction and customer trust with sub-variable repurchase intention, word of mouth, and site revisit. Variables in this study will be tested by using likert scale as the measurement scale ranging from scale 1 (strongly disagree) to 5 (strongly agree). The data collected will be process by using SmartPLS 4 Software using PLS-SEM. The SEM-PLS data analysis consists of measurement model (outer model) and structural model (inner model), also hypothesis testing. The outer model is used in the PLS-SEM measurement model which assesses the validity and reliability of the model (Hair et al., 2021). By examining the average variance extracted (AVE) value, a validity test was conducted to determine if the item in latent variable satisfy the construct validity requirement. Furthermore, The assessment of reliability will be conducted using Cronbach's alpha and composite reliability. The test carried out in outer model consist of convergent validity, discriminant validity, and reliability. The inner model designed to be able to recognize the relationships between endogenous and exogenous variables in research. Moreover, the inner model test consists of bootstrapping, r-square and path coefficient.

### 4. Results and Discussion

#### 4.1. Validity and Reliability

The main objective of the outer model is to assess the accuracy and dependability of the model. Average extracted variance (AVE) and factor loading were Employed for evaluating the convergent validity. The value of AVE must exceed 0.5 and the value of factor loading must exceed 0.70 for the test to be valid. To ensure discriminant validity, it

is necessary for the cross-loading value to be above 0.70, and each indicator should demonstrate a higher correlation with its respective construct compared to other constructs (Rita et al., 2019). The metric used to evaluate discriminant validity is cross-loading value which is show the degree of interdependence between each variable and components of other structures. Furthermore, the reliability of the construct is evaluated using Cronbach's Alpha and Composite Reliability. A construct is considered reliable when both Cronbach's Alpha and Composite Reliability values exceed 0.70 (Ghozali & Latan, 2015). The following are the result of validity and reliability test.

**Table 2.** Result of Convergent Validity and Reliability

Variables	Indicators	Loading Factor	AVE	Validity Test	Cronbach's Alpha	Composite Reliability	Reliability Test
Website Design	WD1	0.794	0.591	Valid	0.954	0.958	Reliable
	WD2	0.82		Valid			Reliable
	WD3	0.758		Valid			Reliable
	WD4	0.782		Valid			Reliable
	WD5	0.783		Valid			Reliable
	WD6	0.701		Valid			Reliable
	WD7	0.783		Valid			Reliable
	WD8	0.735		Valid			Reliable
	WD9	0.718		Valid			Reliable
	WD10	0.784		Valid			Reliable
	WD11	0.748		Valid			Reliable
	WD12	0.765		Valid			Reliable
	WD13	0.769		Valid			Reliable
	WD14	0.794		Valid			Reliable
	WD15	0.781		Valid			Reliable
	WD16	0.776		Valid			Reliable
Customer Service	CSV1	0.798	0.582	Valid	0.76	0.847	Reliable
	CSV2	0.753		Valid			Reliable
	CSV3	0.76		Valid			Reliable
	CSV4	0.738		Valid			Reliable
Security/Privacy	SP1	0.808	0.614	Valid	0.791	0.864	Reliable
	SP2	0.794		Valid			Reliable
	SP3	0.798		Valid			Reliable
	SP4	0.733		Valid			Reliable
Fulfillment	F1	0.78	0.596	Valid	0.864	0.898	Reliable
	F2	0.787		Valid			Reliable
	F3	0.735		Valid			Reliable
	F4	0.796		Valid			Reliable
	F5	0.813		Valid			Reliable
	F6	0.714		Valid			Reliable
Overall E-Service Quality	SQ1	0.915	0.832	Valid	0.798	0.908	Reliable
	SQ2	0.909		Valid			Reliable
Customer Satisfaction	CS1	0.864	0.781	Valid	0.722	0.877	Reliable
	CS2	0.903		Valid			Reliable
Customer Service	CT1	0.907	0.82	Valid	0.781	0.901	Reliable
	CT2	0.905		Valid			Reliable
Repurchase	RI1	0.907	0.836	Valid	0.804	0.911	Reliable

Variables	Indicators	Loading Factor	AVE	Validity Test	Cronbach's Alpha	Composite Reliability	Reliability Test
Intention	RI2	0.922		Valid			Reliable
Word of Mouth	WOM1	0.922	0.836	Valid	0.805	0.911	Reliable
	WOM2	0.907		Valid			Reliable
Site Revisit	SR1	0.885	0.785	Valid	0.726	0.879	Reliable
	SR2	0.887		Valid			Reliable

**Table 3.** Cross Loading

	WD	CSV	SP	F	SQ	CS	CT	RI	WOM	SR
WD1	<b>0.794</b>	0.631	0.572	0.544	0.63	0.552	0.538	0.482	0.535	0.496
WD2	<b>0.82</b>	0.632	0.578	0.59	0.657	0.572	0.5	0.391	0.514	0.479
WD3	<b>0.758</b>	0.506	0.404	0.478	0.499	0.451	0.467	0.379	0.462	0.361
WD4	<b>0.782</b>	0.556	0.417	0.495	0.506	0.445	0.462	0.392	0.497	0.406
WD5	<b>0.783</b>	0.489	0.432	0.48	0.543	0.421	0.404	0.304	0.442	0.333
WD6	<b>0.701</b>	0.432	0.462	0.454	0.515	0.325	0.406	0.32	0.381	0.341
WD7	<b>0.783</b>	0.535	0.478	0.501	0.576	0.43	0.455	0.285	0.435	0.403
WD8	<b>0.735</b>	0.52	0.414	0.483	0.55	0.424	0.405	0.276	0.394	0.43
WD9	<b>0.718</b>	0.5	0.41	0.466	0.542	0.403	0.447	0.338	0.419	0.423
WD10	<b>0.784</b>	0.513	0.43	0.484	0.479	0.455	0.412	0.394	0.478	0.403
WD11	<b>0.748</b>	0.54	0.477	0.493	0.548	0.546	0.481	0.45	0.522	0.411
WD12	<b>0.765</b>	0.549	0.527	0.571	0.581	0.505	0.533	0.495	0.474	0.422
WD13	<b>0.769</b>	0.499	0.414	0.436	0.521	0.359	0.483	0.311	0.385	0.403
WD14	<b>0.794</b>	0.584	0.505	0.494	0.586	0.403	0.503	0.372	0.436	0.436
WD15	<b>0.781</b>	0.569	0.522	0.597	0.544	0.445	0.485	0.404	0.438	0.406
WD16	<b>0.776</b>	0.602	0.571	0.572	0.536	0.507	0.501	0.44	0.481	0.444
CSV1	0.563	<b>0.798</b>	0.517	0.562	0.54	0.462	0.533	0.492	0.451	0.457
CSV2	0.473	<b>0.753</b>	0.416	0.457	0.467	0.386	0.393	0.416	0.361	0.454
CSV3	0.555	<b>0.76</b>	0.499	0.479	0.496	0.423	0.392	0.457	0.438	0.411
CSV4	0.56	<b>0.738</b>	0.522	0.491	0.515	0.428	0.515	0.453	0.445	0.488
SP1	0.572	0.554	<b>0.808</b>	0.57	0.549	0.521	0.512	0.393	0.469	0.507
SP2	0.508	0.472	<b>0.794</b>	0.584	0.552	0.497	0.475	0.434	0.465	0.436
SP3	0.451	0.535	<b>0.798</b>	0.565	0.507	0.477	0.47	0.391	0.43	0.417
SP4	0.412	0.453	<b>0.733</b>	0.52	0.471	0.407	0.475	0.421	0.452	0.407
F1	0.537	0.539	0.581	<b>0.78</b>	0.541	0.477	0.486	0.435	0.468	0.414
F2	0.488	0.478	0.496	<b>0.787</b>	0.534	0.505	0.465	0.356	0.42	0.376
F3	0.453	0.439	0.519	<b>0.735</b>	0.464	0.45	0.431	0.33	0.371	0.356
F4	0.558	0.525	0.588	<b>0.796</b>	0.56	0.496	0.468	0.402	0.447	0.417
F5	0.547	0.539	0.6	<b>0.813</b>	0.563	0.503	0.507	0.375	0.425	0.477
F6	0.482	0.502	0.52	<b>0.714</b>	0.508	0.462	0.468	0.571	0.461	0.456
SQ1	0.668	0.62	0.622	0.635	<b>0.915</b>	0.535	0.512	0.41	0.504	0.494

	WD	CSV	SP	F	SQ	CS	CT	RI	WOM	SR
SQ2	0.646	0.589	0.59	0.617	<b>0.909</b>	0.56	0.459	0.456	0.504	0.463
CS1	0.475	0.431	0.534	0.532	0.492	<b>0.864</b>	0.406	0.461	0.508	0.404
CS2	0.567	0.549	0.544	0.572	0.564	<b>0.903</b>	0.542	0.541	0.571	0.516
CT1	0.6	0.579	0.583	0.521	0.471	0.496	<b>0.907</b>	0.505	0.567	0.536
CT2	0.506	0.516	0.534	0.586	0.494	0.485	<b>0.905</b>	0.474	0.563	0.45
RI1	0.426	0.508	0.452	0.463	0.419	0.508	0.46	<b>0.907</b>	0.52	0.614
RI2	0.472	0.582	0.501	0.509	0.447	0.532	0.526	<b>0.922</b>	0.523	0.59
WOM1	0.562	0.536	0.583	0.534	0.499	0.543	0.631	0.505	<b>0.922</b>	0.525
WOM2	0.524	0.481	0.473	0.49	0.513	0.579	0.504	0.54	<b>0.907</b>	0.5
SR1	0.489	0.555	0.497	0.493	0.472	0.463	0.501	0.621	0.55	<b>0.885</b>
SR2	0.467	0.497	0.504	0.464	0.458	0.466	0.463	0.545	0.444	<b>0.887</b>

As shown in Table 3, the loading factor of each variable has the result  $>0.70$ . However, all item in each variable in this research namely the design of the website, the level of customer service, security and privacy measures, order fulfillment efficiency, the overall quality of e-services, customer satisfaction, the establishment of trust with customers, their intention to make repeat purchases, the impact of word-of-mouth recommendations, and the likelihood of customers revisiting the site. Meanwhile, the result of Average Variance Extracted (AVE) of each variable are  $>0.5$  and can be considered valid. The loading factor and Average Variance Extracted (AVE) met the criteria and have sufficient convergent validity. Moreover, as shown in cross loading value in Table 2 that the correlation of each indicator with its construct is higher than other construct. An indicator said to be valid if the value of cross loading with latent variables is higher than with all other construct latent variables (Hair et al., 2011). Hence, it can be inferred that the factors examined in this research satisfy the requirements for discriminant validity. Furthermore, the consistency reliability of all constructs was confirmed by the value of Cronbach's Alpha and Composite Reliability exceeding 0.70 as shown in Table 1, it can be inferred that every element within the estimated model demonstrates strong dependability.

#### 4.2. Structural Model and Hypothesis Testing

Inner model known as structural mode are the element of path model that display the relationship (path) between the constructs. The use of inner model is carried out after calculating the outer model, to evaluate the hypothesis relationship in the inner model (Hair Jr et al., 2021). R-square and Path coefficient is used, also this study uses bootstrap model In reference to Rita et al. (2019) which are to estimate standard errors and compute confidence intervals (Hair Jr et al., 2021). Figure 2 shows the path coefficient that shows the strength of the influence of independent variable on dependent variable. For instance, overall e-service quality has path coefficient value of 0.35 and it means that website design variable has an influences by 35% on overall e-service quality.

To understand how changes in the independent variable affect the dependent variable, observations are conducted on the R square value. The result for the R-square value is 0.25; 0.50; and 0.75 indicates that each of these models is "weak", "moderate", and "strong". As shown on Table 3, the R-Square value of customer satisfaction is 0.36, it explains that overall e-service quality has an effect of 36% on customer satisfaction. The R-Square value of customer trust is 0.284, it explains that overall e-service quality has an effect of 28.4% on customer trust. The R-Square value of overall e-service quality is 0.63, it explains that the dimension of e-service quality has an effect of 63% on overall e-service quality. The R-Square value of repurchase intention is 0.4, it explains that customer satisfaction and customer trust have an effect of 40% on repurchase intention. The R-Square value of site revisit is 0.275, it explains that customer satisfaction has an effect of 27.5% on site revisit. The R-Square value of word of mouth is 0.496, it explains that customer satisfaction and customer trust have an effect of 49.6% on word of mouth and the remaining 50.4% is due to error variance at the time of measurement so that may be other variable that can be explained by word-of-mouth variable that need further research, it also applies to the other variables.

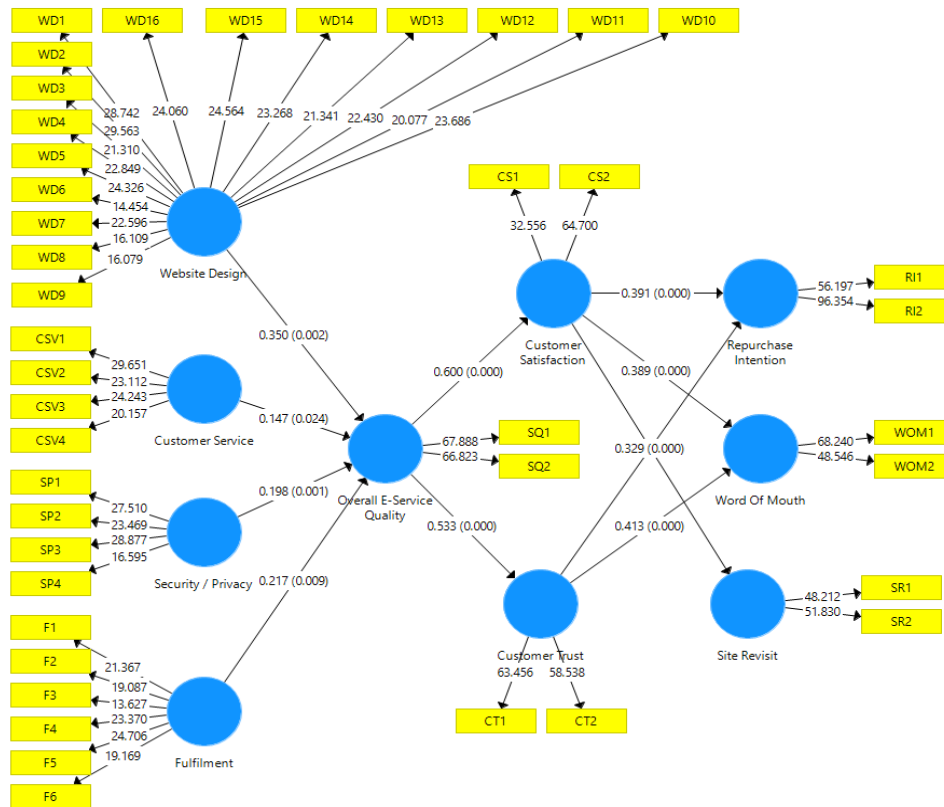


Figure 2. Inner Model

Table 4. R-Square Result

	R-Square	Result
Customer Satisfaction	0.36	Weak
Customer Trust	0.284	Weak
Overall E-Service Quality	0.63	Moderate
Repurchase Intention	0.4	Weak
Site Revisit	0.275	Weak
Word Of Mouth	0.496	Weak

Table 5. Hypothesis Testing and Path Coefficient

	Path Coefficient	T-Value	P-Value	Conclusion
H1: WD -> SQ	0.35	3.183	0.002	Accepted
H2: CSV -> SQ	0.147	2.266	0.024	Accepted
H3: SP -> SQ	0.198	3.236	0.001	Accepted
H4: F -> SQ	0.217	2.64	0.009	Accepted
H5: SQ -> CS	0.6	11.641	0.000	Accepted
H6: SQ -> CT	0.533	9.36	0.000	Accepted
H7: CS -> RI	0.391	7.228	0.000	Accepted
H8: CT -> RI	0.329	6.301	0.000	Accepted
H9: CS -> WOM	0.389	7.221	0.000	Accepted
H10: CT -> WOM	0.413	6.338	0.000	Accepted
H11: CS -> SR	0.525	8.698	0.000	Accepted

The research hypothesis has criteria to be considered accepted, by comparing the result of T-value with T-table (1.64) and the significance level ( $<0.05$ ). If T-value  $>$  T-table and the p-value  $<0.05$  it indicates that there are positive and significant influence between each variable. Table 4 presented the result of hypothesis test, and since all value of t-value  $>$  t-table (1.64) and p-value less than 0.05, therefore all hypotheses were accepted. Enhancing website design, customer service, security/privacy, and fulfillment has a substantial and favorable impact on the quality of e-services. Furthermore, the quality of e-services plays a crucial role in positively influencing both customer satisfaction and customer trust. Positive and substantial effects are observed in repurchase intention and word of mouth when customers are satisfied and trust the company. Lastly, customer satisfaction shows optimistic and noteworthy impact towards site revisit. The results are in line with the research conducted by Rita et al. (2019) who found most of the variables shows optimistic and noteworthy impact. However, the result of customer service is not in line with Rita et al. (2019) study that H2 is not supported. In addition, the result conducted by Blut et al. (2015) supported H2 which customer service is strongly associated with overall e-service quality and have positive significant effect. In its application, Tokopedia provides great customer service for customers to help them in using the application. In relation with website design, when consumer assessing website design of Tokopedia it can measure their experience of overall e-service quality; in its application on fulfillment, Tokopedia provides fulfillment to its customer so that customers could get as they requested.

## 5. Conclusion

This research analyzes Tokopedia as one of the e-commerce companies in Indonesia regarding the influence of e-service quality towards customer satisfaction and customer trust. This study also focusses on several dimensions of e-service quality including website design, customer service, security/privacy, and fulfillment. Moreover, this study examines the influence of customer behavior including repurchase intention, word of mouth, and site revisit. The results show that website design, customer service, security/privacy, and fulfillment show optimistic and noteworthy impact towards e-service quality. E-service quality show optimistic and noteworthy impact towards customer satisfaction and customer trust. Customer satisfaction and customer trust shows positive and significant influence towards repurchase intention and word of mouth. Lastly, customer satisfaction shows optimistic and noteworthy impact towards site revisit. Based on the data that has been proceed and obtained on this study, one of the dimensions of e-service quality, which is website design has the lowest value, one of which in indicator CSV3 and indicator F6. Therefore, author suggested that Tokopedia must have a strict terms and conditions for the stores and brand who joined operated in Tokopedia so that the stores and brand can manage the goods purchased by consumers until received safely by the customers, whether by taking extra care on packaging or cooperate with expedition in handling the packages. Moreover, Tokopedia should simplify the process of returning item option so that customers can be more satisfied with Tokopedia. Furthermore, Tokopedia must always updating their system to make customers more comfortable and provide convenience for customers in using Tokopedia to maintain satisfaction and trust. The findings of this research give insight for the company to find out the importance of each attribute and dimensions of e-service quality to maintain customer satisfaction and customer trust which in turn would increase repurchase intention, word of mouth, and site revisit. Future research can be done on different platform and more specific in one or several cities in Indonesia. The researchers also suggest examining different dimensions of e-service quality to better understand and learn more about the results of research with different dimensions of the e-service quality variable.

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