E-SERVICE QUALITY EFFECT TOWARD CONSUMER ATTITUDE THROUGH CONSUMER SATISFACTION ON SHOPEE APPLICATION

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ABSTRACT

This research to analyze the effect of e-service quality toward consumer attitude through consumer satisfaction on Shopee Application in Malang. The research was conducted in Malang with 152 respondents as the sample. This research used Structural Equation Modeling based on Partial Least Square. The research finding showed that there was positive and significant effect of e-service quality toward consumer satisfaction on the Shopee Application. There was positive and significant effect among consumer satisfactions on consumer attitude on Shopee Application. There was positive and significant effect among e-service qualities on consumer attitude on Shopee Application. There was positive and significant effect among e-service qualities on consumer attitude through consumer satisfaction on Shopee Application.

Kata kunci: *e-service quality, consumer attitude, consumer satisfaction*

ABSTRAK

Penelitian ini menganalisis pengaruh kualitas e-service terhadap sikap konsumen melalui kepuasan konsumen pada Aplikasi Shopee di Malang. Penelitian dilakukan di kota Malang dengan sampel sebanyak 152 responden. Penelitian ini menggunakan Structural Equation Modeling berbasis Partial Least Square. Hasil penelitian menunjukkan bahwa terdapat pengaruh positif dan signifikan kualitas e-service terhadap kepuasan konsumen pada Aplikasi Shopee. Terdapat pengaruh positif dan signifikan antara kepuasan konsumen terhadap sikap konsumen pada Aplikasi Shopee. Terdapat pengaruh positif dan signifikan antara kualitas e-service terhadap sikap konsumen pada Aplikasi Shopee. Terdapat pengaruh positif dan signifikan antara kualitas e-service terhadap sikap konsumen melalui kepuasan konsumen pada Aplikasi Shopee.

Kata kunci: *kualitas layanan elektronik, sikap konsumen, kepuasan konsumen*

1. INTRODUCTION

Rapid development of e-commerce industry in Indonesia is indicated by the increasing number of online shops and marketplaces (Permana et al., 2018). The rise of online sales encourages all businessmen to compete in giving quality online services through various conveniences in shopping (Saragih, 2019). Shopee is a mobile application E-Commerce which is developing in Indonesia (Sastika, 2018). It rapidly develops though it only entered Indonesian market in 2015 and operated in the end of 2015. It is considered by total transactions of Shopee during the third quarter of 2018 which were recorded at US $ 2.7 billion or around Rp39.4 trillion. The value increases up to 152.7 % compared to the third quarter in the 2017 that reaches US $ 1.1 billion (Karina, 2019). This achievement can encourage mobile platform owners to compete in attracting consumers by prioritizing consumer attitude.

E-service quality is consumers' subjective assessment expressing that the service they get is the service they expect. According to (Schiffman, L & Wisenblit, 2013)consumer attitude is an expression of individual inner feeling that reflect whether a person like or dislike some objects. Besides, (Tjiptono & Chandra, 2016) stated that consumer satisfaction is consumer response toward perception evaluation concerning the contradiction between initial expectation before purchasing (or other performance standard) and actual performance of product as perceived after product or service usage or consumption.

(Chang & Wang, 2011) stated that e-service quality has positive and significant effect toward consumer satisfaction. Satisfied consumers tend to purchase repeatedly and have positive word of mouth. In addition, (Carlson & Cass, 2010) said that e-service quality has positive and significant effect toward satisfaction. Moreover, according to (Alsono-Dos-Santos et al., 2017) consumers who evaluate e-service quality of a company is considered as satisfied consumer. Satisfied consumers have more favorable attitudes which can

influence their behavior intention, such as website visit, product and service purchasing; they can also give positive recommendation, and reduce the possibility of switching to the competitor. (Carlson & Cass, 2010) expressed that high consumer satisfaction level will encourage the consumer to build positive attitude to the website. In that research, brand communication (i.e. advertising and promotion) from service provider has significant effect on the positive attitude establishment. In the context of internet, the relationship between consumer satisfaction and consumer attitude showed that the increasing of consumer satisfaction has built positive attitude toward online shop site. (Alsono-Dos-Santos et al., 2017) said that e-service quality has significant effect toward consumer attitude. Moreover, according to (Suryani, 2013) if the company provides good service, the consumer will leave positive assessment or have positive beliefs on some or certain products.

Based on the elaboration above, the researcher interests to discuss how the Effect of E-service Quality toward Consumer Attitude through Consumer Satisfaction on Shopee Application (Study on Consumer of Shopee, the Online Shop Site).

2. LITERATURE REVIEW
E-service Quality
E-service quality refers to the expanded capabilities of an application or website to facilitate efficient and effective purchasing and distribution activities (Chase et al., 2006). E-service quality plays a crucial role in creating perceived value in the context of online shopping. Perceived value is important for consumers as it involves comparing the benefits, they receive from a company's service with the sacrifices they make to obtain the product (Yusuf et al., 2020). Thus, e-service quality pertains to a company's ability to provide electronic services by facilitating ease of use of applications or websites, maintaining consistency and excellence in their functioning, ensuring the security and protection of customers' personal information, and addressing customer issues or complaints through available contact channels.

Consumer Attitude
Consumer attitudes are formed as a response to a brand or product, including the complaints that arise when promised offerings are not fulfilled (Mini, 2010). Additionally, attitudes can also arise from personal experiences, past events, and future expectations (Hizkia, 2013). Attitudes can also frame individuals' thoughts and feelings about liking or disliking something and approaching or avoiding it (Tamaka, 2013).

Consumer Satisfaction

Satisfaction, as defined by (Kotler & Keller, 2016), refers to an individual's emotional state of contentment or dissatisfaction that arises from comparing the perceived performance or outcomes of a product with their expectations. When a product meets the expectations of consumers, they feel satisfied. If the product surpasses their expectations, consumers experience a higher level of satisfaction or happiness.

3. RESEARCH METHOD
Type of Research
This research was consisted of qualitative and quantitative research. Source of data used was primary data included respondent data which has ever shopped in the Shopee application for more than twice (> 2x). Technique of collecting data used web-based survey or e-survey using questionnaires by Google Forms.

Population and Sample
The population of this research was Shopee consumers who have shopped in this application more than twice. This research population is heterogenic which means that they come from various ages, genders, incomes, expenses, and professions. The sampling used purposive sampling technique. Besides, the researcher also used accidental sampling technique which means information collected from population who can be found easily to give that information. This research was conducted in Malang with 152 respondents.

Data Analysis Method
Structural Equation Modelling based on Partial Least Square was used to analysis this research (Haryono, 2017) (Ghozali, 2011). Partial Least Square was conducted by two stages:
1) First stage is conducting measurement model test. It means to test construct validity and reliability of each indicators.
2) Second stage is conducting structural model test aiming to find out whether there is some effects between variable/ correlation and construct which is measured by PLS test.

Based on the problem statement above, the hypothesis presented in this research are, as follow:
H1: There is direct effect of e-service quality toward consumer satisfaction of Shopee online shop consumer.
H2: There is direct effect of consumer satisfaction toward consumer attitude of Shopee online shop consumer.
H3: There was direct effect of e-service quality toward consumer attitude of Shopee online shop consumer.

H4: Thereiss indirect effect of e-service quality toward consumer attitude through consumer satisfaction of Shopee online shop consumer.
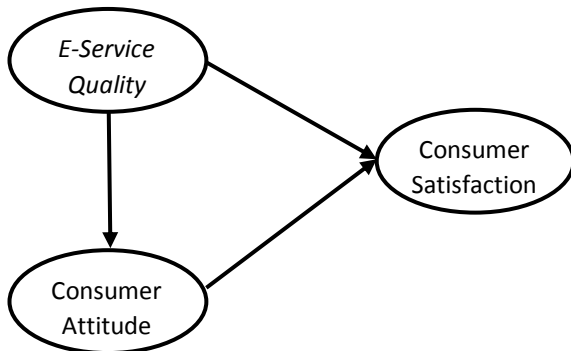

Figure 1 Research Framework

4. ANALYSIS AND DISCUSSION

The researcher used this technique to describe e-service quality, consumer attitude, and consumer satisfaction use Shopee application. The collected data was processed in:
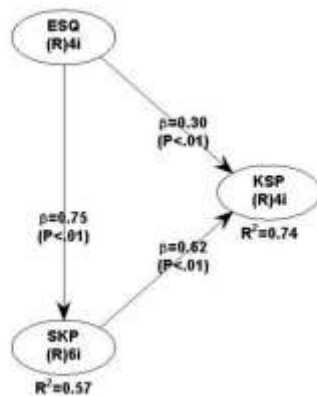
Signification Test

Figure 2 Signification Test

Table 1 Convergent Validity 1st Order

Variable	Dimension	Item	Loading Factor	SE	P value
E-Service Quality	Efficiency	EFF1	0.649	0.070	<0.001
		EFF3	0.723	0.069	<0.001
		EFF4	0.681	0.070	<0.001
		EFF5	0.686	0.070	<0.001

		EFF6	0.757	0.069	<0.001
		EFF7	0.85	0.068	<0.001
	Fulfillment	FULL8	0.821	0.068	<0.001
		FULL9	0.845	0.067	<0.001
		FULL10	0.768	0.068	<0.001
		FULL11	0.906	0/066	<0.001
	System Availability	SYS12	0.736	0.069	<0.001
		SYS13	0.816	0.068	<0.001
		SYS14	0.814	0.068	<0.001
	Privacy	PRI15	0.830	0.068	<0.001
		PRI16	0.839	0.067	<0.001
		PRI17	0.879	0.068	<0.001
Consumer Attitude		SKP18	0.766	0.069	<0.001
		SKP19	0.852	0.067	<0.001
		SKP20	0.831	0.068	<0.001
		SKP21	0.857	0.067	<0.001
		SKP22	0.876	0.067	<0.001
		SKP23	0.838	0.067	<0.001
Consumer Satisfaction		KPS24	0.837	0.067	<0.001
		KPS25	0.919	0.066	<0.001
		KPS26	0.881	0.067	<0.001
		KPS27	0.833	0.068	<0.001

Source: Data are processed by the researcher

Table 2 Convergent validity 1st order (seen by Average Variance Extracted (AVE))

Variable	Dimension	AVE
E-Service Quality	Efficiency	0.511
	Fulfillment	0.700
	System Availability	0.623
	Privacy	0.722
Consumer Attitude		0.701
Consumer Satisfaction		0769

Source: Data are processed by the researcher

Table 3 Convergent Validity 2nd Order

Variable	Dimension	Loading Factor	SE	P value
E-Service Quality	Efficiency	0.910	0.066	<0.001
	Fulfillment	0,855	0.067	<0.001
	System Availability	0.855	0.067	<0.001
	Privacy	0.780	0.068	<0.001
Consumer Attitude		0.766	0.069	<0.001
		0.852	0.067	<0.001
		0.831	0.068	<0.001
		0.857	0.067	<0.001
		0.876	0.067	<0.001
		0.838	0.067	<0.001
Consumer Satisfaction		0.873	0.067	<0.001
		0.919	0.066	<0.001
		0.881	0.067	<0.001
		0.833	0.068	<0.001

Source: Data are processed by the researcher Structural Model evaluation (Inner Model)

Table 4 Structural Model Evaluation (Inner Model) Goodness of Mit Model

Endogen	R-Squared	Q-Square
Consumer Attitude	0.566	0.566
Consumer Satisfaction	0.743	0.742

Source: Data are processed by the researcher

R-Square of consumer attitude variable is 0.566 or 56.6%. It shows that variety of consumer attitude variable explained by e-service quality for 56.6%. E-service quality has contribution to consumer attitude of 56.6%, while the rest of the precentage, 43.4%, is other variable contribution which is not discussed in this research. In addition, Q-Square of consumer attitude variable is 0.566. It describes that e-service quality has strong predictive power toward consumer attitude.

Next, R-Square of consumer satisfaction variable is 0.743 or 74.3%. It shows that variety of consumer satisfaction explained by e-service quality and consumer attitude toward consumer satisfaction for 74.3%. Meanwhile, the rest of precentage,

25.7%, is other variable contribution which is not discussed in this research. Furthermore, Q-Square of consumer satisfaction variable is 0.742. It shows that e-service quality and consumer attitude strong predictive power toward consumer satisfaction. Goodness of fit model can be viewed not only by R-Square and Q-Square but also by model fit and quality indicies as shown in the table below:

Table 5 Model Fit and Quality Indicates

Model Fit and Quality Indices	Results	Standart
Average path coefficienct (APC)	0.556, P<0.001	P value < level of significance (5%)
Average R-squared (ARS)	0.654, P<0.001	P value < level of significance (5%)
Average adjusted R-Square (AARS)	0.651, P<0.0001	P value < level of significance (5%)
Average block VIF (AVIF)	2.243	Acceptable if <= 5, ideally <=3.3
Average full collinearity VIF (AFVIF)	3.350	Acceptable if <= 5, ideally <=3.3
Tenenhaus GoF (GoF)	0.694	Small >= 0.1, Medium >= 0.25 Large >= 0.36
Sympson's paradox ratio (SPR)	1.000	Acceptable if >= 0.7, ideally = 1
R-squzred contribution ratio (RSCR)	1.000	Acceptable if >= 0.7
Statistical suppression ratio (SSR)	1.000	Acceptable if >= 0.7
Nonlinear bivariate causality direction ratio (NLBCDR)	1.000	Acceptable if >= 0.7

Source: Data are processed by the researcher

Based on the result above, it is known that index of Average Path Coefficient (APC), Average R-squared (ARS), and Average adjusted R-squared (AARS) obtains p value of <0,001. It shows that p value is smaller than level of significant (5%). Therefore, based on index of Average Path Coefficient (APC), Average R-squared (ARS), and Average adjusted R-squared (AARS), PLS model existed in this research can be accepted.

Next, index of Average block VIF (AVIF) obtains value of 2.243. It shows that the value is less than 5. Hence, based on Average block VIF (AVIF), PLS model in this research can be accepted. In other

words, it does not involve multicollinearity. Meanwhile, the index of Average full collinearity VIF (AFVIF) obtains 3.350. It shows that the value is less than 5. Moreover, based on the index of Average full collinearity VIF (AFVIF), PLS model existed in this research can be accepted. In other words, it does not involve multicollinearity.

Index of Tenenhaus GoF (GoF) obtains 0.694. It shows that the value is bigger than 0.36. Therefore, based on the index of Tenenhaus GoF (GoF), PLS model existed in this research is claimed having strong predictive power.

Index of Sympson's paradox ratio (SPR), R-squared contribution ratio (RSCR), Statistical suppression ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR) obtains value for 1.000. It shows that the value is bigger than 0.7, and index of R-squared contribution ratio (RSCR) obtains value bigger than 0.9. Hence, based on the index of Sympson's paradox ratio (SPR), R-squared contribution ratio (RSCR), Statistical suppression ratio (SSR), and Nonlinear Bivariate Causality Direction Ratio (NLBCDR), PLS model existed in this research can be accepted.

E-Service Quality Effect towards Consumer Satisfaction

Path coefficient is 0.299 with P Value of <0.001. The test result shows that path coefficient has positive value and p value <level of significance (Alpha (α=5%)). It shows there is positive and significant effect of e-service quality toward consumer satisfaction use Shopee online shops consumer. The higher e-service quality, it can increase consumer satisfaction. It also applies to Shopee Apps, especially for its online service. Therefore, Shopee should continue to improve its e-service quality to make the consumer satisfied. This is in accordance with the research conducted by (Zeithaml et al., 2002) (Chang & Wang, 2011)

Consumer Satisfaction toward Consumer Attitude

Path coefficient is 0.616 and P Value of <0.001. The test result shows that path coefficient has positive value and p value <level of significance (Alpha (α=5%)). It is positive and that there significant effect e-service quality toward consumer attitude toward consumer satisfaction. This means that the higher the consumer attitude, the consumer satisfaction will increase. It is in accordance with the research of (Schiffman, L & Wisenblit, 2013).

E-Service Quality Effect toward Consumer Attitude with Consumer Satisfaction as Mediation Variable

E-service quality effect toward consumer attitude through consumer satisfaction obtains P Value of <0.001. The result of the test show that p value <level of significance (Alpha (α=5%)). It shows that there is significant effect of e-service quality toward consumer attitude through consumer satisfaction. The coefficient of e-service quality effect is 0.464. In other words, e-service quality gives positive and significant effect toward consumer attitude through consumer satisfaction. It means that the higher the consumer satisfaction which is caused by the increasing of e-service quality, the consumer attitude will improve. Based on the statement above, it can be described that Shopee has good e-service quality. Hence, it causes the consumers have good attitude which make the consumer satisfied. It is in line with the research of (Alsono-Dos-Santos et al., 2017).

5. Conclusion and Recommendation
5.1. Conclusion

The research findings show that there is positive and significant effect of e-service quality toward consumer satisfaction on the Shopee Application, there is positive and significant effect among consumer satisfaction toward consumer attitude on the Shopee Application, there is positive and significant effect among e-service qualities toward consumer attitude on the Shopee Application, there is positive and significant effect among e-service qualities toward consumer attitude through consumer satisfaction on the Shopee Application. Besides, the higher the consumer satisfaction caused by the increasing of e-service quality will improve positive attitude of the consumer. Therefore, consumer satisfaction variable is able to give mediation to e-service quality effect toward consumer attitude.

5.2. Recommendation

For Shoope company, it is important to make efforts to maintain and even improve the quality of e-service in order to ensure customer satisfaction, which in turn will influence consumer attitudes towards using Shoope. For future researchers, it is recommended to include additional variables to provide a more comprehensive understanding of e-service quality.

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