JSDI

Journal of Sustainable Development Innovations

Influence E-Service Quality, Brand Image, Brand Trust on Customer Satisfaction in Store Online Shopee to Students of the Faculty of Economics and Business University of Jember

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A B S T R A C T

This research aims to find out whether service quality, brand image, and brand trust have significantly affected customer satisfaction. This research uses an explanatory research approach and a quantitative approach. The data source comes from distributing questionnaires online. The sampling method is purposive sampling with the criteria of students and students from the Faculty of Economics and Business, University of Jember, who are consumers and have transacted at the shop online Shopee. The sample used was 100 respondents. The research results show that service quality, brand image, and brand trust significantly influence customer satisfaction.
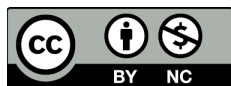
1. INTRODUCTION

The development of technology and information in the modern era is very rapid. This has a huge impact on human life. Daily activities can become very easy. One technology that is very attached to humans is the Internet. The Internet, which has helped as a medium of communication and a medium for seeking knowledge, is now also widely used as a medium for business people to spread their wings to get customers; many online businesses are starting to emerge, such as online transportation, online services, and online shopping.

The development of online shops in Indonesia has been very rapid; by just making transactions via the Internet, we can get the goods we want without leaving the house. The proliferation of online stores has now entered the world of schools and campuses. According to the results of a survey conducted by APJII in 2016, Indonesia's internet penetration was 89.7%, dominated by students Aziky, A., & Masreviastuti [1]. This can be seen from changes in behavior, namely the shopping habits of students who have to go to the store first, now prefer to do it at home via smartphone. This new habit has various impacts on student life. Online stores are here to provide opportunities for students to become entrepreneurs by selling products or goods that they own without effort, which has a positive impact that benefits students.

E-commerce is a dynamic set of economics, applications, and business processes that connect companies, consumers, and certain communities through electronic transactions and trade in goods, services, and information carried out electronically. According to data for the third quarter of 2021, the highest number of visitors to online shop pages was recorded. The data shows that Shopee is the second most used e-commerce application by Indonesian people today. Choosing a unique date to provide discount promotions to customers every month is also something that is highly anticipated by the public, especially students. At the beginning of 2019, Shopee also issued a big promotion, namely "Shopee All 10 thousand". This uniqueness is what makes Shopee Marketplace remembered and also chosen by students. From this, there are several important things, namely consumer assessment. Companies are required to innovate in providing services to customers so that emerging expectations can be fulfilled well.

Consumer satisfaction is felt from good service, which provides long-term benefits to the company so that the relationship between the company and customers becomes closer and closer. Yulisetiarini and Mawarni state that service quality depends on the service provider's ability to consistently meet customer expectations [2]. E-service quality is a broader form of service quality that uses Internet media to connect sellers and buyers and help them fulfill shopping activities effectively and efficiently (Chase et al., 2014) [3]. According to Parasuraman et al. [4], E-service quality is the ability of a site to provide effective and efficient facilities for online shopping, online purchases, and the acquisition of goods or services. Apart from e-service quality, customer satisfaction is influenced by brand image.

Yulisetiarini and Prahasta [5] stated that a good brand image for a product will increase the number of new customers and make customers satisfied, and customers will find it difficult to switch to another product. According to Kadafi [6], consumers always assume that the good brand image of a product or service will be in line with the quality provided; conversely, when a company has a bad brand image, the product also has bad quality in their eyes. In this case, students as consumers have perceptions and research on the brand image carried out by Shopee as customer satisfaction. Apart from e-service quality and brand image, customer satisfaction is influenced by brand trust factors or trust in the brand. According to Sari and Widowati [7], Brand trust is the willingness of consumers to trust a product or service with all the risks because there is hope in their minds that the product or service will provide good results to consumers, thereby creating loyalty to the product or service. This sense of trust and security must be maintained by the company so that consumers continue to use the product or service by creating a product or service that meets customer expectations. According to Tjiptono [8], customer satisfaction is the consumer's feeling of comfort when they get a product of better quality than a product that is not—selected with poor quality.

Research conducted by Putri and Marlena [9] shows that e-service has a positive and significant effect on customer satisfaction, and research conducted by Putra B.S et al. [10]shows that brand trust has a positive effect on customer satisfaction; therefore, this research was conducted to determine the influence of e-service quality, brand image, and brand trust on customer satisfaction at online shop, a case study of students at the Faculty of Economics and Business, University of Jember.

2. LITERATURE REVIEW

E-Service Quality

E-service quality, according to Parasuraman *et al.*[4], is defined as the ability of a site to provide effective and efficient facilities for shopping *online*, purchas*ing online*, and in the acquisition of goods or services. According to Zeithaml and Parasuraman [11], there are indicators-*service quality* which are explained as follows:

a. Efficiency

b. Privacy

c. Contact

d. Reliability

e. Fulfillment

f. Compensation

g. Responsiveness

Brand Image

According to Ferrinadewi [12]*, brand image* is a perception of a brand that is a reflection of consumers' memories of their associations with the brand. Brand image Good things will be an advantage in the eyes of society. According to Prabowo [13], brand image indicators can be based on aspects of a brand, namely: strength, uniqueness, and favorable.

a. Strength

b. Uniqueness

c. Benefit

Brand Trust

Brand Trust or brand trust is a sense of security from consumers through their interactions with brands, which is based on consumer trust in the responsibility of a brand. Ballester in Syriac, [14]. Lau and Lee [15] stated that indicators of brand trust include the following:

a. Brand Characteristics

b. Company Characteristics

c. Consumer-brand Characteristics

Customer satisfaction

Satisfaction, according to Kotler [16], is "a person's feeling of joy or disappointment that arises after comparing the performance (results) of the product in mind against the expected performance. Consumers will feel satisfied if the performance of the product exceeds their expectations. According to Fikri and Ritonga [17], there are six indicators of customer satisfaction, namely:

a. Product Quality

b. Service quality

c. Emotional

d. Price

e. Cost

3. METHODOLOGY

This research is categorized into research types (Explanatory Research). The population of this study were students from the Faculty of Economics and Business, Jember University. The sampling method in this research uses *non-probability sampling* with the technique *of purposive sampling.* The sample used in this research was 100 respondents, with the criteria being students and students of the Faculty of Economics and Business, University of Jember, who were consumers and had made transactions at the shop. *Online* Shopee. The data source in this research is a questionnaire that is distributed randomly *online* via Google Forms. The data analysis method used in this research is multiple regression analysis.

4. RESULTS

Instrument Test

Validity test

The validity test in this research was carried out to determine the validity of the indicators used. Valid means that the instrument can be used to measure what it should be able to measure. It can be seen that the correlation between variables*E-Service Quality* (X1), *Brand Image* (X2), *Brand Trust* (X3), and Customer Satisfaction (Y) obtained recount> table where the significance result was less than 5% or 0.05. Based on the results above, it can be concluded that all statement items in this research are valid.

Reliability Test

The reliability test in this research is to find out whether the questionnaire submitted to respondents gives consistent results if measurements are taken again on the same subjects in the future. Reliability and consistency testing was carried out by calculating Cronbach's alpha. An instrument is said to be reliable if it has a Cronbach alpha > 0.6, whereas if the Cronbach alpha < 0.6, then the instrument or data is said to be unreliable. Results of reliability tests carried out on *E-Service Quality* (X1), *Brand Image* (X2), *Brand Trust* (X3), and Customer Satisfaction (Y) have a Cronbach alpha value > 0.6. So, it can be said that all item statements in this research are reliable.

Normality test

The model normality test is used to test the normality of data distribution to avoid bias and/or find out whether the sample data is normally distributed or not. This assumption is the assumption that each variable and linear combination of variables is normally distributed. The data normality test that can be carried out in this research is the Kolmogorov-Smirnov test, which has a significance of 0.05 or 5% Ghozali [18]. The normality assumption in this study was tested by Kolmogorov-Smirnov against unstandardized residuals. The Kolmogorov-Smirnov Z value is 0.808 with a significance value of 0.531, greater than α (0.05).

Multiple Linear Regression Analysis

The results of the multiple linear regression analysis calculations in this research were carried out with the help of computer calculations from the Statistical Product and Service Solution (SPSS) program. The results of multiple linear regression analysis obtained the following regression equation:

$$Y = 0.078X1 + 0, 276X2 + 0.846X3 + It\ is$$

From the multiple linear regression equation above, you can see the influence of the independent variables (*E-Service Quality*, *Brand Image*, and *Brand Trust*) on the dependent variable (Customer Satisfaction). In contrast, the meaning of the multiple linear regression equation above can be explained as follows.

a. The constant value is 4.730, which means that if the value of the independent variable-*Sevice Quality* (X_1), *Brand Image* (X_2), *and Brand Trust* (X_3) is equal to zero, then Customer Satisfaction (Y) is a constant 4,730

b. Variable*E- Service Quality* (X_1) has a positive coefficient value of 0.078. This means that every one-unit increase in this variable has a significant positive effect on Customer Satisfaction (Y)

c. Variable*Brand Image* (X_2) has a positive coefficient value of 0.276. This means that every one-unit increase in this variable has a significant positive effect on Customer Satisfaction (Y)

d. Variable*Brand Trust* (X_3) has a positive coefficient value of 0.846. This means that every one-unit increase in this variable has a significant positive effect on Customer Satisfaction (Y).

Classic assumption test

Multicollinearity Test

The multicollinearity test aims to test the existence of correlation between independent variables in the regression model. Test criteria for multicollinearity, with a value *tolerance* of 0.10 or the same as VIF 10, indicate that there is multicollinearity between independent variables in the regression model Ghozali [18]. Multicollinearity occurs if the VIF value of each variable is more than 10. The VIF value of each variable is the variable- *Service Quality* (X1) is 1.217, variable *Brand Image* (X2) is 1.452, and variable *Brand Trust* (X3) is 1.407. It can be seen that the tolerance value for the variable *dependent,* namely X1, X2, and X3, indicate that value *tolerance*> 0.01 and the VIF value < 10, so that the regression equation model used does not multicollinearity or no correlation between variables is found.

Heteroscedasticity Test

The heteroscedasticity test aims to test inequality *variance* from the residual of one observation to another that occurs in the regression model. Ghozali [19]. Based on the test results that have been carried out show that the points are spread randomly and are spread both

above and below the number 0 on the Y axis in the Scatterplot graph. So, it can be concluded that heteroscedasticity does not occur in the regression model in this study.

Hypothesis testing

The t-test is a test to show the individual influence of the independent variables in the model on the dependent variable, which is intended to determine how far one independent variable's influence explains variations in the dependent variable. If the calculated t value is greater than the t table and the significance value is smaller than 0.05 (sig < 0.05) then it can be concluded that the independent variable partially has a significant effect on the dependent variable. Hypothesis testing results for each independent variable, namely *E-Service Quality, Brand Image*, and *Trust* in Customer Satisfaction, are as follows:

a. Variable calculated t valu*e-service quality* (X_1) of 2.640 with a significance of 0.010. These results show that the calculated t value of 2.640 is greater than the t table value of 1.98238. The significance value of 0.010 is smaller than the value of α = 0.05, so hypothesis 1 (H1) is proven/accepted, meaning that *service quality* (X_1) has a positive effect on customer satisfaction (Y) in the store *online* Shopee for students at the Faculty of Economics and Business, Jember University.

b. Variable calculated t value *brand image* (X_2) of 2.447 with a significance of 0.016. These results show that the calculated t value of 2.447 is greater than the t table value of 1.98238. The significance value of 0.016 is smaller than the value of α = 0.05, so hypothesis 2 (H2) is proven/accepted, meaning that *brand image* (X_2) has a positive effect on customer satisfaction (Y) in the store *online* Shopee for students at the Faculty of Economics and Business, University of Jember.

c. Variable calculated t value*brand trust* (X_3) of 6.292 with a significance of 0.000. These results show that the calculated t value of 6.292 is greater than the t table value of 1.98238, and the significance value of 0.000 is smaller than the value of α = 0.05, so hypothesis 3 (H3) is proven/accepted, meaning that *brand trust* (X_3) has a positive effect on customer satisfaction (Y) in the

store *online* Shopee for students at the Faculty of Economics and Business, University of Jember.

The coefficient of determination value is between zero (0) and one (1). A small R2 value means that the independent (free) variables in explaining variations in the dependent variable are very limited. A value close to one means that the independent variables provide almost all the information needed to predict variations in the dependent variable Ghozali [18]. The coefficient of determination (R^2) is 0.535, which means that the Customer Satisfaction variable can be explained by the variable*E-Service Quality* (X_1)*, Brand Image* (X_2) and*Brand Trust* (X_3) amounting to 53.5%, while the remaining 46.5% is explained by other variables outside the model studied.

5. DISCUSSIONS

Influence*E-Service Quality* Towards Customer Satisfaction

E-Service Quality has a positive effect on customer satisfaction, based on research results showing that E-Service Quality has an effect on Customer Satisfaction with a t-count value of X1 of 2.640 and a t-table value of 1.98238 and a significance value of 0.010 smaller than the value of α 0.05, then hypothesis 1 (H1) is proven/accepted, and it can be concluded that X1 has a positive effect on customer satisfaction. This means that the better X1, the better customer satisfaction.

The results of this research are in line with research by Chesanti, P. C. and Setyorini, R. [20]. The research conducted aims to determine the effect of e-service quality on customer satisfaction. Then, the data processing used was multiple linear regression analysis using SPSS version 22 software. The variables used were e-service quality and customer satisfaction. Sampling was carried out using a non-probability sampling method, accidental sampling type, with 100 respondents who had downloaded the PLN mobile application on Playstore. The results of this research show that e-service quality has a positive effect on customer satisfaction as users of the PLN mobile application, which proves that students at the

Faculty of Economics and Business, Jember University, see e-service quality as a factor in customer satisfaction in purchasing products on online Shopee.

Influence *Brand Image* Towards Customer Satisfaction

Brand Image has a positive effect on customer satisfaction, based on research results showing that Brand Image has an effect on Customer Satisfaction with the t-calculated value of the variable 0.016 is smaller than the value of α = 0.05, so hypothesis 2 (H2) is proven/accepted, and it can be concluded that X2 has a positive effect on customer satisfaction. This means that the better X2, the better customer satisfaction.

The research results are in line with research conducted by Elmi Fiqihta, Ecin Kuraesin, and Leny Muniroh [21], who conducted research aimed at determining the influence of service quality and brand image on customer satisfaction. This research variable has similarities with the research conducted, namely brand image as an independent variable, while the difference is that it does not use e-service and brand trust variables. The research results are in line with previous research from Yulisetiarini and Prahasta [5], stating that *brand image* has a positive effect on customer satisfaction. Researchers used multiple linear regression analysis methods using SPSS. Respondents numbered 100 customers from the Salak Tower Hotel. The research results show that service quality and brand image have a positive effect on customer satisfaction, which proves that students at the Faculty of Economics and Business, Jember University, see brand image as a factor in customer satisfaction in purchasing products at online shops.

Influence *Brand Trust* Towards Customer Satisfaction

Brand Trust has a positive effect on customer satisfaction, based on research results showing that Brand Image has an effect on Customer Satisfaction with a t-calculated value of variable X3 of 6.292 with a significance of 0.000. From these results, it is known that the calculated t value of 6.292 is greater than the t table value of 1.98238, and the significance value of 0.000 is smaller than the value of α = 0.05, so hypothesis

3 (H3) is proven/accepted. From these results, it can be concluded that X3 has a positive effect on customer satisfaction. This means that the better the X3, the better the customer satisfaction.

The research results are in line with research conducted by Putra Bobby Setiawan [10], who conducted research aimed at determining the influence of experiential marketing and brand trust on customer satisfaction and customer loyalty. This research variable has similarities with the research conducted, namely brand trust as the independent variable and customer satisfaction as the dependent variable. The difference in this research variable lies in experiential marketing as an independent variable and also customer loyalty as a dependent variable. Researchers used the path analysis method with sample selection using probability sampling. The research results show that experiential marketing and brand trust have a positive effect on customer satisfaction and customer loyalty, which proves that students from the Faculty of Economics and Business, Jember University, see brand trust as a factor in customer satisfaction in purchasing products on Shopee online.

6. CONCLUSIONS

E-service quality has a significant positive effect on customer satisfaction in the *online* store shop, meaning it is increasing *service quality*. This will be followed by customer satisfaction of students from the Faculty of Economics and Business. The results of this research are in accordance with research conducted by Putri and Marlena [9], which shows that *service quality* has a positive and significant effect on customer satisfaction. Consumers always assume that the good brand image of a product or service will be in line with the quality provided; conversely, when a company has a bad brand image, the product also has bad quality in their eyes. The research results are in line with previous research from Yulisetiarini and Prahasta [5], stating that *brand image* has a positive effect on customer satisfaction. Brand Trust has an influence on the sustainability of a brand because when a brand has lost the trust of consumers, it will be difficult for products with that brand to develop in the market. *Brand trust* has a positive and significant effect on customer satisfaction Putra Bobby Setiawan [10].

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