

# A Study of The Relationship Among Shopee E-commerce Platform E-service Quality, E-trust, E-customer Satisfaction and Behavioral Intentions of Online Shopping Customers

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## ABSTRACT

This research makes a significant contribution by exploring the relationship between service quality, electronic trust, electronic customer satisfaction, and the purchasing behavior intention of online female customers. Employing a quantitative approach with purposive sampling, data was collected from 259 respondents in Yogyakarta and its surrounding areas through Google Form questionnaires. The data analysis, conducted using t-tests and simple linear regression in SPSS, revealed that electronic service quality has a positive and significant impact on electronic trust and electronic customer satisfaction. Electronic trust also shows a significant positive effect on electronic customer satisfaction. Electronic customer satisfaction, electronic trust, and electronic service quality each have a positive and significant influence on behavioral intention. These findings hold strategic implications for e-commerce companies in improving responsiveness to consumer issues, aiming to enhance overall service quality, build customer trust, create electronic customer satisfaction, and encourage positive behavioral intentions in online shopping.

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## 1. INTRODUCTION

The advancement in technology acts as the primary driver for transformation in the electronic commerce industry. The evolution of e-commerce has altered the way consumers shop and businesses operate. With globalization, e-commerce enables access to global markets, offering boundless business opportunities. Additionally, the existence of e-commerce facilitates online shopping and market trend analysis through artificial intelligence. Electronic commerce utilizes the internet network to connect sellers and buyers, allowing transactions without physical presence at the same location. E-commerce systems involve transaction processes via the internet, utilizing websites and applications as trading platforms [1].

Citing kemenperin.go.id (2022), Indonesia holds significant potential in the digital economic sector, with the digital economy value reaching USD 70 billion in 2021 and projected to continue growing until 2025, making it the largest in Southeast Asia. The digital economic transformation affects various sectors, particularly e-commerce, shifting business practices from offline to online [2]. According to data from databoks.katadata.co.id (2022), the development of e-commerce consistently increases each year within the digital transformation. E-commerce users in Indonesia demonstrate a significant upward trend over time. The increasing number of e-commerce users impacts transaction values, reaching US\$59 billion in 2022, equivalent to 76.62% of Indonesia's total digital economy value.

Demographically, female users dominate the e-commerce landscape in Indonesia. The number of women utilizing e-commerce for online shopping transactions continues to grow yearly compared to men [3]. The widespread use of e-commerce across various regions in Indonesia contributes to an equitable digital economic transformation. According to datanesia.id (2022), concerning e-commerce transaction comparisons based on population, Yogyakarta city ranks first with a percentage of 36.9%. This signifies Yogyakarta's significant contribution to the e-commerce growth in Indonesia.

Citing [kominfo.go.id](http://kominfo.go.id) (2015), Indonesia hosts hundreds of e-commerce platforms, both from abroad and locally developed. The number of e-commerce platforms changes over time, providing customers with numerous choices. Despite the multitude of e-commerce sites, only a few are frequently used [4]. In the first quarter of 2023, Shopee secured the top rank as the most visited e-commerce site, with an average of 158 million visits per month. This differs from the same quarter in 2022, where Tokopedia led with an average of 157.2 million visits per month, followed by Shopee, Lazada, and Bukalapak [5]. This shift reflects the dynamic competition among e-commerce platforms evolving in Indonesia. According to [Iprice.co.id](http://Iprice.co.id) (2022) data, Shopee has dominated app downloads on Play Store and App Store since Q4 2018 until the present.

Shopee succeeds in the competition through effective marketing strategies, offering attractive promotions, price guarantees, diverse events, and utilizing appropriate media [6]. Shopee's strengths include user-friendly interfaces, various payment options, Cash on Delivery (COD) feature, attractive promotions, live chat, and dropshipping [7]. However, despite these advantages, Shopee also has areas for improvement, such as sometimes slow customer service, complex free shipping conditions, and occasionally unfriendly seller attitudes [7]. Product filtering challenges on the Shopee platform present a difficulty for consumers to differentiate authentic from non-authentic sellers [8].

The explanations above indicate that e-commerce users are increasing significantly year by year. Each platform strives to provide excellent services to ensure users feel comfortable and continually use the platform, impacting e-commerce success. According to the research conducted by Tran & Vu (2019), the success of electronic commerce relies on service quality, trust, customer satisfaction, and customer behavior intentions. With a focus on female customers, the authors aim to examine these electronic commerce success factors on the Shopee platform in Indonesia. The goal is to ascertain the influence of these factors and how they affect the online shopping behavior intentions of female customers on Shopee. This research will test the direct and significant impact of Shopee's electronic service quality on electronic trust, customer satisfaction, and customer buying intentions in online shopping. Focusing on the Shopee e-commerce application, this study seeks to determine whether electronic trust directly affects customer satisfaction and how this service quality influences customer purchase intentions through both trust and satisfaction.

#### Theoretical Benefits

From a theoretical perspective, this study aims to examine the relationships among four key factors contributing to e-business success: electronic service quality, electronic trust, electronic customer satisfaction, and customer buying intentions online. This research will refine previous studies by focusing on the direct impact of Shopee's electronic service quality on customer online buying intentions. It is hoped that this study will provide more accurate conclusions and deeper insights into the fields of e-service and e-marketing.

#### Managerial Benefits

From a managerial perspective, this research is expected to offer valuable benefits and insights to e-retail business administrators and marketers. This study can help them understand the factors that positively impact e-commerce business success. With this understanding, uncertainty in the constantly evolving market can be reduced. The research findings can also provide insights into electronic service quality dimensions that have a positive impact and can be optimized to enhance overall electronic service quality. Furthermore, this research will present valuable managerial implications and recommendations for future studies and practices.

### 1.1. Theoretical Foundations

This research adopts the Theory of Reasoned Action (TRA), or the theory of reasoned action, which explains the relationship between beliefs, attitudes, subjective norms, intentions and individual behavior. Originally used in social psychology, TRA focuses on attitudes toward behavior and subjective norms [9]. Over time, TRA developed and was adopted in consumer behavior studies, including research on online purchasing behavior [10]. The intention to carry out an action is influenced by reactions to previous actions, but can change if unexpected events occur [11]. This research chose TRA because it is relevant to the variables to be tested, such as electronic service quality, electronic trust, and online customer satisfaction in determining consumer behavioral intentions towards e-commerce platforms, especially Shopee. By adopting TRA, this research aims to provide insight into the factors that influence consumer behavior in the e-commerce context and can serve as a basis for developing more effective strategies in the future. Tables and Figures are presented center, as shown below and cited in the manuscript.

#### 1.1.1. Electronic Service Quality (E-Service Quality)

In general, service quality can be interpreted as the extent to which a service can meet customer needs or expectations, involving a comparison between customer expectations and perceptions of service performance [12]. Service quality also includes the variability between customers' anticipations and their understanding of the service [13]. In the context of digital business, service quality is known as Quality of Service or Electronic Quality of Service (SERVQUAL). SERVQUAL is a concise multi-item scale with

good reliability and validity, used by retailers to understand consumer expectations and perceptions, with the aim of improving service [14]. E-Service Quality (e-SQ) refers to the phases of customer interaction with an e-commerce website, including efficient shopping, purchasing and delivery processes [15].

Electronic service quality has a significant impact on the sustainability of the relationship between e-commerce service providers and customers, which can increase loyalty [16]. According to Khan et al. (2019), quality electronic services also contribute to increasing system and operational efficiency. Although improving the quality of e-services is a challenge, it is recognized as a critical aspect for e-commerce service providers.

Assessing service quality is not easy, and requires consideration of three related characteristics: service intangibility, heterogeneity, and inseparability [17]. Five dimensions that can be used as a tool to measure service quality, as mentioned by Berry et al. (1988), involving tangibles, reliability, responsiveness, assurance, and empathy. In the context of e-service quality dimensions, Dhingra et al. (2020) modified the concept by proposing five key factors: website design, reliability, catchability, trust, and personalization. Website design is a strategy used by e-commerce platform providers to manage content and other aspects, creating comfort for users when accessing it [18].

Reliability is a company's ability to provide services accurately and consistently in accordance with promises to consumers [19]. Responsiveness includes the ability of an e-commerce platform to provide solutions to customer complaints or requests in a timely manner, creating an efficient online shopping experience [20]. Trust is the customer's sense of trust in the e-commerce site's services, which involves maintaining privacy and minimizing risks [21]. Personalization is a marketing strategy in which e-commerce platforms provide information that is relevant and tailored to customer needs and preferences [22].

### **1.1.2. Electronic Trust (E-Trust)**

Trust is fundamental to the occurrence of every buying and selling transaction [23]. Trust in electronic commerce is known as E-trust or electronic trust. Electronic trust can also be understood as consumer trust in e-commerce platforms [24]. Electronic trust is very important because the level of risk in online transactions is higher than offline [25]. Electronic trust can help reduce uncertainty and complexity when transacting online. Electronic trust in an e-commerce platform can be created when the buying and selling transaction process between individuals and other individuals takes place [26]. Electronic trust can be created from the relationship that occurs between sellers and buyers at the time of a transaction [27].

### **1.1.3. Electronic Customer Satisfaction (E-Satisfaction)**

Customer satisfaction, in general, can be interpreted as a feeling felt by customers regarding the results of a comparison between expectations and reality of the performance of electronic commerce services [28]. The traditional definition of customer satisfaction is the result of the interaction between consumers' pre-purchase expectations and post-purchase evaluations [29].

Along with the changes that are currently occurring, feelings of satisfaction from customers do not only occur when making transactions offline, but also online. The satisfaction felt by customers can also be called electronic customer satisfaction or e-satisfaction. E-satisfaction is an assessment made by customers or consumers of a product or service based on purchasing experience [30]. According to other sources Rodríguez et al. (2020) say that e-customer satisfaction is a customer's assessment of e-commerce services based on previous purchasing experiences.

### **1.1.4. Behavioral Intentions**

The concept of behavioral intention originates from attitude theory in psychology and consumer behavior, where attitudes are interpreted in three components: affective, behavioral, and cognitive [31]. Consumer attitudes towards products or services can influence behavioral intentions which ultimately influence their behavior. According to Tran & Vu (2019) behavioral intentions are a reaction to previous experiences. Behavioral intentions can also be used as an indicator of whether a customer will be loyal or not to e-commerce [32].

## **1.2. Relationship between variables**

### **1.2.1. The relationship between electronic service quality and electronic trust.**

According to research conducted by Giao et al. (2020) and Rita et al. (2019), electronic service quality has several dimensions, namely website design, security, reliability and customer service. Each dimension provides a different level of influence on service quality. The socio-cultural differences that apply in a country have an impact on these differences [33]. Based on previous research conducted in different locations, it shows that the quality of electronic services has a positive influence on customer trust. The better the quality of service provided will also have an impact on increasing customer trust.

Electronic trust is a very expensive thing and cannot be obtained just like that. According to Firmansyah & Ali (2019), one of the factors that can create electronic trust is the quality of electronic services. The quality of electronic services plays an important role in this online environment to be able to build consumer trust from uncertain things that may occur. Electronic service quality is a reflection or

depiction of the performance of an e-commerce site in providing services to customers. Electronic trust can be created from services that involve customers when using or transacting on e-commerce [34]. According to research conducted by Jones & Leonard (2008), electronic trust can exist because online shopping websites provide quality services. The existence of quality service means that buyers and sellers who don't know each other can trust each other and buying and selling transactions can occur.

Based on the results of previous research, the following hypothesis was obtained:

**H1 Electronic service quality influences electronic trust.**

**1.2.2. The relationship between electronic service quality and electronic customer satisfaction.**

According to research conducted by Giao et al. (2020) and Rita et al. (2019), electronic service quality has several dimensions, namely website design, security, reliability and customer service. Each dimension provides a different level of influence on service quality. The socio-cultural differences that apply in a country have an impact on these differences [33]. Based on previous research conducted in different locations, it shows that electronic service quality has a positive influence on electronic customer satisfaction. The better the quality of the service provided, the more satisfied electronic customers will be with the website. From the results of this research it can be said that consumers who have a good perception of the quality of electronic services will tend to increase their perceived satisfaction.

Lee & Lin's (2005) research states that e-service quality consists of several dimensions, including website design, reliability, responsiveness, trust, and personalization. Trust has the strongest influence, followed by reliability, responsiveness, website design, and personalization. According to him, overall the quality of electronic services has a significant effect on electronic customer satisfaction. The study of Khan et al. (2019) emphasized the important role of electronic service quality in influencing customer satisfaction. The current era of online shopping allows customers to switch platforms if they are not satisfied with the service. Electronic customer satisfaction is a key factor in the success of e-commerce businesses. Therefore, every e-commerce company must prioritize the establishment of quality services to ensure customer satisfaction and maintain their loyalty.

Electronic service quality also includes providing product information according to its condition and updating product delivery information to consumers. Research by Vasic et al. (2019) show that although the influence between these two variables is not significant compared to other aspects, service quality is still important because it can influence e-customer satisfaction. Therefore, this aspect should not be ignored by e-commerce platform providers.

Based on the results of previous research, the following hypothesis was obtained:

**H2 Electronic service quality has a positive effect on online customer satisfaction.**

**1.2.3. The relationship between electronic trust and electronic customer satisfaction.**

Electronic trust is a customer's confidence in an online shopping platform, which can arise from fulfilling promises such as data confidentiality, appropriate delivery of goods and on time. Research by Lim et al. (2021) show that electronic trust has a positive effect on online customer satisfaction. Trust is a key factor in creating electronic customer satisfaction. Research by Tang et al. (2005) supports this statement by emphasizing that trust has a significant influence on online customer satisfaction.

Even though e-commerce is widely used, there are still consumers who do not fully trust the security of online transactions. Research by Giao et al. (2020) emphasize that e-commerce site providers must focus on creating consumer trust, because e-trust influences consumer satisfaction. High trust can increase consumer satisfaction, which in turn has a positive impact on e-commerce sites. Research by Sfenrianto et al. (2018) shows that online shopping trust has a positive and significant effect on buyer satisfaction. On the other hand, research by Juwaini et al. (2022) found a positive but not significant effect, but it is important to note that e-trust contributes to customer satisfaction. Customer satisfaction can come from trust in the brand or other aspects.

Electronic trust does not only apply to online buying and selling transactions, but also to aspects of financial technology. Gotama & Indarwati (2019) emphasized that customer trust is very important in using financial applications. Creating trust can persuade customers to use the application, which can ultimately increase online customer satisfaction.

Based on the results of previous research, the following hypothesis was obtained:

**H3 Electronic trust has a positive effect on electronic customer satisfaction.**

**1.2.4. The relationship between electronic customer satisfaction and behavioral intentions.**

Electronic customer satisfaction is an emotional response to the experience of interacting with an e-commerce platform. The formation of feelings of satisfaction requires a process, and interactions between customers, sellers, or platforms can be the starting point for customer satisfaction. Research by Sun et al. (2016) show that e-customer satisfaction has an impact on behavioral intentions, where the higher the customer satisfaction, the better the behavioral intentions. Sustained e-customer satisfaction plays a key role in e-commerce business. Gounaris et al. (2010) stated that customer satisfaction can influence behavioral intentions.

Mobile commerce (m-commerce), as a subset of e-commerce, is often used on mobile devices. Varzaru et al. (2021) show that m-commerce user satisfaction can influence their intention to reuse them. This reflects new patterns in e-commerce usage with an emphasis on mobile usage. Electronic customer satisfaction also applies to the financial services sector, especially mobile banking [31] found that mobile banking customer satisfaction has a positive effect on consumers' behavioral intentions to continue using the service.

Electronic customer satisfaction can also be found in buying and selling transactions at supermarkets that utilize self-service technology. Utilizing this technology can help customers find information and facilitate the shopping process. Research by Shahid et al. (2018) show that customer satisfaction with smart-supermarket technology influences customer behavioral intentions, creating a positive experience in shopping.

Based on the results of previous research, the following hypothesis was obtained:

**H4 electronic customer satisfaction influences behavioral intentions.**

#### **1.2.5. The relationship between electronic trust and behavioral intentions.**

At this time, there are still many customers who do not fully believe in e-commerce. Customers are afraid of their security and privacy. E-commerce site providers need to guarantee security and maintain customer privacy. According to Liu et al. (2005), electronic trust influences behavioral intentions. Electronic trust can influence the success of e-commerce platforms. M-commerce, as an evolution of e-commerce, places trust as a key element, especially because it operates on mobile devices that store various sensitive data. Security and privacy are determining factors for customer trust in m-commerce. According to research conducted by Bhullar & Gill (2019), electronic trust has a significant effect on behavioral intentions.

Electronic trust also applies in the context of online education or e-learning. Electronic trust influences behavioral intentions to use e-learning, emphasizing the importance of students' trust in the platform (El-Masri & Tarhini, 2017). Electronic trust has also proven important in financial technology, especially mobile banking. In this context, trust is very necessary because it involves sensitive financial aspects. Research by Sharma et al. (2019) and Alalwan et al. (2017) shows that perceived trust has a positive and significant effect on behavioral intention to adopt mobile banking.

Based on the results of previous research, the following hypothesis was obtained:

**H5 Electronic trust influences behavioral intentions.**

#### **1.2.6. The relationship between electronic service quality and behavioral intentions.**

Electronic service quality plays a crucial role in meeting customer needs and contributing to the success of a business, especially in the context of e-commerce. Previous research has tried to examine the relationship between electronic service quality and behavioral intentions. According to Sun et al. (2016) electronic service quality does not significantly influence behavioral intentions. Another study by Gounaris et al. (2010) shows that on the contrary, the quality of electronic services influences behavioral intentions. The higher the quality of service provided by an e-commerce site, the more positive the consumer's reaction to behavior will be.

The importance of quality electronic services is not limited to buying and selling transactions via e-commerce, but includes other services that use electronic networks, such as mobile banking. Cheng's (2013) research shows that the quality of mobile banking services has a positive impact on behavioral intentions. Technological developments are also shaping services in supermarkets, utilizing self-service technology that helps customers find product information. Research by Shahid et al. (2018) shows that service quality in supermarkets has a positive and significant effect on consumer behavioral intentions. The better the service quality, the higher the consumer's behavioral intention to interact with the store. In conventional business sectors such as fast food restaurants, service quality also plays an important role in success. Research by Qin & Prybutok (2008) shows that high service quality in fast food restaurants has a positive impact on customer behavioral intentions.

Based on the results of previous research, the following hypothesis was obtained:

**H6 Electronic service quality has no significant effect on behavioral intentions.**

### 1.3. Research Framework

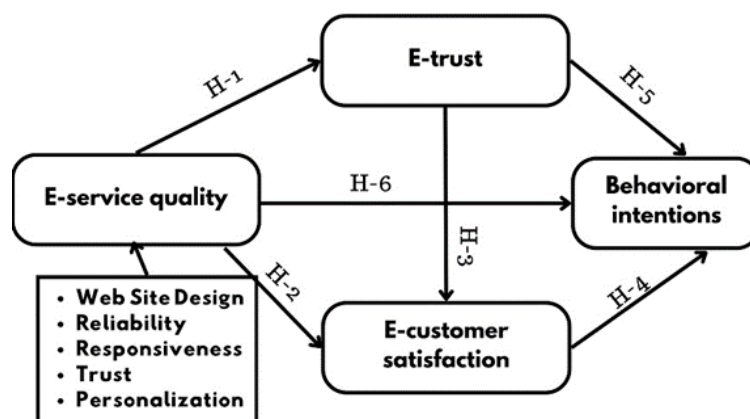


Figure 1. Research Framework Source: (Tran & Vu, 2019)

## 2. RESEARCH METHOD

Research method is a method used in research to obtain and process the data needed to make conclusions. The following are the steps and explanation of the methodology used.

### 2.1. Research Location

This research located is in Indonesia, but centered in the city of Yogyakarta. The location was chosen because the city of Yogyakarta ranks first in the comparison of transactions via electronic commerce with population, amounting to 36.9% [35].

### 2.2. Population and Sample

Population is all objects or subjects located in an area with certain characteristics [36]. This research defines the population as individuals who have accessed Shopee. However, because the population is very large, the research uses a sampling method to make data collection easier. The sample is a small part of the population that has the same characteristics or can represent that population [36]. The sampling technique used is non-probability sampling, especially purposive sampling. Purposive sampling is a technique for determining samples with certain considerations or characteristics [36]. This technique was chosen because not all members of the population can be respondents, those who can become respondents must meet the existing criteria, namely being female and having accessed Shopee.

To determine the ideal sample size, adopt the formula from Hair et al. (2019) by multiplying the number of indicator variables by a number between 5 until 10. With a number of indicator variables of 37, the result is a minimum of 185 respondents and a maximum of 370 respondents. Therefore, the ideal sample size for this research ranges from 185 to 370 respondents.

### 2.3. Types and Methods of Data Collection

This research will use primary data, which is data obtained directly by researchers from the data source [36]. To collect primary data, researchers will use a questionnaire as a research instrument. Data collection was carried out online via Google Form. This online questionnaire will consist of 37 questions displayed digitally. Distribution of the questionnaire will be carried out via various social media platforms such as WhatsApp, Instagram, Line, and so on. This research instrument uses a Likert scale from 1 to 6. The Likert scale was chosen to measure respondents' attitudes or assessments of variables that indicate the sharpness of their tendency to agree or disagree with the statement. This scale consists of numbers 1 to 6, with the following information: 1= strongly disagree, 2= disagree, 3= somewhat disagree, 4= somewhat agree, 5= agree, and 6= strongly agree.

### 2.4. Data Analysis Techniques

#### 2.4.1. Validity and Reliability of Research Instruments

Validity is a way to test how well and appropriate an instrument is developed with the concept that is owned or determined [37]. Validity can be measured by looking at the corrected item correlation value, where the instrument is considered valid if the value is  $\geq 0.30$ . Reliability is a measurement technique that tests the extent to which an instrument or variable can produce consistent results over time and with various combinations of items [37]. The instrument is considered reliable if the Cronbach  $\alpha$  value  $\geq 0.60$ . Conversely, if the Cronbach  $\alpha$  value  $\leq 0.60$ , the instrument is considered unreliable. Cronbach's  $\alpha$  greater than or equal to 0.60 indicates an adequate level of reliability.

### 2.4.2. Analysis Techniques

This research uses data analysis with the help of the Statistical Package for the Social Sciences (SPSS) application, a statistical data processing software used for interactive or batch statistical analysis [38]. SPSS allows reading various types of data and entering data directly into the SPSS Data Editor. The analytical technique method applied is Structural Equation Modeling (SEM), a statistical technique used to estimate and test statistical models, especially in the form of cause-and-effect models [39]. In this research, several tests will be carried out, namely:

a. Simple Linear Regression Test

According to Putri & Suryati, (2016) states that regression analysis is used to forecast the relationship that occurs between one dependent variable depending on one independent (free) variable. To be able to read the test results, you can use the formula:

$$Y = a + bX$$

Y = Dependent Variable

X = Independent Variable

a = Constanta

b = Coefficient value of the independent variable

b. Multiple Linear Regression Test

The multiple linear regression test is used to find out or predict how big the influence value of two to seven independent variables will be on one dependent variable [40].

$$Y = a + bX_1 + bX_2 + \dots$$

Y = Dependent Variable

X<sub>1</sub> = Independent Variable 1, X<sub>2</sub> = Independent Variable 2

a = Constanta

b = Coefficient value of the independent variable

c. Coefficient of Determination Test (R<sup>2</sup>)

The coefficient of determination test is used to measure the ability of the independent variable to influence the dependent variable (Ferdinand, 2014). The coefficient of determination or adjusted R<sup>2</sup> value ranges from 0 to 1, where when the R<sup>2</sup> value gets closer to 1, the influence given is large, and vice versa.

d. T test (partial)

According to Ghozali (2018) states that the t test is a test used to determine the relationship that occurs between the independent variable and the dependent variable. This t test is used to test each existing hypothesis, whether there is a relationship or not between these variables. In this test there are two steps, namely:

1) Compare the results of the significance value to the probability value (0.05).

- If the significance value is > 0.05 then Ho is accepted and Ha is rejected. This means that the independent variable has no significant effect on the dependent variable.
- If the significance value is < 0.05 then Ho is rejected and Ha is accepted. This means that the independent variable has a significant effect on the dependent variable.

2) Compare the results of the calculated T value with the T table.

- If the calculated t value > t table then Ho is rejected and Ha is accepted. This means that the independent variable has a significant effect on the dependent variable.
- If the calculated t value < t table then Ho is accepted and Ha is rejected. This means that the independent variable does not have a significant influence on the dependent variable.

To obtain the t table, it can be obtained using the formula:

$$T \text{ table} = (\alpha/2; n-k-1)$$

## 3. RESULTS AND ANALYSIS

### 3.1. Respondent characteristics

Based on the research results, the number of samples in this study was 259 respondents with various different characteristics. All respondents were women and had accessed the Shopee e-commerce platform. Most of the respondents live in the city of Yogyakarta, aged 11 to 26 years or belong to generation Z who are still active as students.

The application is a favorite place to access Shopee e-commerce. This research respondent likes to shop online. It can be seen that most of them have shopped at Shopee at least once in the last 3 months. The products most purchased are skincare and fashion.

### 3.2. Validity and Reliability

Table 1. Validity and Average Value

Kode Item	Variabel dan Indikator	Rata-Rata	Corrected Item-Total Correlation	Keterangan
	Kuslitas Layanan Elektronik	4.97		
	Dimensi Desain Situs Web	4.89		
ESQ1	Saya merasa tampilan dari e-commerce Shopee menarik secara visual	4.76	.634	Valid
ESQ2	Tampilan untuk pengguna situs e-commerce Shopee telah tertata dengan baik	4.83	.564	Valid
ESQ3	Tata letak setiap fitur dalam e-commerce Shopee membantu saya dalam mencari dan memilih produk yang tepat.	5.08	.545	Valid
	Dimensi Keandalan	5.04		
ESQ4	e-commerce Shopee memberikan informasi produk/ layanan terperinci.	4.85	.691	Valid
ESQ5	e-commerce Shopee menyediakan portal pembayaran pintar kepada pelanggan untuk melakukan pembayaran terhadap produk yang dibeli.	5.31	.477	Valid
ESQ6	Saya merasa cepat dan mudah untuk menyelesaikan transaksi di e-commerce Shopee.	5.27	.468	Valid
ESQ7	Transaksi di e-commerce Shopee bebas dari kesalahan	4.72	.562	Valid
	Dimensi Daya Tanggap	4.78		
ESQ8	Situs e-commerce Shopee terus memperbarui status produk yang dibeli pelanggan.	4.97	.544	Valid
ESQ9	Saya merasa e-commerce Shopee selalu bersedia membantu pelanggan.	4.78	.601	Valid
ESQ10	Saya pikir e-commerce Shopee memberikan layanan dan menjawab pertanyaan dengan cepat	4.64	.585	Valid
ESQ11	Ketika suatu layanan tidak efisien, e-commerce Shopee menawarkan alternatif lainnya untuk meminimalkan ketidaknyamanan	4.71	.592	Valid
	Dimensi Kepercayaan	5.02		
ESQ12	Saya menerima apa yang saya pesan di e-commerce Shopee	5.27	.445	Valid
ESQ13	Pesanan saya dikirim sesuai dengan yang dijanjikan oleh e-commerce Shopee	5.02	.531	Valid
ESQ14	Saya merasa aman dalam melakukan transaksi di e-commerce Shopee	5.08	.592	Valid
ESQ15	e-commerce Shopee memiliki fitur keamanan yang memadai.	4.97	.614	Valid
ESQ16	Saya merasa privasi saya dilindungi di e-commerce Shopee	4.77	.680	Valid
ESQ17	Situs e-commerce Shopee menyimpan catatan pelanggan yang akurat	4.99	.643	Valid
	Dimensi Personalisasi	5.24		
ESQ18	Situs e-commerce Shopee memberikan rekomendasi produk berdasarkan preferensi pelanggan.	5.20	.545	Valid
ESQ19	Layanan e-commerce Shopee menggunakan bahasa yang mudah dimengerti oleh pelanggan.	5.27	.577	Valid
	Kepercayaan Elektronik	4.94		
ET1	e-commerce Shopee memiliki keterampilan dan keahlian untuk melakukan setiap transaksi sesuai yang diharapkan	4.95	.640	Valid
ET2	e-commerce Shopee memiliki akses ke informasi yang diperlukan untuk menangani permasalahan transaksi dengan tepat	4.90	.712	Valid
ET3	e-commerce Shopee adil dalam melayani transaksi setiap pelanggan	4.91	.619	Valid
ET4	e-commerce Shopee adil dalam menerapkan kebijakan layanan purnajual kepada setiap pelanggan	4.88	.702	Valid



ET5	e-commerce Shopee terbuka dan responsif terhadap kebutuhan pelanggan	4.98	.659	Valid
ET6	e-commerce Shopee memberikan layanan terbaik ketika terjadi kesalahan pada setiap transaksi	4.90	.667	Valid
ET7	e-commerce Shopee berupaya melakukan itikad baik untuk mengatasi sebagian besar masalah pelanggan	4.91	.691	Valid
ET8	Secara keseluruhan, e-commerce Shopee dapat diterima	5.10	.666	Valid
	Kepuasan Pelanggan Elektronik	5.08		
ESC1	Berdasarkan semua pengalaman saya menggunakan e-commerce Shopee, saya merasa sangat puas	5.17	.723	Valid
ESC2	Secara keseluruhan, saya puas dengan keputusan untuk membeli suatu produk di e-commerce Shopee	5.06	.640	Valid
ESC3	Pilihan saya untuk menggunakan e-commerce Shopee dalam bertransaksi adalah pilihan yang bijaksana	5.02	.616	Valid
ESC4	Saya merasa sangat senang dengan keputusan saya tentang e-commerce Shopee	5.05	.743	Valid
	Niat Perilaku	4.85		
BI1	Saya akan mengatakan hal-hal positif tentang e-commerce Shopee kepada orang lain	4.87	.681	Valid
BI2	Saya akan merekomendasikan e-commerce Shopee kepada seseorang yang mencari saran saya terkait marketplace	5.02	.639	Valid
BI3	Saya akan memberikan dorongan kepada teman dan kerabat untuk menggunakan e-commerce Shopee	4.96	.676	Valid
BI4	Saya akan menjadikan e-commerce Shopee sebagai pilihan pertama saya jika saya membeli produk / layanan yang sama lagi	4.88	.635	Valid
BI5	Saya akan melakukan lebih banyak transaksi di e-commerce Shopee dalam beberapa tahun kedepan	4.91	.689	Valid
BI6	Saya akan menggunakan e-commerce Shopee meskipun harga produk atau biaya layanannya agak naik	4.43	.536	Valid

Source: Primary data, 2023

Tabel 2. Reliability

No	Variabel	Cronbach Alpha	Keterangan
1	Kualitas layanan elektronik	.914	Reliabel
2	Kepercayaan elektronik	.892	Reliabel
3	Kepuasan pelanggan elektronik	.843	Reliabel
4	Niat perilaku	.848	Reliabel

Source: Primary data, 2023

### 3.3. Multiple Regression Test Results

Table 3. Multiple Regression

	Model	Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig
		B	Std. Error			
1	(Constant)	-3.331E-15	.000		0	1
	Desain Situs	.158	.000	.218	85534740.582	<.001
	Web					
	Keandalan	.211	.000	.235	81091539.33	<.001
	Daya Tanggap	.211	.000	.280	106066928.302	<.001
	Kepercayaan	.316	.000	.360	129528126.038	<.001
	Personalisasi	.105	.000	.124	50530235.772	<.001

a. Dependent Variable: Kualitas layanan elektronik

Source: Primary data, 2023

### 3.4. Simple Regression Test Results

Table 4. Simple Regression

Model		Unstandardized Coefficients		Standardized Coefficients Beta	T	Sig	R	R Squer
Independent	Dependent	B	Std.Error					
1	(Constant)	1.739	1.552		1.121	.264		
Kualitas Layanan Elektronik	Kepercayaan an Elektronik	.400	.016	.837	24.492	<.001	.837	.700
2	(Constanta)	2.528	.887		2.849	.005		
Kualitas Layanan Elektronik	Kepuasan Pelanggan Elektronik	.188	.009	.783	20.158	<.001	.783	.613
3	(Constanta)	4.483	.757		5.925	<.001		
Kepercayaan Elektronik	Kepuasan Pelanggan Elektronik	.400	.019	.769	21.078	<.001	.796	.632
4	(Constanta)	1.557	1.376		1.146	.253		
Kepuasan Pelanggan Elektronik	Niat Perilaku	1.354	.067	.782	20.139	<.001	.782	.612
5	(Constanta)	1.907	1.328		1.436	.152		
Kepercayaan Elektronik	Niat Perilaku	.687	.033	.790	20.626	<.001	.790	.623
6	(Constanta)	-1.803	1.527		-1.181	.239		
Kualitas Layanan Elektronik	Niat Perilaku	.327	.016	.785	20.341	<.001	.785	.617

Source: Primary data, 2023

### 3.5. Discussion

#### 3.5.1. Validity and Reliability

Based on the existing test results, it was found that all question indicators were valid and reliable. On the other hand, each question has a different average rating. The average assessment shows that the electronic customer satisfaction variable has the highest value (average 5.08), followed by electronic service quality (average 4.97), electronic trust (average 4.94), and behavioral intention (average 4.85). Although respondents were satisfied with their experience on Shopee, positive behavioral intentions towards this platform still need to be improved.

In the dimensions of electronic service quality, variations in assessments are also visible. The personalization dimension received the highest score (average 5.42), indicating that Shopee has succeeded in providing information that suits customer needs. However, the responsiveness dimension (average 4.78) shows that Shopee services still need to improve their response to problems or obstacles experienced by customers. Improvements in this regard could be an important area for further development in e-commerce platform services.

#### 3.5.2. Multiple Regression

According to multiple regression testing, it shows that each dimension of service quality jointly influences the quality of electronic services. Each existing dimension has a different influence. These dimensions include website design, reliability, responsiveness, trust, and personalization. This means that to be able to create a quality electronic service, you need to consider these five dimensions.

#### 3.5.3. H1 Electronic Service Quality Influences Electronic Trust.

In this research, it is proven that electronic service quality has a positive and significant influence on electronic trust. This is supported by the results of regression analysis with a significance value of 0.001 which is smaller than 0.05 and a tcount of 24.492 which exceeds the T Table value. The coefficient of determination also confirms the strong relationship between the two variables, with an R value of 0.837. From this it can be concluded that electronic service quality has a positive and significant influence, and has a very close relationship with electronic trust.

The results of this research are in line with the findings of Firmansyah & Ali (2019), who also stated that the quality of electronic services is an important factor in building electronic trust. These findings also support the results of previous research conducted by Putri et al. (2023). Although the focus of the

respondents is different, where this research focuses on women's perspectives while previous research does not, both show that the quality of e-services has a positive effect on e-trust.

#### **3.5.4. H2 Electronic Service Quality Influences Electronic Customer Satisfaction.**

In this research, the results of simple linear regression show that e-service quality has a significant influence on e-customer satisfaction. This is indicated by the significance value of electronic service quality of 0.001 which is smaller than 0.05, as well as the T value of 20.158 which exceeds the T table value. There is also an R value of 0.783, indicating a strong relationship between these two variables, with a positive and significant influence.

This finding is in line with research by Khan et al. (2019), which also shows a positive relationship between e-service quality and e-customer satisfaction. E-customer satisfaction plays a vital role in the success of an online commerce business. In a different study, Lee & Lin (2005) also found that electronic service quality influenced customer satisfaction, even though the object studied was different, namely online bookstores.

#### **3.5.5. H3 Electronic Trust Influences Electronic Customer Satisfaction.**

Based on regression analysis, this research confirms that e-trust plays an important role in increasing e-customer satisfaction. It was found that such trust has a significant positive influence on customer satisfaction, indicating a strong relationship between the two. This indicates that customer satisfaction in using Shopee is influenced by the extent to which they trust the platform.

This finding is in line with previous research by Liem et al. (2021), which emphasizes that trust is a key factor in creating customer satisfaction in online commerce. In the current era of online commerce, doubt often appears as a factor that influences customers. Not only that, this research is also in line with the findings of Giao et al. (2020), which shows that trust has a major impact on consumer satisfaction. A high level of trust in e-commerce increases customer satisfaction.

#### **3.5.6. H4 Electronic Customer Satisfaction Influences Behavioral Intentions.**

Based on the results of regression testing, this research strengthens the hypothesis that electronic customer satisfaction has a significant and positive influence on behavioral intentions. These findings confirm the existence of a strong relationship between these two variables. This finding is in line with the results of previous research by Sun et al. (2016), who confirmed that customer satisfaction impacts behavioral intentions. Customer satisfaction is not an instant result, but a process that involves various factors. A high level of satisfaction will produce a positive impact on customer behavioral intentions. Apart from that, the results of this study also support the findings of Varzaru et al. (2021) who examine m-commerce, an application form of e-commerce that operates on tablet or smartphone devices.

#### **3.5.7. H5 Electronic Trust Influences Behavioral Intentions.**

Electronic trust has a positive and significant effect on online customer behavioral intentions. These findings confirm that the relationship between e-trust and behavioral intentions has a strong association. The implication is that trust in e-commerce platforms is a major factor in determining customers' desire to carry out online transactions. The results of this research support previous findings by Bhullar & Gill (2019) who examined m-commerce as the newest form of e-commerce. In addition, the results of this study are in line with research by Sharma et al. (2019) which shows that perceived trust is related to behavioral intentions. This is also found in the findings of Alalwan et al. (2017) who examined trust in mobile banking. Although this research is different from the object of previous research, namely e-commerce, the findings confirm that trust influences behavioral intentions in the context of various online services.

#### **3.5.8. H6 Electronic Service Quality Influences Behavioral Intentions.**

This research reveals that electronic service quality has a significant and strong relationship with customer behavioral intentions. This means that the services provided by Shopee must be of superior quality because they have the potential to influence user behavior. The service should facilitate easier use of the e-commerce platform and help address issues that arise. Good service quality will improve user experience, improve their perceptions, and impact subsequent behavior. These findings support previous research by Gounaris et al. (2010), which confirms that electronic service quality influences customer behavioral intentions. This is also in line with Cheng's (2013) findings in the context of mobile banking. Although the research objects are different, these findings show that good service quality influences customer behavioral intentions, both in e-commerce and online financial services such as mobile banking. In the context of e-commerce, online payment features similar to mobile banking have the potential to influence user behavior through the quality of services provided.

From the explanation above, it can be concluded that all hypotheses are accepted, or that each variable has an effect on other variables. This is in accordance with the theory used in this research, namely the Theory of Reasoned Action (TRA), which was first put forward by Sheppard et al (1988). This theory examines factors that can influence a person's behavior, or it could be said that behavior or actions are

influenced by certain factors. This is in accordance with what has been found in this research, where every behavior that occurs is the influence of other variables. For example, the trust created in electronic customers is the influence of electronic service quality variables, as well as others.

Based on the discussion above, it shows that the quality of a service can influence customer trust and satisfaction. Trust in an online platform or shop can create satisfaction from customers, this is because with existing trust customers will use it from the experience of using it which can create satisfaction. Service quality, trust and satisfaction from customers can jointly influence customer behavioral intentions. Later, managers need to consider and improve the quality of existing services in order to create trust, satisfaction and positive behavioral intentions from customers, which can help in achieving success for a company.

The findings from this research are in line with research from Tran & Vu (2019), according to him there are four factors that can influence the success of an e-commerce platform. Based on existing findings, these four factors, namely electronic service quality, electronic trust, electronic customer satisfaction, and behavioral intention are proven to be success factors on the Shopee e-commerce platform in Indonesia. These results can be a benchmark for other e-commerce platforms in Indonesia to achieve success.

## **4. CONCLUSION**

### **4.1. Conclusion**

This research focuses on examining the relationships between four key variables: e-service quality (ESQ), e-trust (ET), e-customer satisfaction (ESC), and behavioral intention (BI). Six hypotheses were tested to explore the complex relationships between these variables. In addition, this research also explores five dimensions of e-service quality. From the results of the analysis, several key findings can be concluded: First, all dimensions are interconnected and have an influence on the quality of electronic services. The trust dimension has the most significant influence, followed by reliability, responsiveness, website design, and personalization.

The second finding shows that the six hypotheses tested in this research were all accepted. This means that each variable has a relationship and influence on other hypotheses. The magnitude of the relationship that occurs between variables has different levels. Thus, the overall analysis and discussion supports that electronic service quality, electronic trust, and electronic customer satisfaction significantly influence consumer behavioral intentions on the online shopping platform studied.

From the research results it can be concluded that this research can be a reference for future research. The research results can also be a consideration in achieving success in a business in Indonesia, especially in the field of electronic commerce by considering these four factors and the dimensions of electronic service quality.

### **4.2. Managerial Implications**

Based on the results of this research, Shopee managers can take several strategic steps to improve service quality and achieve positive behavioral intentions from customers. First, special attention must be paid to the responsiveness dimension, especially in responding to customer problems, to ensure the customer service team can respond effectively and increase customer satisfaction. Second, creating a service model that suits the preferences of generation Z female customers can encourage repeat transactions by providing features and promotions that better suit their needs. Third, managers need to consistently maintain and improve overall service quality to strengthen trust and spur positive behavioral intentions. Finally, innovating to increase the convenience of shopping through the Shopee application is important, optimizing application functionality and responding to application usage trends can help create a better shopping experience and maximize customer satisfaction.

### **4.3. Research Limitations and Suggestions**

This study faces several limitations that need to be noted. First, this study was limited to female customers, and did not include perspectives from male customers. While focusing on female customers can provide valuable insights, it limits the generalizability of findings regarding Shopee user behavior to the entire population. Second, this research only considers Shopee users as an e-commerce platform, while the e-commerce market in Indonesia involves various other platforms. Therefore, the findings of this study may not fully reflect the reality of electronic commerce as a whole. Finally, the distribution of the questionnaire was limited to the Indonesian region, especially around Yogyakarta, so the characteristics of respondents may not cover the diversity of Shopee users throughout the country. Recognizing these limitations, interpretation of research findings must be done with caution and consideration of these limitations.

From the results of the discussion and findings in this research, several suggestions are given for companies and future research. First, future research could adopt a broader assessment perspective, not just limited to female customers. This evaluation can provide a deeper understanding of differences in responses based on gender, which can help illustrate user diversity. Second, further research can expand the scope by exploring various e-commerce platforms or comparing e-commerce ownership in Indonesia with other countries. This analysis can provide insight into whether these differences have a uniform or varying impact.

Finally, it is recommended that future research be conducted in more diverse locations, not only focused on cities on the island of Java, in order to enrich understanding of the preferences and behavior of e-commerce users in various regions.

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