

Analysis of The Influence of E-Service Quality and Brand Awareness on Customer Satisfaction of Marketplace Bukalapak

Betty Rahayu

Prodi Manajemen, Universitas Darul Ulum Jombang, Indonesia

bettyrahayu.se@gmail.com

D. Yadi Heryadi

Prodi Agribisnis, Universitas Siliwangi, Indonesia

heryadiday63@yahoo.co.id

Yulia Novita

Prodi Pendidikan Geografi, Universitas Islam Negeri Sultan Syarif Kasim Riau, Indonesia

yulia.novita@uin-suska.ac.id

Dahlia Nopelina Siallagan

Prodi Manajemen, Universitas Sisingamangaraja XII Tapanuli, Indonesia

dahlianopelina@gmail.com

Syamsulbahri

Prodi Business Management, Al Madinah International University, Malaysia

syamsulbahri_27@yahoo.com

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Abstract:

This study aims to investigate how brand perception and the quality of an e-service impact customer satisfaction. This kind of research is quantitative. An online shopping sample was employed to gather the fundamental data for this investigation. The survey was distributed to 100 marketplace users in order to acquire data through unintentional sampling. The investigation's methodology is multiple regression analysis. According to the study's findings, customer satisfaction is significantly influenced by brand image, e-service quality, and brand image.

Keywords: brand image, e-service quality, customer satisfaction, brand image.

Introduction

The presence of internet technology in human life is now very important. Many observers and experts say that the need for the internet and other communication media is now a basic human need. The internet has grown significantly since it was first introduced in the US in 1969. Additionally, the development of World Wide Web technology has improved this technology even more. The widespread use of Internet technology is due to a number of factors. The connectivity and reach of the internet are vast. It can also lower the cost of communication. The Internet is also interactive, flexible, and easy. With an internet connection, all lines of life activities of every human being can be connected to one another. In other words, all the convenience in carrying out complex human activities can be

provided by internet technology. The internet provides access to communication services that are spread throughout Indonesia and the world. With 93.4 million internet users in 2015, Indonesia is ranked sixth out of 25 nations. Every year, it is predicted that the number of internet users in Indonesia will rise; in 2018, it is predicted that 123 million people would be online. As a result, a lot of businesspeople today both individuals and corporations use the internet as a medium or means of trying to grow their enterprises. There is no doubting Indonesia's market share has grown rapidly (Rahayu et al., 2021).

The marketplace industry is a tremendously enticing gold mine for anyone who can realize its potential, with 82 million internet users in Indonesia, or around 30% of the country's entire population. The Minister of Communication and Information's data, which indicates that in 2013, the value of marketplace transactions surpassed IDR 130 trillion, supports this trend. The marketplace market has a lot of potential, and enterprises based on marketplace need to employ the correct strategy in order to succeed in the marketplace sector, according to the data. Achmad Zacky launched Bukalapak.com in 2010, which is one of the online marketplaces that is now growing in Indonesia. Anyone can build an online store to cater to potential customers from all across Indonesia thanks to this marketplace, which offers a way to sell from consumer to consumer anywhere. Marketplace is placed fifth with 0.7% according to the 2015 Top Brand Award data. As can be seen in the image above, this marketplace site is still inferior to other online marketplaces. This demonstrates how crucial it is to prioritize customer pleasure in order to outperform competing online marketplaces. Brand image and the caliber of an e-service can have an impact on this (Heryadi et al., 2021).

Unsatisfactory service will make customers disappointed and will have a negative impact on the company's image. This will have a long-term impact on the sustainability of the company if service quality is not improved, and the company's brand image will continue to decline so that consumers will not use the services or products of the company. Therefore, quality service is important in order to create customer satisfaction. Online service quality goes beyond simple site interaction; it is referred to as process quality and includes the quality of results and the quality of recovery, and each of these needs to be measured. Customers and service providers are separated during online transactions, which emphasizes the need of evaluating a company when handling consumer questions, worries, and dissatisfaction when issues develop. Since marketplace that uses the C2C (customer-to-customer) model is more focused on meeting customer demands and fostering customer loyalty rather than growing sales volume, competition in this sector is fierce. For a business to provide value to clients and forge lasting relationships with them, marketing is crucial. The secret to fostering consumer loyalty is ensuring customer satisfaction. Customers will have more options for products, pricing, and quality as a result of increased competition, and they will always seek for the product with the highest value among the available options. Customers will get dissatisfied with low quality, including those who appreciate the restaurant's food as well as other patrons. Customers who are dissatisfied will inform at least 15 other people (Heryadi et al., 2023). Because of this, initiatives to raise service and product standards will have a much greater impact on business continuity.

Literature Review

A service is a commercial activity that one party provides to another. Activities that will produce the desired effects for the recipient, item, or other assets that are the responsibility of the buyer are frequently carried out within a specific time frame (time-based). Consumers expect some value from the services they buy with money, time, and effort; this value will be obtained from access to the various elements that create that value, not from ownership of the goods (Lovelock, 2010). Marketplace refers to the activity of consumers and companies buying and selling items online while employing computers as middlemen. A marketplace website may have a shopping cart, payment options, store searches, and catalogs. Customers in marketplaces and other online businesses must have confidence in the security of the transaction and be willing to change their buying habits. People change their purchasing patterns for three reasons: finances, convenience, and better value. The public's perception of a company or its products is referred to as its image (Lupiyoadi & Nurhayati, 2021). Image is impacted by many external factors that are out of the company's control. A person's thoughts, ideas, and impressions about an object are collectively referred to as an image. Creativity and diligence are required to build a solid image. Images cannot be ingrained in a person's mind over night or disseminated via the media. Instead, the message must be spread

consistently across all accessible channels of communication. Companies must use every effort to provide their products with a positive brand image in the eyes of consumers if they are to be successful in attracting and keeping customers. Products with a strong brand image can be promoted, which can boost consumer trust in them and inspire them to become devoted customers (Malik et al., 2012).

The consumer's impression of a brand is reflected in the brand associations they have in their brains, and this perspective is known as brand image. To put it another way, brand associations are additional information nodes that are linked to brand nodes in the consumer's memory and convey brand meaning. Associations can take many different shapes and can either be independent components of the product or reflect the product's attributes (McLeod & Schell, 2004). The effectiveness or failure of electronic commerce is dependent on the quality of online services in the online environment (Parasuraman et al., 2005). services provided via new media, including the web, are referred to as electronic services (e-services). According to this definition, service delivery on the web or another new media is meant. In contrast to low rates and a web presence, having evidence of quality service delivery through a website is a highly crucial strategic achievement (Rangkuti, 2002). Giving customers a thorough response is being satisfied. Either the characteristics of a product or service, or the product or service itself, can be used to determine how much happiness one will get from consuming or using it. Customer satisfaction is the result of the client's reaction to the discrepancy between the performance he really experiences after use and the previous degree of importance. Customer satisfaction is affected by perceptions of price, product and service quality, as well as by situational and personal factors (Zeithaml et al., 2002).

Methodology

The sample is a subset of the population that has the desired traits or conditions. Non-probability sampling is the technique used to determine the sample size. The sample for this study was determined via convenience or accident sampling, and the number of participants was 96.82. It was rounded up to 100 replies to make things simpler. The two categories into which the data used in this study are broken down are primary and secondary data. Primary data includes information about the respondents' identity and is information that has been acquired from sources like questionnaire responses or interview responses. To gather the information for this study, a questionnaire-distribution strategy was used. The secondary data employed in this study include of literature reviews, economic magazines, and other documentary data that can be obtained through an internet system and is deserving of being used as a source. A Likert scale was used in this study to evaluate the variables. A person's or a group's attitudes, views, and perceptions of social issues can be measured using the Likert scale. Using a Likert scale, the measurement variables are transformed into variable indicators. The instrument items, which may be expressed as statements or questions, are then developed using the indicator as a starting point. In this study, the validity test was used to assess the reliability or validity of a questionnaire. To assess the validity of the questionnaire, a questionnaire reliability test will be carried out using SPSS. The classic assumption tests employed in this work include the multicollinearity test, heteroscedasticity test, and normality test. To test hypotheses, both simultaneous and partial testing are utilized.

Case studies

In order to complete this survey, respondents were chosen based on their gender, age, and most recent educational attainment. 50 respondents, or 50%, of the total respondents, were men, whereas 50 respondents, or 50%, were women. The number of respondents between the ages of 13 and 18 was 11, or 11%; those between the ages of 18 and 25 were 85, or 85%; and those between the ages of 25 and 40 were 4, or 4%. One or 1% of respondents had completed elementary school; three or 3% of respondents had completed junior high school; 45 or 45% of respondents had completed high school or a vocational school; six or 6% of respondents had completed a diploma; and 45 or 45 had completed a bachelor's degree.

The results of the t-test for the brand image variable (X1) on customer pleasure (Y) show a significant value of $0.000 < 0.05$. Because $\text{sig} > \alpha$, which denotes that the regression coefficient on the brand image variable is significant and that H_0 is accepted and H_a is rejected, H_0 is accepted and H_a is rejected. This suggests that brand perception has a personal impact on consumer satisfaction. The aforementioned components therefore show how

brand image considerations affect customer satisfaction. This is consistent with earlier studies that looked at the effects of brand image, product quality, and promotion on consumer satisfaction in the traditional food industry in Pakistan as well as other studies looking at the impact of brand image, service quality, and price on customer satisfaction in the telecommunications sector. The findings indicate that customer happiness is significantly impacted by the variable brand image. According to the previously discussed notion, a brand's image is how a consumer perceives a product, as seen in the brand associations they have in their heads. To put it another way, brand associations are additional information nodes that are linked to brand nodes in the consumer's memory and convey brand meaning. Associations can take many different shapes and can either be independent components of the product or reflect the product's attributes. This shows that marketplace has succeeded in increasing customer satisfaction by providing product functions that suit consumer needs, marketplace brands are easy to remember, and communication programs such as advertisements have succeeded in creating a good image in the minds of consumers and ultimately creating marketplace brands easy for consumers to remember.

A significant value of $0.000 < 0.05$ is shown by the results of the e-service quality (X1) on customer satisfaction (Y) t-test. Given that $\text{sig} > \alpha$, it may be concluded that H_a is accepted and H_o is rejected, proving that the brand image regression coefficient is significant. This suggests that a person's perception of a brand has an impact on their enjoyment. This is in line with earlier studies that examined the effects of online service quality on customer commitment and loyalty in the use of internet banking in a city in Indonesia as well as other studies that examined the effects of online service quality on customer satisfaction, commitment, and loyalty at one travel company. The effectiveness and efficiency of a website in enabling shopping, making purchases, and the process of getting products and services delivered is determined by the e-service quality principle. The evaluation of a website's quality takes into account both the interaction that takes place before and after the customer receives the service. The results show that marketplace has provided satisfying online services, so customer satisfaction has increased because the marketplace website is easily accessible, the site can function properly, the confidentiality of personal information is guaranteed, and marketplace also provides online warranty options for consumers who want them.

Given that the f-count value acquired is $136,595 >$ the f-table value of 3.09, it is evident that the f-count value is greater than the f-table value by this ratio. Additionally, a significant probability value of 0.000 is less than 0.05. If so, customer satisfaction can be calculated using this regression model. In other words, it can be claimed that brand perception and e-service quality factors significantly impact consumer happiness at the same time. If the independent variable is assumed to be constant, then the constant for customer satisfaction is 0.128. According to the brand image regression coefficient of 0.416, customer satisfaction rises by 0.416 each time the brand's reputation improves. According to the 0.319 regression coefficient for e-service quality, customer satisfaction rises by 0.319 for every unit increase in e-service quality. The customer satisfaction variable that can be influenced by brand image and e-service quality factors is 73.3%, according to the modified R square value of 0.733, or 73.3%. While other factors affect the remaining 0.367, or 36.7%, of the total.

Conclusion

Customer satisfaction is significantly impacted by brand perception. Customer happiness is significantly impacted by the quality of e-services. Customer happiness is significantly impacted by brand perception and e-service quality. The study's findings demonstrate that brand image significantly affects consumer satisfaction. This can be understood by research that hands out questionnaires to marketplace users directly. According to the study's findings, brands must be maintained by businesses, but marketplace brands have yet to become ingrained in consumers' thoughts. In order for marketplace brands to remain in consumers' minds, businesses must expand promotional efforts including increasing the frequency of adverts in various media and creating jingles that are simple to remember. To make marketplace more appealing than other marketplaces and draw in more customers, you must create a sales system that is even more distinctive than the way things are already sold there, which is similar to other marketplace.

The results of the study show that e-service quality has an impact on customer satisfaction as well. The findings of research that asks customers to fill out questionnaires can be used to explain this. In the results of e-service quality research, it was found that there were still many deliveries that were not on time, so communication

and re-evaluation with partners in freight forwarding services were needed to fix problematic systems and set better delivery standards so that delivery of goods was on time. If partners in freight forwarding services are currently unable to solve the problem, then another solution must be to find a new freight forwarding service partner. Customers must be satisfied with the services the business offers, thus this must be done. In other cases, the mechanism for handling problems in marketplace is still not going well, because in the statement, there were several respondents who said they did not agree or had doubts. This needs to be a concern for companies to make improvements by providing training to all employees so that they can meet customer expectations for e-service quality performance on marketplace websites. The company, in this case, also needs to periodically control e-service quality performance so that it can continue to maintain good quality and continue to improve existing e-service quality so as to provide the best service for customers.

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