

**THE INFLUENCE OF E-SERVICE QUALITY AND PERCEIVED
QUALITY ON CONSUMER LOYALTY OF ONLINE SHOP TOKOPEDIA
USERS IN MALANG CITY**

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ABSTRACT

The purpose of this study is to determine the effect of e-service quality and perceived quality on consumer loyalty of online shop users (research on Tokopedia) in Malang. This research is a research study with quantitative analysis using path analysis or commonly referred to as descriptive analysis. Data was collected through an online survey using a questionnaire instrument with responses that can be used from 100 respondents who use Tokopedia's online shop.

The results of this study service quality and perceived quality in this study provide significant results on consumer loyalty. Future studies are expected to develop this research variable by adding independent variables namely Behavioral Intentions or directly to the Word of Mouth, Site Revisit, and Purchase Intention indicators.

Keywords: *E-service quality, perceived quality, consumer loyalty*

1.1 Background of the study

Human life has an experienced a new era of development called the era of technology and information technology that grow rapidly. The internet has become a common thing that cannot be separated in social life. Advance technology have encouraged companies to implement technology in their business activities. The company's ability to implement the technology will further assist the company in competing with its competitors. According to Irmawati (2011), that one form of technology implementation in terms of increasing business competition and product sales is to use electronic commerce to market a variety of products or services in the form of products or digital. In this digital age technological developments occur an evolution of media technology, its

new media or often familiar with online media or the internet, is certainly not strange anymore. This media is touted as a media that is not matched by the growing number of users. In developing countries, the internet been used as a reference source in obtaining information. Not only information but also current progress such as the sale and marketing of products that are more accessible. The services offered through the internet in the digital age are profitable and have influential in increasing sales for sellers and convenience for consumers or users.

The increasing application of services through online media in the business world measurements of the quality of electronic services (e-service quality) is increasingly considered. This is due to the difference between service quality and e-service quality, which is the

absence of service personnel and physical elements that can be seen or felt by consumers. According to Banerjee (2017) the importance of trust in online business has long been a ladder to facilitate transactions between business parties that expected to other parties will not behave opportunistically by taking advantage of the situation. According to Fang (2014) trust occurs when one party believes in the actions of another party. As a result, to believe in a brand or service, customers or users must see the quality to be positive. Thus, online trust is a major differentiator that determines the success or failure of companies doing their business via the Internet. According to Yang (2015) online vendors can be less familiar and it might face greater challenges. A retailer's website can be an important source of information for overcoming

uncertainty.

Malang is a city with a lot of newcomers or students who are potential to make many online purchases. This is in line with Octaviani and Sudrajat (2016) who explain that the phenomenon of the emergence of online shops has led to changes in shopping behavior among Surabaya State University students. The increasing number of online shops has led to the enthusiasm of students to prefer shopping online. The advancement in technology and the ease of accessing online shop websites are supporting factors that made to the many online shops nowadays. Online shopping system is different from direct shopping at the store, in online shopping the buyer does not directly meet the seller. In Manik's research (2010) regarding consumer confidence in online shopping decisions, which

aims to find out how much consumer confidence in online purchasing decisions.

1.2 Problem of the Study

The problems in this study are:

- 1) Does e-service quality influence consumer loyalty?
- 2) Does perceived quality influence consumer loyalty?
- 3) Which variable is more influential on consumer loyalty?

1.3 Objective of the Study

The objectives to be achieved in this study:

- 1) To analyze whether e-service quality has an influence on consumer loyalty.
- 2) To analyze whether perceived quality has an influence on consumer loyalty.
- 3) To analyze which factor has a more dominant influence on consumer loyalty.

1.4 Significance of the Study

From the research objectives mentioned above, it is expected that this research can be beneficial:

1. For companies

The results of this research can be used as an objective basis in making corporate decisions, new knowledge for companies against phenomena in society, guidelines for determining the steps to be taken by the company in the future and can be a source of information to add knowledge of the influence of e-service quality and perceived quality on consumer loyalty of online shop users (research on Tokopedia) in Malang.

2. For academics

This research be a source of

information to increase knowledge about the effect of e- service quality and perceived quality on consumer loyalty of online shop users.

1.5 Research Method

This research is a quantitative analysis with descriptive analysis. As a basis and complement to data collection, the research approach used in this research is to use a descriptive research method by making a systematic and detailed research results based on facts and accurate data obtained in the city of Malang. This type of research is conclusive causal, namely research that aims to obtain a conclusion from the data that has been obtained and processed to explain the causal

relationships between the variables discussed in this research (Augusty, 2006).

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1. Literature Research

Literature research is research conducted by

looking at and how to collect some written data sourced from by studying books in libraries, literature, bulletins, newspapers, magazines, scientific works and other written sources that are closely related or regarding the problem in this research.

2. Field Research

Field Research is conducted by conducting or observing research directly to the field of research sites to find accurate data in support of research in the city of Malang. To simplify data collection, it used document recording, using a questionnaire.

The questionnaire collects answer from various questions based on indicators in the research variables. After the

questionnaire has been arranged the questionnaire is distributed to respondents in accordance with the research criteria. This research uses a closed questionnaire. According to Siregar, it means that the question given to respondents already in the form of multiple choice. Therefore, in this type of questionnaire respondents are not allowed to issue opinions. The questionnaire in this research uses, A Likert Scale, a Likert Scale is a scale that can be used to measure a person's attitudes, opinions, and perceptions about an object or phenomenon. By using a Likert Scale, the variables to be measured are translated from variables into dimensions, and the dimensions is translated into indicators, and indicators are translated to sub- indicators that

can be measured. Finally, sub-indicators can be used as benchmarks to make a question or statement that needs to be answered by the respondent. In the Likert Scale there is a score that is used as a benchmark in each statement.

After using Likert scale as tools for collecting data, this research continue processing data using SPSS and Multiple linear regression as measurement the data result.

1.6 Result and Discussion

1.6.1 E-Service Quality on Consumer Loyalty

Based on the results of the study note that E-Service Quality has a significant effect on consumer Loyalty, this is evidenced by the coefficient sig = 0.000 <0.05. The results of the regression calculation, the regression coefficient for the E-

Service variable shows a positive sign that is 0.279. Based on the partial significance test, the effect of E-Service on consumer loyalty shows a significant number. This is indicated by the value of the t-variable e-service quality of Tokopedia media of 3.747, which is greater than the value of t table of 0.279 with a level of confidence ($\alpha = 0.05$) 95%. Thus, the first hypothesis which reads "E-Service Quality influences Consumer Loyalty from Tokopedia consumers" is proven and can be accepted. It is due to E-Service quality as a variable that can describe the quality of online shop services has the potential to increase consumer Loyalty by serving maximum service for Tokopedia customers. In line with the results of research from Ganguli and Roy (2011) which found that there is a positive influence between the quality of E-Service on customer Loyalty.

Also, in line with the results of research conducted by Zehir et al., (2014) which found that the quality of service from this website has a significant influence on the Loyalty of their customers.

Quality of service in the online shop world is very important to encourage consumer Loyalty such as the intention to become loyal consumers. Tokopedia can also be accessed anywhere at any time. Not only that, Tokopedia also provides a guaranteed service in every service. Moreover, it is equipped with the fastest service for a city by using the service of go send or grab send in the service that only takes a few hours to arrive at the hands of the buyer. In line with Sari, Muthia and Melinda (2018) who stated that E-Service quality is an important one to form customer loyalty because now online-based businesses have begun to be

developed so that e-service quality can determine customers to be loyal. Tokopedia service has a good quality in providing products, a wide selection of products in categories, pictures, clear descriptions of products, and transparency of sellers and buyers in the transaction to support the overall quality of service in it so that consumers will be back shopping with an intensity more than once on the Tokopedia website. Thus, this study is in line with research conducted by Akbar and Djatmiko (2016) which examined the E-Service quality of customer Loyalty. The results showed that e-service quality has a significant effect on customer Loyalty. Messakh (2016) also stated that E-Service has a positive effect on customer Loyalty, this happens because customers feel satisfied with what they get. One of the best quality support services of Tokopedia is the

web structure displayed for buyers and traders which is very neat and easy to understand.

1.6.2 Perceived Quality on Consumer Loyalty

Based on the results of the second hypothesis testing show that Perceived Quality is significant to consumer Loyalty. It can be shown from the results of the partial test on Perceived Quality which gives a significant and positive influence on consumer Loyalty, and this is evidenced by the significant coefficient = 0.000 < 0.05, then hypothesis is accepted. It means that the perceived value variable has a positive and significant influence on customer Loyalty decisions. The results of the regression calculation, the regression coefficient for the perceived variable shows a positive sign that is 0.481. Based on the partial

significance test, the effect of perceived on consumer Loyalty shows a significant number. It is indicated by the t-count value of the variable perceptive quality of Tokopedia, which is 5.246, greater than the t table value of 0.481 with a confidence level ($\alpha = 0.05$) 95%. The instrument test results show that the products provided by the Tokopedia website are very appropriate to the user's needs. It is not only the accuracy of the product according to the needs of the quality of the products offered are also very detailed so that it informs the user well so that it is less likely to cause user disappointment when receiving goods. It is in line with Kotler and Keller (2009) who stated that quality is the totality of features and characteristics that enable products to satisfy stated or unstated needs.

Several studies have shown that perceived value has a direct effect on customer satisfaction. According to Ariningsih (2009) regression analysis of perceived value variables to satisfaction variables shows significant results and directly influences. Supported by McDougall & Levesque (2000) research which found that perceived value has a contribution to customer satisfaction. Agree also with Aaker in Durianto (2004) who stated that the perception of quality is the perception of consumers for the overall quality or excellence of a product or service that is the same as the intended purpose. Discounts are also a benchmark for users of this site. Users really like the many discounts offered by this site, the discount up to half the normal price of the product also greatly influences the user to repurchase or buy more than one amount. Customer

perceptions of service quality are based on a complexity of a range of variables including the direct experience customers have during using their services and relationships with the company or others such as what they read, saw or heard about the company, and what they gained while using and dealing with company services. (Brown et al., 1991; in Puspita, 2009). The findings in this study are interpreted that, the greater the Perceived Quality of media provided to users, it greatly influences the intention to become loyal consumers. However, if the Perceived Quality of Tokopedia is decreasing, the intention to become loyal consumers also follows the decline in Tokopedia's users. This study is relevant to the research conducted. Thus, it can be concluded that the formation of one's perception depends

on various factors that influence it, both internal and external factors.

1.7 Conclusion

Based on the analysis that has been carried out several conclusions can be drawn including:

- (1) E-Service quality with consumer Loyalty. The influence of these two variables is shows that the better the quality of online shop services offered by Tokopedia on the Loyalty of users and consumers is increasing. Thus the first hypothesis in this study was accepted.
- (2) Perceived Quality with consumer Loyalty it shows that better and significant influence. A positive relationship between variables indicates that there is a positive influence between variables, it

shows that the better and better the quality of perception of the users of the Tokopedia website, the more loyal consumers will continue to use Tokopedia in the sale and purchase of the product.

Thus, the second hypothesis in this study was also accepted.

- (3) It can be seen that between E-Service and Perceived Quality, the variable which has a greater influence on consumer Loyalty is Perceived Quality. Indicators that excel in the Perceived Quality variable are receiving products that are actually beyond the expectations of the customer, and there is a guarantee of product and funding returns if the product does not match the customer.

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