THE EFFECT OF E-SERVICESCAPE DIMENSION ON
TOKOPEDIA CONSUMER TRUST

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Abstract - This study aimed to determine the impact of the E-Servicescape Dimensions (Aesthetic Appeal, Layout and Functionally, and Financial Security) on consumer trust in Tokopedia website. This is an explanatory research, which explains the relationship and influence between one variable with other variables through hypothesis testing. This study used a sample of 200 respondents in which the survey was conducted through an online questionnaire. The sample of this study consisted of respondents age at least 17 years old and had ever done transactions in Tokopedia. Multiple Linear Regression and hypothesis testing using t-test and f-test were employed to analyze the data, which then processed through SPSS software. From the results of testing three hypotheses, it can be concluded that the Aesthetic Appeal, Layout and Functionally, and Financial Security variables have positive and significant influence on Tokopedia consumer Trust. From this study, it can be concluded that increasing the dimensions of Tokopedia website E-Servicescape will increase consumer confidence in the website.

Key Words: Aesthetic Appeal, Layout and Functionally, Financial Security, E-Servicescape, Trust


Kata Kuncı: Aesthetic Appeal, Layout and Functionally, Financial Security, E-Servicescape, Trust
INTRODUCTION

The development of technology and information in the world, especially the internet, is rapid. The internet connects one person to another, provides information, means of entertainment, means of communication, and also for business. This makes the internet today as a necessity for most people. In Indonesia, the user and the developing of the internet is overgrowing. According to internet user survey data conducted by Asosiasi Penyedia Jasa Internet Indonesia (APJII) in 2018, internet user penetration in Indonesia is 64.8% of the total population of 264.16 million people and is expected to continue to increase each year. This phenomenon is, of course, a new business opportunity for several parties who then capture the opportunity by providing or creating an online store as part of e-commerce.

There are many types of e-commerce that are developing in the world, but only a few types of e-commerce that are developing in Indonesia. One type of e-commerce that is currently proliferating in Indonesia is an e-commerce type of marketplace. A marketplace is an online place where sellers can create accounts and peddle their goods. One of the advantages of selling in a marketplace is that sellers do not need to create a personal site or online store. The seller only needs to provide photo of products and upload them, which is then equipped with a description of the product.

Tokopedia is an online marketplace that allows individuals and business owners in Indonesia to open and manage their online stores easily and free of charge while providing a safe and comfortable online trading experience. With a more complete, more reliable and cheaper slogan, Tokopedia allows users to be able to choose a variety of products available without worrying about fraud. In addition, as an online mall which is a gathering place for trusted online stores throughout Indonesia, users or often called as toppers can compare prices from various stores in Tokopedia, thus allowing toppers to get the desired product at a lower price.

Since there are many e-commerce companies in Indonesia, various ways
can be done to be able to attract consumers. One of them is through E-Servicescape. Unlike conventional stores, online stores do not allow consumers to see the product directly. Therefore, website design is important as a tool to attract consumers to make purchases online. The implementation of e-commerce display of design features is generally useful as an effective and trustworthy display (Wang and Emurian, 2005).

According to Wang and Emurian (2005), trust can be understood and improved by leading online sellers, the number of people involved in e-commerce will increase substantially. More importantly, a general online trust climate will be created where buyers will feel more comfortable disclosing sensitive information, sellers will feel confident to do business online, and there will be intensive interactions, transactions, and associations to benefit both parties, consumers and the trader.

To gain consumer trust, the atmosphere of a website must be functional and aesthetically appealing. Furthermore, E-Servicescape settings must be designed according to user mechanism to move through various pages and does not cause visitors to be confused (Fisk, Grove and John, 2014: 75). The term servicescape refers to the use of physical evidence to design service environments. Hoffman and Bateson (2011: 206) showed a service shop environment where the dimensions in it are ambient, layout and function, signs, symbols, and artefacts. The concept proposed is adapted for offline context, so to adjust to the online environment, Harris and Goode (2010) divide online servicescape into three dimensions, namely, the aesthetic appeal, layout and functionality, and security financial.

Based on the aforementioned explanation, the researcher analyzed three dimensions of E-servicescape, which are aesthetic appeal, layout and functionality and financial security that can build consumer trust. Thus, this study entitled "THE EFFECT OF E-SERVICESCAPE DIMENSION ON TOKOPEDIA CONSUMER TRUST."
LITERATURE REVIEW

E-servicescape

E-servicescape may also be known as online servicescape and online environment, it is defined as the online environmental factors of a marketer’s website (Harris and Goode, 2010).

An online environment is often described as e-servicescape, describing how customers feel when they visit a web site, as what customers feel when they visit a physical store (Koernig, 2003).

Aesthetic Appeal

The esthetic appeal is derived directly from the environmental conditions aspect of services for brick and mortar stores (Harris and Goode, 2010). For e-commerce businesses, sight and sound are the senses used to attract people. There are three sub-dimension for aesthetic appeal which are entertainment value, originality of design, and visual appeal.

Aesthetic appeal directly speaks about the sight sense, and interesting graphics, fonts, and photographs entice consumers to spend more time viewing the website. For all three sub-dimensions, users will be drawn to the website and more likely to visit it frequently if the content is unique, new, and pleasing.

Layout and Functionally

Spatial layout and functionally from servicescape for a physical store is related to the second dimension of e-servicescape, layout and functionally. Similar to how furnishings and the spatial layout of stores affect the perceptions of consumers, the layout of a website also impacts website and business evaluations by individuals. The layout of e-servicescape includes the structure, organization and website arrangement. Consumer prefers online store that arranged with convenient, easy to understand and easy to navigate. According to Harris and Goode (2010), layout and functionality have four sub-dimensions; customization or personalization, interactivity, the relevance of information, and usability.

Financial Security

Many researchers find that financial security is important in the online exchange process (Montoya et al, 2003; Schiffman et al, 2003; Szymanski and Hise, 2000). Website security is a strong factor for
successful online business experiences (Montoya et al, 2003; Szymanski & Hise, 2000). Aside from security online, consumers want ease during the payment process. Ease of payment needs efficiency during the payment process, perceived ease of use for payment facilities, and during this part of the transaction not requiring many details (Chen and Chang, 2003).

**Trust**

Trust is described as the belief that one can rely on a promise made by another (Gefen and Straub, 2004; Pavlou, 2003). For online businesses, earning consumer confidence means understanding their expectations of trust and belief in the trust-related characteristics of e-tailers (McKnight and Chervany, 2002).

E-commerce companies must convince consumers to believe that they will treat consumers fairly. Gefen et al. (2003) conceptualize trust as a set of distinct beliefs regarding the ability, benevolence, and integrity of a firm.

**HYPOTHESES**

**H1:** Aesthetic Appeal give significant impact to Trust

**H2:** Layout and Functionally give significant impact to Trust

**H3:** Financial Security give significant impact to Trust.

![Figure 1. Hypotheses Model](image)

**RESEARCH METHOD**

According to Sugiyono (2014), quantitative research method can be define as a research method that is based on the philosophy of positivism sample and is used to examine the population or a particular sample using the research data, an instrument of research, quantitative data analysis or statistics with the aim to test the hypothesis that has been set. Furthermore, according to Singarimbun & Effendi (2011), explanatory research explains the relationship between the variable and the previous study that have been formulated before.

In this study, quantitative method with explanatory approach was
Explanatory research is used to understand and define each variable that investigated the dependent variables and independent variable. The independent variable used for this research is Aesthetic Appeal, Layout and Functionally, and Financial Security while the dependent variable of this study is Trust.

according to Sugiyono (2014), population is a generalization area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population was consumers who have ever made a transaction on Tokopedia. A sample is a subset of the population. It comprises some members selected from it. (Sekaran and Bougie, 2016: 241). The sampling technique in this research is using the Purposive Sampling method. Purposive Sampling method is the sampling here is confined to specific types of target groups who can provide the desired information, either because they are the only ones who have it, or they conform to some criteria set by the researcher (Sekaran and Bougie, 2016: 248).

Data analysis methods use in this research are descriptive statistical tests, classic assumption tests, goodness of fit tests, coefficient of determination (R2), multiple linear regression, and hypothesis testing with t test. Data analysis and hypothesis testing tools use Statistical Product and Service Solutions (SPSS) software.

FINDING AND DISCUSSION

Classic Assumption Test

The classic assumption tests used in this research are the normality test, the multicollinearity test, and the heteroscedasticity test.

Normality Test

Based on Figure 2, it can be seen that the residual frequency was mostly collected at the value of 0, or the data
distribution value was in accordance with the normal curve, it can be said that the residual had spread normally.

**Figure 3. P-P Plot Diagram Result**

Based on Figure 3, it can be seen that the points of the data spread around the diagonal line as well as following the direction of the diagonal line. It can be concluded that the data in this study were normally distributed.

**Table 1**

**One-Sample Kolmogrov-Smirnov Test**

<table>
<thead>
<tr>
<th>N</th>
<th>Unstandardized Residual</th>
</tr>
</thead>
<tbody>
<tr>
<td>200</td>
<td></td>
</tr>
</tbody>
</table>

**Normal Parameters**

| Mean       | .0000000              |
| Std. Deviation | .44172872          |

**Most Extreme Differences**

| Absolute | .041                  |
| Positive | .039                  |
| Negative | -.041                 |

**Test Statistic**

| Test Statistic | .041                      |
| Asymp. Sig. (2-tailed) | .200^c,d                 |

Source: Primary Data Processed, 2020

From the calculation results based on Table 1, the significance value was 0.200 where the value was greater than 0.05; then the provision of H0 was accepted which means that the data on this study were normally distributed.

**Table 2**

**Skewness and Kurtosis test result**

<table>
<thead>
<tr>
<th>Skewness</th>
<th>Std. Error of Skewness</th>
<th>Kurtosis</th>
<th>Std. Error of Kurtosis</th>
</tr>
</thead>
<tbody>
<tr>
<td>.005</td>
<td>.172</td>
<td>-.391</td>
<td>.342</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2020

The results of the normality test with skewness and kurtosis test on Table 4.14, obtained Z values for skewness of $= 0.005 / 0.172 = 0.029$ and Z values for kurtosis of $= -0.3391 / 0.342 = 1.143$. Both values are in the range of normal Z values of -2.58 to +2.58 so that the model residuals are normally distributed.

**Multicollinearity Test**

This multicollinearity test was conducted with SPSS the result can be seen in Table 3.
Table 3
Multicolinearity test result

<table>
<thead>
<tr>
<th>Variable Independent</th>
<th>Collinearity Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Tolerance</td>
</tr>
<tr>
<td>Aesthetic Appeal</td>
<td>0.808</td>
</tr>
<tr>
<td>Layout and Functionally</td>
<td>0.778</td>
</tr>
<tr>
<td>Financial Security</td>
<td>0.958</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2020

Based on the results in Table 3 it is known that in this study, the independent variables which are Aesthetic Appeal, Layout and Functionally, and Financial Security produce VIF value ≤10 and produce a tolerance value ≥ 0.1. Thus, the independent variable in the regression model in this study stated no multicollinearity symptoms occur. It means that the assumption of multicollinearity is fulfilled.

Heteroscedasticity Test
The Heteroscedasticity test was conducted with SPSS. The results of heteroscedasticity test can be seen in Figure 4.

Figure 4. Scatterplot Test Result
Testing the assumption of heteroscedasticity regarding the effect of aesthetic appeal, layout and functionally, and financial security on trust on the website shows a randomly distributed residual observation condition. The test results show that the residuals are declared to have homogeneous variations. Thus, the assumption of heteroscedasticity is fulfilled.

Table 4
Glejser test result

<table>
<thead>
<tr>
<th>Model</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.374</td>
<td>0.205</td>
<td>1.826</td>
<td>.069</td>
</tr>
<tr>
<td>Aesthetic Appeal</td>
<td>-0.064</td>
<td>0.035</td>
<td>-1.834</td>
<td>.068</td>
</tr>
<tr>
<td>Layout and Functionally</td>
<td>0.072</td>
<td>0.047</td>
<td>1.519</td>
<td>.130</td>
</tr>
<tr>
<td>Financial Security</td>
<td>-0.013</td>
<td>0.032</td>
<td>-0.413</td>
<td>.681</td>
</tr>
</tbody>
</table>

a. Dependent Variable: Abs.res

Source: Primary Data Processed, 2020

Heteroscedasticity test results with the Glejser test in Table 4, obtained significance values for the Aesthetic Appeal independent variable of 0.068,
Layout and Functionally variables of 0.130, and Financial Security variable of 0.680. This value is more than 0.05 so there is no heteroscedasticity problem found in the model.

**Result of F Test (Goodness of Fit)**

According to Table 5, F test is 33.263. While F Table ($\alpha = 0.05$ ; $df$ Regression = 3 ; $df$ residual = .198) is 2.651. Because F test > F Table which is 33.263 > 2.651 or sig. F (0.000) < $\alpha$ = 0.05 then regression model analysis is significant. It means, $H_0$ is rejected and $H_1$ accepted. Thus, the dependent variable (Trust) influenced significantly by the independent variable Aesthetic Appeal variables (X1), Layout and Functionally (X2), and Financial Security (X3). Then Result of regression model analysis is Fit.

**Table 5**

<table>
<thead>
<tr>
<th></th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regression</td>
<td>19.769</td>
<td>3</td>
<td>6.590</td>
<td>33.263</td>
<td>0.000</td>
</tr>
<tr>
<td>Residual</td>
<td>38.830</td>
<td>196</td>
<td>.198</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>58.599</td>
<td>199</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2020

**Multiple Linear Regression Analysis**

Multiple linear regression analysis is a tool for forecasting the influence of two or more independent variables on one dependent variable.

**Table 6**

<table>
<thead>
<tr>
<th>Independent Variable</th>
<th>Unstandardized Coefficients</th>
<th>Standardized Coefficients</th>
<th>t</th>
<th>Sig.</th>
</tr>
</thead>
<tbody>
<tr>
<td>(Constant)</td>
<td>0.742</td>
<td>0.362</td>
<td>2.051</td>
<td>.042</td>
</tr>
<tr>
<td>Aesthetic Appeal (X1)</td>
<td>0.271</td>
<td>0.061</td>
<td>4.414</td>
<td>.000</td>
</tr>
<tr>
<td>Layout and Functionally (X2)</td>
<td>0.189</td>
<td>0.083</td>
<td>0.150</td>
<td>2.271</td>
</tr>
<tr>
<td>Financial Security (X3)</td>
<td>0.381</td>
<td>0.057</td>
<td>0.395</td>
<td>6.652</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2020

According to Table 4.17, we obtain the regression equation as follows:

\[
Y = 0.742 + 0.271 X1 + 0.189 X2 + 0.381 X3 + e
\]

Interpretation of the above regression equation:

- $\beta_1$ has a coefficient value of 0.271, it means Trust in Website will increase by 0.271 with the assumption that other variables are considered as constant.

- $\beta_2$ has a coefficient value of 0.189, it means Trust in Website will increase by 0.189 with the assumption that other variables are considered as constant.
• $\beta_3$ has a coefficient value of 0.381, it means Trust in Website will increase by 0.381 with the assumption that other variables are considered as constant.

Result of Determination Coefficient (R2)

Table 7
Coefficient of correlation and determination

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R Square</th>
<th>Adjusted R Square</th>
<th>Std. Error of the Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.581</td>
<td>0.337</td>
<td>0.327</td>
<td>0.44510</td>
</tr>
</tbody>
</table>

a. Predictors: (Constant), Financial Security, Aesthetic Appeal, Layout and Functionally
b. Dependent Variable: Trust in Website

Source: Primary Data Processed, 2020

From the analysis of Table 7, we get the result of adjusted R2 (Coefficient Determination) is 0.327. This means that 32.7% Trust in Website variable will be influenced by another independent variable which is: Aesthetic Appeal (X1), Layout and Functionally (X2), Financial Security (X3). Whereas others 67.3% of the Trust in Website variable will be influenced by another variable undescribed in this study.

It also obtain the coefficient correlation which show the relation of each independent variables (Aesthetic Appeal (X1), Layout and Functionally (X2), Financial Security (X3)) with Trust in website variable, R values (coefficient correlation) is 0.581, correlation value indicating the relation of independent variables such with Trust in website is considered as normal category because it exists in the range of 0.40 - 0.599

Test Hypothesis

Result of t Test

Table 8

<table>
<thead>
<tr>
<th>Variable</th>
<th>t test</th>
<th>Sig.</th>
<th>t Table</th>
</tr>
</thead>
<tbody>
<tr>
<td>X1</td>
<td>4.414</td>
<td>0.000</td>
<td>1.972</td>
</tr>
<tr>
<td>X2</td>
<td>2.271</td>
<td>0.024</td>
<td>1.972</td>
</tr>
<tr>
<td>X3</td>
<td>6.652</td>
<td>0.000</td>
<td>1.972</td>
</tr>
</tbody>
</table>

Source: Primary Data Processed, 2020

According to Table 8, the following result obtain:

1. t test between X1 (Aesthetic Appeal) and Y (Trust in Website) indicates t test = 4.414. While t Table ($\alpha = 0.05$; df residual = 196) is 1.972. Because t test > t Table that is 4.414 > 1.972 or sig t (0.005) < $\alpha = 0.05$ then the influence of X1 (Aesthetic Appeal) toward Trust in Website is significant.

2. t test between X2 (Layout and Functionally) and Y (Trust in Website) indicates t test = 2.271. While t Table ($\alpha = 0.05$; df residual
( df residual = 196) is 1.972. Because \( t \text{ test} > t \text{ Table} \) is 2.271 > 1.972 or \( \text{sig } t (0.005) < \alpha = 0.05 \) then the influence of X2 (Layout and Functionally) toward Trust in Website is significant.

3. \( t \) test between X3 (Financial Security) and Y (Trust in Website) indicates \( t \text{ test} = 6.652. \) While \( t \text{ Table} (\alpha = 0.05; \text{df residual} = 196) \) is 1.972. Because \( t \text{ test} > t \text{ Table} \) that is 6.652 > 1.972 or \( \text{sig } t (0.005) < \alpha = 0.05 \) then the influence of X3 (Financial Security) toward Trust in Website is significant.

DISCUSSION RESEARCH

The Effect of Aesthetic Appeal Towards Trust in the Website

Based on the results of testing the Aesthetic Appeal hypothesis that consisted of 6 items, the results of hypothesis testing indicated that the Aesthetic Appeal had a significant positive influence on consumer Trust in Tokopedia.

Therefore, \( H_0 \) was rejected, and \( H_1 \) was accepted. Thus, \( H_1 \) that predicted the Aesthetic Appeal give significant impact to Trust was accepted. The influence between the independent variables and dependent variable in this research explained that the Aesthetic Appeal increasing consumer trust on Tokopedia it would be higher or be better if Tokopedia improve the Aesthetic Appeal of their website.

The Effect of Layout and Functionally Towards Trust in the Website

Based on the results of testing the Layout and Functionally hypothesis that consisted of 8 items, the results of hypothesis testing indicated that the Layout and Functionally had a significant positive effect on consumer Trust in Tokopedia.

Therefore, \( H_0 \) was rejected, and \( H_2 \) was accepted. Thus, \( H_2 \) that predicted the Layout and Functionally give significant impact to Trust was accepted. The influence between the independent variables and dependent variable in this research explained that the Layout and Functionally increasing consumer Trust on Tokopedia it would be higher or be better if Tokopedia improve the Aesthetic Appeal of their website.

The Effect of Financial Security Towards Trust in the Website

Based on the results of testing the Financial Security hypothesis that
consisted of 4 items, the results of hypothesis testing indicated that the Financial Security had a significant positive effect on consumer Trust in Tokopedia.

Therefore, $H_0$ was rejected, and $H_3$ was accepted. Thus, $H_3$ that predicted the Financial Security give significant impact to Trust was accepted. The influence between the independent variables and dependent variable in this research explained that the Financial Security increasing consumer Trust on Tokopedia it would be higher or be better if Tokopedia improve the Financial Security of their website.

**Research Implication**

After conducting research related to E-servicescape dimension (Aesthetic Appeal, Layout and Functionally, and Financial Security) on Trust in the website, the results of descriptive statistics and theories elaborated in this study hopefully can be used as references and additional information for Tokopedia E-commerce management. In this study, several implications could be considered in order to build more consumer Trust on the Tokopedia website. Based on the research, the E-servicescape dimension that Tokopedia has includes Aesthetic Appeal, Layout and Functionally, and Financial Security are excellent and can be accepted by the consumers.

**CONCLUSION AND SUGGESTION**

**Conclusion**

This study was conducted to find out which variables influence Internal audit effectiveness. The independent variables used in this study were Aesthetic Appeal (X1), Layout and Functionally (X2), and Financial Security (X3) whereas the dependent variables was Trust in the Website (Y). Regarding to the analysis of the research, the following conclusions were drawn:

1. Aesthetic Appeal Dimension of Tokopedia affects and increases consumer Trust in the Tokopedia website.
2. Layout and Functionally Dimension of Tokopedia affects and increases the consumer Trust in the Tokopedia website.

4. Based on the result of the research. Thus, the Financial Security variable is the strongest influence compared to other variables.

**Recommendation**

Build upon the conclusions above, the suggestion which can be pointed for the benefit of the company or even for other parties are as follows:

1. It is expected that the company can maintain and also increase the Aesthetic Appeal, Layout and Functionally, and Financial Security. Furthermore, Financial Security is the most concerned because it has the strongest dominance of influence toward Trust in the website.

2. Given as the independent variables in this study, it is essential to influence Trust in the website. It is expected that the results of this study can be used as a reference for further researchers to develop this study by considering other variables.

3. For future researchers, by adding more variable such as Technology Acceptance Model (TAM), E-WOM, and so on. It is expected that future researchers can find a new value that can influence Trust in the website.

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