

E-Servqual Effect on E-Customer Satisfaction Batik Industry Hadipriyanto Banyumas

¹AdrizaAdriza, ²Granit Agustina, ³FebyFebrian

ABSTRACT--Objective to evaluate the effect of E-ServQual to E-Satisfaction of customers which is one important factor in the sustainability of batik product marketing, especially on product sales Hadipriyanto Batik Banyumas. E-ServQual is one important factor in building E-Satisfaction of customers in buying or selling by using the facilities or e-commerce website that sells products such as batik BanyumasHadipriyanto via Facebook, Tokopedia, bukalapak.

The method used is descriptive and verification. Sampling techniques using non-probability sampling (purposive sampling). Research data collection uses questionnaire consumer reports as many as 200 samples from a population of 13,400. Data were analyzed using simple linear regression analysis. Secondary data were taken from the literature and sources relevant to the research. These results indicate that E-ServQual made by the company through the website or e-commerce such as Tokopedia, bukalapak, and Facebook has been good, while E satisfaction perceived by the customer is also in both categories. E- ServQual has a significant effect on E-customer Satisfaction by 63.6%.

Keywords-- E-Service Quality, E-Satisfaction, E-Commerce

I PRELIMINARY

One of the very rapid developments of technology in the era of the industrial revolution 4.0, namely in the field of information technology. We enter the digital age when all things are interconnected, one of the rapidly evolving information technology is the internet. The development of the Internet has brought about many changes in the aspect of human life. Rapid technological developments and significant influence in the activities of community life has created a new paradigm that is "technology-based self-service" (Dabholkar et al. 2003). The new paradigm has changed the way companies interact with their customers. One way companies interact with customers is by way of web-based services or services online. Web-based service provides many advantages and ease for consumers and supported by the development of electronic technology adequate internet. The advantage is given of a web-based service or e-services, among others such as ease of use, to increase control of the consumer, reducing transaction costs and other (Scullion & Nicholas, 2001; Unsal& Hormoz, 2001; Zeithaml, 2002).

HadipriyantoBatik Company in addition to using e-commerce facilities such as Tokopedia, bukalapak, Facebook, in selling its products also uses their websites to conduct their online sales required to provide

¹Politeknik LP3I Bandung, Indonesia.

²FakultasEkonomi dan Bisnis, UniversitasWinaya Mukti, Bandung, Indonesia.

Program DoktorIlmuManajemen, Universitas Pendidikan Indonesia, Bandung, Indonesia. E-mail: granit82.GA@gmail.com; granit@upi.edu

³FakultasEkonomi dan Bisnis, University Winaya Mukti, Bandung, Indonesia.ProgramDoktorIlmuManajemenUniversitasTrisakti, Jakarta, Indonesia.

satisfaction in the quality of electronic services to its customers. According to Kotler and Keller (2009) Satisfaction is feeling happy or disappointed with someone who emerged after comparing the perception or impression of product performance or results and expectations. If the performance meets the expectations of the customer will be satisfied, but if performance is below expectations then the customer is not satisfied, Target sales online through the company website which decreased significantly despite not making the company lose customers and profits. The decline in sales through online becomes a question for the company cause of the decline.

Based on previous research conducted by Anita Tobagusyan (2018) proved that e-Servqual significantly affects consumer e-satisfaction on storePedia, which means when the e-service quality, the better the e-satisfaction of online users will also increase. And vice versa, if the e-service will reduce the bad quality e-satisfaction level of users online. This study is also in line with research by Lee and Lin (2005), in a study saying that the dimensions of e-service quality affect the overall level of customer satisfaction.

Background of delivered where web-based technology advancement is increasing and the demands of a quality-based electronic waiter on selling products online batik products Hadipriyanto the formulation of the research problem of how E-ServQual, and its influence on the E-Customer Satisfaction Hadipriyanto Batik Banyumas. The research aimed to identify and analyze the E-ServQual and Its Effect on the E-Customer Satisfaction Hadipriyanto Batik Banyumas.

II Theoretical review

E-Commerce

Electronic commerce (e-commerce) is how to use or how to take advantage of the Internet, via a website or applications to perform business transactions. E-commerce can also be defined as digital commercial transactions between organisms and individuals. (Laudon & Traver, 2014). E-commerce is a different thing with e-business where e-business is defined as how the company serves customers, cooperation with business partners, create e-learning, and conduct electronic transactions with companies (Turban, King, Lee, Liang & Turban 2012). E-Commerce is a dynamic set of technologies, applications, and business processes that connect corporate, consumer, and certain communities through electronic transactions and trade in goods, service,

According to Laudon & Traver (2014), there are six main types of e-commerce, namely:

1. Business-to-consumer (B2C): online business selling directly to consumers.
2. Business-to-business (B2B): Businesses that focus on doing the sale to other business owners.
3. Consumer-to-consumer (C2C): Consumers who make direct sales to other customers.
4. Social e-commerce: E-commerce created by social networking.
5. Mobile e-commerce: The use of mobile phones (mobile devices) to conduct online transactions.
6. Local e-commerce: E-commerce focused on tying based on geographic location.

E-Service Quality

E-Service Quality, also known as E-ServQual a new version of the Service Quality (ServQual). E-ServQual developed to evaluate a service provided on the Internet network. E-Service Quality is defined as an extension of

the ability of a website to facilitate shopping, purchasing, and distribution effectively and efficiently (Chase, Jacobs, and Aquilano, 2006).

E-service quality is also defined by Santos (2003) as a general evaluation and assessment provided by the consumer based on the merits of the quality of a service delivered in virtual form.

This study uses the definition of e-Service Quality by Ribbink, Van Riel, Liljander and Streukens (2004), and the definition by Wolfenbarger and Gilly (2003): Ease of use, E-scape, Customization, Responsiveness, Assurance, fulfillment.

E-Satisfaction

According to Kotler and Keller (2009) Satisfaction is feeling happy or disappointed with someone who emerged after comparing the perception or impression of product performance or results and expectations. If the performance meets the expectations of the customer will be satisfied, but if performance is below expectations then the customer is not satisfied,

E-satisfaction is defined as the experience felt after using the product and comparing the perceived quality with the expected quality (Gounaris, Dimitriadis&Stathakopoulos, 2010).

E-satisfaction measures the overall level of customer satisfaction in the manner of the online shopping experience (Gounaris, Dimitriadis and Stathakopaulus, 2010).

E-satisfaction is Described as the gratification of the customer that comes from his or her estate Earlier buying experience with A Certain electronic commerce company. (Anderson, RE, and Srinivasan, SS (2003)

Dimensions used e-Satisfaction quoted Zeithamlet. Al in Hongxiu Li and Reima Suomi (2009), namely: Usefulness, Enjoyment, Past Experience, Decision.

Framework and Hypotheses

According to Sugiyono (2012: 60) framework is a conceptual model of how theory relates to a variety of factors that have been identified as an important issue.

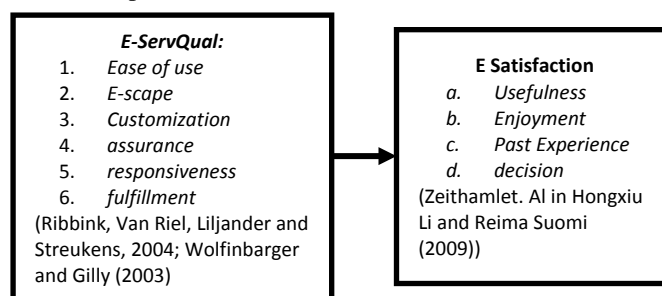


Figure 1: Framework

Research hypothesis

Based on the formulation of the problem and framework, the research hypothesis is that there is a significant influence on the E-E ServQual Satisfaction.

III RESEARCH METHODS

Based on the research objectives, this research is descriptive research verification. The unit of analysis in this study is the individual, ie the users of the website Batik Hadipriyanto. The time horizon in this study was cross-

sectional, which informs much of the population (the sample of respondents) were collected directly from the location empirically, to know the opinion of the majority population of the object being studied. The sampling technique used is non-probability sampling and retrieval of respondents using purposive sampling. The number of samples by sekaran (2011: 296) guides the determination of the number of samples is the sample size between 30 s / d 500 elements, for most of the research. Determining the minimum sample size refers to the statement of Hair et al, 2016 that the number of samples as the respondent must be adapted to the number of indicator questions used in the questionnaire, assuming an N x 6 observed variables (indicators) up to nx 10 observed variables (indicators). The number of samples used as many as 200 samples from a population of 13,400. The data analysis method used was a simple linear regression analysis.

IV RESULTS AND DISCUSSION

Before the respondent data processed in, first tested the validity and reliability testing. Results of the test of validity stated that the results of any statement of variable quality e-services and e-satisfaction produce $t_{count} > t_{table}$ which exceeds 0,361 and sig below 0.05. From these results, it can be stated that every statement is declared invalid. Reliability test results also suggested that the data obtained has been declared unreliable by the results of Cronbach's $\alpha > 0.6$.

Descriptive Analysis Based Respondent Characteristics

Table 1:General Data Respondents by Gender

No.	Gender	F	%
1.	Male	61	30.5%
2.	woman	139	69.5%
amount		200	100%

Based on the chart above that of the 200 respondents who are online Consumers Hadiprayitno batik, most sex Woman is equal to 69.5%, while the rest are male respondents, as many as 30.5%. The results of the percentage show the difference in the number of male respondents with female big enough, which means that women tend to prefer to conduct transactions online.

Table 2:General Data Respondents by Age

Age	Frequency	Percentage
<15	-	-
16-19	-	-
20-29	33	16.5%
30-40	109	54.5%
41-50	58	29%
> 50		
total	200	100%

Based on the above table above that of the 200 respondents who are online Consumers Hadiprayitno batik, mostly aged between 30-40 years in the amount of 54.5% and respondents aged between 41-50 years at 29% while remaining well as between the ages of 20- 29 is only 16.5%. This shows online Consumer Hadiprayitno batik dominated by respondents aged between 30 and 40 years.

Table 3:Data Average Total Expenditure

Spending	Frequency	Percentage
<1,000,000	-	-
1.000000-3.000.000	159	79.5%
3000000-5000000	21	10.5%
> 5,000,000	20	10%
total	200	100%

Based on Table 3 above that of the 200 respondents who are online Consumers Hadiprayitno batik, most of the average amount of spending in the range of Rp 1000000-3000000 of 79.5% and the average amount of spending Rp 3,000,000 -5,000,000 And 10.5% while average spending amount above Rp 5,000,000 is only 10%. This shows online Consumer Hadiprayitno batik dominated by respondents with an average expenditure of Rp 1000.000 - 3,000,000.

Validity and Reliability Test

Having tested the validity turns out, every statement shows the numbers above .300 means, all the statements declared invalid. The reliability test conducted on each of the variables showed the Cronbach alpha above 0.6 so, all variables are declared unreliable.

Table 4:Validity Variable E-Service Quality

No.	The validity coefficient	Criteria	valid
1	0628	0300	valid
2	0668	0300	valid
3	0619	0300	valid
4	0699	0300	valid
5	0522	0300	valid
6	0699	0300	valid
7	0666	0300	valid
8	0588	0300	valid
9	0467	0300	valid
10	0528	0300	valid
11	0473	0300	valid
12	0504	0300	valid
13	0537	0300	valid

Table 5: Validity Variable E Satisfaction

No.	The validity coefficient	Criteria	valid
1	0547	0300	valid
2	0831	0300	valid
3	0605	0300	valid
4	0874	0300	valid
5	0568	0300	valid

Table 6: Reliability Test Results Variable E E-Service Quality and Satisfaction

variables	X	Y
reliability	0836	0837

Simple Linear Regression Analysis

Table 7: Model Summary

Model	R	R Square	Adjusted R Square	Std. An error of the Estimate
1	.797a	.636	.634	4,289

a. Predictors: (Constant), X

Based on the results from the table above that the correlation coefficient of 0.797 and the coefficient of determination (R Square) of 0.636 or 63.6%. Based on this, we can conclude that e-service quality variable (X) gives effect to e-satisfaction variable (Y) amounted to 63.6%, while the remaining 36.4% is influenced by other factors not examined in this study. Thus, the overall result of the above calculation data can be interpreted that the e-service quality variables (X) with variable e-satisfaction (Y) has a positive and significant relationship.

Table 8: Simple Regression

Coefficients^a

Model		Coefficients unstandardized	
		B	Std. Error
1	(Constant)	3,371	1262
	X	.427	.023

a. Dependent Variable: Y

The regression equation can be determined as follows:

$$Y = 3,371 + 0.427 X$$

Figures with a value of 3.371 is a constant that consistent value of e-satisfaction variable (Y) is equal to 3.371, meaning that if the e-service quality variable (X) value is 0, then e-satisfaction variable (Y) value is equal to 3.371. While the regression coefficient is a positive direction that is equal to 0.427, meaning that if there is the addition of the value or number on the e-service quality variable (X) then there will be an increase in e-satisfaction variable (Y) of 0,427.

Hypothesis testing

Table 9:Hypothesis testing

t	Sig.
2,671	.008
18 580	.000

Based on Table 9 significant value = 0.000 while the value of t = 18 580 while, t table = 1.97202 on df = 198 with a probability level of = 0.05 so, the criteria for significance testing output results are: 1. The value of sig. <0.05 then the independent variables significantly influence the dependent variable. The significant value of 0.000 which is smaller than 0.05 so it can be concluded that e-service quality variable (X) a significant impact on the e-satisfaction variable (Y). 2. If the value of $t > t$ table then the independent variables affect the dependent variable. T value amounted to 24.396 and a t table value of 1.97202 (18 580 > 1.97202). T value >

V DISCUSSION

Based on the results of simple linear regression, suggesting that the e-service quality variable (X) has a positive influence and a significant impact on the e-satisfaction variable (Y) amounted to 63.6%. Seen from the coefficient of determination (R Square) of 0.636 or 81.5%. This research was supported by previous studies that examined Dinata and Fauzi (2014) and Anita research Tobagus (2018), that e-service quality is proven as one of the factors that influence customer satisfaction online or e-satisfaction. While the remaining 36.4% influenced by other factors that are not part of the e-service quality. The relationship between e-service quality by e-satisfaction is said to have a direct relationship it can be seen in the regression coefficient is a positive direction that is equal to 0,427, meaning that if there is the addition of the value or number on the e-service quality variable (X) then there will be an increase in the variable e-satisfaction) amounted to 0,427. This can be interpreted when an e-service quality, the better the e-satisfaction of online users will also increase. And vice versa, if the e-service will reduce the bad quality e-satisfaction level of users online. This study is also in line with research by Lee and Lin (2005), in a study saying that the dimensions of e-service quality affect the overall level of customer satisfaction. The results of hypothesis testing using the t-test also indicates that e-service quality significant impacts e-satisfaction on the online customer Batik BanyumasHadipriyanto with t at 18.580 and t table value of 1.97202. By the testing criteria if the value of $t > t$ table then, the independent variables affect the dependent variable. And the significant value of 0.000 is less than 0.05, which means, the independent variables significantly influence the dependent variable. This means that with the e-service quality is good or bad will have a significant influence on customer satisfaction e-Hadipriyanto Batik Banyumas. This research was supported by previous studies that examined by Ting et al (2016) that e-SQ significantly affects e-satisfaction of online shoppers. independent variables significantly influence the dependent variable. This means that with the e-service quality is good or bad

will have a significant influence on customer satisfaction e-Hadipriyanto Batik Banyumas. This research was supported by previous studies that examined by Ting et al (2016) that e-SQ significantly affects e-satisfaction of online shoppers. independent variables significantly influence the dependent variable. This means that with the e-service quality is good or bad will have a significant influence on customer satisfaction e-Hadipriyanto Batik Banyumas. This research was supported by previous studies that examined by Ting et al (2016) that e-SQ significantly affects e-satisfaction of online shoppers.

VI CONCLUSION

Based on the analysis and hypothesis testing, several conclusions:

1. E-service quality affects the customer e-satisfaction Hadipriyanto Batik Banyumas. This relationship was found a positive and significant effect.
2. The relationship between e-service quality by e-satisfaction has a direct relationship. if there is an increase in e-service quality then there will be an increase in customer e-satisfaction Hadipriyanto Batik Banyumas.
3. With e-service quality is goodwill has a significant impact on e-satisfaction Customers Hadipriyanto Batik Banyumas.

REFERENCES

1. Beckett, C. et al. (2017) *Multivariate Data Analysis (MVDA), Pharmaceutical Quality by Design: A Practical Approach*.
2. Berlianto, pink M. (2017) 'Margaretha Pink E-SQ to E Ly', *Service-e, Effect On Quality, Trust-e Of Allegiance-e*, pp. 1-28.
3. Coursaris, CK and Osch, W. Van (2016) 'HCI in Business, Government, and Organizations: eCommerce and Innovation', *Springer International Publishing Switzerland*, 1 (October), pp. 16-25.
4. Dabholkar, PA, Thorpe, DI and Rentz, JO (1996) 'A measure of service quality for retail stores: scale development and validation', *Journal of the Academy of Marketing Science*, 24 (1), pp. 3-16.
5. Fang, YH, Chiu, CM and Wang, ETG (2011) 'Understanding customers' satisfaction and repurchase intentions: An integration of IS success models, trust, and justice', *Internet Research*, 21 (4), pp. 479-503.
6. Gounaris, S., Dimitriadis, S. and Stathakopoulos, V. (2010) 'An examination of the effects of service quality and satisfaction on customers' behavioral intentions in e-shopping', *Journal of Services Marketing*, 24 (2), pp. 142-156.
7. Lee, GG, and Lin, HF (2005) 'Customer perceptions of e-service quality in online shopping', *International Journal of Retail and Distribution Management*, 33 (2), pp. 161-176.
8. Lee, HJ and Yang, K. (2013) 'Interpersonal service quality, self-service technology (SST) service quality, and retail patronage', *Journal of Retailing and Consumer Services*. Elsevier, 20 (1), pp. 51-57.
9. Ribbink, D. et al. (2004) 'Comfort your online customers: Quality, trust, and loyalty on the internet', *Managing Service Quality: An International Journal*, 14 (6), pp. 446-456.

10. Ting, OS et al. (2016) 'E-Service Quality, E-Satisfaction, and E-Loyalty of Online Shoppers in Business to Consumer Market; Evidence from Malaysia ', IOP Conference Series: Materials Science and Engineering, 131 (1).
11. RAJAKUMARI.J, POORNIMA.S, and RAMYA.V. "SECURITY THREATS AND AUTHENTICATION APPROACHES IN WIRELESS SENSOR NETWORKS." International Journal of Communication and Computer Technologies 7 (2019), 1-3. doi:10.31838/ijccts/07.02.01
12. Song, D. Non-computability of consciousness(2007) NeuroQuantology, 5 (4), pp. 382-391.
13. Khrennikov, A., Basieva, I. Quantum Model for Psychological Measurements: From the Projection Postulate to Interference of Mental Observables Represented as Positive Operator Valued Measures(2014) NeuroQuantology, 12 (3), pp. 324-336.