

THE IMPACT OF WEB DESIGN, CUSTOMER SERVICE, SECURITY, AND FULFILLMENT TOWARDS CUSTOMER SATISFACTION OF ONLINE SHOPPERS PLATFORM (CASE STUDY: SAM RATULANGI UNIVERSITY STUDENT)

DAMPAK DESAIN WEB, LAYANAN PELANGGAN, KEAMANAN, DAN PEMENUHAN TERHADAP KEPUASAN PELANGGAN PLATFORM PEMBELI ONLINE (STUDI KASUS: MAHASISWA UNIVERSITAS SAM RATULANGI)

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Abstract: The purpose of this research is to evaluating Impact of Web Design, Customer Service, Security, and Fulfillment towards Customer Satisfaction of Online Shoppers Platform in Sam Ratulangi Manado. This research used quantitative method. 100 samples were collected with questionnaire distributed to the Sam Ratulangi University Students. The result of this research shows that Web design, Customer Service, Security, Fulfillment have a positive and significant influence on customer satisfaction on online shoppers platform on the customers in Sam Ratulangi University in Manado and 6 points Likert scale was used to help the data analysis in this research for the Impact of Web Design, Customer Service, Security, and Fulfillment towards Customer Satisfaction of Online Shoppers Platform.

Keywords: web design, customer service, customer satisfaction and online shoppers platform

Abstrak: Tujuan dari penelitian ini adalah untuk Dampak Desain Web, Layanan Pelanggan, Keamanan, dan Pemenuhan Terhadap Pelanggan Platform Pembeli Online di Sam Ratulangi Manado. Penelitian ini menggunakan metode kuantitatif. Pengambilan sampel sebanyak 100 orang dilakukan dengan penyebaran kuesioner kepada Mahasiswa Universitas Sam Ratulangi. Hasil penelitian menunjukkan bahwa Web design, Customer Service, Security, Fulfillment berpengaruh positif dan signifikan terhadap kepuasan pelanggan pada platform online shoppers pada pelanggan Universitas Sam Ratulangi Manado dan skala Likert 6 poin digunakan untuk membantu analisis data. dalam penelitian ini untuk Pengaruh Desain Web, Layanan Pelanggan, Keamanan, dan Pencapaian Pelanggan Platform Pembeli Online

Kata Kunci: desain web, layanan pelanggan, kepuasan pelanggan, dan platform pembeli online

INTRODUCTION

Research Background

Online shopping behavior has become a habit for many people, especially in the midst of the current pandemic. Moreover, Indonesia is the largest e-commerce market in Southeast Asia. According to Wearesocial and Hootsuite data, around 90% of internet users in Indonesia have shopped online. In 2019, the value of the e-commerce market capitalization in Indonesia reached USD 21 billion or around IDR 294 trillion. Based on the McKinsey report, the e-commerce industry in Indonesia is predicted to reach a value of USD 40 billion by 2022.

Customers of online shopper's platform nowadays becomes more picky and selective in judging online shoppers platforms. It makes them compare one platform to another, or in other words it will determine whether they are satisfied of the platform on not. And it led to the loyalty of the customers to access the platform itself for them to repurchase certain product. This research focuses service quality, especially

electronic service quality (E-S-Qual) as the determination of customers satisfaction, because as mention above, it has direct impact on customer trust because they would be able to indicate the ability of the features that provided by the site.

It was the driving factors why to do this research of knowing do the customers rate the platform to find out do they feel satisfied of the platform or not, based on the electronic service quality of the platform in this case are the website design, customer service, security, and fulfillment measurements one of the example in general terms is the website design of e-commerce platform.

Internet users in this case customers that shopped online are significantly increased that has made e-commerce companies has a rapid growth. It makes them maximize the features, the ease of use, interesting design, etc. of their website design. Also as another example is the security of the online shopper's platform. To increase the customers loyalty, online shoppers platform are maximizing their security and safety of the customers personal/privacy data, because it is one of most important part of features that would determine customers trust and loyalty of the platform itself. Based on the problem and phenomena above, this research will be conducted The Impact of Web Design, Customer Service, Security, and Fulfillment towards Customer Satisfaction of Online Shoppers Platform

Research Objectives

The research objectives used are as follows:

1. To identify the simultaneous influence of web design, customer service, security, and fulfillment on customer satisfaction of online shoppers platform.
2. To identify the partial influence of web design on customer satisfaction of online shoppers platform.
3. To identify the partial influence of customer service on customer satisfaction of online shoppers platform.
4. To identify the partial influence of security on customer satisfaction of online shoppers platform.
5. To identify the partial influence of fulfillment on customer satisfaction of online shoppers platform.

THEORETICAL FRAMEWORK

Customer Satisfaction

Customer satisfaction is an indication of the customer's belief of the probability of a service leading to a positive feeling (Udo, Bagchi, and Kirs, 2010). According to Kotler and Keller (2006), customer satisfaction is the consequence of customer experiences during the buying process, and it plays a crucial role in affecting customers' future behavior, such as online repurchase and loyalty (Pereira, Salgueiro, and Rita, 2016). Satisfaction is one of the most important success measures in the business to consumer (B2C) online environment (Shin et al., 2013). A satisfied online customer would likely shop again and recommend online retailers to others (e.g., Pereira, Salgueiro, and Rita, 2017), while a dissatisfied customer would leave his/her online retailer with or without any complaint.

Marketing and E-Marketing

Schiffman and Kanuk (2004) defined that consumer behavior as the behavior that consumers display in searching for purchasing, using, and disputing of products and services that they expect will satisfy they needs. In other words, consumer behavior involves the feelings and thoughts of people experiences. It attempts to understand the decision-making processes of buyers, both individually and in groups such as how emotions affect buying behavior. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people's wants.

Internet

According to Chaffey (2007:6), the internet is a worldwide interconnected computer network that allows millions of networks to be connected to one another so that users can easily connect with other users. Schneider et al. (2011:53) states that the internet is a computer network that connects people to interact with each other, the internet can technically be defined as a system of interconnected international computer networks.

E- Business and E-Commerce

Laudon and Traver (2017) state that, e-business is the use or activation of digital transactions and business processes within a company, involving information systems under strong control from within the company's internal and external organizations. According to Schneider et al. (2011:4), e-commerce can be defined as several activities such as business trading with other business processes within the company's internal processes to support buying, selling, recruiting, planning, and other activities. According to Laudon and Traver (2017), e-commerce is the activity of using the internet and the web for business transactions. Allows for commercial transactions between organizations and individuals.

Previous Research

Rita, Oliveira, and Farisa (2019) developed new knowledge to better understand the most important dimensions of e-service quality that have impact on customer satisfaction, customer trust, and customer behavior, building on existing literature on e-service quality in online shopping. This study focuses on the four-dimensions of e-service quality model that better predict customer behavior. It not only tests the impact of customer satisfaction on customer behavior such as repurchase intention, word of mouth, and site revisit, but also the impact of customer trust. The result is expected to extend the knowledge about different country culture vis-à-vis different relevance of e-service quality attributes. Data from an online survey of 355 Indonesian online consumers was used to test the research model using structural equation modelling. The analytical results showed that three dimensions of e-service quality, namely website design, security/privacy and fulfilment affect overall e-service quality. Meanwhile, customer service is not significantly related to overall e-service quality. Overall e-service quality is statistically significantly related to customer behavior.

Albari and Safitri (2018) examined the influence of product price on consumers' purchasing decisions. The subject of this research is the consumption of counterfeit products or "replicas" of famous brands. The sample consisted of 166 people who were selected using the purposive convenience sampling technique. Data were obtained by using a questionnaire. After instrument testing and quality testing, the data were then analyzed by using regression analysis and the discriminant model. All calculations were carried out by using the SPSS 21.0. The discriminant analysis results show that brand image and price (fair price and fixed price) simultaneously have a partial and positive effect on purchasing decision. Multiple linear regression analyses results show that price (fixed price and relative price) simultaneously have a partial and positive effect on brand image.

Kusdiby and Februadi (2019) measured the influence of electronic service quality on customer's satisfaction and loyalty in online shopping setting. This study used quantitative method. The questionnaires were distributed online. Of the 305 returned questionnaires, 282 were valid for further data analysis. SEM PLS was used to test the hypothetical analysis. The results reveal that electronic service quality has a positive and significant influence on satisfaction. Also, consumer satisfaction influences positively and significantly on loyalty. The indirect effect of electronic service quality on loyalty is higher compared to its direct effect

Conceptual Framework

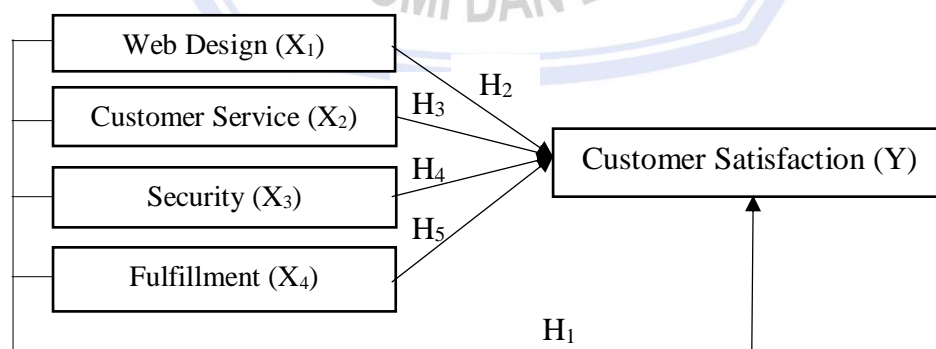


Figure 1. Conceptual Framework

Source: Data Processed, 2021

Research Approach

This research used quantitative method. The method used in this research is Analytical Hierarchy Process and Microsoft Excel as the data tabulation's tool.

Population, Sample, and Sampling Technique

Population refers to the entire group of people, event, or things of interest that the researcher wishes to investigate (Sekaran and Bougie, 2009). It is a group of people, events, or things of interest for which the researcher wants to make inferences based on sample statistics. The population in this research is Sam Ratulangi University Student who have experience using e-commerce platform. In this study the sample taken in a size large that number is not known for certain, then used the technique of determination of the amount of the sample to the population to infinity as follows (Rao, 1996).

$$n = \frac{Z^2}{4(moe)^2} = \frac{1.96^2}{4(0,1)^2} = 96,04 = 100$$

Whereas:

n : number of samples

Z : the rate of normal distribution at the significant level of 5% (1.96).

Moe : margin of error max, is the level of the maximum error of sampling is still tolerated, by 10%.

Purposive sampling will be used in this research. Purposive sampling is a technique to collect data sample of data source with some consideration like people who are considered understand the matter, can be trusted or people who has authority that will make it easier for the researcher to explore the certain object or social situation (Sugiyono, 1997).

Data Collection Method

This research is conducted with a source of data. Primary data refer to information obtained first-hand by the researcher on the variables of interest for the specific purpose of the study. Individual provide information when interviewed, administered questionnaires, or observed. Group depth interviews, or focus groups, are the other rich source of primary data (Sekaran and Bougie, 2009). The primary data used in this research is the questionnaire that will be distributed to 100 respondents.

Operational Definition of Research Variable

Table 1. Operational Definition and Indicator of Research Variable

Variable	Operational Definition	Indicator
Web Design (X1)	Website design refers to all elements of the customer experience related to the website (Blut, 2016)	Information quality, web-site aesthetics, purchase process, website convenience, product selection, price offerings, website personalization, and system availability.
Customer Service (X2)	Online businesses provide customer service that allows customers to ask for more detailed information regarding the product they want to buy. Customer service refers to service level and returns handling/return policies during and after the sale (Blut, 2016)	Service level, and returns handling/return policies.
Security/Privacy (X3)	Security refers to the security of credit card payments and privacy of shared information. (Blut, 2016).	Security of credit card payments, and privacy of shared information
Fulfillment (X4)	Fulfillment refers to activities that ensure customers receive what they ordered (Blut, 2016).	Time of delivery, order accuracy, and delivery condition
Customer Satisfaction	Customer satisfaction is an indication of the customer's belief of the probability of	Feeling satisfied, needs fulfilled, recommendation to others.

(Y) a service leading to a positive feeling
(Udo, Bagchi, and Kirs, 2010).

Source: Data Processed (2022)

Data Analysis Method

This section will be pointed out about data analysis method included validity and reliability test that can be done by using Pearson Product and Cronbach's Alpha, Multiple Regression Analysis to analyze the relationship between a single dependent variable and several independent variables and all of the data analysis method that are used in this present research.

Validity

Validity is extent to which a construct measures what it is supposed to measure. An easy measure of validity would be to compare observed measurement with the true measurement (Hair et al., 2010). To test the validity of the research, the Pearson Product is used, by seeing the value of significance and comparing the value of r_{table} with r_{value} . If the significance value >0.05 , and if the value of $r_{value} > r_{table}$, then the instrument is declared valid.

Reliability Test

Reliability test is established by testing for both consistency and stability of the answer of questions. According to Anastasi and Urbina, (2002), Reliability refers to consistency of scores obtained by the same persons when they are reexamined with the same test on different occasions, or with different sets of equivalent items, or under variable examining conditions. Alpha Cronbach is reliable coefficients that can indicate how good items in asset have positive correlation one to another

RESULT AND DISCUSSION

Result

Validity Test

The questionnaire is valid if $r_{count} \geq r_{table}$, and the questionnaire is not valid if $r_{count} \leq r_{table}$. Based on r_{table} (distribution value) with significant level $\alpha = 0.05$ and to find out the r_{table} with the total number of respondents (N) = 100. The r_{table} value can be obtained at 0.195.

Table 1 Validity Test

Variable	Indicators	Pearson Correlation	Sig 2-tailed	N	R table	Status
Web Design	X1.1	0.328	0.001	100	0.195	Valid
	X1.2	0.727	0.000	100	0.195	Valid
	X1.3	0.433	0.000	100	0.195	Valid
	X1.4	0.544	0.000	100	0.195	Valid
	X1.5	0.714	0.000	100	0.195	Valid
	X1.6	0.333	0.000	100	0.195	Valid
	X1.7	0.686	0.000	100	0.195	Valid
	X1.8	0.727	0.000	100	0.195	Valid
Customer Service	X2.1	0.585	0.000	100	0.195	Valid
	X2.2	0.781	0.000	100	0.195	Valid
	X2.3	0.769	0.000	100	0.195	Valid
	X2.4	0.808	0.000	100	0.195	Valid
Security	X3.1	0.554	0.000	100	0.195	Valid
	X3.2	0.571	0.000	100	0.195	Valid
	X3.3	0.613	0.000	100	0.195	Valid
	X3.4	0.684	0.000	100	0.195	Valid
	X3.5	0.620	0.000	100	0.195	Valid
	X3.6	0.718	0.000	100	0.195	Valid
Fulfillment	X4.1	0.484	0.000	100	0.195	Valid
	X4.2	0.516	0.000	100	0.195	Valid

	X4.3	0.618	0.000	100	0.195	Valid
	X4.4	0.748	0.000	100	0.195	Valid
	X4.5	0.643	0.000	100	0.195	Valid
	X4.6	0.642	0.000	100	0.195	Valid
Customer	Y1	0.727	0.000	100	0.195	Valid
Satisfaction	Y2	0.742	0.000	100	0.195	Valid
	Y3	0.704	0.000	100	0.195	Valid
	Y4	0.761	0.000	100	0.195	Valid

Source: Data Processed (2022)

Reliability Test

To measure the reliability this research used Cronbach's Alpha. If the Cronbach Alpha or reliability coefficient is more than 0.6 the questionnaire is reliable. In table below shows the reliability test results.

Table 2 Result of Reliability Test

Cronbach's Alpha	N of Items	Status
0.626	28	Reliable

Source: Data Processed (2022)

Discussion

Web Design, Customer Service, Security, and Fulfillment Impact on Customer Satisfaction

The biggest challenge for online shopping is to provide and maintain customer satisfaction. In order to obtain high levels of customer satisfaction, high service quality is needed. And service quality measurements contain four dimensions: website design, customer service, security/privacy, and fulfillment. Based on the research that has been done by the researcher, the researcher makes hypothesis that web design, customer service, security, and fulfillment as independent variables has an impact to customer satisfaction as dependent variable simultaneously on online shopper's platform on the customers in Sam Ratulangi University Manado. Owing to the importance of service quality, it becomes one critical thing in determining the failure or success of most businesses. E-S-Qual and those dimensions have a direct impact on customer trust because they are able to indicate the ability of sites concerning building customer trust (Gefen and Straub, 2004). Moreover, a (Lee and Lin, 2005) shows that the dimensions of E-S-Qual influence customer satisfaction directly.

Web Design Impact on Customer Satisfaction

The researcher found on the respondents of the online shopper's platform on the customers in Sam Ratulangi University Manado. The majority that has the highest percentages of respondent is male with 60% or 60 respondents and the rest is female with 40% or 40 respondents. To that the researcher makes the hypothesis that web design has a significant impact on customer satisfaction. However, based on the results of t-test, it was found that web design impact customer satisfaction on online shoppers platform at Sam Ratulangi university because it is reveal that based on questionnaire that has spread to the respondents. Web design are the important things to the customer satisfaction. This is the way to makes the customer satisfy and what the customer needs and wants will be easy to know. This is supported by Díaz and Koutra (2013) that good website design should emphasize usability by providing the aesthetics of the design, reflecting a strong and associative image to the brand, and being able to attract customers to visit it. Attractive website designs provide easily accessible information, use large, legible fonts and may feature appropriate colors that are coordinated with the company's logo and corporate image and it is going to create a customer satisfaction. According to, this study clearly shows that there is positive relationship between the website characteristics on online website towards customer satisfaction.

Fulfillment Impact on Customer Satisfaction

A researcher found a supporting research by previous research that discuss about fulfillment on customer satisfaction. Fulfilment is one of the factors that could result in highest satisfactory among the customers in online shopping and this was proven by Kandulapati and Bellamkonda (2014) that the fulfilment has positive influence and significant effect on the customer satisfaction. Another supporting research is Ali et al. (2021), fulfillment will provide a great effect on the customer satisfaction. That is why companies need to

focus on their customer satisfaction through providing good and proper service quality to increase their profitability.

Security Impact on Customer Satisfaction

Privacy is a critical issue in online shopping as customer are concern with their information would be exposed to the public after using the web site. So when the data of the customer are safe, the customer will feel satisfy with the platform that they used to shop. Radziszewska (2018) indicated that privacy has great impact on the shopping experiences as well as e-commerce's quality level and, privacy also considered important to evaluate the online service quality and it has the most influential upon customer satisfaction. Security itself become a major factor if the customer has satisfied to the platfor or not, because the platform itself must maximize the security and privacy of the customer's data.

Fulfillment Impact on Customer Satisfaction

Fulfilment is related to the promises that was provided by a web sites which need to be fulfilled accurately in order to retain the customer satisfaction Based on the result, this research reveal that fulfillment has an impact on customer satisfaction partially to the online shoppers platform on the customers in Sam Ratulangi University Manado. A researcher found a supporting research by previous research that discuss about fulfillment on customer satisfaction. Fulfilment is one of the factors that could result in highest satisfactory among the customers in online shopping and this was proven by (Kandulapati and Bellamkonda, 2014) that the fulfilment has positive influence and significant effect on the customer satisfaction.

CONCLUSION AND RECOMMENDATION

Conclusion

Based on the result of analyzing and discussing, then two conclusions can be purposed.

1. Web Design have a positive impact and significant correlation with Customers satisfaction on online shopper's platform on the customers in Sam Ratulangi University Manado.
2. Customer service have a negative impact and significant correlation with Customers satisfaction on online shopper's platform on the customers in Sam Ratulangi University Manado.
3. Security have a negative impact and significant correlation with Customers satisfaction on online shopper's platform on the customers in Sam Ratulangi University Manado.
4. Fulfillment have a positive and significant correlation impact with Customers satisfaction on online shopper's platform on the customers in Sam Ratulangi University Manado.
5. Web design, Customer Service, Security, Fulfillment have a positive and significant influence on customer satisfaction on online shoppers platform on the customers in Sam Ratulangi University Manado.

Recommendation

Based on the results, the following are some suggestions for marketers and academic purposes that can be given by the researcher:

1. The design of a website itself true have an impact on the customers itself because the more interesting and eye-catching, it would be the more customer will access the platform itself. Such a recommendation the platform itself must increase the security so that it would gain the trust of the customers by providing a more security or privacy features of the platform.

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