THE INFLUENCE OF SERVICE QUALITY AND CONSUMER TRUST TOWARDS CUSTOMER SATISFACTION ON SHOPEE IN MANADO

PENGARUH KUALITAS PELAYANAN DAN KEPERCAYAAN KONSUMEN TERHADAP KEPUASAN PELANGGAN SHOPEE DI MANADO

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Abstract: The rapid development of the digital economy in Indonesia has had a positive impact on the national economy, one of which is the growth of various online trading platforms or e-commerce. Shopee is an e-Commerce that serves interactive buying and selling between sellers and buyers online in the form of a mobile application to make it easier for users to carry out online shopping activities without having to open a website through a computer device. The purpose of this study was to the influence of service quality and customer trust towards customer satisfaction on Shopee in Manado. This study uses multiple linear regression. The population in this study is people who shop online through Shopee in Manado. The type of population used in this study is an unlimited population and for the sampling technique using purposive sampling.

Keywords: service quality, consumer trust, customer satisfaction

Abstrak: *Pesatnya perkembangan ekonomi digital di Indonesia memberikan dampak positif bagi perekonomian nasional, salah satunya dengan tumbuhnya berbagai platform perdagangan online atau e-commerce. Shopee adalah e-Commerce yang melayani jual beli interaktif antara penjual dan pembeli secara online dalam bentuk aplikasi mobile untuk memudahkan pengguna dalam melakukan aktivitas belanja online tanpa harus membuka website melalui perangkat komputer. Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas pelayanan dan kepercayaan pelanggan terhadap kepuasan pelanggan Shopee di Manado. Penelitian ini menggunakan regresi linier berganda. Populasi dalam penelitian ini adalah masyarakat yang berbelanja online melalui Shopee di Manado. Jenis populasi yang digunakan dalam penelitian ini adalah populasi tak terbatas. dan untuk teknik pengambilan sampel menggunakan purposive sampling.*

Kata Kunci: *kualitas pelayanan, kepercayaan konsumen, kepuasan pelanggan*

INTRODUCTION

Research Background

In the current industrial era, company information is transacted online, including electronic commerce (e-commerce). In order for companies to maintain and increase profits, companies tend to move from the offline market to the online market using e-commerce to do business with their customers. E-commerce is a type of activity using the internet to do business through mobile applications and browsers running on mobile devices (Laudoni and Traver, 2017). E-commerce is where one site provides or can make transactions online or also a way of shopping or trading online or direct sales that can take advantage of internet facilities where there is a website that provides "get and deliver" services. E-commerce will change all marketing activities and also add operational costs for trading activities (Sudaryono, Rahwanto, and Komala, 2020).

According to Ahmadi and Hermawan (2018) e-commerce is a buying and selling activities through the internet network where buyers and sellers do not meet in person, through communication through internet media.

Electronic commerce draws on technologies such as mobile commerce, electronic funds transfer, supply chain management, Internet marketing, online transaction processing, electronic data interchange (EDI), inventory management systems, and automated data collection systems (Bucko, Kakalejčík, and Ferencova, 2018). From year to year, the growth of e-commerce in the Indonesian market is quite interesting. Euromonitor notes that online sales in Indonesia have reached US$ 1.1 billion since 2014 census data from the Central Statistics Agency (BPS) also said, Indonesia's e-commerce has increased by 17 percent since 2010 with the total number of e-commerce businesses reached 26.2 million units. E-commerce Association Indonesia also appreciates the government's support in accelerating healthy growth for Indonesian e-commerce.

One of the e-commerce sites in Indonesia that has the most users is Shopee, an online shopping center that offers various types of products. Shopee is one of the first consumer-to-consumer (C2C) mobile marketplace applications that provides fun, safe, practical, and easy-to-use (user friendly) features for buying and selling transactions (Widyanita, 2018). Shopee e-commerce provides convenience and services for products as well as providing online shopping experiences such as at malls, online shopping malls. Although Shopee has attracted a lot of attention, Satisfaction to Shopee usage is still in doubt. Some users are hesitant to continue making Shopee purchases because the shopping experience does not meet customer expectations, so many complaints are submitted to Shopee. One of the cases that happened in July 2020 was the case of a laptop order that was unilaterally canceled. The seller made a unilateral cancellation for the purchase of a laptop which caused the customer to be disappointed because the ordered laptop did not reach the customer, and it was confirmed to Shopee but did not provide a solution (Azrina, 2021).

Understanding customer satisfaction, can be understood well if we can identify the factors that can affect customer satisfaction, in the context studied by the mobile e-commerce application, namely Shopee. Factors that can predict customer satisfaction, include service quality and consumers trust in Shopee. In recent years, due to the popularity and development of e-commerce, researchers have begun to focus on the role of participation and interaction in the long-term relationship between customers and companies. Existing customer relationships, providing high-quality services can enhance and maintain customer satisfaction (Hu, Chen, and Zhang, 2021). Satisfaction customers are the most important and valuable asset for company. Companies that want to form strong customer bonds must take into account a number of diverse considerations, because this is a key to long-term marketing success. In forming Satisfaction customers, one of which is the provision of good service so that customers feel satisfied and happy (Armanto, 2018). Satisfaction can be described as the attitude or assessment of consumers towards the company's products and satisfaction when their expectations are exceeded (Pratiwi and Dewi, 2015).If consumers are satisfied with a product, they are likely to continue to buy and use it and tell others about their pleasant experience with the product. Based on the explanation of the research background, this study tries to find out more about how the influence of service quality and consumers trust on customer satisfaction in the people in Manado shopping online at Shopee.

Research Objectives
The objectives of this research are to analyze the influence of:
1. Service Quality on Shopee User Customers Satisfaction
2. Consumer Trust on Shopee User Customers Satisfaction
3. Service Quality and Consumer Trust on Shopee User Customers Satisfaction

THEORETICAL FRAMEWORK

Marketing
The American Marketing Association in 2017 defined Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. Success in marketing a company's product is not only judged by how much the product is sold, but what is more important is how to maintain market share.

E-Commerce
According to Indrajit (2018), E-commerce is an arena for transactions or information exchange between sellers and buyers in cyberspace. With the increasing number of COVID-19 cases, many people tend to choose to shop from home using the internet. E-commerce can make transactions to sell, buy, or market products online using the internet. For business people, using e-commerce can provide benefits such as increasing revenue with

lower usage or operational costs, reducing late payments using electronic transfers or appropriate payments, speeding up service to customers, and more responsive service.

Service Quality

Academic research on service quality began in the 1970s and 1980s. The earliest definition of service quality is the same as the results of previous standards and services. Gronroos (2001) thinks that service quality is a kind of service perception, the service quality perceived by the customer is the key to the company's success, and the service quality is evaluated subjectively by the customer himself.

Customer Satisfaction

According to Sunyoto (2015), Customer satisfaction is one of the reasons where consumers decide to shop somewhere. If consumers are satisfied with a product, they are likely to continue to buy and use it and tell others about their pleasant experience with the product.

Consumer Trust

According to Madjid et al (2018) trust in online purchasing is the readiness of buyers to rely on other groups during the online shopping process in the hope that other encounters will carry out proper practices and will provide guaranteed goods and administration. Trust is a common antecedent in studies of satisfaction and loyalty (Verhagen et al., 2006).

Previous Research

Hu, Chen, and Zhang (2021) focused on the influence of electronic service quality and customer loyalty. At the same time, customer engagement is also considered and together established a new model. The empirical test is conducted by using the data processing software SPSS 26.0 and AMOS 24.0 to analyze the 433 questionnaires gained from random interviews and online fill out. AMOS (version 24.0) was used to estimate both the measurement and structural models. The test shows that the electronic service quality (process quality, outcome quality, recovery quality) has a prominent positive effect on customer engagement and so does the engagement to loyalty. Service recovery quality can not only directly affect customer loyalty, but also indirectly affect customer loyalty through customer engagement, while service process quality and service result quality affect customer loyalty through customer engagement.

Pratminingsih, Lipuringtyas, and Rimenta (2013) examined empirically the influence of satisfaction, trust and commitment on customer loyalty in online shopping. This paper describes a theoretical model for investigating the influence of satisfaction, trust and commitment on customer loyalty toward online shopping. Based on the theoretical model, hypotheses were formulated. The primary data were collected from the respondents which consists of 300 students. Multiple regression and qualitative analysis were used to test the study hypotheses. The empirical study results revealed that satisfaction, trust and commitment have significant impact on student loyalty toward online shopping.

Muharam et al. (2021) examined how e-service quality, trust, and customer satisfaction affect customer loyalty towards purchasing goods and services. The proposed model also investigates the relationships among e-service quality, trust to loyalty, and satisfaction as a mediator that remains underexplored. The sample of this study is 350 millennial respondents as online buyers in Bogor city. PLS-SEM modeling procedure was used to test the proposed research model. We find that the quality of e-service and trust has a significant favorable influence on customer loyalty, and this effect is mediated by customer satisfaction.

Conceptual Framework
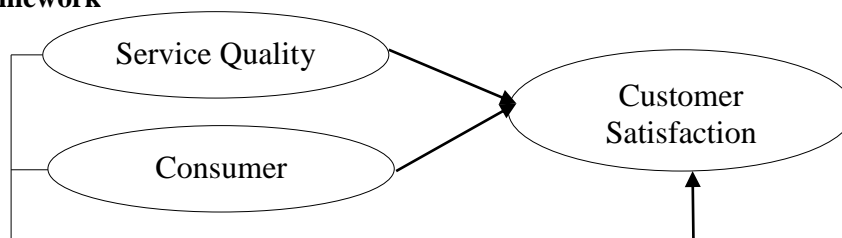
Figure 1. Conceptual Framework
Source: Literature Review

Research Hypothesis
H1: There is a significant influence of service quality on customer satisfaction partially.
H2: There is a significant influence of consumers trust on customer satisfaction partially
H3: There are significant influence of service quality and consumer trust on customer satisfaction simultaneously.

RESEARCH METHOD

Research Approach
          The research type is causal research to test whether or not one event causes another (does X cause Y), it means a change in one event brings about a corresponding change in another event.

Population, Sample, Sampling Technique
          According to Sekaran and Bougie (2016), Population refers to the entire group of people, events, or interesting things that the researcher wants to investigate. The population in this study is people who shop online through Shopee in Manado. Sample is defined as a particular element of the population to become the sample. The minimum sample collection for this research obtained as much: 96.4 and rounded to 100 respondents in order to make the calculations easier. The sampling method used in this research is purposive sampling. Purposive sampling is a non-probability sampling design where the required information is collected from certain target groups that meet the criteria set by the researcher (Sekaran and Bougie, 2016).

Data Collection Technique
          Data collection method is important by providing useful information to understand the process before gaining the result. Data collection method divided into primary and secondary. For the purpose of this study, this study used questionnaire to collect the data as primary data. Secondary data is the data that have been already collected and obtained by the researcher from other sources such as books, articles, and previous research that support and related with the topic that are being discussed in this research.

Data Analysis Method
Validity and Reliability
          Validity is the extent to which a construct measures what it is supposed to measure. Means validity test is used to measure whether the questionnaire valid or not, a valid questionnaire if the questions in the questionnaire are able to reveal something that is measured. Refers to the formula $df = n-2$ with the standard significant value of 5% inside the statistical table r, where if r count is greater than r table then concluded as valid otherwise if r count is less than r table then the result is invalid. The Reliability value is expressed by the Cronbach Alpha coefficient that indicates how well the items in a set are positively correlated to one another. The closer cronbach's alpha to 1, the higher the internal consistency reliability, if the reliability less than 0.60 are considered to be poor, it has a better result if the value above 0.70 or close to 1." (Sekaran and Bougie, 2016).

Classical Assumption Tests
Normality Test
          Normality test will be conducted to determine whether a regression model, independent variable, dependent variable, or both have normal distribution or not. Normality test is done through observing the Normal Probability Plot or P-P plot chart of SPSS. The second normality test used in this study is One-Sample Kolmogorov-Smirnov test. According to Bahri (2018), "if the significant value is greater than 0.05 or 5% of significant level, means the data distribute normally.

Multicollinearity Test
          Multicollinearity test aims to identify the correlation between independent variables in a multiple linear regression model. The correlation between independent variables in regression model can show unstable results because in analyzing it can estimate the regression coefficient becomes inaccurate. According to Sekaran and Bougie (2016), to "measure the degree to which one independent variable is explained by the other independent variables by measuring the tolerance value, which corresponds to a VIF (Variance Inflation Factors) value" (p. 316). There is no symptom of multicollinearity if the tolerance value is over than 0.10 and the VIF (Variance Inflation Factors) value is less than 10.

Heteroscedasticity Test

　　　　Heteroscedasticity in this research is tested by looking at a scatterplot graph between standardized predicted value (ZPRED) and studentized residual (SRESID). The presence or absence of certain patterns on the scatterplot graph between SRESID and ZPRED where the Y-axis is the predicted Y and the X-axis is the residual (Y predicted-true Y).

Multiple Linear Regression Analysis

　　　　According to Kurniawan (2014), "multiple linear regression equation is a linear regression model with more than one independent variable". The purpose of this equation is to determine the effect caused by independent variables Service Quality (X1) and Consumer Trust (X2) towards dependent variable Customer Satisfaction (Y). The equation as follows:

$$Y = \alpha + \beta1.X1 + \beta2.X2 + + e$$

Where:

Y	= Customer Satisfaction
α	= Intercept
β1, β2, β3	= The regression coefficient of each variable
X1	= Service Quality
X2	= Consumer Trust
e	= Standart Error

Hypothesis Testing
F-Test

　　　　F-test is the test statistic follows from F distribution under the hypothesis, this test is used to test the overall significance for a regression model in order to identify the comparison of fits of different models. F-test can be observed through processed SPSS data in the ANOVA table, by looking at the comparison between F count and F tables and the specified significant value (Sig) is 5% ($\alpha \leq 0.05$).

T-Test

　　　　T-test is a statistical test using t-distribution (table). T-test is used to examine whether there is any significance influence between each independent variable towards the dependent variable. t-test can be known by using the results of processed SPSS data, in the Coefficients table by comparing the value of t table and t count, and the significant value (Sig) specified is 5% ($\alpha \leq 0.05$).

RESULT AND DISCUSSION

Result
Validity and Reliability Test
Validity Test

　　　　The validity data test, where it shows r table value is 0.193, then the significant level that used is 5% or 0.05. Each of Service Quality (X1), Consumers Trust (X2) and Customer Satisfaction (Y) variable's statements or indicators have a higher value than r table and the significant value below 5% or 0.05, which means all the statements or indicators that are used in the questionnaire for this research is valid, then can be used for future analysis. Service Quality (X1) consists of 4 statements, Consumers Trust (X2) consists of 3 statements, and Customer Satisfaction (Y) consists of 4 statements. Table 4.2 shows that the cronbach's alpha value of these 3 variables that consists of 11 statements or indicators is at 0.917 which is over than 0.60 and tend close to 1. The more reliable questionnaire if the value of cronbach's alpha is close to 1. Based on the result, the instrument (questionnaire) in this study is reliable and can be used for future analysis.

**Classical Assumption Tests**
Normality Test

　　　　Figure 2 shows that the result of Normal Probability Plot or P-P plot tested in this research. This figure shows that the data in the form of dots that spreads near the diagonal line and follow the direction of the diagonal line, which means data can be concluded as normally distributed.

Figure 2. Normality Test
Source: Data Processed

Heteroscedasticity Test
        Figure 3 shows the result of heteroscedasticity test. The scatterplot is said no symptom of heteroscedasticity if the dots spreads above and below 0 in Yaxis and have no clear pattern.
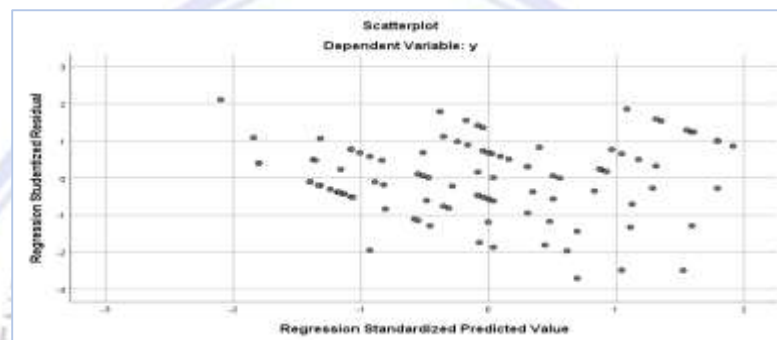
Figure 3. Normality Test
Source: Data Processed

Multicollinearity Test
        Table 1 shows that the tolerance value of Service Quality (X1) is 0.413, and the value of Consumers Trust (X2) is 0.634, meaning each of tolerance value is over than 0.10. In the meantime, VIF (Variance Inflation Factors) value of Service Quality (X1) of 2.420, and the value of Consumers Trust (X2) if 1.576 and it is less than 10, meaning there is no multicollinearity symptom from those independent variables.

Table 1. Multicollinearity Test

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Service Quality	0.413	2.420	No Multicollinearity
Consumers Trust	0.634	1.576	No Multicollinearity

a. Dependent Variable: Intention to use
Source: Data Processed

Multiple Linear Regression Analysis
The equation from table 2 is:

$$Y = 790 + 0.607X_1 + 0{,}473X_2 + e$$

1. Constant has a positive value at 790 that means Service Quality (X1) and Consumer Trust (X2) have positive influence on Customer Satisfaction (Y). If the value of independent variables' increase in certain of numbers then the dependent variable will be increased too.
2. The value of regression coefficient value of Service Quality (X1) is 0.607. It shows that if Service Quality (X1) increases in one unit, then Customer Satisfaction (Y) increases at 0.607 or 60.7%. The performance of service quality affects customer satisfaction assuming other variables are constant (ceteris paribus).

3. The value of regression coefficient of Consumer Trust (X2) is 0.473. It shows that if Consumer Trust (X2) increases in one unit, then Customer Satisfaction (Y) increases at 0.473 or 47.3%. The performance of consumer trust affects customer satisfaction assuming other variables are constant (ceteris paribus).

Table 2. Multiple Linear Regression Analysis

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig
		B	Std.Error	Beta		
1	(Constant)	.790	1.414		.558	.578
	X1	.607	.092	.648	6.567	.000
	X2	.473	.138	.271	3.419	.001

a. Dependent Variable: Intention to use
Source: Data Processed

Correlation of Coefficient (R) and Coefficient of Determination (R^2)
Table 3. Result of R and R2

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.778	.605	.593	1.61069

a. Predictors: (Constant), Service Quality, Consumers Trust, Customer Satisfaction
Source: Data Processed

Table 3 shows that the value of correlation coefficient (R) is at 0.778 it means the correlation of Service Quality (X1), and Consumer Trust (X2) on Customer Satisfaction (Y) is highly correlated because the value tends close to 1. The Coefficient Determination (R2) Test. The test is to measure the model ability of the dependent variables in explaining the variation of the dependent variable. The result of R2 is 0.605 which means the variation of Service Quality (X1) and Consumer Trust (X2) can explain the variation in Customer Satisfaction at 60.5%, which means Customer Satisfaction (Y) can be explained well by Service Quality (X1) and Consumer Trust (X2).

Hypothesis Test
T-Test
Table 4. T-Test

Model	t	t table	Sig.	Status
(Constant)	578		0.000	
Service Quality	6.567	1.984	0.000	Accepted
Consumer Trust	3.419	1.984	0.001	Accepted

a. Dependent Variable: Intention to use
Source: Data Processed

The interpretation is as follows:
- The significance value of service quality is 0.000 less than 0.05. therefore, service quality affects toward customer satisfaction or H1 is accepted
- The significance value of consumer trust is 0.001 less than 0.05. therefore, consumer trust affects toward customer satisfaction or H2 is accepted

F-Test
Table 5. F-Test

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	393.375	2	131.125	50.543	.000[b]
	Residual	256.839	99	2.594		
	Total	Total	102			

a. Dependent Variable: Intention to use
b. Predictors: (Constant), Service Quality, Consumers Trust, Customer Satisfaction
Source: Data Processed

Table 5 show the significance value is 0.000 less than 0.05. It can be concluded that service quality (X1) and consumer trust (X2) affect toward customer satisfaction (Y) Simultaneously. Thus, H3 is accepted.

Discussion
The Influence of Service Quality toward Customer Satisfaction on Shopee in Manado

Groonos (2021) defines "Service Quality is a kind of service perception, the service quality perceived by the customer is the key to the company's success, and the service quality is evaluated subjectively by the customer himself". Service quality is a variable that has a broad definition. It depends on how this variable is seen and used. In this study, service quality is an additional effort from the company which is seen from the needs of their customers which causes consumers to shop at the e-commerce. The results of this study prove that this the results of research by Wolfinbarger and Gilly (2021) who found that customer satisfaction is an outcome variable of service quality. The research result of Marimon et al. (2017) found that service quality has a positive effect on customer satisfaction. The higher the service quality, the higher the customer satisfaction.

The Influence of Consumer Trust toward Customer Satisfaction on Shopee in Manado

A common characteristic in consumer and business associations is trust (Lien et al., 2015). Trust is an absolute matter for consumers in determining purchase decision especially in online shopping. It is because limited access to the products for making purchases that consumer should have high level of trust to the producers where they will shop. The results of the study show that consumer trust positively affects customer satisfaction at Shopee. Trust is an absolute thing for consumers in determining purchasing decisions, especially in online shopping. Due to limited access to products to make purchases, consumers must have a high level of trust in the producers where they will shop. All of these indicators show a positive contribution to consumer confidence, which means consumer confidence in Shopee as a place to shop. This is due to the convenience offered by procedures at Shopee such as testimonials on social media which are described both descriptively and images/videos. Likewise with more flexible marketing methods at Shopee, such as through videos that make promotions look more realistic so that consumers believe and are more comfortable in making online purchases at Shopee. This result is similar to the previous study of Surapati, Suharno, and Abidin (2020) that customer trust has a significant effect on customer satisfaction. Consumer trust has a significant influence on customer satisfaction in online shopping. When consumers perceive a high level of risk for online shopping, it makes consumers less interested in shopping. Conversely, when consumers perceive a high level of trust in producers, customer satisfaction will immediately manifest, and if they are satisfied it will trigger there to make a second purchase or repurchase.

The Influence of Service Quality and Consumer Trust toward Customer Satisfaction on Shopee in Manado

The significant influence of service quality and consumer trust on customer satisfaction shows consumer motives in making online purchases at Shopee,. This is observed through four indicators that contribute positively to customer satisfaction at Shopee. This means that most people who do online shopping especially at Shopee are based on their needs. Consumers gather all the information what they want to buy and choose the best place to shop. Consumers make purchases and assess whether the service, place, store, brand/product, and price are appropriate or not for the possibility of repurchasing. In addition, most of the consumers who shop at Shopee are generally of productive age. They are interested in shopping online at Shopee because of the many convenience factors offered which then increase consumer confidence in Shopee. Consumers are interested in shopping at Shopee because promotions at Shopee are more attractive. This study shows that most Shopees are used more as a means to shop online, so that consumers can reach a wider range of producers. The feature factor for promotion also provides a competitive advantage. Payments through Shopee have also used online transactions to make it easier for consumers to shop and can provide convenience to consumers so that consumer confidence remains.

CONCLUSION AND RECOMMENDATION

Conclusion

From the result of data analysis as previously stated, it can be concluded that:
1. Service Quality affects toward Customers Satisfaction on Shopee in Manado. The Great of the Service quality, the more satisfied to repeat purchases in the future. Consumer Trust has a positive effect on customer loyalty in the Shopee application. Trust makes consumers more confident when shopping online at Shopee

2. Consumer Trust affects toward Customers Satisfaction on Shopee in Manado. Trust makes consumers more confident when shopping online at Shopee.
3. Service Quality and Consumer Trust affects toward Customers Satisfaction on Shopee in Manado

Recommendation

Based on the above conclusion, the suggestion are described as follows:

1. Shopee should further improve the quality of service more reliable in the future with better service to meet the needs of customers and level of trust consumer who want to shop at Shopee for the convenience of consumers in order to create satisfaction to repurchase
2. The features provided on Shopee that are not owned by other e-commerce platforms can be maximized so as to increase consumer interest in shopping on Shopee.
3. This research can be a reference for online sellers who have not used the Shopee platform as a place to sell products because of the trend of people using online shopping applications not only to connect with other people but also to shop.
4. Further research can be done by increasing the number of samples so that the level of data accuracy is higher, and adding more independent variables that can cover a wider aspect so that the results obtained are more measurable and can indicate other factors that may affect customer satisfaction in Shopee.

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