THE EFFECT OF E-SERVICE QUALITY AND E-TRUST ON CUSTOMER SATISFACTION THROUGH SHOPEE FOOD FEATURES AT MSMEs IN BANDUNG

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ARTICLEINFO	ABSTRACT
Keywords: E-Service quality, E-trust, Customer Satisfaction.	Shopee has the Shopee Food feature, this makes it interesting because Shopee is the first e-commerce to have online food delivery. So that Shopee does not need to compete with other e-commerce, but competes with Go Food and Grab Food. This is also supported by the results of the pre-survey which shows there are problems with the service from Shopee Food which can affect customer satisfaction. This study aims to determine how much influence E-Service Quality and E-Trust have on Customer Satisfaction through the Shopee Food feature for MSMEs in Bandung. This study uses a quantitative method with the sampling technique used is non-probability sampling with purposive sampling. Data collection was through a questionnaire with a total sample of 97 respondents who are individuals or groups who use e-commerce Shopee Food to buy MSME products in the Bandung area. The data is then processed using the SPSS 25 for Windows application. The results of this study indicate that the variables e-service quality (X1) and e-trust (X2) have a positive and significant influence on customer satisfaction variables through the shopee food feature for MSMEs in Bandung (Y).
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1.   INTRODUCTION

Indonesian people are already using the advantages of increasingly sophisticated technology so that people don't need to leave their homes, they only need to visit websites to choose goods or services to meet their daily needs because everything can be done online. This phenomenon can attract entrepreneurs, especially in Indonesia, to develop their business innovations through e-commerce.

E-commerce aims to provide satisfaction to consumers through quality service and trust to attract attention which ultimately lures consumers to buy these products. The researcher took the location for research in the city of Bandung, because the people of the city of Bandung are known to be creative and innovative with various innovations and the shopping system is always being improved every day to be able to improve service to consumers. It is also known as an innovative and creative city, also famous for its culinary delights.

Shopee is an e-commerce that is different from other e-commerce, which has a new feature called Shopee Food. Shopee Food is an online food and beverage delivery service according to consumer demand, so that currently Shopee Food is included in the food delivery application and competes with the Grab Food and Go Food applications. This can make Shopee Food easier and change the way consumers perceive Shopee, which was originally an e-commerce that provided goods, but now Shopee provides food delivery services. Shopee Food apart from selling big brand products, Shopee Food also supports local MSME products.

Based on the results of the pre-questionnaire, the data shows that 77.5% of 40 respondents, Shopee Food is the application that has become the most popular choice for shopping for food and drinks online compared to its competitors, namely Grab Food and Go Food. Then, based on the results of the pre-questionnaire distributed to respondents who use the three applications in the form of Shopee Food, Grab Food, and Go Food, it turns out that when shopping for food and drinks online, the results are more frequent using the Shopee Food application compared to Grab Food and Go Food, which where Grab Food and Go Food are leaders in online food delivery.

Electronic service quality or E-service quality is an important part of forming a company's image. E-service quality is the capability of a website that can facilitate purchases and deliveries in online shopping.

In adopting technology, one of the considerations that consumers want to use an application is e-trust. If the application can't be trusted, then consumers don't want to use it either. And vice versa, if an application can be trusted then consumers want to use it. Shopee Food provides payment services through Shopee Pay. Consumers only need to top up their balance through internet banking or directly through Indomaret and Alfamart. In addition, consumers will get discounts or free fees by using the vouchers that Shopee Food provides.

E - service quality and E - trust have an influence on customer satisfaction. Based on previous research, Haris Fauzi (2021) shows that e-service quality and e-trust have a significant effect on customer satisfaction in e-commerce Shopee. According to Setiawan and Septiani (2018) overall electronic service quality and electronic trust directly affect customer satisfaction. Thus, customer satisfaction in making transactions is closely related to the quality of services provided so that consumers believe in their choices so that they make repeat purchases in the e-commerce. In addition, the design provided is quite satisfying for consumers in finding the desired food and drink. Based on this description, the authors aim to determine the effect of E-Service Quality and E-Trust on Customer Satisfaction Through the Shopee Food Feature at Umkm in Bandung.

2. LITERATURE REVIEW
Marketing
According to Tjiptono (2019), Marketing is a function that has the most contact with the external environment even though companies only have limited control over the external environment. According to Tjiptono and Diana (2020), Marketing is the process of creating, distributing, promoting and pricing goods, services and ideas to facilitate satisfying exchange relationships with customers and to build and maintain positive relationships with stakeholders interest in a dynamic environment.

E-Commerce
According to Nurjanah (2019), in short E-commerce means running a business online or selling products to consumers online. According to Laudon and Laudon in Nursani (2019), E-commerce is a situation where the process of buying and selling products is carried out electronically by consumers and from company to company by using a computer as an intermediary in business transactions.

E – Service Quality
According to ParaSuman et al. in Budiman et al., (2020), e-service quality is defined as a tool or instrument to obtain a measure of the level of customer satisfaction from an internet-based service which consists of shopping and delivering products or services. According to Parasuraman et al. In Budiman et al. (2020), the e-service quality model has seven dimensions, namely:
a. Efficiency (Efficiency).
b. Fulfillment.
c. Reliability (Reliability).
d. Privacy.
e. Responsiveness (Responsiveness).
f. Compensation.
g. Contact

E – Trust
According to Crosby in Aminsyah (2019), consumer trust is defined as the belief that product or service providers can be relied upon to behave in such a way that the long-term interests of consumers can be fulfilled. According to Kim et al. in Kartono (2019), there are indicators of electronic trust (E – trust) as follows:
a. Ability
b. Benevolence
c. Integrity

Customer satisfaction
According to Tjiptono & Diana (2019) customer satisfaction is the feeling that customers feel after comparing product performance and customer expectations. According to Kotler and Keller (2017: 196) customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance of the expected product results to the expected performance or results. The dimensions of customer satisfaction are as follows:

a.Expectations (Hope)
b. Performance
c. Comparison (Comparison)
d. Experience
e. Confirmation or Disconfirmation

Conceptual framework

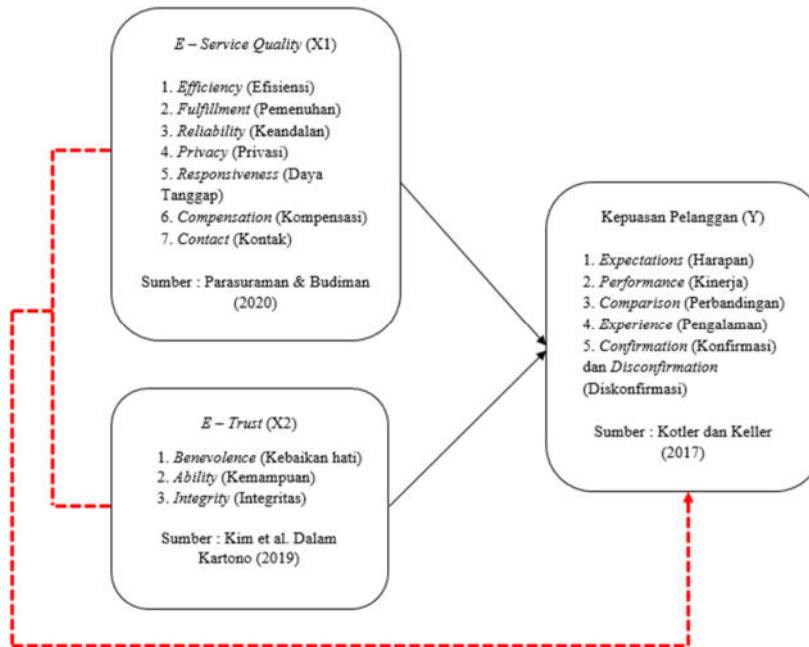Based on the description above, it can be built research framework as follows:

Figure 1. Thinking Framework

3.   METHOD

The type of research conducted in this research is quantitative. According to Sugiyono (2019), the quantitative method is research based on the philosophy of positivism, used to examine certain populations or samples, sampling techniques are generally carried out randomly, data analysis is quantitative with the aim of testing the hypotheses that have been applied. This research was conducted using descriptive analysis research method. Where research is conducted to determine the existence of independent variable values, either one or more (independent) without making comparisons or connecting with other variables (Sugiyono, 2017). The sampling technique used was non-probability sampling with purposive sampling. The data that has been collected is then analyzed descriptively and also analyzed using SPSS 25 software.

4.   RESULT AND DISCUSSION
Multiple Linear Regression Analysis Test Results

Table 1. Multiple Linear Regression Analysis Test Results

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8,979	2,775		3,235	,002
	E - service quality	,144	,065	,218	2,227	,028
	E - trust	,972	,161	,591	6,050	,000

a. Dependent Variable: Kepuasan Pelanggan

Based on these equations can be described as follows:

1. Constant (a) = 8.979 means that if the value of e – service quality (X1), and e – trust (X2) is 0, then customer satisfaction (Y) is worth 8.979.

2. The value of the regression coefficient of the variable e – service quality (b1) is positive, which is equal to 0.144. This means that for every one-unit increase in convenience, customer satisfaction will increase by 0.144

3. The value of the regression coefficient of the e-trust variable (b2) is positive, which is equal to 0.972. This means that for every one-unit increase in convenience, customer satisfaction will increase by 0.972.

Based on these equations, it can be concluded that there is a positive/unidirectional influence between the variables e-service quality and e-trust with consumptive behavior. This means that if the e-service quality and e-trust variables are increased, the customer satisfaction variable will increase.

Hypothesis testing
Partially Significant Test Results (t-test)

Table 2. T test results
Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	8,979	2,775		3,235	,002
E - service quality	,144	,065	,218	2,227	,028

Based on table 2, a value of 2,227 is greater than 1,985 or (2,227 > 1,985) and a significant level of 0.028 is less than 0.05 or (0.028 <0.05). This shows that there is a significant influence of the independent variable on the dependent variable, then H0 is rejected and H1 is accepted. So it can be concluded that partially there is a significant influence of e-service quality on customer satisfaction. This means that the two populations are related to each other.

Table 3. T Test results
Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	8,979	2,775		3,235	,002
E - trust	,972	,161	,591	6,050	,000

Based on table 3, a value of 6,050 is greater than 1,985 or (6,050 > 1,985) and a significant level of 0.00 is less than 0.05 or (0.00 <0.05). This shows that there is a significant influence of the independent variables on the related variables from the calculation, then H0 is rejected and H1 is accepted. So it can be concluded that partially there is a significant influence of e-trust on customer satisfaction.

To determine in this study it is known that the number of samples (n) is 97 and the number of variables (k) is 3 and the level of accuracy (a) is 5%. Then it is necessary to have degrees of freedom with the formula:

Degrees of freedom (df) = n – k

Degrees of freedom (df) = 97 – 3 = 94

The two-way T test was carried out, so t0.05(94) = 1,985 was used.

The results of the T test using SPSS version 25 for windows are seen in table 4 below:

Table 4. T test results
Coefficients[a]

Model	Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1 (Constant)	8,979	2,775		3,235	,002
E - service quality	,144	,065	,218	2,227	,028
E - trust	,972	,161	,591	6,050	,000

a. Dependent Variable: Kepuasan pelanggan

Based on table 4 it can be concluded that the variables E - service quality (X1) and E - trust (X2) show that H0 is rejected and H1 is accepted, meaning that the independent variable E - service quality Shopee Food partially has a significant effect on Customer Satisfaction using Shopee Food on SMEs in the city of Bandung. The dependent variable E – trust Shopee Food partially has a significant effect on Customer Satisfaction using Shopee Food for MSMEs in Bandung City.

Simultaneous Significant Test Results (Test F)

Table 5. F test results

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	2080,843	2	1040,422	66,518	,000[b]
	Residual	1470,270	94	15,641		
	Total	3551,113	96			

a. Dependent Variable: Kepuasan pelanggan
b. Predictors: (Constant), E - trust, E - service quality

Based on table 5, it can be seen that Fcount > Ftable or (66,518 > 3.09) and the significance level is 0.000 <0.05. This shows that H0 is rejected and Ha is accepted, meaning that the independent variables consisting of E-service quality and E-trust together have a significant influence on Customer Satisfaction using Shopee Food in MSMEs in Bandung City.

Determination Coefficient Test Results (R2)

Table 6. Test Results for the Coefficient of Determination

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,765[a]	,586	,577	3,955

a. Predictors: (Constant), E - trust, E - service quality

Based on table 6 it can be interpreted that the variable Customer Satisfaction can be explained by the variables E - Service Quality and E - Trust with an R Square of 58.6%, while the remaining 41.4% is influenced by several other factors not examined in this study.

5. CONCLUSION

Based on the results, it can be concluded that E - service quality for Shopee Food users is included in the good category with a percentage value of 78.5%. E – trust in Shopee Food users is included in the Good category with a percentage value of 81.3%. Customer satisfaction with Shopee Food users is included in the Good category with a percentage value of 74.5%. The results of the partial hypothesis (T test), the e-service quality variable has a significant effect of e-service quality on customer satisfaction. The results of the partial hypothesis (T test), the e-trust variable has a significant effect of e-trust on customer satisfaction. The results of simultaneous hypothesis testing (Test F), the magnitude of the influence of e-service quality and e-trust simultaneously have a significant influence on Customer Satisfaction using Shopee Food for MSMEs in Bandung City by 58.6%.

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