

IMPACT OF E-SERVICE QUALITY AND CUSTOMER VALUE ON CUSTOMER SATISFACTION ON POSAJA! APPLICATION

Muhammad Zaky Hidayatullah¹, Riski Taufik Hidayah²

Bachelor Program Management Business Telecommunication and Informatics, School of Economic and Business Telkom University^{1,2}

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ABSTRACT

Along with the times, business and technology have become interrelated. Technology has a significant role in running a business, for example, with e-commerce. The increasing growth of e-commerce in Indonesia has positively and significantly impacted freight forwarders and logistics companies with the emergence of newcomers. According to Supply Chain Indonesia (SCI), in 2022, performance in the logistics sector, including expeditions, will improve. SCI also projects that the logistics sector has contributed to Indonesia's GDP in the last two years. The logistics industry in Indonesia has been growing since the existence of e-commerce. Indonesia has the largest e-commerce market in Southeast Asia, with almost 100% mobile traffic. With all this increasing growth, shipping service companies must digitize their services by utilizing technology, especially applications. This study aims to see the effect of the E-Service Quality and Customer Value variables on Customer Satisfaction in the PosAja application. This quantitative study collects data through questionnaires and analyzes data using PLS-SEM with SmartPLS 3 software. This study uses primary and secondary data by determining the Indonesian population who have used or are currently using the PosAja application. Sampling in this study used a non-probability sampling technique with a purposive sampling method and produced 120 respondents using Gpower 3.1.9.7. The results show that e-service quality and customer value significantly affect customer satisfaction. And customer value provides a good mediating role for these two variables.

E-mail:
mzhidayatullah@student.telkomuni-versity.ac.id

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1. INTRODUCTION

The increasing e-commerce trend in Indonesia supports the growth in the logistics sector. Indonesia has the largest e-commerce market in Southeast Asia, with almost 100% mobile traffic. The rise of e-commerce has become one of the drivers of growth in the logistics sector [1], particularly in shipping services. The convenience of online shopping has led to an increase in the demand for logistics and delivery services. Many e-commerce startups have emerged to compete in the Indonesian market, and companies and marketplaces are striving to meet consumer demands. With the increasing growth of e-commerce in Indonesia, it certainly has a positive impact. It has a domino effect on other businesses, such as expedition and logistics services, which have led to the emergence of new entrants in expedition service companies (E2EcommerceIndonesia, 2020).

Logistics sector players are advised to strengthen and expand market segments to navigate the changing landscape. This can be achieved through effective corporate management governance, improving the capabilities and competencies of human resources, and digitizing services to leverage technological advancements. Choosing the exemplary shipping expedition service is crucial for online businesses as it directly impacts customer satisfaction. Factors such as delivery system quality, accuracy, and postage price should be considered when selecting an expedition or courier service.

The PosAja expedition service application is an application that was started and launched precisely on August 26, 2021, which coincides with the 275th Anniversary of Pos Indonesia this year, which is a form of PT Pos Indonesia's movement to provide the best delivery services to the Indonesian people in line with current technological developments. Although PosAja comes from a BUMN company that has existed since 1746, PosAja occupies the sixth position as an expedition service that is often used when shopping online using e-commerce with a percentage of 0.5%. The data was obtained from the results of the DataIndonesia.id survey from August 25 - September 10, 2022 (dataindonesia.id, 2022). When

compared to its competitors, the highest is J&T Express at 42.2%, followed by SiCepat with a percentage of 26.6%, JNE with a rate of 23.1%, others 5%, and Ninja Express with a percentage of 2.5% (dataindonesia.id, 2022). In addition, PosAja always occupies the fourth position in the top brand index data from 2019 to 2022.

Pos Indonesia has successfully won the top brand award with an increase yearly based on the results of the leading brand index from 2019 to 2022. Although still below the average of its competitors, Pos Indonesia has proven significant achievements. In 2019, Pos Indonesia's top brand index value was 5.40%, increasing to 7.70% in 2020 and 8.50% in 2021. Data contained in PT Pos Indonesia's annual report shows that revenue in the courier sector decreased in 2021 compared to the previous year. Courier revenue fell from IDR 2,646.70 billion in 2020 to IDR 1,992.02 billion in 2021. However, revenue in logistics has increased from IDR 648.61 billion in 2020 to IDR 785.61 billion in 2021.

On the Google Play Store in 2022, the PosAja application has a score of 4.6 out of 8,940 reviews, with a total of more than 100,000 users. Based on a survey from Markplus, Inc. related to the use of expedition services during the pandemic, the results show that people hope that expedition services can improve their services in terms of application quality, delivery speed, and goods received in good condition [2]. In reality, these results are following complaints from PosAja application users. The PosAja application has received many negative reviews in the form of complaints about the quality of the application.

Customers gave 1 star and unfavorable ratings to the application. Some customer complaints included a non-user-friendly layout, difficulties in data input, features that did not function properly, frequent errors, and problems logging in. PosAja customers also complained about the late pickup of goods that exceeded the specified time without certainty. This problem makes customers feel uncomfortable with PosAja applications and services. These negative reviews impact customer assessment and satisfaction, so they consider the service quality of the PosAja application to be poor, unprofessional, and not in line with expectations. Companies must provide informative services and adequate technology in the competitive freight forwarding industry, such as applications that make shipping easier. Good application quality is considered a form of excellent service needed by customers, in addition to delivery speed, accuracy, employee friendliness, and affordable prices.

Customer satisfaction is a feeling of pleasure or disappointment arising from the performance of the product or service, whether or not it meets their expectations. Regarding e-service quality, customer satisfaction is defined as customer satisfaction with the experience of shipping services that will result in positive, profitable responses, such as repurchasing (Candra & Juliani, 2018). In today's business competition, relying solely on delivery quality and price is insufficient. Still, it must also improve the quality of application services to encourage customers to make repeat purchases. Customer decisions in using services are based on product quality, competitive prices, and good service quality. Based on reference research, good e-service quality will create good value for customers and increase customer satisfaction. Customer satisfaction is a feeling of pleasure or disappointment arising from the performance of a product or service that matches or does not match customer expectations. Pos Indonesia needs to focus on customer needs and change its mindset from profit-oriented to focus on customer satisfaction and loyalty. The tight business competition requires companies to realize the importance of customer satisfaction and provide good service quality (Candra & Juliani, 2018).

This study investigates the effect of application service quality and customer value on customer satisfaction using the PosAja application. This study involved at least 120 respondents who had used the PosAja application in Indonesia. Data was collected by distributing questionnaires through various social media platforms using Google form. The title of this research is "The Effect of E-Service Quality and Customer Value on Customer Satisfaction in PosAja Application."

Literature Review

E-Service Quality

E-service quality is how well a website or application provides services or facilities in making purchases, product delivery, and services effectively and efficiently (Blut et al., 2015). From the explanation above, it can be concluded that e-service quality is a service provided to customers through online media, such as applications or websites, to facilitate buying and selling activities to be more effective and efficient. E-service quality is defined as service quality by utilizing digital media or the internet that connects marketers and customers to fulfill buying and selling activities effectively and efficiently (Chasee et al., 2013).

The conceptual model has seven dimensions to improve service quality to form a core scale or online service (Tjiptono, 2019). This core scale aims to measure customer perceptions of the quality of

services provided and criteria for evaluating services. The seven dimensions of the e-service quality model include efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact.

Customer Value

Customer value is defined as how much it costs the customer to get goods or services that match the perceived value of the goods or services. customer value is the difference between the assessment made by the customer and the costs incurred to buy a product that aims to meet needs according to what is expected (Chrystiantari & Suyanto, 2020).

According to Yuliansyah and Handoko, there are four dimensions of customer value, namely:

1. Economic value is related to the economic benefits that customers feel when buying goods or services, whether they are appropriate when compared to the amount of costs that have been incurred.
2. Functional value relates to the performance of the goods or services, whether they function correctly or not.
3. Emotional value relates to the feelings the customer feels when he uses it, whether it is as expected or not.
4. Social value relates to the benefits of an item or service to add to a person's self-concept or attitude in viewing himself when he uses the goods or services purchased.

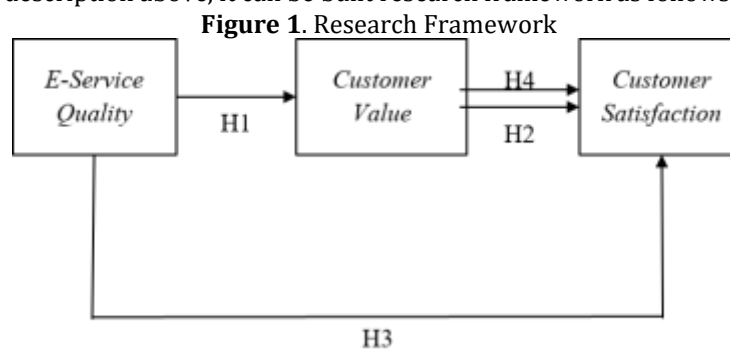
Customer Satisfaction

Kotler in (Aninditta, 2020) explains that customer satisfaction is a feeling of pleasure or disappointment from one's expectations that arises after comparing various perceptions or impressions of product or service quality. Customer satisfaction is a form of customer assessment of the product or service purchased by ensuring that the product or service can meet the needs according to expectations Sahir et al. (2021). According to Idcloudhost 2020 in (Sahir et al. 2021 p. 26) there are seven customer satisfaction indicators: experience, advertising, convenience, price, emotion, service, and quality.

Hypothesis Development

E-service quality measures how an application or website can help customers effectively and efficiently in service, purchasing, and product delivery. E-service quality can shape customer perceptions of a brand's service, which will later positively impact the value felt by customers (Bauer, Falk, & Hammerschmidt, 2006). Customer value significantly influences customer satisfaction because customer satisfaction and customer value show a close relationship, showing that customer value is the beginning of customer satisfaction (Sevenpri Candra & Mitra Juliani, 2018). E-service quality affects the dimensions of customer value, ultimately affecting customer satisfaction. The e-service quality provided by the company will satisfy the customer or not because the quality of the service provided by the company dramatically influences the level of customer satisfaction (Chang, Cheng, & Wang, 2007).

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



Source: Sevenpri Candra (2018), Juliani (2018)

Research Hypothesis

Gunawan in [6] explains that a research hypothesis can be interpreted as an assumption or theoretical conjecture that can be accepted or rejected based on evidence from knowledge (empirical) facts that are still incomplete from an opinion conclusion. There are several hypotheses made by the author in this study as follows:

1. H1: E-Service Quality will positively strengthen Customer Value from PosAja customers.
2. H2: Customer Value positively and significantly affects Customer Satisfaction of PosAja customers.

3. H3: E-Service Quality has a positive and significant influence on Customer Satisfaction of PosAja customers.
4. H4: Customer Value provided has a mediating role in influencing the relationship between E-Service Quality and Customer Satisfaction of PosAja customers.

2. METHOD

The method used in this paper is quantitative. The research conducted by this author uses a non-contrived setting or original research without manipulation and is carried out based on natural events. The time of research implementation using cross-sectional or data collection in one period only, which is then processed, analyzed, and finally, conclusions are drawn (Indrawati, 2015 p. 118). This study uses the type of instrument determination by distributing questionnaires, namely giving several questions and statements to research respondents (Sujarweni, 2015: 98). The research question uses a Likert scale, which is a question that is submitted showing a scale of levels of agreement or disagreement from what the respondent feels (Sujarweni, 2015 p. 99).

In this study, researchers considered sampling the research being conducted with the characteristics of Indonesian people of male and female gender who have used or are using PosAja expedition services. As for the sample determination using Gpower 3.1.9.7 Software with some predictors of 4 variables, an effect size value of 0.15, an error probability value of 0.5, and a power value of 0.95. So that a minimum total sample of 119 respondents will be rounded up to 120 respondents to represent the population.

Figure 2. Sample Results Using Gpower 3.1.9.7 Software



Source: Data has been processed (2023)

In this research, the authors collected data using a survey by distributing questionnaires addressed to Indonesian people who have used or are using PosAja expedition services. The questionnaire with 19 questions distributed by this author used google forms. The primary data source is distributing questionnaires to respondents or research samples. The secondary data in this study are journal articles, books, website government, and website-validated data relating to the research conducted. This research uses the PLS-SEM method to see the effect of variables

3. RESULT AND DISCUSSION

Results of Testing the Measurement Model

Table 1. displays the results of the convergent validity test outer loading. Convergent validity is seen from the outer loading value or loading factor value, which is the extent to which valid measurement items reflect the measurement of a variable. Measurement is seen from the outer loading value of at least 0.50 (Kock, 2021).

Table 1. Results of Factor Loadings, Composite Reliability, and Average Variance Extracted Source:

	Loadings	Composite Reliability (CR)	Average Variance Extracted (AVE)
<i>E-Service Quality</i>		0,911	0,562
X1.1	0.728		
X1.2	0.650		
X1.3	0.771		
X1.4	0.789		
X1.5	0.771		
X1.6	0.768		
X1.7	0.787		
X1.8	0.725		
<i>Customer Value (X2)</i>		0,919	0,588
X2.1	0.755		
X2.2	0.744		
X2.3	0.724		
X2.4	0.751		
X2.5	0.763		
X2.6	0.802		
X2.7	0.828		
X2.8	0.764		
<i>Customer Satisfaction</i>		0,820	0,603
Y.1	0.835		
Y.2	0.773		
Y.3	0.718		

SmartPLS 3.2.9 Data has been processed (2023)

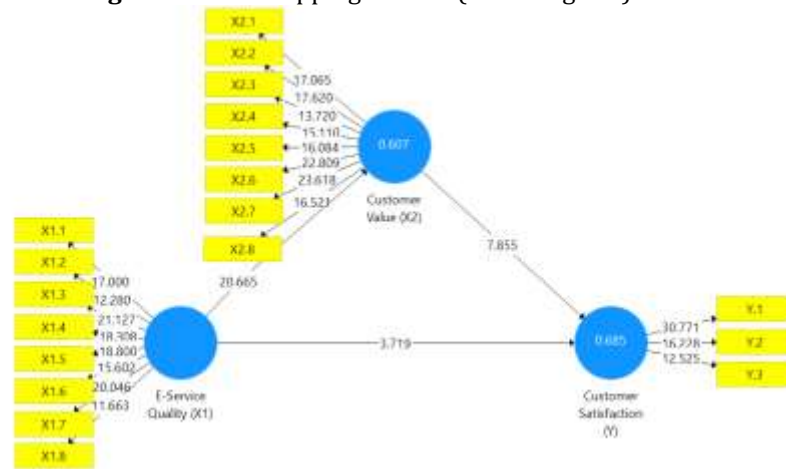
Table 1 is the result of the convergent validity test by looking at the outer loading value. From these results, it can be stated that all Customer Value variables are valid. The output of the outer loading value for the last variable, the Customer Satisfaction variable, is also declared valid because all question items are above 0.5. Convergent validity can also be seen from the AVE value, or the Average variance Extracted can be declared valid if the AVE value is above 0.50 [7]. The AVE value in this study can be seen in Table 2. Below. The results of the Composite Reliability value overall are > 0.70, so it can be concluded that the reliability value is good, and each variable is declared reliable.

To measure discriminant validity in reflective indicators, is seen from the cross-loading value > 0.70 [8]. Furthermore, the model has sufficient discriminant validity value if the AVE root result in each construct is greater than the correlation between constructs and other constructs. The E-Service Quality variable has one invalid statement indicator at X1.2 of 0.650. The cross-loading value of the Customer Value variable is declared entirely valid. Furthermore, each indicator is declared valid in the last variable, namely the Customer Satisfaction variable.

Results of Testing the Structural Model

Testing the inner model using the bootstrapping diagram calculation, namely to see whether the path value is significant or not, can be seen from the T-Statistics value. The T-Statistics value can be seen between the independent, dependent, and mediator in the R-Square table in Table 4.

Figure 3. Bootstrapping Results (Path Diagram)



Source: SmartPLS 3.2.9 Data has been processed (2023)

Hypothesis testing uses an alpha value of 0.05 and a t-table value of 1.658 and produces acceptance criteria for the hypothesis approach as follows:

1. If t-statistics > 1.658, then H1 is accepted and H0 is rejected
2. If the t-statistics < 1.658, then H1 is rejected and H0 is accepted

Based on the results in Figure 3. above, the path coefficients test results in bootstrapping provide the value of each variable relationship. The value of the effect of E-Service Quality on Customer Value is 20,665, Customer Value on Customer Satisfaction is 7,855, and E-Service Quality on Customer Satisfaction is 3,719. The results of hypothesis testing will be further explained in Table 4.12 by looking at direct and indirect effects.

Table 3. Results of The Structural Model

Hypothesis		Original Sample (O)	T Statistics (O/STDEV)	P Values	Decision
H1	<i>E-Service Quality -> Customer Value</i>	0.779	20.665	0.000	Supported
H2	<i>Customer Value -> Customer Satisfaction</i>	0.596	7.855	0.000	Supported
H3	<i>E-Service Quality -> Customer Satisfaction</i>	0.274	3.719	0.000	Supported

Based on Table 3 above shows the results of the hypothesis test for variables that have a direct effect with the following explanation:

1. In the original sample (O) value of 0.779 or positive value, the t-statistics value is 20.665, meaning > 1.658 (t-table), and the p-value is 0.000 or < 0.05. Then H1 is accepted, and H0 is rejected, or it can be stated that E-Service Quality positively strengthens the Customer Value variable.
2. The original sample value is 0.596, with a t-statistics value of 7.855 or > 1.658 and p-values of 0.000. Then H1 is accepted, and H0 is rejected, it can be stated that the Customer Value variable significantly increases Customer Satisfaction.
3. The last hypothesis with an original sample value of 0.274, a t-statistics value of 3.719, and p-values of 0.000 or < 0.05. Then it can be stated that H0 is rejected and H1 is accepted, namely, the E-Service Quality variable positively strengthens Customer Satisfaction.

Discussion

This study examines how the E-Service Quality variable can affect the Customer Satisfaction variable directly or indirectly by being mediated by the Customer Value variable, collecting information for this study using a questionnaire through respondents who have sampled as many as 120 respondents with the criteria of having used or currently using the PosAja delivery application, which was stated with 19 question items. This study uses descriptive and causal analysis; descriptive analysis aims to see the

percentage of respondents' answers who use the PosAja application. Moreover, causal analysis aims to see the influence between independent, intervening, and dependent variables.

Along with the development of increasingly sophisticated technology, technology has a vital role in the business world, primarily buying and selling goods via the internet, commonly known as e-commerce. Indonesia is the country with the largest e-commerce market in Southeast Asia. With the high use of e-commerce, there has been growth in the logistics sector, namely shipping services in Indonesia [10].

A descriptive analysis of the three variables shows reasonably good results. The E-Service Quality variable is in the excellent category, indicated by the highest average value of 4.08 in the statement "The PosAja application is easy to access." already illustrates that respondents feel the quality of the application from PosAja is good so that it is easy to access the PosAja application. The second variable, Customer Value, is included in the excellent category with the highest average of 3.94 in the statement "PosAja customer service knows about the latest information needed by customers." This shows that most respondents have felt and received value from PosAja customer service. Moreover, the last variable is the Customer Satisfaction variable which is also included in the excellent category with the highest average value of 3.97 in the statement, "I will give a good review of the quality of the PosAja application." which means that respondents can feel satisfaction from this PosAja application by giving good reviews.

This study tested the question indicators testing was carried out using the PLS-SEM method with SmartPLS 3.2.9 software. Testing involves several stages, such as outer model, inner model, indirect effect, f-square, model fit, and hypothesis testing. From each research question, respondents can understand what the researcher wants to convey in the form of the meaning of each question indicator indicated by the overall outer model test is valid and reliable. Furthermore, the path coefficients test is carried out to see the direct effect between variables, and the indirect effect test is to see the role of intervening variables in this study. There is an influence of the E-Service Quality variable on Customer Value of 77.9%, in line with the statement that E-Service Quality can cause an increase and influence the Customer Value dimension and application service quality is an essential form of customer value [11]. Furthermore, this study shows the influence of the Customer Value variable on Customer Satisfaction by 59.6%. This is supported by the statement [11] that Customer Value and Customer Satisfaction show a close relationship because customer value is the beginning of the formation of customer satisfaction. Moreover, the last direct variable effect is the effect between the E-Service Quality variable on Customer Satisfaction. This differs from previous research, which states that E-Service Quality has no significant effect on Customer Satisfaction [11].

In this study, researchers used intervening variables mediating the dependent and independent variables. An indirect effect test was conducted to see the intervening variable's mediating effect. From the results of the indirect effect test that has been carried out, there is only the value of the E-Service Quality variable on Customer Satisfaction as the independent variable and the dependent variable which results in 46.4%, meaning that there is a positive influence or the Customer Value variable can mediate the independent variable on the dependent well. This is following previous research [12] that E-Service Quality can cause an increase in Customer Value and Customer Satisfaction. E-Service Quality affects the dimensions of Customer Value, which will also affect Customer Satisfaction [13].

The results of testing all hypotheses show that H1 is accepted and H0 is rejected, where all variables directly influence the dependent variable, namely Customer Satisfaction, and intervening variables can provide a mediating role properly. This shows that service quality in the application or E-Service Quality is the extent to which the application facilitates transactions ranging from purchasing, shipping, and service effectively and efficiently [14]. Moreover, Customer Value is an exchange between the quality or value of customer benefits and the costs, effort, and time spent [15]. So that these two things will lead to customer satisfaction, which is when customer needs, wants, and expectations can be met [15].

4. CONCLUSION

This research has collected information and processed data in the discussion of "The Effect of E-Service Quality on Customer Value and Customer Satisfaction on the PosAja Application," the results obtained that currently, people, especially those who like to shop online through e-commerce and businesspeople, have realized the importance of applications from delivery service companies. The PosAja application can provide convenience in making transactions to the process of delivering goods; only by ordering through the application, will the goods be immediately picked up by a courier named O-Ranger. E-Service Quality and Customer Value variables show promising results, where both variables significantly influence customer satisfaction, especially in the PosAja application. Moreover, this influence

exists even though only with direct influence between variables or with mediating variables as an enhancer of consumer satisfaction. Based on the results of a research report that has been carried out, the researcher has several suggestions that are expected to be considered as input that may be acceptable and useful. Based on the results of the descriptive analysis shows that respondents are satisfied with the quality of service of the PosAja application. However, the statements "Transactions through the PosAja application are free from system errors" and "The PosAja application provides more satisfying service than other expedition services" show the lowest results. Suggestions that can be given based on the research results for PosAja as a company that makes goods delivery applications, namely, the company must continue to check the system on the application regularly, the company must also continue to improve the quality of its services so that customers can be more satisfied using PosAja than other expedition services. The author would like to express our deepest gratitude to all individuals, the editor of this journal, and institutions, especially to the Management Business Telecommunication and Informatics Study and to the advisor lecturer who has provided direction during the completion of this research. This research would not have been possible without their valuable support and assistance. Moreover, lastly, the author would like to thank the family for their support, facilitation, understanding, and patience during this research. Hopefully, this research can benefit the School of Economics and Business Telkom University.

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