


## E-Servqual Tokopedia And E-Customer Loyalty In Indonesia

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Article Info	ABSTRACT
<b>Keywords:</b> e-servqual, e-customer loyalty, e-commerce, marketplace, tokopedia	This study investigates the effect of the e-SERVQUAL dimension in e-commerce on e-customer loyalty. With a quantitative approach, data were collected from 97 Tokopedia e-commerce users using a structured questionnaire, and the theoretical model was tested using multiple linear regression analysis. The results found that Tokopedia's e-SERVQUAL variable which includes Efficiency, Personal Need, Reliability, Responsiveness, Site Organization, User Friendliness as a whole has an effect on e-customer loyalty. However, partially, not all variables have a direct effect on Tokopedia's e-customer loyalty, namely the Efficiency, Responsiveness, and Site Organization variables. The other variables that have a direct effect are Personal Need, Reliability, and User Friendliness.
This is an open access article under the <a href="#">CC BY-NC</a> license 	<b>Corresponding Author:</b> R. Yogie Prawira Universitas Tidar <a href="mailto:yogieprawira@untidar.ac.id">yogieprawira@untidar.ac.id</a>

### INTRODUCTION

The Covid-19 pandemic has changed many sectors of human life, including people's lifestyle and shopping behavior (Bhatti et al., 2020; Feng & Fay, 2020; Kawasaki et al., 2022; Tran, 2021). The existence of social and physical distancing, makes people optimize the use of e-commerce more. A significant increase in the use of e-commerce during the pandemic, must be accompanied by an understanding of the behavior and expectations of e-commerce users. The continued use of e-commerce triggered by the COVID-19 outbreak will have a significant impact in the future (Kamel, 2021; Kawasaki et al., 2022; Sardjono et al., 2021). Thus, it is necessary to understand the attitude towards e-commerce. This is because in e-commerce, the consumer's shopping experience influences subsequent behavior.

Therefore, by providing good electronic services so as to maintain customer satisfaction, this is the key to the success of e-commerce. In other words, the biggest challenge of e-commerce is delivering and maintaining customer satisfaction (Aparicio et al., 2021; Nisar & Prabhakar, 2017; Saraswati & Indriani, 2021). As for surviving in fierce competition requires a strategy that focuses on services. Moreover, the existence of e-commerce in Indonesia is quite competitive. To remain an e-commerce that is in demand by consumers, the e-commerce platform must provide high satisfaction through good service quality.

Good service quality has a significant role in building consumer loyalty. Lin et al. (2016) and Palese & After (2018) mentions that consumer satisfaction in online shopping can encourage them to shop again so that loyalty is created, especially with a situation that supports people to shop online. An e-commerce must provide a superior service experience to its customers, so that they will repurchase and be loyal to the platform (Chang et al., 2009a;

Gounaris et al., 2010; Raza et al., 2020a). Thus, e-commerce must be able to provide a platform that is not only easy but also provides benefits for consumers so that e-commerce becomes the main choice among other e-commerce.

In Indonesia, there are 5 e-commerce sites that are popular and widely used by the public, namely Tokopedia, Shopee, Lazada, Blibli, and Bukalapak. Based on the data obtained, the most visited e-commerce by Tokopedia with 158.1 visits in the third quarter of 2021, followed by Shopee with 134.4 million visits, Bukalapak with 30.1 million visits, Lazada with 27.95 million visits. The high number of visits to E-Commerce Tokopedia shows that the interest in e-commerce visits is increasing so that the opportunities for transactions to occur are also increasing. In fact, people's purchasing power during the pandemic tends to decrease.

This study examines the effect of e-SERVQUAL and e-customer loyalty on e-commerce during the Covid-19 pandemic with a different cultural context, namely in Indonesia. Different cultures in times of crisis such as a pandemic have opportunities for the quality needs of e-commerce electronic services.

## Literature Review

### Theoretical Framework

In this study, there are two concepts used, namely e-SERVQUAL and e-customer loyalty. According to Zeithaml et al. (2009) e-SERVQUAL is defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery. Furthermore, Pearson (2012) defines e-SERVQUAL as a meeting between consumer expectations without direct interaction in the services provided. Based on this definition, it is concluded that e-SERVQUAL is a service provided through applications to consumers in facilitating purchasing and distribution activities effectively and efficiently. Meanwhile, e-customer loyalty According to Pearson in Setyaningsih et al. (2017) Consumer loyalty is defined as the mindset of customers who are kind to the company, committed to repurchasing the company's products or services and recommending products or services to others.

Previously, research on e-SERVQUAL and customer loyalty has been carried out, such as (Raza et al., 2020a) which states that all dimensions of e-SERVQUAL namely efficiency, personal need, reliability, responsiveness, site organization, user friendliness have a positive and significant effect on e-customer satisfaction and e-customer satisfaction has a significant and positive effect on e-customer loyalty. operate with online services. Next Sierra & McQuitty (2005) states that there is a relationship between inseparability and shared responsibility, emotions and shared responsibility, as well as emotions and service loyalty. Next Priporas et al. (2017) also found that convenience and assurance had an effect on measuring service quality at remote Airbnb inns. Another finding is that Airbnb guests are attracted to accommodations that have access to specific attractions, easy-to-access information, and efficient problem solving during their stay. Then guests really appreciate the comfort and flexibility that Airbnb has, appreciate the hospitality provided by the innkeeper. However, guests have very low expectations of the facilities and services available at the inn.

In line with previous research (Kim & Jackson, 2012a) found that e-SERVQUAL which consists of compensation, fulfillment, efficiency, system availability, and responsiveness has an influence on consumer e-loyalty in shopping for clothes online. Research result (Ting et al.,

2016) also found that all of the e-SERVQUAL dimensions that were referred to had a significant effect on e-satisfaction of online shoppers. The e-satisfaction significantly affects e-customer loyalty to the sustainable use of the website. Last research (Anggraeni & Yasa, 2012) shows that e-service quality, which consists of website interaction quality, website information quality, website design quality, responsiveness, reliability, empathy, and assurance, has a significant effect on customer satisfaction in using internet banking.

The research questions posed in this study are:

- RQ1: How does Tokopedia's efficiency predict e-customer loyalty?
- RQ2: How does Tokopedia's personal need predict e-customer loyalty?
- RQ3: How does Tokopedia's reliability predict e-customer loyalty?
- RQ4: How does Tokopedia's responsiveness predict e-customer loyalty?
- RQ5: How does the Tokopedia site organization predict e-customer loyalty?
- RQ6: How does Tokopedia's user friendliness predict e-customer loyalty?

### Conceptual Framework And Hypothesis

The conceptual framework used in this study is illustrated in Figure 1. The model was built using the six dimensions of e-SERVQUAL, namely efficiency, personal need, reliability, responsiveness, site organization, user friendliness, and e-customer loyalty. e-SERVQUAL is the independent variable, while e-customer loyalty is the dependent variable.

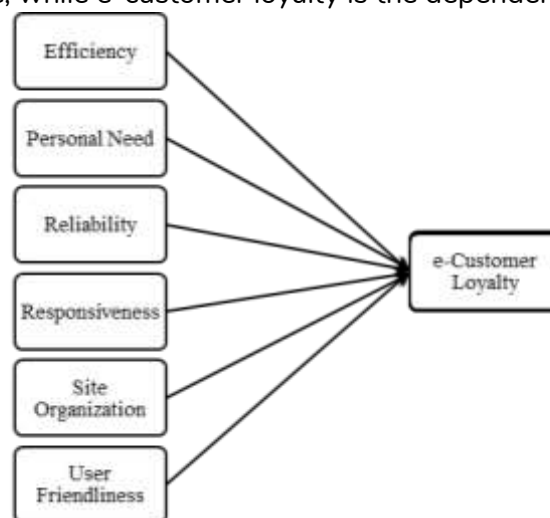


Figure 1. conceptual framework

The hypotheses proposed in this research are as follows:

- H1: There is a significant effect of Tokopedia's efficiency on e-customer loyalty.
- H2: There is a significant effect of Tokopedia's personal need on e-customer loyalty.
- H3: There is a significant effect of Tokopedia's reliability on e-customer loyalty.
- H4: There is a significant effect of Tokopedia's responsiveness on e-customer loyalty.
- H5: There is a significant influence of the Tokopedia site organization on e-customer loyalty.
- H6: There is a significant effect of Tokopedia's user friendliness on e-customer loyalty.

## METHODS

This study is an explanatory quantitative research that aims to obtain an explanation of the causal relationship between the research variables and hypothesis testing is carried out with the help of statistics so that in this way conclusions can be drawn about the meaning of the data obtained. In measuring variables used Likert scale ranging from strongly agree (5), agree (4), undecided (3), disagree (2) to strongly disagree (1). Data were collected through an online questionnaire (google form) with a convenience sampling technique totaling 97 respondents. After collecting Multiple linear regression analysis was performed using SPSS version 27.

The measurement items used in this study adapt research Raza et al. (2020), Jeon & Jeong (2017) and Kaya et al. (2019). Several sentences were rearranged so that the proposed measurement items were clearer and understood by research respondents. The reliability test was conducted on 97 respondents with the following results:

**Table 1.** Measurement Items

Variables	Items	Cronbach's Alpha
Efficiency	I can easily find what I need in the Tokopedia app	0.885
	I can complete transactions quickly on the Tokopedia application	
Personal Need	I really believe in the security of the Tokopedia application	0.867
	I feel that my personal needs have been met when using the Tokopedia application	
	The Tokopedia application gives me information and products according to what I like	
Reliability	The Tokopedia application has adequate security features	0.874
	The Tokopedia application should prioritize excellent service	
	The Tokopedia application should provide services at the time it promised	
Responsiveness	I believe the Tokopedia application's customer service (CS) is fast in handling customer complaints	0.751
	The Tokopedia application tells how long it will take for customer problems to be resolved	
Site Organization	The Tokopedia application has an attractive design	0.751
	Creative Tokopedia app	
	The Tokopedia application has a clear and orderly appearance, text, colors, and images	
User Friendliness	Tokopedia application is easy to use	0.928
	The Tokopedia application has an easy-to-run search	
	The use of the Tokopedia application is going well	
	Pages on the Tokopedia application do not require a long loading time	
	I highly recommend others to use the Tokopedia application for transactions	

e-Customer Loyalty	I intend to continue using the Tokopedia application	0.948
	I am sure that the Tokopedia application is my favorite when it comes to making transactions	
	I will say positive things about the Tokopedia application to others	
	I would like to recommend the Tokopedia application to my family, friends and acquaintances	
	I will encourage my family, friends and acquaintances to transact using the Tokopedia application	

## RESULT AND DISCUSSION

Based on the results of questionnaires that have been distributed to respondents randomly through online questionnaires, data on the characteristics of respondents are obtained as follows:

**Table 2.** Demographics

Demographic	Frequency	%
<i>Gender</i>		
Man	33	34.02
Woman	64	65.98
<i>Education Final</i>		
finished high school	46	47.42
Graduated D3/D4/S1	27	27.84
Graduated S2	24	24.74
<i>Age</i>		
20 and below	26	26,80
21 – 30	37	38.14
31 – 40	26	26,80
40 and above	8	8.25
<i>Work</i>		
Does not work	4	4.12
Student	46	47.42
Government officials	14	14.43
Private employees	22	22.68
Entrepreneur	11	11.34
<i>Monthly Income</i>		
< 1.5 Million	48	49,48
> 3.5 Million	31	31.96
1.5 - 2.5 Million	9	9.28
2.5 - 3.5 Million	9	9.28
<i>How often do you use Tokopedia?</i>		
Each month	8	8.25
Every day	2	2.06

Every week	10	10.31
Uncertain	77	79.38

Hypothesis testing is done using multiple linear regression analysis which aims to determine whether the proposed hypothesis is accepted or rejected. Table 3 describes the results of testing the hypothesis.

**Table 3.** Measurement results

Hypothesis	Regression Weights	Coefficients	P-value	Supported/Not Supported
H1	Efficiency → e-Customer Loyalty	-.040	.696	Not Supported
H2	Personal Need → e-Customer Loyalty	.373	.001	Supported
H3	Reliability → e-Customer Loyalty	-.212	.057	Supported
H4	Responsiveness → e-Customer Loyalty	.118	.221	Not Supported
H5	Site Organization → e-Customer Loyalty	.136	.175	Not Supported
H6	User Friendliness → e-Customer Loyalty	.510	.000	Supported

Hypothesis 1 states that Tokopedia's efficiency has a significant effect on e-customer loyalty. In Table 3, efficiency has no effect on e-customer loyalty (coefficient = -0.040,  $p = 0.696 < 0.05$ ), so H1 is rejected. It states that Tokopedia's efficiency variable is not a significant predictor of e-customer loyalty.

Hypothesis 2 states that Tokopedia's personal need has a significant effect on e-customer loyalty. In Table 3, personal need has an effect on e-customer loyalty (coefficient = 0.373,  $p = 0.001 < 0.05$ ), so H2 is accepted. It states that Tokopedia's personal need variable is a significant predictor of e-customer loyalty.

Hypothesis 3 states that Tokopedia's reliability has a significant effect on e-customer loyalty. In Table 3, reliability has an effect on e-customer loyalty (coefficient = -0.212,  $p = 0.057 < 0.05$ ), so H3 is accepted. This states that the Tokopedia reliability variable is a significant predictor of e-customer loyalty.

Hypothesis 4 states that Tokopedia's responsiveness has a significant effect on e-customer loyalty. In Table 3, responsiveness has no effect on e-customer loyalty (coefficient = 0.118,  $p = 0.221 < 0.05$ ), so H4 is rejected. This states that the Tokopedia responsiveness variable is not a significant predictor of e-customer loyalty.

Hypothesis 5 states that the Tokopedia site organization has a significant effect on e-customer loyalty. In Table 3, site organization has no effect on e-customer loyalty (coefficient = 0.136,  $p = 0.175 < 0.05$ ), so H5 is rejected. It states that the Tokopedia site organization variable is not a significant predictor of e-customer loyalty.

Hypothesis 6 states that Tokopedia's user friendliness has a significant effect on e-customer loyalty. In Table 3, user friendliness has an effect on e-customer loyalty ( $\beta$  coefficient = 0.510,  $p = 0.000 < 0.05$ ), so H6 is accepted. It states that the Tokopedia user friendliness variable is a significant predictor of e-customer loyalty.

Based on the results of the regression analysis, there are three accepted hypotheses, namely H2, H3, and H6, while H1, H4, and H5 are rejected. Furthermore, based on Table 4, it can be seen that there is a simultaneous influence (Sig. 0.000 < 0.05) which means efficiency, personal need, reliability, responsiveness, site organization, and Tokopedia user friendliness have a significant effect on e-customer loyalty.

**Table 4.** Multiple Regression Analysis  
 ANOVA<sup>a</sup>

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	1327,021	6	221.170	39,483	,000b
Residual	504.154	90	5,602		
Total	1831,175	96			

- a. Dependent Variable: e-Customer Loyalty
- b. Predictors: (Constant), Efficiency, Personal Need, Reliability, Responsiveness, Site Organization, User Friendliness

Based on the R Square value in Table 5, it is known that the simultaneous effect of Tokopedia's e-SERVQUAL consisting of efficiency, personal need, reliability, responsiveness, site organization, and user friendliness on e-customer loyalty is 72.5%.

**Table 5.** Model Summary

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,851a	,725	,706	2.36679

- a. Predictors: (Constant), Efficiency, Personal Need, Reliability, Responsiveness, Site Organization, User Friendliness
- b. Dependent Variable: e-Customer Loyalty

Based on the explanation above, it is known that the personal need variable has a strong influence on the e-customer loyalty of Tokopedia users. In the context of this research, Tokopedia is able to maintain its users' e-loyalty because Tokopedia fulfills the personal needs of its users in a complete and varied manner, both primary, secondary and tertiary needs. The fulfillment of individual needs will encourage individuals to use e-commerce compared to other platforms (Joines et al., 2003; Tan & Thoen, 2010). Thus, the results of this study are in line with (Chang et al., 2009b; Raza et al., 2020b) which states that personal needs affect the e-loyalty of its users.

The second variable that has a strong influence on the e-customer loyalty of e-commerce Tokopedia users is reliability. Reliability is the ability to carry out its functions properly and correctly. Tokopedia as e-commerce is able to carry out its function as a medium between sellers and buyers in online transactions. So this strengthens previous research that users in using the platform pay attention to the services provided, both in terms of the

availability of products or services and the security offered (Chang et al., 2009b; Firdous & Farooqi, 2017; Hammoud et al., 2018; Raza et al., 2020b).

The third variable that has a strong influence on e-customer loyalty is user-friendliness. User-friendliness includes ease of use. Tokopedia is considered as an e-commerce that is easy to use and fast to learn. Individuals will be more adaptable and willing to use a platform or technology if it is easy to use and familiar to them. A convenient application must provide convenience in navigating the application, quickly facilitate transactions, and minimize customer efforts to use the application (Tanuwijaya & Suharto, 2019). Thus, the results of this study support previous research which shows that the ease of a technology will affect the e-loyalty of its users (Gounaris et al., 2010; Setyaningsih et al., 2017; Tanuwijaya & Suharto, 2019; Tran, 2021).

Another variable that contributes to e-customer loyalty is efficiency. Efficiency is an important factor in maintaining user loyalty and ensuring user compliance. In this study, efficiency does not have a strong influence on e-loyalty of Tokopedia users. Tokopedia in this case is considered not to meet the needs of its users because of the lack of variety of merchants or official stores available compared to other e-commerce. So this research is different from previous research where efficiency affects the e-loyalty of its users (Chang et al., 2009b; Efendioglu & Yip, 2004; Firdous & Farooqi, 2017; Kim & Jackson, 2012b).

The second variable that does not have a strong influence on Tokopedia's e-customer loyalty is responsiveness. In this case, Tokopedia is considered less responsive in providing certainty about the timeframe for solving problems faced by users. Certainty in transactions and post-transactions is the main concern of customers to use certain e-commerce (Chatterjee & Datta, 2008). This finding is different from previous studies regarding the responsiveness variable in e-SERVQUAL that affects customer e-loyalty (Alarifi & Husain, 2021; Hammoud et al., 2018; Saraswati & Indriani, 2021; Tanuwijaya & Suharto, 2019).

The last variable that has no effect on e-customer loyalty in Tokopedia e-commerce is Site Organization. Site Organization refers to the appearance of the Tokopedia website. An attractive and creative display does not maintain the e-loyalty of Tokopedia users because in choosing e-commerce, users tend to consider profitable things such as promos, free shipping, or the availability of the items needed. Therefore, this finding contradicts a similar study which states that site organization affects the e-loyalty of users of e-commerce platforms and other similar platforms (Nisar & Prabhakar, 2017; Tanuwijaya & Suharto, 2019; Wibowo et al., 2019; Widia & Imanuddin, 2020).

## CONCLUSION

Based on the previous explanation, it can be seen that Tokopedia's e-SERVQUAL variable which includes Efficiency, Personal Need, Reliability, Responsiveness, Site Organization, User Friendliness as a whole has an effect on e-customer loyalty. However, partially, not all variables have a direct effect on e-customer loyalty, namely the variables of Efficiency, Responsiveness, and Site Organization. The other variables that have a direct effect are Personal Need, Reliability, and User Friendliness. This shows that there are opportunities for shifting aspects that can build and maintain e-loyalty of e-commerce users.

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