

Effect of *E-Service Quality* on *E-Customer Satisfaction* Alfagift Application in West Java Province

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Abstract

The development of technology is now increasingly advanced, even for retail businesses that have used this technology. Utilization is done by making an online shopping application. Alfagift is an online shopping application owned by Alfamart. In 2020 Alfamart was ranked second with the largest number of outlets in Indonesia. The use of this technology certainly has a very positive impact on Alfagift, but in fact there are still some negative comments regarding the e-service quality of the Alfagift application. If this continues, e-customer satisfaction will also decrease. This study was conducted to determine the effect of e-service quality on e-customer satisfaction for Alfagift applications in West Java Province. This research uses quantitative methods with descriptive research types. Sampling was carried out using a non-probability sampling with purposive sampling with the number of samples used as many as 100 respondents. In this study, the population is all users who have transacted using the Alfagift application who are domiciled in West Java Province, the number of which is not known with certainty. The data analysis technique used is descriptive analysis and simple linear regression analysis. The test was carried out using the help of SPSS 25. Based on a partial hypothesis test, e-service quality had a significant effect on e-customer satisfaction for the Alfagift application in West Java Province. Based on the coefficient of simultaneous determination, it is found that e-service quality affects e-customer satisfaction by 51.8% and the remaining 48.2% is influenced by other factors not examined in this study.

Keywords

e service quality; e customer satisfaction; alfagift



I. Introduction

The outbreak of this virus has an impact of a nation and Globally (Ningrum *et al*, 2020). The presence of Covid-19 as a pandemic certainly has an economic, social and psychological impact on society (Saleh and Mujahiddin, 2020). Covid 19 pandemic caused all efforts not to be as maximal as expected (Sihombing and Nasib, 2020).

Year 2019 was a year in which many businesses experienced a decline in decline due to the Covid-19 pandemic that hit the whole world, including Indonesia. However, there is one business that has increased due to the focus of this business, namely the provision of daily necessities that humans definitely need, namely the retail business. Based on research conducted by Katadata, it was found that minimarket retail sales in 2016 amounted to US\$8,700 million, up to US\$9,600 million, in 2018 it rose to US\$10,600, in 2019 it rose to US\$11,700 million, and in 2020 it rose to US\$12,500 million. In fact, this increase in sales beat sales from supermarkets and hypermarkets which are far from the minimarket sales calculation. Minimarket retail sales recorded a jump of 68.9% compared to 2015. Alfamart also took advantage of this increase in sales by establishing 14,973 outlets in Indonesia.

According to *Executive Director Retailer Services Nielsen Indonesia*, Yongky Susilo, retailers in Indonesia should implement the Omni Channel system which is a combination of *online* and *offline sales*. This omni-channel system has been carried out by Alfamart by creating an online shopping application under the name Alfagift. In online sales, of course, companies must consider the quality of services in the application and website, because good service quality will result in high satisfaction as well. According to Ranjbarian et al (2012) *E Customer satisfaction* is the result of consumer perceptions of online convenience, trade/transaction methods, site design, and service. If the product's performance is far from expectations, the customer will be disappointed and if the product matches or exceeds user expectations, the customer will feel satisfied and happy. Thus the company must think of ways or strategies to make consumers feel satisfied with the services that have been provided so that later consumers will make repeat purchases and even recommend the company's products to their closest colleagues, so that this can also benefit the company. The strategy that can be made by the company is to improve e-service quality in its application.

According to Zeithaml et al (2009) *E-service quality* is defined as the extent to which a website facilitates efficient and effective shopping, purchasing and delivery. *E-service quality* is also used to collaborate with more friendly customer interactions, this is considered an efficient way to further minimize costs. This is usually used by companies that conduct business transactions online, thus companies must improve services on *digital platforms*, this is done so that consumers feel that the *E-service quality* is satisfied with the services provided by the company. The service in question can be in the form of easy access to applications and applications that have features needed by consumers. This is also in accordance with the research conducted by Tobagus (2018) with the title *The Effect of E-Service Quality on on E-Satisfaction Users on the Tokopedia site* which proves that *e-service quality* has a positive and significant effect on *e-satisfaction* on the Tokopedia site.

Alfagift is an application from Alfamart that allows users to always be *up-to-date on* promotions and get special offers that are only available in the application. Alfagift provides access for consumers to find promos, sweepstakes, A-coupons, the nearest Alfamart location, and makes it easy to shop at Alfamart only through the Alfagift application. With its advantages, Alfagift received an award as *The Best Omnichannel Solution For Retail Consumer 2021* from CNBC Indonesia.

II. Review of Literature

2.1 Service Marketing

According to Zeithaml and Bitner in Priansa (2017: 67) states that service marketing is the disclosure of promises, promises made to consumers and must be kept. framework is *strategic* known as *service triangle* which reinforces the importance of people in the company keeping their promises and being successful in companies keeping their promises and being successful in building *customer relationships*.

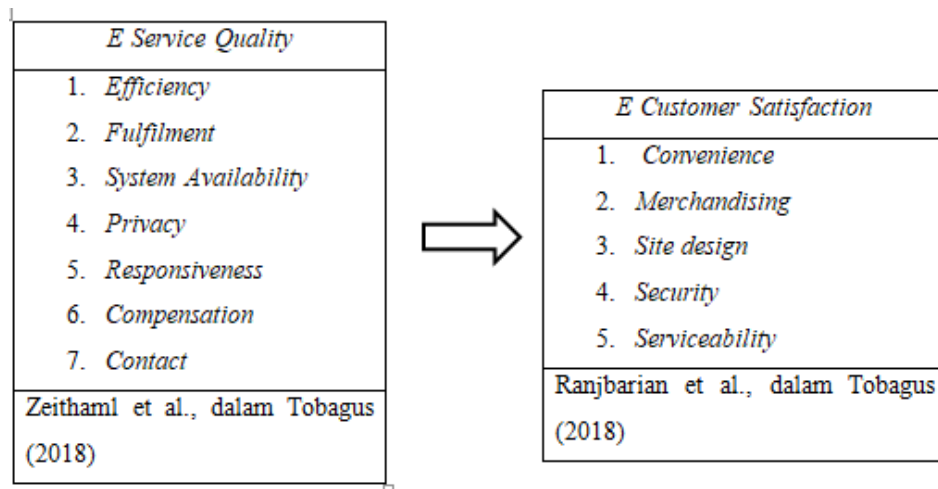
2.2 E Customer Satisfaction

According to Ranjbarian et al (2012) *E Customer satisfaction* is the result of consumer perceptions of online convenience, trade/transaction methods, site design, and service. If the product's performance is far from expectations, the customer will be disappointed and if the product matches or exceeds user expectations, the customer will feel satisfied and happy.

2.3 E Service Quality

According to Zeithaml et al (2009) *E-service quality* is defined as the extent to which a website facilitates efficient and effective shopping, purchasing, and delivery. *E-service quality* is usually used by companies that conduct business transactions online, thus companies must improve services on *digital platforms*.

2.4 Thinking Framework



III. Research Method

According to Sugiyono (2019:2) research methods are defined as "Research methods are defined as scientific ways to obtain data with the aim of using certain data". The research approach used in this final project is a quantitative approach. According to Sugiyono, (2019:16) The quantitative approach is a research method based on the philosophy of positivism, used to examine certain populations or samples, data collection using research instruments, data analysis is quantitative or statistical, with the aim of testing predetermined hypotheses. According to Sugiyono (2019: 6) descriptive research seeks to describe or describe or photograph what is happening to the object under study.

According to Sugiyono, (2019:126) population is a generalization area consisting of objects or subjects that have certain quantities and characteristics determined by researchers to be studied and then drawn conclusions. In this study, the population is all users who have transacted using the Alfagift application who are domiciled in West Java Province.

According to Sugiyono, (2019:127) The sample is part of the number and characteristics possessed by the population, because the population is not known, the determination of the number of samples uses the Bernoulli formula. According to Sugiyono, (2019:128) the sampling technique is a sampling technique. According to Sugiyono (2019: 131) *non-probability sampling* is a sampling technique that does not provide equal opportunities or opportunities for each element or member of the population to be selected as a sample. *Purposive sampling* is a sampling technique with certain considerations. So the considerations in taking the sample in this study are as follows.

- a. People who live in West Java Province.
- b. People who have used the Alfagift application.
- c. People who have shopped using the Alfagift application.

In this study, data collection was carried out by means of a questionnaire.

According to Sugiyono (2019: 199) a questionnaire is a data collection technique that is carried out by giving several questions or written statements to respondents to answer. Data collection techniques are carried out by being distributed online. The data analysis technique was carried out using SPSS software *For Windows vers 25*.

The validity test in this study uses the Pearson Product Moment correlation formula, using a significance level (5%) with a rateable value of 0.195.

1. Item is declared valid if $r_{count} > r_{table}$.
2. Item is declared invalid if $r_{count} < r_{table}$.

To test the reliability of the authors use the method (formulation) Alpha Cronbach coefficient. With the criteria, according to Sugiyono (2019:362) the questionnaire is declared reliable if the Cronbach Alpha value is > 0.6 .

According to Riduwan and Kuncoro (2017:39) *Method Of Successive Interval (MSI)* is used so that the data obtained from the results of distributing questionnaires using a Likert scale can be processed using simple linear regression analysis which requires the use of interval data. The data obtained from the results of the questionnaire distribution can be scaled up to an interval scale using the *Method Of Successive Interval (MSI)*. This is done so that the requirements of the minimal interval scale data can be met using simple linear regression analysis.

In this study, using descriptive analysis to determine the magnitude of the perception of *e service quality* and *e customer satisfaction*. In the questionnaire that has been distributed there are five criteria which are selected according to the respondents.

Description:

20% - 36%	Very Low
>36% - 52%	Low
>52% - 68%	Enough
>68% - 84%	High
>84% - 100%	Very High

Simple linear regression analysis was used to analyze the effect of *e-service quality* to the *e-customer satisfaction* of the Alfacift application. The simple linear regression formula is as follows: $Y' = a + bX$

Description:

Y' = Dependent variable

X = Independent variable

a = Constant (value of Y' if $X = 0$)

b = Regression coefficient

The hypothesis testing in this study uses the Regression Coefficient test Simple (t test). Significant means that the effect that occurs can apply to the population (can be generalized). The significance level uses = 5%. Based on the significance value of the SPSS output, the test criteria obtained are:

1. If the value of sig. < 0.05 then the independent variable has a significant effect on the dependent variable.
2. If the value of sig. > 0.05 then the independent variable has no significant effect on the dependent variable.

Based on the value of t count and t table, the test criteria are obtained:

1. If the value of t count > t table, the independent variable affects the dependent variable.
2. If the value of t count < t table, the independent variable has no effect on the dependent variable.

IV. Results and Discussion

Based on the validity and reliability testing that the examiner has carried out, it is found that all variable items are more than the table value, therefore all statement items are said to be valid. The results of the reliability test have a Cronbach's alpha value of more than 0.6, therefore the research is said to be reliable.

4.1 Descriptive Analysis

Table 1. Results *e service quality* Alfagift

Dimensions	Statement	Percentage	Description
<i>Efficiency</i>	The Alfagift application is easy to find what I need (eg products, payment methods, <i>Customer service</i> , etc.)	83.20%	High
	The Alfagift application loads features quickly.	84.80%	Very High
<i>Fulfillment Alfagift</i>	application is honest with every offer given (appropriate promotions)	85.40%	Very High
	Alfagift application keeps its promise (keeps shopping activities safe and comfortable)	83.60%	High
<i>System Availability</i>	Alfagift application system runs customer requests accurately	69.40%	High
	The Alfagift application system never causes errors.	61.20%	Enough
<i>Privacy</i>	The Alfagift application protects information about my shopping activities	80.80%	High
	The Alfagift application protects my transaction information (<i>cashless</i> , debit, credit, etc.)	88.20%	Very High
	I feel I can trust the Alfagift application for shopping	82%	High
<i>Responsiveness</i>	Alfagift App handles problems/complaints regarding My purchase simply.	78.80%	High
	Alfagift App handles issues/complaints regarding My purchase immediately.	86.60%	Very High
	Alfagift App tells me what to do if my shopping transaction has a problem (not processed, failed, etc.)	81.20%	High

	Alfagift App responds to my shopping problem/complaint within 24 hours	88.80%	Very High
<i>Compensation</i>	The Alfagift application offers a refund if the desired item is not available.	74.80%	High
	The Alfagift application offers exchange of goods if the goods do not match the request.	74.60%	High
<i>Contact</i>	The Alfagift application provides contacts (phone, email, etc.) to solve my shopping problems/complaints	73.40%	High
	The Alfagift application has <i>customer service</i> available online.	79.60%	High
Total		79.78%	High

Based on the table above, the results of the calculation of respondents' responses to the *e service quality* Alfagift application's. This shows that consumers already feel that *e-service quality* is good.

Table 2. Results *E Customer Satisfaction* Alfagift

Dimensions	Statement	Percentage	Description
<i>Convenience</i>	I am satisfied with spending my time shopping on the Alfagift application	85.80%	Very High
	I am satisfied with the experience while shopping on the Alfagift application	80.40%	High
	I really enjoy shopping activities on the application Alfagift	76%	High
	I am satisfied with the ease of finding anything I need in the Alfagift application (product search, promotional offers, assistance, etc.)	73.40%	High
<i>Merchandising</i>	I am satisfied with the number of offers (promotions) in the Alfagift application	82.20%	High
	I am satisfied with the diversity (promotions) in the Alfagift application	66.60%	Enough
<i>Site Design</i>	I am satisfied with the navigation/directions in finding the search menu, login, etc. in the Alfagift application	85.20%	Very High
	I am satisfied with the appearance of the Alfagift application	82%	High
	I am satisfied with all the feature presentations in the Alfagift application	83.20%	Very High

	I am satisfied with the information updatesAlfagift lication	83.80%	Very High
Security	I am satisfied that the Alfagift application protects my privacy well	82.40%	High
	I am satisfied with the security of transactions in the Alfagift application	79.60%	High
Serviceability	I am satisfied with the complaint service in the Alfagift application	79.40%	High
	I am satisfied with the completeness of information (<i>history</i> , delivery status, etc.) in the Alfagift application	83.60%	Very High
	I am satisfied with the return policy in the Alfagift application	80.60%	High
	I am satisfied with the after-sales service in the Alfagift application (buyers can apply refund if the desired item is not available)	81%	High
Total		80.32%	High

Based on the table above, the results of the calculation of respondents' responses to the variable *e customer satisfaction* Alfagift application are 80.32% and it can be seen that the score is included in the high category. This shows that consumers already feel that *e-customer satisfaction* is good.

4.2 Simple Linear Regression Analysis

$$Y = a + bx$$

$$Y = 9.556 + 0.807 x$$

- The value of constant a in the linear line above is 9.556, this means that if the variable *e service quality* (x) means the value is zero and there is no change, then the variable *e customer satisfaction* (y) will have a value of 9,556.
- The value of b is the coefficient number in the simple linear regression equation with a value of 0.807, this number means that for every 1 value of *e service quality* (x), it can be predicted that the value of *e customer satisfaction* (y) will increase by 0.807.
- Judging from the table above, it can be concluded that *e-service quality* (x) has a significant effect on *e-customer satisfaction* (y) because it has a significance value smaller than 0.05 or (0.00 < 0.05).

4.3 T Test Results (Partial)

This test is carried out by looking at the criteria for the results of the arithmetic > t table with a degree of error of 5% or 0.05. In this study, it is known that the research hypothesis is as follows.

H0 : There is no significant effect between *e service quality* (X) on *e customer satisfaction* (Y) on the Alfagift application in West Java Province.

H1 : There is a significant effect between *e service quality* (X) on *e customer satisfaction* (Y) on the Alfagift application in West Java Province.

The significance value for the effect of the variable X on Y is $0.000 < 0.05$ and the t-count value is $10.264 > 1.984$. So it can be concluded that H1 is accepted which means that there is a significant effect between the variable *e service quality* (X) on *e customer satisfaction* (Y) partially.

4.4 The Coefficient of Determination

R	Square
.720 ^a	.518

The value of the coefficient of determination R square in this study is 0.518 or 51.8%, which means that *e service quality* (X) is influenced by *e customer satisfaction* (Y) by 51.8%. While the remaining 48.2% is influenced by other variables or factors not examined by the author.

One of the objectives of this study is to determine the effect of *e service quality* (X) on *e customer satisfaction* (Y). According to the t-test (partial) results, the significance value for the effect of the X variable on Y is $0.000 < 0.05$ and the t-count value is $10.264 > 1.984$. So it can be concluded that H1 is accepted which means that there is a significant effect between the variable *e service quality* (X) on *e customer satisfaction* (Y) partially. This is also in line with research conducted by Chesanti (2018) which has the conclusion that the results of Fcount are greater than Ftable ($15,450 > 2.20$), which means that simultaneously *e service quality* has a significant effect on customer satisfaction of PLN *Mobile*. The next research conducted by Tobagus (2018) concluded that the value of sig. < 0.05 then the independent variable has a significant effect on the dependent variable. The significance value is 0.000 which means it is smaller than 0.05 so it can be concluded that the *e-service quality* (X) has a significant effect on the *e-satisfaction* (Y).

The fourth objective of this research is to find out how much influence *e service quality* (X) has on *e customer satisfaction* (Y). According to the results of the analysis of this study, the magnitude of the influence of the variable *e service quality* (X) on *e customer satisfaction* (Y) is 51.8% and the remaining 48.2% is influenced by other variables not examined. This shows that *e-service quality* is quite important in influencing *e-customer satisfaction*, because good quality will certainly increase consumer satisfaction, this is similar to the results of research conducted by Wulis, R & Nurmulandari, A (2020) which found that *e-service quality* has a positive and significant effect on *e-customer satisfaction*.

V. Conclusion

Based on the results of research that has been done regarding the effect of *e service quality* on *e customer satisfaction* of the Alfigift application, several conclusions were obtained to answer the formulation of the problem in this study. The conclusions obtained by the researchers are as follows.

1. Responses from 100 respondents to the *e service quality* of Alfigift applications in West Java Province were in the high category, which was 79.78%. The score is obtained from the measurement results based on the dimensions of e service quality including *efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact*. Thus, it can be concluded that the *e-service quality* of the Alfigift application is good.

2. Responses from 100 respondents to *the customer satisfaction* application in West Java Province were in the high category, namely 80.32%. The score is obtained from the measurement results based on the dimensions of *e customer satisfaction* including *convenience, merchandising, site design, security, and serviceability*. Thus, it can be concluded that the *e-customer satisfaction* of the Alfagift application is good.
3. Based on the significance value for the effect of the variable *e service quality* on *e customer satisfaction*, it is $0.000 < 0.05$ and the t value is $10.264 > 1.984$. This means that there is a significant effect between the variable *e service quality* (X) on *e customer satisfaction* (Y) partially.
4. The regression model $Y = 9.556 + 0.807x$, which means that each variable *e service quality* will increase *customer satisfaction* by 0.807 times. The effect *R square e service quality* on *e customer satisfaction* is 51.8% and the remaining 48.2% is influenced by other variables not examined.

Suggestions

Based on the discussion and conclusions above, there are several suggestions put forward by the researcher to the relevant parties in this study as follows.

Suggestions for Companies

1. Based on the results of respondents' responses to the variable *e service quality* as a whole, it is in the high classification of 79.78%. However, even though it is in the high category, there are still statements in the low category, namely "The Alfagift application system has never had an error" with a percentage of 61.20%. Therefore, Alfagift is expected to be able to improve the system by updating the version to be better so that the error rate or error can decrease.
2. Based on the results of respondents' responses to the variable *e customer satisfaction* as a whole is in the high classification of 80.32%. However, even though it is in the high category, there are still statements in the low category, namely "I am satisfied with the diversity (promotion) in the Alfagift application" with a percentage of 66.60%. With this, it is hoped that Alfagift can improve it by synchronizing promotions in retail with those in online stores, so that consumers will get the same treatment when shopping even with different channels.

Suggestions for Further Researchers

1. It is hoped that further research will look for factors other than *e service quality* and *e customer satisfaction variables*, because there are other variables that are not used in this study such as *customer experience, e-trust, brand image*, and others.
2. It is hoped that further research can use the same dimensions but with different research objects.
3. I hope that further research will increase the number of samples in this study and change the research location. It is intended that the research conducted can be more accurate in predicting the effect of each variable.

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