THE INFLUENCE OF ELECTRONIC SERVICE QUALITY ON CUSTOMER SATISFACTION WITH BRAND TRUST AS A MODERATING VARIABLE

Apay Safari[1], Anti Riyanti[2], Uus Mohammad Darul Fadli[3]
Sekolah Tinggi Ilmu Ekonomi Pariwisata YAPARI Bandung, Indonesia[1,2]
Universitas Buana Perjuangan Karawang[3]
Email: apaysaf@yahoo.co.id

Abstract
In line with the comprehensive explanation above, there are four actors that can influence customer satisfaction, namely product quality, price, service quality and emotionality. Of the four factors above, researchers believe that the Service Quality factor can influence Customer Satisfaction more significantly than the other three. Different from other research, what is meant by Service Quality in this research is electronic Service Quality. Apart from that, this research also added the Brand Trust variable as a moderating variable. This research is a quantitative research with a descriptive approach, namely research that has been used as a fundamental reference in previous studies to find new variations in the research being conducted, namely related to the influence of Electronic Service Quality on Employee Job Satisfaction with Brand Trus as a moderating variable. This research collected data using a questionnaire method which was distributed online to 400 Bank Bukopin employees spread throughout Indonesia. We can also say that this data is primary data. In using the SmartPLS 4.0 analysis tool and using primary data, the stages that must be passed are validity testing, reliability testing and path coefficients. This data was collected and analyzed using the smart PLS 4.0 analysis tool. The result in this article show that Electronic Service Quality can have a positive relationship and a significant influence on Consumer Satisfaction because the P-Values value is positive and is below the 0.05 significance level, namely 0.002. Apart from the first row of the second table, the third row of the third table is also the second hypothesis in this research showing that the Brand Trust variable can moderate the influence of the Electronic Service Quality variable on the Consumer Satisfaction variable because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. Thus the results of the first and second hypotheses in this research can be proven and accepted.

Keywords : *Electronic Service Quality, Customer Satisfaction Brand Trust*

1. INTRODUCTION

Service quality is the basis for service marketers, because the essence of the product being marketed is quality performance and the performance itself is what consumers buy. Service quality is much more difficult to define, describe and measure than the quality of goods. If quality measures and quality control have long been developed and applied for tangible goods, then for services various efforts have been developed to formulate such measures (Tjiptono, 2016b). According to Lovelock (1988) in (Tjiptono, 2016a) service quality is the expected level of excellence and control over this excellence to fulfill customer desires. In principle, service quality focuses on efforts to fulfill customer needs and desires and the accuracy of delivery to match customer expectations .

E-Service quality or also known as e-SQ, is a development of the Service Quality (SERVQUAL) model. In principle, the e-SQ model is an adaptation and expansion of the traditional SERVQUAL model into the online shopping context (Tjiptono, 2016a). E-Service

Quality is a comprehensive assessment and evaluation of the quality of service delivery to consumers in virtual markets (Santos, 2003) in (Lauren, 2017). According to (Voss, 2003) service in an electronic environment (eservice) is defined as the delivery of services using new media, namely the web. Zeithaml et. al., (2002) defines e-service quality or eSQ as an extension of a site's ability to facilitate shopping, purchasing and distribution of goods and services effectively and efficiently. Website quality assessment. not only during the experience while interacting with the website but also the interaction after receiving the service.

(Parasuraman, 2005) stated that there are 4 dimensions in electronic service quality, where the 4 dimensions are the core (core) of electronic service quality, namely: 1) Efficiency (Efficiency) Ease and speed in accessing and using the site. According to (Tjiptono, 2016a) efficiency also includes the customer's ability to access the website, search for the desired product and information related to that product, and leave the site in question with minimal effort. 2) Fulfillment of needs (Fulfillment) The company's actual performance contrasts with what is promised on the website. According to Tjiptono (Tjiptono, 2008) fulfillment includes the accuracy of service promises, such as product stock availability and product delivery at the desired time. 3) System Availability: The technical functionality of the site concerned, related to the parts of the site that are available and can function as they should. 4) Privacy (Privacy) The level to which the site is safe and protects customer information. According to (Tjiptono, 2016a) privacy includes guaranteeing that customer shopping behavior data is not shared and that information from customer credit cards is kept safe.

Researchers believe that if Electronic Service Quality can run well accompanied by the dimensions of efficiency, meeting needs, system availability and privacy, it can increase customer satisfaction. Satisfaction can be interpreted as an effort to fulfill something or make something adequate. In general, satisfaction is a person's feeling of pleasure or dissatisfaction with the results of a comparison between the performance received and expectations. If the product performance is the same as expectations then consumers will be satisfied, then if the performance exceeds expectations then consumers will be very satisfied (Keller, 2016). Customer satisfaction is the buyer's cognitive situation regarding the equivalence or incommensurability between the results obtained and the sacrifices made (Tjiptono, 2014: 353). Andreassen and Lindestad (1998) in (P. T. Kotler, 2017)state that consumer satisfaction is the accumulation of consumer experience in making purchases and experience in consuming. Then Yi (1990) in (P. T. Kotler, 2017) states that consumer satisfaction is influenced by two factors, namely experience and expectations regarding service performance.

From this definition it can be concluded that consumer satisfaction includes the difference between expectations and perceived performance or results. If the performance received or felt exceeds expectations, it will satisfy the customer. Conversely, if the performance received is lower than expected, it will cause customers to be dissatisfied with a product or service (P. Kotler, 2008).

According to (Lupiyoadi, 2014), there are five factors that companies must pay attention to in determining the level of consumer satisfaction, namely: 1) Product quality. Customers will feel satisfied if the evaluation results (after purchasing and using the product) show that the product they use is of high quality. 2) Quality of service Consumers will feel satisfied if they receive good service or in accordance with their expectations both in terms of service quality and service speed. 3) Emotional The consumer's feeling of pride and confidence that other people admire him if he uses a product of a certain brand. 4) Price Determining the price of a company's product in accordance with the quality and quantity of the product obtained and expected by consumers. 5) Cost and ease of obtaining products or services. Consumers do not need to pay

additional costs or waste time to get a product and tend to be satisfied with the product and the ease of getting the product.

Based on the explanation regarding the definition of Consumer Satisfaction and the factors that influence it, researchers increasingly believe that Electronic Service Quality can influence Consumer Satisfaction. Apart from that, there are a number of studies (Hidayati, 2016); (Nurhadi et al., 2022); (Akoum, 2008); (Pranitasari & Sidqi, 2021) & (Sinollah & Masruroh, 2019) have a positive relationship and a significant influence on Service Quality. Different from previous studies, this research adds the Brand Trust variable as a moderating variable.

2. RESEARCH METHODS

In line with the comprehensive explanation above, there are four actors that can influence customer satisfaction, namely product quality, price, service quality and emotionality (Sinaga et al., 2017). Of the four factors above, researchers believe that the Service Quality factor can influence Customer Satisfaction more significantly than the other three. Different from other research, what is meant by Service Quality in this research is electronic Service Quality (Aprileny et al., 2020). Apart from that, this research also added the Brand Trust variable as a moderating variable. This research is a quantitative research with a descriptive approach, namely research that has been used as a fundamental reference in previous studies to find new variations in the research being conducted, namely related to the influence of Electronic Service Quality on Employee Job Satisfaction with Brand Trus as a moderating variable (Handayani & Syarifudin, 2022). This research collected data using a questionnaire method which was distributed online to 400 Bank Bukopin employees spread throughout Indonesia (Hair, 2010). We can also say that this data is primary data. In using the SmartPLS 4.0 analysis tool and using primary data, the stages that must be passed are validity testing, reliability testing and path coefficients. This data was collected and analyzed using the smart PLS 4.0 analysis tool with a research model (Ahmad Afan Zain, 2022).

Fugre 1
Hypothesis
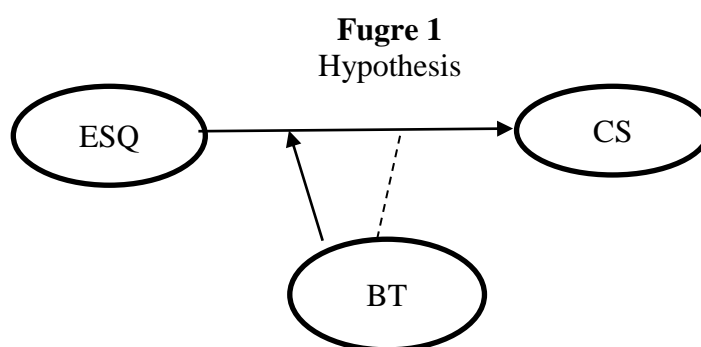
Note:
ESQ : Electronic Srvice Quality
CS: Consumer Satisfaction
BT: Brand Trust

Hypothesis:
H1: The Influence of Electronic Srvice Quality on Consumer Satisfaction
H2: Brand Trust can Moderates The Influence of Electronic Srvice Quality on Consumer Satisfaction

3. RESULT
Convergent Validity

In line with the researcher's explanation of the research methodology, if you use the smart PLS 4.0 analysis tool and primary data, the first stage that must be passed is a validity test with the aim of validating each question item used in this research with the following validity test results (Sarstedt et al., 2014):

Table 1
Convergent Validity

Variable	Question Item	Loading Factor
Electronic Srvice Quality (X1)	Electronic service quality is easier to implement than ordinary service quality	0.841
	The quality of electronic services has a more immediate impact on consumer satisfaction than the quality of ordinary services	0.831
	The quality of electronic services can have a more significant impact than the quality of ordinary services	0.837
	The quality of electronic services can make consumers curious	0.828
	The quality of electronic services can make consumers interested at first glance	0.829
	The quality of electronic services can provide complete information	0.833
Consumer Satisfaction (Y)	Consumer satisfaction can influence service quality	0.889
	Consumer satisfaction can be influenced by brand trust	0.897
	Consumer satisfaction can be influenced by providing complete information	0.869
	Consumer satisfaction can be influenced when consumers shop comfortably	0.879
	Brand trust can influence consumer satisfaction	0.945

Brand Trust (Z)	Brand trust can strengthen the influence of electronic service quality on customer satisfaction	0.951
	Brand trust can make consumers comfortable when shopping	0.978
	Brand trust can make consumers calm when shopping	0.969

Valid > 0.70

Realibility Test

In the explanation above, after undergoing a validity test which validated the 14 question items in this research, which consisted of 14 question items including 6 question items for the Electronic Service Quality variable, 4 question items for the Consumer Satisfaction variable, and 4 question items for the Brand Trust variable. The next stage is the reliability test as follows (Supriyanto, 2013):

Table 2
Realibility Tes

Variable	Composite Realibility	Cronbach Alfa	Noted
Electronic Srvice Quality	0.876	0.835	Reliable
Consumer Satisfaction	0.921	0.881	Reliable
Brand Trust	0.978	0.937	Reliable

Valid > 0.70

3.1. Discussion

Path Coefisien

After 400 Bank Bukopin employees spread throughout Indonesia were confirmed to be valid and the 3 variables used in this research consisting of Electronic Service Quality, Consumer Satisfaction and Brand Trust had also been declared reliable, the final step was the Path Coefficient to determine the direction of the relationship. and whether the influence of the Independent variable on the Dependent variable is significant or not is as follows (Ghozali, 2016):

Table 3
Path Coefisien

	Variable	P-Values	Noted
Direct Influence	ESQ->CS	0.002	Acceptable
Indirect Influence	BT* ESQ->CS	0.000	Acceptable

Significance Level < 0.05

In line with the comprehensive explanation above, there are four actors that can influence customer satisfaction, namely product quality, price, service quality and emotionality. Of the four factors above, researchers believe that the Service Quality factor can influence Customer Satisfaction more significantly than the other three. Different from other research, what is meant by Service Quality in this research is electronic Service Quality. In line with this statement, the

Path Coefficient results in the first three rows of the table show that Electronic Service Quality can have a positive relationship and a significant influence on Consumer Satisfaction because the P-Values value is positive and is below the 0.05 significance level, namely 0.002. These results are in line with this research in line with research (Hidayati, 2016); (Nurhadi et al., 2022); (Akoum, 2008); (Pranitasari & Sidqi, 2021) & (Sinollah & Masruroh, 2019). Apart from the first row of the second table, the third row of the third table is also the second hypothesis in this research showing that the Brand Trust variable can moderate the influence of the Electronic Service Quality variable on the Consumer Satisfaction variable because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. Thus the results of the first and second hypotheses in this research can be proven and accepted.

4. CONCLUSION

In line with the comprehensive explanation above, there are four actors that can influence customer satisfaction, namely product quality, price, service quality and emotionality. Of the four factors above, researchers believe that the Service Quality factor can influence Customer Satisfaction more significantly than the other three. Different from other research, what is meant by Service Quality in this research is electronic Service Quality. In line with this statement, the Path Coefficient results in the first three rows of the table show that Electronic Service Quality can have a positive relationship and a significant influence on Consumer Satisfaction because the P-Values value is positive and is below the 0.05 significance level, namely 0.002. These results are in line with this research in line with research (Hidayati, 2016); (Nurhadi et al., 2022); (Akoum, 2008); (Pranitasari & Sidqi, 2021) & (Sinollah & Masruroh, 2019). Apart from the first row of the second table, the third row of the third table is also the second hypothesis in this research showing that the Brand Trust variable can moderate the influence of the Electronic Service Quality variable on the Consumer Satisfaction variable because the P-Values value is positive and is below the 0.05 significance level, namely 0.000. Thus the results of the first and second hypotheses in this research can be proven and accepted.

REFERENCES

Ahmad Afan Zain. (2022). Pengaruh Kualitas Pelayanan Terhadap Kepuasan Konsumen. *Al-Maqashid: Journal of Economics and Islamic Business*, *2*(2), 47–54. https://doi.org/10.55352/maqashid.v2i2.269

Akoum, I. F. (2008). Globalization, growth, and poverty: the missing link. *International Journal of Social Economics*, *35*(4), 226–238.

Aprileny, I., Imalia, I., & Emarawati, J. A. (2020). Pengaruh Harga, Fasilitas Dan Lokasi Terhadap Keputusan Pembelian. *Ikraith Ekonomika*, *4*(3), 243–252. http://repository.stei.ac.id/id/eprint/2409

Ayaumi, R. S., & Komariah, N. S. (2021). Pengaruh Customer Experience Dan Trust Terhadap Minat Beli Ulang Layanan Pesan Antar Gofood Saat Pandemi Covid-19 Pada Generasi Z. *Jurnal Ilmiah Manajemen Ubhara*, *3*(2), 181. https://doi.org/10.31599/jmu.v3i2.940

GEA STEPHANI. (2020). Pengaruh Customer Experience terhadap Minat Beli Ulang. *E-Proceedings of Applied Science*, *6*(1), 30–36. https://openlibrarypublications.telkomuniversity.ac.id/index.php/appliedscience/article/view/11505

Ghozali, I. (2016). *Aplikasi analisis multivariete dengan program (IBM. SPSS)*. Univrsitas Dipenogoro.

Hair. (2010). *Multivariate Data analysis, Seventh Editions*. New Jersey.

Handayani, S. L., & Syarifudin, A. (2022). Pengaruh Kualitas Layanan, Harga Dan Relationship Marketing Terhadap Kepuasan Konsumen Pada Layanan Transportasi Gojek. *Jurnal Dimensi*, *11*(2), 298–313. https://doi.org/10.33373/dms.v11i2.4115

Hidayati, N. (2016). Pengaruh Kepuasan Kerja Dan Stres Kerja Terhadap Turnover Intentions Karyawan Bag. *Eksis*, *4*(1), 9.

Keller, P. K. (2016). *Marketing Managemen (I. Pearson Education (ed.)*. Pearson Education Limited.

Kotler, P. (2008). *Prinsip-prinsip Pemasaran. Diterjemahankan oleh Bob Sabran. ed. 12 jd. 1*. Erlangga.

Kotler, P. T. (2017). *Manajemen pemasaran. Jilid IIEdisi Ketiga Belas.B. Sabran (Trans.)*. Erlangga.

Lauren, J. (2017). *Pengaruh Kompensasi Dan Komitmen Organisasional Terhadap Turnover Intention Dengan Kepuasan Kerja Sebagai Variabel Mediasi Pada Karyawan. Agora*, *5*(1), 56858.

Lupiyoadi. (2014). *Manajemen Pemasaran Jasa*. Salemba Empat.

Nurhadi, A., Budiyanto, A., & Murtiyoko, H. (2022). Kualitas Layanan Elektronik: Suatu Tinjauan Literatur. *Jurnal Pemasaran Kompetitif*, *5*(3), 308. https://doi.org/10.32493/jpkpk.v5i3.19930

Parasuraman. (2005). E-S-QUAL A Multiple-Item Scale for Assesing Electronic Service Quality. *Journal of Service Research*, *7*(10), 1–21.

Pranitasari, D., & Sidqi, A. N. (2021). Analisis Kepuasan Pelanggan Elektronik Shopee menggunakan Metode E-Service Quality dan Kartesius. *Jurnal Akuntansi Dan Manajemen*, *18*(02), 12–31. https://doi.org/10.36406/jam.v18i02.438

Putri, A. A. (2019). Pengaruh Trust Dan Brand Image Pada Minat Pembelian Ulang Dalam Belanja Online Di Shopee. *PROGRAM STUDI MANAJEMEN FAKULTAS EKONOMI DAN BISNIS UNIVERSITAS MUHAMMADIYAH SURAKARTA*, *1*(1), 23. http://eprints.ums.ac.id/id/eprint/77264

Rahmawati, P. (2023). Pengaruh Variasi Produk ... *Jurnal Ilmu Manajemen*, *3*(1), 89–98.

Safitri, A. N. (2021). Pengaruh Brand Image, Persepsi Harga Dan Kualitas Layanan Terhadap Minat Beli Ulang Pada Lazada. *Entrepreneurship Bisnis Manajemen Akuntansi (E-BISMA)*, *1*(1), 1–9. https://doi.org/10.37631/e-bisma.v0i0.212

Sarstedt, M., M. Ringle, C., Smith, D., Reams, R., & Hair Jr, J. F. (2014). Partial least squares

structural equation modeling (PLS-SEM): A useful tool for family business researchers. *Journal of Family Business Strategy*, *5*(1), 105–115.

Sinaga, O., Irianto, H., & Widiyanti, E. (2017). Menurut Hasan, WoM merupakan sebuah sanjungan, atau saran yang positif, komentar atau testimonial pelanggan seputar pengalaman pribadi mereka atas layanan jasa serta produk yang memengaruhi sebuah keputusan pembelinya atau perilaku pembelian mereka (Hasan. *AGRISTA*, *5*(1), 79–88.

Sinollah, S., & Masruroh, M. (2019). PENGUKURAN KUALITAS PELAYANAN (Servqual â€" Parasuraman) DALAM MEMBENTUK KEPUASAN PELANGGAN SEHINGGA TERCIPTA LOYALITAS PELANGGAN. *DIALEKTIKA : Jurnal Ekonomi Dan Ilmu Sosial*, *4*(1), 45–64. https://doi.org/10.36636/dialektika.v4i1.285

Supriyanto, A. S. (2013). Role of Procedural Justice, Organization Commitment and Job Satisfaction on Job Performance: The Mediating Effects of Organizational Citizenship Behaviour. *Journal of Business and Mangement*, *8*(15), 57–67.

Tjiptono, F. (2008). Service Management Mewujudkan Layanan Prima. *Journal of Theoretical and Applied Electronic Commerce Research*, *14*(2), 23.

Tjiptono, F. (2016a). *Pemasaran Esensi dan Aplikasi Edisi satu*. Andy Offset.

Tjiptono, F. (2016b). *Service, Quality and satifactions*. Andi Offset.

Voss. (2003). Rethinking paradigms of service: Service in a virtual environment. *International Journal of Operations & Production Management*, *23*(1), 88.

Wiyata et al. (2020). Pengaruh Customer Experience , Ease of Use , Dan Customer Trust Terhadap Repurchase Intention Konsumen Situs Jual Beli. *Manajemen Bisnis*, *3*(April), 11–21.