

The Influence of E-Service Quality, Information Quality and Trust on Purchasing Decisions and Their Implications for Customer Satisfaction

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ABSTRACT

The purpose of this study was to determine the effect of e-service quality, information quality, trust on customer satisfaction through purchasing decisions at Shopee onlineshop in the Jakarta area. The sample of this study were consumers who had shopped online at Shopee in the Jakarta area, totaling 205 people. The analysis technique in this study used Structural Equation Model (SEM) analysis with SmartPLS 3.0. The results showed that e-service quality, information quality, and trust on customer satisfaction. Purchasing decisions mediate the effect of e-service quality, information quality, and trust on customer satisfaction. The R Square value for the purchasing decision variable obtained is 0.421 or 42.1%. These results indicate that E-service quality, information quality and trust together have an influence of 42.1% on purchasing decisions, while as much as (1-R Square) the remaining 57.9% is the contribution of the influence provided by other factors not examined. The R Square value for the customer satisfaction variable obtained is 0.829 or 82.9%. These results indicate that e-service quality, information quality, trust and purchasing decisions. Customer satisfaction together have an influence of 82.9% on customer satisfaction, while as much as (1-R Square) 17.1% of the rest is the contribution of the influence given by other factors not studied

Keywords: e-service quality, information quality, trust, purchasing decisions, customer satisfaction

INTRODUCTION

Based on the survey results of the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million people in the 2022-2023 period. This number increased by 2.67% compared to the previous period of 210.03 million users.

Based on the APJII report, the total population of Indonesia is currently estimated to reach 272.68 million in 2021. This means that the internet penetration rate in Indonesia in the period 2021 to the first quarter of 2022 reached 77.02 percent. Currently, the internet penetration rate has increased from the beginning of 2019 to the second quarter of 2020, which was 73.7 percent. In that period, Indonesians who were connected to the internet were reported to have reached 196.71 million people. In 2018, the number of internet users in Indonesia was 171.17 million, with a penetration of only 64.8 percent (Pahlevi, 2022).



Fig. 1: World Internet User Growth Data

Source: <https://datareportal.com/reports/digital-2023-global-overview-report>

Indonesia is the 10th largest e-commerce growth country with 78 percent growth and is ranked number 1. While Mexico is ranked second, with a growth value of 59 percent. NielsenIQ noted that the number of online shopping consumers in Indonesia who use e-commerce will reach 32 million people in 2021. The number shot up 88 percent compared to 2020 which was only 17 million people.

E-Commerce is currently very popular among users, through this system marketers try to stimulate internet users to be interested in buying their products. E-commerce is business activities involving consumers, manufactures, service providers and intermediaries using computer networks, namely the internet. According to Laudon & Traver, (2016) e-Commerce is the use of the internet, websites, mobile applications, and browsers that run on mobile devices to conduct business transactions. More broadly, business transactions are carried out digitally between organizations and individuals.

Shopee was chosen for research because it is a pioneer of online shopping in Indonesia, but some of the personal experiences of consumers have recently concluded that Shopee’s service quality is not good. The phenomenon that occurs in Shopee online shopping is complaints from consumers because of the increasing number of fraud through online stores, which is caused by increasingly fierce business competition. Problems that often occur in online shopping companies are caused by business competition which makes the number of transactions at Shopee decrease compared to Tokopedia, To be able to excel in online business, Shopee must improve marketing strategies that can increase sales which affect buying interest, and convince potential customers by providing clearer information about the products being marketed (Faizal & Nurjanah, 2019).

Electronic service quality or also often referred to as e-service quality, is a development of the theory of service quality (SERQUAL) that has existed before. Conceptually, service quality and e-service quality have

the same function, namely the comparison of customer perceptions of the services that have been received with the expectations that

E-service quality has an important role in creating a perceived value in the scope of online shopping. perceived value has a role in consumer assessment by comparing the benefits obtained by consumers from a service provided by the company with the sacrifices that consumers have made to obtain the product. Online service quality or what is commonly called e-service quality is an important factor that must be considered in setting up an online store. E-Service Quality is measured by the convenience provided from the company to customers through internet media or websites. Traveloka through web booking and also applications on smartphones always presents the quality of its online services. E-service quality is defined as “the extent to which a website facilitates shopping, purchasing and delivery of products and services effectively and efficiently” (Bressolles & Durrieu, 2011, .4). Service quality in general is different from e-service quality. Service quality is measured directly through activities between sellers and buyers, while e-service quality is measured through the services provided by companies through websites.

Apart from e-service quality, the next factor that influences consumer purchasing decisions in online shops is information quality. Information quality is attached to the product or service being sold. Complete and honest information is very important in making purchases or sales through online because the seller and buyer do not meet each other and the goods being traded can only be seen from photos so that the quality of the goods is rather difficult to predict whether it is in accordance with the wishes of the buyer.

Another factor that influences purchasing decisions is trust or trust. Trust is very important in terms of transactional relationships that have an element of risk, for example, such as transactions that occur between buyers and sellers on the internet. When consumers have received certainty from the seller, trust will arise because of the commitment given by the seller in fulfilling all his obligations. The relationship between trust and confidence will trigger online transactions when both agree with their commitments. Trust is one of the essential factors for online shops on Instagram because it can influence purchasing decisions.

Trust is the basis of online sales, a consumer will buy goods from an online seller, so the trust factor can determine whether or not to buy goods. Sometimes there are also sellers who sell goods that are not original in online stores. Sellers also usually sell counterfeit goods with well-known brands. These counterfeit goods sometimes also have good quality at high prices or sell ordinary quality at relatively cheap prices but with almost the same appearance so that buyers think the goods are original goods. Therefore, trust must be built between sellers and buyers to be able to make purchase transactions. On the Shopee site, high consumer confidence is evidenced by the increasing number of visitors to the site. The trust factor is a key factor in every online transaction. The higher the consumer trust, the decision to purchase a product will increase. Conversely, the lower consumer confidence the decision to make a purchase will decrease (Murwatiningsih & Apriliani, 2013).

Problems that commonly occur in purchasing products through onlineshop include delays in shipping and receiving goods, wrong delivery of goods, defects in goods, verification of payment for goods, low security, and lack of information (Dailysocialid, 2018; Kaur & Quareshi, 2015). Security is the main focus in online transactions. Throughout 2021, 1,617 cases of online fraud have been recorded, 304 cases occurred on Facebook, 413 on Whatsapp and Instagram as the platform with the most fraud cases recorded 534 cases (Ramadhani, 2021). This problem results in disappointment that consumers feel after making a purchase. The results of previous research found that as many as four-sixths of consumers were disappointed with the goods received because they did not match the pictures displayed, the price was not appropriate because it had been raised beforehand, and as many as two-sixths were disappointed because of the inaccuracy of the discount price and the damage to the goods when received (Ibrahim, 2017).

REVIEW OF LITERATURE

Consumer behavior is the actions and activities carried out by individuals, groups and organizations related to choosing, buying and using goods or services to meet needs and wants (Kotler and Keller, 2016). Actions in consumer decision making are influenced by internal factors and external factors (Schiffman & Kanuk, 2011). Internal factors that shape consumer behavior are motivation, perception, learning, personality and attitude. External factors consist of marketing efforts, namely product, promotion, price and distribution as well as the socio-cultural environment consisting of family, information sources, other non-commercial sources, social class, sub-culture and culture. The success of companies in marketing needs to be supported by a good understanding of consumer behavior, because by understanding consumer behavior companies can design what consumers want (Kotler and Armstrong, 2012).

E-Service Quality allows consumers or users to make transactions without direct face-to-face contact with service providers. E-service quality can also be a company strategy because it has competitive advantages. Because, E-Service quality is a website or application that is capable of e-service quality consumer activities including shopping, purchasing, and delivering both products and services effectively and efficiently (Prasetyo, 2016).

The quality of information will determine consumers in making purchases on social media. This is obtained if the quality of information provided to consumers about the product being marketed is accurate information. Apart from the accuracy of information, up-to-date information is also very necessary. This can create comfort for consumers who want to continue to exist for products in marketing.

Trust is an important factor influencing purchasing decisions. Especially in a business that is run with an online system. Because in sales with an online system, prospective buyers do not know how the product to be purchased is so that consumers or prospective buyers will only rely on pictures and descriptions of the product to be purchased on the seller's media account. So that the trust factor is one of the considerations for consumers to buy a product that is sold online.

In the world of online shops or social commerce, consumer trust is often referred to as e-trust. According to Dunn's theory in the journal Kusnanto et al., (2020: 42) states that "Trust is an intangible characteristic that allows customers to buy goods or services with the confidence that what is promised will be delivered".

Based on the literature review, the hypotheses in this study are as follows.

1. The Effect of E-Service quality on Online Purchasing Decisions

Based on e-commerce and dailysocial reports, it shows that in several categories shopee has a low percentage. There are several characteristics that can describe a service that can be said to be good service in addition to excellent service, it must also provide comfort to customers when performing services (Kasmir, 2017). One of the factors in influencing purchases is the convenience of shopping on online shopping sites. When the service is good, the buyer will feel comfortable making transactions. With good service quality, it will influence consumers to make purchases.

Consumers tend to transact and buy products or services from platforms that provide a smooth, efficient, and satisfying online purchasing experience. Factors such as data security, ease of navigation, availability of product information, and the ability to solve problems quickly and effectively are important considerations in shaping consumer purchasing decisions. By understanding these positive impacts of E-Service Quality, companies can improve their e-services to increase customer satisfaction levels, expand market share, and

maintain consumer loyalty in an increasingly competitive online commerce environment.

Many studies have been conducted previously which state that e-service quality affects consumer decisions in buying products through online shops, including research conducted by Ismayanti, Suardana, & Negara (2015) and Firdasuya, C.P., & Oktini, D (2019), where the results show that e-service quality positively and significantly affects purchasing decisions. Apart from having an effect on purchasing decisions, e-service quality also has a positive effect on customer satisfaction. This was stated by Laurent, F (2016) in his research which revealed that e-service quality positively and significantly affects customer satisfaction. This means that the better the e-service quality obtained by customers, the level of customer satisfaction will also increase. In line with Laurent, F (2016), Jonathan, H (2013) also suggests that if companies can provide good e-service quality to customers, it will lead to customer satisfaction.

Research related to e-service quality was conducted by Ismayanti, Suardana, Negara (2015), Prasetyo, and Purbawati P (2016), which concluded that e-service quality affects purchasing decisions.

There are several previous studies that show the relationship between e-service quality and online purchasing decisions, such as research conducted by (Prasetyo & Purbawati, (2016); Nurmanah & Nugroho (2021).

2. The Effect of Information Quality on Online Purchasing Decisions

The influence of information quality on online purchasing decisions is a crucial aspect in the context of electronic commerce and modern consumer behavior. Information quality refers to the clarity, completeness, accuracy and relevance of information available on an e-commerce platform or website. Research analyzing this relationship has major implications in understanding how consumers respond to the information provided when considering making an online purchase.

In line with research conducted by Ayuningtyas, K., & Gunawan, H (2018) and Anggraeni, P., and Madiawati, P.N (2016) using multiple linear regression methods concluded that the quality of information partially has a positive and significant effect on online purchasing decisions. Not only does it affect purchasing decisions, the quality of information displayed by online business service providers will also affect customer satisfaction.

Research related to information quality was conducted by Ferdiansyah (2016), Vicramaditya (2020), Harso, Arletta, Adi (2021) which concluded that there is an effect of information quality on purchasing decisions.

According to Tanjaya et al. (2019) in the study *The Effect of Information Quality, Trust, and Consumer Ease on Purchasing Decisions for Vape Products on Instagram*, states that the quality of information partially has a significant effect on purchasing decisions for vape products on Instagram social media, which means that if the quality of the information provided is accurate, it will increase purchasing decisions.

3. The Effect of Trust on Online Purchasing Decisions

Trust is an important factor influencing purchasing decisions. Especially in a business that is run with an online system. Because in sales with an online system, prospective buyers do not know how the product to be purchased is so that consumers or prospective buyers will only rely on pictures and descriptions of the product to be purchased on the seller's media account. So that the trust factor is one of the considerations for consumers to buy a product that is sold online.

In the world of online shops or social commerce, consumer trust is often referred to as e-trust. According to Dunn's theory in the journal Kusnanto et al., (2020: 42) states that "Trust is an intangible characteristic that

allows customers to buy goods or services with the confidence that what is promised will be delivered". This means that trust is an invisible characteristic, which allows customers to buy products and services with the confidence that what is promised will be fulfilled. By displaying pictures and descriptions that match the original product on the sales account, it is hoped that it will build trust from potential buyers.

Consumer belief or knowledge concerns the belief that a product has attributes, and the benefits of these various attributes. Consumer beliefs in a product, its attributes and benefits describe consumer perceptions. Trust is the key to the success of a producer and seller in marketing their products. As long as the level of trust is high, the higher the level of purchasing decisions.

Research related to trust, conducted by Nurmanah, Nugroho (2021) Ismayanti, Suardana, Negara (2015), which concluded that trust affects purchasing decisions.

4. The effect of e-Service quality on customer satisfaction

E-Service Quality refers to the quality of electronic services provided by a platform or website in various stages of interaction with customers, from information search to transaction completion. Research that examines this relationship has significant implications in understanding how customers' experiences interacting with online services affect their level of satisfaction.

Factors such as the platform's responsiveness to customer queries, speed in transaction processing, ease of navigation, data security, as well as the overall quality of customer support all contribute to the platform's positive image and satisfied customers. By ensuring that the e-services provided are of high quality, companies can create a better environment for their customers, build long-term loyalty, and increase the chances of recommending the product or service to others.

Research conducted by Chinomona, Masinge and Sandada (2014) shows that e-service quality has a positive influence on customer satisfaction, besides that research from Perwira et al (2016); Laurent (2017); Riza and Sutopo (2017) also support and strengthen the results of research from Chinomona, Masinge and Sandada (2014) which proves that e-service quality affects customer satisfaction. Research conducted by Hansel (2013) also shows that e-service quality has an influence on customer satisfaction.

5. Effect of information quality on customer satisfaction

Information quality refers to the level of clarity, accuracy and relevance of information provided to customers, especially in the context of the product or service offered. Research investigating this relationship provides valuable insight into understanding how the information provided to customers can affect their level of satisfaction.

Good information quality helps customers make more informed decisions, reduces uncertainty, and allows them to feel more confident in transactions. Factors such as detailed product descriptions, reviews from other customers, clear pricing, and a clear and fair returns policy all contribute to customers' positive perceptions of information quality and ultimately affect their satisfaction levels.

There is some evidence to suggest that information quality has an effect on customer satisfaction. For example, research conducted by Riza and Sutopo (2017) shows that information quality has a positive effect on customer satisfaction. In addition, research by Wijaya and Kempa (2018) Customer Satisfaction also supports the results of research by Riza and Sutopo (2017) which proves that information quality has an effect on customer satisfaction.

1. The Effect of Trust on Customer Satisfaction

Customer trust is defined as thoughts, feelings, emotions, or behaviors that are manifested when customers feel that providers can be relied upon to act in their best interests when they give up direct control (Leninkumar, 2017).

Customer trust is closely related to customer satisfaction with a product, service and service. Customer trust arises because of the satisfaction that customers get from the perceived results of products, services and services. The results of research conducted by Bricci, Fragata, and Antunes (2016) examined customers from the professional cleaning and cleaning products sector in Viseu-Portugal by taking 100 samples. The results in this study indicate that customer trust has a direct positive effect on customer satisfaction in the distribution sector in Portugal. The results of research conducted by Diza, Moniharapon, and Ogi (2016) show that customer trust has a positive and significant effect on customer satisfaction.

The results found that there is a significant and positive effect of trust on customer satisfaction. Likewise with Gul's research (2014). This study proves that the trust variable has a significant effect on satisfaction. It can be said that if the more customer satisfaction is felt, the stronger the trust held in a product, service, and service.

2. The influence of purchasing decisions on customer satisfaction

Purchasing decisions refer to the results of the evaluation process carried out by consumers before deciding to buy a product or service. This decision is influenced by various factors such as product quality, price, brand, features, and customer reviews. If the purchase decision matches consumer expectations and needs, customers tend to feel satisfied with the product or service they buy. In this context, the level of customer satisfaction often reflects the extent to which the product or service has met or even exceeded consumer expectations. Purchase decisions that result in customer satisfaction can have a positive impact in the long run, such as forming customer loyalty, increasing brand loyalty, and triggering recommendations to others. Therefore, companies need to understand the importance of creating a positive purchasing experience and ensuring that consumer purchasing decisions provide the expected value or even more.

Customer satisfaction is a buyer's cognitive situation regarding the equivalence or inequality between the results obtained and the sacrifices made (Howard and Sheth in Yandi (2009). Bitner and Zeithaml in Akbar and Parves (2009) state that satisfaction is a customer evaluation of a product or service, whether the product or service has met consumer needs and expectations.

The results of this study support research conducted by Prasetyo & Purbawati (2016), which reveals that consumer purchasing decisions will have an impact on a level of satisfaction if the goods they buy are in accordance with consumer expectations, and fulfill consumer desires. But if on the contrary, if an item purchased does not match their expectations, it will have a negative impact on consumer satisfaction, and consumers will not make repeat purchases.

Consumer purchasing decisions are usually influenced by certain situations such as social influence, income, ability, location, and so on. Consumer purchasing decisions will have an impact on a level of satisfaction and can also increase the company's sales volume so that it can win the competition. Consumers will experience a level of satisfaction if the goods obtained match their needs and desires. Conversely, consumers will have dissatisfaction after making a purchase if the goods are not genuine, the needs do not match expectations, do not match the promotion, and so on.

Based on the literature review and hypothesis development, the framework in this study is as follows

(Figure 2):

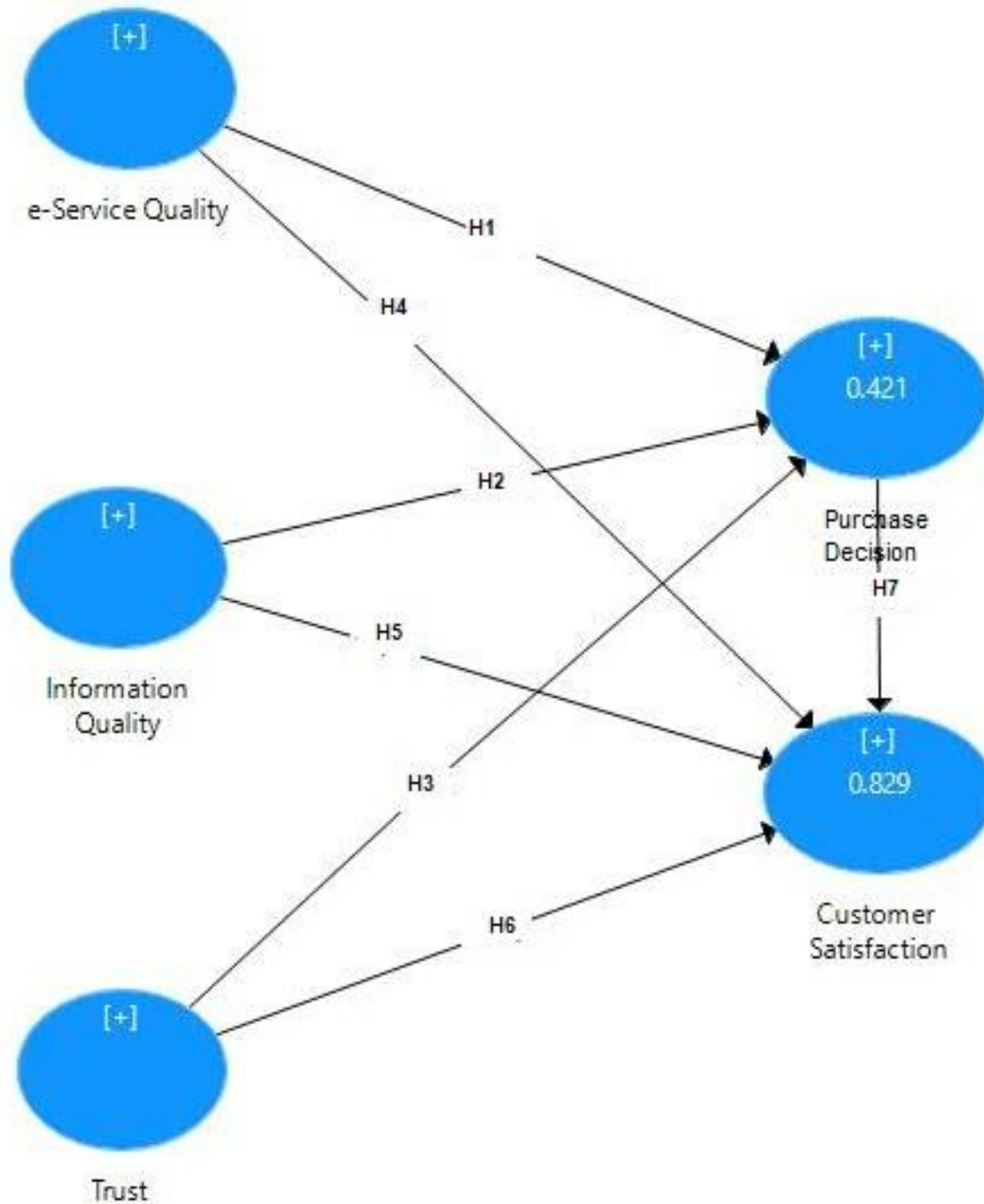


Fig.2:-Research Model

Source: Survey Research, 2023

METHODOLOGY

The research method used in this research is to use quantitative methods in the form of descriptive analysis and causality. The sample of this study was 205 respondents. The sampling technique in this study used purposive sampling. Determining the number of samples using the Hair (2019) approach, namely the critical sample size for analysis using SmartPLS is 200 samples. The data analysis carried out is quantitative analysis using the Structural Equation Modeling (SEM) method from the SmartPLS statistical package.

RESEARCH RESULTS AND DISCUSSION

Descriptive Statistical Analysis

The descriptive analysis results describe respondents' responses regarding the e-Service Quality variable. Based on the processing results presented in the table above, it can be seen that the average for the e-Service Quality variable is 4.25. This shows that e-Service Quality is very good.

E-service quality on the Shopee e-commerce platform includes a number of important aspects that contribute to a satisfying online shopping experience. By considering these aspects, Shopee's e-service quality becomes an important factor in shaping a positive and satisfying online shopping experience for users.

Based on the processing results presented in the table above, it can be seen that the average for the information quality variable is 4.07 or agree. This means that the quality of information on Shopee e-commerce is good. The quality of information on the Shopee e-commerce platform has reached a good standard, providing an informative and satisfying online shopping experience for consumers. Complete and detailed product descriptions, including specifications, sizes, materials, and features, provide a deep understanding of the products offered.

Respondents' responses regarding the Trust variable. Based on the processing results presented in the table above, it can be seen that the average for the Trust variable is 4.28 or strongly agree. This means that consumer trust in Shopee e-commerce is very good. Consumer trust in the Shopee e-commerce platform is the main foundation for a successful shopping experience. Shopee has managed to build this trust by implementing a series of measures that encourage reliability and transparency in every aspect of its services.

Respondents' responses regarding the Purchase Decision variable. Based on the processing results presented in the table above, it can be seen that the average value for the Purchase Decision variable is 3.99 or good. Thus it can be concluded that the Purchasing Decision is a good category. Purchasing decisions on the Shopee e-commerce platform are the result of a complex interaction between various factors that influence consumer preferences and needs. First of all, comprehensive information about the product, including descriptions, images, and customer reviews, helps consumers understand the quality and benefits of the product. Price is an important factor, and consumers tend to compare prices with their budgets and look for discounts or promotions that can provide more value. Reviews from previous customers provide a practical view of the real experience with the product, influencing consumer trust and satisfaction.

Based on the processing results presented in the table above, it can be seen that the average value for the Customer Satisfaction variable is 4.15 or satisfied. Thus it can be concluded that Customer Satisfaction is a good category. Customer satisfaction in the Shopee marketplace is reflected in the level of satisfaction and happiness of consumers for the shopping experience they have on this platform. Factors such as good product quality, diverse product choices, and competitive prices contribute to that level of satisfaction. The intuitive user interface and ease of finding products also make for a pleasant shopping experience. Responsive and helpful customer service, along with the ability to track orders and manage transactions, provide consumers with a sense of trust and convenience.

Calculation Results with SEM-PLS

In this study, model testing was carried out by showing the R2 value on endogenous latent constructs. The hypothesis in this study will be tested using the path coefficient value and p-values which are presented as

follows.

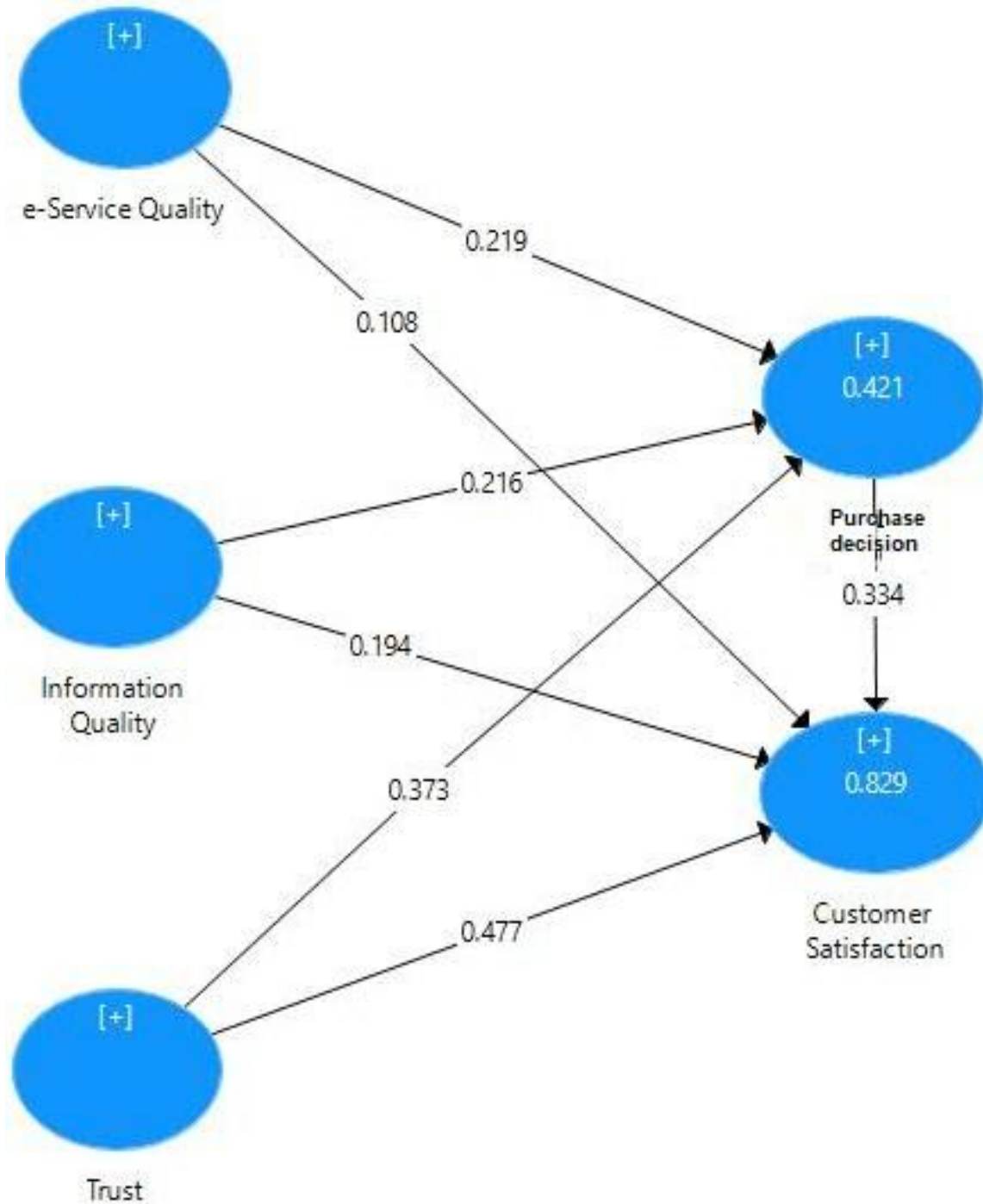


Fig. 3: – Structural Model

Source: Data processing result, 2023

Table 2. Value of Path Coefficient

Relation of Variable	Path Coefficient	Critical T ratios	p-value
e-Service Quality à Purchase decision	0,219	4,150	0,000
Information Quality à Purchase decision	0,216	3,315	0,001

Trust à Keputusan _Pembelian	0,373	5,837	0,000
e-Service Quality àCustomer Satisfaction	0,108	2,435	0,015
Information Quality àCustomer Satisfaction	0,194	4,606	0,000
Trust àCustomer Satisfaction	0,477	9,895	0,000
Purchase decision àCustomer Satisfaction	0,334	8,402	0,000

Source: Data processing result, 2023

Table 3. Value of Determinant Coefficient

Laten Variable	R ²
E-service quality, information quality, trustà Purchase decision	0.421
E-service quality, information quality, trust, dan Purchase decision à Customer satisfaction	0.829

Source: Data processing result, 2023

In the table above, it can be seen that the R Square value for the purchasing decision variable obtained is 0.421 or 42.1%. These results indicate that E-service quality, information quality and trust together have an influence of 42.1% on purchasing decisions, while as much as (1-R Square) the remaining 57.9% is the contribution of the influence provided by other factors not examined.

Then the R Square value for the Customer satisfaction variable obtained is 0.829 or 82.9%. These results indicate that e-service quality, information quality, trust and purchasing decisions □ Customer satisfaction together have an influence of 82.9% on customer satisfaction, while as much as (1-R Square) 17.1% the rest is a large contribution to the influence provided by other factors not examined.

Discussion

1. The Effect of E-Service Quality on Purchasing Decisions

Based on statistical parameters, it shows that the tcount of 4.150 is greater than the ttable of 1.96 at a significance level of 5%. This means that E-Service Quality has a significant effect on Purchasing Decisions. Thus Ha is accepted and Ho is rejected.

The descriptive analysis results show that Shopee onlineshop has taken important steps in improving the accuracy of service promises as part of their efforts to improve e-service quality. In this context, service promise accuracy refers to Shopee’s ability to deliver services according to what has been promised to customers. Shopee is consistently committed to providing a reliable and satisfying online shopping experience, and this is reflected in their efforts to meet delivery deadlines, offer accurate delivery estimates, and provide clear information on order status. On top of that, they have also developed features such as real-time shipment tracking and notifications that help customers stay informed about their order status. By doing this, Shopee is not only increasing customer satisfaction but also building greater trust among their customers towards their e-commerce platform. Service promise accuracy is an integral component of the e-service quality delivered by Shopee, and it has become one of the key factors in their success in the online shopping market.

The influence of E-Service Quality on purchasing decisions in an online environment is crucial. E-Service

Quality encompasses the extent to which a platform or website is able to provide a good and adequate experience to potential buyers. This positive experience directly influences the customer's purchase decision.

Good e-service quality creates a user-friendly environment, which helps potential buyers feel comfortable and easily interact with the platform. If the process of product search, catalog browsing, and purchase process goes smoothly, it will increase the likelihood of customers to proceed to the purchase stage.

Good service quality creates a positive online environment, which makes it easier for potential buyers to interact and make Purchase Decisions. If the online experience meets customer expectations, this will have an impact on increasing conversions from visits to the website to actual purchases.

The results of this study are in accordance with research conducted by Nurmanah, Nugroho (2021), Ismayanti, Suardana, Negara (2015), Prasetyo, and Purbawati P (2016), Islamiyah, Ratnasari (2021) showing that e-service quality has a positive and significant effect on purchasing decisions.

2. Effect of Information Quality on Purchasing Decisions

Based on statistical parameters, it shows that the tcount of 3.315 is greater than the ttable of 1.96 at a significance level of 5%. This means that the quality of information has a significant effect on purchasing decisions. Thus H_a is accepted and H_o is rejected.

The results of the description analysis on the information quality variable show that Shopee provides accurate and clear information about the products for sale, which is an important aspect of the quality of information they offer to customers. In an effort to provide a transparent and reassuring shopping experience, Shopee ensures that product details such as descriptions, prices, specifications, and product images are provided accurately. They also provide a platform for customers to provide product reviews and ratings, which allows potential buyers to make more informed decisions. Furthermore, features such as ratings from sellers and product recommendations based on customer preferences enrich the information available, helping customers in determining the product that best suits their needs. These principles help Shopee build customer trust in their platform, reduce the risk of online purchases, and thus, promote high information quality in their suite of e-commerce services.

By maintaining accurate and clear levels of information, Shopee continues to be the go-to destination for customers looking for a reliable and satisfying shopping experience.

In the digital age, with easy access to information through the internet, potential buyers often do their research before buying. Therefore, providing quality information on websites, e-commerce platforms, or social media can help create a positive image of the product and brand in the eyes of customers. In conclusion, information quality is an important factor that influences how potential buyers make their purchasing decisions, as well as how they feel after purchasing a particular product or service.

The results of this study are in accordance with research conducted by Gerry Ferdiansyah (2016) which concluded that information quality affects purchasing decisions.

3. The effect of trust on purchasing decisions

Based on statistical parameters, it shows that the tcount of 5.837 is greater than the ttable of 1.96 at a significance level of 5%. This means that trust has a significant effect on purchasing decisions. Thus H_a is accepted and H_o is rejected.

The results of the descriptive analysis on the trust variable show that Shopee Management has been recognized as an honest player in managing their site, which has contributed greatly to the level of consumer

trust in this platform. Shopee Management implements transparent and ethical business practices in every aspect of their operations. From the pricing aspect, Shopee is committed to preventing fraudulent practices or fake offers, which are often a problem in e-commerce. They also regularly check and supervise the activities of sellers on their platform to ensure that the products sold match the descriptions and specifications promised. In addition, Shopee provides strong and responsive customer support, helping customers resolve issues and queries quickly.

Customer trust arises from a long process. If customer trust has arisen between the customer and the company, then efforts to foster a cooperative relationship will be easier. Customer trust arises indicated by a credibility obtained from other parties because they have the desired expertise to perform a task. Customer trust can also be obtained for doing something best for the other party through a relationship (Hermawan, 2011: 127).

The results of this study support research conducted by Nurmanah, Nugroho (2021), Ismayanti, Suardana, Negara (2015), Islamiyah, Ratnasari (2021), and Nisa, Rosyada, Rudin (2022) which state that trust has a positive and significant effect on purchasing decisions. However, research conducted by Parmariza, (2021) concluded that trust has no significant effect on purchasing decisions.

4. Effect of E-Service quality on Customer Satisfaction

Based on statistical parameters, it shows that the tcount of 2.435 is greater than the ttable of 1.96 at a significance level of 5%. This means that E-Service quality has a significant effect on customer satisfaction. Thus H_a is accepted and H_o is rejected.

The descriptive analysis results show that Shopee, as an online shop platform, has built strong product advantages that significantly influence customer purchasing decisions. One of the most important aspects is the diversity of products offered by Shopee. Shopee has a variety of product categories that include electronic goods, fashion, household appliances, and beauty products. This diversity gives customers many options to find products that suit their needs and preferences. In addition, Shopee also frequently offers various tempting promotions and discounts, including special programs such as Shopee Mall and Shopee 7.7 Sale. This provides an added incentive for customers to choose Shopee as their online shopping platform. Another advantage is the ratings and reviews feature that customers can access. This feature allows buyers to see other customers' experiences with certain products and sellers, helping them make more informed purchasing decisions.

The influence of E-service quality in the Shopee online platform on customer satisfaction has a significant impact in building a positive relationship between the platform and users. The e-service quality provided by Shopee, such as easy accessibility, good speed and performance, and clear and complete product information, directly affects the shopping experience of the customers. The ease of transactions, from the payment process to product delivery, is also an important factor in ensuring customer satisfaction.

The importance of customer interactions with the platform, such as leaving reviews and interacting with sellers, should also not be overlooked. Platforms that enable this active participation give customers a sense of ownership in their shopping experience, which in turn affects their satisfaction.

Overall, Shopee's e-service quality directly affects customer satisfaction through a positive shopping experience. Users who feel comfortable, easy to interact with, and get quality service tend to be more satisfied and more likely to become repeat customers. This customer satisfaction can also have an impact on Shopee's positive image and recommendations from customers to others, which ultimately supports the long-term growth and success of the e-commerce platform.

The results of this study are in accordance with research conducted by Wahyudi, Abidin, Zainurossalamia (2020), Vicramaditya (2020), Gupron (2020) which concluded that e-service quality has an effect on customer satisfaction.

5. The Effect of Information Quality on Customer Satisfaction

Based on statistical parameters, it shows that the tcount of 4.606 is greater than the ttable of 1.96 at a significance level of 5%. This means that information quality has an effect on customer satisfaction. Thus H_a is accepted and H_o is rejected.

The results of the descriptive analysis show that customers feel very satisfied with Shopee because this platform has a system that makes it very easy to find products. Shopee has invested significantly in the development of search algorithms and an intuitive user interface, so users can easily find the products they are looking for. The advanced search feature allows customers to filter products based on various criteria such as price, brand, rating, and many more, so that they can customize their search according to their preferences.

The influence of information quality in online platforms such as Shopee on the level of Customer Satisfaction has a significant impact in shaping a positive shopping experience. Accurate, complete, and easily accessible product information plays an important role in helping customers make informed purchasing decisions. When customers can easily find information about products, such as full descriptions, images, prices, and reviews from previous buyers, they feel more confident in choosing products that suit their needs and preferences.

The quality of information also affects customers' perceptions of the seller's professionalism and credibility. Information that is not only honest but also accurately describes the product will build trust and a positive image of the seller, which in turn can increase the level of customer satisfaction.

In order to increase the level of customer satisfaction within the Shopee online platform, the provision of high-quality product information is a key component that cannot be ignored. Information that adds value to customers, helps them make smart decisions, and provides a positive shopping experience will have a positive impact on brand image and long-term customer retention.

The results of this study are in accordance with research conducted by Vicramaditya (2020) which concluded that information quality affects customer satisfaction.

6. The Effect of Trust on Customer Satisfaction

Based on statistical parameters, it shows that the tcount of 9.895 is greater than the ttable of 1.96 at a significance level of 5%. This means that trust has a significant effect on customer satisfaction. Thus H_a is accepted and H_o is rejected.

Trust plays a crucial role in shaping and influencing the level of customer satisfaction. Trust is the foundation of the relationship between customers and companies or brands. When customers feel confident that the company or brand will fulfill its promises, provide quality products or services, and prioritize customer needs and interests, this sense of trust will result in higher customer satisfaction.

Strong trust reduces the sense of uncertainty and doubt in customers' minds. Customers tend to feel comfortable interacting with companies or brands they trust, so they are more likely to make repeat purchases and establish long-term relationships.

Trust plays an important role in situations where customers experience problems or complaints. If customers feel confident that a company or brand will respond well and resolve their issues fairly, this can increase their sense of satisfaction despite obstacles.

In the context of online transactions, where customers cannot directly see or feel the product or physically interact with the seller, trust becomes even more important. Factors such as data security, transparency in product information, and previous customer reviews all contribute to building trust.

Solid trust also contributes to positive word of mouth. Satisfied and trusting customers are more likely to recommend a product or service to others, which can help in business growth and expand the customer base. Trust is an important element in establishing and maintaining levels of Customer Satisfaction. The feeling of confidence that a company or brand is reliable, pretends to be honest, and provides promising value provides a strong foundation for a mutually beneficial relationship between customers and companies.

This research is in accordance with research conducted by Mahendra and Indriyani (2018), and Putri, Marlina, (2021) which concluded that trust influences customer satisfaction.

7. Influence of Purchasing Decisions on Customer Satisfaction

Based on statistical parameters, it shows that t_{count} of 8.402 is greater than t_{table} of 1.96 at a significance level of 5%. This means that purchasing decisions have a significant effect on customer satisfaction. Thus H_a is accepted and H_o is rejected.

The influence of purchasing decisions on the level of customer satisfaction is closely related, because purchasing decisions taken by customers directly influence their experience with the product or service purchased. Satisfying purchasing decisions can create a feeling of positive connectedness between the customer and the brand, which in turn increases overall customer satisfaction.

Appropriate and wise purchasing decisions, based on accurate and relevant information, can result in higher levels of satisfaction. If customers feel that the decisions they make align with their needs, preferences, and expectations, they are more likely to be satisfied with their purchasing experience.

However, the impact of purchasing decisions does not just stop at the time of purchase. How the product or service meets or exceeds customer expectations after purchase also plays an important role in customer satisfaction. If a product or service delivers the promised value, even exceeding expectations, customers will feel satisfied and appreciated.

Conversely, if there is a mismatch between what customers expect and what is received in reality, this can lead to dissatisfaction and reduce customer satisfaction levels. Therefore, it is important for companies to maintain consistency between the promises made in the purchasing decision stage and actual implementation.

Purchasing decisions have a significant influence on customer satisfaction. Correct decisions based on accurate information and the reality of products that meet or exceed expectations will create a positive relationship between customers and brands. On the other hand, disappointing decisions or a mismatch between expectations and reality can damage customer perceptions and reduce customer satisfaction.

The results of this research are in accordance with research conducted by Prasetyo and Purbawati P (2016) which concluded that purchasing decisions influence customer satisfaction.

CONCLUSION

1. E-Service quality influences purchasing decisions. E-Service quality refers to the quality of services provided by a platform or website online or via the internet. In an increasingly advanced digital era, E-Service quality factors have a significant role in influencing consumer purchasing decisions. When consumers interact with a platform or website to search for product information, make transactions, or interact with customer service, the quality of online service has a strong impact on purchasing decisions.
2. Information quality influences purchasing decisions. By having access to good information, consumers can make more informed and more careful decisions, which in turn can increase satisfaction levels and reduce the risk of post-purchase disappointment. Therefore, the quality of information provided by Shopee can directly influence the purchasing process and ensure that consumers are satisfied with the products they purchase.
3. Trust plays a role in improving purchasing decisions on the Shopee marketplace. Trust is a crucial pillar that plays a central role in improving purchasing decisions on the Shopee marketplace. In the context of e-commerce, where consumers cannot directly see or touch the product, the level of trust in the platform and seller has a large influence on whether the consumer will ultimately make a purchase.
4. E-service quality influences customer satisfaction. E-service quality covers various aspects of the user experience when interacting with the platform, and this has a direct impact on customer satisfaction.
5. Information quality plays a role in increasing customer satisfaction; Quality information has a very important role in increasing customer satisfaction on e-commerce platforms like Shopee. Precise, accurate, complete and relevant information about products and services not only helps consumers make better decisions, but also provides a positive shopping experience.
6. Trust influences customer satisfaction. Trust has a strong impact on the level of customer satisfaction. In the context of e-commerce platforms like Shopee, creating a high level of trust between consumers and the platform and sellers has a direct relationship with customer satisfaction.
7. Purchasing decisions influence customer satisfaction. Purchase decision refers to the choice made by a customer to purchase or not purchase a particular product or service. The relationship between purchasing decisions and customer satisfaction is very close because these decisions directly influence the experience and final results felt by customers.

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