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The Influence of *e-Servqual* toward *e-Word of Mouth* through *e-Customer Satisfaction* and *e-Customer Trust* in *e-Commerce* Apparel in Surabaya

Hery Gunawan
Magister of Management, Widya Mandala Catholic University Surabaya

Christina Esti Susanti
Widya Mandala Catholic University Surabaya
esti@ukwms.ac.id

Abstract. The purpose of this research is to analyze the transformation of customer behavior from conventional to digital, where services, nowadays, have been systematically integrated into a *website* or an *application. e-commerce*, which is a new business power, has transformed into a place for the customers to exchange information through any words that massively influence the customers' satisfaction and trust. In this research, there was also an observation about how *e-commerce* is able to maintain its business in the era of 4.0, where the competition has been tighter.

This research is a causal research which used the primer data and the likert scale to measure the answers of the respondents. The method of the data collection used the questionnaires which were distributed to 200 respondents, while the technique of the data analysis used the *Structural Equation Modeling* (SEM).

The results of this research proved that the good service quality could increase the customers' satisfaction and trust, but the good service quality failed to encourage the customers to exchange information through the online media. Moreover, the results of this research also proved that the customers who had trust would exchange information, but the customers who felt satisfied were not willing to exchange information. Simultaneously, the good service quality, the customers' satisfaction and trust failed to encourage the customers to exchange information in an *e-commerce website* or *application.*

Based on the results of this research, the *e-commerce* providers should always give honest services to the customers because that will encourage the customers to be involved in the development of *e-commerce* through stories, recommendations and responses which are given in online media through a *website* or an *application.*

Keywords. e-servqual, e-customer satisfaction, e-customer trust, e-word of mouth

A. Introduction

There are 50 active *e-commerce* which consist of thousands of stores throughout Indonesia with many various products or services offered. The great number of *e-commerce* certainly causes the tight level of competition, where the customers who are socially

connected to each other in a horizontal community will create their personal limitations of satisfaction (Kotler, Kartajaya, & Setiawan, 2017, p. 44). The great number of e-commerce causes the loyalty of the customers not easy to be reached instantly and constantly, and that is because the internet citizens (netizens) want to be involved directly in every development of an *e-commerce* through their roles in influencing other people through the exchange of information (Kotler, Kartajaya, & Setiawan, 2017, p. 36).

The netizens are the great publishers of news, and they will share experience and information to any social media that they have. The bigger the social media that they have, the bigger the impact of every comment that they spread. The positive impacts will be felt if the number of the users or visitors of an online business is quite high. However, if the number of users or visitors is low or decreases, negative information will spread in the society both literally or orally *(word of mouth).*

The success of an online business is not measured by how big the *e-commerce* is, but how fast the *e-commerce* develops and changes the way of life of the large society. Those changes start from an idea which involves the customers as the core of a collaboration, where the services which are given to the customers are the collaborative results among *e-commerce* which are intended to create the comfort and the security in every service which is given by an *e-commerce* to the customers (Kotler, Kartajaya, & Setiawan, 2017, p. 49).

Based on the survey which was conducted by the BPS in 2019, the final consumers are the greatest segmentation with 53,10% followed by the consumers and agents with 45,34% and agents with 1.56%. Apart from the increase in the transactions which were recorded by several *e-commerce*, the increase also happened in the complaints from the customers, whereas, in 2020, the Badan Perlindungan Konsumen Nasional (BPKN) recorded 1.267 complaints from the customers, and 23,11% of them were the complaints about *e-commerce.* The great number of complaints could cause the decrease of satisfaction and the loss of the customers' trust toward the quality of services which are given by an *e-commerce*. It is necessary to remember that the quality of services is also included in giving the protection to the customers through the easiness and the security in the transaction. The great number of complaints which were recorded by the BPKN also indicated that the services of the customers' complaints in every e-commerce failed to be the mediation for the customers and the sellers to solve the problems that happened. Therefore, what is the type of the service quality which is expected by the customers to create the positive *word of mouth*? or how can the *e-commerce* give the services to the customers so that the customers can have more satisfaction and trust toward them?

B. Literature Review
1. e-Commerce

According to (Laudon & Traver, 2017, p. 50), a business can be called an e-commerce if it uses the Internet media, the World Wide Web (Website), an Application and a Browser which operate in a cellular gadget to do the business transaction. If a business does not use one of those media in the transaction, the business is only a conventional business and not an *e-commerce*. On the other hand, according to (Turban, Outland, King, Lee, Liang, & Turban, 2018, p. 6), an *e-commerce* refers to the use of the internet and other networks to purchase, to sell, to distribute, or to provide goods and services. The availability of the *e-commerce* will give a wide variety of choices to the customers, and based on the variations of products and services which are offered, the customers will easily get any information and evaluate the products and services before finally doing the purchases (Schneider, 2017, p. 22).

2. Apparel

According to (Misbahuddin & Sholihah, 2018), an *apparel* is something which is worn on the body in order to protect or beautify the appearance of the user. On the other hand, according to Sanny Poepo in (Larasati & Yulistiana, 2016), clothing can be defined as the clothes which are sewn or not to cover the body of a person. In general, clothes can be divided into two parts, which are outerwear and underwear. The outerwear can be shirts, skirts, shorts, etc., and it is worn beyond the underwear. Along with the development of technology, the *apparel,* nowadays, is not only a basic need but it also has a social function, because it can reflect the identity of a person (Lisdiantini, Subiyantoro, & Afandi, 2019).

3. e-Service Quality

e-service quality, which is also known as *e-servqual,* is part of *service quality (servqual)* (Wu, 2014). According to (Zeithaml, Bitner, & Gremler, 2017, p. 91), *e-servqual* is defined as how far a *website* can facilitate the processes of sales, purchases dan deliveries efficiently and effectively. On the other hand, Rust in (Al-dweeri, Obeidat, Al-dwiry, Alshurideh, & Alhorani, 2017) states that *e-servqual* is the service which is offered and operated through the internet media in the interactive way with the customers. Quality is the totality of the features and characteristics of a product or service based on its ability to fulfil the need of the customer (Kotler & Keller, 2016, p. 156), and quality is the decisive factor for the customer to build a strong relationship with the seller, whereas the relationship which is built strongly and lasts for a long time will enable the service provider to understand more expectations and needs of the customer (Fatihudin & Firmansyah, 2019, p. 191).

4. e-Customer Satisfaction

Satisfaction is evaluated by the customer who has felt the performance of a service and compared it with the expectation which has been wanted (Wirtz & Lovelock, 2018, p. 53). If the performance is far from the expectation, the customer will be disappointed, but if the performance is close to the expectation, the customer will be satisfied, and if the performance is more than the expectation, the customer will be loyal (Kotler & Keller, 2016, p. 33). Satisfaction is a dinamic target which can develop overtime and be influenced by various factors, especially when a service is distributed and consumed (Zeithaml, Bitner, & Gremler, 2017, pp. 80-81). On the other hand, *e-customer satisfaction*, according to Szymanski & Hise in (Magdalena & Jaolis, 2018), is the general experience in online shopping which is felt by a customer, whereas the indication can be *re-visit*, *re-puchase* and positive *e-word of mouth* toward an *e-commerce* service.

5. e-Customer Trust

According to (Buttle & Maklan, 2015, pp. 26-27), in general, trust is described as a fastener that unites the relationship between the seller and the customer. Trust appears when a person explains and shares the experience and estimates the value of the good or service which has been consumed. Without trust, a person is not willing to recommend the product or service whish has been consumed because that will harm his or her personal reputation. The commitment to the correct information will make somebody feel sure to recommend the product or service (Firmansyah, 2019, p. 167). Trust is important for the customer because it can reduce any sacrifice of time and risk, and the customer's level of trust to a certain brand will cause the customer to be easier or faster in choosing and deciding the product or service that will be purchased. In other words, the level of trust will influence the level of loyalty of

the customer. The more trust the customer has, the more loyalty the customer will have (Widyastuti, 2017, pp. 53-54).

6. e-Word of Mouth

word of mouth is the communication among individuals about a product or service (Buttle & Maklan, 2015, p. 72), *word of mouth* is also one of effective promotions for a business to get new customers ((Zeithaml, Bitner, & Gremler, 2017, p. 482). Words or speeches from friends, families, colleagues, and other consumers have stronger influence than a salesperson, so that the *word of mouth* strategy is used to persuade the customers and increase the sales or the income (Firmansyah, 2019, p. 149). On the other hand, (Lee, Noh, & Kim, 2013) explain that *e-word of mouth* is a system from mouth to mouth where messages that are related to products or services are sent or received through online media. Therefore, WOM is also indirectly intended to form a perception or a point of view of other people about a product or service. The combination between technology and *word of mouth* makes this technique become very effective because all people will easily get various information about the products or services which are needed.

C. Research Model
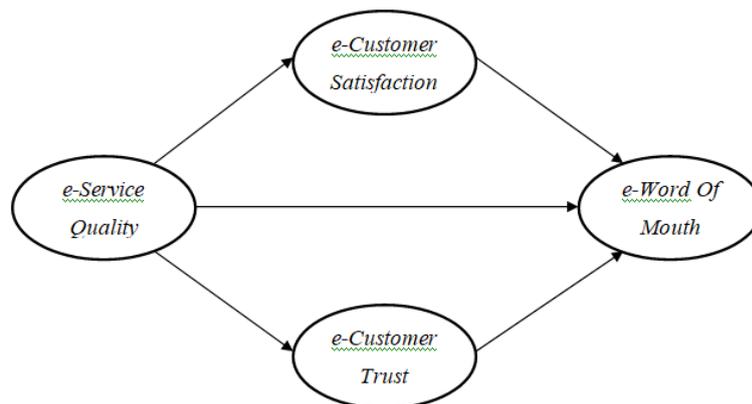
Sumber: Nasimi *et al.,* (2018), Eid (2011), edited

D. Research Methods

This research is a causal research. According to (Kurniawan & Puspitaningtyas, 2016, p. 52) a causal research is intended to search or know or prove the cause and effect relationship among variables. The measurement scale of the variables uses the likert scale, which consists of five value points from really agree, agree, neutral, disagree, and really disagree (Sekaran & Bougie, 2016, p. 207).

This research is a quantitative research whose data consisted of numbers and were collected through structured questions (Sekaran & Bougie, 2016, p. 2). The data of this quantitative research were the primer data which were collected directly (Sukmana, et al., 2020, p. 401) through questionnaires which were distributed through online media to the customers who have ever purchased apparel from Shopee or Tokopedia in Surabaya.

The population in this reasearch is the customers of *e-commerce* apparel in Surabaya. According to (Yusuf, 2017, p. 147) population is the entire objects of the research who have certain characteristics which are wanted to be learned and researched so that the conclusions can be made. While sample, according to (Kurniawan & Puspitaningtyas, 2016, p. 67), is a group of objects of the research which is a part of the population. The technique of the sample

collection in this research used the *nonprobability sampling*, and the selection of the samples used the *purvosive sampling* technique, which is the selection of samples with certain criteria (Sugiyono, 2017, pp. 84-85). On the other hand, the analysis of the data used the *Structural Equation Modeling* (SEM), which is a multivariant quantitative technique which is used to describe the relationship among variables which are observed (Thakkar, 2020, p. 1).

E. Results
1. Univariate Normality
The normality test was intended to analyze the distribution of the data in order to know whether the data have fulfilled the assumptions which are required, or there was no deviation, and if the *p-value > significant alpha* 5% or 0,05 it can be said that the distribution of the data is normal (Sujarweni, 2018, pp. 51-52). The results of the research showed that the majority of the data made the *p-value < significant alpha* 5% or 0,05., so that it can be concluded that the majority of the indicators which were used did not distribute normally.

2. Multivariate Normality
The normality test based on *multivariat*e resulted in the *p-value<significant alpha* 5% or 0,05 so that it can be concluded that the data which were used in this research did not distribute normally. Because the assumption of normality was not fulfilled, this research could be continued with the *Maximum Likelihood* method, and the correction could use *asymptotic covariance matrix* (Jöreskog, 2016, p. 302).

3. Validity
Validity is the precision or accuracy of a measurement instrument in measuring what should be measured, with the criteria if the *t-value* is >1,96 so the data is considered valid and if the *t-value* is <1,96 so the data is considered invalid (Sujarweni, 2018, p. 218). The results of the research showed that all indicators are considered valid because the values of the *loading factor* are >1,96.

4. Reliability
The reliability test in this research used the *construct reliability* (CR), whereas according to (Riadi, 2018, p. 98) the purpose is to test the reliability of the construction of an instrument, and the acceptable value of the *construct reliability* is 0,7. The results of the reliability test of the instrument by using the *construct reliability* show that the instruments have been reliable because the values of the *construct reliability* are >0,7.

5. Goodness of Fit
Goodness of fit (GOF) is intended to test whether the model of the research has had the suitability *(fit)* toward the sampel data. A model is considered fit if the matrix covariance is almost similar to the matrix covariance estimation (Riadi, 2018, p. 105). The results show that 8 criteria of *goodness of fit* have fulfilled *cut off value*, so that the model is considered good, and the research could be continued.

6. Structural Equations
The test of the suitability of the structural model is used to test the relationship among the variables which have been hypothesized and is intended to know its level of significance.

Structural Equations

e-CS = 0,98 * e-SQ, Errorvar.= 0,045 , R² = 0,95
   (0,11)   (0,021)
   8,76   2,16

e-CT = 0,88 * e-SQ, Errorvar.= 0,23 , R² = 0,77
   (0,095)   (0,061)
   9,26   3,79

e-WOM = 0,30 * e-CS + 0,49 * e-CT – 0,18 * e-SQ, Errorvar.= 0,64 , R² = 0,36
      (0,73)   (0,23)   (0,82)   (0,19)

7. Hypothesis

The test of hypothesis was done to know the significance of the result of the *Structural Equation Modelling*. The criteria of the test state that if the *t-value* is higher than 1,96 so there is influence from the exogenous variable toward the endogenous variable.

Table 1. Hypothesis Testing

Hypothesis	Influence	Loading factor	t-value	Cut Off	Note
H1	*e-Service Quality* → *e-Customer Satisfaction*	0,98	8,76	>1,96	Accepted
H2	*e-Service Quality* → *e-Word of Mouth*	-0,18	0,22	>1,96	Rejected
H3	*e-Service Quality* → *e-Customer Trust*	0,88	9,26	>1,96	Accepted
H4	*e-Customer Satisfaction* → *e-Word of Mouth*	0,30	0,41	>1,96	Rejected
H5	*e-Customer Trust* → *e-Word of Mouth*	0,49	2,10	>1,96	Accepted
H6	*e-Service Quality, e-Customer Satisfaction, e-Customer Trust* → *e-Word of Mouth*	0,74	0,89	>1,96	Rejected

F. Discussions

The result of the hypothesis test proved that:

1. The influence of the *e-service quality* variable toward the *e-customer satisfaction* is positive and significant. Therefore, the first hypothesis, which states that the *e-service quality* has significant influence toward the *e-customer satisfaction* in *e-commerce* apparel in Surabaya, is accepted. That fact was proven by the *loading factor* value of 0.98 and the *t-value* of 8,76 (>1,96). That result shows that the good service quality of Shopee and Tokopedia will increase the satisfaction of the customers.

2. The influence of the *e-service quality* variable toward the *e-word of mouth* is negative and not significant. Therefore, the second hypothesis, which states that the *e-service quality* has significant influence toward the *e-word of mouth* in *e-commerce* apparel in Surabaya, is rejected. That fact was proven by the *loading factor* value of -0,18 and the *t-value* of 0,22 (<1,96). That result shows that the good service quality of Shopee and Tokopedia did not encourage the customers to retell, persuade other people, recommend transaction, present testimonials, respond the reviews from other people, and recommend any potential customers.

3. he influence of the *e-service quality* variable toward the *e-customer trust* is positive and significant. Therefore, the third hypothesis, which states that the *e-service quality* has significant influence toward the *e-customer trust* in *e-commerce* apparel in Surabaya, is accepted. That fact was proven by the *loading factor* value of 0.88 and the *t-value* of 9,26 (>1,96). That result shows that the good service quality of Shopee and Tokopedia will increase the trust of the customers.

4. The influence of the *e-customer satisfaction* variable toward the *e-word of mouth* is not significant. Therefore, the fourth hypothesis, which states that the *e-customer satisfaction* has significant influence toward the *e-word of mouth* in *e-commerce* apparel in Surabaya, is rejected. That fact was proven by the *loading factor* value of 0.30 and the *t-value* of 0,41 (<1,96). That result shows that although the customers feel satisfied, they are not certainly willing to comment on the *website* or the *application* of Shopee or Tokopedia.

5. The influence of the *e-customer trust* variable toward the *e-word of mouth* is positive and significant. Therefore, the fifth hypothesis, which states that the *e-customer trust* has significant influence toward the *e-word of mouth* in *e-commerce* apparel in Surabaya, is accepted. That fact was proven by the *loading factor* value of 0.49 and the *t-value* of 2,10 (>1,96). That result shows that the customers who have trust are willing to retell, persuade other people, recommend transaction, present testimonials, respond the reviews from other people, and recommend any potential customers to Shopee or Tokopedia.

6. The influence of the *e-service quality* variable toward the *e-word of mouth* through *e-customer satisfaction* and *e-customer trust* is not significant. Therefore, the sixth hypothesis, which states that the *e-service quality* has significant influence toward the *e-word of mouth* through the *e-customer satisfaction* and the *e-customer trust* in *e-commerce* apparel in Surabaya, is rejected. That fact was proven by the *loading factor* value of 0.74 and the *t-value* of 0,89 (<1,96). That result shows that the customers who have satisfaction and trust are not certainly willing to retell, persuade other people, recommend transaction, present testimonials, respond the reviews from other people, and recommend any potential customers.

G. Conclusions

1. The service quality of Shopee or Tokopedia has fitted or surpassed the expectations of the customers so that the customers feel satisfied, and it means that the customers who are satisfied will visit and do transactions again in Shopee or Tokopedia. Therefore, the hypothesis 1 of this research, which states that the *e-servqual* has significant influence toward the *e-customer satisfaction* in *e-commerce* apparel in Surabaya, is accepted.

2. The service method which is available in Shopee or Tokopedia does not fit the needs of the customers, whereas the website or application fails to accommodate the needs of the customers in apparel. Therefore, the hypothesis 2 of this research, which states that the

e-service quality has significant influence toward the *e-word of mouth* in *e-commerce* apparel in Surabaya, is rejected.

3. The customers of Shopee or Tokopedia believe that purchasing apparel through online media is more efficient and effective because it saves more time and energy, and the services which are received are similar to or better than any apparel shops or stores. Therefore, the hypothesis 3 of this research, which states that the *e-service quality* has significant influence toward the *e-customer trust* in *e-commerce* apparel in Surabaya, is accepted.

4. Shopee or Tokopedia has many competitors, so that Shopee or Tokopedia does not become the first choice to purchase apparel. Therefore, the hypothesis 4 of this research, which states that the *e-service quality* has significant influence toward the *e-word of mouth* through the *customer satisfaction* in *e-commerce* apparel in Surabaya, is rejected.

5. The high level of trust of the customers proves that the service quality of Shopee or Tokopedia surpasses the expectations of the customers. The willingness to share experiences is a positive bond which can increase the sales of apparel in Shopee or Tokopedia. Therefore, the hypothesis 5 of this research, which states that the *e-service quality* has significant influence toward the *e-word of mouth* through the *e-customer trust* in *e-commerce* apparel in Surabaya, is accepted.

6. For some people, purchasing apparel through *online* media is not a serious thing, and although the service of Shopee or Tokopedia is quite satisfactory and trustworthy, they will not certainly purchase again in that *e-commerce*. It is because similar apparel can be easily found in other places apart from Shopee or Tokopedia. Therefore, the hypothesis 6 of this research, which states that the *e-service quality* has significant influence toward the *e-word of mouth* through the *e-customer satisfaction* and the *e-Customer Trust* in *e-commerce* apparel in Surabaya, is rejected.

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