THE EFFECT OF ONLINE SERVICE QUALITY ON BERRYBENKA E-COMMERCE CUSTOMER SATISFACTION

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Abstract

This study aims to see the effect of online service quality which consists of dimensions (ease of use, web design, responsiveness, customization and assurance) on customer satisfaction in Berrybenka e-commerce. This study used primary data obtained by distributing questionnaires to 110 respondents who were selected using a purposive sampling method. The data analysis method used is multiple linear regression method with the help of SPSS version 20. This study shows that ease of use has a significant effect on Berrybenka e-commerce customer satisfaction, web design has a significant effect on Berrybenka e-commerce customer satisfaction, responsiveness has a significant effect on customer satisfaction. Berrybenka ecommerce customer, customization has a significant effect on Berrybenka e-commerce customer satisfaction and assurance has a significant effect on Berrybenka e-commerce customer satisfaction. Simultaneously, ease of use, web design, responsiveness, customization and assurance have a significant effect on Berrybenka's e-commerce customer satisfaction.

Keywords: *Customer satisfaction, Ease of use, Web design, Responsiveness, Customization, Assurance.*

1.INTRODUCTION

Technological developments provide new business opportunities in the business world. This can be seen from the development of internet technology which has reached the whole world and makes it easier for people to access information. Through internet technology, people get many benefits, one of which is to provide new land for doing business, namely by e-commerce transactions.

Currently, many businesses are taking advantage of technological developments based on e-commerce. This is due to the benefits of e-commerce that can be felt from both parties, both sellers and buyers. So, this phenomenon is interesting to study seeing that many people use e-commerce in buying and selling transactions. E-Commerce (electronic commerce) is an online channel that can be reached by a person via a computer, which is used by business people in carrying out their business activities and is used by consumers to obtain information with the help of a computer which in the process begins with providing information services to consumers in making choices.(Kotler and Armstrong, 2012:525).

The number of users of e-commerce services in Indonesia continues to increase every year. One of the supporting factors for this increase is the increasing number of middle-class consumers who are consumptive. Of the many products sold in e-commerce, fashion products are the most sought after by consumers. One of the online fashion products in Indonesia is Berrybenka. Berrybenka was founded by Jason J. Lamuda in August 2011 which has 25 offline stores in major cities in Indonesia.

Berrybenka is more attractive compared to other online fashion selling sites because Berrybenka only focuses on local fashion for consumers and fashion lovers in particular. Berrybenka products are the result of cooperating with MSMEs in Indonesia. There are 1500 MSMEs in Indonesia that have joined. Berrybenka can be a solution to look attractive and fashionable which is provided on the official Berrybenka website, namelywww.berrybenka.com. Apart from its advantages and uniqueness, Berrybenka is also not spared from the phenomenon of

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
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ups and downs in doing business, where Berrybenka experienced a decrease in visitors and received criticism and complaints from its customers which resulted in a decrease in sales.

The decrease in the number of visitors and the emergence of criticism of the official Berrybenka website can be used as an indication that there is dissatisfaction felt by customers. According to Kotler and Keller (2016: 153) states that customer satisfaction is a feeling of pleasure or disappointment that results from comparing a product or service performance that is felt to be in line with expectations. If the customer is satisfied, he will likely buy again. The higher the stability of the customer in deciding to buy, the higher the customer satisfaction. Where the higher the perceived service quality, the higher the level of customer satisfaction. One of the factors that can affect customer satisfaction in the e-commerce business is the quality of online services.

According to Parasuraman et al., (2016) online service quality is the extent to which a website facilitates shopping, purchasing and delivery of products and services effectively and efficiently. This provides a challenge for companies to improve the quality of online services so that maximum customer satisfaction can be fulfilled. The quality of online services can be seen from five dimensions consisting of ease of use, web design, responsiveness, customization and assurance.

2. LITERATURE REVIEW
2.1. Customer Satisfaction
Customer satisfaction is a feeling of pleasure or disappointment that results from comparing a product or service with perceived performance in line with expectations. If performance falls short of expectations, then the consumer is dissatisfied. If it matches expectations, the consumer is satisfied. If it exceeds expectations, consumers are very satisfied or happy (Kotler and Keller, 2016: 153).

2.2. Online Service Quality (E-Service Quality)
Zeithaml*et al.,* (2009: 69) states that online service quality (e-service quality) is the extent to which a website can facilitate customers effectively and efficiently in buying products or services, purchasing, and up to product or service delivery. According to Ribbink et al., (2004) e-service quality is defined as the provision of services over electronic networks such as the internet and includes the service product, service environment, and service delivery that comprise any business model, whether it belongs to a goods manufacturer or a pure service.

2.3. Ease of Use
Davis (2004) defines ease of use as a level of one's belief that computers can be easily understood. The easier the system is to learn and the easier it is to understand and use.

2.4. WebDesign
According to Ribbink et al.,(2004)argues that to create satisfaction requires an attractive site design. The site design is designed to be as attractive as possible to please the eye as well as provide information to the user. The design of a website is important, because it is a form of communication for customers.

2.5. Responsiveness
According to Parasuraman et al., (2016: 137) this responsiveness is related to the willingness and ability of customers, responding to customer requests, and informing the time-of-service delivery which then provides the relevant service quickly. The more responsive the company, the more problems faced by customers will be resolved immediately.

2.6. Customization
According to Zeithaml et al.,(2002)customization reflects the extent to which information or services are customized to meet the needs of individual visitors. This opinion suggests that companies can determine customer needs, which can increase the time it takes customers to find what products are offered.

2.7. Assurance
Guarantee is an attitude of service providers that is considered to be able to foster trust

behavior by customers towards the company because it can create a sense of comfort and security for its customers. Guarantees affect customer satisfaction, because if customers feel safe and comfortable in transactions, it will create a sense of satisfaction that cannot be measured.

2.8. conceptual framework

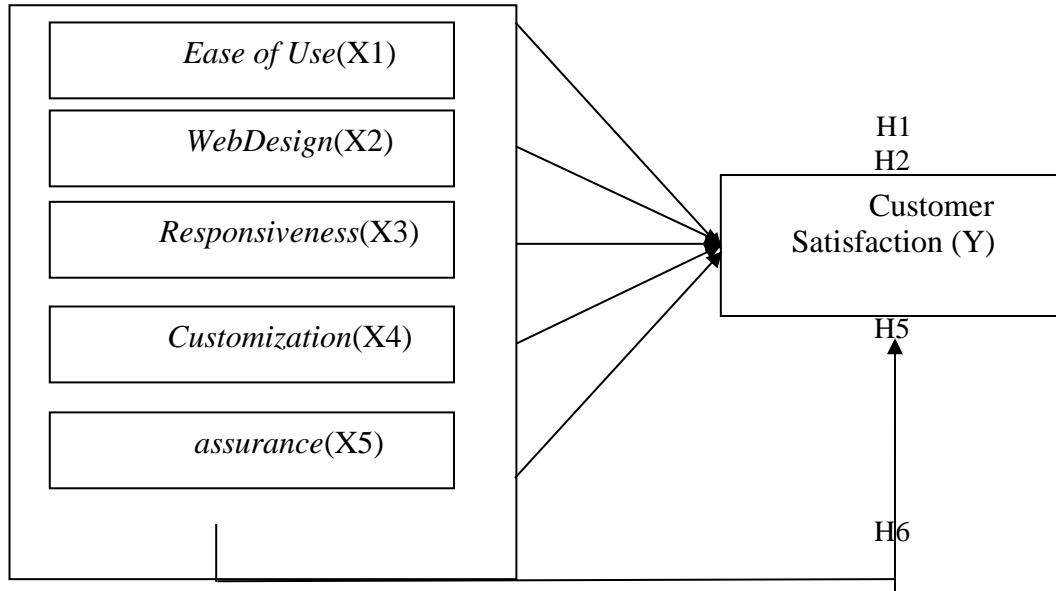Based on the explanation above, the following conceptual framework can be developed:

Image 1

conceptual framework

2.9. Research Hypothesis

Based on the problem formulation and conceptual framework, the hypotheses in this study are:

H1: *Ease of Use* effect on customer satisfaction in Berrybenka e-commerce.

H2: *WebDesign* effect on customer satisfaction in Berrybenka e-commerce.

H3: Responsiveness influences customer satisfaction in Berrybenka e-commerce.

H4: Customization affects customer satisfaction in Berrybenka e-commerce.

H5: Assurance has an effect on customer satisfaction in Berrybenka e-commerce.

H6: *Ease of Use, Web Design, Responsiveness, Customization*, and Assurance has an effect on customer satisfaction in Berrybenka e-commerce.

3. RESEARCH METHOD

3.1. Subjects and Research Locations

In accordance with the chosen research title, the writer will use the research subject, namely consumers who make purchases at the Berrybenka store through the official website. Meanwhile, the research location was carried out on the people of Medan City who had made purchases at the Berrybenka store through the official website.

3.2. Population and Sample

In this study, the researcher determined the sample with the following criteria: people who had purchased products sold on the official Berrybenka website and made purchases more than once. As for the number of samples for this study amounted to 110 people.

3.3. Classic assumption test

The classical assumption test consists of several stages, namely, normality test, heteroscedasticity test and multicollinearity test.

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3.4. Data analysis method

The data analysis method in this study is to use multiple linear regression, to see the effect of online service quality on Berrybenka e-commerce customer satisfaction using the SPSS 20.0 program. The regression equation can be formulated as follows:

Multiple Linear Regression Analysis
$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \beta_4 X_4 + \beta_5 X_5 + e$$
Where:

Y = Customer satisfaction α = Constant β1, β2, β3, β4, β5 = Regression coefficient X1 = Ease of use X2 = Web design

X3 = *Responsiveness* X4 = Customization X5 = Assurance e = standard error

4. RESULTS AND DISCUSSION

4.1. Validity Testing Results

Validity testing is used to measure the validity of a questionnaire. The results of validity testing can be seen in Table 1.

Table 1
Validity Testing Results

Variable	Dimensions	Indicator	A	r table	r count	Information
Customer Satisfaction(Y)		1. Remain loyal. 2. Buy a new product or service offered. 3. Not price sensitive 4. Provide input to the company.	0.05	0.187	0.716 0.448 0.754 0.781	Valid
E-Service Quality	*Ease of Use*	1. Easy to access website 2. User friendly site navigation on site 3. Easy site navigation 4. Easy to find the way on site	0.05	0.187	0.715 0.718 0.768 0.710	Valid
	WebDesign	1. Interesting information on the site 2. The information on the site is well organized	0.05	0.187	0.761 0.696	Valid

		3. Information on the site is easy to understand and follow			0.746	
		4. Attractive site layout and colors			0.648	
	Response veness	1. Easily contact online organizations	0.05	0.187	0.809	Valid
		2. Interested in getting feedback			0.833	
		3. Quickly respond to requests			0.820	
	Customize tion	1. The site provides information on how to make product modifications according to preferences	0.05	0.187	0.842	Valid
		2. The site provides information and products according to preferences			0.746	
		3. Personal needs are met when using the site or online transactions			0.768	
	assurance	1. Employees who foster the trust of consumers			0.867	
		2. Make consumers feel safe when making transactions			0.628	
		3. Employees who are consistently courteous	0.05	0.187		Valid
		4. Employees who are able to answer customer questions			0.660	
					0.606	

From Table 1 it can be seen that the calculated r value is greater than 0.187, so it can be concluded that each statement item in the questionnaire is declared valid.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

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4.2. Reliability Test Results

The reliability test is an index that shows the extent to which the measuring device is reliable. For further explanation, see Table 2.

Table 2
Reliability Test Results

No	Variable	Cronbach's alpha	Alpha standard	Information
1	*Ease of use*	0.704	0.60	Reliable
2	*Web design*	0.677	0.60	Reliable
3	*Responsiveness*	0.757	0.60	Reliable
4	*Customization*	0.691	0.60	Reliable
5	*assurance*	0.636	0.60	Reliable
6	Customer satisfaction	0.606	0.60	Reliable

Based on Table 2, it can be seen that the value of Cronbach's alpha from the variable ease of use (X1) is 0.704> 0.60, web design (X2) is 0.677> 0.60, responsiveness (X3) is 0.757> 0.60, customization (X4) of 0.691> 0.60, assurance (X5) of 0.636> 0.60 and customer satisfaction (Y) of 0.606> 0.60 so that all the question variables above are reliable.

4.3. Classical Assumption Testing Results

Data Normality Test Results

Data normality testing was carried out to find out whether the data obtained through distributing questionnaires was normally distributed or not. The results of the normality test can be seen in the image below:
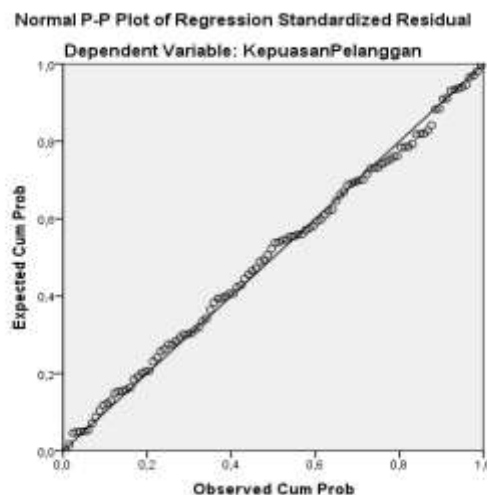

Figure 3
Graph of normality probability plot test results

Based on the results of the SPSS output in Figure 2, it can be seen that the data is spread around the diagonal line, so it can be concluded that the data in the regression model of this study are normally distributed. Furthermore, testing the normality of the data using statistical analysis through the Kolmogorov Smirnov test (KS) with statistical tools using the SPSS program, can be seen in Table 3.

Table 3
Kolmogorov Smirnov Test Results (KS)
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residuals
N		110
Normal Parameters, b	Means	0E-7
	std. Deviation	1.51977624
Most Extreme Differences	absolute	.039
	Positive	.039
	Negative	-.039
Kolmogorov-Smirnov Z		,413
asymp. Sig. (2-tailed)		,996

a. Test distribution is Normal.
b. Calculated from data.

Based on Table 3 it can be seen that the Asymp. Sig (2-tailed) of 0.996 is above the standard significance of 0.05. According to Ghozali (2018: 167) states that the terms of the Kolmogorov Smirnov test (KS) if the significant value is > 0.05 then the data distribution is normal. Therefore, it can be concluded that with a confidence level of 95% this data is normally distributed.

4.4. Heteroscedasticity Test Results

The heteroscedasticity test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another (Ghazali, 2018: 137). The results of the heteroscedasticity test can be seen in Figure 4.
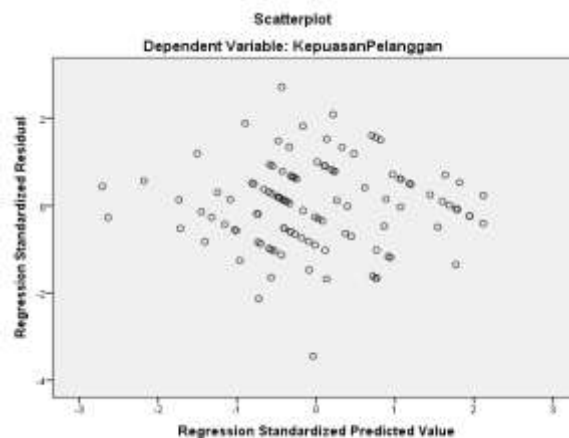

Figure 4
Heteroscedasticity Test

Based on Figure 4, it can be seen that the dots spread evenly inside, above and below the number 0 on the Y axis. In addition, these dots do not form a certain pattern, it can be concluded that there were no symptoms of heteroscedasticity in this study.

4.5. Multicollinearity Testing Results

The multicollinearity test aims to test whether the regression model found a correlation between the independent (independent) variables. A good regression model does not have a correlation between the independent variables (Ghozali, 2018: 107). The results of the multicollinearity prerequisite test can be seen in Table 4.

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Table 4
Multicollinearity Test Results

No.	Variable	Tolerance	VIF
1	*Ease of use*	0.514	1,944
2	*Web design*	0.446	2,244
3	*Responsiveness*	0.594	1,683
4	*Customization*	0.522	1,915
5	*assurance*	0.980	1.021

Source: Primary data processed, 2022

Based on Table 4, it can be seen that the VIF value for each research variable is as follows:

1. VIF valuefor the variable ease of use of 1.944 <10 and a tolerance value of 0.514 > 0.10 so that the ease of use is stated not to have symptoms of multicollinearity.
2. VIF valuefor the web design variable it is 2.244 < 10 and the tolerance value is 0.446 > 0.10 so that the web design is declared to have no symptoms of multicollinearity.
3. VIF valuefor the responsiveness variable of 1.683 <10 and a tolerance value of 0.594 > 0.10 so that responsiveness is declared to have no symptoms of multicollinearity.
4. VIF valuefor the customization variable it is 1.915 <10 and the tolerance value are 0.522> 0.10 so that customization is declared to have no symptoms of multicollinearity.
5. VIF valuefor the assurance variable it is 1.021 <10 and the tolerance value are 0.980> 0.10 so that assurance is declared to have no symptoms of multicollinearity.

Data analysis method

4.6. Multiple Linear Regression

This study aims to determine the effect of online service quality on customer satisfaction at Berrybenka stores through the official website. Therefore, multiple linear regression analysis is used to analyze the effect. The results of multiple linear analysis with the SPSS version 20 program were obtained as follows:

Table 5
Multiple Linear Regression Results
Coefficientsa

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	std. Error	Betas		
(Constant)	1.177	1,677		,702	,484
Ease of use	,233	, 103	,219	2,269	.025
Web design	,217	, 103	,220	2.115	,037
1 *Responsiveness*	,227	,101	,203	2,258	.026
Customization	,237	,115	,198	2,058	.042
assurance	,131	.065	,141	2,010	.047

a. Dependent Variable: Customer Satisfaction

Based on Table 5 above, it can be seen that the coefficients of each variable and constant that are observed in this study are the ease-of-use coefficient (X1) 0.233 web design coefficient (X2) 0.217 responsiveness coefficient (X3) 0.227 customization coefficient (X4) 0.237 coefficient assurance (X5) 0.131 and constant 1.177. This means that the independent variables affect customer satisfaction (Y). The equation can be written as follows:

$$Y = 1.177 + 0.233X1 + 0.217X2 + 0.227X3 + 0.237X4 + 0.131X5 + e$$

From this equation it can be explained that the effect of e-service quality on customer satisfaction at the Berrybenka store through the official website. The results of the analysis show

that:

   a. The constant value (α) is 1.177, this indicates that if there is an influence (increase/decrease) in the values of the variables X1, X2, X3, X4 and X5 considered constant, the value of customer satisfaction at the Berrybenka store via the official website is 1.177.

   b. The first coefficient is Ease of use (X1) of 0.233, this states that if there is an increase in Ease of use (X1) of 1, it will increase Purchase Decision (Y) by 23.3%.

   c. The second coefficient is Web design (X2) of 0.217, which means that every increase in Web design (X2) is 1, it will increase customer satisfaction (Y) by 21.7%.

   d. The third coefficient is Responsiveness (X3) of 0.227, which means that for every increase in Responsiveness (X3) of 1, it will increase customer satisfaction (Y) by 22.7%.

   e. The fourth coefficient is Customization (X4) of 0.237, which means that for every increase in customization (X4) of 1, it will increase customer satisfaction (Y) by 23.7%.

   f. The fifth coefficient is Assurance (X5) of 0.131, which means that every increase in assurance (X5) is 1, it will increase customer satisfaction (y) by 13.1%.

5. CONCLUSIONS AND SUGGESTIONS
5.1. CONCLUSION

Based on the results of the analysis that has been carried out in testing the effect of online service quality which consists of (ease of use, web design, responsiveness, customization and assurance) on Berrybenka e-commerce customer satisfaction, it can be concluded that:

1. *Ease of use*significant effect on customer satisfaction. Ease of use can make it easier for users to carry out their activities when shopping on the official Berrybenka website. Customers who frequently shop on the official Berrybenka website will have no difficulty using the official Berrybenka website. This shows that the easier the site is to use, the more satisfied customers will be.

2. *Web design*significant effect on customer satisfaction. Web design provides information easily to users. This can please the customer and satisfy his needs. An attractive website will make it easier for customers to find the products they need. This shows that the better the website that is owned, the more satisfied customers will be using the website.

3. *Responsiveness*significant effect on customer satisfaction. Responsiveness can be measured by how fast it provides services to customers. Customers who feel their complaints are being addressed properly will feel their needs are met. This shows that the more responsive the official Berrybenka website is, the more problems faced by customers will be resolved soon. So, satisfaction in using the official website will also increase.

4. *Customization*significant effect on customer satisfaction. Berrybenka's official website can narrow down the choices for customers, minimizing the time customers spend going through all the products to find what they want. Berrybenka's official website can determine customer needs, which can narrow the time it takes customers to find the products offered. This shows that the easier it is for customers to find the product they are looking for, the more satisfied customers are to make transactions on the official Berrybenka website.

5. *assurance*significant effect on customer satisfaction. Because it can foster trust behavior by customers towards the official Berrybenka website because it can create a sense of comfort and security for customers. This shows that the more secure the transaction, the more satisfied the customer will be.

5.2.SUGGESTIONS

From the research that the authors have conducted, basically the quality of online services has been going well, but there are still a number of things that need to be improved. Therefore, the author gives suggestions:

1. On the websiteofficial Berrybenka, in terms of user convenience such as website errors and inaccessibility which make customers no longer want to visit the official Berrybenka website. This is of particular concern to the official Berrybenka website to provide adequate web hosting servers so that devices and websites don't have errors when used.

International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
E-ISSN: 2827-766X | WWW.IJSET.ORG

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2. On the websiteBerrybenka, the visual layout provided does not change every time you visit the official Berrybenka website. This makes customers bored when visiting the official Berrybenka website. Therefore, Berrybenka needs to spoil the user's eyes by providing layout changes on the official Berrybenka website every time they visit.

3. Customer service on the websiteofficial Berrybenka in marketing its products such as responding to complaints from customers must be fast, because the more responsive the company is in dealing with customers it will create customer satisfaction.

4. On the websiteofficial Berrybenka there is no option to change product characteristics according to what the customer wants. This makes it difficult for customers to categorize products according to what they want. This is a concern for the official Berrybenka website to add product category features according to customer tastes.

5. Guarantees for transactions on the official Berrybenka website are not good, because they do not clearly display the existence of orders. This makes customers afraid when making purchases on the official Berrybenka website. In the future, Berrybenka's official website must clearly display the whereabouts of consumer orders.

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International Journal of Social Science, Educational, Economics, Agriculture Research, and Technology (IJSET)
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