

The Role of E-Service Quality, Brand Awareness, and Customer Value in Influencing Bukalapak Customer Satisfaction

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Abstract

This study aims to analyze the effect of e-service quality, brand awareness, and customer value on Bukalapak customer satisfaction. The sample in this study was 100 respondents who were determined by purposive sampling technique. The data collection method uses a questionnaire distributed online. The analytical tool used in hypothesis testing is multiple linear regression and hypothesis testing with the t test. The results of this study prove that: (1) E-Service Quality has no significant effect on Bukalapak Customer Satisfaction. (2) Brand Awareness has a positive and significant effect on Bukalapak Customer Satisfaction. (3) Customer Value has a positive and significant effect on Bukalapak Customer Satisfaction. These results have implications for the Bukalapak marketplace, especially in evaluating the level of customer satisfaction and designing marketing strategies to increase customer satisfaction.

Keywords: E-Service Quality, Brand Awareness, Customer Value, Customer Satisfaction



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INTRODUCTION

Technological developments have an impact on business activities, one of which is the shift in business methods from all conventional (offline) to electronic-based, e-commerce is a form of business transaction electronically and not through physical exchange (Gupta, 2014). E-commerce in business transactions is used to create relationships between companies and consumers (Jain et al., 2021). Nowadays, the development of the e-commerce business is growing rapidly and has an impact on the increasingly fierce e-commerce market competition, so that e-commerce business actors are required to be able to develop their business strategies. One of the efforts made is to manage customer satisfaction. Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the results of a product with the desired performance expectations (Kotler & Keller, 2020). The basis of consumer satisfaction is related to internal motivations, needs, and values (Razak, 2016). Consumers who are satisfied with the product tend to continue to buy and recommend it to others. Consumer satisfaction in online business can be influenced by a number of factors such as e-service quality (Safitri et al., 2022), brand awareness (Tannady et al., 2022), and customer value (Saputra et al., 2018).

E-service quality is an important component of business strategy that plays a crucial role in improving customer satisfaction and profitability, with a focus on electronic service interactions (Shafiee & Bazargan, 2018). E-service quality is comprehensive and includes aspects of service before and after service use. E-service quality in accordance with consumer expectations will be able to increase customer satisfaction (Ramadanty et al., 2021). The results of research by Rahmalia & Chan (2019), Ningtias & Sugiyanto (2023) and San et al. (2020) prove that e-service quality has a significant effect on increasing customer satisfaction, meaning that the better the e-service quality delivered to consumers will increase customer satisfaction. Research (Budiarno et al., 2022) and Candra & Juliani (2018) show different results, namely e-service quality does not play a significant role in creating customer satisfaction. Another factor that affects customer satisfaction is brand awareness. Brand awareness is the ability of potential buyers to recognize and remember a brand as part of a particular product category

(Tritama & Tarigan, 2016). Brand awareness requires a process from uncertainty to consumers believing that the product is the only brand in a particular product category. Research by Ariowibowo et al. (2018), Wibowo et al. (2022) and Oktavianus & Megawati (2022) prove that brand awareness has a positive and significant effect on customer satisfaction. In contrast to the research of Ekaputri & Sudarwanto (2021) Tannady et al. (2022) and Hanafi (2019) which show that brand awareness has no significant effect on customer satisfaction.

Consumer satisfaction in the use of e-commerce can also be influenced by customer value or customer value. Customer value arises from evaluating the comparison between perceptions of service, quality, and benefits with the sacrifices paid (Gusdi, 2022). Customer value is created through a focus on processes, systems, mindsets, and culture; customer value changes with product use, and can increase customer satisfaction (Mahajan, 2020). Good customer value will increase customer satisfaction (Dewi & Putri, 2022). Research by (Candra & Juliani, 2018), Saputra et al. (2018), Pramudita & Japarianto (2013) and (Arina et al., 2013) show that customer value has a significant positive effect on customer satisfaction. The greater the benefits obtained by customers, the greater the impact on the level of customer satisfaction. The results of research by Fatoni (2018) state that customer value does not affect the level of customer satisfaction. This research examines Bukalapak e-commerce customer satisfaction by considering e-service quality, brand awareness, and customer value. Bukalapak is a trusted online shopping site in Indonesia that sells various products and empowers SMEs with a consumer to consumer system (source: <https://www.bukalapak.com>). Along with the development of electronic-based trading activities, it will directly impact the high level of competition. By examining a number of these phenomena, it is necessary to test the role of e-service quality, brand awareness, and customer value in encouraging an increase in Bukalapak customer satisfaction.

Customer Satisfaction

Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the results thought to the expected results (Maulidiah et al., 2023). Consumer satisfaction arises when customer needs and desires are well met through quality products or services, on the other hand, if products or services are not of high quality, it will cause consumer dissatisfaction (Rahardjo & Yulianto, 2021). Feedback from consumers to the company becomes a benchmark and becomes input for the company for development and implementation as well as increasing customer satisfaction (Kurniasari, 2019). There are a number of factors that affect customer satisfaction in online transactions, namely e-service quality, e-trust, brand awareness, and customer value. The dimensions used to measure customer satisfaction are expectation conformity, return visit interest, and willingness to recommend.

E-Service Quality

E-service quality is a development of service quality that measures consumer perceptions of services, with desirable assumptions (Gupron, 2020). E-service quality allows users to make effective and efficient transactions without direct face-to-face contact with service providers. E-service quality is influenced by expected service and perceived service factors (Tjiptono & Chandra, 2016). E-service quality is generally shown through 7 dimensions, namely efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. Research by Yanto & Anjarsari (2021), Najib et al. (2022), and Sajidah & Aulia (2021) say that e-service quality has a positive and significant effect on customer satisfaction. The results of this study explain that the better the e-service quality delivered will increase customer satisfaction. With

the description in the study, hypothesis one can be formulated as follows: H1: E-service quality has a positive and significant effect on customer satisfaction Bukalapak.

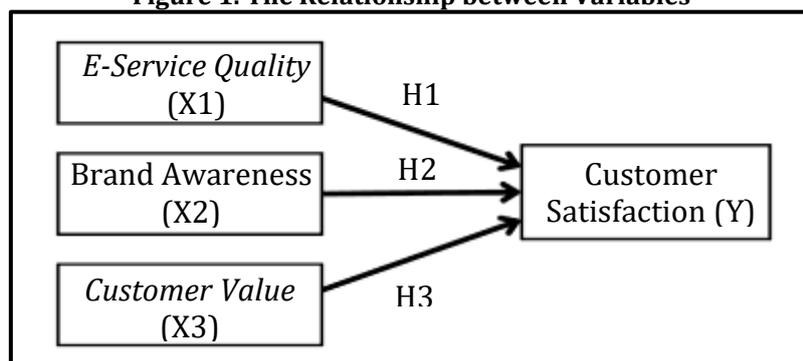
Brand Awareness

Brand awareness as a person's ability to remember a particular brand spontaneously or after being stimulated with key words (Rivaldo et al., 2021). Increasing brand awareness is considered an effective way to develop the market share of a particular brand (Tarwendah, 2017). Factors that influence brand awareness are material factors and individual factors. Brand awareness consists of four dimensions, namely recall, recognition, purchase, and consumption. Research by Sutedjo & Sari (2023), Darmawan (2019), and Fitria (2020) says that brand awareness has a positive and significant effect on customer satisfaction. The results of this study explain that the better consumer awareness of the brand will increase customer satisfaction. With the description in the study, hypothesis two can be formulated as follows: H2: Brand awareness has a positive and significant effect on Bukalapak customer satisfaction.

Customer Value

Customer value is an emotional bond that exists between customers and producers after customers use products or services that have added value (Nurhalimah & KD, 2019). Value is determined based on customer conditions in the context of their unique needs (Rahmawati et al., 2019). Customer value is determined by costs (including money, time, energy, and psychological costs) and benefits (including product, service, personal, and image benefits) (Prambudi, 2017). The dimensions of customer value consist of three important points, namely having added value compared to others, matching costs with benefits, and convenience in using or obtaining services (Rifa'i, 2021). Research by Khasanah (2015), Ningsih & Sutedjo (2024), and Munisih & Soliha (2015) states that customer value has a positive and significant effect on customer satisfaction. The results of this study explain that the better the customer value provided will increase customer satisfaction. With the description in the study, hypothesis three can be formulated as follows: H3: Customer value has a positive and significant effect on Bukalapak customer satisfaction.

Figure 1. The Relationship between Variables



RESEARCH METHODS

This research uses quantitative methods, with the type of explanatory research. Explanatory research is research that intends to explain the causal relationship between the variables studied and the influence between one variable and another that affects the hypothesis (Sugiyono, 2018). The data source in this study uses the type of primary data source obtained directly from the distribution of questionnaires. The population used in this study are consumers who actively use the Bukalapak marketplace. The population is infinite because the

population members cannot be known for sure. The sample is part of the number and characteristics of the population (Sugiyono, 2020). The sampling method uses a non-probability sampling method with purposive sampling technique. Purposive sampling is a sampling technique that is determined based on certain criteria (Ghozali, 2016). The criteria used in sampling from this study are as follows: (1) Respondents actively use the Bukalapak marketplace for at least 1 year, (2) Respondents made purchase transactions in the last 3 months in the Bukalapak marketplace, and (3) Respondents are at least 17 years old, with the consideration that they can understand the contents of the questionnaire well. The number of samples in this study were 100 respondents, which were determined using the Lemeshow formula. The data collection method uses a survey technique with a data collection tool in the form of a questionnaire. A questionnaire is a method of collecting data by giving or asking a set of questions or written statements to respondents (Herlina, 2019). The questionnaire design uses a closed model and alternatives are measured using a 5-level Likert Scale. In the questionnaire, respondents will assess e-service quality, brand awareness, customer value, and customer satisfaction which are distributed online via google form. The instrument testing tool used is the validity test using the Pearson's product moment correlation (r) method and the reliability test using the Cronbach's Alpha method. Data analysis technique is the process of measuring data order, organizing it into a pattern, category, and basic description (Nurdewi, 2022). The inferential statistical tool used is multiple linear regression analysis, hypothesis testing using the t test, and the coefficient of determination (R²) test.

RESEARCH RESULTS AND DISCUSSION

Profile of Respondents

The profile of respondents in this study is divided into several categories and analyzed using descriptive statistical tools in the form of frequency distribution which is shown in the following results:

Table 1. Profile of Respondents

| No | Characteristics | N | Percentage |
|-----------|--------------------------------------|----------|-------------------|
| 1 | Gender | | |
| | a. Male | 38 | 38% |
| | b. Female | 62 | 62% |
| 2 | Age | | |
| | a. 17-25 years old | 44 | 44% |
| | b. 26-35 years old | 22 | 22% |
| | c. >35 years old | 34 | 34% |
| 3 | Work | | |
| | a. Government Employee | 4 | 4% |
| | b. Private Employee | 21 | 21% |
| | c. Entrepreneur/Businessman | 19 | 19% |
| | d. Student | 32 | 32% |
| | e. Others | 24 | 24% |
| 4 | Income/Pocket Money per Month | | |
| | a. < Rp 2.000.000 | 66 | 66% |
| | b. Rp 2.000.001-Rp 4.000.000 | 19 | 19% |
| | c. > Rp 4.000.000 | 15 | 15% |
| 5 | Frequently Purchased Products | | |
| | a. Fashion | 55 | 55% |
| | b. Electronics | 18 | 18% |
| | c. Furniture | 8 | 8% |
| | d. Tickets and Vouchers | 7 | 7% |
| | e. Others | 12 | 12% |

| | | | |
|---|--|----|-----|
| 6 | Purchase Frequency in the Last 3 Months | | |
| | a. 1 time | 50 | 50% |
| | b. 2 to 3 times | 34 | 34% |
| | c. More than 3 kali | 16 | 16% |

Source: Primary data processed from SPSS (2024)

Test Results of Data Collection Instruments

Validity Test

The validity test is shown to see whether a measuring instrument is valid or invalid (Janna & Herianto, 2021). The questionnaire items are declared valid if $r \text{ count} \geq r \text{ table}$ and positive at the 5% level. The results of the validity tests are shown in the table below:

Table 2. The Result of Validity Test

| Variable | Indicator | R Count | RTable | Description |
|-----------------------|-----------|---------|--------|-------------|
| E-Service Quality | X1.1 | 0,861 | 0,195 | Valid |
| | X1.2 | 0,861 | 0,195 | Valid |
| | X1.3 | 0,858 | 0,195 | Valid |
| | X1.4 | 0,835 | 0,195 | Valid |
| | X1.5 | 0,851 | 0,195 | Valid |
| | X1.6 | 0,854 | 0,195 | Valid |
| | X1.7 | 0,875 | 0,195 | Valid |
| Brand Awareness | X2.1 | 0,845 | 0,195 | Valid |
| | X2.2 | 0,702 | 0,195 | Valid |
| | X2.3 | 0,835 | 0,195 | Valid |
| | X2.4 | 0,825 | 0,195 | Valid |
| | X2.5 | 0,853 | 0,195 | Valid |
| | X2.6 | 0,840 | 0,195 | Valid |
| Customer Value | X3.1 | 0,862 | 0,195 | Valid |
| | X3.2 | 0,848 | 0,195 | Valid |
| | X3.3 | 0,883 | 0,195 | Valid |
| | X3.4 | 0,869 | 0,195 | Valid |
| | X3.5 | 0,883 | 0,195 | Valid |
| | X3.6 | 0,868 | 0,195 | Valid |
| Customer Satisfaction | Y.1 | 0,874 | 0,195 | Valid |
| | Y.2 | 0,834 | 0,195 | Valid |
| | Y.3 | 0,897 | 0,195 | Valid |
| | Y.4 | 0,886 | 0,195 | Valid |
| | Y.5 | 0,911 | 0,195 | Valid |
| | Y.6 | 0,867 | 0,195 | Valid |
| | Y.7 | 0,913 | 0,195 | Valid |
| | Y.8 | 0,904 | 0,195 | Valid |

Source: Primary data processed from SPSS (2024)

Reliability Test

The reliability test is used to assess the extent to which a measurement result that is carried out repeatedly is relatively consistent (Ovan & Saputra, 2020). The questionnaire items are declared reliable if the Cronbach's Alpha value is ≥ 0.60 . The results of the reliability tests are shown in the table below:

Table 3. The Result of Reliability Test

| Variable | Cronbach's Alpha | Description |
|------------------------|------------------|-------------|
| E-Service Quality (X1) | 0,958 | Reliable |
| Kesadaran Merek (X2) | 0,939 | Reliable |
| Customer Value (X3) | 0,958 | Reliable |

| | | |
|-----------------------|-------|----------|
| Kepuasan Konsumen (Y) | 0,971 | Reliable |
|-----------------------|-------|----------|

Source: Primary data processed from SPSS (2024)

Classical Assumption Test Results Normality Test

**Table 4. The Result of Normality Test
 One-Sample Kolmogorov Smirnov Test**

| Unstandardized Residual | N | Asymp. Sig. (2-tailed) | Sig. *Critical | Description |
|-------------------------|-----|------------------------|----------------|-------------|
| Model | 100 | 0,266 | 0.05 | Normal |

Source: Primary data processed from SPSS (2024)

The data normality test uses the Kolmogorov Smirnov Test with the Monte Carlo method. Based on table 4, it can be seen that the significance value of the normality test is $0.266 \geq 0.05$. This shows that all variables in the study are normally distributed.

Multicollinearity Test

Table 5. Multicollinearity Test

| Variable Independent | Variable Dependent | Tolerance Value | Tolerance | VIF Value | VIF *Critical | Description |
|----------------------|-----------------------|-----------------|-----------|-----------|---------------|-----------------------------|
| E-Service Quality | | 0,143 | 0,10 | 7,017 | 10,0 | No Multicollinearity Occurs |
| Brand Awareness | Customer Satisfaction | 0,105 | 0,10 | 9,518 | 10,0 | No Multicollinearity Occurs |
| Customer Value | | 0,125 | 0,10 | 8,010 | 10,0 | No Multicollinearity Occurs |

Source: Primary data processed from SPSS (2024)

It can be seen that the multicollinearity test is seen from the tolerance value > 0.10 and the VIF value < 10 , then the regression model is free from multicollinearity symptoms (Ghozali, 2016). Based on table 5, it can be seen that the tolerance value of all independent variables > 0.10 and the VIF value < 10 . This explains that in this study the regression model does not show a correlation between the independent variables or is free from multicollinearity symptoms.

Heteroscedasticity Test

Table 6. The Result of Heteroscedasticity Test

| Model | | Coefficients ^a | | | t | Sig. |
|-------|-------------------|-----------------------------|------------|---------------------------|--------|------|
| | | Unstandardized Coefficients | | Standardized Coefficients | | |
| | | B | Std. Error | Beta | | |
| 1 | (Constant) | 1.966 | .655 | | 3.002 | .003 |
| | E-Service Quality | .083 | .066 | .336 | 1.257 | .212 |
| | Brand Awareness | -.023 | .091 | -.079 | -.252 | .801 |
| | Customer Value | -.083 | .082 | -.289 | -1.011 | .314 |

a. Dependent Variable: RES2

Source: Primary data processed from SPSS (2024)

The heteroscedasticity test uses the Glejser test with the criteria for the significance value of the independent variable > 0.05 . Based on table 6, it can be seen that the regression model shows a significance value > 0.05 , namely e-service quality with a significance value of 0.212, brand awareness with a significance value of 0.801, and customer value with a value of 0.314. So in this study the regression model is free from symptoms of heteroscedasticity.

Data Analysis Results

Descriptive Statistical Analysis

Descriptive statistical analysis in this study is used to describe respondents' assessments of variable indicators of e-service quality, brand awareness, customer value, and customer satisfaction. Descriptive statistical tools use the arithmetic mean, the results of which can be described as follows:

Table 7. The Result of Descriptive Statistics

| Variable | N | Mean | Max | Min | Category |
|-----------------------|-----|------|------|------|-----------------|
| E-Service Quality | 100 | 3,50 | 3,76 | 3,35 | High |
| Brand Awareness | 100 | 3,48 | 3,81 | 3,10 | High |
| Customer Value | 100 | 3,38 | 3,50 | 3,12 | Moderately High |
| Customer Satisfaction | 100 | 3,36 | 3,57 | 2,99 | Moderately High |

Source: Primary data processed from SPSS (2024)

Multiple Linear Regression Analysis

Table 8. The Result of Regression Analysis

| Coefficients ^a | | | | | | |
|---------------------------|-----------------------------|------------|---------------------------|-------|-------|------|
| Model | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | |
| | B | Std. Error | Beta | | | |
| 1 | (Constant) | 1.635 | .966 | | 1.692 | .094 |
| | E-Service Quality | -.010 | .097 | -.009 | -.101 | .920 |
| | Kesadaran Merek | .305 | .134 | .229 | 2.278 | .025 |
| | Customer Value | .969 | .121 | .739 | 8.010 | .000 |

a. Dependent Variable: Kepuasan Konsumen

Source: Primary data processed from SPSS (2024)

Based on the tests in table 8, the multiple linear regression equation model is obtained as follows: $Y = 1,635 - 0,009X_1 + 0,229X_2 + 0,739X_3$. The results of the multiple linear regression equation show that e-service quality on customer satisfaction is unidirectional or negative. Meanwhile, the direction of the influence of brand awareness and customer value on customer satisfaction is unidirectional or positive.

Partial Hypothesis Test (t test)

Based on table 8 of the hypothesis test results, it can be seen that the significance value for each variable is as follows:

1. H1 Testing: The Effect of E-Service Quality on Customer Satisfaction. Based on the results of the t test, the significance value is $0.920 > 0.05$, then H01 is accepted and Ha1 is rejected, so it can be concluded that the e-service quality variable has no effect on Bukalapak customer satisfaction.
2. H2 Testing: The Effect of Brand Awareness on Customer Satisfaction. Based on the results of the t test, the significance value is $0.025 < 0.05$, then H02 is rejected and Ha2 is accepted, so it can be concluded that the brand awareness variable has a positive and significant effect on Bukalapak customer satisfaction.
3. H3 Testing: The Effect of Customer Value on Customer Satisfaction. Based on the t test results, a significance value of $0.000 < 0.05$ is obtained, then H03 is rejected and Ha3 is accepted, so it can be concluded that the customer value variable has a positive and significant effect on Bukalapak customer satisfaction.

Coefficient of Determination Test (R^2)

Table 9. The Result of R^2 Test

| Model Summary | | | | |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1 | .948 ^a | .898 | .895 | 2.623 |

a. Predictors: (Constant), Customer Value, E-Service Quality, Kesadaran Merek

Source: Primary data processed from SPSS (2024)

Based on table 9, it is known that the coefficient of determination (Adjusted R Square) is 0.895, meaning that the contribution of the influence of e-service quality variables, brand awareness, and customer value on Bukalapak customer satisfaction is 89.5%. While the remaining 10.5% is influenced by other variables not explained in this study such as price or customer experience.

Discussion

The results of testing hypothesis 1 prove that e-service quality has no effect on Bukalapak customer satisfaction. This means that the good and bad level of e-service quality has no impact on Bukalapak customer satisfaction. Although based on the results of the description analysis it is explained that on average consumers assess that the e-service quality in the Bukalapak marketplace is good, this does not guarantee an increase in customer satisfaction. This can be caused because in making online purchases consumers consider the quality of the product being purchased more. The results of this study support the research of Budiarno et al. (2022). The results of testing hypothesis 2 prove that brand awareness has a positive and significant effect on Bukalapak customer satisfaction. The results of this study explain that the better consumer awareness of the Bukalapak marketplace brand will increase customer satisfaction, and vice versa, if brand awareness is low, it will reduce the level of Bukalapak consumer satisfaction. The main factor in brand awareness that can determine the level of satisfaction of Bukalapak marketplace consumers is that users easily recognize the Bukalapak logo when they see it in advertisements or social media. The results of this study are supported by research by Sutedjo & Sari (2023), Darmawan (2019), and Fitria (2020) which state that brand awareness has a significant positive effect on customer satisfaction. The results of testing hypothesis 3 prove that customer value has a positive and significant effect on Bukalapak customer satisfaction. The results of this study explain that the better the customer value of the Bukalapak marketplace, it will increase customer satisfaction, and vice versa, if the customer value is low, it will reduce the level of customer satisfaction of Bukalapak. The main factor in customer value that is able to determine the level of customer satisfaction of the Bukalapak marketplace is the benefits of the product in accordance with user expectations. The results of this study are supported by research by Khasanah (2015), Ningsih & Sutedjo (2024), and Munisih & Soliha (2015) which state that customer value has a significant positive effect on customer satisfaction.

CONCLUSION

Based on the results of the analysis and discussion, it can be concluded as follows:

1. E-service quality has no effect on Bukalapak customer satisfaction. The results showed that the good and bad level of e-service quality had no impact on the satisfaction of Bukalapak marketplace consumers.
2. Brand awareness has a positive and significant effect on Bukalapak customer satisfaction. The results showed that the better consumer awareness of the Bukalapak marketplace brand will increase customer satisfaction, and vice versa.

3. Customer value has a positive and significant effect on Bukalapak customer satisfaction. The results showed that the better the customer value of the Bukalapak marketplace, the higher the customer satisfaction, and vice versa.

Research Limitations

This consumer behavior research is still general in nature where it does not specifically determine the products that consumers buy at Bukalapak so that the measurement of Consumer Satisfaction has not presented satisfaction with certain products. Thus, future researchers are advised to test consumer satisfaction with certain product categories in the marketplace.

Implications of Research Results

The results of this study provide managerial implications that are useful for the Bukalapak marketplace, especially in evaluating the level of customer satisfaction by paying attention to a number of aspects such as e-service quality, brand awareness, and customer value. In addition, the results of this study can be a reference for Bukalapak companies in designing marketing strategies to increase customer satisfaction.

Suggestions

1. Based on the results of descriptive analysis, it can be explained that respondents in assessing the responsiveness of Bukalapak sellers in responding to consumers are considered still low. For this reason, it is recommended to increase the speed of response to consumer complaints. In addition, the service indicator that is also rated low by customers is compensation for customers if they experience losses. Thus it is recommended to provide compensation quickly and provide several compensation options such as refunds, product replacements, or discounts.
2. Based on the results of descriptive analysis, it can be explained that respondents in assessing the use of the Bukalapak marketplace regularly for shopping are still considered low. For this reason, it is recommended to increase promotions and expand the choice of product varieties. In addition, the indicator of brand awareness that is also rated low by customers is the mastery of information about the Bukalapak marketplace. Thus it is recommended to develop positive brand associations with the aim of motivating customers to understand the brand shown.
3. Based on the results of descriptive analysis, it can be explained that the indicator that is rated low by customers is where users are considered to follow the development of information technology because they always shop at Bukalapak. Thus it is recommended to improve Bukalapak branding as an innovative and up-to-date marketplace.

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