

The Effect of E-Service Quality, Trust, and Customer Value on Online Purchase Decisions for Bag Products in the Lazada Marketplace

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Abstrak

Penelitian ini bertujuan untuk menganalisis pengaruh e-service quality, kepercayaan, dan customer value terhadap keputusan pembelian online produk tas di marketplace Lazada. Sampel dalam penelitian ini adalah 100 responden dengan menggunakan metode pengambilan sampel non probability sampling melalui kuesioner. Hasil Uji Instrumen menyatakan bahwa data dalam penelitian ini terbukti valid dan reliabel. Hasil Uji Asumsi Klasik menunjukkan bahwa data dalam penelitian ini terdistribusi secara normal dan menghasilkan model regresi yang bebas dari multikolinearitas dan heterokedastisitas. Hasil penelitian ini membuktikan bahwa: (1) E-Service Quality berpengaruh positif dan signifikan terhadap Keputusan Pembelian Online Produk Tas di Marketplace Lazada. (2) Kepercayaan tidak berpengaruh signifikan terhadap Keputusan Pembelian Online Produk Tas di Marketplace Lazada. (3) Customer Value berpengaruh positif dan signifikan terhadap Keputusan Pembelian Online Produk Tas di Marketplace Lazada. Hasil ini membawa implikasi bagi marketplace Lazada dalam merencanakan strategi pemasaran yang efektif untuk mendorong konsumen melakukan pembelian.

Kata Kunci: E-Service Quality, Kepercayaan, Customer Value, Keputusan Pembelian Online

Abstract

This study aims to analyze the influence of e-service quality, trust, and customer value on online purchasing decisions for bag products in the Lazada marketplace. The sample in this study was 100 respondents using a non-probability sampling method through a questionnaire. The results of the Instrument Test state that the data in this study are proven to be valid and reliable. The results of the Classical Assumption Test indicate that the data in this study are normally distributed and produce a regression model that is free from multicollinearity and heteroscedasticity. The results of this study prove that: (1) E-Service Quality has a positive and significant effect on Online Purchasing Decisions for Bag Products in the Lazada Marketplace. (2) Trust does not have a significant effect on Online Purchasing Decisions for Bag Products in the Lazada Marketplace. (3) Customer Value has a positive and significant effect on Online Purchasing Decisions for Bag Products in the Lazada Marketplace. These results have implications for the Lazada marketplace in planning effective marketing strategies to encourage consumers to make purchases.

Keywords: E-Service Quality, Trust, Customer Value, Online Purchasing Decisions

INTRODUCTION

Technological developments have had a major impact on the culture of people's activities in shopping behavior patterns, which have undergone a transformation from conventional to online. E-commerce or is the process of buying and selling transactions and marketing of goods and services carried out via the internet where the website is used as a platform to carry out this process (Supardi & Ie, 2019). Based on data from Databoks (Indonesian Economic and Business Data Center), there are 10 leading products purchased by consumers through online sites in 2023 which can be seen in the following graph:

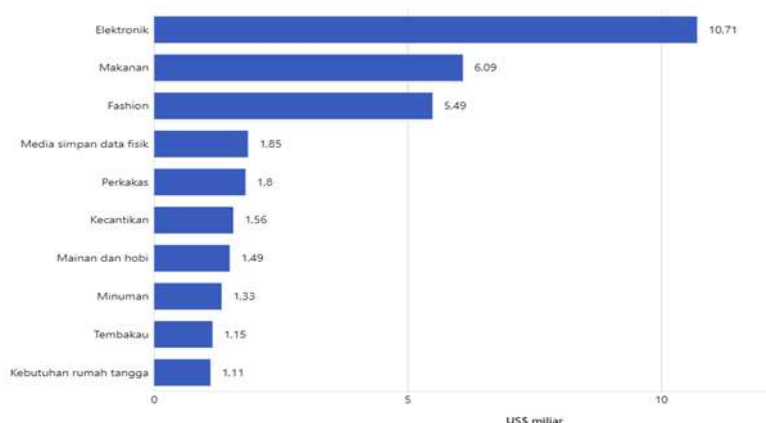


Figure 1Top Products Purchased by Consumers Through Online Sites in 2023

Source : <https://databoks.katadata.co.id/>

Sellers must understand how consumer behave in deciding online purchases. Purchasing decisions are important to increase company profits (Utami, 2019). Online purchasing is a selection process that involves knowledge to evaluate and choose alternatives, related to personal character (Effendi, 2020 and Mahkota et al., 2014). Purchasing decisions involve the choice of product, brand, seller, quantity, time, and payment method. Factors that influence online purchasing decisions include e-service quality (Kusnanto et al., 2020), trust (Azmi & Patrikha, 2021), and customer value (Eka & Hamdaini, 2018). E-service quality is an internet-based customer service offered by service providers, aimed at strengthening the relationship between consumers and service providers (Permana & Ratnasari, 2023). E-service quality can be measured through 7 dimensions, namely: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, contact (Agustina et al., 2020). Service quality is one of the important factors considered in purchasing a product, where the better the service provided, the higher the consumer interest in buying the product.

Previous studies conducted by Widuri et al. (2022), Permana & Ratnasari (2023), and Irhamna & Dermawan (2023) showed that e-service quality has a significant impact on increasing online purchasing decisions. Meanwhile, research from Mbete & Tanamal (2020) shows that e-service quality does not affect the level of online purchasing decisions. This can be caused by a sense of insecurity regarding personal data and transaction data so that customers are afraid to make online purchases. Another factor that influences online purchasing decisions is trust. Consumer trust is the belief that a service provider has integrity and can be trusted to fulfill its obligations as expected (Khotimah & Febriansyah, 2018). Trust is important to help long-term relationships with consumers (Ardyanto et al., 2015). Buyers' trust in online shopping sites lies in the popularity of the site, the more popular the site, the higher the level of buyer trust in reliability (Alwafi & Magnadi, 2016). In the process of purchasing a product, consumers will consider the level of trust in transaction guarantees, information, and reputation (Basri et al., 2022). Previous research conducted by Agesti et al. (2021) and Sobandi & Somantri (2020) showed that trust has a significant effect on online purchasing decisions. This is different from research by Azmi & Patrikha (2021) which showed that trust does not have a significant impact on online purchasing decisions. This can be caused by information that is not real time so that consumers are not confident when shopping.

Another factor that influences online purchasing decisions is customer value. Customer value is a consumer's preference and assessment of product attributes and the consequences of using them to meet expectations (Krisnanto & Yulianthini, 2021). Customer value refers to

the comparison between benefits and costs incurred (Brama Kumbara, 2021). High customer value will encourage consumers to decide to make a purchase (Anggita & Pramadanti, 2024). Customers will buy from companies that they consider to provide the highest customer value. Previous studies conducted by Bahari et al. (2020), Gumilar et al. (2021) and Kristiawati et al. (2019) showed that customer value has a positive and significant influence on purchasing decisions. This is different from the study tested by Eka & Hamdani (2018) which showed that customer value did not have a significant influence on purchasing decisions. Online consumer purchasing decisions was tested on the Lazada marketplace. Lazada is an e-commerce pioneer in a number of countries that offers a fast, safe and convenient online shopping experience and makes it easy for people to buy various types of products. Research on consumer behavior in online business transactions is important to conduct along with the development of online businesses. Marketers can evaluate consumer behavior and become one of the bases in formulating marketing strategies so that it is expected to improve business performance. The main objective of this study is to analyze the influence of e-service quality, trust, and customer value on online purchasing decisions for bag products in the Lazada marketplace.

RESEARCH METHODS

This study uses a quantitative research method that is intended to testing hypotheses. Sampling technique using purposive sampling with criteria research respondents are at least 17 years old and have purchased bag products in the lazada marketpce at least in the last 3 months. The number of samples is 100 respondents determined using the lameshow formula. The data collection method uses a questionnaire and the research variable measurement scale uses a 5-point likert scale. E-service quality indicators in the study include: (1) efficiency, (2) fulfillment, (3) reliability, (4) privacy, (5) responsiveness, (6) compensation, (7) contact (Chrisanta & Rokhman, 2022). Indicators of consumer trust include: (1) honesty of online sellers, (2) compensation, (3) information provided, (4) product suitability, (5) delivery time, (6) product safety (Rafidah dan Djowoto, 2017; Romla & Ratnawati, 2018). Customer value indicators include: (1) emotional value, (2) social value, (3) performance value, (4) value against price (Amelia et al., 2024; Ibrohim, 2019). Online purchasing decision indicators include: (1) product superiority, (2) brand interest, (3) ease of obtaining the product, (4) product availability, (5) purchase time, (6) payment variations (Amelia et al., 2024). Data analysis tool using Multiple Linear Regression.

RESULTS AND DISCUSSION

Respondent Profile

Respondent profiles are categorized based on gender, age, occupation, and income/pocket money, with the following frequency distribution results:

Table 1 Respondent Profile

No	Respondent Characteristics	Amount	Percentage
1	Gender		
	a. Man	35	35%
	b. Woman	65	65%
Total		100	100%
2	Age		
	a. 17-22 years	48	48%
	b. 23-28 years	37	37%
	c. 29-34 years	9	9%
	d. > 35 years	6	6%

Total		100	100%
3	Work		
	a. Students	69	69%
	b. Government employees	3	3%
	c. Private sector employee	18	18%
	d. Businessman	5	5%
	e. Etc	5	5%
Total		100	100%
4	Income/Pocket Money per Month		
	a. < Rp 2,000,000	69	69%
	b. Rp. 2,000,000 - Rp. 4,000,000	17	17%
	c. > Rp. 4,000,000	14	14%
	Total	100	100%

(Source: Primary data processed from Appendix 3)

Data Collection Instrument Test Results

Validity Test

Validity testing is needed to ensure that research data is accurate and in accordance with its measurement objectives (Prasetyo, 2017) The results of the validity test of the questionnaire instrument in this study are shown as follows:

Table 2. Validity Test Results

Indicator	r count	r table	Significance	Information
E-Service Quality				
X1.1	0.838	0.195	0.001	Valid
X1.2	0.902	0.195	0.001	Valid
X1.3	0.870	0.195	0.001	Valid
X1.4	0.907	0.195	0.001	Valid
X1.5	0.859	0.195	0.001	Valid
X1.6	0.874	0.195	0.001	Valid
X1.7	0.880	0.195	0.001	Valid
Consumer Trust				
X2.1	0.909	0.195	0.001	Valid
X2.2	0.872	0.195	0.001	Valid
X2.3	0.931	0.195	0.001	Valid
X2.4	0.940	0.195	0.001	Valid
X2.5	0.906	0.195	0.001	Valid
X2.6	0.936	0.195	0.001	Valid
Customer Value				
X3.1	0.934	0.195	0.001	Valid
X3.2	0.935	0.195	0.001	Valid
X3.3	0.947	0.195	0.001	Valid
X3.4	0.937	0.195	0.001	Valid
Online Purchasing Decisions				
Y1	0.897	0.195	0.001	Valid
Y2	0.914	0.195	0.001	Valid
Y3	0.932	0.195	0.001	Valid
Y4	0.912	0.195	0.001	Valid
Y5	0.938	0.195	0.001	Valid
Y6	0.922	0.195	0.001	Valid

(Source: Primary data processed from Appendix 4)

Reliability Test

Reliability testing is used to measure the consistency of the instrument as a measuring tool, so that the measurement results can be trusted (Gunawan & Ayuningtiyas, 2018). The results of the variable reliability test can be seen in the following table:

Table 2 Reliability Test Results

Variables	Cronbach's Alpha	Information
E-Service Quality	0.949	Reliable
Trust	0.961	Reliable
Customer Value	0.954	Reliable
Online Purchasing Decisions	0.963	Reliable

(Source: Primary data processed from Appendix 4)

Classical Assumption Test

Normality Test

Normality test using the Kolmogorov-Smirnov test, with the following results:

Table 3 Normality Test Results (Initial Test)

One-Sample Kolmogorov-Smirnov Test				
Unstandardized Residual	N	Asymp. Sig. (2-tailed)	Sig. *Critical	Information
Model	100	0.001	0.05	Abnormal

(Source: Primary data processed from Appendix 5)

Based on Table 4 with N = 100, the value obtained is Asymp. Sig. (2-tailed) is obtained at 0.001. This value indicates that $0.001 < 0.05$, which means that the data is not normally distributed. Therefore, a transformation of one of the variables is carried out and the removal of extreme data that causes the data distribution to be abnormal, namely by outliers. The following are the results of the normality test after outliers.

Table 4 Normality Test Result (Test After Outlier)

One-Sample Kolmogorov-Smirnov Test				
Unstandardized Residual	N	Asymp. Sig. (2-tailed)	Sig. *Critical	Information
Model	98	0.069	0.05	Normal

(Source: Primary data processed from Appendix 5)

Based on Table 5, the number of data (N) is 98 after outliers are taken and the Asymp. Sig. (2-tailed) value is 0.069, which means it is greater than 0.05, so it can be concluded that the data is normally distributed.

Heteroscedasticity Test

Heteroscedasticity test using the Park test, with the following results:

Table 5 Heteroscedasticity Test Results

Coefficient ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.373	3,300		-.719	.474
E-Service Quality	1,260	1,619	.203	.779	.438
Consumer Trust	.052	.100	.142	.519	.605
Customer Value	-.198	.148	-.356	-1.338	.184

a. Dependent Variable: LN_RES2

(Source: Primary data processed from Appendix 5)

Based on Table 4.6, the results of the heteroscedasticity test are obtained with a significance value for e-service quality of 0.438, consumer trust of 0.605, and customer value of 0.184. All variables show that the significance value is greater than 0.05, so it is concluded that the regression model does not have symptoms of heteroscedasticity.

Multicollinearity Test

The results of the multicollinearity test are shown as follows:

Table 6 Multicollinearity Test Results

Independent Variables	Dependent Variable	Tolerance Value	Tolerance	VIF Value	VIF *Critical	Information
E-Service Quality	Online Purchasing Decisions	.153	0.10	6,530	10.0	There is no multicollinearity
Consumer Trust		.139	0.10	7.176	10.0	There is no multicollinearity
Customer Value		.148	0.10	6,778	10.0	There is no multicollinearity

(Source: Primary data processed from Appendix 5)

The tolerance results are greater than 0.10 and the VIF value is less than 10 for all independent variables, so it can be concluded that there is no correlation between independent variables, which means that there is no multicollinearity in this study.

Data Analysis Results

Descriptive Statistical Analysis Results

Descriptive statistical analysis in this study is used to describe respondents' assessment of the e-service quality variable indicators, trust, customer value, and online purchasing decisions. The descriptive statistical tool used is the arithmetic mean, the results are as follows:

Table 7 Descriptive Statistical Results

Variables	Mean	Category
E-service Quality	3.69	High
Trust	3.68	High
Customer Value	3.76	High
Online Purchase Decisions	3.91	High

(Source: Primary data processed from Appendix 6)

Multiple Linear Regression Analysis Results

Multiple linear regression analysis was conducted to determine the direction of the influence of e-service quality variables, consumer trust, and customer value on online purchasing decisions.

Table 8 Results of Multiple Linear Regression Analysis

Coefficient ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-7,649	3.012		-2,539	.013
	E-Service Quality	4,961	1,477	.295	3.358	.001

	Consumer Trust	.154	.091	.156	1,693	.094
	Customer Value	.783	.135	.521	5,810	<.001
a. Dependent Variable: Online Purchasing Decision						

(Source: Primary data processed from Appendix 6)

The multiple linear regression analysis equation is as follows:

$$Y = -7,649 + 0,295X_1 + 0,156X_2 + 0,521X_3$$

The results of the multiple linear regression equation can also be explained as follows:

1. The constant value is negative with a value of -7.649, meaning that if e-service quality (X1), consumer trust (X2), and customer value (X3) are equal to zero, then online purchasing decisions (Y) will decrease.
2. The regression coefficient value of e-service quality (X1) is 0.295 where e-service quality has a positive sign on online purchasing decisions, meaning that if the e-service quality assessment score increases by one unit, the online purchasing decision assessment score will increase by 0.295 units.
3. The value of the consumer trust regression coefficient (X2) is 0.156, where consumer trust has a positive sign for online purchasing decisions, meaning that if the consumer trust assessment score is 0.156, increases by one unit, the online purchasing decision assessment score will increase by 0.1556 units.
4. The customer value regression coefficient value (X3) is 0.521 where customer value has a positive sign on online purchasing decisions, meaning that if the customer value assessment score increases by one unit, the online purchasing decision assessment score will increase by 0.521 units.

t-Test Results

The t-test was conducted to test the influence of e-service quality, consumer trust, and customer value variables partially on online purchasing decisions . The following are the results of the t-test:

Table 9 Partial Test Results (t-Test)

Variables	t count	Significance	Conclusion
E-Service Quality	3,358	0.001	H _{a1} is accepted
Consumer Trust	1,693	0.094	H _{a2} is rejected
Customer Value	5,810	0.001	H _{a3} is accepted

(Source: Primary data processed from Appendix 6)

Based on Table 10, the significance values for each variable are as follows:

1. Testing H1 (The Influence of E-Service Quality on Online Purchasing Decisions). The t-test results in table 4.13 show a significance value of 0.001, which means it is smaller than 0.05, so H₀₁ is rejected and H_{a1} is accepted. So it can be concluded that the e-service quality variable has a positive and significant effect on online purchasing decisions for bag products in the Lazada marketplace.
2. Testing H2 (The Influence of Consumer Trust on Online Purchasing Decisions). The t-test results in table 4.13 show a significance value of 0.094, which means it is greater than 0.05, so H₀₂ is accepted and H_{a2} is rejected. So it can be concluded that the consumer trust variable does not affect the online purchasing decision of bag products in the Lazada marketplace.
3. Testing H3 (The Influence of Customer Value on Online Purchasing Decisions). The t-test results in table 4.13 show a significance value of less than 0.001, which means it is less than 0.05, so H₀₃ is rejected and H_{a3} is accepted. So it can be concluded that the customer value

variable has a positive and significant effect on online purchasing decisions for bag products in the Lazada marketplace.

Results of the Determination Coefficient (R^2)

The determination coefficient analysis aims to determine the contribution of the influence of independent variables on dependent variables, with the following results:

Table 10 Results of the Determination Coefficient Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.943 ^a	.889	.885	1,853
a. Predictors: (Constant), Customer Value, Trust, E-Service Quality				
b. Dependent Variable: Online Purchasing Decision				

(Source: Primary data processed from Appendix 6)

Based on the results of the determination coefficient test, it is known that the Adjusted R Square value is 0.885 or 88.5 % . This means that the variables e-service quality, consumer trust, and customer value contribute an influence of 88.5 % to the decision to purchase online bag products in the Lazada marketplace. While the remaining 11.5 % is caused by other factors not used in this study.

Discussion

The Influence of E-Service Quality on Online Purchasing Decisions

H1 testing proves that e-service quality has a positive and significant effect on online purchasing decisions. If the e-service quality delivered by the Lazada marketplace is getting better, it will increase consumer purchasing decisions in the Lazada marketplace, and vice versa. E-service quality is the level of a website's ability to facilitate the process of purchasing, selling, and delivering products or services efficiently and effectively. E-service quality has been proven to be a determining factor in the level of online purchasing decisions. One of the factors that drives an increase in purchasing decisions for bag products on Lazada is the ease and efficiency in searching for bag products in the marketplace. The results of this study are in line with research conducted by Irhamna & Dermawan (2023), Permana & Ratnasari (2023), and WIduri et al. (2022) which show that e-service quality has a significant impact on increasing online purchasing decisions.

Online Purchasing Decisions

H2 testing proves that consumer trust does not influence on online purchasing decisions. The level of consumer trust does not guarantee that consumers will have a level of online purchasing decisions. Although the results of the descriptive analysis are explained on average that consumers consider that consumer trust in the Lazada marketplace is good, it does not have an impact on online purchasing decisions. Consumers do not consider trust in the marketplace when making online purchasing decisions. This can be caused because Lazada already has a good reputation in online business so that consumers no longer doubt its credibility. The results of this study are in line with research conducted by Azmi & Patrikha (2021) where consumer trust does not play a significant role in online purchasing decisions.

The Influence of Customer Value on Online Purchasing Decisions

Testing H3 proves that customer value has a positive and significant effect on online purchasing decisions. If the customer value delivered by the Lazada marketplace is better, it will increase consumer purchasing decisions on the Lazada marketplace, and vice versa.

Customer value is proven to be a determining factor in making online purchasing decisions. One of the factors that drives the increase in purchasing decisions for bag products in the Lazada marketplace is the value of the price that is in accordance with consumer purchasing power. The results of this study are in line with research conducted by Bahari et al. (2020), Gumilar et al. (2021), and Kristiawati et al. (2019) which shows that customer value has a positive and significant influence on online purchasing decisions.

CONCLUSION

Based on the results of the analysis that has been carried out, the following conclusions can be drawn:

1. E-service quality has a positive and significant effect on online purchasing decisions for bag products in the Lazada marketplace. This shows that the good or bad of electronic-based services will have an impact on the level of online purchasing decisions.
2. Consumer trust does not affect online purchasing decisions for bag products in the Lazada marketplace. This shows that good or bad consumer trust does not affect online purchasing decisions.
3. Customer value has a positive and significant effect on online purchasing decisions for bag products in the Lazada marketplace. This shows that good or bad customer value will have an impact on the level of online purchasing decisions.

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