ANALYZING THE INFLUENCE OF E-SERVICE QUALITY AND PRODUCT QUALITY ON CUSTOMER SATISFACTION OF E-COMMERCE WEBSITE ZALORA INDONESIA: TESTING PURCHASE DECISION AS THE MEDIATING VARIABLE

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Abstract: The growing number of internet users around the world, particularly in Indonesia is changing the business environment digitally. It leads to the growing numbers of e-commerce, which eliminates the distance barrier in doing transactions. The number of online sellers and buyers in Indonesia is also growing as a result from this phenomenon. This research examines the factors that influence customer satisfaction Zalora Indonesia e-commerce, specifically, e-service quality, product quality, and purchase decision. The method of this study is disseminating questionnaires to the respondents as many as 128 who are connected to the internet, also have installed and purchased Zalora Indonesia platforms before. The result of this study shows that e-service quality and product quality significantly influence purchase decision and customer satisfaction. In addition, purchase decision significantly influences customer satisfaction.

Keywords: *e-service quality, product quality, purchase decision, customer satisfaction*

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1. Introduction

The growing number of internet users globally, including in Indonesia, has significantly impacted different aspects of life, particularly in the business sector of Indonesia. This is because the online business environment has made it more convenient for individuals to meet their daily requirements, such as shopping online through e-commerce platforms (Sudirjo et al, 2023). This advancement in e-commerce has resulted in a shift in people's shopping habits especially in Indonesia, moving away from traditional supermarkets, local grocery stores, and malls (Vasic et al, 2016). In accordance with that, enterprises should be able to adopt an e-commerce platform for their business (Lee et al, 2022). Dhingra et al (2020) elaborated in their research that e-commerce represents the processes of doing transactions, including purchasing and selling goods, through the usage of the Internet. Additionally, e-commerce presents companies worldwide with opportunities to transition from conventional trading practices to a new era of business operations that leverage technology (Alzahrani, 2018). Furthermore, Hanell et al (2019) emphasized that the adoption of e-commerce enables companies to overcome various barriers associated with resource scarcity.

Zalora.com, founded in early 2012, is the leading online fashion retailer in Southeast Asia. It operates across eight countries: Singapore, Indonesia, Malaysia, Brunei, Philippines,

Thailand, Vietnam, and Hong Kong. Zalora Indonesia is a Zalora Group subsidiary established in late 2011 under the parent company Rocket Internet GmbH (Dapas et al, 2019). Zalora.com offers a vast range of fashion products from more than 500 local and international brands. Customers are able conveniently to search through an extensive selection of men's and women's apparel, footwear, accessories, and beauty products on their online platform (Tatang and Mudiantono, 2017).

In the e-commerce context, the significance of product quality cannot be overstated as it plays a vital role in upholding customer satisfaction, while also mitigating the risks and expenses associated with replacing defective goods (Handoko, 2016). Handoko (2016) added that if a company offers low-quality products that fail to meet customers' expectations, it is unlikely to attract buyers to make a purchase or even be satisfied. This is specifically true in the e-commerce market context, where consumers are easily able to access alternatives from more agile competitors that offer similar products at lower prices and higher quality. Additionally, in the process of making a purchasing decision, product quality assumes a critical role and holds significant importance for consumers (Anggita and Ali, 2017). Alongside brand factors and price benefits, consumers carefully consider the quality of the product. Hence, companies must allocate attention and consistently uphold the quality of their offerings to meet consumer expectations and preferences because good product quality enhances customer satisfaction as researched by Gok et al (2019).

Another essential factor to be able to succeed in the business is service quality. The concept of service quality was first founded by Parasuraman et al (1988) and categorized into five dimensions namely: tangibility, reliability, responsiveness, assurance, and empathy. A good application of service quality in an enterprise leads to obtaining higher profitability (Gundersen et al, 1996). In the e-commerce context, service quality can still be applied, however, there are some adjustments needed. Firstly, the name is changed to e-service quality. The definition of e-service quality according to Santos (2003) is the huge number of online reviews from customers regarding the service provided in e-commerce transactions. E-service quality also plays a pivotal role in companies' long-term success (Bressolles et al, 2015). Furthermore, not all service quality dimensions founded by Parasuraman can be applied to e-commerce transactions, for instance, tangibility which is defined by Dhingra et al (2020) as company presence, physical activities, exact location, and design. Since online store like Zalora Indonesia is not able to be present physically, website design can be used to replace the tangibility aspects. Dhingra et al (2020) mentioned that the other four dimensions can still be applied in the e-service quality context. A good and effectively executed e-service quality proved to enhance customer satisfaction and the decision to purchase (Sinurat and Ali, 2020; Lee et al, 2022).

After some elaboration above, this research aims to analyze the influence of e-service quality and product quality on customer satisfaction of the e-commerce website named Zalora Indonesia through purchasing decision as the mediation variable. Furthermore, this study intends to contribute to the marketing field in the e-commerce context in Indonesia. In addition, this study wants to be fundamental research for further study in the field of e-commerce marketing.

2. Literature Review
E-service Quality

Initial research done by Dapas et al (2019) emphasized the significance of a company's ability to provide extraordinary service to its customers in deciding its degree of success and

overall quality. Prakash (2019) added that the concept of services can be divided into two elements: "what" and "how." The "what" element represents the result of the service, while the "how" element elaborates on the process or manner in which the service is delivered to the consumers. The term "service quality" first was developed by Parasuraman et al (1988), who defined it as the gap between customer expectations and the actual service delivered by the company. This concept of service quality is categorized into five dimensions, namely: tangibility, reliability, responsiveness, assurance, and empathy. But, there are some challenges that arise when attempting to determine service quality in the online context due to the differences between traditional offline businesses and online businesses. Thus, Parasuraman et al (2005) further developed the term "e-servqual" to particularly evaluate the quality of electronic services delivered by e-commerce.

Because e-service quality is also considered a critical element of e-business success (Zehir and Narcikara, 2016), many academics and researchers are paying attention to this field in today's digital business world (Kim, 2019). As a result, there are many different definitions of e-service quality. E-service quality is the degree to which an e-commerce business has the capability to satisfy consumers' needs efficiently and effectively as defined by Fassnacht and Koese (2006). Similarly, Zeithaml (2002) provided a different definition of e-service quality which is the level to which an online store facilitates the online transaction processes from searching, buying, and delivering the products or services to the customers. Additionally, apart from many different definitions of e-service quality, there are also many different dimensions regarding it based on some sectors, for instance, e-commerce, e-banking, service, online travel services, online transaction provider, etc (Dhingra et al, 2020). This study will apply and combine the dimensions of e-service quality in the e-commerce field as seen in several previous research (Kassim and Abdullah, 2010; Candra and Juliani, 2018) which are website design, reliability, responsiveness, and assurance.

Previous research by Dhingra et al (2020) resulted that e-service quality was found to be having a significant influence on customer satisfaction. It is also supported by Lee et al (2022) whose research resulted that e-service quality has a positive effect on customer satisfaction, only responsiveness was found non-essential. Furthermore, an initial study by Sinurat et al (2020) found that e-service quality has a significant and positive influence on purchasing decision of consumers at the Tokopedia e-commerce website. Similarly, Sudirjo et al (2023) found in their research that e-service quality positively influences consumers purchasing decision at Tokopedia e-commerce website. Based on the theoretical review above, hypotheses 1 and 2 are formulated namely:

H1: E-service quality has a significant influence on Customer Satisfaction
H2: E-service quality has a significant influence on Purchasing Decision

Product Quality

In order to succeed in operating a business nowadays, quality has become an essential part of any marketing manager in designing marketing strategy over the last two decades (Ismail et al, 2006). Product is defined as everything that can be offered to the market in order to attract attention, user-friendliness, or consumption of consumers' needs (Ali, 2019). Meanwhile, Kotler et al (2018) defined product quality as the ability to deliver performance outcomes that either fit or exceed customers' expectations. Similarly, Garvin (1987) in Yuen and Chan (2010) developed one of the most famous definitions of product quality, which consists of eight attributes, namely: performance, features, conformance, reliability, durability, serviceability, aesthetics, and customer-perceived quality. Even though Garvin proposed this model in 1984,

its relevancy until now is still perceived and attracts many academics and researchers to contribute to doing research applying these dimensions of product quality.

By giving good product quality, it can provide many benefits for a company (Yuen and Chan, 2010). A previous study conducted by Rahman and Sitio (2019) showed that there is a significant impact of product quality on purchase decision in the case of MSMEs in Bandung Indonesia named Bohemianproject.id. It is also supported by a study done by Anggita and Ali (2017) which resulted that product quality has a significant influence on purchase decision in the case of PT Sari Husada Generasi Mahardika in Jakarta, Indonesia. Moreover, product quality also found to be significantly and positively influence customer satisfaction as researched by Rahman and Sitio (2019) and Jahanshahi et al (2011). Based on the theoretical review above, two hypotheses are formulated, namely:

H3: Product Quality has a significant influence on Purchasing Decision
H4: Product Quality has a significant influence on Customer Satisfaction

Purchasing Decision

As explained by Kotter (2000), the purchase decision process covers a series of five different stages. Firstly, it involves recognizing the need or problem that pushes the customers' decision to take action to make a purchase. Afterward, individuals take part in information searching as the second step and then followed by comparing some alternatives as the third step. Fourthly, customers are involved in making the final purchase decision, and lastly, the fifth step entails post-purchase behavior. Kotler (2009) in his book defined the purchase decision as embracing both the intention to purchase and the following post-purchase behavior. Once a product or service is obtained, consumers may experience and subsequently express their satisfaction or dissatisfaction. Therefore, a marketer plays an important part in extending beyond the point of purchase, as consumers usually undertake actions in the post-purchase decision process, which are influenced by their satisfaction with various aspects of the buying process, such as product quality and service quality as elaborated by Prasad et al (2019) in their study.

Previous research conducted by Ali et al (2021) found that purchasing decision significantly affects customer satisfaction. Rahman and Sitio (2019) in their research also found the significance of purchasing decision on customer satisfaction. Based on the theoretical review above, hypothesis 5 is formulated, namely:

H5: Purchasing Decision has a significant influence on Customer Satisfaction

Customer Satisfaction

The development of the customer satisfaction concept has been applied in the study of psychology economics, business, marketing, housing, and tourism fields of study as explained by Kim et al (2017). The term satisfaction represents a net absolute experience that emerged from consumers' perceptions of the actual provisions from a business that provides a service which is related to their anticipation of a service given (Kalinic et al, 2021). Satisfaction consists of consumers' feelings, attitudes, and eagerness toward a service or a product that has been used (Yi et al, 2021). Uzir et al (2021) explained that in quantitative analysis, customer satisfaction can be explained by showing numbers of the percentage of total customers having surplus experience with a company's product or service over their expected degree of satisfaction.

3. Research Method

Types of Research

This study applies a quantitative descriptive research approach which is utilizing the multiple regression analysis technique facilitated by SPSS software. The primary objective of this paper is to examine the influence of product quality and electronic-service quality on the customer satisfaction of customers in an Indonesian e-commerce website named Zalora Indonesia, with the utilization of purchase decision as a mediating factor. According to Stolzenberg (2004), multiple regression analysis is used to find out the strength of the relationships between the independent variables (X) and the dependent variable (Y). Additionally, the Sobel test is also applied in this study to assess the mediating role of purchase decision variables in the relationship between product quality, e-service quality, and customer satisfaction. The Sobel test, which was founded in 1982 by Sobel, is commonly utilized in quantitative research to examine the hypothesis that the collection between independent variables (X) and dependent variables (Y) is mediated by a third variable, indicating an indirect relationship between X and Y (Abu-Bader & Jones, 2021).

Commonly, surveys or questionnaires are used in quantitative research as explained by Ratten (2023), therefore, the data collection in this study was collected by disseminating questionnaires to respondents. Likert Scale of 1-5 is applied as the measurement technique purposing to measure respondents' answers, whereas a scale of 1 means "strongly disagree" and a scale of 5 means "strongly agree". This technique was adopted from previous research by Joshi et al (2015). The steps are, firstly, respondents are filling the questionnaire given exactly in the place where questionnaires were disseminated to the respondents. Secondly, after completing the questionnaire, respondents were asked to return the completed questionnaires to the researcher. In the third step, the researcher filtered or selected the questionnaires that were filled according to the instructions given. Lastly, the researchers were fixing some minor problems regarding the readability of the questionnaires. The contents of the questionnaires were divided into two parts. Common information about the respondents, for instance, biodata is the first part of the content. It aims to determine the suitability of the respondent's characteristics to be matched according to sample criteria. The next part of the questionnaire carries statements to obtain research data and define the influence between product quality, e-service quality, purchase decision, and customer satisfaction.

This study employs previous research survey instruments as the basis for preparing questionnaire statements. Firstly, this study applies previous research by Yuen and Chan (2010) to measure product quality. Secondly, a study by Dhingra et al (2020) was adopted as a measurement tool for the e-service quality variable. Thirdly, as a measurement tool for purchasing decision variables, this study employs research by Kotler (2009) as the foundation. Lastly, this study employs research by Rahman and Sitio (2019) to measure customer satisfaction variable.

This research chooses people who are connected to the internet in Indonesia. The sampling technique applied is called non-probability sampling because the exact numbers of the population cannot be determined as suggested by Etikan and Bala (2017). More specifically, the purposive sampling technique is applied which is based on the researcher's judgment to obtain the best information to meet the objectives of the study (Etikan and Bala, 2017). Hair et al (2010) suggested that the appropriate number of samples in the application of a non-probability sampling technique is five to ten times of indicators. This study has 16 indicators obtained from all variables, therefore, the sample size used is 128 as a result of 16*8=128. Moreover, the characteristics of the respondents are people who are connected to the internet

in Indonesia, people who have installed Zalora Indonesia application on their mobile phones, and lastly, people who have shopped at least once from Zalora Indonesia application. 150 questionnaires were distributed to the respondents and only 128 were used in this study. The research model of this study can be viewed below in Figure 2:
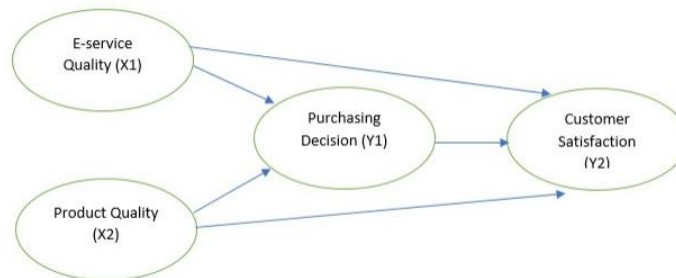
Figure 2. Research Model

4. Results and Discussion
4.1. Results

Even though the business is run digitally, the quality of service becomes important as well as in the offline environment. E-service quality, according to Fassnacht and Koese (2006), refers to how well e-commerce fulfills the necessary customer requirements in an efficient and effective manner. Dhingra et al (2020) found in their research that e-service quality significantly influences customer satisfaction. Moreover, e-service quality has a significant and positive impact on purchasing decision as researched by Sinurat et al (2020)

According to Kotler et al (2018), product quality refers to the capability to deliver performance results that either match or exceed customers' expectations. Rahman and Sitio (2019) showed in their result that product quality significantly and positively influences customers' purchase decision. Moreover, a study by Jahanshahi et al (2011) found the significance of product quality on customer satisfaction.

Kotler (2009) conceptualized that purchase decision focuses not only on the customers' intention to make a purchase but also on the subsequent behaviors shown by consumers after the purchase. An initial research done by Ali et al (2021) found that purchasing decision significantly and positively affects customer satisfaction.

Descriptive Statistics

This study disseminated questionnaires to 128 respondents with the criteria of people who are connected to the internet in Indonesia, have installed Zalora Indonesia application on their mobile phones, and have shopped at least once from Zalora Indonesia. The participated respondents in this survey were aged between 18-42. Respondents aged 18-24 accounted for 55 people (43%). Moreover, respondents aged 25-31 accounted for 35 people (27.3%). Respondents aged 32-38 accounted for 30 people (23.4%). Lastly, respondents aged 38-42 accounted for 8 people (6.3%). Based on gender, male respondents accounted for 73 (57%) people and female respondents accounted for 55 (43%) people

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation
E-service Quality	3.80	.662
Product Quality	3.54	.727
Purchasing Decision	3.57	.826
Customer Satisfaction	3.34	.955

As seen in Table 1 above, the E-service Quality variable has the highest mean average which accounted for 3.80. This probably indicates that respondents agree with the indicator of e-service quality compared to the other variables. The customer satisfaction variable accounted for the highest standard deviation: 0.955. This result may indicate that the respondents give answers for customer satisfaction as least homogenous compared to the other variables as elaborated by Cronk (2019).

Validity and Reliability test
The validity test result can be seen below in Table 2:

Table 2. Validity test

Variable	Indicator	Pearson Correlation	Sig.	Interpretation
E-service Quality	X1.1	.854	.000	Valid
	X1.2	.845	.000	Valid
	X1.3	.827	.000	Valid
	X1.4	.705	.000	Valid
	X1.5	.854	.000	Valid
Product Quality	X2.1	.798	.000	Valid
	X2.2	.730	.000	Valid
	X2.3	.771	.000	Valid
	X2.4	.809	.000	Valid
	X2.5	.815	.000	Valid
Purchasing Decision	Y1.1	.881	.000	Valid
	Y1.2	.898	.000	Valid
	Y1.3	.844	.000	Valid
Customer Satisfaction	Y2.1	.898	.000	Valid
	Y2.2	.820	.000	Valid
	Y2.3	.921	.000	Valid

Source: Processed Data

Table 2 above showed that all of the Pearson correlation values accounted for more than 0.05. The guidelines by Sari et al (2022) indicated that all of the variables are valid. Moreover, the correlation is considered strong because it is higher than 0.7 as guided by Cronk (2019). The reliability test result can be viewed below in Table 3:

Table 3. Reliability test

Variable	Cronbach Alpha	Interpretation
E-service Quality	0.914	Reliable
Product Quality	0.889	Reliable
Purchase Decision	0.910	Reliable
Customer Satisfaction	0.926	Reliable

Source: Processed Data

As seen in Table 3 above, the value of Cronbach Alpha of all variables is greater than 0.60. The guidance by Cronk (2019) stated that if the Cronbach Alpha numbers close to greater than 0.60 and close to 1 are very good and reliable.

Multiple Linear Regression analysis
Below is the result of multiple linear regression analysis:

Table 4. Result of multiple linear regression

Hypotheses	Coeff.	t Sig.	Expected Hypothesis	Interpretation
E-service quality has a significant influence on Customer Satisfaction (H1)	.177	.030	Significant	Accepted
E-service quality has a significant influence on Purchasing Decision (H2)	.154	.005	Significant	Accepted
Product Quality has a significant influence on Purchasing Decision (H3)	.755	.000	Significant	Accepted
Product Quality has a significant influence on Customer Satisfaction (H4)	.425	.000	Significant	Accepted
Purchasing Decision has a significant influence on Customer Satisfaction (H5)	.488	.000	Significant	Accepted

Source: Processed Data

As guided by Cronk (2019), if the t-sig value result is lower than the significance level of 0.05, the interpretation is that hypotheses are accepted in a multiple linear regression analysis. As seen in Table 4 above, all hypotheses are accepted because the t-sig value is lower than 0.05. The interpretation is that e-service quality and product quality significantly influences purchasing decision. Moreover, e-service quality and product quality significantly influences customer satisfaction. Lastly, purchasing decision significantly influences customer satisfaction.

Sobel Test result
Result for Purchase Decision mediates E-service quality to Customer Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.192	Sobel test: 2.57429434	0.04206512	0.01004448
b	0.564	Aroian test: 2.54747438	0.04250798	0.01085058
s_a	0.068	Goodman test: 2.60197964	0.04161754	0.00926874
s_b	0.09	Reset all	Calculate	

From the result, the value of Sobel test statistics is 2.574 which is greater than +/- 1,96. It means that purchase decision mediates e-service quality to customer satisfaction as guided by Abu-Bader & Jones (2021).

Result for Purchase Decision mediates Product Quality to Customer Satisfaction

Input:		Test statistic:	Std. Error:	p-value:
a	0.858	Sobel test: 5.70863362	0.08476845	1e-8
b	0.564	Aroian test: 5.69630559	0.0849519	1e-8
s_a	0.062	Goodman test: 5.72104203	0.08458459	1e-8
s_b	0.09	Reset all	Calculate	

From the result, the value of Sobel test statistics is 5.708 which is greater than +/- 1,96. It means that purchase decision mediates product quality to customer satisfaction as guided by Abu-Bader & Jones (2021).

4.2. Discussion

The descriptive statistic results on the e-service quality variable have an overall value of 3.80, indicating that the average value of respondents agrees with the statements in the questionnaire. The result of the multiple linear regression also found the significance of e-service quality on purchase decision and customer satisfaction, was accounted for .005 and .030 respectively, therefore, hypotheses 1 and 2 are accepted. The finding of this study is in line with previous studies by Sinurat et al (2020) and Dhingra et al (2020) whose studies resulted that e-service quality has a significant influence on purchase decision at Tokopedia e-commerce and e-service quality has a significant influence on customer satisfaction.

Secondly, the descriptive statistic results on the product quality variable have an overall value of 3.54, indicating that the average value of respondents agrees with the statements in the questionnaire. The result of the multiple linear regression also found the significance of product quality on purchase decision and customer satisfaction, was accounted for .000 and .000 respectively, therefore, hypotheses 3 and 4 are accepted. The finding of this study is in line with previous studies by Rahman and Sitio (2019) and Jahanshahi et al (2020) whose studies resulted that e-service quality has a significant influence on purchase decision and product quality has a significant influence on customer satisfaction.

Additionally, the descriptive statistic results on the purchasing decision variable have an overall value of 3.57, indicating that the average value of respondents agrees with the statements in the questionnaire. The result of the multiple linear regression also found the significance of purchasing decision on customer satisfaction, was accounted for .000, therefore, hypothesis 5 is accepted. The finding of the result is in line with previous research conducted by Ali et al (2021) whose study resulted that there is a significant impact of purchase decision on customer satisfaction.

Lastly, the result of the Sobel test found that purchase decision mediates e-service quality and product quality to customer satisfaction. Therefore, it is suggested that Zalora Indonesia's e-commerce should give more attention to give good e-service quality and product quality in order to increase their customers' purchase decision which leads to an increasing level of customer satisfaction.

5. Conclusion

The output from this research has succeeded in verifying and supporting previous studies that purchase decision can be influenced by many factors, more particularly in this study, e-service quality and product quality. In addition, purchase decision also proved to significantly influence customer satisfaction at Zalora Indonesia e-commerce. Furthermore, e-service quality and product quality were also found to have a significant influence on customer satisfaction. Product quality was found to have the highest coefficient number. It means that Zalora Indonesia should pay more attention in giving excellent product quality, such as providing fashion products with good aestheticism, stylish, and having long durability.

Limitation of Research and Recommendation

The digital business environment is changing very rapidly nowadays. This study has limitations which is only focused on fashion industry e-commerce even though the scope of the digital world is very large. Its variables are also only limited to e-service quality, product quality, purchase decision, and customer satisfaction. Future researchers can enhance this study by using more variables related to Zalora Indonesia's e-commerce. Moreover, future researchers can do research in other fields apart from the fashion industry.

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