

Relationship Between Customer Satisfaction and Overall Service Quality Toward Repurchase Intention in Online Fashion Store

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Abstract

The purpose of this journal is to be able to analyze the correlation between customer satisfaction and overall service quality toward repurchase intention in online fashion store. The research used E-SERVQUAL model for measuring the quality of service in online fashion store, and the research model is tested using structural equation modelling (SEM) technique. Design and methodology approach used a sample of 231 respondents. Before the survey, the model is tested to 30 respondents. Confirmatory factor analysis test is conducted to get the reliability and validity of measurement model. The formula that is used to analyze the questionnaire data is λ is 8.0. Analytical result show that there is positive correlation result between service quality dimension (website design, reliability, responsiveness, trust, personalization) toward overall service quality. However, website design, reliability, and responsiveness are does not have a significant relation toward customer satisfaction.

Keywords: repurchase intention, overall service quality, customer satisfaction, online fashion store, servqual

1. INTRODUCTION

In this modern era, there is a significant number of internet users in Indonesia. This is evident from a survey that was held by the Indonesian Internet Service Providers Association (APJII) which noted that 132.7 million Indonesians use the internet. This increase is arguably fast because in 2014 internet users in Indonesia recorded 88 million people. The quick increase in the number of internet users made the internet-based businesses in Indonesia grow fast as well. E-commerce got the most benefit from the internet business because of the rapid development of

the internet in Indonesia. Basing on the current trends in Indonesia, the fashion e-commerce business is the most popular trend in the public. According to a survey conducted by ystats (yStats.com), fashion items is the highest product purchased online. Of the 1,468 respondents, 55% of them were shopping for fashion items, while the remaining 45% consisted of cosmetics, cellular phones, food, beverages, laptops, travel, and many others.

Experienced e-commerce companies are starting to understand that low prices and website display do not guarantee that the online company succeed. The key of success in e-commerce is the quality of online services (Sobihah& Mohamad, 2015; Zeithaml, 2002; Yang Z. , 2001). The quality of online services is the extent to which websites can facilitate customers to order purchases, sales, and delivery the products and services effectively and efficiently (Anggraeni&Yasa, 2012). Most consumers want the goods that can be easily received and enjoyed with and services that are good and satisfying. Consumers will be satisfied with the services which the company provides, if they feel that the quality of the service meets their expectations. Companies that can provide quality services to customers will induce customer satisfaction (Siwantara, 2011).

Customer loyalty is the impact of building customer satisfaction in the long period of time. At a certain phase, satisfaction is able to establish customer loyalty. Loyalty and customer satisfaction are the result of the success of provided product or service. The more value performance of a product has, the more likely the customer is satisfied and tends to be a loyal customer (Siwantara, 2011).

Service quality is measured using the SERVQUAL model. Parasuraman developed this model in 1998 for the first time, and have been tested repeatedly on the perceptions of consumers regarding the quality of

online services. The SERVQUAL model is divided into five dimensions, first dimension tangibles, second dimension reliability, third dimension responsiveness, fourth dimension assurance, fifth dimension and empathy (Parasuraman A., 1988). As time goes by, this model continues to be tested and revised in order to measure online service quality more appropriately. (Hafiz, 2016; Daniel, 2010; Kuo, 2003; Negash, Ryan, & Igarria, 2003; Kim & Lee, 2002; Li, Tan, & Xie, 2002; Devaraj, Fan, & Kohli, 2002).

Research is required to determine the effect of online service quality (e-service quality) on consumers (customer satisfaction, service quality, and repurchase intention) (Jeong, Oh, & Gregoire, 2003; Parasuraman A., The impact of technology on the quality-value-loyalty chain: a research agenda, 2000) The three things above are very important to know so that consumers can make the right decisions. From several studies that have been conducted, it is important for e-commerce optimization to have an e-service quality of online stores. (Sobihah & Mohamad, 2015; Yang Z., 2001; Janda, Trocchia, & Gwinner, 2002).

2. LITERATURE REVIEW

2.1 Service Quality

Service quality can be interpreted as the distinction between the consumers' expectations and what the consumers actually get (Gronroos, 1984). Service quality is also thought as a significant competitive advantage in the service industry (Khatibi, Ismail, & Thyagarajan, 2002). According to (Aydin & Ozer, 2005), service quality is an important factor in the source of profits and company success. Service quality is the fulfillment of consumer needs and desires and the delivery accuracy to equilibrate customer expectations (Tjiptono, 2000). Therefore, there are a couple of main factors that affects the quality of services: expected services and perceived services.

2.2 E-service Quality

A group of activities where in a customer interact with web site that covers how far a website can facilitate effective and efficient shopping, shipping and purchasing is called E-service Quality (Parasuraman, Zeithaml, & Malhotra, a multiple scale for assessing electronic service quality, 2005). The study adopts E-Service quality in terms of online shopping in Indonesia. The main dimensions of E-Service quality are the following: system availability and privacy, fulfillment, and efficiency. The latest research states that service quality influences a consumer's purchasing

decisions that are applied in e-commerce (Wolfenbarger & Gilly, 2003; Yang & Jun, 2002). For instance, service quality measurements were used in assessing the quality of community over the Internet web sites (Kuo, 2003), e-commerce web satisfaction (Devaraj, Fan, & Kohli, 2002), and the factors of website success.

2.3 E-service Quality in online store

Online shopping is a process which includes several activities such as browsing, looking over product information, creation of transactions, and interaction of between seller and consumer. It is impossible for consumers to evaluate each activities in detail when browsing for products in an online store. Instead, they would casually browse the general activities in the online service. (Van Riel & Liljander, 2001). For online customers, good e-service quality is important for internet users (Yang Z., 2001). This is because comparing products and prices by online are much easier than traditional methods. E-service quality is becoming a significant determinant for consumers. (Santos, 2003). According to (Jonathan, 2013), E-Service quality has a great influence on the satisfaction of consumers in an online store.

2.4 SERVQUAL Model

Service quality is the difference between customer expectations and service evaluations that have been obtained. One of the tools to calculate the level of service quality is through the use of E-SERVQUAL model. The E-SERVQUAL model is divided into several dimensions. These are tangibles (facility that can be touch and can be seen in real), reliability (how producer keep the services accurately fit the standards), responsiveness (provide pleasant assistance and give fast service), certainty (customer's confidence due to employee's sufficient knowledge), and empathy (individual concerns given to customers by service providers) (Parasuraman, Zeithaml, & Berry, A multiple item scale for measuring customer perceptions of service quality, 1988).

The SERVQUAL scale has currently been extensively used to calculate service quality information systems (Jiang, Klein, & Carr, 2002; Van Riel & Liljander, 2001; Pitt, Watson, & Kavan, 1997). SERVQUAL dimension is also used to calculate service quality of e-commerce systems (Devaraj, Fan, & Kohli, 2002; Kim & Lee, 2002). Recent studies that uses e-service quality usually use the SERVQUAL model to measure the quality of service in different contexts including

the measurement of service quality in the website-related services, (Kuo, 2003; Negash, Ryan, & Igarbaria, 2003), internet retailing (Barnes & Vidgen, 2001; Kaynama & Black, 2000), and online banking (Zhu, Wymer, & Chen, 2002). Most electronic service quality measurement studies has focus on modifying the items in the scale measurement. However, the challenge in calculating quality services is on the striking difference of web-based customer services from the usual and traditional services (Li, Tan, & Xie, 2002).

The E-SERVQUAL method is important in measuring the quality of shipping services. It has an important role in improving the quality of services. Furthermore, this can help increase customer trust and satisfaction so that organizations can gain competitive advantage from the customer's support. (Kuo, 2003). Customers feel that E-service Quality is among the most important factors in the succes of online business. (Khalid & Noor, 2009). According to a survey, E-service Quality is correlated to customer satisfaction and service value. The level of customer satisfaction and service quality e-shops is quite high as seen from the overall online experience of buyers (Kandulapati & Bellamkonda, 2014).

Parasuraman and Grewal (2000) suggest that research of service quality depends on "the definition and relative significance of changes in the SERVQUAL dimension when the customer interacts more with technology than service provider". In applying SERVEQUAL scale on a different situation, it must be first modified according to a more meaningful and relevant context before applying it. (Santos, 2003; Van Riel & Liljander, 2001). Previous studies have infered that service quality may be considered to have a positive effect on customer satisfaction and purchase decisions. (Lauren, 2016).

2.5 Customer Satisfaction

There are several factors that influence customer satisfaction. Customer satisfaction divided it into eight factors, (a) adaption, (b) interaction, (c) cultivating, (d) devotedness, (e) connection, (f) diversity, (g) ease of transaction, and (h) agreement (Anderson & Swaminathan, 2011). Online business will not be able to satisfy customers if they do not interact with their customers. With the interaction provided, customers will more easily compare prices, advantages, and overall benefits of the items to be purchased (Kandulapati & Bellamkonda, 2014). Maintenance (Nurturing) is how e-commerce companies provide

services, mass information on the availability of products or services in order to minimize risk in customer service. This is important because with the post-purchase service, customers will shop again and be loyal to your company (Kandulapati & Bellamkonda, 2014).

2.6 Repurchase Intention

Customer loyalty and repurchase are one of the top priorities of online stores (Smith, Rangaswamy, & Shankar, 2003). Repurchase intention is divided into two: short-term, where customers only buy once and do not make repurchases; and long-term, where customers are not easily moved and loyal to an item or service (Sasser & Jones, 1995). Repurchase intention on the internet is not easy to obtain (Gommans, Krishan, & Scheffold, 2001). If customers are not satisfied, then they will seek information and turn to competitors (Anderson & Swaminathan, 2011). (Oliver, 1999) states that the commitment in customer loyalty must be established to re-buy products / services repeatedly in the future. Customer loyalty occurs when customers buy products or services consistently and customers feel a positive impact on goods and services from the company (Ghane, Fathian, & Gholamian, 2011). (Flavian & Guinaliu, 2006) states loyal customers always have the intention to buy back from the company and do not move to competitors.

3. METHODS

Emprise study is important in order to determine variable domain of electronic service quality and to see customer perception about online store. It is needed because there is limitation of reference about e-service quality model. (Santos, 2003; Janda, Trocchia, & Gwinner, 2002; Yang & Jun, 2002).

E-Service quality dimension is responsiveness, trust, web site, reliability, and personalization, from this dimension create research framework to measure customer perceptions in online shopping (Kandulapati & Bellamkonda, 2014). E-service quality is connected with two other parameter, overall customer satisfaction and service quality. These two parameters will have an impact on repurchase intention.

3.1 E-service quality dimension.

From reference of SEVQUAL model with modification, create new dimension of e-service quality. Dimension of e-service quality is responsiveness, trust, web site, reliability, and

personalization. This dimension will impact pada customer satisfaction and purchase intention (Kandulapati&Bellamkonda, 2014).

3.1.1 Website design

In an online bookstore, the quality of web page design is important to take note of. (Than & Grandon, 2002). A lot of research to get information about the impact of web page design on a performance of e-service quality (Cho & Park, 2001). Recent research conclude that website design is one of important factor to predicted satisfaction and loyalty customer in online shop (Wolfenbarger& Gilly, 2003). (Kim &Eom, 2002) conclude website design are critical factor to reach customer satisfaction. From that literature, there are two hypotheses:

H1a. Website design of online store affect overall service quality

H1b. Website design of online store affect customer satisfaction

3.1.2 Reliability.

Reliability is how a website can fulfill customer order correctly, on time delivery, and secure customer privacy (Parasuraman A. , 1988; Janda, Trocchia, &Gwinner, 2002; Kim & Lee, 2002). Furthermore, reliability from (Ismail, 2009) descriptive study conclude that there is a correlation between reliability dimension and service quality performance. (Zhu, Wymer, & Chen, 2002) research said that reliability positively affect the e-service quality and customer satisfaction in the perception of the banking system. Online stores should service customer well and provide secure online transaction and make customer feel safe. From that literature, there are two hypotheses:

H2a. Reliability of online store affect overall service quality

H2b. Reliability of online store affect customer satisfaction

3.1.3 Responsiveness,

(Parasuraman A. , 1988) said Responsiveness mean how often and quickly an online shop give service to customer. Responsiveness are how responsive a shop to help the costumer, it can be online service or direct service (Swaid& Wigand, 2009). From research conclude that responsiveness in online shop is important factor to meet good quality and to reach customer satisfaction (Yang & Jun, 2002; Zhu, Wymer, & Chen, 2002). From that literature, there are two hypotheses:

H3a. Responsiveness of online store affect overall service quality

H3b. Responsiveness of online store affect customer satisfaction

3.1.4 Trust,

Some research declares that trust between customer and online shop are important (McKnight &Chervany, 2002; Krauter&Kaluscha, 2003). Trust is one of the factors that keeps the relation of seller and buyer. Trust is how customer feel safe in entering transactions involving online shops which is usually based on historical experience (Kimery&McCard, 2002). In other word, trust can push customer to buy more frequently and influence customer behavior in online shop (Gefen, E-commerce: the role of familiarity and trust, 2000; Gefen, Karahanna, & Straub, Trust TAM in online shopping: an integrated model, 2003). From that literature, there are two hypothesis:

H4a. Trust of online store affect overall service quality

H4b. Trust of online store affect customer satisfaction

3.1.5 Personalization

The number of online transactions is increasing year by year (Yang & Jun, 2002). Personalization role in online store are customer attention, good historical record, and provide facility mail question or comment Colum in website (Yang Z. , 2001). Recent sutudy found that service from e-commerce create customer perception to quality and customer satisfaction (Wolfenbarger& Gilly, 2003). From that literature, there are two hypothesis:

H5a. Personalization of online store affect overall service quality

H5b. Personalization of online store affect customer satisfaction

3.1.6 Overall service quality, customer satisfaction, and repurchase intentions.

Researchers are interested in analyzing customers shopping online, especially in e-commerce category (Wu, 2003). Previous research stated that providing service satisfaction will enhance service quality ((Martensen, Gronholdt, & Kristensen, 2000; Zhu, Wymer, & Chen, 2002). Consumer behavior can be forecasted from the consumer's purchasing intentions (in terms of actions, targets and context). (Rust &Zahorik, 1993) say that overall customer satisfaction and service quality affect customer purchasing power, profitability, and market. (Llusar, Zornoza, & Tena, 2001) considers customer satisfaction to be a mediator

of perceptions of company quality and customer purchase intentions. From that literature, there are two hypothesis:

H6. Overall service quality of online store affects customer satisfaction

H7. Overall service quality of online store affects Repurchase Intention

H8. Customer satisfaction of online store affects Repurchase Intention

Based on literature review, research framework purposed shown in figure 1.

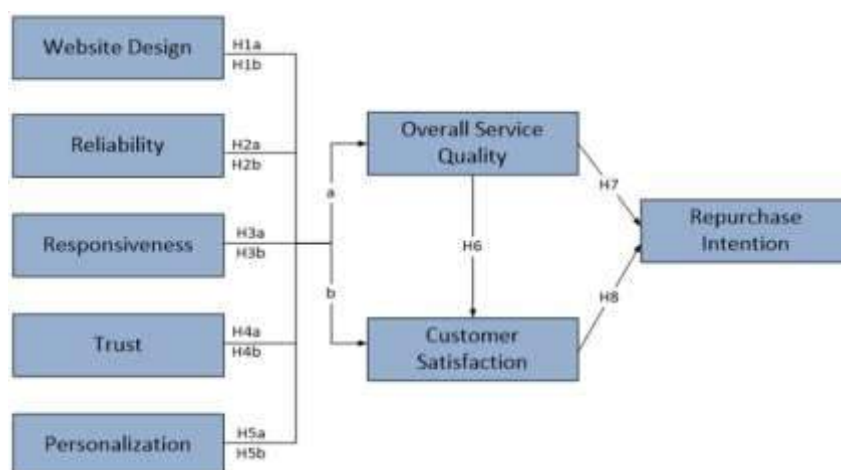


Figure 1. Research Framework

3.2 Measurement

The measurement tool is modified minor so that it fits the research context. Measuring instruments include web site design, reliability, responsiveness, and personalization taken from SERVQUAL models (Parasuraman et al., 1988; Kim and Lee, 2002; Yang and Jun, 2002). The measurement used to measure all dimension is through a scale of 5 (from 1 = strongly disagree, to 5 = strongly agree).

Before distributing the questionnaire, the author pre-tested 30 respondents first. This aims to get respondents' feedback about the choice of words on the questionnaire so that it fit with the writer's understanding. From the results of comments and input from 30 respondents obtained the final questionnaire of the author in table 1.

3.3 Subject and procedure

The questionnaire was distributed to 231 female and male respondents with ages around from 21 to 40 years. Respondents have professions as employees, managers, entrepreneurs, and students. From the 231 respondents selected 201 respondents were fit with the criteria stated. The scope of the selected respondent area is the Greater Jakarta (major cities in Indonesia). The selection of respondents' limitations above has a reason, first according to a survey done by the Indonesian Internet Service Providers Association (APJII) in 2017 the greatest number of internet users in

a certain age was in the age range of 13 to 54 years. Secondly according to the survey there are people who have employee professions, managers, entrepreneurs, and students who are active users of the internet. and the biggest users of the internet in Indonesia are on Java. The process of distributing questionnaires through online media and some offline media.

From the 201 respondents obtained, it can be concluded that the following are the highest respondents in the age range of 21-31 years, amounting to 66.6%, followed by a small age range of 21 years at 19.4% and age range 31-40 years at 9.1%. Respondents are male 46.8% and female 53.2%. All respondents chosen were respondents who had purchased products online.

3.4 Statistics analyst

Research framework analyzed using SEM, one application that can be used in conducting SEM analysis is Software Lisrel 8.8. (Hair, Anderson, & Tatham, 1998; Joreskog&Sorbom, 1996; Hoyle, 1995). The first step in conducting an analysis is confirmatory factor analysis (CFA) which is used to test the validity and reliability of the measurement instrument. The second performs a structural analysis of the framework to determine the strength in the relationship of the hypothesis structure compared to the structure of the existing model.

4. RESULT AND DISCUSSION

4.1 Model Measurement

Before distributing the questionnaire of measurement model, it has been tested using the CFA method. The previous report shows that the degree of freedom and X2 values provide statistical evidence for Goodness of Fit (GFI) (Joreskog&Sorbom, 1996). From the processed data using Lisrel, the values of X2 268.22 and df 149 are obtained, which are far below the recommendations of (Bagozzi& Yi, 1988). The GFI value is 0.91 greater than 0.9 in accordance with the recommendations (Joreskog&Sorbom, 1996). Adjusted Goodness of Index (AGFI) is worth 0.90 equal 0.9 according to recommendations (Bagozzi& Yi, 1988). The comparative index (CFI) value of 0.99 exceeds 0.9 according to recommendations (Bagozzi& Yi, 1988). and the last is the Root Mean Square Error of Approximation (RMSEA) value of 0.059, that means it has fairly strong level of compatibility (Bagozzi& Yi, 1988). From that values, we can conclude that the measurement model has great results according to the collected data.

4.2 Structural Model

The significance level of all structural parameters is tested to analyze the validity of each hypothesis. Table II shows approximate structural parameters and results of testing hypotheses. This study analyzes the relationship of e-service quality to customer buying intention bridged by overall service quality and customer satisfaction in the context of fashion online shopping. The outcomes of the analysis show that the online store design website positively influences overall service quality ($\beta = 0.31$, $p < 0.001$) but does not relate significantly to customer satisfaction ($\beta = 0.05$, $p > 0.05$) so Hypothesis 1a is supported but Hypothesis 1b is rejected. This is in line with the reliability of online stores that have a positive effect on overall service quality ($\beta = 0.28$, $p < 0.001$) but not significantly related to customer satisfaction ($\beta = 0.03$, $p > 0.05$) so Hypothesis 2a is supported but Hypothesis 2b is rejected. Likewise, responsiveness in online stores affect positively to the overall service quality ($\beta = 0.24$, $p < 0.001$) but does not affect on customer satisfaction ($\beta = 0.01$, $p > 0.05$) so Hypothesis 3a is supported and Hypothesis 3b is rejected. Unlike the case with trusts in online stores that have a positive effect on on customer satisfaction ($\beta = 0.21$, $p < 0.001$) and overall service quality ($\beta = 0.22$, $p < 0.001$) so Hypothesis 4a and Hypothesis 4b are supported. While Personalization has a negative effect on overall service

quality ($\beta = 0.13$, $p > 0.05$) but has a positive effect on customer satisfaction ($\beta = 0.22$, $p < 0.001$) so Hypothesis 5a is rejected but Hypothesis 5b is accepted.

Hypothesis 6 to Hypothesis 8 shows the relationship between overall service quality, customer satisfaction, and repurchase intentions. Overall service quality strongly affects customer satisfaction ($\beta = 0.51$, $p < 0.001$) which supports the hypothesis 6. The overall service quality also greatly influences Repurchase intentions ($\beta = 0.61$, $p < 0.001$) so hypothesis 7 is also supported. Hypothesis 8 is also supported because customer satisfaction positively affects Repurchase intentions ($\beta = 0.43$, $p < 0.001$). The hypothesis result and path is shown in table II.

Table II, Hypothesis result and path

Path from	Path to	Hypothesis	Structural coefficients	t-value
Website Design	Overall Service Quality	H1a	0.31	3.58**
Reliability		H2a	0.28	3.16**
Responsiveness		H3a	0.24	2.91**
Trust		H4a	0.22	2.41*
Personalization		H5a	0.13	1.45
Website Design	Customer Satisfaction	H1b	0.05	0.51
Reliability		H2b	0.03	0.3
Responsiveness		H3b	0.01	0.14
Trust		H4b	0.21	2.24*
Personalization		H5b	0.22	2.62**
Overall service quality		H6	0.51	2.34*
Overall service quality	Repurchase intentions	H7	0.61	3.83**
Customer Satisfaction		H8	0.43	2.97**

4.3 Discussion

This study aims to develop the dimensions of e-service quality based on the context of online fashion shopping. These dimensions include website design, reliability, responsiveness, trust, and personalization. This study also aims to test whether these dimensions affect overall service quality, customer satisfaction, and repurchase intention.

First, website design has a positive effect on overall service quality but is less significant on customer satisfaction. The results of this analysis are directly proportional to (Tsao, Hsieh, & Lin, 2016) which states that website design is a strong variable that has an effect on overall service quality. Website design cannot be underestimated / ignored in a fashion online store. An attractive website design can attract customers in terms of visual. Information that is easily digested by customers and interesting is presented in

the website of a fashion online store design that will automatically make customers want to repurchase intention. There is less relation between website design and customer satisfaction and it is supported by the previous references which says that perceived usability of website design doesn't relate to customer satisfaction (Urvashi, Ravi, & Sah, 2017). It signifies that people still find difficulty in understanding the procedures of online shopping.

Second, the results of reliability analysis are the same as website designs that positively affect overall service quality but are not related to customer satisfaction. Other research also states that the same thing is reliability has an influence on e-service quality in fashion online store (Leung & To, 2001). Reliability itself relates to customer security in transactions, delivery of goods on time, and accurate information. With good reliability in fashion online stores, it will automatically increase repurchase intention to customers.

Third, responsiveness has a positive effect on overall service quality, but it does not significantly affect customer satisfaction. The results of this analysis are directly proportional to Theodorakis's research (2009). (Theodorakis, Koustelios, & Barlas, 2009) stated that responsiveness positively affects overall service quality which will eventually lead to repurchase intention. The customer relies heavily on responsiveness as an example of the goods ordered until on time and safely.

Fourth, the results of trust analysis are the dimensions that have the most powerful influence both on overall service quality and on customer satisfaction. The results of this analysis are in line with previous research conducted by Lee (2005). Trust is the key to the success or failure of fashion online stores. Being honest with consumers will lead to repurchase intention on the customer.

The last dimension of e-service quality is personalization. Personalization has no significant effect on overall service quality but has a positive effect on customer satisfaction. This is because customers get mass benefits by giving free members so they can attract other customers to stop by or shop at the fashion online store. Personalization does have an effect on loyalty, but the effect is not all direct. Personalization could be done by improving service satisfaction and trust (Ball, Pedro, & Manuel, 2006).

In accordance with previous research conducted by (Dholakia & Zhao, 2010), there was a good relation between overall service quality, customer satisfaction,

and repurchase intentions on fashion online stores.

5. CONCLUSIONS

Two conclusions can be drawn from this study. The first is by adjusting the service quality model in online fashion shopping context to develop the dimensions of e-service quality. Second, this study aims to see the effect of e-service quality dimensions on overall service quality and customer satisfaction which will later have a positive effect on repurchase intentions.

From the overall analysis that has been carried out in this study, the author gives several suggestions, including:

1. For Online Fashion Store

Researchers give advice to those who conduct fashion sales online to increase customer intention repurchase by developing marketing strategies so that they can bind customer trust, reliability, and responsiveness of the services provided in the online fashion store. Second, fashion online stores must also pay attention to the design of the website in the sense of providing convenience to users during online transaction processing. Another thing that is equally important is the personalization and customer privacy. By ensuring the security of customer privacy, online fashion stores will be increasingly attractive to customers because of guaranteed security.

2. For the next Researcher

Further researchers can use different methods, such as customer discussions to analyze the relation between e-service quality and online transactions conducted by customers. With the growth of internet users and online shopping in the future, the next researcher will be able to measure if there is a difference in the perception of the quality of e-service between internet users and internet buyers. Then the researcher can further expand the scale of e-service quality.

This research has limitations. First, the purchases included in the research model are not real only based on the intentions and behavior of consumers. Second, the sample used is a student and employee scale that only represents a portion of the online fashion buyer population. Third, because this research is only focused on online fashion stores, the analysis is not necessarily compatible with other online markets. And lastly because this research was conducted in Indonesia, it is not necessarily applicable in other countries that have cultural differences and shop

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