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## **THE INFLUENCE OF E-SERVICE QUALITY, ONLINE CUSTOMER REVIEW, AND PURCHASE INTENTION TOWARDS PURCHASE DECISION OF TOKOPEDIA ONLINE MARKETPLACE (STUDY OF JAKARTA CITIZEN)**

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**ABSTRACT**

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The purpose of this research is to measure the influence between 1) E-Service Quality towards Purchase Intention, 2) Online Customer Review towards Purchase Intention, 3) Online Customer Review towards Purchase Decisions, 4) E-Service Quality towards Purchase Decisions, and 5) Purchase Intention towards Purchase Decision, and also to find the implications in each influence. Data collection method by using electronic questionnaire through Google Forms. Research object is Jakarta citizen that has accessed or completed at least one transaction in Tokopedia e-commerce with research conducted in April 2022 until July 2022. There are 200 samples that were analyzed using research design of Structural Equation Model (SEM) with AMOS software to process and analyze research results. Result shows that there are positive and significant effects for all of the proposed hypotheses. Result implies that even though e-Service Quality, Online Customer Reviews, and Purchase Intention, has positive and significant effects towards Purchase Decision, Tokopedia could still improves their services in several aspect such as protecting consumer purchasing behavior, increasing customer review frequency, increasing awareness for intention to purchase, and increasing overall services.

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**Keywords:**

E-Service Quality  
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**INTRODUCTION**

Technology has been improved rapidly, affecting every aspect of life that leads to modern lifestyle. Madni and Qureshi (2017) explains some modern lifestyle

characteristics which are expressing today, technique, technology, arts, and modern drugs that are continuously improving. These technological improvement and modern lifestyle give

us another new culture called digitalization. Digitalization is a technological utilization to change a business model and provides new income and opportunity to create value (Alam, et. al., 2019).

Online Marketplace or e-commerce is an electronic product or service marketing vessel that meets seller and buyer to do transactions (Apriadi & Saputra, 2017). Katadata and Kredivo (2021) has done a survey that results in 85% of e-commerce of transaction is generated by Gen-Z and Millennials, also those two generations used up to 5,4% of their monthly income to shop in e-commerce. Indonesia's Internet Service Association (APJII) research shows that in Jakarta, internet penetration has reached the number of 8,9 million citizen while Jakarta's Statistic Center (BPS) shows that Jakarta has 10,55 million citizens in 2019. This means that more than 79% of Jakarta citizen has been exposed with internet. Databoks (2021) research also shows that Jakarta has a total of 218.582 e-commerce seller listing, 4<sup>th</sup> biggest in Indonesia.

Several e-commerce has been operated in Indonesia until today, one of it is Tokopedia which has operated since 2009 and being a pioneer in Indonesia's

e-commerce and also the first unicorn company in Indonesia with its vision to democratize commerce through internet. Despite all of that, Tokopedia seems to struggle in several aspect like e-service quality and customer review because several consumers seem to have bad experience in those aspects.

Previous research that has been studied shows that e-service quality, online customer review, and purchase intention do have positive effects towards purchase decision (Khan, Zubair, & Malik, 2019); (Haro, et. al., 2019); (Dapas, et. al., 2019); (Cheong, et. al., 2019); (Aditya & Alversia, 2019); (Setyani & Azhari, 2021); (Sethi, Kaur, & Wadera, 2018); (Ramadoni, 2020), (Solihin, 2020); (Puspitasari, et. al., 2018); (Sriyanto & Kuncoro, 2019); (Tran, et. al., 2020); (Prasetyo, 2018); (Oktavia, Budi, & Febrianti, 2018); (Ilmiyah & Krishernawan, 2020); (Mulyana, 2021); and (Mita, Pranatasari, & Kristia, 2021). With how there is a gap in practical and theoretical of Tokopedia e-commerce, researcher wants to know how exactly is the influence of e-service quality, online customer review, and purchase intention towards purchase decision in Tokopedia.

## LITERATURE REVIEW

### *E-Service Quality*

Zeithaml & Malhotra in (Fahira, Rahma, & Syahriza, 2022) explains that e-service quality is a reach where a website facilitates effective and efficient shopping, including purchasing and delivery. E-service quality basically is a development of traditional service quality into electronic and using media platform such as internet (Taufik, et al., 2021). Zeithaml (2017) proposed seven indicators for e-service quality: 1) *Efficiency*, 2) *Fulfillment*, 3) *System Availability*, 4) *Privacy*, 5) *Responsiveness*, 6) *Compensation*, and 7) *Contact*. E-service quality covers every phase from consumer interaction within a site: an expansion that facilitating effective and efficient in shopping, creating purchase, and delivery in a website (Putri & Pujani, 2019).

### *Online Customer Review*

Lackermair, Kailer, & Kanmaz in (Putri & Amalia, 2018) explains that online customer review is another form of Electronic Word of Mouth that could be understood as one of the media or platforms where customer saw review from other customer of a product and service. Potential consumer could gain

information about product from another customer that has gained benefit from it, because of that customer could easily find comparison with similar product that is sold by another seller, because of the rapid utilization in digital marketing then it leads to gives value to customer and to another customer (Ardianti & Widiartanto, 2019). Lackermair, Kailer, & Kanmas in (Muslimah, Apriliani, & Nugeraha, 2021) proposed four indicators of online customer review: 1) *Awareness*, 2) *Frequency*, 3) *Comparison*, and 4) *Effect*.

### *Purchase Intention*

Purchase intention is a phase in purchasing decision process by buyer that will actually buy—an activity that directly involves in gaining and utilizing product offered (Kotler & Armstrong, 2020). Purchase intention is a motivation that appears inside of a person to do a purchase of a product or service based on consideration before purchasing decision (Bakti, Hairudin, & Alie, 2020). Purchase intention could appear after alternative evaluation process, in which inside of a person will make a series of choices about wanted products based on either brands or interest (Kotler, Bowen, & Maken, 2021). Ferdinand in (Raheni, 2018) proposed four indicators of

purchase intention: 1) *Minat Transaksional*, 2) *Minat Referensial*, 3) *Minat Preferensial*, and 4) *Minat Eksploratif*.

**Purchase Decision**

Purchase decision is an integrated process that combines knowledge to evaluate two or more options and choose one of them (Sudarsono, et al., 2020). It is a continuous process that refer to action that is filled with calculation and consistency to fulfill needs in buying most relevant brand that is already considered and evaluated from many choices (Sari & Prasetyo, 2018). Purchase decision could also be explained as a process in choosing, deciding, and feeling a product or service in which customer will seek information about the product, evaluating it before making a purchase, deciding to make a purchase, and feeling satisfactory or dissatisfaction in their purchase (Komalasari, Christianto, & Ganiarto, 2021). Kotler, Bowen, & Maken (2021) proposed five purchase decision indicators: 1) *Needs Recognition*, 2) *Information Search*, 3) *Alternative Evaluation*, 4) *Purchase Decision*, and 5) *Post-Purchase Decision*.

Based from the research background and literature review, the hypotheses formulated for this research are:

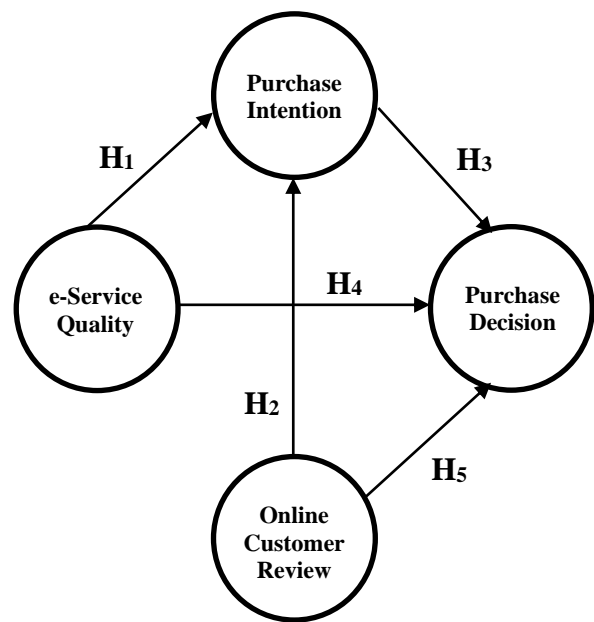
**H1:** E-Service Quality has positive and significant effect towards Tokopedia’s Purchase Intention.

**H2:** Online Customer Review has positive and significant effect towards Tokopedia’s Purchase Intention

**H3:** Purchase Intention has positive and significant effect towards Tokopedia’s Purchase Decision

**H4:** E-Service Quality has positive and significant effect towards Tokopedia’s Purchase Decision

**H5:** Online Customer Review has positive and significant effect towards Tokopedia’s Purchase Decision



**Figure 1. Theoretical Framework**

Source: Researcher Data (2022)

## RESEARCH METHODS

This research was conducted in April 2022 – June 2022, with location covered was in Jakarta Special Region consisting of Central Jakarta, Southern Jakarta, Eastern Jakarta, Northern Jakarta, Western Jakarta, and Kepulauan Seribu. This research is using quantitative method with both descriptive and statistical analysis to process data. Descriptive analysis is used to explain the data as it is without intention to generalize. Population of this study is Jakarta Special Region citizen that has done transaction at least twice in six months in Tokopedia. Using (Hair, et. al., 2010) suggestion for determining sample, this research sample is using a total of 200 samples from total of variables' indicators and multiply it by 10.

Data that were used in this research is primary data gathered from respondents directly using electronic questionnaire. Several criterias were used before respondent able to fill the questionnaire which are: 1) citizen of Jakarta Special

Region, and 2) have done transactions at least twice in six month in Tokopedia. By determining several criterias, respondents that filled the questionnaire are specified and relevant to research topic.

6-type Likert scale is used in this research to measure respondent's answer. Using 6-type of Likert scale allows the research result more precise because the 6-type answer eliminating the "neutral" answer option that is hard to interpret. This research is using quantitative research design with AMOS version 22 software to analyze research data collected from samples.

**Table 1. Goodness of Fit Indices**

Goodness of Fit Indices	Cut-Off Value
Probability	< 0,05
Chi-Square	Low Value is Expected
CMIN/DF	≤ 2,00
GFI	> 0,90
AGFI	≥ 0,90
TLI	≥ 0,95
CFI	≥ 0,95
RMSEA	≤ 0,05

Source: Researcher Data (2022)

## RESULTS AND DISCUSSION

### *Respondents Characteristics*

As proposed in research methods, this research is using a total of 200 samples across the Jakarta Special Region. Demography of respondents in this research is classified by 3 categories: 1) Sex, 2) Age, and 3) Current Occupation.

57% of respondents are male and 43% is female citizen, 17-26 years old citizen is the majority for this research respondent, consisting 86% of total respondent, the respondent's domicile is relatively diverse with majority of it lived in Southern Jakarta, and 61% of total respondent is a student.

**Table 2. EFA and Cronbach's Alpha Result**

<b>Items</b>	<b>Indicators</b>	<b>Factor Loading</b>
<b>E-Service Quality</b>		<b><math>\alpha</math>: 0,832</b>
ESQ1	Easy to find product I want in Tokopedia	0,842
ESQ2	Tokopedia is easy to use	0,841
ESQ3	Tokopedia capable to give accurate information	0,838
ESQ4	Tokopedia provides service in time	0,843
ESQ5	Tokopedia offers product honestly	0,835
ESQ6	Tokopedia's platform didn't crash when I used it	0,921
ESQ7	Tokopedia protects my shopping behavior	0,876
ESQ8	I feel that Tokopedia's payment system is secure	0,895
ESQ9	Tokopedia provides several ways to contact company	0,874
ESQ10	Tokopedia provides customer service	0,84
ESQ11	Tokopedia provides compensation	0,833
ESQ12	Tokopedia has return feature	0,845
ESQ13	Tokopedia is easy to reach	0,853
ESQ14	Tokopedia able to solve complaints	0,882
<b>Online Customer Review</b>		<b><math>\alpha</math>: 0,733</b>
OCR1	I realized Tokopedia has review feature	0,743
OCR2	I understand the function of review feature in Tokopedia	0,792
OCR3	I used other customer review as consideration of buying products	0,808
OCR4	I compared review when about to buy in Tokopedia	0,752
OCR5	I often used review feature in Tokopedia	0,757
OCR6	I often give recommendation to buy products to other customer in Tokopedia	0,91
OCR7	I feel other customer's review on a product that I will buy helps in purchasing decision	0,884
OCR8	I felt review feature in Tokopedia gives significant influence	0,846
<b>Purchase Intention</b>		<b><math>\alpha</math>: 0,736</b>
PI1	I have tendencies to buy products in Tokopedia	0,813
PI2	I have tendencies to buy services in Tokopedia	0,817
PI3	I have interest to gives information about Tokopedia to other people	0,821
PI4	I have interest to recommend Tokopedia's service to other people	0,881
PI5	I liked the services Tokopedia has provided	0,745
PI6	I interested to follow Tokopedia's service development	0,812
PI7	I have tendencies to find information about Tokopedia from other people	0,74
PI8	I have tendencies to find information about Tokopedia online	0,79
<b>Purchase Decision</b>		<b><math>\alpha</math>: 0,721</b>
PD1	I need e-commerce service, one of it is Tokopedia	0,803
PD2	I realized Tokopedia could fulfill my needs	0,853
PD3	I looked for e-commerce review, one of it is Tokopedia	0,86

PD4	I looked for information to use e-commerce, of it is Tokopedia	0,752
PD5	I looked for benefits to use e-commerce, one of it is Tokopedia	0,883
PD6	I consider several alternatives other than Tokopedia	0,729
PD7	I decide to purchase in Tokopedia	0,741
PD8	I did a purchase in Tokopedia	0,821
PD9	Tokopedia gives benefit as I expected	0,731
PD10	I satisfied has used Tokopedia	0,769
PD11	I will recommend Tokopedia to other people	0,746

Source: Researcher Data (2022)

Table 2 shows result of EFA statistical test in SPSS for this research. Every item in all indicators and variables shows the result EFA > Cronbach's Alpha, meaning that every item is reliable to use

in this research. After EFA test shows that every item is all reliable, the research construct consisting of items in their respective variable will continue to be tested for CFA statistical test.

**Table 3. CFA Test Results**

Construct	Testing Index						
	Probability	GFI	AGFI	RMSEA	CMIN/DF	TLI	CFI
	> 0,05	> 0,90	> 0,90	≤ 0,05	≤ 2,00	≥ 0,95	≥ 0,95
<b>E-Service Quality</b>	0,256	0,952	0,918	0,024	1,112		<b>Fit</b>
<b>Online Customer Review</b>	0,070	0,971	0,934	0,048	1,560		<b>Fit</b>
<b>Purchase Intention</b>	0,398	0,986	0,954	0,016	1,050		<b>Fit</b>
<b>Purchase Decision</b>	0,091	0,961	0,918	0,042	1,353		<b>Fit</b>
<b>Full Model</b>	0,076	0,921	0,904	0,020	1,080	0,979	0,983 <b>Fit</b>

Source: Researcher Data (2022)

Table 3 shows result of CFA statistical test in AMOS software for this research. Every variable construct tested shows a fit model, meaning the respective construct is good for this research construct. Full model construct also tested for CFA statistical test to ensure

that whole research construct and model is good and healthy in this research. All of the construct for every variable and the full model construct shows a fit result, meaning that the research model and construct used in this research is fit for further research analysis.



**Table 4. Hypotheses Test Results**

Hypotheses	Critical Ratio	P-Value	
	> 1,96	< 0,05	
H <sub>1</sub> : E-Service Quality → Purchase Intention	5,273	,***	Accepted
H <sub>2</sub> : Online Customer Review → Purchase Intention	3,013	,***	Accepted
H <sub>3</sub> : Purchase Intention → Purchase Decision	3,615	,***	Accepted
H <sub>4</sub> : E-Service Quality → Purchase Decision	4,236	,***	Accepted
H <sub>5</sub> : Online Customer Review → Purchase Decision	3,524	,***	Accepted

Source: Researcher Data (2022)

Table 4 shows the hypotheses test results of this research in which all of the proposed hypotheses has been measured and the results is that all of the proposed hypotheses is accepted. E-Service Quality has positive and significant effect towards Purchase Intention with 5,273 CR and P-value < 0,05 means that the hypotheses are accepted, further proven from previous research (Khan, Zubair, & Malik, 2019), (Haro, et. al., 2019), and (Dapas, et. al., 2019). Online Customer Review has positive and significant effect towards Purchase Intention with 3,013 CR and P-value < 0,05, further proven from previous research (Cheong, et. al., 2019), (Aditya & Alversia, 2019), (Setyani & Azhari, 2021), and (Sethi, Kaur, & Wadera, 2018). Purchase Intention has positive and significant effect towards Purchase Decision with 3,615 CR and P-value < 0,05, further proven from previous

research (Ramadoni, 2020), (Puspitasari, et. al., 2018), (Solihin, 2020), and (Sriyanto & Kuncoro, 2019). E-Service Quality has positive and significant effect towards Purchase Decision with 4,236 CR and P-value < 0,05, further proven from previous research (Tran, et. al., 2020), (Prasetyo, 2018), (Haro, et. al., 2019), (Dapas, et. al., 2019), and (Oktavia, Budi, & Febianti, 2018). Online Customer Review has positive and significant effect towards Purchase Decision with 3,524 CR and P-value < 0,05, further proven from previous research (Mulyana, 2021), (Ilmiyah & Krishernawan, 2020), and (Mita, Pranatasari, & Kristia, 2021).

## CONCLUSION

Research result shows that all of the proposed hypotheses are accepted. This means that e-service quality in Tokopedia does influence consumer's

purchase intention, online customer review in Tokopedia does influence consumer's purchase intention, purchase intention in Tokopedia does influence consumer's purchase decision, e-service quality in Tokopedia does influence consumer's purchase decision, and online customer review in Tokopedia does influence consumer's purchase decision.

Every topic studied and measured in this research has been proven influence each other, with this information Tokopedia could improve several aspects of their services. For instance, the respondents of this research feels that Tokopedia needs to increase service in adjusting the products provided with their description, website performance, shopping behavior information and consumer's data protection, increasing reachability, and giving compensation whenever problems occurred, with also increasing complain handling performance. Other aspects that Tokopedia needs to highlight are advocacy consumer to use review features, increasing the number of organic reviews generated from consumer, easily provides information of services to consumer, and increasing overall performance to let consumer recommends Tokopedia to other people.

For further research in similar topics, researcher suggest that there are several aspects to be improved. Other researcher could consider people's condition and behavior for topic relevancy, using other variables such as perceived value, satisfaction, marketing mix, loyalty and similar. Research object could also be adjusted to researcher's domicile and/or widening the scope of region studied. Further data processing and analysis method could also be increased by using other methods that are more sophisticated and could gives more precise description of the phenomenon studied. Increasing samples could gives more accurate representation of population and topic studied, either with quota sampling or other method.

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