E-SERVICE QUALITY AND CUSTOMER SATISFACTION ON E-COMMERCE PLATFORM TOWARDS APPAREL PRODUCTS IN INDONESIA

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Abstract:

Increasing online business on apparel product sales compelled it to provide the highest e-services quality to ensure customer satisfaction. Evaluating e-services quality and customer satisfaction was essential to increase customer interest in online purchasing. The purpose of this study was to investigate the relationship between e-service quality and customer satisfaction on e-commerce platform in Indonesia toward apparel products in Tokopedia. This research incorporated the SERVQUAL theory in modifying the variables that determine customer satisfaction. The sample comprises 353 students from University of Mataram, Indonesia. The findings of this study demonstrated a significant relationship between e-service quality and customer satisfaction. Further, it was found that ease of use had the greatest impact on customer satisfaction compared to other e-service quality. Therefore, the study assisted e-commerce in identifying aspects of e-service quality that impact customer satisfaction. It is recommended that management always conduct pre-evaluations of e-service quality to determine the optimal e-service quality for customer satisfaction.

Keywords:

SERVQUAL, E-service Quality, Customer Satisfaction, E-commerce, Indonesia.

Introduction

With the advancement of global technology, business rule has transformed. Further, every small and large business attempted to use technology to offer products online to increase profits and customer bases. Besides, increasing digital entrants specializing in apparel accounted for

a portion of the growth. In 2019, it was estimated that Indonesians would spend IDR 18,325 billion on apparel and footwear, more than four times the amount predicted in 2015 (Cunningham, 2015). Fashion Indonesia, which includes apparel, blouses, jackets, t-shirts, hosiery, footwear, accessories, belts, and eyewear, accounted for 23.95 percent of sales that rank second place in Indonesia's e-commerce (BPS, 2020). It was estimated that the total consumption of apparel and footwear in Indonesia exceeded 18.78 trillion dollars, ranking seventh in Asia (Degenhard, 2021). In addition, Indonesia was the eighth-largest apparel exporter worldwide, with a 9 billion dollar export value (Sabanoglu, 2022). Thus, these statistics indicated that sales of apparel products in Indonesia were increasing rapidly from year to year, so using e-commerce for business currently is very beneficial for growing profits and consumers. Sutinen, Saarijärvi, and Yrjölä, (2022) stated e-commerce could advantage from assisting consumers in their information-seeking endeavours, thereby reducing the need for consumers to visit competing web stores and their offerings.

It was essential to evaluate e-service quality and its impact on customer satisfaction to increase a customer's interest in purchasing, considering that the Indonesian market increased apparel product sales on e-commerce. Parasuraman, Berry, and Zeithaml, (1993) stated customers' perceptions of the service levels that superior businesses should provide in each industry. Recently, service quality has been designated as a metric for measuring the success and efficiency of e-commerce (Salameh, Ahmad, Zulhumadi, & Abubakar, 2018). Due to the rapid growth of e-commerce websites in Indonesia, consumers have become more demanding and expect e-commerce services to be available everywhere and anytime to achieve customer satisfaction. Besides, the rise of e-commerce services was also attributable to the growth of the internet, the increased use of personal devices, and the digital transformation as a whole (Dhingra, Gupta, & Bhatt, 2020). As a result of the increasing number of visitors to Indonesian e-commerce, apparel is anticipated to sell successfully. Shopee 281 million, Lazada 137 million, Tokopedia 88 million, and Bukalapak 35 million are Southeast Asia's most visited e-commerce websites (i Price, 2020). Therefore, e-commerce had to provide the best e-service quality to ensure customer satisfaction due to the increase in customers purchasing on e-commerce platforms in Indonesia.

Furthermore, customer satisfaction was defined as a customer's contentment with a company's products or services and the gratification of their expectations (Getele & Jean, 2018). Besides, customer satisfaction is a response to their requirements and an indication of how well an organization's services meet their expectations (Gajewska, Zimon, Kaczor, & Madzík, 2019; Iberahim, Mohd Taufik, Mohd Adzmir, & Saharuddin, 2016). The market generally viewed high-quality services as productive because they increased profit and consumer retention (Quan, 2010). Thus, service quality is evaluated based on the customer's perceptions during the service interaction (Ok, Suy, Chhay, & Choun, 2018). Blut, Chowdhry, Mittal, and Brock, (2015) stated total e-service quality is crucial for determining the connection between customer satisfaction. In view of this, this paper attempted to investigate the relationship between e-service quality and customer satisfaction on e-commerce platform towards apparel products in Indonesia. This paper has three objectives, it investigates the relationship between assurance, ease of use, responsiveness, and website design to customer satisfaction. Also, it investigates the level between assurance, ease of use, responsiveness, website design, and customer satisfaction. Then, it will recommend e-service quality that most influences customer satisfaction.

Literature Review

Service Quality and SERVQUAL

Service quality has frequently been investigated as a research topic in the literature on service studies. Parasuraman, Zeithaml, and Berry, (1985) stated customers used ten potentially overlapping dimensions to assess service quality: tangibles, reliability, responsiveness, communication, credibility, security, competence, courtesy, customer understanding or knowledge, and access. Besides, some researchers in various service industries used SERVQUAL to evaluate service quality (Hou, 2005). This is supported by Ahmed, Karmaker, and Rahman, (2020) stated online businesses must be measured and improve the quality of e-services in multiple dimensions to remain competitive in the global marketplace. However, if consumers' perceptions of service quality matched their prior expectations, the company's service quality could be deemed excellent (Wilson, Keni, & Tan, 2019). It proved from the study by Gunawan and Susanti (2021) E-SERVQUAL significantly impacts e-customer satisfaction in the e-commerce apparel market of Surabaya. Thus, Maria, Hakim, and Darma, (2020) stated SERVQUAL has a positive effect on customer satisfaction. Since SERVQUAL dimensions have been developed, the content description and scale elements must be revised before use in an e-commerce environment.

Relationship Between E-service Quality and Customer Satisfaction

Sheng and Liu (2010) stated there is a correlation between the quality of e-services and customer satisfaction. It demonstrated that e-service quality directly and substantially affects customer satisfaction (Rachmawati & Agus, 2020). Parasuraman, Zeithaml, and Berry, (1988) it compared service quality to an acquired attitude with the service provider over time. Besides, the relationship between e-service quality parameter and formation to customer satisfaction is extremely positive (Purwanto, 2022; Rita, Oliveira, & Farisa, 2019). It was discovered that there is a positive and statistically significant relationship between the use of e-services and the benefits obtained from e-services, as well as between the use of e-services and customer satisfaction (Jaiyeoba, Chimbise, & Roberts-Lombard, 2018). According to the studies, there is a correlation between e-service quality and customer satisfaction. However, market leaders should focus on the consistency of electronic service to improve consumer satisfaction (Sharma & Lijuan, 2015). Thus, the discussion has focused on the similarities and connections between the ideas and has remained primarily conceptual. Therefore, there is an agreement in the research literature that e-service quality and customer satisfaction are interdependent. According to the evaluations above, the uniqueness of the online context should be incorporated into the concept of e-service quality. In addition, four factors, assurance, ease of use, responsiveness, and website design, are chosen as the antecedents of e-service quality. The sections that follow explain them in detail.

Assurance

The content of the final items comprised two new dimensions (assurance and empathy) that found that the things still represented significant aspects of the seven dimensions that merged to form a unique size (Zeithaml, Parasuraman, & Berry, 1990). Surjandy et al., (2021) stated another essential element of electronic commerce is quality assurance, which ensures that purchasers receive products satisfactorily. As proved by Merugu and Mohan (2020) customers who utilize internet-based purchasing services are predominantly content with their assurance level. In general, respondents expressed satisfaction with the assurance of their online purchasing websites or applications (Santos & Santos, 2020). Additionally, the company's

marketing methods have referenced aspects of service quality, such as assurance because that factor influences customer satisfaction (Bungatang & Reynel, 2021). Thus, assurance has become an integral aspect of e-service quality in e-commerce to provide excellent service to end consumers. According to the finding, relationships between assurance and customer satisfaction are essential and beneficial (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019; Susanti, Hasudungan, & Prasetyo, 2018).

H1: There is relationship between assurance and customer satisfaction.

Ease of Use

Crabb and Hanson (2014) Defining ease of use explained the relationships between user characteristics and their impact on the web experience. Besides, it acknowledges that the quality of electronic services is not multifaceted but includes characteristics such as ease of use, privacy or confidentiality, dependability, and site design (Zeithaml, Parasuraman, & Malhotra, 2002). Sundjaja, Shukurnianto, Rulvi, & Putra, (2021) stated customers may adopt new technology if they perceive the online platform as ease of use. This is supported by Salameh et al., (2018) ease of use has considerable positive correlations with service quality, indicating that service quality has a substantial effect on customer satisfaction. Considered crucial to consumer satisfaction is the ease of use. (Haq, Raja, Nosheen, & Sajjad, 2018; Kassim & Asiah Abdullah, 2010). Thus, ease of use measured the simplicity of shoppers in online marketplaces and contributed to customer satisfaction.

H2: There is relationship between ease of use and customer satisfaction.

Responsiveness

It has been argued that responsiveness has a crucial function in consumers' views of e-service quality and has a good effect on customer satisfaction. Parasuraman et al., (1988) stated responsiveness refers to the frequency with which an Internet business provides essential services to its users. Responsiveness is viewed as a measure of service quality, and customer satisfaction with the service is a significant component in customer retention (Al-Ghraibah, 2020). Thus, a responsive e-commerce website can increase customer satisfaction by facilitating an excellent browsing experience across multiple devices. It proved by (Dhir, Rajan, Ongsakul, Owusu, & Ahmed, 2021; Kalia & Paul, 2021) The rapid transition of offline consumers to online purchasing allows offline retailers to strengthen their resilience, speed, and receptivity through innovation and re-evaluation. Sharma, Paul, Dhir, & Taggar, (2021) the definition of "responsive retailing" is the ability of a retail enterprise to respond proactively to consumers' behavioural requests. According to the research, responsiveness is the most influential element of customer satisfaction in online purchasing (Merugu & Mohan, 2020).

H3: There is relationship between responsiveness and customer satisfaction.

Website Design

For online stores to attract customers, a superior website design is required (Ivana et al., 2021). Cho and Park (2001) stated customer satisfaction in e-commerce is dependent on a website's design quality. In addition, it intends to focus on essential website design characteristics, including visual, usability, and content website designs (Gabir & Karrar, 2018). Instead, internet merchants should have a well-designed website to attract potential customers. Kassim and Asiah Abdullah (2010) stated the dimension comprises the site's visually beautiful, fascinating, and aesthetically rewarding content, design, and structure. Besides, the quality of website design was found to be highly apparent in online purchasing (Kumar, Mohan, &

Sharma, 2020). Findings indicated by Bobalca and Ugulea (2021) that a reputable discount website was vital for defining a positive experience in the online retail market. The website purchasing environment has become more conducive to enjoyment and pleasure (Nia & Shokouhyar, 2020). Therefore, an online enterprise should boost customer satisfaction by focusing on website design, as poorly designed websites cannot satisfy customers.

H4: There is relationship between website design and customer satisfaction.

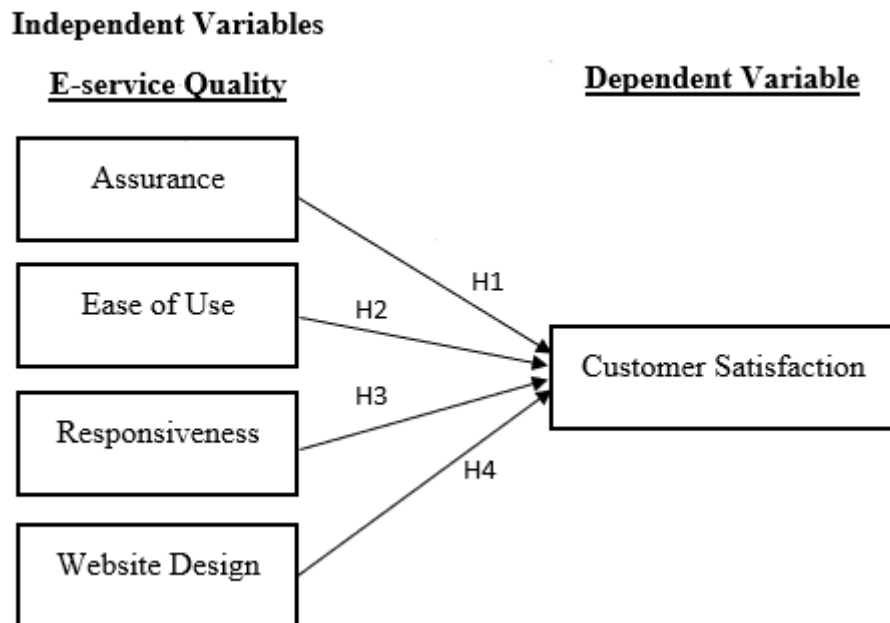Figure 1 shows the research framework for this study:

Figure 1: Research Framework

Methodology

Data Collection and Sample

This study gathered data from a Google form filled out by bachelor and master students currently enrolled at the University of Mataram, Lombok, Indonesia. The students, in general, had favorable sentiments regarding buying online apparel products (Xu & Paulins, 2005). Students are frequently considered part of research samples examining apparel online purchasing behavior (Najihah, Lukman, Kamal, Azlini, & Normala, 2018). Recent research from (Jameel, Hamdi, Karem, Raewf, & Ahmad, 2021) has highlighted that e-satisfaction among college students largely depends on e-service quality. Thus, students did transactions often in e-commerce to buy apparel products to follow the modern lifestyle around the students. Online questionnaires using google forms were sent by email, social media, and lecturers to reach students directly. A total of 353 questionnaires were completed and returned from students of Mataram University. Besides, the questionnaire consisted of two primary sections. In the first part of the questionnaire for the survey, a respondent's demographic or background information was asked. A question such as a gender, age, education level, current semester, how often browsed Tokopedia website, and the maximum amount they spend online purchasing. In the second section, the respondent asked to indicate a score of their agreement to each statement related to e-service quality and customer satisfaction on e-commerce

platform in Indonesia toward apparel products in Tokopedia. The questionnaire designed using a similar scale ranging from 1 (strongly disagree) to 5 (strongly agree). Thus, the questionnaires written in two languages (English and Indonesian) to accommodate Indonesian personnel.

Statistical Tools and Methods

The data analysis process began after all necessary information was gathered after the required date. After collecting all data, it was analysed using SPSS Statistics 28.0, which populated the software with the data. Additionally, the software assisted in analysing the data, making it more convenient to refer to and minimizing errors during data entering. Numerous procedures must be followed to accomplish all the objectives. For instance, descriptive analysis, correlations, and regressions. Therefore, researchers utilized the procedure to determine the relationship between variables.

Findings

Descriptive Statistics

The respondents were given one month to complete the questionnaires, with email and social media sites as reminders. The information was collected using a cut-off date. Responses were gathered until 353 had been received. Table 1 indicated demographic profile analysis. There were 353 responders from students, 62.9% (n=222) female, whose number is greater than male students. A total of 253 (71.7%) respondents between the ages of 21 years old - 30 years old made up the largest age group. For education level of respondents in this study, there were 318 bachelor's students, representing 90.1% of respondents who described the most. Besides, a total of 195 (55.2%) respondents between 7-8 semesters made up the most significant semester. For participants browsed Tokopedia on a daily, there were 268 (75.9%) respondents who browsed Tokopedia for less than an hour. For purchasing spent of the respondents in Tokopedia, there were 188 (53.3%) respondents who spent in Tokopedia less on Rp. 100.000 Rupiah.

Table 1: Demographic Profile Analysis

Respondent Profile	Frequency	Percentage %
Gender		
Male	131	37.1
Female	222	62.9
Total	**353**	**100**
Age		
Less than 20 years old	85	24.1
21 years old-30 years old	253	71.7
31 years old-40 years old	12	3.4
41 years old-50 years old	3	0.8
Total	**353**	**100**
Education Level		
Bachelor's degree	318	90.1
Master's degree	35	9.9
Total	**353**	**100**
Semester		
1-2 semesters	54	15.3

3-4 semesters	46	13
5-6 semesters	58	16.4
7-8 semesters	195	55.2
Total	**353**	**100**
Browsed Tokopedia		
Less than 1 hour	268	75.9
1-2 hours	70	19.8
2-3 hours	6	1.7
3-4 hours	4	1.1
More than 4 hours	5	1.4
Total	**353**	**100**
Purchasing Spent		
Less than Rp. 100.000	188	53.3
From Rp. 100.000 to Rp. 500.000	148	41.9
From Rp. 500.000 to Rp. 1.000.000	11	3.1
Rp. 1.000.000 above	6	1.7
Total	**353**	**100**

Table 2 provided results of the cross-tabulation analysis between gender and browsed towards apparel products in Tokopedia. Among the 353 respondents from students, 97 (74%) males browsed less than one hour on Tokopedia. On the other hand, 171 (77%) females browsed less than one hour on Tokopedia. Therefore, the finding indicated that most male and female students, 268 (75.9%), browsed Tokopedia less frequently than one hour. Thus, it is assumed that most of them only search for the item of apparel products they desire and promptly acquire them. Huang et al., (2018) stated it was aware that some consumers make purchases quickly while others require more time to deliberate. The closer a consumer was completed a final purchase, the more likely they revisit e-commerce.

Table 2: Cross-tabs of Gender, Browsed, and Purchasing Spent

Crosstab		Gender	
		Male	**Female**
Browsed Tokopedia	Less than 1 hour	97 (74%)	171 (77%)
	1-2 hours	26 (19.8%)	44 (19.8%)
	2-3 hours	3 (2.3%)	3 (1.4%)
	3-4 hours	3 (2.3%)	1 (0.5%)
	More than 4 hours	2 (1.5%)	3 (1.4%)
Purchasing Spent in Tokopedia	Less than Rp. 100.000	60 (45.8%)	128 (57.7%)
	From Rp. 100.000 to Rp. 500.000	58 (44.3%)	90 (40.5%)
	From Rp. 500.000 to Rp. 1.000.000	7 (5.3%)	4 (1.8%)
	Rp. 1.000.000 above	6 (4.6%)	0 (0%)

Table 3 provided descriptive statistics to calculate all means and standard deviations of e-service quality and customer satisfaction on e-commerce platform in Indonesia toward apparel products in Tokopedia. The interpretation of the scores was based on best's principles (Thaoprom, 2004), in which the maximum-minimum scores were split into three categories of

a high, medium, and low, or 5-1/3 = 1.33. Based on the finding, it showed mean and standard deviation scores for each variable of e-service quality (independent variable) were as follows: assurance (M=3.72, SD=.723), ease of use (M=3.92, SD=.715), responsiveness (M=3.65, SD=.726), website design (M=3.88, SD=.686). Thus, all the e-service quality levels were high except responsiveness on an average level. Besides, the mean score and standard deviation for customer satisfaction (dependent variable) were in level (M=3.72, SD=.717), which means customer satisfaction is high level. Thus, e-service quality and customer satisfaction were associated on e-commerce platform in Indonesia towards apparel products in Tokopedia.

Table 3: Descriptive Statistics

Variables	N	Mean	Std. Deviation	Level
Customer Satisfaction	353	3.72	.717	High
Assurance	353	3.76	.723	High
Ease of Use	353	3.92	.715	High
Responsiveness	353	3.65	.726	Average
Website Design	353	3.88	.686	High

Measurement Model

The four hypotheses were analysed via the Pearson Correlation Coefficient, the relationship between e-service quality and customer satisfaction on e-commerce platform in Indonesia towards apparel products in Tokopedia was identified. The outcome was utilized to assess whether the hypotheses developed for this study were accepted or rejected and whether the relationship between the negative or positive association was small, moderate, high, or very strong. Thus, covariation occurred when one variable varies consistently and systematically in connection to another variable, and the correlation coefficient was used to evaluate this relationship (Hair, Page, & Brunsveld, 2020).

Table 4: The Result of the Pearson Correlation Analysis between Variables

		Customer Satisfaction	Assurance	Ease of Use	Responsiveness	Website Design
Customer Satisfaction	Pearson Correlation	1	.694**	.726**	.642**	.710**
	Sig. (2-tailed)		<.001	<.001	<.001	<.001
	N	353	353	353	353	353

** Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient was employed to assess the relationship between the variables. Table 4 displayed there is a positive significant relationship between assurance and customer satisfaction (r=.694, p<0.01). Pakurár et al., (2019) discovered that the assurance dimension has a positive and significant impact on customer satisfaction. The study from Merugu and Mohan (2020) demonstrated that assurance greatly influenced consumer satisfaction. The findings revealed, there is a positive significant relationship between ease of use and customer satisfaction (r=.726, p<0.01). Salameh et al., (2018) stated ease of use has a massive impact on consumer satisfaction. According to the study (Anugrah, 2020; Juliana, Djakasaputra, Pramono, & Hulu, 2020) stated ease of use substantially impacts customer satisfaction. In addition, there is a positive significant relationship between responsiveness and customer

satisfaction (r=.642, p<0.01). the study conducted by Sharma et al., (2020) stated the results also advocate responsiveness as the vital antecedent to satisfaction. Based on the research, a positive and very close association exists between responsiveness and customer satisfaction (Rita et al., 2019). The table revealed, there is a positive significant relationship between website design and customer satisfaction (r=.710, p<0.01). The findings of the study indicate that website design significantly influences customer satisfaction (Shodiq, Hidayatullah, & Ardianto, 2018). According to Zulita et al., (2018) study, the web design variable influences customer satisfaction; hence, this factor must be considered.

Regression Model

Regression is a method for determining the linear predictive relationships between two or more variables (Hair et al., 2020). Multiple regression utilized a single metric dependent variable and multiple metric independent variables. Besides, the purpose is to forecast the value of the dependent variable based on the values of many independent variables. Table 5 found that ease of use was the most influential factor to customer satisfaction on e-commerce platform in Indonesia towards apparel products in Tokopedia, compared to other e-service quality; assurance, responsiveness, and website design. It found that the largest coefficient is ease of use (β .314, p=<.001, p<0.05) to customer satisfaction. It was determined that ease of use contributed the most to the explanation of the dependent variable (customer satisfaction) when all other variables in the model were accounted for. The largest predictor is the standardized regression coefficient of the relation between e-service quality and e-customer satisfaction, which has a value of 0.343 and is positive and statistically significant (Tran & Vu, 2019). San, Von, and Qureshi, (2020) indicated that the four aspects of e-service quality are strong predictors that exhibited a significant fit with the customer satisfaction model.

Table 5: Coefficients Between E-service Quality and Customer Satisfaction

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.385	.147		2.626	.009
Assurance	.248	.059	.250	4.217	<.001
Ease of Use	.315	.061	.314	5.132	<.001
Responsiveness	.041	.057	.041	.711	.478
Website Design	.263	.062	.252	4.26	<.001

a. Dependent Variable: Customer Satisfaction

Conclusion

This research paper aimed to investigate the relationship between e-service quality and customer satisfaction on e-commerce platform in Indonesia toward apparel products in Tokopedia. SERVQUAL is an e-service quality measurement that combines elements of the original SERVQUAL with an industry-specific measure. Thus, the selection of variables in this study based on the SERVQUAL theory has a significant impact on customer satisfaction. The results of this paper indicated that all the variables of e-service quality have a significant positive relationship with customer satisfaction, which is assurance, ease of use, responsiveness, and website design. Thus, it suggests that it must be well-designed for e-service quality around students in e-commerce platform for customers buying apparel products since it has a positive correlation with customer satisfaction. Besides, several recent studies have

discovered that the quality of an e-service correlates with customer satisfaction. It was supported by Kusumawati et al., (2018) stated assurance has a significant influence on customer satisfaction. It was proved by Wang and Kim (2019) the component of e-service quality concerned with ease of use has a bearing on customer satisfaction. Further, responsiveness offers valuable insights into how multiple characteristics of a retailer's responsiveness influence customer satisfaction generally (Sharma et al., 2022). Vakulenko et al., (2019) stated website design is one of the things that have a favorable impact on customer satisfaction. Therefore, e-service quality is required to maintain properly of e-service quality, taking care of every service process flow carried out by the e-commerce platform so that it adds existing customers with the goal of ensuring their customer satisfaction with the purchasing experience in the e-commerce environment.

This research paper aimed to investigate the level between e-service quality and customer satisfaction. It demonstrated that customer satisfaction and e-service quality levels were high, except responsiveness on an average level. It indicated that e-service quality and customer satisfaction for Tokopedia e-commerce were characterized as excellent. It is a positive indicator for an e-commerce in providing e-services that satisfy customers. It proved that every indicator of the variable e-service quality and customer satisfaction at high level for descriptive analysis (Indrianti & Verinita, 2022; Miao et al., 2022). In addition, the research paper aimed to recommend e-service quality that most influence customer satisfaction. The results indicated ease of use has the strongest correlation with customer satisfaction on an Indonesian e-commerce platform for apparel products in Tokopedia. The influence of service quality on customer satisfaction is around 57.5%, with ease of use constituting a component of this service (Salameh et al., 2018). Besides, another study conducted by Cheng, (2020) the platforms' perceived ease of use influenced customer satisfaction. Therefore, the platforms' ease of use and customer satisfaction affected the decision to continue purchasing apparel via e-commerce platforms.

The implication of the results can be divided into two; theoretical and practical. Theoretically, this study contributes to the growing body of literature that focuses on the factors that have the potential to influence customer satisfaction, particularly among students, as well as the major impact of e-service quality on customer satisfaction in e-commerce for apparel products. Practically, it is essential for e-commerce for apparel products to implement its e-service quality, such as assurance, ease of use, responsiveness, and website design, to boost customer satisfaction. It was related between e-service quality and customer satisfaction. It will encourage them to repurchase and revisit online apparel products in e-commerce. Further, it offers insights for the management of e-commerce, particularly in Tokopedia, for apparel products to maintain and improve the quality of e-service; ease of use since this factor has the most significant impact on customer satisfaction. Customers are satisfied with the e-service quality of Tokopedia for apparel products due to the accessibility, user-friendliness, and navigation provided by Tokopedia's e-commerce convenience. In addition, e-commerce policies regarding the quality of electronic services must be tightened, such as by providing clear rules to management and e-commerce retailers. Thus, the defined standards provide good e-service quality in the e-commerce environment. It will continue delivering professional e-services. Hence, customer satisfaction remains the top priority.

Limitations and Recommendation for Future Research
This paper's main focus was to investigate the relationship between e-service quality and customer satisfaction on an Indonesian e-commerce platform for apparel products in Tokopedia

across students at Mataram University. Besides, Rita, Oliveira, and Farisa, (2019) stated e-service quality also has a favorable effect on customer satisfaction directly and indirectly. Thus, it is also recommended that future scholars conduct this investigation at another Indonesian university and another variable of SERVQUAL to decide on e-service quality. Thus, the prospective researcher can also expand this study. Not only in the educational sector but also in other sectors or institutions because e-service quality is essential for enhancing customer satisfaction in all consumer backgrounds.

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