The Influence Of E-Service Quality, E-Payment, And Web Design Quality On Customer Satisfaction In Purchasing Gacoan Noodles Through The Shopeefood Application

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ABSTRACT

The purpose of this study was to analyze the effect of E-Service Quality, E-Payment, and Web Design Quality on customer satisfaction in purchasing Gacoan Noodles through the Shopeefood application in Surakarta City. This type of research is quantitative with explanatory research. The population in this study were all Gacoan consumers in Surakarta city. The sampling technique in this study. using purposive sampling. The sample calculation uses the theory of Ferdinand. The sample of this study amounted to 200 respondents. This study uses primary data in its preparation. Primary data is obtained through the first source or respondent answers from Gacoan Noodle customers in Surakarta City using a questionnaire. The results of this study show that the E-Service Quality variable has a positive influence on Customer Satisfaction with Gacoan products is a significant result. The ease and security of the payment process can affect customer satisfaction. Web Design Quality variable has a positive influence on Customer Satisfaction. The three independent variables (E-Service Quality, E-Payment, and Web Design Quality) together have a positive effect on Customer Satisfaction, indicating that service and a holistic shopping experience are key to increasing customer satisfaction.

INTRODUCTION

The rapid development of businesses today is fuelled by efficient and modern technological advancements. Technology has become an integral part of almost everyone's daily life, no matter their social background. The growth of technology, especially in the digital realm, opens up opportunities for businesses to carry out

their transactions in various locations and at any time they want. Technological advancements have also ensured that the Internet continues to grow and become more widely accessible to various levels of society. As confirmed by Hootsuite and We Are Social, there were 202.6 million Indonesian internet users in January 2021 ("digital-trends @ www.hootsuite.com," n.d.). Compared to the number of internet users in 2020, last year saw an increase of 15.5% or more than 27 million people in 12 months. In the past, consumers had to make extra efforts to get the products they needed by going directly to the seller. However, with the advancement of digital marketing, consumers now want the convenience of getting products without the need to do any external activities (Yunitasari et al., 2022). This phenomenon provides a business opportunity for the Gacoan Noodle company to sell more widely and gain more profits in practice. Until now, the Gacoan Noodle company has marketed its products through e-commerce. Mie Gacoan is one of the spicy culinary businesses that is very famous and in demand in Indonesia. Mie Gacoan is a brand known as the leading spicy noodle restaurant in Indonesia. Mie Gacoan is part of PT Pesta Pora Abadi. In Indonesia, Mie Gacoan has opened several branches, including one in Surakarta.

According to research conducted by Grandon and Pearson (2004) as cited by (Rakanita, 2019), E-commerce is the process of buying and selling products electronically through online media. Shopee sees this as a great opportunity to grow their business. According to Katadata. co. id (Jayani, 2021), in April 2020, Shopee launched its latest service known as Shopee Food, which is a food and beverage delivery service. Even though Shopee Food was only launched at the end of 2020, in early 2021 this service has become a conversation in various media as a new competitor in the food delivery service industry. Previously, Grab Food and Go Food have been operating in this industry since 2016 (GrabFood) and 2015 (GoFood).

 In the e-commerce industry, the term used to adopt service quality is e-service quality, or called online service quality. According to (Fiqri & Octavia, 2022) E-Service Quality refers to the ability of a website to efficiently and effectively facilitate the shopping, purchasing, and product delivery processes. In this situation, the level of customer satisfaction is greatly influenced by the quality of service provided by the courier. Once the order is received, the customer has the option to rate the courier by giving a star rating through the app. This is a way to express their satisfaction or dissatisfaction with the quality of service they receive. However, in some experiences of consumers using Shopee Food, it was noted that driver-partners have the authority to cancel orders without any clear reason, which is certainly detrimental to consumers. In addition, some Shopee E-commerce users also complained about their experiences where their accounts were automatically logged out while they were using it, even though they did not use the logout option (Yunitasari et al., 2022).

The recent development in features provided by Shopee goes hand in hand with the evolution of payment methods that are growing in Indonesia, known as electronic payments. According to Riska (2022), the electronic payment system (E-payment) has been specifically designed to facilitate the electronic payment of goods via the Internet. With this method, users can make transactions online via the internet without having to deal directly with the seller. Although ShopeePay offers many advantages, there are some problems encountered. Some users often have concerns regarding data security and privacy when making payment transactions using E-payment services. The process of disbursing funds through other accounts can also take a long time in E-payment, and this service can only be used in the Shopee application or by merchants who work with Shopee (Lestari et al., 2021). Another drawback of ShopeePay is the dependence on an internet connection and making sure that the balance is sufficient before making a transaction.

In addition, a significant element in achieving success or other company growth is their ability to increase customer satisfaction by improving the optimal quality of services provided to customers (Yunitasari et al., 2022).

Web design quality is a seller's effort to display products and information that aims to attract buyers and create satisfaction for consumers. According to Rahmalia & Chan (2019), in the world of e-commerce, a website plays a very important role in attracting and retaining consumers. This is also confirmed by (Saidani et al., 2019). A quality website display will facilitate understanding and use by users in finding the product they want to buy, as well as providing comfort in the transaction process. Good website quality will make it easier for customers to get information about the products offered by the Company (Alghifari & Rahayu, 2021). The success of a website in attracting and satisfying buyers can be seen from its quality. For example, if a website provides complete information about the product, this will make buyers feel satisfied. With clear and detailed information, customers will not experience mistakes when buying products (Ningsih et al., 2021).

Sabila & Kusumaningrum (2020) customer satisfaction can be measured by an assessment that indicates that the perceived experience is at least equivalent to or by what is needed. Based on user reviews of the Shopee mobile application, both as sellers and buyers, out of a total of 3,815,347 reviews given on 21 March 2020, Shopee received a star rating of 4.6 out of 5 stars. Nonetheless, there are still many reviews that express dissatisfaction mainly related to supporting features such as the Shopee wallet, payment features, order tracking, error problems in the app, access delays, and images that do not appear. Reviews from Shopee users indicate that there is still a need to improve Shopee application services (Sabila & Kusumaningrum, 2020). Therefore, research was conducted to examine the level of satisfaction of the Surakarta City community with the Shopee

application through the methods of E-service quality, E-payment, and web design quality.

Some previous research on the effect of e-service quality, e-payment, and web design quality on customer satisfaction, such as research conducted by Juhria et al (2021) the results of the analysis show that the E-Service Quality variable (X) has a positive and significant effect on Customer Satisfaction (Y). Furthermore, research conducted by (Yunitasari et al., 2022) the results of his research E-Payment (X1) and E-Service Quality (X2) have a significant effect on the Customer Satisfaction variable (Y). Further research was conducted (Taufik & Pribadi, 2023) that Value Chain, Service Quality, and Web Quality affect Customer Satisfaction. Meanwhile, research conducted (Rahmalia & Chan, 2019) E-Service Quality has no significant and positive effect on customer satisfaction for JNE consumers in Banda Aceh City. Due to differences in research results, researchers want to conduct further analysis of the effect of E-Service Quality, E-Payment, and Web Design Quality on customer satisfaction in purchasing Gacoan Noodles through the Shopeefood application in Surakarta City.

The novelty in this study lies in the research variables used, namely E-Service Quality, E-Payment, and Web Design Quality on customer satisfaction, and also in the object of research.

The purpose of this study is to analyze the effect of E-Service Quality, E-Payment, and Web Design Quality on customer satisfaction in purchasing Gacoan Noodles through the Shopeefood application in Surakarta City.

LITERATURE REVIEW

E-Service Quality

The definition of quality according to (Kotler & Armstrong, 2016) is the overall attributes of a product or service that affect its ability to meet implied needs and provide satisfaction. Service or service quality is the excellence desired by customers, and is a goal that can be achieved through excellence and high quality in service. Service quality is influenced by two main factors, namely the expected service quality and the perception of the service provided (perceived service) (Billyarta & Sudarusman, 2021).

The E-servqual model developed by Zeithaml et al. and cited by (Billyarta & Sudarusman, 2021) is the most comprehensive and integrated online service quality model. This model is relevant and thoroughly covers the need to evaluate the quality of electronic services.

Electronic Payment

A digital wallet is a payment method that uses technology services to simplify and speed up the transaction process without the need for direct contact with other people. Digital wallets are equivalent to physical wallets, where users can store money in a mobile wallet account created through a digital wallet provider. Money can be loaded into the mobile wallet account using debit cards, credit cards, bank accounts, and so on. Many companies such as Shopee, OVO, Gopay, Dana, and Link Aja have used payments through these digital wallets to speed up and provide flexibility and choice in online transactions or what is known as online shopping (Saragih & Prayitta, 2023).

ShopeePay is one of the E-wallet applications integrated into the E-payment system in the Shopee E-commerce application. In addition, ShopeePay can also be used to pay for various transactions at offline merchants that work with ShopeePay. ShopeePay also provides a variety of services, such as balance transfers between ShopeePay users, interbank transfers, payments at Alfamart and Indomaret, and credit card bill payments. To compete with its competitors, ShopeePay promotes its advantages, such as free bank transfer administration fees and balance withdrawals to bank accounts (Pangestu et al., 2022).

Website Design Quality

According to (Djunaid & Nurfaida, 2022), website quality is an instrument used to measure and evaluate the usability, functionality, and benefits of interactions between users and website service providers. Website quality is very important in running online sales and has significant value for consumers. Ghafiki and Setyorini (2017) cited by L. Andriani (2021) explain about webqual, which is a method based on the understanding of end users or the public to measure website quality. This method is divided into three dimensions or sub-variables, namely usability, information quality, and service interaction (Andriani & Harti, 2021).

Website quality has an important influence on conveying messages to consumers. A quality website encourages repeated use over a long period of time. Website quality is also related to the ease of understanding information for website users (Rismayanti & Sarah, 2021).

Customer Satisfaction

According to Zikri (2022), satisfaction is the level of feeling that a person feels after comparing the performance or results received with his expectations. In this context, the level of consumer satisfaction depends on the difference between perceived performance and expectations. If the performance does not meet expectations, the customer will feel disappointed. If performance matches expectations, consumers will feel very satisfied. And if performance exceeds

expectations, customers will feel very satisfied. Consumer expectations can be formed through past experiences, comments from people close to them, and information received from marketers and the media. In the same context, consumer satisfaction can be explained as a feeling of pleasure or disappointment that arises after comparing the perception or impression of the performance or results of a product with their expectations (Ahmad Zikri, 2022).

The level of customer satisfaction will increase when they feel that the transaction with the seller has been carried out fairly. Fairness in this context refers to the balance between the value of money invested by consumers and what the seller provides to consumers. Customer satisfaction arises as a result of the consumer's experience of the product or service received, and if the experience is positive, it will trigger positive emotions and feelings of pleasure in the customer (Gultom et al., 2020).

Hypothesis Development
Relationship between Service Quality and Customer Satisfaction
Service quality can be defined as an evaluation of attitudes and relationships formed based on a comparison between expectations and performance provided (Rahmalia & Chan, 2019). (Gofur, 2019) explains that service quality refers to the level of excellence expected and efforts to control that level of excellence to meet consumer needs. There are two factors that influence service quality, namely expected service and perceived service (Tjiptono, 2020). If the perceived service matches or exceeds expectations, then the service quality is considered good or positive. Research (Fadhel, 2017) on Service Quality Analysis on Customer Satisfaction at the Abidin Workshop in Kotabumi, North Lampung, shows that statistically the service variable has an influence on the satisfaction of vehicle owners in the workshop. In addition, research (Wardani, 2017) shows that service quality has a positive and significant impact on customer satisfaction. This research hypothesis is obtained:
H1: Electronic Service Quality has a positive effect on Customer Satisfaction.

Relationship between Electronic Payment and Customer Satisfaction
There are two variants of electronic money that exist, namely server-based and chip-based. Chip-based electronic money has advantages in terms of ease of use with the "tap-and-pay" system. The following is a comparison between server-based and chip-based electronic money (Sulistyowati et al., 2020). E-wallet or digital wallet refers to an electronic device, service, or even a software application that allows users to conduct online transactions with other users, either to buy goods or services (Nawawi, 2020). The above opinion can be concluded that a digital wallet is an application in a smartphone that is used to store money, make it easier for consumers to make payments, can be used anytime and anywhere,

and also shorten the time in the transaction process. According to (Wardani, 2017) Perceived ease of use is a measure of the extent to which a person believes that the use of a technology is clear and does not require much effort, but must be easy to use and easy to operate. With the convenience of digital wallet applications such as OVO, consumers will feel satisfied because they feel helped by the OVO application which is easy to use. (Ernawati & Noersanti, 2020). Research conducted by (Ramadayani et al., 2022) shows the results that convenience has a positive and significant impact on customer satisfaction. This research hypothesis is obtained:

H2: Electronic Payment has a positive influence on customer satisfaction.

Relationship between Website Design and Customer Satisfaction

Website design is a design technique related to the content and appearance of pages on an internet site or a type of graphic design used in the development and arrangement of objects in the internet information environment. The goal is to provide high-quality and high aesthetic features to users, to create websites or electronic documents with a sophisticated graphic design approach (Hasanudin & Adityawan, 2020). A good website, as illustrated by ease of use and smooth transaction procedures, will give a professional impression and create an experience that builds an image in the minds of customers that the site is reliable and trustworthy. The main goal of any website is to provide quality content to its intended audience, with an elegant design. Website design criteria to consider include aspects such as navigation, consistency, performance, appearance, quality assurance, interactivity, and security (Asih & Pratomo, 2018). When web design achieves the right balance between efficient navigation and attractive aesthetic aspects, it can generate positive perceptions in consumers. This positive perception arises due to the impact of attractive visual stimuli. When users perceive web design as good, this can lead to a higher valuation of the site and ultimately create customer satisfaction (Nazirah & Utami, 2017). This research hypothesis is derived:

H3: Website design has a positive influence on customer satisfaction.
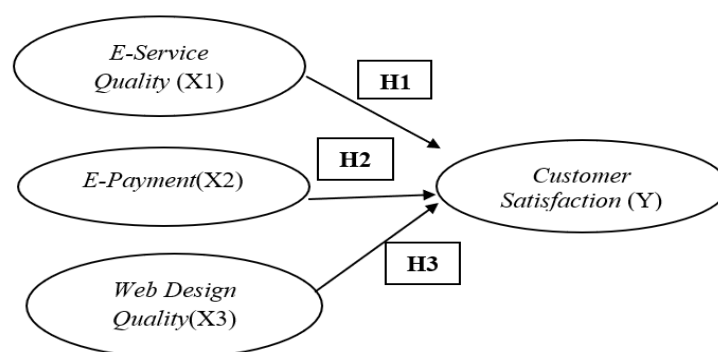
Framework of Thought

Figure 1 Framework of Thought

METHODS

This research falls into the category of quantitative research with an explanatory research approach. Explanatory research is a type of research that seeks to analyze the relationship between various variables or explain how one variable affects another. Explanatory research focuses on providing an explanation of the reasons and ways a relationship occurs in a context or situation (Sugiyono, 2019).

The population that is the subject of this research is all Gacoan consumers in Surakarta city. The sampling technique used in this study is purposive sampling, where the sample is selected based on the research objectives, and the sample selection process depends on data collection. Researchers use certain criteria that are a requirement for selecting samples for this study, in accordance with the method described by (Sugiyono, 2019). Because not all samples meet the predetermined criteria, only eligible samples will become respondents in this study, the conditions are:
   a. At least 18 years old
   b. Have the Shopeefood application
   c. Have ever bought Gacoan products on the Shopeefood application in Surakarta City

The sample size calculation in this study refers to the theory presented by (Ferdinand, 2014). According to (Ferdinand, 2014), the guidelines for determining sample size depend on the number of indicators contained in all latent variables. He suggested that the sample size should be between 5 to 10 times the number of indicators used. In this study, there are 16 indicators used. Therefore, following the estimation based on the number of indicators, the required sample size ranges from 80 to 160 respondents. Thus, this study requires at least 200 respondents as the minimum sample that can be taken by researchers.

In this study, primary data was used as the main material. Primary data is obtained through the first source, namely through the answers of respondents who are customers of Mie Gacoan in Surakarta City, and data collection is carried out using a type of questionnaire. Primary data refers to information obtained directly by researchers first hand, relating to the variables that are the focus of the study.

To collect data, the method used was to distribute questionnaires through Google Forms. The questionnaire was designed using a Likert scale format, and in the preparation of the questionnaire, an interval scale was used which is commonly used in questionnaire research.

This study consists of independent variables (X) and dependent variables (Y). The dependent variable is the variable that is influenced by the independent variable. independent variables, in this case, are E-Service Quality (X1), E-Payment (X2), and

Web Design Quality (X3) on the dependent variable, namely Customer Satisfaction (Y) by consumers.

The data analysis method is an important stage in processing research results in order to reach a significant conclusion. In this study, the analysis tool used was IBM SPSS version 26. IBM SPSS is one of the most commonly used software in research involving quantitative data or qualitative data that is converted into quantitative data (Purnomo, 2016).

RESULTS

Validity and Reliability
Based on the testing method in Chapter III, research instruments need to be tested first for validity and reliability in measuring research variables in a research sample, so that the research can produce results that are in accordance with the actual situation.

Table 1. Validity Test

Variable	Questionnaire	r_{count}	r_{table}	Description
E-Service Quality	Item 1	$.824^{**}$	0.1388	Valid
	Item 2	$.759^{**}$	0.1388	Valid
	Item 3	$.762^{**}$	0.1388	Valid
	Item 4	$.743^{**}$	0.1388	Valid
E-Payment	Item 1	$.771^{**}$	0.1388	Valid
	Item 2	$.791^{**}$	0.1388	Valid
	Item 3	$.683^{**}$	0.1388	Valid
	Item 4	$.806^{**}$	0.1388	Valid
Web Design Quality	Item 1	$.816^{**}$	0.1388	Valid
	Item 2	$.746^{**}$	0.1388	Valid
	Item 3	$.742^{**}$	0.1388	Valid
	Item 4	$.847^{**}$	0.1388	Valid
Customer Satisfaction	Item 1	$.798^{**}$	0.1388	Valid
	Item 2	$.773^{**}$	0.1388	Valid
	Item 3	$.756^{**}$	0.1388	Valid
	Item 4	$.734^{**}$	0.1388	Valid

Source: Primary data processed, 2023

Table 1 shows that in testing the validity of the E-Service Quality, E-Payment, Web Design Quality, and Customer Satisfaction variables which are below the rtable value in the r table in degrees of freedom df = 200 - 2 = 198 is 0.1388, or in other words, all variables have indicators with r_{count}> r_{table}.

Table 2. Reliability Test

Variable	Cronbach's Alpha	Description
E-Service Quality	0.773	Reliable
E-Payment	0.762	Reliable
Web Design Quality	0.797	Reliable
Customer Satisfaction	0.764	Reliable

Source: Primary data processed, 2023

The results of the reliability test carried out on all variable statements can be seen through the Cronbach's alpha value of E-Service Quality of 0.773, E-Payment of 0.762, Web Design Quality of 0.797, and Customer Satisfaction of 0.764. By looking at the categorization of reliability values, all variables can be said to have reliability because they are more than 0.7.

Classical Assumption Test
Data Normality
Data is said to be normally distributed (H_0) if the ρ-value (sig) > 0.05. The ρ-value (sig) value can be found in the "Asymp. sig. (2-tailed)" column in the output of the normality test calculation results using the SPSS program. This normality test process uses the Monte Carlo method. The normality test is based on the following hypotheses:
H_0: the data in the sample is normally distributed
H_1: the data in the sample is not normally distributed

The SPSS application program was used for data processing. The calculation results can be seen in Table 3 as follows:

Table 3. Normality Test Results

Variable	Kolmogorov Smirnov	P_{value}	Description
Customer Satisfaction	0.063	0.053	Normal

Source: Primary data processed, 2023

Based on Table 3, the error/residual normality test shows that the error (e), or residual, is generated from the following equation:

A good regression is a regression in which the residual values follow a normal distribution. Based on the statistical data in Table 3, the normality test results on errors/residuals show that the hypothesis stating that the residual distribution in this regression analysis follows a normal distribution is accepted. This can be seen from the Kolmogorov-Smirnov value (test statistic) of 0.063 and the Asymp Sig

value. 0,053> 0,05. These two values indicate that the assumptions or requirements in regression analysis have been met.

Multicollinearity Test
The purpose of this collinearity test is to find a high or even perfect correlation between two independent variables in the regression model. Testing is done with the hypothesis:
H_0: there is collinearity between the variables E-Service Quality, E-Payment, and Web Design Quality.
H_1: there is no collinearity between the variables E-Service Quality, E-Payment, and Web Design Quality.

Multicollinearity hypothesis testing is done by looking at the VIF and tolerance values in the multicollinearity test results through SPSS below:

Table 4. Multicollinearity Test Results

Variable	Tolerance	VIF	Description
E-Service Quality	0.181	5.513	No Multicollinearity
E-Payment,	0.240	4.162	No Multicollinearity
Web Design Quality	0.174	5.732	No Multicollinearity

Source: Primary data processed, 2023

If the tolerance number of the regression model is more than 0.1 and the VIF value is less than 10, then the regression model is considered free from multicollinearity. The tolerance value is more than 0.1 and the VIF value is less than 10 based on these test requirements and the test results shown in Table 4. A tolerance value of more than 0.1 and a VIF value of less than 10 indicates that the three independent variables do not occur in multicollinearity. Therefore, it can be said that the three independent variables used do not have multicollinearity problems.

Heteroscedasticity Test
Heteroscedasticity testing is done using the Glejser test which involves the absolute value of residuals. The results of this test can be found in Table 5, as shown below:

Table 5. Glejser Heteroscedasticity Test

Variable	Sig.	Description
E-Service Quality	0.059	No Heteroscedasticity
E-Payment,	0.801	No Heteroscedasticity
Web Design Quality	0.212	No Heteroscedasticity

Source: Primary data processed, 2023

A good regression model must have homoscedasticity, that is, the inequality of variance between residuals from one observation to another is minimal. Testing heteroscedasticity with the Spearman method aims to determine whether heteroscedasticity exists or not by looking at the Sig. value in Table 5. In the Glejser test, the Sig. value in the table must be greater than 0.05 to conclude that the regression model does not have heteroscedasticity.

In your case, the Sig. value in the regression model shows that the E-Service Quality variable has a value of 0.059, E-Payment has a value of 0.801, and Web Design Quality has a value of 0.212. Since all of these Sig. values are greater than 0.05, it can be concluded that this regression model does not experience heteroscedasticity. In other words, this model can be used to predict the Customer Satisfaction variable based on the E-Service Quality, E-Payment, and Web Design Quality variables without worrying about significant heteroscedasticity.

Descriptive Statistics

Table 6. Description of Research Data

	N	Mean	Median	Maximum	Minimum	Standard deviation
Customer Satisfaction	200	17.73	18.00	20	6	2.198
E-Service Quality	200	17.66	18.00	20	6	2.209
E-Payment,	200	17.70	18.00	20	5	2.148
Web Design Quality	200	17.54	18.00	20	6	2.303

Source: Primary data processed, 2023

Descriptive Analysis of Customer Satisfaction
The average customer satisfaction score collected from respondents is 17.73, with a standard deviation of 2.198, a median score of 18, a minimum score of 6, and a maximum score of 20. The data on the Customer Satisfaction variable in this study contains representative data because the mean and median values, namely 17.73 and 18 are the same.

a. Descriptive Analysis of E-Service Quality
The respondent's E-Service Quality score is a median of 18, minimum of 6, maximum of 20, and average of 17.66 with a standard deviation of 2.209. The E-Service Quality variable data in this study are quite representative, as indicated by the same median and average values, which are 17.66 and 18 respectively.

b. Descriptive Analysis of E-Payment

The median E-Payment is 18, the minimum E-Payment is 6, and the maximum e-payment is 20, which is determined by the respondent, has an average of 17.70 and a standard deviation of 2.148. The E-Payment variable data in this study contains fairly representative data, which is indicated by the same median and average values, which are 17 and 18.

c. Descriptive Analysis of Web Design Quality

With a standard deviation of 2.303, a median of 18, a minimum Web Design Quality of 5, and a maximum Web Design Quality of 20, the average Web Design Quality number collected from respondents is 17.54. Based on the same mean and median values of 17.54 and 18, it can be concluded that the data on the Web Design Quality variable in this study are quite representative.

Hypothesis Test

Hypothesis testing is carried out to see the significance of the influence that has been shown in the results of the calculation of the coefficient of determination in the regression test. Hypothesis testing in partial regression is done by looking at the tcount value and sig. value, while hypothesis testing in multiple regression is done by looking at the tcount value in the partial test and Fcount in the simultaneous test.

Simultaneous Regression Test of E-Service Quality, E-Payment, and Web Design Quality Variables on Customer Satisfaction

Table 7. F Test of E-Service Quality, E-Payment, and Web Design Quality Variables on Customer Satisfaction

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	850.324	3	283.441	500.056	.000
	Residual	111.096	196	.567		
	Total	961.420	199			

Source: Primary data processed, 2023

The F test was conducted to test the effect of E-Service Quality, E-Payment, and Web Design Quality variables together on the Customer Satisfaction variable. This is done through the following hypothesis:

H0: there is no significant influence given by the variables of E-Service Quality, E-Payment, and Web Design Quality on the Customer Satisfaction variable.

H1: there is a significant influence given by E-Service Quality, E-Payment, and Web Design Quality on the Customer Satisfaction variable.

From Table 7, it can be seen that the Sig value = 0.000 <0.05 and Fcount> Ftable (500.056> 2.11), then H0 is rejected, which means that the regression coefficient is significant. So it can be said that there is a significant influence of the variables

of E-Service Quality, E-Payment, and Web Design Quality together on Customer Satisfaction.

Table 8. Results of Adjusted R Square Value

Summary Model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.940[a]	0.884	0.883	.753

a. Predictors: (Constant), X3, X2, X1

Source: Primary data processed, 2023

Table 8, explains that the R2 value on the E-Service Quality, E-Payment, and Web Design Quality variables on Customer Satisfaction shows an influence with a determination value of 0.884 or equal to 88.4%. This figure means that E-Service Quality, E-Payment, and Web Design Quality have an influence on Customer Satisfaction (Y) of 88.3% and the remaining 11.7% is influenced by other variables.

Table 9. T-test

Variable	T_{count}	p	Description
E-Service Quality	6.211	0.000	H_0 rejected
E-Payment,	9.374	0.000	H_0 rejected
Web Design Quality	2.883	0.004	H_0 rejected

Source: Primary data processed, 2023

This test basically describes the extent to which one independent variable affects the dependent variable assuming other independent factors remain constant. This test is used to assess the significance of the regression coefficient separately (Ghozali, 2018). If the significance value is <0.05, which is obtained t table of 1.986 (can be found in Ms-Excel with the formula TINV (0.05,94) then an independent variable partially has a significant effect on the dependent variable (Ghozali, 2018). Based on table 9, it can be interpreted as follows:

a. The results of testing hypothesis 1 obtained the tcount value is 6,211 and p = 0.000. Based on the results obtained, it is known that the tcount value is 6.211> ttable (1.986) with a significance of 0.000 <0.05. This means that H1 is accepted, which partially the E-Service Quality variable has a positive impact on Customer Satisfaction. Thus

b. The results of testing hypothesis 2 obtained the tcount value is 9.374 and p = 0.000. Based on the results obtained, it is found that the tcount value is 9.374> ttable (1.986) with a significance of 0.000 <0.05. This means that H2 is accepted, which partially the E-Payment variable has a positive effect on Customer Satisfaction.

c. The results of testing hypothesis 3 obtained a tcount value of 2.883 and p = 0.004. Based on the results obtained, it is known that the tcount value is 2.883> ttable (1.986) with a significance of 0.004 <0.05. This means that H3 is accepted,

which partially the Web Design Quality variable has a positive impact on Customer Satisfaction.

Table 10. Multiple Linear Regression Testing Results

Variable	Coefficient	Beta	t_{count}	p
Constant	0.292		0.642	0.522
E-Service Quality	0.352	0.354	6.211	0.000
E-Payment,	0.472	0.464	9.374	0.000
Web Design Quality	0.160	0.168	2.883	0.004

Source: Primary data processed, 2023

The results of multiple linear regression tests form a regression line equation that presents the effect of E-Service Quality, E-Payment, and Web Design Quality on Customer Satisfaction, which is obtained through the table above. The regression equation is:

$$\hat{Y}= 0.292 + 0{,}352\ X_1 + 0{,}475\ X_2 + 0{,}160$$

The regression equation means that if E-Service Quality, E-Payment, and Web Design Quality have a value of 0, or have not entered into the calculation, then Customer Satisfaction has a value of 0.292. Then the E-Service Quality variable regression coefficient of 0.352 means that if E-Service Quality increases by one unit, Customer Satisfaction will increase by 0.352 as well. The E-Payment variable regression coefficient of 0.475 means that if E-Payment increases by one unit, Customer Satisfaction will increase by 0.475 as well. The Web Design Quality variable regression coefficient of 0.160 means that if Web Design Quality increases by one unit, Customer Satisfaction will increase by 0.160 as well.

From the results of regression testing, it can be concluded that there is an influence of E-Service Quality, E-Payment, and Web Design Quality together on Customer Satisfaction.

DISCUSSION

The Effect of E-Service Quality on Customer Satisfaction on Gacoan products in the Shopeefood application in Surakarta City
Based on the description of the data above, especially the hypothesis test, the tcount value is 6.211> t table (1.986) and the sig value is 0.000 which is less than 0.05, these results are obtained from testing with the help of the SPSS program and it is proven that the value is significant through the p-value. This means that there is a positive impact of E-Service Quality on Customer Satisfaction at E-commerce Shopee in Surakarta City. This shows that the higher the quality of electronic services, the higher the customer satisfaction in shopping for Gacoan at Shopee.

The results of this study are in accordance with the conception (Gofur, 2019) that service quality can be defined as an evaluation of attitudes and relationships formed based on a comparison between expectations and performance provided. There are two factors that influence service quality, namely expected service and perceived service. This study shows that the perceived service matches or exceeds expectations so electronic service quality has a positive influence on customer satisfaction.

The results of this study are in line with previous studies such as research (Yunitasari et al., 2022) The study has the result that E-Service Quality has a positive relationship with Customer Satisfaction. From the quantitative information and concepts/theories above, the authors conclude that E-Service Quality has a significant positive effect on Customer Satisfaction with Gacoan products in the Shopeefood application in Surakarta City.

The Effect of E-Payment on Customer Satisfaction for Gacoan products in the Shopeefood application in Surakarta City
Based on the description of the data above, especially the hypothesis test, the tcount value is 9.374> t table (1.986) and the sig value is 0.000 which is less than 0.05, these results are obtained through testing with the help of the SPSS program and it is proven that the value is significant through the p-value. This means that there is a positive influence of E-Payment on Customer Satisfaction with Gacoan products in the Shopeefood application in Surakarta City. With the convenience of the Shopee application, consumers will feel satisfied because it is helped by the Shopee application which is easy to use.

The findings of this study support the theory (Sulistyowati et al., 2020) that the "tap-and-pay" feature on chip-based electronic money makes it easier to use. Electronic devices, services, or even software applications, known as e-wallets or digital wallets, allow users to transact online with other users for the purchase of products and services. In conclusion, the Shopee software on smartphones is used to store money, which facilitates payments for customers, allows flexibility in usage, and saves time.

The extent to which a person feels that the use of a technology can be easily understood and does not involve much work is measured by their perception of the ease of use of the technology.
The research results are in line with previous findings such as research (Ernawati & Noersanti, 2020) that E-Payment has a positive relationship with Customer Satisfaction. In conclusion, E-Payment has a significant positive impact on Customer Satisfaction at E-commerce Shopee in Surakarta City.

The Effect of Web Design Quality on Customer Satisfaction of Gacoan products in the Shopeefood application in Surakarta City

Based on the description of the data above, especially the hypothesis test, the tcount is 2.883> ttable (1.986) and the sig value is 0.004 which is less than 0.05, these results are obtained through testing with the help of the SPSS program and it is proven that the value is significant through the p-value. This means that there is an influence of Web Design Quality on Customer Satisfaction with Gacoan products in the Shopeefood application in Surakarta City. Web Design Quality, which includes a balanced combination of navigation and aesthetics, can create positive perceptions in consumers. This positive perception arises because of the attractive visual effects caused by good web design.

The findings of this study are in line with the theory (Hasanudin & Adityawan, 2020) of a design approach that concerns the content and presentation of pages on a website, or a type of graphic design targeted at creating and organizing objects in the Internet information environment to offer premium user features and visual appeal with the aim of producing websites / electronic documents using graphic design techniques. The higher Web Design quality of a product increases the likelihood that a loyal consumer will repurchase it. Any website should aim to serve its target audience with high-quality content and attractive design.

The results of this study are in line with the findings (Asih & Pratomo, 2018) that Web Design Quality has a positive relationship with Customer Satisfaction. In conclusion, Web Design Quality has a significant impact on Customer Satisfaction at E-commerce Shopee in Surakarta City.

CONCLUSION

Based on the results of data analysis and discussion, it is found that the E-Service Quality variable has a positive influence on Customer Satisfaction with Gacoan products is a significant result. This shows that the quality of electronic services provided to customers, such as fast response to customer inquiries, speed of order delivery, and ease of communication through the Shopeefood application, is very important in increasing customer satisfaction. Customers tend to be more satisfied when they feel that the services they receive are of high quality. Furthermore, the finding that the E-Payment variable also has a positive effect on Customer Satisfaction has relevant implications in the modern business context. E-payment is one of the important aspects of online transactions, and the results of this study show that the ease and security of the payment process can affect customer satisfaction. The more efficient and secure the payment system provided by the Shopeefood app, the higher the level of customer satisfaction. In

addition, the finding that the Web Design Quality variable has a positive influence on Customer Satisfaction confirms the importance of appearance and user experience in the development of e-commerce applications. Users who find the app interface easy to use, attractive, and informative are likely to feel more satisfied with their shopping experience. Therefore, companies should invest in the development of attractive and easy-to-navigate web designs to ensure higher customer satisfaction. Furthermore, the last finding which states that the three independent variables (E-Service Quality, E-Payment, and Web Design Quality) jointly have a positive effect on Customer Satisfaction indicates that holistic shopping services and experiences are key to improving customer satisfaction. In the context of the Shopeefood application in Surakarta City, the company must ensure that all these aspects are well integrated to create a positive and satisfying shopping experience. As for suggestions for companies, they should continue to monitor and improve the quality of the e-services they offer. This includes ensuring quick responses to customer queries, improving order delivery times, and maintaining good communication through the app platform.

LIMITATION

This study is limited to the population of buyers of Mie Gacoan through the ShopeeFood application in Surakarta City. This makes the research results may not be generalized to a wider population or other geographic areas.

This study used a sample of 200 respondents. The sample taken only represents a small portion of the total ShopeeFood users in Surakarta City. Therefore, the results of this study may not represent all ShopeeFood users in Surakarta City. Future research can use a larger sample to represent all ShopeeFood users in Surakarta City.

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