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The Influence Of Online Service Quality (PESQ) On Customer Trust (E-Trust) On The Shopee Indonesia E-Commerce Platform

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Abstract:

This research explores the broad impact of digital technology, especially the internet, on the trade sector in Indonesia. A significant transformation can be seen in the shift from conventional trading to electronic commerce or e-commerce, which is better known as marketplace or market place. The increase in smartphone users with internet access has facilitated the use of social media, opening up educational opportunities for middle class people regarding online trading. By focusing on this development, this research adopts a quantitative approach with a quantitative associative method, which is based on the philosophy of positivism. The aim of the research is to examine the relationship between online service quality (PeSQ) and customer trust (E-Trust) on the Shopee e-commerce platform in Indonesia. Through quantitative statistical analysis, this research aims to identify the extent to which service quality contributes to the level of customer trust in the Shopee e-commerce context. The results of hypothesis testing show that online service quality (PeSQ) has a significant influence on customer trust (e-Trust) in Shopee . Regression analysis revealed an equation indicating a positive relationship between service quality and customer trust. A high correlation of 0.834 indicates a very strong relationship between the two variables. The conclusions of this research strengthen the view that online service quality plays an important role in forming customer trust in the Shopee e-commerce context. As much as 69.6% of the variation in customer trust can be explained by service quality, while the remainder is influenced by other factors not examined in this study.

Keywords: Quality of Service Received Online (PeSQ), Customer Trust (e-Trust)

INTRODUCTION

The current development of digital technology is very broad and has a big impact on various sectors. One of the most influential technologies is the internet, which has significantly changed the trade landscape in Indonesia. Trade which was initially conventional has transformed into electronic commerce or e-commerce, which has become known as marketplace or market place (Wijaya and Wibawa, 2020). The increase in smartphone users with easy access to the internet has brought social media features, allowing middle class people to better understand and be educated about trading via the internet. This phenomenon provides great growth opportunities for e-commerce companies in Indonesia.

The difference between e-commerce and market places lies in the fact that e-commerce is an online sales channel managed by individuals or companies with their own domain and hosting to sell products to consumers. E-commerce owners are responsible for aspects of promotions, discounts, marketing and regulations that apply to consumers. Meanwhile, a market place is defined as an online buying and selling platform that facilitates interaction between sellers and buyers through an application. Along with this development, many e-commerce sites are making it easier for consumers to shop online.

The presence of various types of market places in Indonesia has made Shopee also enliven this industry. Evidently, Shopee is the e-commerce with the highest number of downloads and ranked first in the second quarter of 2021. Shopee promotes itself as an online shopping platform that is safe, comfortable and practical.

Shopee continues to innovate by introducing new features. Currently, Shopee not only provides shopping options, but also offers a paylater feature, allowing consumers to shop and make payments at the end of the month. However, this strategy has not been able to make Shopee dominate the online trading market.

Shopee, as a new e-commerce company, is experiencing rapid growth in the online trading market. As a mobile-based platform, Shopee officially launched in Indonesia in 2015, recording impressive achievements in 2018 by reaching 1.5 million transactions within 24 hours, creating a new record in the Indonesian e-commerce industry.

In pursuing success, Shopee not only offers attractive products and promotions, but also focuses on the quality of the online services they provide. A fundamental question arises: to what extent Shopee's online service quality (PeSQ) contributes to the formation of customer trust (*AND-Trust*) against this platform?

Through this research, we will dig deeper and analyze the influence of online service quality (PeSQ) on customer trust (*E-Trust*) on the platform *e-commerce* Shopee Indonesia. As consumers, how much we trust Shopee as an online shopping platform can be greatly influenced by various factors, from speed and skill in handling complaints to openness about product and transaction information.

By understanding and analyzing the impact of PeSQ on *E-Trust*, This research is expected to provide valuable insight for Shopee as a service provider *e-commerce* and also for consumers who increasingly understand the importance of service quality in building trust.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

1. Service Quality Received Online (PeSQ)

Parasuraman et al. (1988, in Hasanudin & Arifianto, 2020) defines the quality of service received or *Perceived Service Quality (PSQ)* a customer measurement of product performance and quality. The concept of quality itself refers to the concept of TQM (*Total Quality Management*) which was built by Shewart in 1920 which was then developed by various researchers including Parasuraman et al. (1985), who assessed quality as a function that differentiates between expected performance and perceived performance. Slowly, the quality paradigm, which is more focused on the product as the object of research, is shifting to customer satisfaction. Curry and Faulds (1986, in Rareş, 2014) argue that PSQ is the result of a combination of services, customers and service providing agencies (companies), in the form of evaluation and assessment of products or services.

As time progresses, the use of technology, information and communication (ICT) becomes inevitable. So the PSQ that previously existed was no longer deemed appropriate for measuring customer satisfaction when using online services. For this reason, the Online PSQ (PeSQ) measurement was developed. In this study, researchers used the PeSQ method to measure existing online services.

Rareş (2014) developed a measurement concept which is a summary of several literatures on measuring service quality both offline and online. In measuring the perceived quality of online services or Online PSQ (PeSQ), there are several indicators that can be used, including:

- a. *Online Service Quality*, which looks at the usability aspect *website*, design, responsiveness, speed, and so on.
- b. *Online Flow*, which consists of efforts to receive online services, the user's personality and ability to operate online services.

2. Customer Trust (e-Trust)

Rahmawati (2013) in Syafriza and Widodo (2018) describes trust as the main basic principle of a business. A business transaction between two or more parties will occur if each of them trusts each other. Meanwhile, Lau and Lee (1999, in Nurhadi and Aziz, 2018) explain that trust is a person's availability to surrender themselves to another party at a risk. Fajariah (2019) Trust is a mental condition that is based on society's situation and social background. When someone makes a decision, he or she will prefer to make a decision based on the choice of people who can be trusted rather than those who are not so trusted. In his research, Picaully (2018) states that customer trust is all the knowledge that the customer has and all the conclusions that the customer makes, including information about the object. , and nature.

Customer trust is the most important thing in online transactions, with trust consumers are able to repurchase products and recommend products to other people. Gefen (2002, in Cui et al., 2020) explains that indicators of customer trust are:

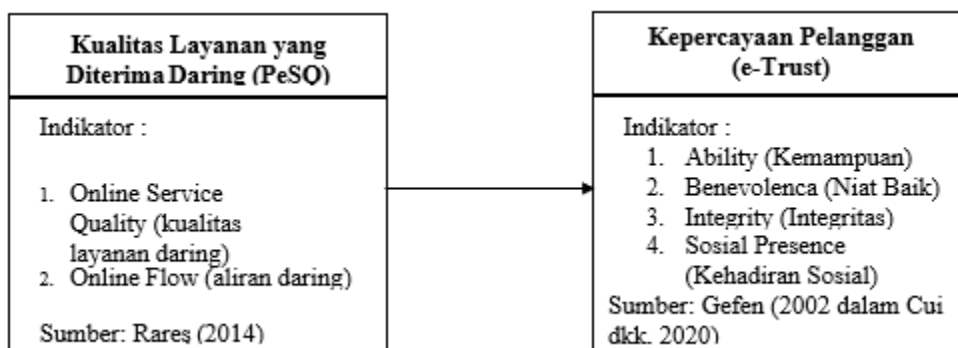
- a. *Ability (ability)*, explaining that "*how the member organisations of a network in general are perceived by its members as regards skills, competencies, and other characteristics that may be of relevance to them*". This means how the abilities of a network of organizational members (customers) in general that they receive are in accordance with their skills, competencies and other characteristics that may be relevant to them. For example, Shopee provides cosmetics that suit customer characteristics. .

- b. Benevolence, explains that “*how the member organisations of a network in general are perceived by its members as regards their intention to do good to them*”. This means how members of the organization are generally well received as an appreciation for what they have done. For example, Shopee provides discounts for new members.
- c. Integrity, explains that “*when organisations honours previously established agreements by acting in accordance with them and acts according to established norms of justice*”. This means that when an organization agrees that they will respect the previously agreed rules, they will act in accordance with the norms/rules. For example, customers with a certain minimum purchase get a discount on shipping costs.
- d. Social Presence Gefen & Strub (2003) explains that “*Social presence is a characteristic of the medium that can be termed social presence- information richness (SPIR)*”. It means Presence Social media is a characteristic of media that can be called a wealth of social presence information. For example, we can see Shopee advertisements anywhere, for example Instagram, YouTube, Facebook, television, billboards and so on.

3. Thinking Framework

According to Sugiyono (2019:95) a good thinking framework will theoretically explain the links between the variables to be studied. So, theoretically it is necessary to explain the relationship between independent and dependent variables. If there is a moderator variable in the research, it is also necessary to explain why that variable is involved in the research. The relationship between these variables is then formulated in the form of a research paradigm. Therefore, Every paradigm formulation must be based on a framework of thinking.

A researcher must master scientific theories as a basis for arguments in compiling a framework of thinking that produces a hypothesis. This framework of thinking is a temporary explanation of the symptoms that are the object of the problem. So, a framework of thinking is a synthesis of the relationships between variables compiled from various theories which has been described. Based on the theories that have been described, they are then analyzed critically and systematically, resulting in a synthesis of the relationships between the variables studied. Synthesis of the relationship between these variables is then used to formulate a hypothesis. Based on the theoretical basis and previous research, the thinking framework in this research is as presented in the following picture:



Picture 2.1 Picture of Thinking Framework

Hypothesis: Service Quality Received Online (PeSQ) has a positive and significant effect on Customer Trust (*e-Trust*)

METHODS

1. Research methods

This research is a type of quantitative research with the application of quantitative associative methods. Quantitative research methods, according to Sugiyono's definition (2019:16), are a research approach that is based on the philosophy of positivism. This approach is used to investigate phenomena in a particular population or sample, by collecting data using research instruments. Data analysis in this research will be quantitative or statistical in nature, with the aim of testing the hypotheses that have been established.

Associative quantitative, explained by Sugiyono (2013:57), refers to research that aims to explore the relationship between two or more variables. In the context of this research, an associative quantitative approach will be used to research and analyze the relationship between online service quality (PeSQ) and customer trust (*E-Trust*) on the platforme-commerce Shopee in Indonesia. Thus, this research seeks to identify the extent to which service quality contributes to the level of customer trust in this contexte-commerceShopee.

2. Population and Sample

a. Population

According to Sugiyono (2017:80), population is not only people, but also objects and other natural objects. This research focuses on the population of Shopee users in Indonesia. This population includes all individuals who actively use the Shopee e-commerce platform to carry out online transactions. Considering the wide scale, the approach used to obtain a representative sample was the Rao Purba sampling technique.

b. Sample

The sample is part of the number of characteristics possessed by the population. The sampling technique used is *nonprobability sampling*, namely a sampling technique that does not provide equal opportunities for each element or member of the population to be selected as a sample (Sugiyono, 2019: 131). Because the population in this study is Pamulang University students, workers, users and those who have shopped at Shopee, the number of which is not known with certainty, the sample size in this study was determined using the Rao (2008) formula. By using the following formula:

$$n = \frac{Z^2}{4 (\text{Moe})^2}$$

Where :

n = number of samples.

Z = Sample Determination Confidence Level (90% or 1.96)

Moe = *margin of error* or the maximum error that can be tolerated is 10%.

So from the formula calculations we get:

$$n = \frac{1,96^2}{4(0,1)^2}$$

$$n = \frac{3,8416}{0,04}$$

$$n = 96,04$$

3. Data Collection Techniques

The data used in this research consists of two types, namely primary data and secondary data. The following is an explanation of these two types of data:

a. Data Primer

Primary data is information created by researchers with the specific aim of solving research problems (Malhotra, 2005, p120). In the context of this research, primary data was obtained through distributing questionnaires to respondents. This data is the main source of information obtained directly from research participants.

b. Data Seconds

Secondary data is information that has been collected for purposes other than solving the research problem being faced (Malhotra, 2005, p121). In this research, secondary data was obtained from literature, library studies, and online media as sources of supporting information. This data is used to provide context, the basis for the phenomenon being studied.

1. Test Research Instruments

Sugiyono (2014: 92) states that "A research instrument is a data collection tool used to measure observed natural and social phenomena". Thus, the use of research instruments is to search for complete information about a problem, natural or social phenomenon. In research, data has a very important position. This is because the data is a depiction of the variables studied and functions as a means of proving a hypothesis. Whether the data is valid or not really determines the quality of the data. This depends on whether the instruments used fulfill the principles of validity and reliability. . In testing this instrument, 2 (two) tests are used, namely:

a. Validity test

Validation is showing the degree of accuracy between data that actually occurs on an object and data that can be collected by researchers. According to Sugiyono (2017:361) "Valid means that there are similarities between the data collected and the actual data."

According to Ghozali (2017: 52), "A questionnaire is said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure." To carry out a validity test, look at the table *Item-Total Statistics*.

This value is compared with the $r_{count} > r_{table}$ value or it can also be compared with the $\text{chronbath } \alpha \text{ value} > \alpha \text{ critical standard}$, then it is said to be valid. To test the validity of each instrument, the formula used is *product moment correlation coefficient* as follows:

$$r_{xy} = \frac{n(\sum xy) - (\sum x)(\sum y)}{\sqrt{[n\sum x^2 - (\sum x)^2][n\sum y^2 - (\sum y)^2]}}$$

Source: Sugiyono (2017: 356)

Information:

r_{xy} = correlation coefficient between X and Y

n = number of respondents

x = questionnaire item score

and $\sum x$ = total score of questionnaire items

$\sum x^2$ = sum of squares of all X scores

$\sum y^2$ = sum of squares of all Y scores

In this research, calculating the level of validity was carried out using *software* program tools *Statistical Package for Social Science (SPSS)*, so that the value of the questionnaire on each independent variable can be known.

The criteria or decision requirements for an instrument are said to be valid or not according to Sugiyono (2017:173), namely by comparing r_{count} with r_{table} under the condition:

- 1) If $r_{count} > r_{table}$, maka instrument valid,
- 2) If $r_{count} < r_{table}$, then it is said to be invalid.

b. Reliability Test

A reliability test is a series of measurements or a series of measuring instruments that have consistency if the measurements made with the measuring instrument are carried out repeatedly. A good instrument will not be tendentious in directing respondents to choose certain answers. According to Sugiyono (2017:168), "If a reliable instrument is used several times to measure the same object, it will produce the same data. Meanwhile, according to Ghozali (2017:47) "Reliability is a tool for testing the consistency of respondents' answers to questions in the questionnaire. A questionnaire is said to be reliable if a person's answers to questions are consistent or stable over time.

Based on the definition above, reliability is defined as characteristics related to accuracy, thoroughness and consistency. It is said to be reliable if several times carrying out measurements on a group of subjects, relatively similar results are obtained, as long as the aspects measured in the subject have not changed.

The formula used in this research is that reliability is sought using the formula *alpha* or *cronbach's alpha* (α) because the questionnaire question instrument used is a range between several values, in this case using a rating scale of 1 to 5. According to Arikunto (2015:223) the way to calculate the level of reliability of data is by using the formula *Alpha Cronbach* as follows:

$$r_{11} = \left[\frac{k}{k-1} \right] \left[1 - \frac{\sum \sigma_b^2}{\sigma_1^2} \right]$$

Source: Arikunto (2015:223)

Information:

r_{11} = Reliability coefficient

k = Number of questions

$\sum \sigma_b^2$ = Total variance of question items

σ_1^2 = total variance

The total variance in the scores for each item and the total variance can be calculated using the following formula:

$$\sigma_i^2 = \frac{\sum X_1^2 - \frac{(\sum X_i)^2}{n}}{n}$$

Source: Arikunto (2015:227)

Meanwhile, total variance can be calculated using the following formula:

$$\sigma_t^2 = \frac{\sum Y^2 - \frac{(\sum Y_t)^2}{n}}{n}$$

Source: Arikunto (2015:227)

Information:

σ_i^2 = variance of each item

σ_t^2 = variance of each item

X_{11} = Respondent's answer for each question item

$\sum Y_t$ = Total respondents' answers for each question item

n = Number of respondents

In this research, calculating the level of reliability was carried out using *software* program tools *Statistical Package for Social Science (SPSS)*. The criteria used are if a measuring instrument gives stable results, then the measuring instrument is said to be reliable. Measurements are carried out once and reliability is done using statistical tests. In this research, the measurement used is by comparing values *Cronbach's Alpha* with 0.60, which according to Ghozali (2017:238) can be guided by the following:

- 1) If Value *Cronbach's Alpha* > 0.60 , then the instrument is reliable.
- 2) If Value *Cronbach's Alpha* < 0.60 , then the instrument is not reliable.

2. Classic assumption test

The use of the classical assumption test aims to determine and test the feasibility of the regression model used in this research. Another aim is to ensure that the regression model used has data that is distributed normally, free from auto-correlation and heteroscedasticity.

a. Normality test

The normality test aims to test whether in the regression model, the confounding or residual variables have a normal distribution. There are two ways to detect the normality test whether the residuals are normally distributed or not, namely by graphic analysis and statistical tests (Ghozali, 2017). The test tool used is histogram and graph analysis normal probability *plot*, the graphic analysis and statistical tests are as follows:

1) Graphic Models

A reliable graphic method for testing the normality of data is by looking normal probability plot so almost all applications computer statistic provide this facility. Normal probability plot is to compare the actual cumulative distribution of data with a normal distribution (hypothetical distribution), Where:

- a) If the data spreads around the diagonal line or follows the direction of the diagonal line then the regression model meets the normality assumption.
- b) If the data spreads out and moves away from the diagonal line or does not follow the diagonal line, then the regression model does not meet the assumption of normality.

2) Method Statistics

A simple statistical test that is often used to test the assumption of normality is using a normality test with techniques *kolmogorov-smirnov*. The basis for decision making is to look at probability numbers with the following criteria:

- a) Probability > 0.05 then the hypothesis is accepted because the data is normally distributed.
- b) Probability < 0.05 then the hypothesis is rejected because the data is not normally distributed.

b. Multicollinearity Test

The multicollinearity test aims to test whether the regression model finds correlation between independent variables (Ghozali, 2017). A good regression model should not have

correlation between independent variables. If the independent variables are correlated with each other, then these variables are not orthogonal. Orthogonal variables are independent variables whose correlation value between independent variables is equal to zero. According to Ghozali (2017), to detect the presence or absence of multicollinearity in the regression model is as follows:

- 1) If value *Tolerance* < 0.10 and a VIF value > 10, it can be concluded that there is multicollinearity between the independent variables in the regression model.
- 2) If value *Tolerance* > 0.10 and the VIF value < 10, it can be concluded that there is no multicollinearity between the independent variables in the regression model.

c. Heteroscedasticity Test

According to Ghozali (2013:139), the heteroscedasticity test aims to test whether in the regression model there is inequality of variance from the residuals of one observation to another. A good regression model is one that is homoscedastic or does not have heteroscedasticity. There are several ways to detect the presence or absence of heteroscedasticity.

There are several ways to detect the presence or absence of heteroscedasticity. One way is to look at certain patterns on the scatter plot graph between the residuals and the dependent variable. If there is a certain pattern, such as dots that form a regular pattern (wavy, widening then narrowing), this indicates heteroscedasticity.

However, if there is no clear pattern and the points spread above and below the number 0 on the Y axis, then heteroscedasticity does not occur.

d. Autocorrelation Test

According to Ghozali (2017: 110), "The autocorrelation test aims to test whether in the liner regression model there is a correlation between confounding errors in period t and confounding errors in period t-1". The autocorrelation test is used to determine whether or not there are deviations from the classic assumption of autocorrelation, namely the existence of correlation between sample members. A good regression model is a regression that is free from autocorrelation. The method that can be used to detect the presence or absence of autocorrelation in this research is by testing *Durbin-Watson (DW test)* under the condition :

Table 3.5
Uji Darbin-Watson (DW test)

Criteria	Information
< 1,000	There is autocorrelation
1,100 – 1,550	No conclusion
1,550 – 2,460	There is no autocorrelation
2,460 – 2,900	No conclusion
> 2,900	There is autocorrelation

Source: Algifari, (2014:88).

3. Data analysis method

The data analysis design is an integral part of the research process, whether written or not. This design has been formatted before data collection activities and during formulation [hypothesis](#). This means that the research data analysis design has been prepared starting from determining the type of data to be collected, the data sources found, and the formulation [hypothesis](#) which will be tested has been made.

To see the clarity of the influence of the independent variables in this case, the quality of services received online (PeSQ) (X_1) on customer trust (e-Trust) (Y), this research uses several data analyzes as follows:

a. Descriptive Statistical Analysis

Descriptive Statistics are statistics used to analyze data with method describe or describe data which have been collected as is without the intention of making general conclusions and generalizations (Sugiyono, 2019: 206). This analysis aims to provide an overview or describe data in variables that are seen from the average (mean), minimum, maximum and standard deviation values. Descriptive statistics present numerical measurements that are very important for sample data, so that contextually they can be easier to understand by readers.

b. Quantitative Statistical Analysis

Quantitative analysis is research to assess the condition of the value of influence, and the significance of that influence. According to Sugiyono (2017:55) "The verification method is research that aims to determine the relationship between 2 (two) or more variables. Thus, the results of this analysis will provide an initial answer to the problem formulation regarding the influence of the independent variable on the dependent variable. The stages of analysis carried out are:

1) Simple Linear Regression Analysis

According to Sugiyono (2014:261), explaining simple linear regression analysis is as follows:

"Simple regression is based on the functional or causal relationship of one independent variable with one dependent variable." Simple linear regression analysis is used to test the nature of the cause-and-effect relationship between the independent variable (X) and the dependent variable (Y) which is formulated in the form of the following equation :

$$Y = a + Bx + e$$

Information:

Y = Dependent Variable (predicted value) a = Constant (Y value if X = 0)

b = Regression coefficient (value of increase or decrease) e = *error term*

The magnitude of the constant *a* and *b* can be determined using the equation:

$$a = \frac{(\sum Y_i)(\sum X_i^2) - (\sum X_i)(\sum X_i Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

$$b = \frac{n(\sum X_i Y_i) - (\sum X_i)(\sum Y_i)}{n \sum X_i^2 - (\sum X_i)^2}$$

Which one n = amount of data The criteria used are:

- a) If (X) value is 0, then (Y) value is negative.
- b) If the regression coefficient of variable (X) increases, then variable (Y) will increase.
- c) A positive coefficient means that there is a positive relationship between (X) and (Y).

2. Coefficient of Determination Test (R²)

The coefficient of determination is used to detect the best accuracy in this regression analysis, namely by comparing the value of the coefficient of determination. If R² is larger, closer to 1 (one), then the model is more precise. A value that is close to one means that the independent variables provide almost all the information needed. needed to predict variations in the independent variable.

The predictor contribution is used to find out how much each independent variable contributes. There are two types of contribution, namely effective contribution and relative contribution. The total effective contribution for all variables is the same as the coefficient of determination, while the total relative contribution for all independent variables is equal to 1 or 100%. The effective contribution is presented with SE and the relative contribution is presented with SR, for the occurrence of linear regression presented in the form of the following formula.

$$SE(X)\% = b_{x1...n} \times r_{yx1...n}$$

$$SR(X)\% = SE(X)\% : R^2$$

Keterangan:

$$B_{x1...n} = \text{standar koefisien beta}$$

$$R_{x1...n} = \text{koefisien korelasi antara kriterium dengan prediktor}$$

$$R^2 = \text{nilai R square.}$$

3. Correlation Coefficient Analysis



Correlation coefficient analysis is aimed at finding the level of relationship between the independent variable and the dependent variable, either partially or simultaneously. According to Sugiyono (2018:274) the Pearson correlation equation is expressed in the following formula:

$$r = \frac{n \sum XY - \sum X \sum Y}{\sqrt{(n \sum X^2 - (\sum X)^2) \cdot (n \sum Y^2 - (\sum Y)^2)}}$$

Information:

r: Correlation between the independent variable and the dependent variable n: Number of samples

X: Value of independent (free) variable Y: Value of dependent (bound) variable With the following conditions:

a. If the value of $r > 0$, then the relationship between the independent variable and the dependent variable is a positive relationship, namely the greater the value of the independent variable, the greater the influence on the value of the dependent variable.

b. If the value of $r < 0$, then the relationship between the independent variable and the dependent variable is a negative relationship, that is, the smaller the independent variable, the smaller the value of the dependent variable.

c. When the value of $r = 0$, then there is no relationship between the independent variable and the dependent variable at all.

d. If $r = 1$ it means there is a perfect positive relationship between the independent variable and the dependent variable.

e. If the value of $r = -1$, then there has been a perfect negative relationship between the independent variable and the dependent variable.

In this test, SPSS software is used. Furthermore, according to Sugiyono (2018:184) to interpret the results of the correlation coefficient, you can be guided by the following table:

Table 3.6

Correlation Coefficient Interpretation Guidelines

Correlation Coefficient Value Interval	Relationship Level
0,000 – 0,199	Very low
0,200 – 0,399	Low
0,400 – 0,599	Currently
0,600 – 0,799	Strong
0,800 – 1,000	Very strong

4. Hypothesis testing

The hypothesis that will be tested and proven in this research is related to whether or not there is an influence of the independent variables whose truth needs to be tested in a study.



The hypothesis testing design is used to determine the correlation of the two variables studied. The stages in this hypothesis testing design begin with determining the null hypothesis (H_0) and alternative hypothesis (H_a), selecting statistical tests, calculating statistical values and determining the significance level.

a. Partial Regression Test (t Test)

The t statistical test is used to determine how far the influence of an individual independent variable is in explaining variations in the dependent variable (Ghozali, 2017). To determine whether there is an influence of each independent variable on the dependent variable, you can do it in the following way:

- 1) If the significant value is <0.05 then H_a is accepted and H_0 is rejected, meaning the independent variable has an effect on the dependent variable.
- 2) If the significant value is >0.05 then H_a is rejected and H_0 is accepted, meaning the independent variable has no effect on the dependent variable.

In this research, the hypothesis formulation created is:

1) Variable Quality of Service Received Online (PeSQ) (X_1)

$H_0 : \rho_1 = 0$, there is no significant partial influence between the quality of service received online (PeSQ) on customer trust (e-Trust) on the Shopee Indonesia E-Commerce Platform

$H_a : \rho_1 \neq 0$ there is a significant partial influence between the quality of service received online (PeSQ) on customer trust (e-Trust) on the Shopee Indonesia E-Commerce Platform

RESULT AND DISCUSSION

Based on the results of SPSS 2021 (Statistical Product and Service Solution) processing on the variable quality of service received online (PeSQ) on customer trust (e-trust), it is hoped that it will provide information on the problems in this problem formulation.

1. Simple Linear Regression

Results of Simple Linear Regression Testing Variable Quality of Service Received Online (PeSQ) (X_1) on Customer Trust (e-Trust)(Y)

		Coefficients ^a					Collinearity Statistics	
		Unstandardized Coefficients		Standardized Coefficients Beta	t	Sig.		
Model		B	Std. Error				Tolerance	VIF
1	(Constant)	10,953	4,397		2,491	,014		
	Quality of Service Received Online (PeSQ)	1,915	,131	,834	14,669	,000	1,000	1,000

a. Dependent Variable: Customer Trust (e-Trust)

Source: Primary data processed by SPSS (2023)



From the test results, the following equation is obtained: $Y = 10.953 + 1.915_1$
Based on the equation above it can be explained as follows:

- a) A constant value of 10.953 means that if the variable Service Quality Received Online (PeSQ) (X1) does not exist then there is customer trust (*e-trust*) (Y) is 10.953 points, the constant is positive, meaning it has a positive relationship.
- b) The regression coefficient value for the variable Service Quality Received Online (PeSQ) (X1) is 10.953 which means that if the constant remains and there is no change in other variables, then every 1 unit change in the variable quality of service received online (PeSQ) will result in a change in Trust. Customer (*e-trust*) of 10,953.

2. Correlation Coefficient Test (r)

Correlation coefficient analysis is intended to determine the level of strength of the relationship between the independent variable and the dependent variable. The results of data processing are as follows:

Results of Partial Correlation Coefficient Testing of Service Quality Received Online (PeSQ) (X1) on Customer Trust (e-Trust) (Y)

Correlations			Quality of Service Received Online (PeSQ)	Customer Trust (e-Trust)
Quality of Service Received Online (PeSQ)	Pearson Correlation		1	,834**
	Say. (2-tailed)			,000
	N		96	96
Customer Trust (e-Trust)	Pearson Correlation		,834**	1
	Say. (2-tailed)		,000	
	N		96	96

Based on the test results, a correlation coefficient value of 0.834 was obtained, where this value is in the interval 0.800-1.000, meaning that the two variables have a very strong level of relationship.

3. Coefficient of Determination (R²)

Test Results of the Partial Determination Coefficient of Service Quality Received Online (PeSQ) (X1) on Customer Trust (e-Trust) (Y)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,834 ^a	,696	,693	5,457

a. Predictors: (Constant), Online Received Service Quality (PeSQ)

b. Dependent Variable: Customer Trust (e-Trust)

Source: Processed data, 2023



4. Uji T

Hypothesis Test Results (t Test) Variable Quality of Service Received Online (PeSQ)(X1) on Customer Trust (e-Trust) (Y)

Coefficients^a

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	T	Sig.
1 (Constant)	10,953	4,397		2,491	,014
Quality of Service Received Online (PeSQ)	1,915	,131	,834	14,669	,000

a. Dependent Variable: Customer Trust (e-Trust)

Source: Primary data processed by SPSS (2023)

Based on the test results which show that the significance value of the influence of service quality received online (PeSQ) (X1) on customer trust (Y) is $0.00 < 0.05$ and the calculated t value is $14.669 > t$ table value 1.985 , then H_0 is rejected and H_a is accepted. This means that there is a significant influence of the quality of service received online (PeSQ) on customer trust. Influence of Customer Satisfaction (*e-Satisfaction*) to Customer Trust (*e-Trust*).

CONCLUSIONS

Based on the description in the previous chapters, from the results of the analysis and discussion regarding the influence of Service Quality Received Online (PeSQ) on Customer Trust (*e-Trust*), as follows :

The quality of service received online (PeSQ) has a partial and significant effect on Customer Trust (*e-Trust*) with the regression equation $Y = 10.953 + 1.915_1 X$, the correlation value is 0.834 , meaning that the two variables have a very strong level of relationship. The coefficient of determination value was 69.6% while the remaining 30.4% was influenced by other variables not examined in this research. This is in accordance with research conducted by Fajarilah (2019) which states that service quality influences trust

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