

# Customer satisfaction in e-commerce: The role of service quality, product quality, and e-servicescape influences via perceived value

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## Abstract

Customer satisfaction was critical for optimizing profitability, especially in e-commerce environments. This study examined the impact of service quality, product quality, and e-servicescape on customer satisfaction in Samsung e-commerce, focusing on perceived value as a mediating variable. This quantitative study employed the Structural Equation Model (SEM). The population in this study consisted of Bekasi city residents who had made at least two purchases from Samsung e-commerce, with 115 respondents selected using a purposive sampling technique. Data was collected via a questionnaire, and KMO and MSA measurements were performed to assess validity. The data supported positive correlations between service quality, product quality, e-servicescape, and customer satisfaction. Furthermore, this study demonstrated that perceived value could mediate the relationship between service quality, product quality, and customer satisfaction.

Keywords: Service quality, product quality, e-servicescape, customer satisfaction, perceived value.

## Abstrak

Kepuasan pelanggan sangat penting untuk memaksimalkan keuntungan, terutama dalam konteks e-commerce. Studi ini menginvestigasi dampak kualitas layanan, kualitas produk, dan e-servicescape terhadap kepuasan pelanggan di Samsung e-commerce, dengan fokus pada nilai yang dirasakan sebagai faktor mediasi. Penelitian ini menggunakan pendekatan kuantitatif dengan Model Persamaan Struktural (SEM). Populasi dalam penelitian ini adalah penduduk Kota Bekasi yang telah melakukan setidaknya dua pembelian dari Samsung e-commerce, dengan sampel sebanyak 115 responden yang dipilih menggunakan teknik purposive sampling. Pengumpulan data dilakukan melalui kuesioner. Pengukuran Kaiser-Meyer-Olkin (KMO) dan Measures of Sampling Adequacy (MSA) digunakan untuk menguji validitas data. Temuan penelitian menunjukkan adanya hubungan positif antara Kualitas Layanan, Kualitas Produk, E-servicescape, dan Kepuasan Pelanggan. Selain itu, penelitian ini membuktikan bahwa nilai yang dirasakan mampu memediasi hubungan antara Kualitas Layanan dengan kepuasan pelanggan, serta kualitas produk dengan kepuasan pelanggan.

Kata kunci: Kualitas layanan, kualitas produk, e-servicescape, kepuasan pelanggan, nilai yang dirasakan.

How to cite: Abdella, R. A., & Indradewa, R. (2024). Customer satisfaction in e-commerce: The role of service quality, product quality, and e-servicescape influences via perceived value. *Journal of Management and Digital Business*, 4(2), 368–382. <https://doi.org/10.53088/jmdb.v4i2.1004>

## 1. Introduction

Product concepts that are becoming more inventive and imaginative are what are propelling e-commerce's explosive growth. This circumstance opens up new avenues for investigating other marketing approaches. E-commerce businesses compete mostly based on customers' satisfaction with their offerings (Murdiana & Hajaoui, 2020).



Prayag et al. (2019) state that marketing strategies and processes depend heavily on customer satisfaction. Satisfaction is attained when goods or services fulfill or exceed customers' expectations (Leclercq-Machado et al., 2022). For every firm hoping to boost sales profitability, the main objective is to maximize customer satisfaction. Even though there are several definitions of customer satisfaction, Oliver (1980), the creator of the expectancy-disconfirmation model, offers one of the most thorough (Waluya et al., 2019)

The subjective difference between what a customer observes and what they expect determines how satisfied they are with a product or service. (Zhang et al., 2019). This essay will examine the relationship between consumer satisfaction in the e-commerce industry and service quality, product quality, and e-servicescape. Enhancing customer satisfaction is a top priority for businesses as it is essential to enhance consumer experience satisfaction (Chi & Gursoy, 2009). The success of a business in delivering services can lead to market expansion and increased profitability, depending on the approach used; a company's competitive strategy heavily depends on the quality of its services (Murdiana & Hajaoui, 2020). According to Tran and Le (2020), a client's experiences throughout service engagements impact the externally perceived characteristic of service quality. Service quality is a key component of their business and has been demonstrated to improve customer satisfaction; providing high-quality service helps consumers build a positive opinion of the organization (Dwilianingsih & Indradewa, 2022).

To influence customers' purchase decisions, businesses work to enhance both the quality of their products and services (Papadas et al., 2019). A product's perceived worth and overall quality are shown by the happiness of its customers (Vasic et al., 2019). Enhancing product quality is a top priority for firms since it significantly affects customer satisfaction. Success in e-commerce depends on a company's ability to reduce manufacturing costs while enhancing product quality (Chen et al., 2021).

Product strategies that are becoming more inventive are causing the e-commerce environment to evolve so quickly. The main source of competition for e-commerce businesses is client loyalty to their goods (Murdiana & Hajaoui, 2020). The term "e-servicescape" refers to the online environment and how users perceive it when they visit a website rather than only items (G. A. Tran et al., 2012). Particularly regarding online transactions, the virtual world differs greatly from the real one (Leonidou et al., 2013). A welcoming and pleasant ambiance is created for virtual visitors using features in e-servicescapes, such as color, music, signs, and symbols (Lee & Jeong, 2012; Loureiro & Roschk, 2014). Unlike traditional environments that sell physical products, the online environment must provide cues that help customers assess the quality of the provider's offerings (Castell et al., 2018; Loureiro & Roschk, 2014).

'The value customers place on product functions based on their opinions of what they receive and give' is the definition of perceived value (Wong et al., 2020). According to Keshavarz and Jamshidi (2018), there is a tacit relationship between perceived value and customer satisfaction regarding service quality. Perceived value

has also been shown in some studies to have an important mediating role in the relationship between customer happiness and its determinants, such as service quality. More than just a low price, perceived value considers all aspects of goods and services, including the relationship between the actual quality obtained and the amount spent (Wong et al., 2020). An online customer review was used in this study to determine perceived value.

Prior studies have investigated the relationship between customer satisfaction and loyalty (Cakici et al., 2019; Jang & Lee, 2020; Keshavarz & Jamshidi, 2018; Kusumawati & Rahayu, 2020; Özkan et al., 2018; Suttikun & Meeprom, 2021). Additionally, studies by Ashraf et al. (2018), Balinado et al. (2021), Bruin et al. (2021), Muafa et al. (2020), Uzir et al. (2020), and Wong et al. (2020), have examined the connection between perceived value and customer satisfaction. The landscape of electronic services and customer satisfaction have been the subject of other studies (Hanafi et al., 2021; M. Kim, 2021).

Nevertheless, the inclusion of e-servicescape aspects in customer satisfaction assessments was not sufficiently addressed in previous research. This paper adds to the disparity. This research aims to determine and evaluate how customer happiness is impacted by perceived value in Samsung e-commerce as it relates to service quality, product quality, and e-servicescape. This study aims to advance knowledge of online purchasing and selling in e-commerce, as well as theoretical and scientific understanding of marketing management. This study is intended to be used practically as a reference for expanding e-commerce in Bekasi Regency. The Bekasi community is the only community this study covers; further research is needed to examine customer satisfaction with e-servicescape across a wider demographic and in various situations.

## **2. Literature Review**

### **Relationship between Service Quality and Customer Satisfaction**

Customer satisfaction and service quality are strongly linked (Uzir et al., 2020). Service quality is an important factor in determining customer happiness. Customers are ke There is a high correlation between customer satisfaction and service quality (Kalaja et al., 2016). The quality of the services received mostly determines customer satisfaction. Consumers assess the quality of services with acute eyes. According to Kalaja et al. (2016), businesses prioritize service quality and customer satisfaction to stay competitive, retain current customers, and draw in new ones. Ali et al. (2021) found a positive correlation between customer satisfaction and four elements of service excellence: tangible features, assurance, empathy, and responsiveness. According to research by Li et al. (2021) and Balinado et al. (2021), customer satisfaction is significantly predicted by service quality. The investigator formulated hypothesis H1: Service quality improves customer satisfaction.

### **Relationship between Product Quality and Customer Satisfaction**

Companies that sell products can obtain a competitive advantage and increase consumer perceived value. Product quality significantly impacts consumer satisfaction

(Uzir et al., 2021). Customer satisfaction measures whether consumer expectations for a product or service are met, demonstrating consistency between expected and actual performance of the acquired product or service (Al-Adwan & Al-Horani, 2019), according to Alam & Mohd. Yasin (2010) states that product excellence impacts customer happiness. Uddin (2013) studied household electronic appliances in Bangladesh and discovered that consumer happiness is positively influenced by product quality perception, which is a psychological issue. He also noted that consumer-oriented firms and product sales prioritize product quality and client pleasure. Lin et al. (2018) noted that product quality significantly predicts customer satisfaction. Therefore, the researcher developed the hypothesis H2: Product quality positively affects customer satisfaction.

### **Relationship between E-servicescape and Customer Satisfaction**

The basic structure, pictures, and font size of an e-servicescape all affect the emotional moods of online users (Lee & Jeong, 2012). Users are more likely to appreciate interactive features like chat and other materials when e-servicescape providers create a virtual environment to boost engagement and entertainment value, leading to more enjoyable technological experiences (Mollen & Wilson, 2010). Moreover, a well-planned and organized e-servicescape enhances the perception of ease of navigation, raising customer satisfaction and emotional states when interacting with the online environment (Habib & Qayyum, 2018). Additionally, users are more likely to feel comfortable and happy in the virtual world when an online setup offers high security for every transaction (J. Kim & Lennon, 2013). H3: E-servicescape has a positive effect on customer satisfaction.

### **Relationship between Service Quality and Perceived Value**

According to consumers, perceived service quality comes before perceived customer happiness, and service quality encompasses the variety of services provided following a product purchase (Bruin et al., 2021). According to other studies, perceived value is significantly influenced by perceived service quality (Howat & Assaker, 2013; Slack et al., 2021). Put another way, as service quality improves, buyers see more value. This study confirms earlier (Thielemann et al., 2018) demonstrating a positive relationship between customer-perceived value and service quality parameters. H4: Service quality has a positive effect on perceived value.

### **Relationship between Product Quality and Perceived Value**

Razak and Nirwanto (2016) assert that the perceived value of a product is influenced by its quality. According to Yang et al. (2016), studies on features like utility and functioning show that customers' perceptions of a product's quality affect its perceived worth. Because perceived value is so individualized and highly subjective, only customers can determine whether a good or service is worth their money (Liu & Jang, 2009). According to Uzir et al. (2020). perceived value affects how people view a product's quality. The researcher suggests hypothesis H5: Product quality positively affects perceived value.

### **Relationship between E-Servicescape and Perceived Value**

E-servicescape features include colors, music, signs, and symbols, which allow service providers to provide a welcoming and interesting online environment for visitors who spend time there (Lee & Jeong, 2012; Loureiro & Roschk, 2014). Online settings must include environmental indications that enable consumers to evaluate the caliber of the goods and services offered by online service providers, in contrast to traditional environments that sell tangible goods (Castell et al., 2018; Loureiro & Roschk, 2014). For instance, color schemes and audio effects can improve users' understanding of the online experience and make it more enjoyable (Castell et al., 2018; Loureiro & Roschk, 2014). Through chatbots or artificial intelligence, e-servicescape also provides human-computer interaction as a social component that impacts the virtual experience of the service provider (Araujo, 2018). Hypothesis H6: E-servicescape has a positive effect on perceived value.

### **Relationship between Perceived Value and Customer Satisfaction**

Consumers look at a product's perceived performance to match their expectations (Thielemann et al., 2018). Consumers who see a product as having more value become more satisfied and loyal (Suttikun & Meeprom, 2021). According to Ashraf et al. (2018b), many aspects influence consumer satisfaction, including service quality, brand image, and perceived value. V. D. Tran & Le (2020) discovered that perceived value has a favorable and considerable impact on consumer satisfaction. Therefore, the researcher formulates the hypothesis H7: Perceived value has a positive effect on customer satisfaction.

### **Relationship between Service Quality, Product Quality, and E-servicescape to Customer Satisfaction moderated by Perceived Value**

Perceived value is defined by customers' perceptions of an object's utility in terms of what they receive against what they provide (Hadi & Indradewa, 2019; Sharma & Klein, 2020). Perceived value can be maximized when the benefit to the business outweighs the associated expenditures. As a result, firms should add value to their customers by delivering more utility at a lower cost; otherwise, they risk losing opportunities to gain a competitive advantage. Service quality, product quality, and e-servicescape are expected to impact perceived value and customer satisfaction (Larasati et al., 2022; Uzir et al., 2021). Keshavarz and Jamshidi (2018) and Wong et al. (2020) discovered that perceived value mediates the relationship between service quality and customer satisfaction. Suttikun and Meeprom (2021) discovered that perceived value mediates the relationship between product quality and customer happiness. The hypotheses are:

H8: Service quality positively affects customer satisfaction through perceived value.

H9: Product quality positively affects customer satisfaction through perceived value.

H10: E-servicescape has a positive effect on customer satisfaction through perceived value.

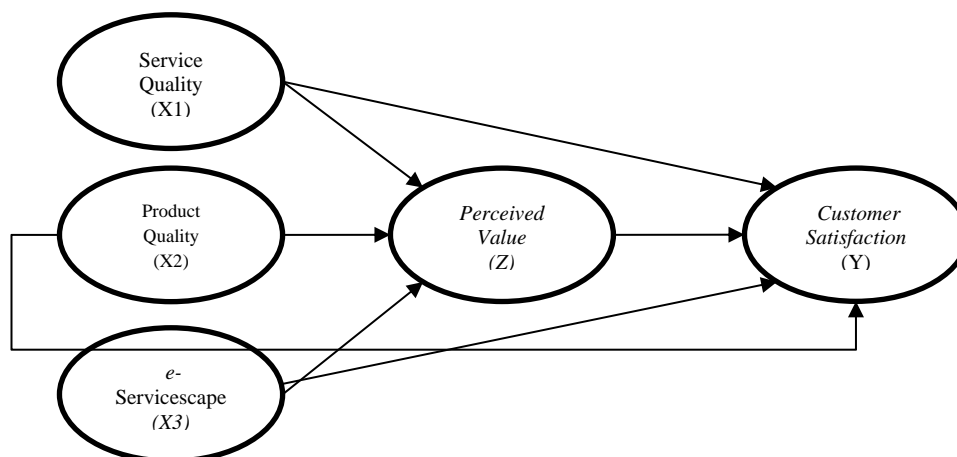


Figure 1. Conceptual Framework of Research

Source: A hypothetical model was developed by the authors

## 2. Research Method

Five variables are examined in this quantitative study: customer satisfaction, perceived value, e-servicescape, product quality, and service quality. An online survey modified from past research was used to gather data from respondents. A five-point Likert scale (1 being strongly disagree, and five being strongly agree) is used in the questionnaire. Four questions from Uzir et al. (2021), four questions from Huang et al. (2017), six questions from Huang et al. (2017), five questions from Uzir et al. (2020), four questions from Uzir et al. (2020), and four questions from Uzir et al. (2020) are used to measure the service quality variable. There were twenty-three questions in all, with particular attention on Indonesian respondents.

Residents of Bekasi City who have completed at least two purchases through Samsung e-commerce make up the research sample. Deliberate sampling was used to choose respondents, with a minimum sample size of 115—five times the total number of questions. Using SPSS, a pilot research of thirty participants was carried out to evaluate the validity and reliability of the questionnaire. Structural equation modeling (SEM) was used to analyze the data using SPSS 25 and SmartPLS software. Validity was evaluated using the Measures of Sampling Adequacy (MSA) and Kaiser-Meyer-Olkin (KMO) metrics; values higher than 0.5 were considered acceptable. Reliability was assessed using Cronbach's Alpha, with a 0.7 cutoff value.

Valid KMO values (above 0.5) and significance levels (below 0.05) were found for every item in the pilot test, indicating the test's dependability. A Cronbach's Alpha of more than 0.7 was seen as sufficient. Convergent validity was demonstrated to hold at outer loading levels higher than 0.5. This methodical approach encompasses all the procedure's essential components and is transparent and succinct. The study model aims to investigate the relationships between customer satisfaction, perceived value, e-servicescape, product quality, and service quality. The idea is that perceived value is positively impacted by e-servicescape, product quality, and service quality, all of which increase consumer happiness. The following equation form may be used to express the model:

$$PV = \beta_1 SQ + \beta_2 PQ + \beta_3 ES + \epsilon$$

$$CS = \beta_4 PV + \epsilon$$

PV represents Perceived Value, SQ denotes Service Quality, PQ stands for Product Quality, ES refers to E-Servicescape, and CS signifies Customer Satisfaction.  $\beta_1$  to  $\beta_4$  represent the path coefficients, while  $\epsilon$  denotes the error term

## 4. Results and Discussion

### 4.1. Results

115 people completed the online questionnaire, accounting for 67.8% of the sample (78 females) and 32.2% (37 males). Then, out of them, 21 are student representatives, 39 work in the private sector, 17 are public servants, 29 are company owners, and the remaining nine are active in vocations not specified above. In addition, 35 respondents, or 30.43% of the sample, were aged 25 to 30. Furthermore, the majority of respondents in this survey possessed high school diplomas or equivalent qualifications, accounting for 39 (33.91%) of the total, while 66 (57.4%) had monthly costs of <Rp. 3.000.000 or less.

### Outer Model Results

The outer or measurement model assesses the relationships between observed variables (indicators) and their respective latent constructs (variables). This section includes tests for convergent validity, discriminant validity, and composite reliability.

Table 2. Convergent Validity Test

Customer Satisfaction	E-Servicescape	Perceived value	Product Quality	Service Quality
0.824	0.795	0.855	0.888	0.892
0.869	0.803	0.869	0.864	0.798
0.853	0.826	0.881	0.838	0.854
0.830	0.702	0.789	.845	
0.777	0.848			
	0.778			

Table 3. Results of the Validity and Reliability Test

	Composite Reliability	AVE
Customer satisfaction	0.918	0.691
E-servicescape	0.910	0.629
Perceived value	0.913	0.725
Product Quality	0.918	0.738
Service quality	0.904	0.701

Based on the convergent validity test results, the outer loading value of each item in each variable is above 0.5, indicating that all items are valid (Table 2). Composite reliability and AVE values further confirmed the validity and reliability of the constructs (Table 3).

### Outer Model Results

The links between the latent constructs are evaluated by the inner model, also known as the structural model. This section contains tests employing R-square values to

determine the model's explanatory power and the path coefficients' importance. The R-squared values show the percentage of the dependent variables' variance that the independent variables account for. Variables Z and Y have R-Square values of 0.295 and 0.718, respectively, indicating high and moderate explanatory power.

Using p-values and T-statistics, the significance of the correlations between the constructs was examined. A T Table of 1.96 and a significance level of 0.01 or a 95% confidence score were applied. Using p-values and T-statistics, the significance of the correlations between the constructs was examined. A T Table of 1.96, a 95% confidence level, and a significance threshold 0.01 were applied.

Table 4. Direct effect

Variables	T-Statistics	P Value	Hypothesis test
Service Quality > Customer Satisfaction	3.122	0.007**	Supported
Product Quality > Customer Satisfaction	2.652	0.006**	Supported
E-servicescape > Customer Satisfaction	2.732	0.000**	Supported
Service Quality > Perceived Value	2.899	0.008**	Supported
Product Quality > Perceived Value	3.667	0.000**	Supported
E-Servicescape > Perceived Value	2.746	0.002**	Supported
Perceived Value > Customer Satisfaction	8.173	0.004**	Supported
Service Value > Perceived Value > Customer Satisfaction	2.781	0.007**	Supported
Product Quality > Perceived Value > Customer Satisfaction	3.072	0.002**	Supported
E-Servicescape > Perceived value > Customer Satisfaction	2.690	0.006**	Supported

We can conclude that the R-square value has a moderate and strong influence based on the R-square (outer model) test results, which show that the R-square values on variables Y and Z are 0.718 and 0.295, respectively. This value is included in the moderate and strong measurement standards. A T Table of 1.96 and a significance level of 0.01 or a 95% confidence score were employed in this investigation. All hypotheses are accepted since the p-values for each variable influence are less than the pre-established alpha values (Tables 4 and 5).

Table 5. Indirect effect

Variables	Original Sample	Sample Mean	STDEV	T-Statistics	P-Values
E-servicescape > Customer Satisfaction	0.143	0.144	0.053	2.690	0.007
Product Quality > Customer Satisfaction	0.157	0.156	0.051	3.072	0.002
Service Quality > Perceived Value	0.122	0.126	0.044	2.781	0.006

Note: \*P-value is significant at a 95% significance level.

Tables 4 and 5 show that all hypotheses are accepted since the p-values for all variables are less than the preset alpha values. The route diagram below depicts the relationships between components in the inner model. (Figure 2).



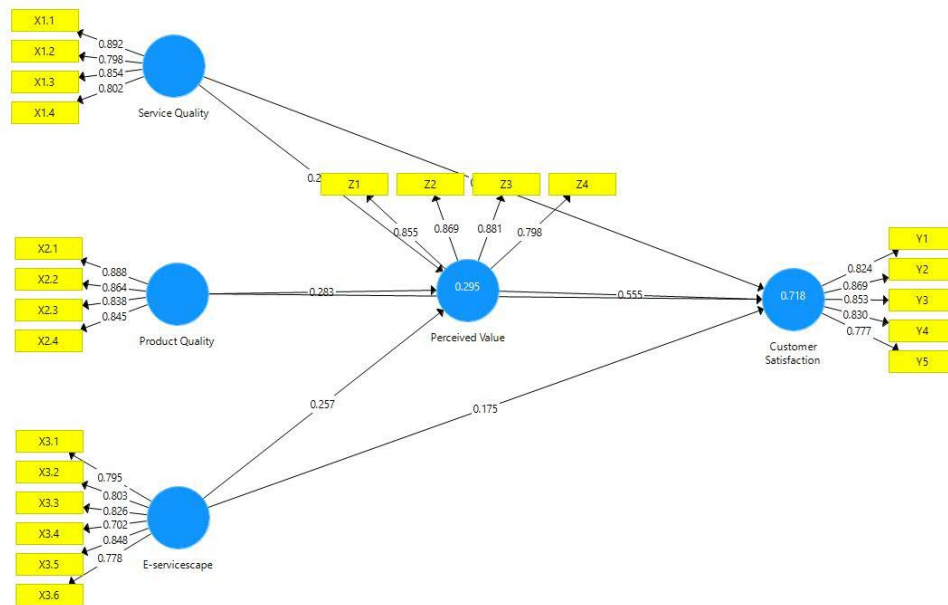


Figure 2. Path Diagram T-Value

#### 4.2. Discussion

Numerous inferences can be drawn from the hypothesis testing. First, the findings demonstrate that service quality significantly positively impacts customer happiness. The fact that most respondents agreed with the statement, "The product delivery from Samsung Online Store is fast," indicates that they are happy with how the goods were delivered. This aligns with earlier research by Ali et al. (2021), which discovered a favorable correlation between customer satisfaction and components of service quality (empathy, responsiveness, assurance, and tangible proof). Similar findings were made by (Li et al., 2021) and Balinado et al. (2021), who discovered a strong correlation between customer satisfaction and service quality.

Second, better product quality increases customer contentment. As seen by their agreement with the statement, "The products offered by the Samsung Online Store have excellent functional quality," respondents strongly regarded the functional quality of the products from the Samsung Online Store. This aligns with research by Lin et al. (2018) and Sambo et al. (2022), which discovered that happier customers result from better products.

Third, this study shows that e-servicescape greatly impacts client satisfaction. As seen by their agreement with the statement, "When purchasing from the Samsung Online Store, I am confident in its security procedures," respondents demonstrated their faith in the security protocols of the online retailer. These results align with J. Kim & Lennon's (2013) research showed that enhanced security measures in the e-service landscape improve consumer happiness.

Fourth, perceived value is significantly influenced by service quality. The quick product delivery was well-received by the respondents, indicating that high service quality raises perceived value. Prior studies by Howat & Assaker (2013), F. Ali et al.

(2014), and (Slack et al. (2021) showed a positive correlation between perceived value and service quality.

Fifth, perceived value is positively impacted by product quality. The idea that improved product quality increases perceived value is supported by respondents' very positive perceptions of the functional quality of Samsung Online Store products. These results are consistent with studies by Suttikun and Meeprom (2021) and Liu and Jang (2009), highlighting product quality's important influence on perceived value.

Sixth, e-servicescape influences customers' virtual experiences with the service provider by facilitating human-computer interaction as a social factor (e.g., chatbot or artificial intelligence)(Araujo, 2018). According to research by Hermantoro and Albari (2022), perceived value is positively correlated with three aspects of the e-servicescape: financial stability, layout and functioning, and aesthetic appeal.

Seventh, a major factor influencing consumer happiness is perceived value. Respondents reported feeling at ease when making purchases from the Samsung Online Store, suggesting that higher perceived value translates into higher levels of pleasure. Research by Ashraf et al. (2018b), Ge et al (2021), Suttikun and Meeprom (2021) support this by highlighting the significance of perceived value in determining customer happiness. Additionally, this study demonstrates that the relationship between customer happiness and e-servicescape, product quality, and service quality is mediated by perceived value. The present study's results align with the investigations conducted by Keshavarz & Jamshidi (2018), Wong et al (2020), Suttikun & Meeprom (2021), and Hanafi et al (2021), which all report the mediating role of perceived value in enhancing customer satisfaction.

## 5. Conclusion

The findings of this research demonstrate that all of the hypothesis tests, including those concerning the effects of perceived value on customer satisfaction, e-servicescape, service quality, product quality, and perceived value on customer satisfaction, positively support each other. The study also shows how perceived value effectively bridges the gaps between consumer satisfaction and e-servicescape, customer satisfaction and product quality, and customer satisfaction and service quality. According to the T-statistics data, perceived value is the most crucial consideration when raising consumer satisfaction.

However, future research can overcome the shortcomings of this study. For example, the study focused on a single brand, Samsung e-commerce, the respondents were centered only in Bekasi, and the sample was collected online. To get more broadly applicable findings, it is advised that future studies involve a larger and more geographically varied sample of respondents. Subsequent research endeavors must explore additional variables that could impact patron contentment with the Samsung Online Store, like brand perception and product knowledge. Additionally, it is advised that comparative studies be done between other brands or that other brands be included in future studies.

This study has several significant ramifications for raising perceived value, crucial for raising consumer satisfaction levels when utilizing the Samsung Online Store app. First and foremost, given that a comfortable shopping atmosphere has been shown to increase customer happiness, Samsung should continue to provide this for its customers. Second, given the study's findings that perceived value is a key factor in raising customer happiness, Samsung needs to offer its customers high-quality service if it hopes to increase perceived value. Third, while maintaining this balance will boost consumer happiness, the Samsung Online Store should make sure that pricing is commensurate with the quality provided. Fourth, since it has been demonstrated that this significantly impacts customer satisfaction, Samsung should improve consumer security and trust while making purchases. By addressing and improving these aspects, Samsung will likely see increased customer satisfaction with purchasing Samsung products through the online application.

### **Acknowledgments**

We would like to thank all those who have assisted in the research and completion of this work. We thank the evaluators who helped me in writing this article.

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