

Factors Influencing Consumers' Purchasing Intention on BerryBenka E-commerce Application in Surabaya: Applying Mediation Test of Customer Satisfaction

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Abstract. *The increasing number of internet users globally, especially, in Indonesia, has shifted the business environment digitally. It guides to the rising numbers of e-commerce, eliminating some distance barriers to ease in making transactions. This research investigates several factors influencing BerryBenka customers' intention to purchase, specifically, perceived product quality, e-service quality, and customer satisfaction. The method applied in this study is quantitative research by distributing questionnaires to the respondents as many as 136 people who have mobile phones, have access to connect to the internet, and have installed and purchased at least one from the BerryBenka application before. This study verified that perceived product quality has a significant influence on customer satisfaction and purchasing intention. E-service quality was also found to significantly influence purchasing intention, nevertheless, does not significantly influence customer satisfaction. Also, customer satisfaction significantly influences purchasing intention.*

Keywords: *perceived product quality, e-service quality, customer satisfaction, purchasing intention*

Abstrak. *Meningkatnya jumlah pengguna internet secara global, khususnya di Indonesia, telah menggeser lingkungan bisnis ke arah digital. Hal ini memandu peningkatan jumlah e-commerce, menghilangkan beberapa hambatan jarak untuk kemudahan dalam melakukan transaksi. Penelitian ini menyelidiki beberapa faktor yang mempengaruhi niat membeli pelanggan BerryBenka, khususnya persepsi kualitas produk, kualitas layanan elektronik, dan kepuasan pelanggan. Metode yang diterapkan dalam penelitian ini adalah penelitian kuantitatif dengan menyebarkan kuesioner kepada responden sebanyak 136 orang yang memiliki telepon seluler, memiliki akses koneksi internet, serta pernah menginstal dan membeli minimal satu dari aplikasi BerryBenka sebelumnya. Penelitian ini membuktikan bahwa persepsi kualitas produk mempunyai pengaruh yang signifikan terhadap kepuasan pelanggan dan minat membeli. Kualitas layanan elektronik juga ditemukan berpengaruh signifikan terhadap niat pembelian, namun tidak berpengaruh signifikan terhadap kepuasan pelanggan. Kepuasan pelanggan juga berpengaruh signifikan terhadap minat pembelian.*

Kata Kunci: *persepsi kualitas produk, kualitas layanan elektronik, kepuasan pelanggan minat pembelian*

Introduction

The increasing number of global internet users, including in Indonesia, changes the way people live, especially in doing business (Kim, 2019). Nowadays, people tend to shop online through e-commerce platforms compared than doing it offline because of its convenience (Sari & Hermawati, 2020). They just need to order it online and wait for the product to be delivered to their home. As a result of that technological advancement, Lee et al (2022) suggested that firms should adopt an e-commerce platform to their business to improve sales and performance. In their study, Vasic et al (2019) highlighted that online shopping or e-commerce refers to the activities of carrying out transactions, such as buying and selling items by utilizing the Internet. Furthermore, e-commerce provides businesses with the chance to shift to a modern business era from traditional methods of trading (Haryanti and Subriadi, 2022). Additionally, Hanell et al (2019) explained that by adopting e-commerce to the business, firms may overcome many barriers associated with the scarceness of resources.

Berrybenka is one of the leading fashion e-commerce platforms in Indonesia. Its specialization is providing online shopping for fashion and beauty products with a lot of varieties of over 1000 local and international brands including their in-house products. They are operating through many channels, for instance, their website and application, and also offline stores in several cities in Indonesia. Berrybenka once introduced a unique system named "Cash-On Delivery" which allows users to select and purchase goods online and then pick them up at the nearest offline store according to their

convenience. Furthermore, they provide flexibility to customers to choose specific items without being required to purchase all previously ordered goods from the website (Syafita, 2018).

As seen on its website, BerryBenka always offers high-quality fashion products with various types and models such as watches, clothes, bags, etc. This is very critical in the e-commerce context to provide good quality products to minimize risks and expenses because of the cost of return and replacement (Handoko, 2016). Rahman and Sitio (2019) further elaborated that if e-commerce offers bad-quality products that then fail to meet customers' expectations, it is very likely that customers may not have any intention to purchase or be satisfied. Moreover, it may lead customers to purchase from their competitors because of the high competition of e-commerce business nowadays and also the easiness of accessing other websites to seek higher product quality (Suhaily and Darmoyo, 2017). In addition to brand elements and cost advantages, consumers precisely evaluate the quality of the product sold by any company. Hence, e-commerce-based enterprises should pay more attention to and consistently maintain the quality of their products to meet consumer criteria and preferences. This is crucial because, according to research by Gok et al (2019), high product quality is positively associated with the improvement of customer satisfaction.

Furthermore, service quality has also been found to be positively associated with customers' purchasing decisions and satisfaction by various research (Sinurat and Ali, 2020; Lee et al, 2022). The concept of service quality was found by Parasuraman et al (1988) and has been categorized into five dimensions namely: tangibility, reliability, responsiveness, assurance, and empathy. This model by Parasuraman et al (1988) has also been tested to measure service quality in e-commerce settings (Devaraj et al, 2002; Kim and Lee, 2002; Li et al, 2002). A good demonstration of service quality in the e-commerce settings significantly enhances consumption decisions which will lead to more profitability for companies (Wolfenbarger and Gilly, 2003). Service quality in the e-commerce setting is defined by Santos (2003) as online reviews by customers about the service provided during e-commerce transactions. However, when applying the concept of service quality in the e-commerce context, there have to be some adjustments because not all initial service quality categories found by Parasuraman can be measured during e-commerce transactions. Dhingra et al (2020) defined tangibility as the presence of the company, physical activities, location, and design. BerryBenka mostly operates online even though in some cities in Indonesia they operate physically. Therefore, in this study, it needs to be adjusted in the website design to replace tangibility aspects. Lee and Lin (2005) explained that the other four dimensions of service quality can still be utilized to measure service quality during e-commerce transactions. A good and precisely applied e-service quality proved to enhance customer satisfaction and the decision to purchase as studied by Sinurat and Ali, (2020) and Lee et al (2022).

This study seeks to factors influencing consumers' purchasing intention of BerryBenka particularly, studying perceived product quality and e-service quality with customer satisfaction will be tested as the mediation variable. This study intends to contribute to the marketing field in the e-commerce settings in Indonesia based on the digital phenomenon above. This research hopes to become a fundamental study to assist future research in e-commerce marketing.

Literature Review and Hypothesis Development

Perceived Product Quality

There are various definitions and understandings of Perceived product quality. Firstly, perceived product quality as defined by Tsitsos (2005), refers to the consumer's expectations of the accuracy of items or services, including additional specifications of the product. According to Zeithaml (1988), perceived product quality represents a customer's assessment of the product's overall excellence and superiority. Several factors, for example, brand image, marketing efforts, past experiences with alternative products, and certain circumstances of product consumption or use, can enhance customers' perceptions of product quality (Tsitsos, 2006). However, usually, this assessment is typically subjective, shaped by personal expectations and preferences.

Furthermore, perceived quality increases consumers' value by supplying interesting reasons to make a purchase and distinguishing the brand from its competitors as explained by Asshidin et al (2015). Saleem et al (2015) emphasized that perceived quality mirrors the enduring influence of a product's characteristics which allows consumers to examine the quality of goods or services. Understanding the significance of perceived product quality, both manufacturers and marketers should prioritize it as a critical factor because it offers opportunities for differentiation (Konuk, 2018).

Harvard Business Review's Professor David Alan Garvin in Yuen and Chan (2010) constructed one of the most famous concepts of product quality which is categorized into eight attributes, namely: performance, features, conformance, reliability, durability, serviceability, aesthetics, and customer-perceived quality. Even though this model was founded by Garvin in 1984, it is still relevant nowadays and still become an attraction for many researchers to conduct studies applying these product quality dimensions.

Yuen and Chan (2010) stated that by giving good product quality, companies may get many benefits. Perceived product quality was found to be significantly and positively impact customer satisfaction as researched by Saleem et al (2015) and Carlson and Cass (2010). Additionally, initial study carried out by Tansil and Tielung (2014) showed that there is a noteworthy impact of perceived product quality on the purchasing intentions in the case of SHMILY cupcake shops in Indonesia. This finding supports the works of Gama et al (2018) and Lomboan (2017), whose research also revealed a positive

association between perceived product quality and purchase intention. Based on the theoretical review above, two hypotheses are formulated, namely:

H1: Perceived Product Quality has a significant influence on Customer Satisfaction

H2: Perceived Product Quality has a significant influence on Purchasing Intention

E-service Quality

The initial study conducted by Wen et al (2014) explained the importance of a company's ability to deliver exceptional service to customers as a determining factor for its level of success and overall quality. Furthermore, the concept of services can be divided into two components: "what" and "how" according to Prakash (2019). First, the "what" element pertains to the outcome or result of the service, whereas the "how" element explains on the process or manner in which the service is provided to consumers (Prakash, 2019). Parasuraman (1988) was the first person to develop the term "service quality". E-service quality is defined it as the distance between customer expectations and the actual service delivered by the enterprise. Initially, service quality is categorized into five dimensions, namely: tangibility, reliability, responsiveness, assurance, and empathy. However, some issues arise when many academics and researchers test to

specify service quality in the e-commerce context due to the differences between traditional offline businesses and online businesses. Because of those issues, Parasuraman et al (2005) further developed service quality becomes e-service quality to precisely assess the service provided by e-commerce.

Many academics and researchers are nowadays paying more attention to the e-commerce field because of the importance of e-service quality on the success of businesses (Zehir and Narcikara, 2016). Consequently, there are various definitions of e-service quality. Firstly, according to Fassnacht and Koese (2006), e-service quality is defined as the degree to which an e-commerce business can satisfy consumers' needs effectively and efficiently. Another definition of e-service quality defined by Santos et al (2003) as online expectations by customers about the service provided during e-commerce transactions

Moreover, there are also been found many different dimensions of e-service quality classified into some sectors, for instance, e-commerce, e-banking, service, online travel services, online transaction provider, etc (Dhingra et al, 2020).

Furthermore, a study by Dhingra et al revealed the significance of e-service quality on customer satisfaction in India. Consistently, Lee et al (2022) also found in their research that e-service quality positively influences customer satisfaction, only the responsiveness dimension was found not significant in the study. Additionally, a previous study by Lee and Lin (2005) found the indirect significance of e-service quality on customers' purchasing intention. Park et al (2020) Also found a

similar result in the context of mobile phones in Korea. Based on the theoretical review above, hypotheses 3 and 4 are formulated namely:

H3: E-service quality has a significant influence on Customer Satisfaction

H4: E-service quality has a significant influence on Purchasing Intention

Customer Satisfaction

The conceptualization of customer satisfaction has been applied in various fields of study, including psychology, economics, business, marketing, housing, and tourism (Rod et al, 2009). Dhingra et al (2020) added that consumer satisfaction is expected to emerge when particular goods or services are performed in a manner that aligns with user expectations. The term 'satisfaction' exhibits a wholly subjective experience arising from consumers' expectations of the actual service provided by a business, juxtaposed with their perceptions of the service provided (Lee and Lin, 2005). Satisfaction encompasses consumers' emotions, attitudes, and enthusiasm toward a utilized service or product (Kassim and Abdullah, 2010). Uzir et al. (2021) explained that in a quantitative research context, customer satisfaction can be measured by elaborating on the percentage of total customers who have experienced a level of goods and services from a company beyond their satisfaction level.

A study by Iskandar et al (2015) showed that there is a positive and significant influence of customer satisfaction on durian soup buying intention. Aligning with that, Salem et al. (2015) found the same association in the case of college students of Dell-branded laptops. Based on the theoretical development above, hypothesis 5 is formulated namely:

H5: Customer Satisfaction has a significant influence on Purchasing Intention

Purchasing Intention

Consumers' intention to purchase encompasses early planning to obtain specific items or services in the future, with the actual execution contingent on an individual's capacity to follow through (Qun et al., 2012). According to Rahim et al. (2016), the mental consideration of buying signifies the consumers' intention to purchase. Similar research highlighted that consumers execute a process including product recognition, information search, evaluation, purchase, and feedback. Consequently, consumers conduct detailed research in advance to make sure they obtain a product that fits their needs and desires (Park et al, 2020). Additionally, it was pointed out by Rafsandjani (2018) that purchase intention in the online context is a situation when customers are willing and intend to have involvement in doing online transactions.

Research Method

Types of Research

This study is an empirical research that applies a quantitative descriptive research approach. The technique used in this research is called the multiple regression analysis,

operated by SPSS software. This study intends to get an understanding of the association between perceived product quality, e-service quality, customer satisfaction, and purchasing intention of an Indonesian-based fashion startup called BerryBenka. Here, customer satisfaction will act as a mediating variable between the other three variables.

According to Stolzenberg (2004), multiple regression analysis is utilized to get an understanding of the strength of the associations between the independent variables (X) and the dependent variable (Y). Furthermore, this study will apply the Sobel test to examine the mediating role of customer satisfaction variables in the relationship between perceived product quality, e-service quality, and purchasing intention. The Sobel test is commonly applied in quantitative descriptive research to analyze the hypothesis that the collection between independent variables (X) and dependent variables (Y) is mediated by a third variable, showing an indirect relationship between X and Y (Abu-Bader and Jones, 2021).

Generally, quantitative research uses surveys and questionnaires to obtain the data (Ratten, 2023). Researchers commonly disseminate questionnaires to the target respondents and apply the Likert scale of 1-5 to measure the respondents' answers. A scale of 1 means "strongly disagree" whereas a scale of 5 means "strongly agree",

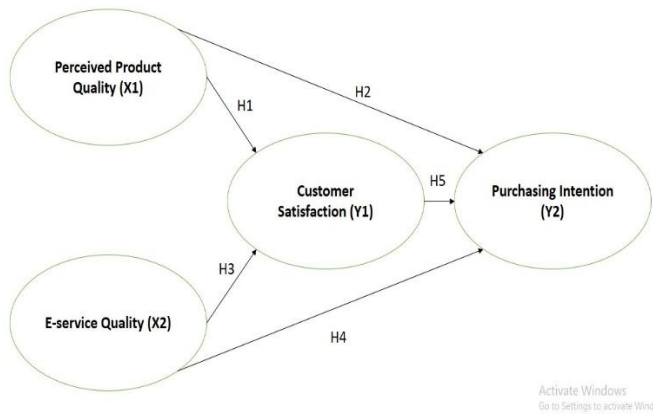
adopted from previous research by Santoso et al (2023). The data collection tool used in the conceptual framework comprised distributing questionnaires to randomly selected respondents based on early-determined sample characteristics. Additionally, the questionnaires were disseminated to respondents in their exact location at the time of distribution. After fulfilling the questionnaire, respondents then gave back the filled questionnaires, and the researcher will be thoroughly screened those that were fully completed and complied with the provided instructions. Upon finishing the selection process, the chosen questionnaires undergo further thorough processing. The questionnaire utilized in this study was categorized into two parts. The first part involved inquiries built to gather common information about the respondent's identity, which verified valuable for evaluating the alignment of respondent characteristics with the sample criteria. The second part of the questionnaire brings statements to attain research data and examine the association between perceived product quality, e-service quality, customer satisfaction, and purchasing intention.

This study employs previous research survey instruments as the basis for preparing questionnaire statements. Firstly, this study applies previous research by Qomariah and Prabawani (2020) to measure perceived product quality. Secondly, to measure the E-service quality variable, this study adopted a study by Dhingra et al (2020). Thirdly, this study utilizes research by Rahman and Sitio (2019) to measure customer satisfaction variable. And lastly, a study by Maharsi et al (2021) is used as a measurement equipment for purchasing intention variables.

Additionally, this research employs a sampling technique called as non-probability sampling with the reason of because the population could not be determined exactly. This aligns with the suggestion given by Etikan and Bala (2017). Moreover, purposive sampling is applied in this research. It is a sampling technique to choose a sample based on the researchers' judgment to get the best information to meet study objectives. Previous research by Hair et al (2010) suggested a way to determine the sample numbers in non-probability sampling research which is five to ten times the indicators. In this study, there are a total of 17 indicators attained from all variables. Therefore, this study will use $17 \times 8 = 136$ samples as a result of $17 \times 8 = 136$.

Moreover, the characteristics of the respondents used in this study are people who have an internet connection, particularly in Surabaya Indonesia, people who have installed the BerryBenka application on their mobile phones, and lastly, people who have done online transactions at least once from BerryBenka. The questionnaires were distributed to a total of 150 respondents and only 136 were used in this study after the filtering process. The research model of this study can be viewed below in Figure 1:

Figure 1. Research Model



Descriptive Statistics

This study disseminated questionnaires to 136 respondents with the criteria of people who are able to access the internet in Indonesia, also have installed BerryBenka application on their smartphones, and have checked out online at least once from BerryBenka. The participated respondents in this survey were aged between 18 and 42. Respondents aged 18-24 accounted for 53 people (39%). Moreover, respondents aged 25-31 accounted for 42 people (30.9%). Respondents aged 32-38 accounted for 20 people (14.7%). And lastly, respondents aged 38-42 accounted for 21 people (15.4%). Based on gender, male respondents accounted for 70 (51.5%) people and female respondents accounted for 66 (48.5%) people.

Results and Discussion

Zeithaml (1988) conceptualized perceived product quality as a representative of customer's assessment of the product's overall excellence and superiority. Maintaining good product quality is critical to increasing customers' satisfaction and intention to buy (Tsiotsou, 2006; Saleem et al, 2015). This aligns with the research by Carlson and Cass (2010) where they found a positive relationship between perceived product quality and customer satisfaction. Moreover, Tansil and Tielung (2014) showed a positive association between perceived product quality and customers' purchasing intention in their research.

Furthermore, although many business is run online nowadays, service quality must still be delivered in the form of e-service quality because of its importance. Fassnacht and Koese (2006) stated that e-service quality refers to how well an e-commerce can meet the expected customer requirements effectively. Lee et al (2022) found in their research that e-service quality significantly influences customer satisfaction. Another research by Park et al (2020) found the significance of e-service quality in enhancing customers' purchasing intention in Korea.

Table 1. Descriptive Statistics

Variable	Mean	Standard Deviation
Perceived Product Quality	3.72	.713
E-service Quality	3.53	.760
Customer Satisfaction	3.31	.688
Purchasing Intention	3.50	.773

As seen in Table 1 above, the perceived product quality variable has the highest mean average which accounted for 3.72. This result showed that overall respondents tend to agree

with the indicator provided. Moreover, the purchasing intention variable has the highest standard deviation, accounting for 0.773. this indicated that respondents gave answers for the purchasing intention variable the least homogenous compared to the other variables according to Cronk (2019).

Validity and Reliability test

The validity test result can be seen below in Table 2:

Table 2. Validity test

Variable	Indicator	Pearson Correlation	Sig.	Interpretation
Perceived Product Quality	X1.1	.833	.000	Valid
	X1.2	.799	.000	Valid
	X1.3	.840	.000	Valid
	X1.4	.768	.000	Valid
E-service Quality	X2.1	.753	.000	Valid
	X2.2	.787	.000	Valid
	X2.3	.779	.000	Valid
	X2.4	.779	.000	Valid
	X2.5	.830	.000	Valid
Customer Satisfaction	Y1.1	.835	.000	Valid
	Y1.2	.824	.000	Valid
	Y1.3	.827	.000	Valid
Purchasing Intention	Y2.1	.729	.000	Valid
	Y2.2	.786	.000	Valid
	Y2.3	.876	.000	Valid
	Y2.4	.828	.000	Valid

	Y2.5	.804	.000	Valid
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Source: Processed Data

As seen on table 2 above, the pearson correlation values of all variables accounted for more than 0.05. The guidelines by Sari et al (2022) elaborated that all of the variables are valid. Moreover, the correlation is considered strong because it is higher than 0.7 as guided by Cronk (2019).

The reliability test result can be viewed below in Table 3:

Table 3. Reliability test

Variable	Cronbach Alpha	Interpretation
Perceived Product Quality	0.894	Reliable
E-service Quality	0.896	Reliable
Customer Satisfaction	0.881	Reliable
Purchasing Intention	0.909	Reliable

Source: Processed Data

As seen in Table 3 above, the Cronbach Alpha values of all variables are more than 0.60. The guidance by Cronk (2019) elaborated that if the Cronbach Alpha numbers are close to greater than 0.60 and close to 1 are very good and reliable.

Multiple Linear Regression analysis

Below is the result of multiple linear regression analysis:

Table 4. Result of multiple linear regression

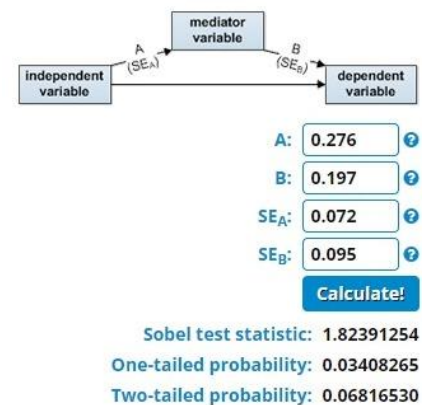
Hypotheses	Coeff.	t Sig.	Expected Hypothesis	Interpretation
Perceived Product Quality has a significant influence on Customer Satisfaction (H1)	.276	.000	Significant	Accepted
Perceived Product Quality has a significant influence on Purchasing Intention (H2)	.403	.000	Significant	Accepted
E-service quality has a significant influence on Customer Satisfaction (H3)	-.138	.090	Not Significant	Rejected
E-service quality has a significant influence on Purchasing Intention (H4)	.353	.000	Significant	Accepted
Customer Satisfaction has a significant influence on Purchasing Intention (H5)	.197	.022	Significant	Accepted

Source: Processed Data

Cronk (2019) explained that if the t-sig value result is found to be lower than the significance level of 0.05, the interpretation is that the hypothesis is accepted in a multiple linear regression analysis. As seen in table 4 above, H1, H2, H4, and H5 are accepted because the t-sig value accounted for .000, .000, .000, and .022 respectively. Only the H3 is not accepted because the t-sig value accounted for .090.

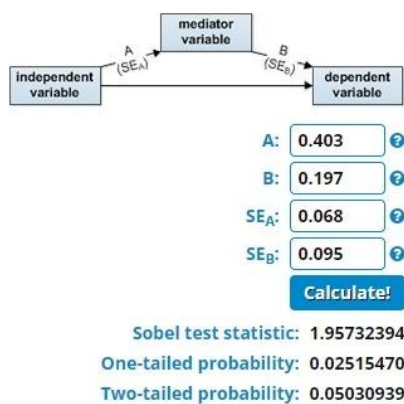
Sobel Test result

The result for Customer Satisfaction mediates Perceived Product Quality to Purchasing Intention



From the result, the value of Sobel test statistics is 1.82 which is lower than +/- 1,96. It means that customer satisfaction does not mediate perceived product quality to purchasing intention as adopted from a study by Santoso et al (2023).

The result for Customer Satisfaction mediates E-service Quality to Purchasing Intention



From the result, the value of Sobel test statistics is 1.957 and if it is rounded it becomes 1.96 which is the same as the guidance level of +/- 1,96. It means that customer satisfaction mediates e-service quality to purchasing intention as adopted from a study by Santoso et al (2023).

Discussion

The descriptive statistic results on the perceived product quality variable have an overall value of 3.724, which shows that the average value of respondents agreed with the statements provided in the questionnaire. Moreover, it was found from the result of multiple linear regression analysis that perceived product quality has a direct significant influence on customer satisfaction and purchasing intention, was accounted for .000 and .000 respectively, hence, hypotheses 1 and 2 are accepted. The finding of this study aligns with the previous studies by Saleem et al (2015) which found a positive association between perceived product quality and customer satisfaction and Gama et al (2018) which found the significance of perceived product quality on buyers' intention to purchase.

In addition, the descriptive statistic results on the e-service quality variable showed an overall value of 3.526, which means that the average value of respondents tend to agree with the statements in the questionnaire. The result of the multiple linear regression also found the significance of e-service quality on purchasing intention, was accounted for .000, therefore, hypothesis 4 is accepted. This finding aligns with a previous study by Park et al (2020) which found a positive relationship between e-service quality and purchasing intention. However, hypothesis 3 is rejected because the significance level of e-service quality on customer satisfaction accounted for 0.090 and is greater than the guided significance level of 0.05 by Sari et al (2022).

Furthermore, the descriptive statistic results on the customer satisfaction variable have an overall value of 3.31, expressing that the average value of respondents agrees with the statements in the questionnaire. The result of the multiple linear regression analysis also found the significance of customer satisfaction on purchasing intention, was accounted for .022 and is below than the guided significance level of 0.05 by Sari et al (2022), therefore, hypothesis 5 is accepted. The finding of the result is in line with previous research conducted by Iskandar et al (2015) whose study resulted that there is a significant impact of customer satisfaction on purchasing intention.

Lastly, the result of the Sobel test found that customer satisfaction does not mediate perceived product quality to purchasing intention because the result accounted for 1.82 and is below the guided level of 1.96 as guided by Santoso et al (2023). However, it is shown that customer satisfaction mediates the relationship between e-service quality and purchasing intention because the result accounted for 1.96 and is the same as the guided level by Santoso et al (2023). Hence, it is suggested that BerryBenka pay more attention to enhancing their e-service quality in their e-commerce such as providing easiness in accessing and processing online transactions on their website. Moreover, BerryBenka may consider maintaining its reliability, and delivering the products as promised on the website.

Conclusion

The outcome of this study has successfully met the objective of verifying and supporting several past studies that customer satisfaction can be enhanced by many factors, specifically in this research by perceived product quality. Additionally, customer satisfaction was found to have a significant influence on the purchasing intention of

BerryBenka customers. Purchasing intention can also be influenced by perceived product quality, e-service quality, and customer satisfaction as founded from the result of this study. The only one rejected hypothesis is e-service quality which was found not having a significant influence on customer satisfaction.

Limitation of Research and Recommendation

The changing of business environment as a result from technology has become very rapidly in today's modern world. This study has limitations which only stressed on fashion industry e-commerce. As the scope of the digital world is very huge, it is suggested that future researcher try to examine other industry such as, automotives, retails, mobile phones, etc. Its variables studied here is also limited into four variables. Future researched may also analyze other marketing variables such as brand image, price, promotion, green marketing, corporate social responsibility, etc.

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