



The Influence of E-Service Quality and Price Perception on Purchase Decisions in Tokopedia E-Commerce Among Students of Politeknik Negeri Kupang

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ABSTRACT

The rapid development of information technology has driven changes in consumer behavior from conventional shopping to e-commerce, where electronic service quality (*e-service quality*) and price perception have become important factors influencing purchasing decisions. Tokopedia, as one of the largest e-commerce platforms in Indonesia, faces challenges in maintaining customer satisfaction amid intense competition. This study aims to determine the influence of *e-service quality* and price perception on purchasing decisions on Tokopedia, with a case study on students from the Business Administration Department, Company Management Study Program, at the State Polytechnic of Kupang. The sample consisted of 65 respondents. The research method used is quantitative with a survey approach, and the data analysis technique was carried out using multiple linear regression with SPSS.

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INTRODUCTION

The development of internet technology has also had a significant impact on the economic sector. Buying and selling activities that were previously conducted traditionally can now be carried out online without the physical presence of the seller and buyer. This activity is known as e-business (electronic business), which encompasses all forms of business activities that utilize computer networks and the internet (Hanapi, 2019). One form of e-business implementation is e-commerce (electronic commerce), which refers to the buying and selling of goods and services through digital platforms. E-commerce has rapidly developed through various social networking sites and has become an integral part of modern society's economic activities, offering ease of access and efficiency in trade transactions.

From a macroeconomic perspective, e-commerce helps improve the efficiency of goods and services distribution, enhances the economies of scale in the production process, drives innovation, increases the tax base, and improves product marketing skills (Bahtiar, 2020). According to (Az-Zahra & Sukmalengkawati, 2022), the phenomenon of e-commerce has become a trend that has attracted the attention of many entrepreneurs today. The growth of e-commerce has led to many companies operating on new and continuously developing e-commerce platforms, resulting in intense competition in the development of the e-commerce industry. This is driven by the fact that e-commerce customers are increasingly able to switch from one e-commerce platform to another with ease. Buy the same products from various e-commerce sites. The shift in consumer behavior in Indonesia from physical shopping to online shopping presents new challenges for businesses to maintain and enhance customer satisfaction.

The increasing competition in the e-commerce industry requires something that attracts customers to e-commerce, one of which is the quality of service provided. Electronic service quality (e-service quality) has become an important component in customer purchasing decisions. E-service quality, or electronic service quality, is defined as a website's ability to facilitate customer activities, such as buying and delivering goods and services efficiently and effectively (Yanto & Anjasari, 2021). In the rapidly evolving digital era, e-commerce has become one of the fastest-growing sectors in the world. e-service quality also plays an important role in building consumer trust (e-trust) towards e-commerce platforms. This trust becomes a crucial element in purchasing decisions, especially in the digital era where direct interactions between consumers and sellers often do not occur (Ummah, 2019). In addition to the quality of electronic services (e-service quality) that influences consumer satisfaction and trust, price perception also plays an important role in determining purchasing decisions, as consumers evaluate prices based on the value and benefits they perceive.

In addition to the quality of electronic services, customers also often look at whether the offered price matches the provided quality. The consumer's price assessment of a good or service is called price perception, which is influenced by the nominal price, affordability, perceived benefits, comparison with competitors, and perception of value and quality. All these factors influence their decision to purchase the goods or services. According to Sari (2022), price perception is the process of collecting, organizing, and translating information resources into a deep and accepted understanding by customers regarding the sales value of a product and how the product is evaluated by them. This opinion is supported by Manihuruk (2020), who explains that price is the value contained in the price related to the benefits and ownership or use of a good. Price is also the amount of money that must be paid by the buyer to the seller for the goods or services purchased. Price also serves as a reference for buyers to reflect the quality of goods or services. Price perception is the subjective assessment of consumers regarding the price of a product, influenced by the value of benefits, quality, and the relative attractiveness of the price. Therefore, price perception must be designed in a way that meets consumer expectations, namely affordable prices with the best quality. Price perception becomes one of the important factors influencing customer behavior when shopping on e-commerce platforms because customers consider the value and benefits they perceive from the goods sold online in addition to the price.

Tokopedia is one of the pioneering e-commerce platforms in Indonesia that adopts a marketplace model, where various products from different sellers are offered on a single platform. As a marketplace, Tokopedia allows every individual or business to easily open and manage their online store without any cost, with guaranteed security and convenience. This platform provides a website that can be accessed by all users, enabling them to search for products, make purchases, and even sell their own products independently. According to Gustika et al. (2021), the average consumer visits to Tokopedia decreased by 9% each quarter from the previous year. This is quite concerning for Tokopedia because in the first quarter of 2022, Tokopedia had 157.2 million visitors, whereas in the first quarter of 2023, it only had 117.3 million. This trend continued into the third quarter, ending with only 97.07 million visitors.

According to Az-Zahra & Sukmalengkawati (2022), the main factor for the decline in Tokopedia's visitors in 2023 is the deteriorating quality of Tokopedia's electronic services, such as service speed, slow response to user requests, bugs, or issues that cause discomfort when using the Tokopedia site or application. According to Ummah (2019), the quality of electronic services can be defined as the overall perception or evaluation of customers regarding their electronic service experience in the online market. Confusing features and intrusive advertisements continue to be issues complained about by customers, which do not meet the expectations of customers who want to shop online. This is in agreement with Ciptowening et al. (2021), who explain that fundamentally, security is the most important aspect of online transactions. This becomes a primary consideration for users who shop online, as the majority of transactions are conducted through websites.

Previous studies have shown that the quality of e-commerce services significantly influences customers' choices to use e-commerce platforms. However, specific situations such as the characteristics of the Indonesian market and local customer preferences still need to be studied further. As the most popular e-commerce platform in Indonesia, Tokopedia becomes an interesting subject for a case study to understand how the quality of e-commerce services affects consumer purchasing behavior.

LITERATURE REVIEW

E-service Quality

Electronic service quality is an extension of service quality based on the comparison of two factors, namely customer perception of the service received and the service expected by the company's consumers. E-Service Quality is a form of service quality that is very comprehensive and integrative because it has relevant dimensions and can fulfill the need to evaluate electronic service quality thoroughly (Sari, 2022). Tjiptono (2014) explains that e-service quality is a form of ability to assess a site and facilitate shopping activities, including purchasing, ordering, and delivery, effectively and efficiently. Electronic services provide convenience to customers who use them and create satisfaction for customers regarding the quality of electronic services in a company. E-service quality aims to make customers feel comfortable and efficient in conducting transactions. It can be concluded that e-service quality is a form of electronic-based service to facilitate consumers in conducting transactions (Andianto, 2023).

Referring to the previous study by Zeithaml et al. (2002), a conceptual model was found to understand and improve e-service quality by identifying seven dimensions (efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact). This forms the "core online service" and "recovery online service" scales. The four main dimensions of e-service quality (efficiency, reliability, fulfillment, privacy) constitute the core scale of e-service quality used to measure customer perceptions of the service quality provided by online retailers. In summary, the dimensions of e-service quality according to Zeithaml et al., (2002) include:

1. Efficiency is the ease or speed of accessing a website to search for the desired products and to find information related to those products, and leaving the site with minimal effort.
2. Reliability, concerning the technical functionality of the relevant site, particularly to the extent that the site can be available and function as it should.
3. Fulfillment encompasses the accuracy of service promises, product stock availability, and delivery precision.
4. Privacy, regarding the guarantee that shopping behavior data is not provided to any other parties, thus ensuring the security of customer credit card information and customers will not worry about the leakage of their personal data.

Price Perception

Price is an exchange value that can be equated with money or other goods for a benefit that can be obtained from a good or service for an individual or group at a specific time and place. The term price can be used to assign a financial value to a product, good, or service. According to Kotler & Keller (2009). According to Abimanyu & Hermana (2023), price is the most influential factor in every decision considered by consumers when making online purchases. Meanwhile, according to Kotler and Armstrong (2012), price is the amount of money that will be charged for a product in accordance with the value exchanged by consumers for the benefits they wish to obtain from owning or using the product. Based on the theory above, it can be concluded that consumers' thoughts on price will form a perception. The emerging price perception influences consumer interest in purchasing a product to meet their needs, and this perception will also support consumers in actualizing what is in their minds.

Price perception is included in the marketing mix strategy, which is grouped into the "four Ps" consisting of product, price (Price Perception), place, and promotion. Price Perception is part of the "four Ps" under the price group (Price Perception). This is because price (Price Perception) includes the list of Price Perception, discounts, price reductions, payment periods, and credit terms (Sari, 2022). Price perception can influence purchase interest, as consumers will consider the price of a particular product, which will affect their price perception. Price perception is a factor that can positively influence consumer purchase interest because it shows that the price in their minds is acceptable and appropriate, thereby increasing their interest in buying the product (Abimanyu & Hermana, 2023).

Price Perception Indicator according to Sari, (2022) as follows:

1. Price Perception Affordability; is a factor that merchants consider when determining the amount of cost imposed on customers.
2. Price Perception Competitiveness; that is, the Price Perception offers made by one seller and other sellers for the same type of product.
3. The alignment of price perception with product quality; that is, the aspect that refers to the adjustment of the seller's price perception to the level of 20 products that customers can expect to receive from their purchase.
4. The alignment of Price Perception with benefits; is a component of Price Perception applied by the seller based on the benefits obtained by the customer from the purchased product.

Purchase Decision

According to Andianto (2023), the purchasing decision is a buying process carried out by consumers using alternative internet media and high value benefits. This leads to the conclusion that several factors influence online purchasing decisions, namely first, efficiency in searching (quick time, ease of use and search); second, value (competitive prices and good quality); and third, interaction (information, security, and navigation). The purchase decision is made by considering several factors that must be taken into account.

Buchari Alma (2011) explains that every purchase involves a series of purchasing decisions related to the product, as follows:

1. Decision about the type of product, in this case, the consumer determines which product they will buy.
2. Decisions about branding, in this case, consumers determine the type of brand for their products.
3. Decision about the timing of the purchase, in this case, the consumer can determine when they will buy the product.
4. The decision about the payment method, in this case, the consumer determines the payment method for the product.
5. Decisions about the form of the product, in this case, consumers can determine the size, pattern, and other criteria for the type of product they choose.

Relationship Between Concepts

According to Zeithaml, et al (2018), e-service quality is defined as the facilities provided to a site effectively and efficiently for online product purchasing activities. E-service quality includes aspects such as access speed, transaction security, and the responsiveness of online customer service. E-service quality influences consumer purchasing decisions because consumers tend to choose platforms that offer a trustworthy online shopping experience, and responsive and informative services can increase consumer trust, thereby encouraging consumers to make purchases.

According to Kotler and Armstrong (2016), price is the amount of money charged for a value that customers pay for the benefits of using or owning the goods or services. Therefore, in the world of marketing, price also plays an important role. A positive price perception is when consumers feel that the product price is appropriate or lower than the value they receive; this greatly influences their purchasing decisions. Therefore, a careful pricing strategy, attractive promotional offers, and transparency in product information can increase sales conversion.

E-Service Quality is the overall service available in an e-commerce platform. This includes the functionality of the menus on the website, ease of access, privacy and security of customer data, as well as online services such as FAQs and online complaints. Therefore, this can influence customers' purchasing decisions.

RESEARCH METHOD

This research uses a survey type of research and employs quantitative research. The type of data in this research is numerical data or data in the form of numbers (quantitative data), obtained by distributing questionnaires to respondents (primary data source) and non-numerical data related to the research (qualitative data), obtained through documents such as books, journals, and others (secondary data source). The data collection technique used is a questionnaire, which is a data collection method conducted by providing a set of written questions or statements to respondents for them to answer.

The population in this study is the students of Politeknik Negeri Kupang. The sample in this study is the students of the Business Management Study Program at Politeknik Negeri Kupang, the number of which is yet to be determined. Because the population size is not yet known, the sample size according to (Kiswati, 2010) depends on the number of indicators from variable X and variable Y multiplied by 5 to 10. With this sample size determination method, a total of 65 respondents were obtained. The sampling technique in this study was conducted using non-probability sampling and purposive sampling methods. Non-probability sampling is a sampling technique that does not provide equal opportunities for each member of the population to be selected as a sample (Sugiyono, 2018).

The data in this study were analyzed using descriptive analysis techniques aimed at describing and providing an overview of the object being studied. By using the multiple linear analysis method obtained from the SPSS program, the extent of the influence of e-service quality and price perception on purchasing decisions will be determined. According to Sugiyono (2012), multiple regression analysis is used to predict how high the value of the dependent variable will be when the value of the independent variable is manipulated.

RESULTS AND DISCUSSIONS

RESULTS

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis is an analysis used to determine the factors that influence consumers in affecting impulsive purchases. Additionally, the analysis is also used to test the validity of this research hypothesis. The test results are as follows:

Tabel 1. Results of Multiple Linear Regression Analysis

Model	Coefficients ^a				
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	8.345	2.056		4.060	.000
X1	.267	.202	.204	1.325	.190
X2	.509	.168	.466	3.025	.004

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

The results of the multiple linear regression analysis using the SPSS 25 program produced the following model:

$$Y = 8.345 + 0.267X_1 + 0.509X_2$$

The results show that the e-service quality variable (X1) has a regression coefficient of 0.267 with a significance value of 0.190, which means it does not have a significant effect on the purchase decision variable (Y). Conversely, the price perception variable (X2) has a regression coefficient of 0.509 with a significance value of 0.004, indicating a significant effect on the purchase decision (Y). Thus, only price perception (X2) has a significant influence in the regression model on purchase decisions (Y), while E-Service Quality (X1) does not contribute significantly statistically.

Results of T-Test (Partial Test)

The t-test or regression coefficient test is used to determine whether there is a partial or individual effect of the independent variable on the dependent variable (Sugiyono, 2020). In this study, the t-test was conducted using the SPSS 25 program.

Table 2. T-Test (Partial Test) Results

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	B	Std. Error	Beta	
(Constant)	8.345	2.056		.000
X1	.267	.202	.204	.190
X2	.509	.168	.466	.004

a. Dependent Variable: Y

Source: Primary Data Processed, 2025

From table 2 above, It is known that the e-service quality variable (X1) does not have a significant effect on Purchase Decision (Y), because its significance value is $0.190 > 0.05$. This indicates that an increase or decrease in e-service quality (X1) does not have a substantial impact on changes in the Purchase Decision variable (Y). Meanwhile, the Price Perception variable (X2) has a significant effect on Purchase Decision (Y), with a significance value of $0.004 < 0.05$. This means that changes in price perception (X2) significantly affect the purchase decision variable (Y), and the contribution of price perception (X2) to the regression model is quite strong.

Results of F-Test (Simultaneous Test)

The f-test is intended to determine whether there is an effect the influence of independent variables together with dependent variable. This test is also referred to as the test model feasibility, or more commonly known as the test simultaneous model. This test identifies the regression model that estimated to be feasible or not. Feasible here means model that is estimated to be suitable for explaining the influence of independent variables on the dependent variable (Sugiyono, 2020).

The decision-making criteria for the f-test in this study are that if the $F\text{-calculated} > F\text{-table}$ or $\text{sig} < \alpha = 0.05$, then H_0 is rejected and H_a is accepted.

Table 3. F-Test (Simultaneous Test) Result.

ANOVA ^a					
Model		Sum of Squares	df	Mean Square	F
1	Regression	259.309	2	129.655	21.172
	Residual	379.675	62	6.124	
	Total	638.985	64		

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: Primary Data Processed, 2025

From table 4 above, an F value of 21.172 was obtained with a significance level of $0.000 < 0.05$. This indicates that the regression model formed is statistically significant. Thus, it can be concluded that the e-service quality variable (X1) and price perception variable (X2) simultaneously have a significant effect on the purchase decision variable (Y). Based on the results of the regression analysis, the e-service quality variable (X1) and price perception variable (X2) jointly (simultaneously) have a significant effect on variable Y (F test, Sig. = 0.000). However, partially, only the price perception variable (X2) has been proven to have a significant effect on Y (Sig. = 0.004), while the X1 variable does not have a significant effect (Sig. = 0.190). Therefore, price perception (X2) is the dominant factor in explaining changes in the purchase decision variable (Y).

Coefficient of Determination (R Square)

R-squared, commonly known as the coefficient of determination, is a statistical measure used in regression analysis to determine how well the regression model explains the variance of the dependent variable based on the independent variable.

Table 4. R Square Results.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.637 ^a	.406	.387	2.47463

a. Predictors: (Constant), X2, X1

Source: Primary Data Processed, 2025

Based on Table 4 above, it can be explained that the R Square value of 0.406 indicates that 40.6% of the purchase decision variable (Y) can be explained by the independent variables e-service quality (X1) and price perception (X2) simultaneously. In other words, the e-service quality variable (X1) and price perception variable (X2) contribute 40.6% to the changes occurring in the Y variable. Meanwhile, the remaining 59.4% is explained by other variables outside this regression model or by other factors not examined in this study.

Additionally, the Adjusted R Square value of 0.387 indicates that after adjusting for the number of variables in the model, the contribution of the independent variables in explaining the dependent variable remains relatively high at 38.7%. This value suggests that the regression model remains stable even when the number of predictors is taken into account.

Meanwhile, the Standard Error of the Estimate of 2.47463 indicates the standard error level in the regression model. The smaller this value, the smaller the deviation between the actual value and the model's predicted value, so the regression model is considered quite good at predicting the dependent variable. Thus, the analysis results show that the e-service quality variable (X1) and price perception (X2) together have a significant impact on the purchase decision variable (Y), and the constructed regression model has an acceptable level of feasibility.

DISCUSSION

The Influence of E-Service Quality on Purchase Decisions

The t-test results show that the e-service quality variable (X1) has a significance value of $0.190 > 0.05$. This indicates that e-service quality does not significantly affect the purchasing decisions of students at Politeknik Negeri Kupang who use Tokopedia. This means that electronic service quality factors such as ease of access, speed, transaction security, and service responsiveness are not the main determinants in the purchasing decision-making process by the respondents of this study.

This result does not support Andianto's (2023) opinion, which states that e-service quality significantly affects purchasing decisions. In the context of this research, it is likely that consumers are more focused on other aspects such as price or promotional factors. Additionally, since the majority of respondents are students, the tolerance for service quality is likely to be more flexible as long as the products and prices remain affordable.

The Influence of Price Perception on Purchase Decisions

Based on the t-test results, the price perception variable (X2) shows a significance value of $0.004 < 0.05$, which means that price perception significantly affects the purchase decision. This indicates that the better the consumer perception of the prices of products offered by Tokopedia, such as prices considered to be in line with quality, affordable, and competitive, the greater the tendency for consumers to make a purchase.

This result supports the opinion of Kotler and Armstrong (2016), who state that price is an important factor considered in purchasing decisions. Especially for consumers with limited purchasing power such as students, the perception of reasonable and advantageous prices becomes the main consideration in choosing products online.

The Influence of E-Service Quality and Price Perception on Purchase Decisions

The F-test results in multiple regression analysis show that the significance value is 0.000 (< 0.05). This means that simultaneously, e-service quality and price perception together have a significant impact on purchasing decisions. Thus, even though e-service quality is not significant on its own, when combined with price perception, both variables can collectively influence purchasing decisions.

This shows that consumer purchasing decisions are not only influenced by a single factor, but by a combination of several complementary factors. In this case, although the quality of electronic services may not be fully satisfactory, the presence of competitive prices can serve as compensation that encourages the purchase decision to still take place.

CONCLUSION

Based on the research conducted on the influence of e-service quality and price perception on purchasing decisions on the Tokopedia e-commerce platform (a study on students of Politeknik Negeri Kupang), several conclusions have been drawn as follows.

E-Service Quality does not have a significant effect on purchasing decisions partially. This is indicated by a significance value greater than 0.05. Nevertheless, the quality of electronic services remains an important aspect of the shopping experience, although in the context of this study, consumers (students) might be more tolerant of service quality as long as the prices remain affordable.

Price perception has a significant partial effect on purchasing decisions. The t-test results show that price perception with a significance value of $0.004 < 0.05$ has a strong influence on purchasing decisions. Students as consumers tend to consider the alignment of price with quality and their purchasing power.

Simultaneously, e-service quality and price perception significantly influence purchasing decisions. The F-test results show a significance value of $0.000 < 0.05$, which means that these two variables together affect purchasing decisions. Although e-service quality is not significant on its own, when combined with price perception, its influence becomes significant on purchase decisions.

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