

The Influence of Online Service Quality and Consumer Trust On Shopee E-Commerce Customer Satisfaction in Cirebon City

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Abstract: *The rapid growth of e-commerce has intensified competition among online shopping platforms, making customer satisfaction a critical factor for sustaining business competitiveness. Online service quality and consumer trust are widely recognized as key determinants of customer satisfaction in the digital marketplace. This study aims to analyze the influence of online service quality and consumer trust on Shopee customer satisfaction in Cirebon City. This research employed a quantitative method with an associative approach. The study involved 120 Shopee users in Cirebon City selected using purposive sampling. Data were collected through a Likert-scale questionnaire and analyzed using multiple linear regression with the assistance of SPSS. The results indicate that online service quality and consumer trust have a positive and significant effect on customer satisfaction, both partially and simultaneously. Consumer trust was found to have a more dominant influence on customer satisfaction than online service quality. These findings provide useful insights for e-commerce providers, particularly Shopee, in improving service quality and strengthening consumer trust to enhance customer satisfaction.*

INTRODUCTION

The rapid growth of e-commerce in Indonesia has continued to demonstrate positive momentum in 2025. Indonesia's digital economy is projected to reach nearly US\$100 billion, with e-commerce remaining the largest contributor to digital transaction growth. Shopee is also reported as the most frequently accessed e-commerce platform by Indonesian internet users, indicating its dominant position in the national online marketplace. The increasing adoption of e-commerce reflects changes in consumer shopping behavior, where digital platforms have become an integral part of daily purchasing activities.

Despite its market leadership, Shopee continues to face challenges in maintaining customer satisfaction. Various consumer complaints, including delivery delays, product discrepancies, ineffective complaint handling, and difficulties in refund and return processes, indicate that the quality of services provided has not fully met customer expectations. Similar conditions are experienced by Shopee users in Cirebon City, where the growing intensity of platform usage is accompanied by concerns regarding service performance and transaction reliability. These issues

suggest that online service quality and consumer trust remain important factors influencing customer satisfaction.

Online service quality refers to consumers' perceptions of the effectiveness, efficiency, security, and reliability of services provided through digital platforms. High-quality online services contribute to a positive shopping experience and increase customer satisfaction (Muniarty, Wulandari, & Saputri, 2022; Siti Yolanda Rahman Utami, Edy Yulianto, & Agung Nugroho L.I.F, 2024). In addition, consumer trust plays a crucial role in reducing perceived risks associated with online transactions and strengthening customers' confidence in the platform (Ramadhany & Huda, 2023). According to the Expectation-Disconfirmation Theory (Oliver, 2013), customer satisfaction is achieved when service performance meets or exceeds customer expectations. Therefore, both online service quality and consumer trust are expected to significantly influence customer satisfaction in the e-commerce context.

Although previous studies have examined the relationships among online service quality, consumer trust, and customer satisfaction, most have focused on broader national contexts or have treated customer satisfaction as a mediating variable rather than the primary outcome (Agritika, Hartoyo, & Suharjo, 2024; Kalia & Paul, 2021; Pasaribu, Sari, Ni Bulan, & Astuty, 2022). In addition, limited empirical attention has been given to customer satisfaction among Shopee users in regional urban settings. Cirebon City was selected as the research setting because it serves as one of the major trade and service centers in the eastern region of West Java, where the increasing adoption of digital commerce has expanded consumers' reliance on e-commerce platforms (Badan Pusat Statistik Kota Cirebon, 2024). However, the determinants of customer satisfaction within this regional context remain underexplored. Given that consumer preferences and online shopping experiences may vary across regions due to differences in demographic characteristics, purchasing behavior, and service environments, further investigation in Cirebon City is scientifically justified. Therefore, this study examines the influence of online service quality and consumer trust on customer satisfaction among Shopee users in Cirebon City. The findings are expected to extend the existing literature by providing empirical evidence from a regional context while offering practical recommendations for improving service quality and strengthening consumer trust in Indonesia's e-commerce industry.

LITERATURE REVIEW

Online Service Quality

Online service quality (e-service quality) refers to consumers' perceptions of the effectiveness, efficiency, reliability, and security of services provided through digital platforms during online transactions. Unlike conventional services, consumers rely entirely on technological systems; therefore, service quality plays a crucial role in shaping customer experience and satisfaction (Santos, 2003). In e-commerce, online service quality serves as a strategic factor in creating customer value and maintaining long-term relationships.

Based on the e-SERVQUAL model proposed by (Parasuraman, Zeithaml, & Malhotra, 2005), online service quality is measured through six dimensions: website usability, information quality, service reliability, responsiveness, assurance, and personalization (Cantika & Wirdianto, 2022; Swaid & Wigand, 2007). These dimensions collectively influence consumers' evaluations of e-commerce platforms by improving convenience, security, and service performance. Therefore, higher online service quality is expected to enhance customer satisfaction, particularly in highly competitive platforms such as Shopee.

Consumer Trust

Consumer trust refers to consumers' confidence in the integrity, competence, and reliability of e-commerce platforms in conducting online transactions. In digital environments, trust is essential because consumers face uncertainties related to product quality, transaction security, and information transparency. According to (Gefen, Karahanna, & Straub, 2003), trust is a key mechanism that encourages consumers to initiate and maintain online transactions by reducing perceived risks.

Consumer trust is commonly measured through four dimensions: benevolence, ability, integrity, and willingness to depend (Kotler, Philip Keller, 2021). These dimensions reflect consumers' beliefs that the platform acts in their best interests, possesses the capability to provide reliable services, maintains honesty, and can be depended upon during transactions. Previous studies have shown that higher consumer trust leads to greater customer satisfaction in e-commerce (Pasaribu et al., 2022). Therefore, consumer trust is considered a strategic factor in strengthening customer satisfaction and fostering long-term relationships between consumers and e-commerce platforms.

Customer Satisfaction

Customer satisfaction refers to customers' overall evaluation of a product or service after comparing its performance with their expectations. According to the Expectation–Disconfirmation Theory proposed by (Oliver, 2014), satisfaction is achieved when perceived performance meets or exceeds customer expectations. In the context of e-commerce, customer satisfaction reflects consumers' evaluation of their online shopping experience, including service quality, transaction security, and trust in the platform.

Customer satisfaction is commonly measured through six dimensions: service availability, service responsiveness, service accuracy, service professionalism, overall service satisfaction, and overall product satisfaction (Caniago, 2022; Supranto, 2011). These dimensions collectively reflect consumers' perceptions of the overall shopping experience. Previous studies have shown that customer satisfaction is strongly influenced by online service quality and consumer trust, making it a key outcome variable in e-commerce research (Kalia & Paul, 2021; Siti Yolanda Rahman Utami et al., 2024). Therefore, customer satisfaction is considered an important indicator of e-commerce success and long-term customer relationships.

RESEARCH METHOD

This study employed a quantitative research method with an associative approach to examine the relationship between online service quality, consumer trust, and customer satisfaction. The population consisted of Shopee users in Cirebon City whose exact number is unknown. Therefore, purposive sampling was applied to select respondents based on the following criteria: residing in Cirebon City, being at least 17 years old, having made at least two purchases through Shopee, and being willing to participate in the study. A total of 120 respondents were involved in this research.

The research data were collected using a questionnaire based on a five-point Likert scale

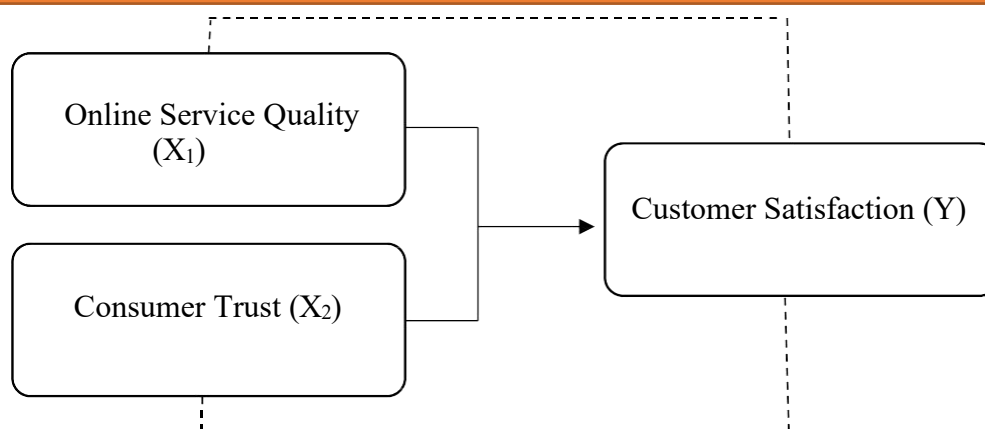


Figure 1. Frame of Mind

ranging from 1 (strongly disagree) to 5 (strongly agree), which is suitable for measuring respondents' perceptions and attitudes toward the research variables (Sugiyono, 2020). This study aims to determine the influence of Online Service Quality (X_1) and Consumer Trust (X_2) on Customer Satisfaction (Y). The collected data were analyzed using multiple linear regression with the assistance of SPSS software.

RESULTS AND DISCUSSION

Validity Test

Table 1. Research Variable Validity Test Results

<u>Service Quality</u>			
No	R calculated	R table	Description
1	0,513	0,179	Valid
2	0,550	0,179	Valid
3	0,464	0,179	Valid
4	0,656	0,179	Valid
5	0,587	0,179	Valid
6	0,675	0,179	Valid
7	0,587	0,179	Valid
8	0,505	0,179	Valid
9	0,714	0,179	Valid
10	0,674	0,179	Valid
11	0,650	0,179	Valid
12	0,508	0,179	Valid
<u>Consumer Trust</u>			
No	R calculated	R table	Description
1	0,569	0,179	Valid
2	0,521	0,179	Valid
3	0,635	0,179	Valid
4	0,583	0,179	Valid
5	0,662	0,179	Valid
6	0,710	0,179	Valid
7	0,758	0,179	Valid
8	0,722	0,179	Valid
<u>Customer satisfaction</u>			

No	R calculated	R table	Description
1	0,609	0,179	Valid
2	0,573	0,179	Valid
3	0,693	0,179	Valid
4	0,679	0,179	Valid
5	0,554	0,179	Valid
6	0,601	0,179	Valid
7	0,591	0,179	Valid
8	0,481	0,179	Valid
9	0,484	0,179	Valid
10	0,549	0,179	Valid
11	0,729	0,179	Valid
12	0,619	0,179	Valid

Source : SPSS Version 25

The validity test was conducted to determine whether the questionnaire items were capable of measuring the research variables accurately. The test employed the Pearson Product-Moment correlation with a significance level of 5%. Based on the total sample of 120 respondents, the obtained r-table value was 0.179. The results showed that all statement items for the variables Online Service Quality (X_1), Consumer Trust (X_2), and Customer Satisfaction (Y) had r-calculated values greater than the r-table value (0.179). Therefore, all questionnaire items were declared valid and suitable for use as research instruments.

Reliability Test

Table 2. Reliability Test of Research Variable

Variable	Cronbach Alpha	Reliability Standard	Description
Service Quality (X_1)	0,830	> 0,60	Reliable
Consumer Trust (X_2)	0,802	> 0,60	Reliable
Customer satisfaction (Y)	0,836	> 0,60	Reliable

Source : SPSS Version 25

The reliability test was conducted to evaluate the consistency of the research instrument using Cronbach's Alpha. The results showed that the Cronbach's Alpha values were 0.830 for Online Service Quality (X_1), 0.802 for Consumer Trust (X_2), and 0.836 for Customer Satisfaction (Y). Since all Cronbach's Alpha values exceeded the minimum reliability threshold of 0.60, all research variables were considered reliable. Therefore, the questionnaire was deemed consistent and appropriate for data collection.

Normality Test

Table 3. Normality Test Result One-Sample Kolmogorov-Smirnov Test

No	Variable	Asmp.sig.(2-tailed)	Decision Criteria	Description
1.	Quality of Online Service (X_1)	0,200	> 0,05	Normal
2.	Consumer Trust (X_2)			Normal
3.	Customer Satisfaction (Y)			Normal

Source : SPSS Version 25

The normality test was performed using the One-Sample Kolmogorov–Smirnov test. The results showed an Asymp. Sig. (2-tailed) value of 0.200, which is greater than the significance

level of 0.05. This indicates that the residual data are normally distributed. Therefore, the normality assumption required for multiple linear regression analysis has been satisfied.

Multicollinearity Test

Table 4. Multicollinearity Test Results

No	Variable	Tolerance	VIF	Remarks
1.	Quality of Online Service	0,556	1,799	Multicollinearity does not occur
2.	Consumer Trust	0,556	1,799	Multicollinearity does not occur

Source : SPSS Version 25

The tolerance value > 0.1 and VIF < 10 indicate that there is no multicollinearity in the regression model.

Heteroscedasticity Test

Table 5. Heteroscedasticity Test Results

Variable	Sig	Description
Quality of Online Service	0,782	Heteroscedasticity does not occur
Consumer Trust	0,203	Heteroscedasticity does not occur

Source : SPSS Version 25

Since the overall significance value > 0.05 , the regression model meets the assumption of homoskedasticity.

Multiple Linear Regression Test

Table 6. Multiple Linear Regression Test Results

Variabel	Regression Coefficient (B)	Direction of Influence	Significance
Quality of Online Service (X ₁)	0.258	Positive	Significant
Consumer Trust (X ₂)	0.842	Positive	Significant

Source : SPSS Version 25

Based on the results of the multiple linear regression analysis, the regression equation is $Y = 9.279 + 0.258X_1 + 0.842X_2$. The regression coefficients indicate that Online Service Quality (X₁) and Consumer Trust (X₂) have positive effects on Customer Satisfaction (Y). Specifically, an improvement in online service quality is associated with an increase in customer satisfaction, while consumer trust has a stronger positive influence on customer satisfaction. These findings suggest that enhancing online service quality and strengthening consumer trust are important factors in improving customer satisfaction among Shopee users in Cirebon City.

Hypothesis Test

Table 7. Partial t-Test Results

Variabel	t count	Sig.	Remarks
Quality of Online Service	3.374	0,001	Significant Impact
Consumer Trust	7.922	0,000	Significant Impact

Source : SPSS Version 25

The partial test (t-test) was conducted to examine the individual effect of each independent variable on customer satisfaction. The results indicate that Online Service Quality has a positive

and significant effect on Customer Satisfaction ($t = 3.374, p = 0.001$). Likewise, Consumer Trust has a positive and significant effect on Customer Satisfaction ($t = 7.922, p < 0.001$). These findings demonstrate that both online service quality and consumer trust significantly influence customer satisfaction among Shopee users in Cirebon City.

Table 8. Simultaneous F-Test Results

F count	Sig.	Remarks
98.752	0,000	Significant Models

Source : SPSS Version 25

The F-test was conducted to examine the simultaneous effect of Online Service Quality and Consumer Trust on Customer Satisfaction. The results show that the regression model is statistically significant ($F = 98.752, p < 0.001$), indicating that online service quality and consumer trust simultaneously have a significant effect on customer satisfaction among Shopee users in Cirebon City.

Test of Determination Coefficient

Table 9. Results of the Determination Coefficient Test

R	R Square	Adjusted R Square
0,792	0,628	0,622

Source : SPSS Version 25

Square's R value of 0.628 indicates that 62.8% of customer satisfaction variations can be explained by online service quality and consumer trust, while the remaining 37.2% are influenced by other variables outside of the research model.

DISCUSSION

The results of this study indicate that online service quality has a positive and significant effect on customer satisfaction among Shopee users in Cirebon City. This finding suggests that better online services, including ease of application use, reliable transactions, responsive customer service, and accurate information, contribute to higher customer satisfaction. These results are consistent with the e-service quality theory proposed by (Santos, 2003) and support previous studies by (Siti Yolanda Rahman Utami et al., 2024) and (Muniarty et al., 2022), which found that high-quality online services enhance customer satisfaction by improving the overall online shopping experience.

The findings also reveal that consumer trust has a positive and significant effect on customer satisfaction and exerts a stronger influence than online service quality. This indicates that customers place greater importance on transaction security, platform credibility, and the reliability of services when evaluating their shopping experience. These results are consistent with the trust theory proposed by (Gefen et al., 2003), which explains that trust reduces perceived risks in online transactions, and they support previous studies by (Danise Ramadhani, Vivianti Novita, Desri wiana, Edi Putra Berutu, 2024) and (Pasaribu et al., 2022), which identified consumer trust as a key determinant of customer satisfaction in e-commerce.

Furthermore, the simultaneous analysis demonstrates that online service quality and consumer trust jointly have a significant effect on customer satisfaction. The coefficient of determination indicates that these two variables explain a substantial proportion of customer satisfaction, while the remaining variation may be influenced by other factors such as product quality, pricing, promotions, or previous shopping experiences. Therefore, improving service quality while strengthening consumer trust should become a strategic priority for Shopee to maintain and enhance customer satisfaction in an increasingly competitive e-commerce market.

CONCLUSION

This study concludes that online service quality and consumer trust have positive and significant effects on customer satisfaction among Shopee users in Cirebon City, both partially and simultaneously. Consumer trust has a stronger influence than online service quality, indicating that transaction security, platform credibility, and reliability are essential factors in enhancing customer satisfaction. Furthermore, the regression model explains 62.8% of the variance in customer satisfaction ($R^2 = 0.628$), while the remaining 37.2% is explained by other factors beyond the scope of this study. These findings highlight the importance of continuously improving online service quality and strengthening consumer trust to enhance customer satisfaction and foster long-term customer relationships.

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