# EXAMINING THE RELATIONSHIP BETWEEN THE E-SERVICE QUALITY OF INDONESIAN FASHION RETAILERS' E-COMMERCE WEBSITES, CUSTOMER SATISFACTION, AND PURCHASE INTENTION

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## ABSTRACT

In today's modern era, as technology is rapidly growing, the behavior of customers purchasing products has shifted. This research's main purpose is to examine several factors influencing Indonesian fashion retailers' intention to buy through e-commerce websites or applications, specifically, e-service quality and customer satisfaction. This study uses a quantitative descriptive method by disseminating questionnaires to 300 respondents across Indonesia. This study confirmed that out of the five dimensions of e-service quality, only reliability, personalization, and trust positively influence overall e-service quality. Additionally, overall e-service quality positively influenced customer satisfaction and purchase intention. Moreover, customer satisfaction positively and significantly influences purchase intention. Lastly, customer satisfaction was found to mediate the relationship between overall e-service quality and purchase intention. Future scholars are suggested to explore alternative variables and delve into other sectors within the digital realm beyond the fashion industry to strengthen the validity of this study.
**Keywords:** E-service Quality, E-commerce, Customer Satisfaction, Purchase Intention

## ABSTRAK

Di era modern saat ini, seiring dengan pesatnya perkembangan teknologi, perilaku pelanggan dalam membeli produk telah bergeser. Tujuan utama penelitian ini adalah untuk mengkaji beberapa faktor yang memengaruhi niat pengecer mode Indonesia untuk membeli melalui situs web atau aplikasi e-commerce, khususnya, kualitas layanan elektronik dan kepuasan pelanggan. Penelitian ini menggunakan metode deskriptif kuantitatif dengan menyebarkan kuesioner kepada 300 responden di seluruh Indonesia. Penelitian ini menegaskan bahwa dari lima dimensi kualitas layanan elektronik, hanya keandalan, personalisasi, dan kepercayaan yang secara positif memengaruhi kualitas layanan elektronik secara keseluruhan. Selain itu, kualitas layanan elektronik secara keseluruhan secara positif memengaruhi kepuasan pelanggan dan niat pembelian. Lebih jauh lagi, kepuasan pelanggan secara positif dan signifikan memengaruhi niat pembelian. Terakhir, kepuasan pelanggan ditemukan memediasi hubungan antara kualitas layanan elektronik secara keseluruhan dan niat pembelian. Peneliti masa depan disarankan untuk mengeksplorasi variabel alternatif dan mempelajari sektor lain dalam ranah digital di luar industri mode untuk memperkuat validitas penelitian ini.
**Kata Kunci**: Kualitas layanan elektronik, E-commerce, Kepuasan pelanggan, Keinginan membeli

## INTRODUCTION

In today's modern era, as technology is rapidly growing, the behavior of customers purchasing products has shifted, which has led many academics and practitioners to research this phenomenon (Mamakou et al., 2024). More people tend to buy products through online platforms because of their convenience. Data seen in a study by Bhat and Darzi (2020) stated that global e-retail transactions accounted for US\$ 2.38 trillion in 2017 and are estimated to achieve US\$ 6.54 trillion by 2023. The growing numbers of e-commerce companies nowadays drive this study. In the past, e-commerce was just a trend; however, nowadays, it creates many opportunities both for firms and customers, as explained by Escobar-Rodriguez and Bonson-Fernandez (2016). Hence, almost every company relies on online platforms such as websites, e-commerce, social media, etc, to obtain a competitive advantage and reach their customers more easily (Sunyoto et al., 2023). As explained by Dhingra et al. (2020), e-commerce refers to buying and selling products through an online platform.

Indonesia is one of the most populated countries, and it offers enormous opportunities in terms of market size. Moreover, according to Statista (2023), approximately 224 million people already have internet access, projected to reach around 270 million in 2028. This vast number allows many global retail brands, such as H&M, Uniqlo, Zara, Pull&Bear, etc, to enter the Indonesian online market. Almost all of them also developed their application and websites to connect with consumers more efficiently. Moreover, it simplifies online transactions. Additionally, firms with comprehensive experience and proven success in e-commerce are starting to acknowledge that success or failure in this platform goes beyond just having an attractive website and offering competitive prices (Rehman et al., 2019). Competition now also depends on the quality of service online, as Zeithaml (2002) elaborates. However, measuring and explaining service quality is difficult because of its elusiveness (Cronin & Taylor, 1992).

The conceptualization of service quality was first founded by Parasuraman et al. (1988), who classified it into five dimensions: tangibility, reliability, responsiveness, assurance, and empathy. Gundersen et al. (1996) added that well-applied service quality may lead companies to gain higher profitability. Nevertheless, as this study intends to research fashion retailers in Indonesian e-commerce, it needs to adjust the concept of service quality to e-service quality. The application of service quality in e-commerce settings has attracted many academics and practitioners and has been researched over the past decades (Li et al., 2002; Lee & Lin, 2005; Devaraj et al., 2002; Sharma and Lijuan, 2015; Dhingra et al., 2020; Sunyoto et al., 2024). E-service quality is defined by Santos (2003) as the overall consumers' assessment and view of the e-service delivery in the online platform. Moreover, apart from the definition, the dimensions of service quality developed by Parasuraman (1988) must also be adjusted. For instance, according to Ruanguttamanun and Peemanee (2022), tangibility in service quality means the presence of an offline store, exact location, and physical activities, which is less applicable in e-commerce. Therefore, tangibility can be adjusted to website quality in an online environment.

Previous studies found that a well-applied e-service quality can enhance customer satisfaction (Lee & Lin, 2005; Dhingra et al., 2020) and consumers' purchase intention (Dhingra et al., 2020; Sunyoto et al., 2024). Thus, this study attempts to modify the service quality model developed by Parasuraman to consider its application in an online

environment to gain confirmation about the relationship between e-service quality, customer satisfaction, and purchase intention. Customer satisfaction will be tested as the mediation variable between that relationship. Moreover, this research seeks to contribute to the marketing field, particularly in the online environment of Indonesia's fashion e-retailer industry. Finally, this study hopes to be fundamental research that will assist future online shopping or e-commerce marketing examinations.

## LITERATURE REVIEW

### E-service Quality

Over the past decades, service quality has been a topic that has attracted many researchers to modify and apply it in e-commerce settings to find out whether it influences consumers' consumption decisions (Wolfinbarger & Gilly, 2003; Udo et al., 2010; Maharsi et al., 2020; Sunyoto et al., 2023). Santos (2023) defined e-service quality as consumers' overall perception and examination of the delivery of e-service in an online platform. Since humans deliver services, there is a bigger chance of variability in both the result and the delivery process. Nevertheless, a study by Dhingra et al. (2020) indicated that, commonly, the quality of service has a positive impact on customer satisfaction and purchase intention. Cronin and Taylor (1992) further supported the idea that businesses should purposefully design and manage their service quality to ensure their operations are successful.

The shopping process in an online environment is different from the traditional one; it is more complex, including various sub-processes like navigation, information search, online transactions, and customer interactions (Ginting et al., 2023). When visiting an online shop, customers are less likely to scrutinize each sub-process individually;

instead, they tend to perceive the overall service as a cohesive process and outcome (van Riel et al., 2001). Moreover, for online consumers, achieving the potential benefits of the Internet relies heavily on high-quality e-services (Yang, 2001). As comparing product features and prices is more convenient online than traditional channels, e-service quality emerges as a pivotal factor for customers (Santos, 2003). Consequently, online customers anticipate service quality levels equivalent to or surpass those provided through traditional channels.

### Conceptual Framework and Hypotheses

Parasuraman (1988) first developed the dimensions to measure service quality, which are tangibles (physical existence and activities), reliability (performance consistency), responsiveness (fast response in servicing), assurance (behavior to build consumers' trust and confidence), and empathy (giving individual attention according to its needs). This research intends to study service quality in an online environment, the fashion e-retailer industry in Indonesia. Several studies suggested that the service quality dimensions must be reformulated before they can be usefully applied in the online environment (van Riel et al., 2001; Santos, 2003; Kalia et al., 2016). Therefore, the researcher modified the service quality dimensions to be applied in the online setting. This study proposed five dimensions adopted from Lee and Lin (2005): website design, reliability, responsiveness, personalization, and trust to predict the overall e-service quality. Furthermore, this study will determine the relationship between e-service quality, customer satisfaction, and purchase intention, with customer satisfaction acting as a mediator variable. The conceptual framework of this manuscript can be seen below in Figure 1:

Figure 1. Conceptual Framework
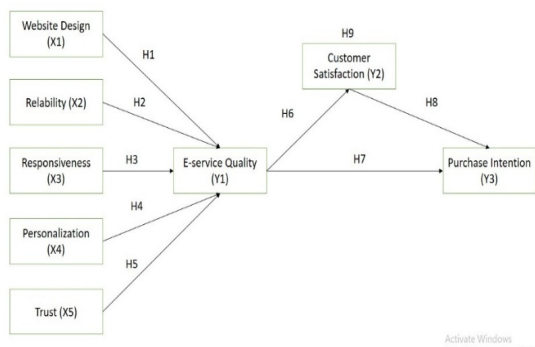


Source: Processed by Authors

## Website Design

According to Lee and Lin (2005), the quality of website design is crucial in delivering e-service quality to the customers in an online store. Kim and Lee (2002) added that it refers to the visual attractiveness that user interface design proposes to customers. An empirical study by Wolfinbarger and Gilly (2003) found that website design is one of the strong predictors of consumer quality judgments and customer satisfaction. Moreover, according to a study by Sharma (2018), website design is the most fundamental aspect of e-service quality. Hence, hypothesis 1 is proposed, namely:

H1: Website Design has a significant effect on Overall E-service Quality

## Reliability

According to Dhingra et al. (2020), reliability is the capability to deliver the service as promised consistently, comprising factors such as regularly updating the website, prompt responses to customer inquiries, and precision in online purchasing and billing. Moreover, reliability indicates that businesses execute the service correctly from the outset and fulfill their commitments (Parasuraman et al., 1985). Numerous past studies have identified reliability as a critical benchmark for assessing service quality, with Wolfinbarger and Gilly (2003) stressing its

significant impact on judgments about the quality of e-commerce. Lee and Lin (2005) further affirmed reliability as a significant predictor of overall service quality, customer satisfaction, and purchase intentions in online shopping. Hence, hypothesis 2 is proposed, namely:

H2: Reliability has a significant effect on Overall E-service Quality

## Responsiveness

Responsiveness refers to how often an online store or e-commerce willingly responds to customer inquiries immediately (Sunyoto et al., 2023). Sharma (2018) added that promptly responding to email requests or complaints and immediately confirming orders has been considered an essential factor in online visitors' assessment of a website. Good responsiveness is crucial because specific customers proactively contact vendors before buying goods to clarify doubts. The satisfaction gained from interacting with customer service significantly affects their intention to purchase. Some empirical studies found the significance of responsiveness on the overall e-service quality and customer satisfaction (Lee & Lin, 2005; Wolfinbarger & Gilly, 2003). Therefore, hypothesis 3 is proposed, namely:

H3: Responsiveness has a significant effect on Overall E-service Quality

## Personalization

Lee and Lin (2005) defined personalization as the ability of an online business to adjust its services to meet the customers' demands and expectations. Yang (2001) conceptualized personalization into four components in the online shopping context: personal attention, preferences, recognizing the particular needs of consumers, and information regarding product modification. A previous empirical study by Kassim and Abdullah

(2010) found a significant influence of personalization on overall e-service quality. On the other hand, Dhingra et al. (2020) and Lee and Lin (2005) found that personalization did not influence e-service quality and customer satisfaction significantly. Moreover, a study by Wolfinbarger and Gilly (2003) found that personalization positively impacts overall e-service quality and customer satisfaction. Based on the literature review above, we propose hypothesis 4, namely:

H4: Personalization has a significant effect on The overall E-service Quality

**Trust**

In online shopping settings, the interaction between customers and online stores happens (Bakos, 1991). Several previous studies pointed out the significance of online trust between consumers and online stores (Lee & Lin, 2005); Wolfinbarger & Gilly, 2003; Krauter & Kaluscha, 2003). Without trust, there is no participation in general commerce, especially in online shopping, where customers can only view through e-commerce or websites (Madu & Madu, 2002). Moreover, online stores may behave opportunistically, which may harm customers. A study by Dhingra et al. (2020) found the significance of trust in overall e-service quality, which later on influences customer satisfaction and purchase intention, respectively. Similarly, Lee and Lin (2005) found that trust significantly influences overall e-service quality and customer satisfaction.

Furthermore, Kalia et al. (2016) conducted a study by applying a web survey to 308 respondents to explore the relationship between e-service quality, customer satisfaction, and purchase intention. Additionally, a study by Sunyoto et al (2024) surveyed 150 respondents who are regularly purchased through online commerce platforms across Indonesia. The

result showed the positive impact of e-service quality on purchase intention and e-satisfaction which represents customer satisfaction in the online context. The result showed a positive relationship between e-service quality and purchase intention, with customer satisfaction as the mediator variable.

Consequently, we propose hypotheses 5 and 6, namely:

H5: Trust has a significant effect on E-service Quality

H6: The overall E-service Quality has a significant effect on Customer Satisfaction

H7: The overall E-service Quality has a significant effect on Purchase Intention

**Customer Satisfaction**

Saleem and Raja (2014) explained that customer satisfaction has been conceptualized in various fields, such as psychology, business, marketing, housing, and tourism. Customer satisfaction refers to the internal sense of customers, comprising either contentment or discontentment emerging from the evaluation of services provided by an organization in alignment with the customer's expectations (Venkatakrishnan et al., 2023). Uzir et al. (2021) highlighted that in quantitative research, customer satisfaction is identified by quantifying it through the percentage of overall customers who have experienced goods and services from a company exceeding their satisfaction expectations.

In online shopping, dissatisfied customers with the information content provided on the website or e-commerce will leave the website promptly without purchasing anything (Momotaz & Hasan, 2018). Nevertheless, satisfied customers, due to experiencing e-service quality, will likely have the intention to buy the goods or services (Sunyoto et al., 2024). Moreover, the results of past studies have found the

significance of customer satisfaction on customer purchase intention (Saleem et al., 2015; Iskandar et al., 2015). The relationship between e-service quality, customer satisfaction, and intention to buy is inter-connected. When customers positively experience e-service, it may enhance customer satisfaction, leading to future purchases. It is confirmed that e-service quality positively enhances customer satisfaction, which later affects purchase intention, as studied by Dhingra et al. (2020). Similarly, Sunyoto et al. (2024) also found that customer satisfaction mediates the relationship between e-service quality and purchase intention in BerryBenka's Indonesian e-commerce context. Hence, we propose two hypotheses as follows:

H8: Customer Satisfaction has a significant effect on Purchase Intention

H9: Customer Satisfaction mediates the relationship between E-service quality and Purchase Intention

**Purchase Intention**

In a study by Khairunnisa et al. (2018), Philip Kotler defined purchase intention as the behavioural inclination of consumers when showing interest in obtaining a product or service. Urinbaeva et al. (2023) highlighted that purchase intention represents a customer's plans or interests regarding a particular item or brand. Additionally, consumers' purchase intention is formed under the presumption of pending transactions and, consequently, is regarded as a critical indicator of actual purchase (Chang & Wildt, 1994). The measurement of purchase intention can be facilitated by inquiring about the likelihood of purchasing the promoted product or service. Furthermore, Shiau and Luo (2012) pointed out that online purchase intention is the scenario wherein consumers show a willingness and intent to take action in online transactions. As Yimer et al. (2023)

outlined, intention involves willingness, likelihood, and inclination.

**RESEARCH METHODS**

This study is a quantitative research, applying the multiple regression analysis by utilizing IBM SPSS software version 22 to test 9 hypotheses as shown in the conceptual framework. The multiple linear regression analysis is applied to test the power of the impact of independent variables on dependent variables (Stolzenberg, 2004). Furthermore, this study will use the Sobel test to examine the mediation effect of customer satisfaction on the relationship between e-service quality and purchase intention. Santoso et al. (2023) explained that the Sobel test checks the relationship between independent and dependent variables, which is mediated by a third variable. Abu-Bader and Jones (2021) added that the Sobel test aims to identify a mediator's involvement in the regression analysis.

Data collection involves distributing questionnaires to respondents to meet the study's objective, as Ratten (2023) guided. This study adapted the Likert Scale of 1-5 from a past study by Joshi et al. (2015) to measure respondents' answers, where one indicated "strongly disagree," and five indicated "strongly agree," The procedure of this research starts from distributing the questionnaires through online form. Then, respondents were asked to return the filled questionnaires, which the researcher processed. The researchers were checking if the questionnaires were fulfilled as instructed. Subsequently, the chosen questionnaires were processed further, addressing minor readability issues. The questionnaire was separated into two parts. First, it aimed to obtain general information about respondents, such as biodata, to suitability with the sample criteria. Second, it encompassed statements to get the research data and examine the relationship between e-service quality dimensions,

customer satisfaction, and purchase intention. The indicators/questionnaires' statements were adopted and adjusted from previous studies.

The population used in this study is people who regularly purchase online from e-commerce/online stores. This study applies the non-probability sampling technique because the authors cannot count the exact number of populations. Additionally, the purposive sampling technique is used in this research. As mentioned above, the exact number of the population cannot be counted, so this research adopted a method by Hair et al. (2010) to determine the population. The guidance stated that the appropriate sample size should be five to ten multiplied by total indicators when doing a non-probability sampling. In this research, the authors used 30 indicators from all variables. Consequently, to get the maximum result, this study used a 300 sample size.

The respondents' criteria should be people who have a smartphone and are connected to the internet. Moreover, they have shopped online from fashion retailers' top brands such as H&M/Uniqlo/Zara/Pull&Bear, etc, website/e-commerce applications at least once. The application of the purposive sampling technique is that before giving the questionnaire survey, potential respondents must show the researcher that they have already shopped online through their mobile phone. Initially, 360 questionnaires were disseminated, and each author disseminated 120 questionnaires to make the samples more spread; however, only 300 were used after the filtering process.

## RESULTS AND DISCUSSIONS
### Descriptive Statistics

The demographic distribution of the respondents can be seen below in Table 1:

Table 1. Demographic distribution

| Variable | Classification | Number | Percentage |
|---|---|---|---|
| Gender | Female | 136 | 45% |
| | Male | 164 | 55% |
| Education | Diploma | 97 | 32.33% |
| | Bachelor | 122 | 40.67% |
| | Master | 63 | 21% |
| | Doctoral | 18 | 6% |
| Age | 16-25 | 87 | 29% |
| | 26-35 | 125 | 41.67% |
| | 36 and above | 88 | 29.33% |

Source: Processed Data

Most respondents have a higher education background, with a bachelor's degree background being the highest, accounting for 40.67%. Based on age, people aged 26-35 accounted for the most with 41.67%, followed by 36 and above, and 16-25, which accounted for 29.33% and 29%, respectively. This can be understood because younger people tend to be tech-savvy and understand how to shop online (Kim & Ammeter, 2008). Moreover, the gender distribution accounted for 45% for females and 55% for males, respectively.

Figure 2. Descriptive Statistics



| Descriptive Statistics | | | | | |
|---|---|---|---|---|---|
| | N | Minimum | Maximum | Mean | Std. Deviation |
| X1 | 300 | 2.00 | 5.00 | 3.7442 | .69950 |
| X2 | 300 | 1.50 | 5.00 | 3.6342 | .74855 |
| X3 | 300 | 1.25 | 4.75 | 3.4942 | .74635 |
| X4 | 300 | 1.00 | 4.75 | 3.3525 | .80037 |
| X5 | 300 | 2.20 | 5.00 | 3.9533 | .50544 |
| Y1 | 300 | 1.67 | 5.00 | 3.6256 | .80422 |
| Y2 | 300 | 1.67 | 5.00 | 3.4656 | .72020 |
| Y3 | 300 | 1.33 | 4.67 | 3.3333 | .73405 |
| Valid N (listwise) | 300 | | | | |

Source: Processed Data

Figure 2 above shows that the highest mean average accounted for 3.9533, the trust variable. It indicates that most respondents agree with the trust indicators compared to the other variables. The highest standard deviation accounted for

.80422, the overall e-service quality. Cronk (2019) explained that this result indicates that the answers for the overall e-service quality variable are the least homogenous compared to the other variables.

## Validity and Reliability Test

Table 2. Validity Test

| Variable | Indicator | Pearson Correlation | Sig. | Interpretation |
|---|---|---|---|---|
| Website Design | 1.1 | 822 | .000 | Valid |
| | 1.2 | 794 | .000 | Valid |
| | 1.3 | 863 | .000 | Valid |
| | 1.4 | 817 | .000 | Valid |
| Reliability | 2.1 | 832 | .000 | Valid |
| | 2.2 | 846 | .000 | Valid |
| | 2.3 | 831 | .000 | Valid |
| | 2.4 | 824 | .000 | Valid |
| Responsiveness | 3.1 | 846 | .000 | Valid |
| | 3.2 | 770 | .000 | Valid |
| | 3.3 | 818 | .000 | Valid |
| | 3.4 | 864 | .000 | Valid |
| Personalization | 4.1 | 798 | .000 | Valid |
| | 4.2 | 836 | .000 | Valid |
| | 4.3 | 836 | .000 | Valid |
| | 4.4 | 842 | .000 | Valid |
| Trust | 5.1 | 317 | .000 | Valid |
| | 5.2 | 657 | .000 | Valid |
| | 5.3 | 660 | .000 | Valid |
| | 5.4 | 643 | .000 | Valid |
| | 5.5 | 676 | .000 | Valid |
| Overall E-service Quality | 1.1 | 844 | .000 | Valid |
| | 1.2 | 839 | .000 | Valid |
| | 1.3 | 839 | .000 | Valid |
| Customer Satisfaction | 2.1 | 693 | .000 | Valid |
| | 2.2 | 824 | .000 | Valid |
| | 2.3 | 799 | .000 | Valid |
| Purchase Intention | 3.1 | 861 | .000 | Valid |
| | 3.2 | 851 | .000 | Valid |
| | 3.3 | 829 | .000 | Valid |

Source: Processed Data

Based on Table 2 above, the sig value of each indicator was below 0.05. Sari et al. (2020) state that the data above are valid.

Table 3. Reliability Analysis

| Variable | Cronbach Alpha | Interpretation |
|---|---|---|
| Website Design (X1) | .904 | Reliable |
| Reliability (X2) | .911 | Reliable |
| Responsiveness (X3) | .896 | Reliable |
| Personalization (X4) | .899 | Reliable |
| Trust (X5) | .697 | Reliable |
| Overall E-service Quality (Y1) | .896 | Reliable |
| Customer Satisfaction (Y2) | .831 | Reliable |
| Purchase Intention (Y3) | .897 | Reliable |

Source: Processed Data

Table 3 above presents the result of the reliability test. The Cronbach alpha value of all variables above is more significant than 0.60, according to Cronk (2019), when the Cronbach Alpha values close to greater than 0.60 and close to 1 are very good and reliable.

## Multiple Linear Regression Analysis

The result of the multiple linear regression analysis can be seen below in Table 4:

Table 4. Multiple Linear Regression Analysis Result

| | Hypotheses | coeff. | sig | Expected Hypothesis | Result |
|---|---|---|---|---|---|
| 1 | Website Design ⬥ E-service Quality. | 022 | 721 | Supported | Not Supported |
| 2 | Reliability ⬥ E-service Quality | 224 | 001 | Supported | Supported |
| 3 | Responsiveness ⬥ E-service Quality | .032 | 549 | Supported | Not Supported |
| 4 | Personalization ⬥ E-service Quality | 361 | 023 | Supported | Supported |
| 5 | Trust ⬥ E-service Quality | 230 | 000 | Supported | Supported |
| 6 | E-service Quality ⬥ Customer Satisfaction | 480 | 000 | Supported | Supported |
| 7 | E-service Quality ⬥ Purchase Intention | 465 | 000 | Supported | Supported |
| 8 | Customer ⬥ Purchase Intention | 930 | 000 | Supported | Supported |

Source: Processed Data.

Table 5. Correlation Coefficient (R) & Determination Correlation (R²)

| Predictors | Dependent Variable | R | Adjusted R Square (R²) |
|---|---|---|---|
| X1-X5 | Y1 | 553[a] | .294 |
| Y1 | Y2 | 536[a] | .286 |
| Y1 | Y3 | 509[a] | .257 |
| Y2 | Y3 | 912[a] | .832 |

Source: Processed Data

For the regression analysis, the guidance level by Sari et al. (2020) is that if the t-sig value is below 0.050, the hypothesis is accepted. As seen in Table 4 above, H1 and H3 were unsupported because the t-sig value accounted for .721 and .549, respectively. The other hypotheses were accepted because they met the guidance level of Sari et al. (2020).

Moreover, Table 5 above shows the R and R² test. Firstly, the R-value indicates a positive relationship between predictors and dependent variables. Secondly, the adjusted R square also indicated that X1-X5 influences Y1 by 29.4%, and the rest, 71.6%, were influenced by other variables. Thirdly, Y1 influences Y2 by 28.6%, and the rest of the different variables are influenced by 72.4%. Additionally, Y1 influences Y3 by 25.7%, and the rest of other variables are influenced by 74.3%. Finally, Y2 influences Y3 by 83.2%, and the rest of other variables are influenced by 16.8%. Consequently, it can be understood that only the relationship between Y2 and Y3 is considered significant and positive because the R² is near 1/100%.

**The Sobel test result**

The Sobel test acts as an instrument for identifying the indirect effect. Introduced by Sobel in 1982, it examines a variable as the "intervening" variable if it influences the association between the independent variable (X) and the dependent variable (Y). This test measures the strength of the independent variable's (X) indirect influence on the dependent variable (Y2) by way of the intervening variable (Y1) (Abu-Bader & Jones, 2021). The guidance level of the Sobel test must be higher than +-1.96 to indicate the mediation impact. The Sobel test result to test hypothesis 9 can be seen below in Figure 3:

Figure 3. Sobel Test Result Y1-Y2-Y3

| Input: | | Test statistic: | Std. Error: | p-value: |
|---|---|---|---|---|
| a | .480 | Sobel test: 10.50089384 | 0.04251067 | 0 |
| b | .930 | Aroian test: 10.49765546 | 0.04252378 | 0 |
| s_a | .044 | Goodman test: 10.50413521 | 0.04249755 | 0 |
| s_b | .024 | Reset all | Calculate | |

Source: Processed Data

It can be seen from Figure 3 above that the result of the Sobel test accounted for 10.500 and is higher than the guidance level of +-1.96; hence, hypothesis 9 is accepted, and the interpretation is that

customer satisfaction mediates the relationship between overall e-service quality and purchase intention.

**Discussion**

This paper identified five dimensions of e-service quality adapted from past studies by Lee and Lin (2005). Those are website design, reliability, responsiveness, personalization, and trust. Additionally, a conceptual framework was introduced to examine the influence of e-service quality dimensions on the overall e-service quality and the impact of overall e-service quality on customer satisfaction and purchase intention, respectively. Finally, this study explored the mediation effect of customer satisfaction on the relationship between overall e-service quality and purchase intention of the customers of fashion retailers' e-commerce in Indonesia.

As seen in Table 7, from the five dimensions of e-service quality, only reliability, personalization, and trust variables were found to influence the overall e-service quality positively. On the other hand, website design and responsiveness were found not to have a positive and significant influence on the overall e-service quality. First, the surprising result perhaps is that website design was found not to have a significant influence on the overall e-service quality. This finding might indicate that customers do not care the most about the visual look of the website and its features but more about other aspects, such as reliability, personalization, and trust the sellers provide. It is also possible if we refer to the mean data of website design the score is good. So, there is nothing really special about website design on e – e-retailers, so customers think they are all good and do not think about it as something important.

Second, the empirical analysis showed that reliability significantly affects the overall e-service quality. This finding is

consistent with past studies by Lee and Lin (2005) and Wolfinbarger and Gilly (2003), who found that reliability can be used to measure the overall e-service quality and significantly influences it. Hence, to boost customer satisfaction and increase the possibility of purchases, e-retailers should focus on improving reliability components such as ensuring timely product delivery, providing accurate and current information, and strengthening the security of online transactions.

Thirdly, the surprising finding is that responsiveness was found not to have a significant effect on overall e-service quality. This may indicate that customers expect something other than responsiveness from the e-retailers, such as the honesty of the information provided, exact delivery as promised, safety in online transactions, etc. Fourthly, personalization positively influences overall e-service quality, which aligns with past studies by Wolfinbarger and Gilly (2003). Hence, e-commerce/e-retailers' websites ought to focus on providing safety to customers when doing online transactions. They need to ensure that customers do not misuse the personal information provided by customers. Furthermore, the language provided on the website should be easy for customers to understand. Moreover, the e – e-retailers sometimes use artificial intelligence through chatbots as customer service or even provide "frequently asked questions", so the customers are already easily find the solution to their problems.

Additionally, the personalization variable significantly affected overall e-service quality, which further confirmed past studies by Wolfinbarger and Gilly (2003). Online sellers must provide safety to their customers while shopping on their platform, mainly by keeping their private information safe. Moreover, they can provide customers with product recommendations according to their preferences when sending email

advertisements. Furthermore, the trust variable was found to influence overall e-service quality positively. This finding is consistent with the past study by Lee and Lin (2005), which found trust to be the most critical factor in determining customers' perception of e-service quality. Dhingra et al. (2020) added that positive 'word of mouth,' warranty of money-back if something happens in the transaction, and having partnerships with various well-known business partners, such as logistic partners here, can enhance consumers' trust when purchasing goods online.

The subsequent finding is that overall e-service quality significantly affects customer satisfaction, which is consistent with a study by Sunyoto et al. (2023) and Sunyoto et al. (2024). Providing good service quality in the online shopping context is as important as the offline store because as technology moves fast, customers may experience the same thing when they are doing online shopping. Moreover, overall e-service quality was also found to have a positive influence on customers purchasing intention and is consistent with a past study by Sunyoto et al. (2024). When customers are impressed with the e-service quality provided by customers, they will put it on their minds, leading to future purchases (Dhingra et al., 2020).

Moreover, customer satisfaction significantly affects customers' purchasing intention, aligning with past studies by Dhingra et al. (2020) and Sunyoto et al. (2024). It is significant because the $R^2$ accounted for .832, which means customer satisfaction has an 83.2% influence on purchase intention, and other variables influenced the other 16.8%. Satisfied customers are more considerate when purchasing goods or services. Additionally, they may even give recommendations to their relatives promoting the store that makes them satisfied. Finally, the Sobel test result found that customer satisfaction

mediates the relationship between overall e-service quality and purchase intention, which aligns with a past study by Sunyoto et al. (2024). Hence, online sellers are advised to provide their best e-service quality to their customers to maintain customer satisfaction, which will lead to future intention to buy.

Based on the research result, e-retailers are recommended for reliability, personalization, and trust. Also, e-service quality is important as well. In terms of online shopping, where the buyers and sellers do not meet physically, it is really important to provide trust and reliability for customers. Promoting this trust and reliability can be impactful through social media, and give incentives for customers to feel experience by purchasing on e-retailers.

**CONCLUSION AND SUGGESTION**

The outcome of this study has successfully confirmed and supported previous studies that customers' intention to purchase can be influenced by many factors, particularly in this research, such as overall e-service quality and customer satisfaction. However, only reliability, personalization, and trust were predictors of overall e-service quality. Website design and responsiveness were found not to determine customers' perception of overall e-service quality. Furthermore, overall e-service quality positively influenced customer satisfaction and purchase intention, respectively. Customer satisfaction was also found to positively and significantly influence purchase intention because it has the highest $R^2$. Lastly, customer satisfaction mediated the relationship between overall e-service quality and purchase intention. As a result, it is suggested that fashion retailers in Indonesia should maintain the satisfaction of their customers by providing excellent and consistent e-service quality.

Moreover, as a result of the rapidly growing technology, this study has several limitations. First, it only focused on the fashion industry in Indonesia, whereas the scope of the online world is enormous. Second, its variables are limited to e-service quality, customer satisfaction, and purchase intention. Lastly, the samples used in this study are limited to Indonesia. Therefore, it is suggested that future researchers try other variables and industries of the digital world apart from the fashion industry to confirm this study even more. They may also try to take samples from the immense scope, such as the ASEAN scope or even the Asian level.

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