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THE IMPACT OF CUSTOMER SATISFACTION, CUSTOMER EXPERIENCE, E-SERVICE QUALITY TO CUSTOMER TRUST IN PURCHASING DIGITAL PRODUCT AT THE MARKETPLACE

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Abstract: One of the emerging business model changes is the emergence of the e-commerce industry. E-commerce Company can develop if customers are satisfied and the service quality is also good. The subject of this research is about the impact of Customer Satisfaction, Customer Experience, and Electronic Service Quality on Customer Confidence in Buying Digital Products in Each Marketplace. Therefore, this study aims to analyze whether these variables have a significant effect on customer trust in buying digital products in each marketplace. The sampling technique used in this study was a purposive sampling technique which was selected based on respondents who were willing to fill out a questionnaire and met predetermined sample criteria. The hypothesis proposed in this study was tested using multiple linear regression tests. The results showed that Customer Satisfaction, Customer Experience, Electronic Service Quality have a significantly positive effect on Customer Confidence in Buying Digital Products in Each Marketplace. Marketplace must ensure that customer experience, electronic service quality, and customer satisfaction are met so as to strengthen customer confidence in buying digital products.

Keywords: Marketplace, Product Digital, Customer Experience, E-Service Quality, Customer Satisfaction, Customer Trust

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INTRODUCTION

The increase in internet users has changed business models in Indonesia and even the world (Pramudita, 2018). One of the emerging business model changes is the emergence of the e-commerce industry. E-commerce itself is a form of trading that can be done online where all parties no longer need to meet in making transactions (Harisno and Pudjadi, 2009). Until now, the use of e-commerce in Indonesia has proven to play a role in improving the economy in Indonesia (Widagdo, 2016). This increase was due to the company's quality and products being sold online so that customers have the confidence to buy them. Therefore, an e-commerce company can develop if customers are satisfied and the service quality is also good. Vice versa, if the service quality is poor and customer satisfaction is low, customer trust will also be low.

This study examines the effect of electronic service quality, customer experience, and customer satisfaction on customer trust in digital products. A phenomenon that is developing in modern times is the growth of digital businesses worldwide. Digital business significantly impacts the exchange of the commodities and services in various sectors because it makes shopping easy without facing the time and distance barriers. On the other hand, it also creates a high-risk environment as consumers may lose out to fraudulent and dishonest practices. Therefore, it is vital to link electronic service quality, customer performance, customer experience, and customer satisfaction with the level of customer trust in shopping for digital products. Therefore, using the concept of maintaining value in digital business, this study analyses the relationship between electronic service quality, customer performance, customer experience and satisfaction, and customer trust when shopping for digital products in marketplaces.

A marketplace is a digital platform where sellers and buyers can interact and make buying and selling transactions for products or services. Marketplaces provide a meeting place for sellers, buyers, and companies to do business online. In a marketplace, various sellers or merchants can list the products or services they offer, while buyers can explore various options and choose the product they want. Many factors influence the desire of customers to buy the products in the marketplace. This research takes marketplace objects such as

Shopee, Bukalapak, Lazada, Tokopedia, Blibi and JD.ID. The marketplace was chosen because it has a large number of customers. When the marketplace has many customers, some factors influence customers in making transactions on the marketplace.

Several previous studies have found that various factors affect buyer confidence. These influences include the quality of e-services (Muharram et al., 2021), customer satisfaction and trust (Sfenrianto et al., 2018; Agustiningrum and Andjarwati, 2021), corporate image (Chadafi and Kamaruddin, 2021), reviews and ratings company (Ovaliana and Mahfudz, 2022; Ilmiyah and Krishermawan, 2020). From these studies, more than one factor influences buyer trust in the marketplace.

From the previous studies above, the research tends to analyze the effect of one or two factors on buyer confidence. No previous research has discussed the influence of buyer trust factors based on three factors. This study considers customer satisfaction, customer experience, and quality of e-services on the trust of product buyers. The novelty of this research is to provide an analysis of buyer trust, which is influenced by three factors: customer trust, purchasing service, customer satisfaction, and customer experience. Thus, the detailed objective of this research is to see the effect of improving the purchasing services, customer satisfaction, and customer experience on the customer trust.

LITERATURE REVIEW

Marketplace

A marketplace is a platform where it is an intermediary between sellers and buyers to process product transactions online. Marketplace or online market also provides various facilities such as payment methods, shipping estimates, product selection according to categories, and other features (Loro and Mangiaracina, 2022). Digital products or e-products are products with non-physical or usually electronic forms that are sold online through Internet media (Walden et al., 2021).

E-Service Quality

E-Service Quality is defined as expanding a site's ability to facilitate shopping, purchasing, and distribution activities effectively and efficiently (Juwaini et al., 2022). E-service quality can be in-

terpreted as a website that facilitates effectively and efficiently shopping, purchases, and the delivery process of products and services (Andrew, 2019). Indicators for measuring e-service quality include the following. (1) Website design, namely the front view displayed to consumers, becomes a crucial thing for the store online. (2) Reliability, namely the ability of a website to fulfill orders correctly. (3) Send promptly and keep personal information safe. (4) Responsiveness is the speed of online stores in responding to consumer inquiries and the speed of navigation. (5) Trust is the customer's willingness to accept vulnerability in an online transaction based on positive customer expectations regarding online store behavior. (6) Personalization, namely individual attention given by online stores to customers, such as personal thanks and availability of message area for consumer questions (Andini, 2016).

Customer Satisfaction

Customer Satisfaction is a term often used in marketing. It measures how products and services a company provides meet or exceed customer expectations (Hamzah and Ariesta, 2022). Customer satisfaction is the part that relates to the creation of customer value. Satisfaction is a feeling of pleasure that arises from a person because their needs or desires can be fulfilled. The satisfaction that customers get is the result of evaluating or evaluating the features of the products or services they use in fulfilling their needs, where their performance meets or even exceeds expectations (Sasongko, 2021)

Customer Experience

Customer experience is the totality of Cognitive, Affective, sensory, and behavioral consumer responses during all stages of the consumption process, including pre-purchase, consumption, and post-purchase (Lemon and Verhoef, 2016).

Customer Trust

Customer Trust is a person's willingness to rely on a trusted partner. If the company provides a good impression and service for consumers, there will be a sense of the customer trust (Ginting et al., 2023). Customer trust is considered one of the most important prerequisites for e-commerce success. When customers believe in e-commerce, they

think that the e-commerce will fulfill its promises and meet the customer expectations. They would prefer to maintain the relationship and repurchase from e-commerce (Rafiah, 2019).

HYPOTHESIS DEVELOPMENT

Customer Experience and Customer Trust

Based on research conducted by (Rahmawati et al., 2019), the results of the analysis carried out using the t-test technique on the variable Customer Experience (X2) with Customer Trust (Y) mean that customer experience has a significant effect on customer trust. Azmi and Patrikha (2022) also obtained the same research results that positively influenced customer experience and buyer trust. From these results, it can be concluded that customer experience has a significant effect on customer trust.

H1: There is a significant impact between the variable Customer Experience (CE) to Customer Trust (CT).

Customer Satisfaction and Customer Trust

The results of the research conducted (Gul-tom et al., 2020) show that customer satisfaction has a positive and significant effect on customer trust, which means that the customer feels satisfied with the experience he has had and generates customer trust in the presentation from the hotel. Tris-hananto (2021) also found that there was an effect of customer satisfaction on the trust of buyers of Muslim fashion products through the shopee marketplace.

H2: There is a significant impact between the variable Customer Satisfaction (CS) to Customer Trust (CT).

E-Service Quality and Customer Trust

Based on research conducted by (Ihsan and Siregar, 2019) shows that e-service quality has a significant effect on consumer confidence in Go-Ride online motorcycle taxi service users in the Go-Jek application in Jambi City. The same research results were also obtained by Ramadhan et al. (2022), who found that e-service quality significantly influences purchasing decisions through marketplaces.

H3: There is a significant impact between variable E-Service Quality (SQ) to Customer Trust (CT).

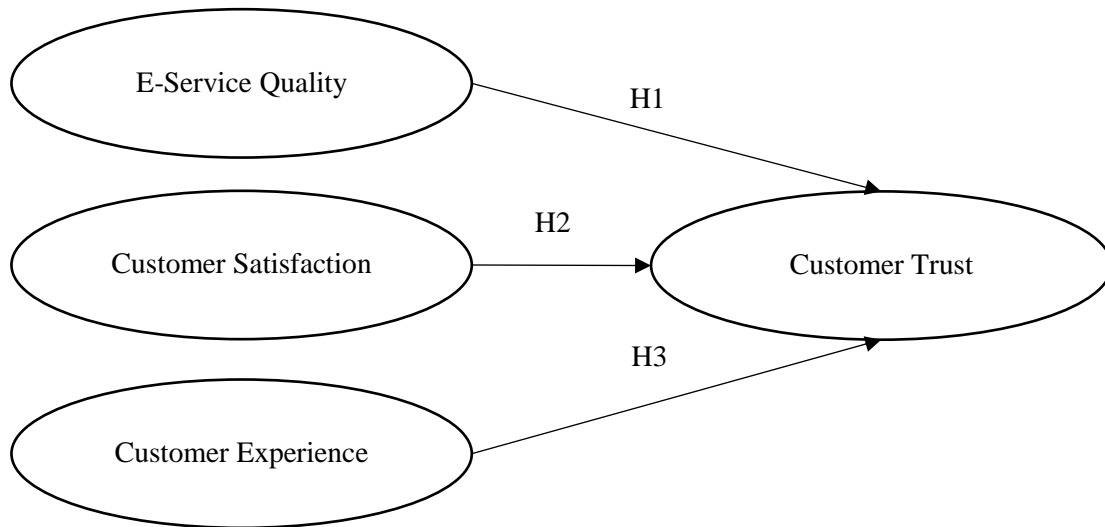


Figure 1. Research Model

METHOD

There are 3 (three) exogenous variables: Customer Satisfaction (CS), Customer Experience (CE), E-Service Quality (SQ), and the 1(one) endogenous variable is Customer Trust (CT). Data sources in this research were collected through two sources: primary data and secondary data. The primary data were collected by distributing questionnaires online (social media or groups). Respondents must have already purchased digital products (Video Streaming, Music Streaming, Software, or E-Book) at the marketplace (Shopee, Lazada, Tokopedia, Bukalapak, Blibli, JD.ID) with users live around JABODETABEK (Jakarta, Bogor, Depok, Tangerang, Bekasi).

There was 310 respondent, which was obtained in November 2022. In total, 277 responses met the criteria. The secondary data were obtained from journals, books, and articles related to this research. The research method used is Partial least squares structural equation modeling (PLS-SEM), a very useful technique for analyzing complex structural models that the authors increasingly encounter. The data analysis method used SEM-PLS using the application of analysis in the SmartPLS 3.3.3.

The operational definition of a variable is the limitation and method of measuring the varia-

bles to be studied. Operational definitions are made to facilitate and maintain consistency in data collection, avoid differences in interpretation, and limit the scope of variables. Variables can be interpreted as properties to be measured or observed whose values vary from one object to another (Ulfa, 2021)

An operational variable is a concept used to explain the variable's nature, condition, and behavior to be measured. It is usually described through measurements using symbols or numbers as representatives of the specified variable. For example, if you wanted to measure the tolerance level on a test, you could set 1 as the lowest score and five as the highest. In this case, the operational variable is the value 1 to 5, which represents the range of the tolerance scale included in the test.

Operational variables can be measured and defined to be used in an experiment. It includes variables such as customer satisfaction, customer experience, quality of the electronic-based services (e-service), and customer trust in buying digital products in the marketplace (marketplace). The use of mathematical symbols can help assist in defining general variables such as level of customer satisfaction $C =$, level of customer experience $E =$, level of e-service quality $Q =$, and level of customer trust P .

Table 1. Variable Operational Definition

Variables/ Indicators Code	Descriptions	Ref.	Definition
CE	Customer Experience	Keiningham et al. (2017)	Customer experience results from a combination of emotional or rational perceptions of customers during direct or indirect interactions in business (Menurut Zare and Mahmoudi, 2020).
Customer Experience 1	The promotions make me respond emotionally.		
Customer Experience 2	The promotions stimulate me to shop.		
Customer Experience 3	Reminds me to shop.		
Customer Experience 4	Feel comfortable when using the application.		
Customer Experience 5	Will often use the application to shop.		
SQ	E-Service Quality	(Hardiansyah, 2011)	Service quality is a characteristic of a service offered to customers (Rezaei and Ortt, 2018). There are five dimensions of service quality, namely: (1) Tangible (real evidence); (2) Reliability; (3) Responsiveness; (4) Assurance (Guarantee); (5) Empathy.
Service Quality1	Overall, the purchase experience is excellent.		
Service Quality2	Overall, the service of complaints is excellent.		
Service Quality3	Overall, I feel very satisfied.		
Service Quality4	The transaction is clear and easy to use.		
Service Quality5	The service promises fulfilled.		
Service Quality6	Give a good impression.		
CS	Customer Satisfaction	(Hamzah and Ariesta, 2022)	Customer Satisfaction is a term often used in marketing. It measures how products and services a company provides meet or exceed customer expectations (Hamzah and Ariesta, 2022).
Customer Satisfaction1	Feel satisfied.		
Customer Satisfaction2	Marketplace is the most complete and ideal retail store.		
Customer Satisfaction3	Meet my needs.		
Customer Satisfaction4	Feel so much fun.		
Customer Satisfaction5	Feel satisfied with the application.		
Customer Satisfaction6	Feel happy.		
CT	Customer Trust	(Arif, 2020)	Trust is the cognitive component of the psychological factor. Trust has something to do with belief, namely something that is not true or true based on suggestion, intuition, authority, experience, and evidence (Arif, 2020).
Customer Trust1	Resolve disputes fairly.		
Customer Trust2	Trusting their promise to overcome the disputes.		
Customer Trust3	Feel that they care when there is a dispute.		
Customer Trust4	Believing that they will keep their promise to resolve the disputes.		
Customer Trust5	Trust the information provided while solving disputes.		

RESULTS AND DISCUSSION

Measurement Model: Valid and Reliability

The results of the calculation of Validity and Reliability through SEM-PLS are described by the Convergence of Average Variance Extracted Validity (AVE), the Discriminant Validity, which is Cross Loading, Composite Reliability (CR), and the Cronbach Alpha (CA). The value on the AVE must be above 0.5. Discriminant validity, such as Cross Loading, composite reliability (CR) must be above 0.6, and Alpha Cronbach (CA) must be above 0.7 (Cheung et al., 2023). The results of statistical analysis showed that 21 indicators had a strong relationship with a loading factor of more than 0.5, which was called valid, and it was found that 4 indicators were invalid because only respondents were still few. Some indicators have loading factor values below 0.5: Service Quality4, Customer Satisfaction1, Customer Satisfaction3, and Customer Trust3. And the other indicators are valid.

Based on the calculations obtained, the Reliability of Composites (CR) of each Construction has a range of numbers from 0.903 to 0.932, which means that all indicators are reliable. The author

eliminated one indicator with a cross-loading value below 0.6 to improve the reliability of the composite. Average variance extracted (AVE) values in each indicator above 0.5 with a range of 0.651 to 0.775; Cronbach's Alpha (CA) also shows all valid indicators with values above 0.7, range values Cronbach's Alpha (CA) from 0.867 to 0.903 which means all indicators are valid and reliable. The author eliminated 4 (four) indicators, SQ4, CS1, CS3, and CT3, which have a cross-loading value below 0.6 to improve the reliability of the composite.

Figure 3 shows that H1 Customer Experience to Customer Trust, H2 Customer Satisfaction to Customer Trust, and H3 E-Service Quality to Customer Trust are accepted and significant. Summary of Hypothesis testing are, H1 is accepted: There is a significant impact between variable Customer Experience (CE) to Customer Trust (CT). H2 is accepted: There is a significant impact between variable Customer Satisfaction (CS) to Customer Trust (CT). H3 is accepted: There is a significant impact between variable E-Service Quality (SQ) to Customer Trust (CT).

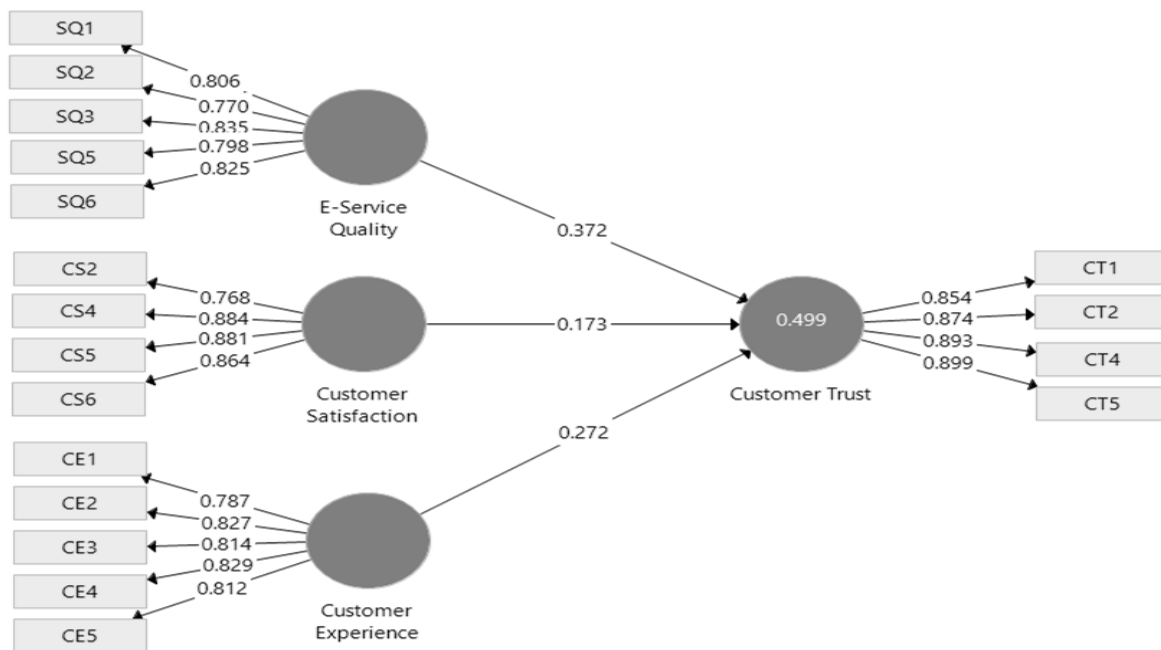


Figure 2. Model Path Coefficient Output

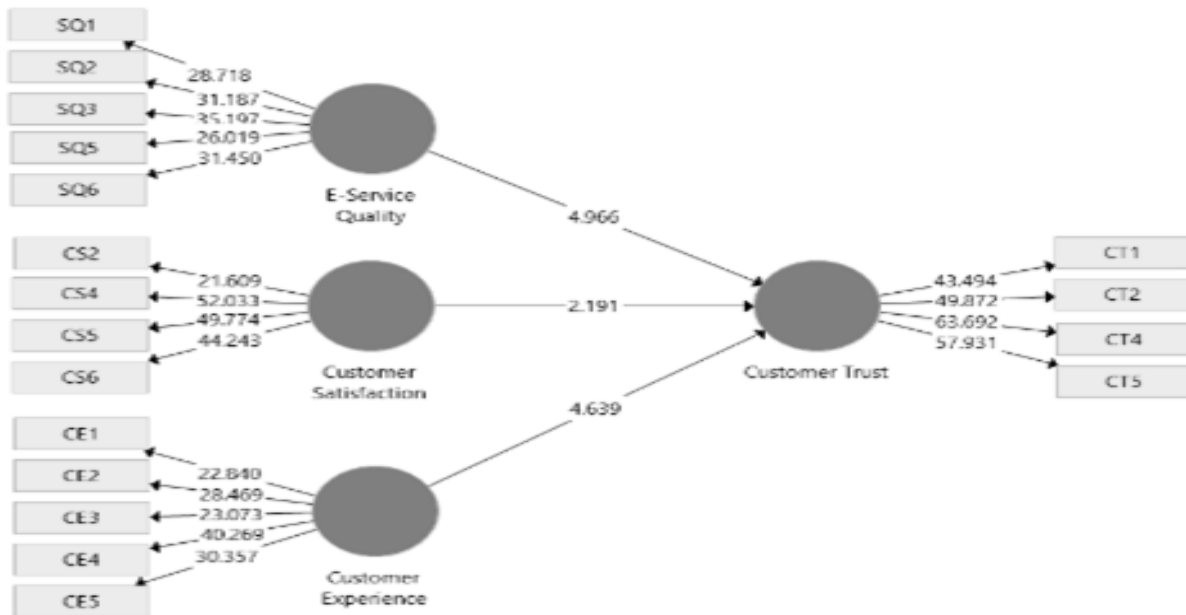


Figure 3. T-Test Value of Model

DISCUSSION

Customer Experience to Customer Trust

To get good research results, researchers take the following steps to get results from the influence of customer experience on customer trust. First, researchers examine the impact of e-service quality, customer satisfaction, and customer experience on customer trust in purchasing digital products in the marketplace.

Second, researchers explore deeper information about the relationship between customer satisfaction, customer experience, and trust in purchasing digital products in the marketplace. After obtaining the knowledge, researchers understand the effect of customer satisfaction and customer experience on customer trust in purchasing digital products in the marketplace.

Third, researchers investigated the influence of customer service quality and customer experience on customer trust in purchasing digital products in the marketplace. The last stage is the researcher analyzing the role of customer satisfaction and e-service quality in building customer trust in buying digital products in the marketplace.

Customer Experience (CE) significantly affects the Customer Trust (CE). These results align with previous research Setiobudi et al. (2021) that customer experience significantly affects the cus-

tomers trust. From (Keni and Sandra, 2021), It is proven that customer experience is significant in creating trust built on experience. The more customer experience, the more positive the customer's perceived trust (Oscar and Keni, 2019). What differentiates it from previous research is the variable aspect of customer trust in the marketplace. This study found a positive influence of customer experience on customer trust. Thus, the customer experience variable can influence buyer trust in offline and online transactions.

Customer Satisfaction to Customer Trust

Hypothesis 2 shows that Customer Satisfaction (CS) has a significant impact on Customer Trust (CT). This result is in line with previous research by (Javed et al., 2020) that significantly impacts Customer Satisfaction and Customer Trust. It is proven that customer satisfaction and customer trust increase repurchase. If customer satisfaction is better, it will increase customer trust (Parnataria and Abror, 2019). The effect of customer satisfaction is a significant factor in transactions in the marketplace. This research found that satisfied customers will trust to transact in the marketplace, so they do not switch to other stores or products. These findings support research from Trishananto (2021), which found that customer satisfaction in-

fluences buyer trust, which has implications for loyalty to certain products. Thus, buyer trust can affect customer loyalty in online stores or with certain products.

E-Service Quality to Customer Trust

Hypothesis 3 shows that E-Services Quality (SQ) has a significant impact on Customer Trust (CT). This result aligns with previous research by Rita et al. (2019) that shows a significant impact of e-service quality on Customer Trust. It is proven that E-Service Quality has factors that affect Customer Trust in making purchases. The higher the level of service quality, the more confident the customer's trust in making transactions (Rita et al., 2019; Wijayanti et al., 2021). Rita's research emphasizes reviewing the product or store that influences customers. In this case, the product and store influence buyer trust. Cuong and Khoi's research (2019) supported the findings in this study, which concludes that service quality has a positive and significant influence on customer trust. The quality of e-services in the marketplace includes good service, replies to messages, a return policy, ease of transaction, clarity of product information, and other services. All of these services depend on the shop. All shops in the marketplace with such good service will affect customer trust and vice versa. Therefore, what affects the trust of buyers is the service provided by the store, not located on the service platform.

IMPLICATIONS

Customers are people or institutions that buy goods/services regularly because they have benefits. A customer is a person who purchases a product and interacts at a certain period to meet his needs at a certain time regularly. Customers have the right to comfort, safety, and security in consuming or using a good/service (Candrianto, 2021). For customers to get satisfaction when shopping, buyers must do the following things: serving customers with friendliness, fairness, choice and alternative, information, and education about a product (Mursid and Wu, 2022). The seller must be sensitive to understanding the types of customers, starting from seeing and observing the character of customers and establishing good relationships with customers to implement these things.

RECOMMENDATIONS

Recommendations for further research are to research the latest things related to buying and selling online whether it will continue to have a good or bad impact on sellers and buyers. Hopefully, this research can provide new knowledge for readers and be a reference for writers to continue providing new innovations to write better articles. This study has some limitations that may affect future research. Previously, buying and selling could only be done if the purchase and the customer were face-to-face to carry out the transaction. As time passed, innovation continued to occur so that any shopping could go through the marketplace. This study discusses the impact of Customer Satisfaction, E-Service quality, and Customer Experience on customer confidence in buying Digital products in the Marketplace.

CONCLUSIONS

In this research, it can be concluded that the three hypotheses have a significant influence: Customer Experience to Customer Trust, Customer Satisfaction to Customer Trust, and E-Service Quality to Customer Trust. Customer Experience has a significant impact on Customer Trust. Having a lot of experience in carrying out the transaction process of goods or services can give confidence in transactions. Customer Satisfaction has a significant impact on Customer Trust. Satisfaction will lead to the conviction that the same qualities of products and services will be delivered in the future. Satisfaction in transactions can build confidence in purchases.

E-Service Quality has a significant impact on Customer trust. With the increase in the quality of service, customer trust will also increase. To provide good quality service, the company must provide sufficient interesting and easy-to-understand information. With this research, we know that Customer Experience (CE), Customer Satisfaction (CS), and E-Service Quality (SQ) are responses made by customers in transactions that can provide confidence in shopping. Recommendation for the future research: Exploring and researching Purchasing products digitally through the marketplace is highly recommended. Researchers can determine what factors influence purchasing digital products in the marketplace. The researchers also

found out how much interest in shopping for digital products in the future.

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