Quality of Service e-commerce on Consumer Satisfaction with Method E-Servqual (Studies in Student Banjarmasin South Kalimantan)

Humaidi[1], Yuliarti Rezeki[2], Dyah Sri Wulandari[3]
{humaidibinsis@gmail.com[1], yuli.rezeki303@gmail.com[2], dyahsriwulandari@gmail.com[3]}

[123]Department of Management University of Sari Mulia, Banjarmasin Indonesia

Abstract. The application of information communication technology that can be used to support the sales system is E-commerce. E-commerce is the sales made through electronic media. E-commerce as one type of electronic business mechanism that focuses on individual-based business transactions using the Internet as a medium of exchange of goods or services either. E-commerce brings great business opportunities (such as the sale of products and the provision of online services) and revenue growth. Therefore, the company is vying to provide online services either instead of or in addition to the traditional offlinenya services. However, despite the increasing number of customers for online shopping, e-commerce proved more complicated than the traditional way of doing business. The research objective is to analyze the quality of e-commerce pelayana on consumer satisfaction in Indonesia Online Store Students in Singapore, the approach used to measure the quality of service is using E-SERVQUAL, which consists of seven dimensions yatiu Efficient, fullfilment, reliability, privacy, responsiveness, Compensation, and Contacts. The results showed that there significant influence both partial and simultaneous efficiently (X1), fullfilment (X2), reliability (X3), Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) against against Customer Satisfaction (Y) on Students in Banjarmasin. Whereas, the influenceConsumer Satisfaction influenced by variable efficiently, fullfilment, reliability, Privacy, responsiveness, Compensation, contacts for 62.3%while the remaining 37.7% customer satisfaction is influenced by other variables.

Keywords: e-commerce service quality, customer satisfaction, e-servqual Method

1 Introduction

Along with the times, people's lifestyle is getting almost instantaneous because the majority of people have a high mobility in their daily activities. So people are often looking for something practical and almost instantaneous in mememunhi daily needs. It is followed by the various services that are helping the community. Each company offers advantages to the consumer in order to survive. The more attractive, convenient, and profitable sales system for the consumer, the greater the benefits for the company. Therefore, the system of sale of a company is important to note the company because the company's sales system is inseparable from the development of information technology.

NS-UNISM 2019, November 23, Banjarmasin, Indonesia
Copyright © 2020 EAI
DOI 10.4108/eai.23-11-2019.2298324

Information System is combination between work procedures, information, people and information technology organized to achieve goals within an organization. The Internet is a whole network that are connected to each other. Some computers in this network store files, such as web page, which can be accessed by all computers and networks mobile phones and tablets. Seeing the market share, as well as the opportunities presented by the ease of online sales system, the authors plan to create a system and explore Online market is now increasingly favored by the people, especially middle class and above.

The application of information communication technology that can be used to support the sales system is E-commerce. E-commerce is the sales made through electronic media. Describe the e-commerce as one type of electronic business mechanism that focuses on individual-based business transactions using the Internet as a medium of exchange of goods or services either [1]. E-commerce brings great business opportunities (such as the sale of products and the provision of online services) and revenue growth [2]. Therefore, the company is vying to provide online services either instead of or in addition to traditional offlinenya services [3]. However, despite the increasing number of customers for online shopping, e-commerce proved more complicated than the traditional way of doing business [4]. Improving the quality of e-commerce is regarded as one of the key factors to success or failure in the supply chain of e-retailing.

E-commerce or can be called electronic commerce or e-commerce is the deployment, purchasing, sales, marketing goods and services via the Internet or computer network. All components in the trade is applied to e-commerce such as customer service, product services, payment methods and ways of promotion. The development of increasingly advanced internet is one of the factors driving the growth of e-commerce. Internet is a global network that connects computer networks around the world, allowing the establishment of communication and interaction between the companies and consumers.

Own e-commerce business in Indonesia has developed quite rapidly as one of the emerging e-commerce has developed in Indonesia about 8.8 percent each year until 2017 to come [5]. E-commerce is actually a third party that will bridge the two actors buying and selling products online. Now online shopping has become a way of travel for users because it is considered more practical. With the development of browsing, online shopping is becoming an alternative way purchases because the internet can certainly be classified as something new in shop format. Internet has now been developed in terms of the range of services, efficiency, safety and popularity [5]

Shop online or often called e-commerce is a form of change is presented by the internet in terms of innovation in shopping by providing various facilities in the transaction process. As for the competition online store in Indonesia (Quartile II-2018) as follows:

Table 1. Competition Shop Online in Indonesia (Quartile II-2018)

Online store	Visitor Per month	Ranking AppStore	Ranking PlayStore	Twetter	Instagram	Facebook	Number of employees
Tokopedia	111.484.100	#2	#3	170.100	708.400	5.591.100	1.800
Buka Lapak	85.138.900	#4	#4	136.500	307.700	2.229.100	1.500
Lazada	49.990.700	#3	#2	363.600	692.100	25.247.800	1.600
Shopee	30.843.400	#1	#1	33.100	889.900	11.392.800	1.400
Blibli	29.044.100	#5	#5	474.700	239.400	7.781.900	870
JD ID	11/269.000	#6	#7	17.100	221.200	763.400	580
Bhinneka	4.708.100	#23	#19	104.600	20.000	1.041.500	500
Mataharimall	4.666.300	#10	#10	104.900	335.100	1.650.800	600

Elevenia	4.482.800	#15	#11	125.900	133.300	1.202.200	300
Sale Stock Indonesia	4.246.700	#9	#8	14.700	518.000	4.239.900	520

Source: Research Report on Digital Shopping & Payment, 2018

Based on the online store competition in Indonesia where many Tokopedia the first rank in the interest of the public in shopping. It can be seen from the monthly visitor very much at all which is 111 484 100 people, who then proceed Open Stalls and so on. Shopping online or often referred to as e-commerce has several advantages that can be felt for users such as no need to leave home or go where shopping, all it takes is ordering the item then the item will be delivered home. Both the perceived advantage is saving time in the purchase and fuel to swirl in terms of shopping, we are also able to control prices or compare prices from several places online shop. The third online shop or e-commerce is always open within 24 hours, this is in our favor in determining the time when we will belakukan shop online activities.

Based on the above researchers want to conduct research that aims to analyze the quality pelayana e-commerce to customer satisfaction in students in Banjarmasin measuring service quality is by using the E-SERVQUAL, which consists of Efficient yatiu seven dimensions, fullfilment, reliability, privacy, responsiveness, Compensation, and Contacts [6].

The formulation of the problem in This research is as follows:

1. Whether there is a partial effectE-commerce service quality to customer satisfaction with the method of e-servqual the Students in Banjarmasin
2. Are there influences simultaneously E-commerce service quality to customer satisfaction with the method of e-servqual on Mahasiswa in Banjarmasin

2 Literature review

2.1 Service quality

Quality of service becomes a necessity to do company in order to be able to survive and remain mendaptakan customer confidence. Quality is a dynamic condition associated with products, services, people, processes, environments that meet exceeding expectations [7]. while mccording Tjiptono [8]. Quality of service is something that is perceived by the customer. Customers will judge the quality of a service that is perceived by that which they describe in their minds. Customers will switch to other penyediajasa are better able to understand the specific needs of activities and giving customers a better service. Based on this definition, kualiatas service are determined by the company's ability to meet the needs and desires of the customer in accordance with customer expectations.

Quality of service can be interpreted as an effort to fulfill the needs and desires of consumers and provision of delivery in balancing the expectations of consumers [7]. Quality of service can memeiliki many positive effects on consumer decision process. Quality of service can improve customer satisfaction and retention [9]. Kualiatas services provide benefits strategy for the company as a competitor would find it difficult to replicate kualiatas standard of their services.

Ratings of good or bad kualiatas very berikaitan services with taste are satisfied or dissatisfied users of goods or services. Kualiatas between service and satisfaction very closely berikaitan though both have a different meaning and concept.

2.2 Consumer satisfaction

Consumer satisfaction is feeling happy or disappointed someone who comes from a comparison between the impression of the performance (or result) of a product and expectations [10]. Consumer satisfaction is the perceived benefits of a product (perceived) as expected by the consumer [11]. In the quality of the product is lower than the expectations of consumers will feel dissatisfied. However, if a higher quality equal to consumer expectations will feel satisfied.

When consumers feel dissatisfaction, consumers will no longer use the product. Consumers will tend to look for other products that consumers perceive will offer the expected level of satisfaction. Or in other words if the perceived level of satisfaction is low, it will affect the intention to move. As for consumers who are satisfied, will tend to more often use the products of the company, it will affect the intention to repurchase and become a loyal customer.

Customer satisfaction is a condition in which the needs, desires and expectations of consumers towards a product or service, or fulfilled in accordance with the appearance of products and services [12]. Consumers who are satisfied will consume these products on an ongoing basis, encouraging consumers to be loyal to a product and services and are happy to promote products and services through word of mouth.

2.3 E-commerce

E-commerce is the online channels that can reach someone through a computer, which is used by businesses to conduct business activities and consumer use to obtain information with the help of a computer that is in the process begins by providing information services to consumers in the determination selection [13]. E-commerce is the buying and selling process and market goods and services over electronic systems such as radio, television and computer networks or the Internet [14].

Electronic commerce (electronic commerce, abbreviated as EC, or e-commerce) covers the purchase, sale, transfer, or exchange of products, services or information via computer networks, including the Internet [15]. Some people look at the terms of trade (e-commerce) just to explain transactions that can be made between business partners. If this definition is used, few people realize that the term e-commerce is very narrow. thus, many use the term e-bussines as a term of his successor. Business electronics (electronic or e-bussines bussines) leads to the definition of EC more broadly, the lack of buying and selling of goods only. But also customer service, collaboration with business partners. Others looked ebussines as "activity in addition to buying and selling" on the internet, such as collaboration and intra-business activity.

2.4 Electronic Service Quality

Kualiatas electronic services refers to kualiatas service whereby customers get when dealing with sites of e-commerce from which they make purchases online products and services. Quality of electronic services refers kualiatas votes a website, during the interaction with the site and during the post-interaction as pesanana fulfillment and dealing with the return of the product [16]. The quality of electronic services is defined broadly to include all phases of customer interaction with the website: "The extent to which a web site to facilitate the effective efiseien and belaja, purchase, and pnegriman [17].

2.5 E-Services Satisfaction

Quality of care in the context of e-commerce is increasingly recognized as an effective way to get and mempertahanakna excellence kompetetif [17], a strategic issue for kesuksean long term [18], and a major determinant of satisfaction and customer satisfaction. Electronic service quality for the reception and the internet technology in the trade, which differ in terms of interaction and pertukuran mode, compared with traditional business which is mainly based on the document.

In the context of e-commerce, customer satisfaction is usually defined as a customer to compare from an e-commerce company more cause customers re-purchase. Customer satisfaction can be defined as the customer's attitudemengeuntungkan terhadapat e-commerce, mengakibtakan repurchase [21]

3 Research model

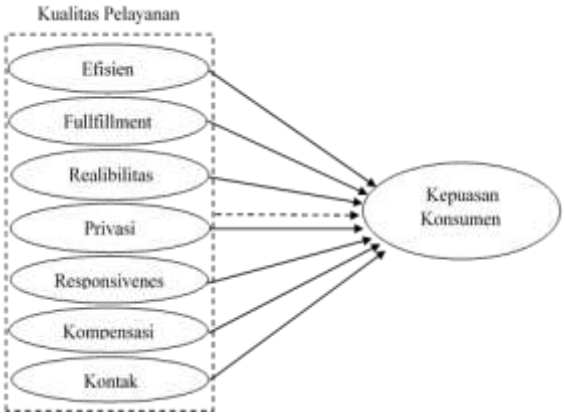

Fig.1. Model Research

Based on The theoretical framework that has been described above, the hypothesis proposed in this study are:

H.1 : There is the influence of e-commerce service quality partially on customer satisfaction with the method of e-servqual on student in Banjarmasin,

H.2 : There is the influence of e-commerce service quality simultaneously towards consumer satisfaction with the method of e-servqual on student in Banjarmasin.

4 Research methods

In Penelitian this, the research approach used is a quantitative approach that can be interpreted as a method of research that is based on the philosophy of positivism, is used to examine the population or a particular sample with the sampling technique can generally be classified, data collection using research instruments, data analysis is quantitative / statistics in order to test the hypothesis that has been set. Positivism philosophy of looking at reality / symptoms / phenomena can be clarified, is relatively fixed, concrete, observable, measurable and relationship of symptoms is causal. Process research approach seeks to solve the problem in depth on the basis of deductive reasoning [22].

This type of research used in this study is the explanatory nature of a study that highlights among variables and test hypotheses that have been formulated in the form of causality (effect), which examines the influence (determinant) one or more independent variables to one or more dependent variables.

Population is the whole of the entire object under study [23]. The population in this study isstudent in Banjarmasinthe use of e-commerce. Determine the sample size in this study relies on a number of indicators used in all the variables. Get a sample Iyalah formula specified variable number multiplied by 5 to 10. Based on the above statement, the researchers set the number of members of the sample used in this study was 80 (8 variables x 10) respondents.

there are 7 E-servqual dimensions are as follows [6]:

1. Efficient, ease and speed Shopee that can be accessed and used. With the following indicators display application Shopee easy or user friendly, available search options to enable customers to simplify the product is needed, to make the page Shopee not memntuhkan long time, this payment option is already enough to enable customers to bertansaksi, and measures transactions tergolng Shopee easy to use.
2. fullfillment, The extent of the promise made by the site of the delivery order (free shipping with a minimum fee), product availability, and order fulfillment are met. With the following indicators pengirmna time items not more than the estimate, the product received in accordance with the description of the seller, and the return of goods when the product received is incorrect or damaged.
3. Reliability, consumer confidence to shop using Shopee. Technically functional, the use of the features contained in shopee, for example shopee mall, favorite, timeline and others. With the following indicators Shopee updated to provide the latest information, the information on the Shopee well organized, Shopee always provide notification when it released the latest information, products dipasrakan complete, often give discounts or coupons, and free laundry facilities postage to relieve consumers.
4. Privacy, the extent to which the site is secure and protect customer information. With indicators as beriku consumers are protected personal data, transaction data consumers are protected, Shopee meneyediakan facilities for data protection via credit card, and Shopee meneydiakan explicit guarantee of consumer privacy.
5. responsiveness, E-commerce capabilities appropriate to release information to the customer when such a problem arises that stuff up does not match or damaged, the goods do not arrive, and others. With indickator as follows Shopee has a beautiful design, how mencar or see the product in Shopee interesting, tranksaksi in Shopee easy to do, and serv Shopee can terpesonalisasi by consumers.
6. Compensation, including returns, exchange of goods, and provide warranty online. With the following indicators refunds for items damaged or not by order, and returns due to defective or not in accordance with pensanan
7. Contacts, to meet consumer kebutuha to be able to speak directly with the customer service staff online or over the phone. With the following indicators availability Call Center 24 hours to serve customers and customer service that caters complaint properly and quickly.

Tenik data analysis used in this study to analyze the data obtained are as follows:

1. Validity and Test Reliabilita

Validity or legality is concerned the understanding of the correspondence between empirical concepts to reality. Explains that the research results if there are similarities between the data collected by the data actually happened on the object under study [22]. Instrument valid means of measuring instruments used for the data mendapatan (measure it is valid). Valid means the instrument can be used to measure what should be measured. While the test is

a tool to measure the reliability of a questionnaire that has indicators of variables or constructs. One questioner expressed reliability or reliable if someone answers on the statement is konsesten or stable from time to time [24].

2. Classic assumption test

a. Normality test

Normality test used to determine whether a regression model, the independent variable or both have a normal distribution or not. A good regression model should be normal or nearly normal distribution. Detecting normality is done by looking at the distribution data (dots) on a diagonal from the graph. If data dissemination around the diagonal line, the regression model to meet the assumption of normality. And if data are spread far from the diagonal line, the regression model did not meet the assumption of normality [24]

b. test multicoloniarity

Multicoloniarity test aims to test whether the regression model found any correlation between independent variables (independent). A good regression model should not happen correlation between independent variables. If the of the independent variables are correlated, then these variables are not ortogonol. Ortogonol variable is the independent variable correlation values between the members of the independent variable equal to zero [24]

c. test Heterodastisitas

Heteroskidastity test aimed at testing whether the regression model occurinequality residual variance from one observation to another observation [24]. If the variance and residual one observer to another observer fixed, then called homoskedastisitas and if different is called heteroscedasticity. A good regression model is that homoskedastisitas or not happen heteroskedastitas [24]

3. Regression Analysis

analysis multiple linear regression in this study was to determine the research model.

a. t test

T test aims to determine the independent variables partially dependent. To mengertahui whether there is significant influence between variables each - each independent of the dependent variable, the significant value of t compared with the degree of confidence. Decision-making is based on the results of SPSS 23.0 softwere then the decision is done by comparing the value sig./significance column sig. with significance level used (0.05). If sig./sifnificance> 0.05 then Ho is accepted whereas if sig./ sifnificance <0.05 then Ho is rejected

b. test F

This test is used to test the effect of variable - the independent variables on the dependent variable simultaneously. F test was conducted to test all the independent variables on the dependent variable. The confidence level used is 95% with degrees of freedom (df) = (k-1) (nk) or error rate (α) = 5%. Fhitung value $\geq$ Ftabel, the hypothesis Ho is rejected and Ha accepted hypothesis, the opposite of F $\leq$ F table, the hypothesis Ho is accepted and Ha is rejected

c. The coefficient of determination (R2)

The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the independent variable. Coefficient of determination is between zero and one. R2 small value means the ability of independent variables in explaining the variation of the dependent variable are very limited. A value close to the mean of independent variables provide almost all the information needed to predict the variation of the dependent variable [24]. This test was calculated using SPSS 23.0 softwere.

5 Research Results and Discussion

5.1 Test Results Descriptive Characteristics of Respondents

Respondents were selected as respondents in this study is student in Banjarmasinwhich menggunanakan e-commerce amounted to 80 people. The results of the characteristics of the majority of respondents were female as many as 57 students or 71.25% and male sex as many as 23 students or 28.75%, which is often bought the purposes and needs in using e-commerce.

From the results of descriptive analysis also concluded e-commmerce users aged 20-35 years as many as 48 students or 60% and long use e-commerce ie 3-5 years as many as 49 students or 40%. With regard indicates that make purchases using e-commerce has become a their needs and is able to facilitate them in meeting their needs.

5.2 Validity and Reliability Test Results

Valid or invalidity of an item can be determined by comparing the instrument between the index of Pearson Product Moment Correlation at significant level of 5% with the critical value. The instrument is said to be valid when the value of r has a coefficient above 0.3. [22]. The validity of the test results corresponding output SPSS version 23 can be seen in Table 2 below

Table 2. Results of test validity

variable	Item	Result	Validas
efficiently	X1.1	0671	valid
	X1.2	0699	valid
	X1.3	0665	valid
	X1.4	0638	valid
	x1.5	0777	valid
fullfilment	X2.1	0859	valid
	X2.2	0.920	valid
	X2.3	0784	valid
reliability	X3.1	0786	valid
	X3.2	0681	valid
	X3.3	0779	valid
	X3.4	0820	valid
	X3.5	0670	valid
Privacy	X4.1	0854	valid
	X4.2	0827	valid
	X4.3	0853	valid
	X4.4	0860	valid
responsiveness	X5.1	0902	valid
	X5.2	0833	valid
	X5.3	0814	valid
	X5.4	0807	valid
Compensation	X6.1	0949	valid
	X6.2	0944	valid
Contact	X7.1	0960	valid
	X7.2	0969	valid
Consumer satisfaction	Y1.1	0715	valid
	Y1.2	0742	valid

variable	Item	Result	Validas
	Y1.3	0869	valid
	Y1.4	0851	valid

Source: Primary Data (questionnaire), processed in 2019

In Table 2 above is known that the items for variable efficiently (X1),fullfilment (X2), reliability (X3),Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) and Customer Satisfaction (Y) of all the items have a value r> 0.3.

Test reliability is an instrument which, when used several times to measure an object thattogether, will produce the same data [22]. With the help of SPSS version 23, a reliability test in this study will be calculated using Cronbach Alpha.

Table 3. Reliability test results

variables	Cronbach Alpha (A)	Reliability
efficiently (X1)	0721	reliable
fullfilment (X2)	0809	reliable
reliability (X3)	0762	reliable
Privacy (X4)	0866	reliable
responsiveness (X5)	0873	reliable
Compensation (X6)	0883	reliable
Contact (X7)	0921	reliable
Consumer satisfaction (Y)	0807	reliable

Source: Primary Data (questionnaire), processed in 2019

In Table 3 above it can be concluded that the instrument in this study can be said to be reliable. This is because the instrument had a Cronbach alpha values> 0.60 are characteristicefficiently (X1) of 0.721, characteristicsfullfilment (X2) is 0.809, characteristics reliability (X3) of 0.762, characteristicsPrivacy (X4) amounted to 0.866, Responsiveness characteristics (X5) amounted to 0.873, characteristics Compensation (X6) of 0.883, characteristicsContact (X7) of 0.921 and Consumer Satisfaction (Y) equal to 0.807

5.3 Classic assumption test

Data Normality Test Results

Normality test with visual chart shows data as normal, but there may be statistically occur otherwise. Therefore, it is recommended in addition to the test chart is equipped with a statistical test. In this case also be usedtest One Sample Kolmogorov-Smirnov using a significance level of> 5% or 0:05.

Table 4. Data Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Residual unstandardized
N		85
Normal	mean	.0000000
Parametersa, b	Std. deviation	1.20248314
Most Extreme	Absolute	.147
Differences	positive	.065
	negative	-.147
Kolmogorov-Smirnov Z		.147
Asymp. Sig. (2-tailed)		.000c

Source: Primary Data (questionnaire), processed in 2019

Based ontest for normality with the Kolmogorov-Smirnov Test in Table 1.4 above KSZ values obtained at 0.147 and Asymp.Sig. kcil 0,000 more than 0.05 it can be concluded the data were normally distributed

Test Results Multicolinearity

Table 5. Test results multikolinieritas

Variables	VIF	Information
efficiently (X1)	2,175	Non multikolinieritas
fullfilment (X2)	2,648	Non multikolinieritas
reliability (X3)	2647	Non multikolinieritas
Privacy (X4)	1,289	Non multikolinieritas
responsiveness (X5)	2,504	Non multikolinieritas
Compensation (X6)	2,673	Non multikolinieritas
Contact (X7)	3,420	Non multikolinieritas

Source: Primary Data (questionnaire), processed in 2019

In Table 5 to determine multikolinieritas test results can be viewed on Variance Inflation Factor (VIF) is efficiently (X1) of 2175,fullfilment (X2) of 2648 reliability (X3) of 2647,Privacy (X4) by 0,1.289, responsiveness (X5) amounted to 2,504, Compensation (X6) of 2673,Contact (X7) of 3,420. According Ghozali (2006: 92) when the VIF <10 it can be concluded that there is no multicollinearity between the independent variables in the regression model. A good regression model should not happen correlation between the independent variables

Test Results heterokedastisitas

Heterokedastisitas assumption test is done by using the scatterplot graph. Heterokedastisitas testing results can be seen in Figure 5.3.

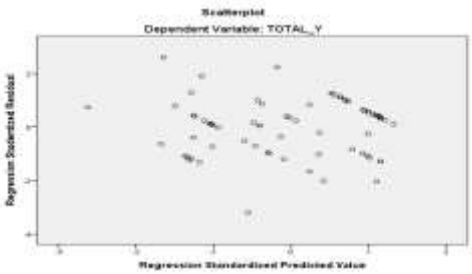

Fig.2. Test Results heterokedastisitas
Source: Primary Data (questionnaire), processed in 2019

In Figure 2 shows that the dots spread and does not form a specific pattern clear, this means that there is a problem of heteroscedasticity. Thus, the assumptions of normality, multicollinearity and heteroscedasticity in the regression model can be met from this model

5.4 Partial test (t test)

The test is performed to determine which variables efficiently (X1),fullfilment (X2), reliability (X3),Privacy (X4),responsiveness (X5),Compensation (X6),Contact (X7) against Customer Satisfaction on Student Banjarmasin is by comparing the value of t arithmetic with t table with a significance of 95% (α = 0.05). If t> t table then Ho is rejected and vice versa if t <t table then Ho is accepted. T test results can be seen in Table 6 that the test results on the column sig t. as follows:

Table 6. Test results t

Coefficientsa

Model		Coefficients unstandardized		standardized Coefficients	t	Sig.
		B	Std. Error	beta		
1	(Constant)	1,029	1,705		.603	.548
	efficiently (X1)	.625	.098	.626	3,254	.020
	fullfilment (X2)	.624	.131	.621	3,181	.027
	reliability (X3)	.476	.102	.598	2,729	.048
	Privacy (X4)	.761	.062	.747	4,585	.010
	responsiveness (X5)	.230	.110	.432	2,083	.041
	Compensation (X6)	.521	.224	.562	2,539	.032
	Contact (X7)	.809	.250	.821	5233	.002

Dependent Variable: Consumer Satisfaction
Source: Primary Data (questionnaire), processed in 2019

Based on the calculations niai t significance for the independent variables, namely:

a. variables efficiently (X1) t value of 3.254 while t table of 1.66543 with a significance of 0.020. Because t count> t table (3.254> 1.66543) or sig t <5% (0.020 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_1$ efficiently (X1) to Customer Satisfaction (Y) on Students in Banjarmasin.
b. variables fullfilment(X2) the value of t count equal to 3,181 while t table of 1.66543 with a significance of 0.027. Because t count> t table (3,181> 1.66543) or sig t <5% (0.027 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_2$ fullfilment (X2) on the Customer Satisfaction (Y) on Students in Banjarmasin.

c. variables reliability (X3) t value amounted to 2,729 while t table of 1.66543 with a significance of 0.048. Because t count> t table (2,729> 1.66543) or sig t <5% (0.048 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_3$ reliability (X3) against Customer Satisfaction (Y) on Students in Banjarmasin.
d. variables Privacy (X4) t value amounted to 4,585 while t table of 1.66543 with a significance of 0.010. Because t count> t table (4,585> 1.66543) or sig t <5% (0.010 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_4$ Privacy (X4) against Customer Satisfaction (Y) on Students in Banjarmasin.
e. variables responsiveness (X5) t value amounted to 2,083 while t table of 1.66543 with a significance of 0.041. Because t count> t table (2,083> 1.66543) or sig t <5% (0.041 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_5$ responsiveness (X5) on the Customer Satisfaction (Y) on Students in Banjarmasin.
f. variables Compensation (X6) t value amounted to 2,539 while t table of 1.66543 with a significance of 0.032. Because t count> t table (2,539> 1.66543) or sig t <5% (0.032 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_6$ Compensation (X6) of the Consumer Satisfaction (Y) on Students in Banjarmasin.
g. variables Contact (X7) t value amounted to 5,233 while t table of 1.66543 with a significance of 0.002. Because t count> t table (5,233> 1.66543) or sig t <5% (0.002 <0.05), the rejected and accepted, meaning that a significant difference in partial$H_0 H_7$ Contact (X7) against Customer Satisfaction (Y) on Students in Banjarmasin.

From the above test results, it can be concluded that there is significant influence partially efficiently (X1),fullfilment (X2), reliability (X3), Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) against against Customer Satisfaction (Y) on Students in Banjarmasin. The dominant influence and the regression coefficient is greatest Contacts variable (X7), which can be seen from the regression coefficient of 0.809.

5.5 Simultaneous Test (Test F)

This test is used to determine all variables efficiently (X1),fullfilment (X2),reliability (X3),Privacy (X4),responsiveness (X5),Compensation (X6),Contact (X7) together (simultaneously) the effect on the dependent variable Customer Satisfaction (Y) on Students in Banjarmasin. The test is performed by F test, with a significance level of 95% (α = 0.05). F test results can be seen in Table 1.7 below:

Table 7. F test results count

ANOVAa

Model		Sum of Squares	df	mean Square	F	Sig.
1	Regression	214 545	7	30 649	19 191	, 000b
	residual	107 001	67	1,597		
	Total	321 547	74			

a. Dependent Variable: Consumer Satisfaction
b. Predictors: (Constant), Efficient, fullfilment, Reliability, Privacy, Responsiveness, Compensation, Contacts
Source: Primary Data (questionnaire), processed in 2019

Based on the calculation result obtained significant value in F (0,000) <significance α (0.05), namely (0.000 <0.05) or by comparing F arithmetic with F table with a value of 69.

Where the F table of the calculations, the value of F count> F table (13.163> 2.35). Based on these calculations then the decision is rejected and accepted, which means that statistically can be proved that all the independent variables comprising$H_0 H_8$efficiently (X1), fullfilment (X2), reliability (X3), Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) together (simultaneously) effect on customer satisfaction (Y) on Students in Banjarmasin

5.6 The coefficient of determination (R2)

The coefficient of determination (R2) essentially measures how far the model's ability to explain variations in the independent variable. Coefficient of determination is between zero and one (Ghozali, 2006: 83). Coefficient of determination can be seen in Table 1.8 below.

Table 8. Coefficient of determination

Model Summaryb										
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics					Durbin-Watson
					R Square Change	F Change	DF1	DF2	Sig. F Change	
1	.817a	.667	.623	1,264	.667	19 191	7	67	.000	1,970

a. Predictors: (Constant), Efficient, fullfilment, Reliability, Privacy, Responsiveness, Compensation, Contacts

b. Dependent Variable: Consumer Satisfaction

Source: Primary Data (questionnaire), processed in 2019

Based on calculations using SPSS 23 on Table 1.8 it can be seen that the coefficient of determination (adjusted R2) obtained at 0.451. This means that 62.3% of Customer Satisfaction is influenced byvariable efficiently, fullfilment, reliability, Privacy, responsiveness, Compensation, Contactwhile the remaining 37.7% customer satisfaction is influenced by other variables not examined in this study. so the influenceefficiently, fullfilment, reliability, Privacy, responsiveness, Compensation, Contact strong enough to Customer Satisfaction.

6 Conclusion and Recommendations

Based on from the analysis that has been raised, and then a number of conclusions as follows:

1. There partially significant influence efficiently (X1), fullfilment (X2), reliability (X3), Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) against against Customer Satisfaction (Y) on Students in Banjarmasin. The dominant influence and the regression coefficient is greatest Contacts variable (X7), which can be seen from the regression coefficient of 0.809.
2. There a significant effect efficiently (X1), fullfilment (X2), reliability (X3), Privacy (X4), responsiveness (X5), Compensation (X6), Contact (X7) together (simultaneously) effect on customer satisfaction (Y) on Students in Banjarmasin.
3. Consumer satisfaction influenced by variable efficiently, fullfilment, reliability, Privacy, responsiveness, Compensation, contacts for 62.3%while the remaining 37.7% customer satisfaction is influenced by other variables

Based on the analysis that is done, then the advice given is as follows:

1. Shop Online to be updated to provide the latest information, refunds for items damaged or not by order, return item because it is damaged or not in accordance with the order,

Customer service that serves the complaint properly and quickly, availability Call Center 24 hours to serve customers, often give discounts or coupons, how to look for or see an interesting product on Online Store and Online Store meneyediakan explicit guarantee of consumer privacy.

2. Online store further Improve the quality of variable compensation and contact by speed menininingkatkan refund and return of goods as well as the speed of a 24-hour Call Center to serve customers

References

[1] Surawiguna, Tri Juwari. E-commerce in information age. Jurusan Sistem Informasi STMIK Amikom. Jogjakarta. Halaman 5-15 (2010).

[2] Rohm, A.J. and Swaminathan, V. A typology of online shoppers based on shopping motivations. Journal of Business Research. Vol. 57, pp. 748- 757 (2004).

[3] Abhyankar, Shobhana; Pujari, Uma. Occupational Stress and Work-Life Imbalance among Industrial Employess. Journal of Psychosocial Research, 7.1, 17-24 (2012).

[4] Santouridis, Ilias., Trivellas, Panagiotis., dan Tsimonis, Georgios. Using E-S-QUAL To Measure Internet Service Quality Of E-Commerce Web Sites In Greece. Vol 4 No. 1, 86-98. International Journal of Quality and Service Sciences (2012).

[5] Kuswandani, Lusi., Hamidi, M., & Yunelly Asra. Faktor Kepercayaan dan Minat Beli Terhadap Bisnis E-Commerce. Jurnal Inovasi dan Bisnis. ISSN 2338-4840. 3 (1). 3-15. Jurusan Administrasi Niaga Program Studi Administrasi Bisnis Politeknik Negeri Bengkalis Riau (2015).

[6] A Parasuraman, valarie A. Zeithmal, Leornard L. Berry. Delivering Quality Service: Balancing Customer Perception and Expectations (The Free Press) (1990).

[7] Tjiptono, Fandy. Strategi Pemasaran, Edisi Ketiga. Andi, Yogyakarta (2008).

[8] Aditya, Tjiptjono. Pengaruh Kualitas Pelayanan dan Kualitas Produk Terhadap Keputusan Pembelian. 2011:23 (2011).

[9] Han, S.M., Lee, K. G., Yeo, J. H., Baek, H.J and Park. antibacterial and antiinflamatory effect of honeybee (Apis malifera) venom against acneinducing bacteria, j. of medicinal plants research, 4(6): 459-464 (2010).

[10] Kotler dan Keller. Manajemen Pemasaran. Jilid I. Edisi ke 13. Jakarta: Erlangga (2009).

[11] Amir, M. Taufiq. Dinamika Pemasaran: Jelajahi & Rasakan, Raja Grafindo Persada, Jakarta. (2005).

[12] Dwi, Astuti, dkk. Ilmu Perilaku Konsumen. Edisi Pertama. Malang: UB Press (2012).

[13] Kotler, Philip, dan Gary Armstrong. Prinsip-prinsip Pemasaran. Edisi 13. Jilid 1. Erlangga: Jakarta (2012).

[14] Jony Wong. Internet Marketing for Beginners. PT Elex Media Komputindo. Jakarta (2010).

[15] Turban, David K, J. Lee, T. Liang, D. Turban. Electronic Commerce 7th Edition. United States: Pearson (2012).

[16] Zeithaml, Bitner, dan Gremler. Service Marketing: Integrating Customer Focus Across the Firm (2009).

[17] Zeithaml, Valarie A. and Bitner, Mary Jo. Service Marketing. McGraw Hill Inc, Int'l Edition, New York (2002).

[18] A., Parasuraman, Valarie A. Zeithaml and Malhotra Arvind. A Multiple-Item Scale for Assessing. Journal of Service Research, Volume 7, No. X (2005).
[19] Gummerus, Johanna, et al. Customer loyalty to content-based web sites: the case of an online health-care service. Journal of services Marketing 18.3 (2004).
[20] Ribbink, D., Van Riel, A. C., Liljander, V., & Streukens, S. Comfort your online customer: quality, trust and loyalty on the internet. Managing Service Quality, 14(6), p. 446-456 (2004).
[21] Anderson, R.E. and Srinivasan, S.S. E-satisfaction and e-loyalty: a contingency framework, Psychology & Marketing, Vol. 20, No. 2, pp. 123- 138 (2003).
[22] Sugiyono. Metode Penelitian Kuantitatif Kualitatif dan R&D. Bandung: Alfabeta (2012).
[23] Syamsul Hadi. Metodologi Penelitian Kuantitatif Untuk Akuntansi Keuangan. Yogyakarta: Ekonisia (2006).
[24] Ghozali, Imam. Aplikasi Analisis Multivariate Dengan Program SPSS. Edisi Kedua. Semarang: Badan Penerbit Universitas Diponegoro (2001).