

## THE EFFECT OF E-SERVICE QUALITY ON MODERATED BUYING DECISIONS WITH CUSTOMER SATISFACTION IN MALANG CITY TIX.ID APPLICATION USERS

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### ABSTRACT

This study aims to see how much e-service quality influences buying decisions, as moderated by consumer satisfaction, among Malang users of the TIX.ID application. This study employs a data analysis method known as Moderating Regression Analysis (MRA) with the SPSS 16.0 application. The sample for this study was determined using a purposive sampling technique on TIX.ID application users who were residing in Malang, totaling 140 respondents. The data collection technique was used to distribute questionnaires with a sample of 32 statements for each respondent. According to the study's findings, consumer satisfaction can moderate e-service quality, which influences the purchasing decisions of TIX.ID application users in Malang City.

**Keywords:** Buying Decision; Customer Satisfaction; E-Service Quality

### INTRODUCTION

The ease of transacting online is a thing of the 4.0 era. Online transactions are no longer limited to goods in that era. However, a variety of service products have begun to use online transactions. The following data demonstrate this:

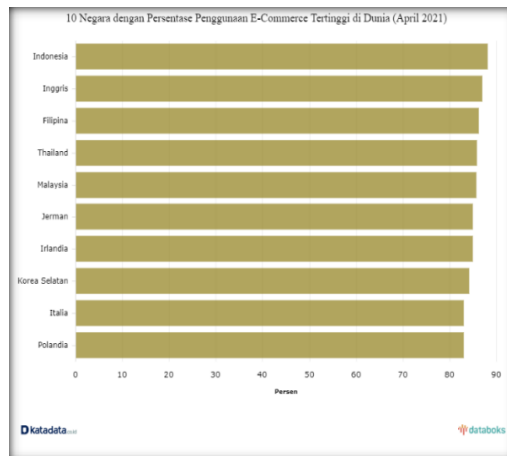


Figure 1. Shows the Countries with the Highest Percentages of E-Commerce Users in the World in 2021.  
Source: Katadata.co.id (2021)

According to the data presented above, 88.1 percent of internet users in Indonesia use e-commerce services. This drives developers to innovate to create applications that facilitate human activities, such as the application for purchasing movie tickets. Purchasing movie tickets is not only done offline in this day and age. However, nowadays, most people prefer to buy movie tickets online—the TIX.ID application is one of several that can make purchasing movie tickets more convenient. Among Malang's cinephiles, the TIX.ID app is a must-have. The number of cinemas in Malang corresponds to the numerous TIX.ID applications that work with different cinemas. This is one of the reasons why the TIX.ID application is so popular in Malang. This is demonstrated by the researchers' pre-research data, which was collected on May 20, 2022, by

distributing questionnaires to 20 randomly selected Malang residents. This preliminary research yielded the following findings:

**Table 1. Pre-research Use of Online Ticket Purchase Applications in Malang City**

| Cinema Ticket Purchase Application Name | Number of Users | Percentage |
|-----------------------------------------|-----------------|------------|
| TIX.ID                                  | 16              | 76,2%      |
| M-Tix/ Cinema 21                        | 1               | 4,8%       |
| Instagram                               | 1               | 4,8%       |
| Cinepolis Indonesia                     | 2               | 9,5%       |
| CGV Cinemas Indonesia                   | 1               | 4,8%       |

Source: Pre-Research Researchers (2022)

The TIX.ID application was used by 76.2percent of the 20 users that selected the TIX.ID application to buy online movie tickets, according to the data above. Therefore, it might argue that the TIX.ID app is the most fantastic way to buy tickets in Malang City. The number of TIX.ID users are a reliable predictor of client satisfaction. Customer happiness has a significant impact on sales, according to a study by Arifin and Samsu (2021) on the influence of sales and the function of customer satisfaction as a moderating component. Demonstrates the importance or potential influence of customer satisfaction on purchasing decisions. Additionally, this study illustrates how improved e-service quality.

Customer satisfaction is due to the high quality of the online ticket purchasing platform. This corresponds to the numerous online service transaction processes, one of which is e-service quality. According to Nurmanah and Nugroho's (2021) research on the effect of trust and e-service quality on buying decisions, the e-service quality variable significantly affects purchasing decisions. However, according to Muslim's (2018) research on the impact of social media, e-service quality, and price on buying decisions, e-service quality has no significant effect.

Based on the summary above, the authors are interested in performing a study for the Student Competitive Research competition titled "The Effect of E-Service Quality on Moderated Buying Decisions with Customer Satisfaction in Malang City Tix.Id Application Users". Based on the explanation of the phenomenon, it is possible to conclude that the problem formulation in this study is as follows:

1. What is the effect of the TIX.ID application's e-service quality on consumer buying decisions for TIX.ID application users in Malang City?
2. What is the effect of consumer satisfaction on consumer buying decisions for TIX.ID application users in Malang City?
3. How can e-service quality with consumer satisfaction affect buying decisions for TIX.ID application users in Malang City?

## LITERATURE REVIEW

### E-Service Quality

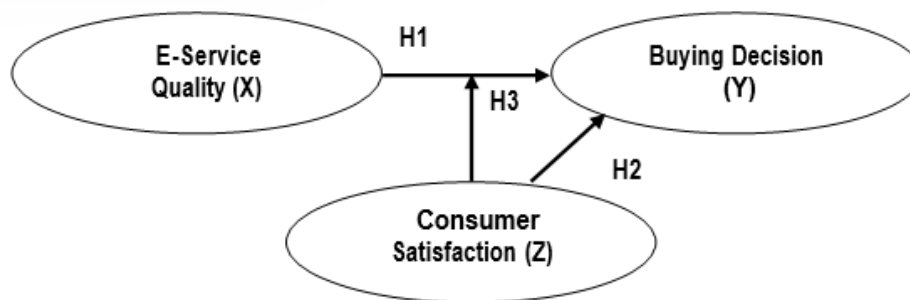
According to Santouridis et al. (2012), which is found in Vania et al. (2018) research, electronic services (e-services) are not the same as traditional services because consumers can interact with an organization through a Web site and consumers only rely on hearing and sight when compared to conventional services. Traditional services must engage all five consumer senses when interacting with the organization.

### Buying Decision

According to Kotler and Keller, contained in the research of Nurmanah and Nugroho (2021), there are several stages or processes carried out by consumers before buying a product. Meanwhile, according to Fandy (2015), another definition is how consumers recognize a problem, seek information about a product or brand, and evaluate several alternatives to resolve the issue, which leads to a buying decision. As a result, when consumers are looking for information about an item or service that must be considered when buying a product, buying decisions are a necessary decision-making process.

### Consumer Satisfaction

When getting satisfaction, the key to greatness is assigning a higher value to that satisfaction. According to Umar (2005) in Saputra's (2018) research, consumer satisfaction is a level of consumer feelings after comparing them to their expectations. This satisfaction will be valuable to the user in terms of what he has obtained from a product or service feature derived from an overall enjoyment that can meet consumer needs. It can also get consumer satisfaction through quality, service, and value.



**Figure 2. Research Framework**

Source: Processed by Researchers (2022)

- H1 : E-service quality positively and significantly affects consumer buying decisions on TIX.ID application users in Malang City.
- H2 : Consumer satisfaction has a positive and significant effect on buying decisions for users of the TIX.ID application in Malang City.
- H3 : Consumer satisfaction moderates the e-service quality effect on buying decisions TIX.ID application users in Malang City.

## METHODS

### Research Approach

This research employs quantitative methods. This study is divided into three types of variables, the first of which is e-service quality, which is an independent variable with seven indicators: efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact. Then, as the dependent variable, the buying decision has five indicators: recognition of needs, information search, alternative evaluation, purchase decisions, and post-purchase behavior. Customer satisfaction was used as a moderating variable with four indicators: Customer Expectations, Consumer Feelings, and Customer Perceptions. As a result, the results of 16 indicators from the three variables can be summarized. These indicators can then be multiplied by two to yield 32 question items.

### Population and Sample

This study's population consisted of all Malang City users of the TIX.ID application. Purposive sampling was used with sample criteria, namely consumers who had used the TIX.ID application in Malang. The sample was collected in a survey, with questionnaires distributed to TIX.ID customers in Malang City. So, in this study, 140 pieces are required.

### Data Collection Procedure

Who collected preliminary data by distributing surveys to all Malang City users of the TIX.ID program. This study will require both primary and secondary data.

### Data Processing Techniques

The quantitative data analysis employed the validity test, the reliability test, the classical assumption test, and hypothesis testing. Because of the inclusion of moderating factors, the Moderated Regression Analysis (MRA) test is the final test in hypothesis testing.

## RESULTS

Based on the data in the Table 2, we can see that the number of  $r$  is more significant than  $r$  table (0.1648). So, the results of this data processing show that all items are valid. Table 3 show the reliability test.

Tabel 2. Validity Test Results

| Variable              | Item   | Validity Test |         |             |
|-----------------------|--------|---------------|---------|-------------|
|                       |        | R             | R-Table | Description |
| E-Service Quality     | X1. 1  | 0.744         | 0.1648  | Reasonable  |
|                       | X1. 2  | 0.656         | 0.1648  | Reasonable  |
|                       | X1. 3  | 0.735         | 0.1648  | Reasonable  |
|                       | X1. 4  | 0.624         | 0.1648  | Reasonable  |
|                       | X1. 5  | 0.750         | 0.1648  | Reasonable  |
|                       | X1. 6  | 0.662         | 0.1648  | Reasonable  |
|                       | X1. 7  | 0.726         | 0.1648  | Reasonable  |
|                       | X1. 8  | 0.648         | 0.1648  | Reasonable  |
|                       | X1. 9  | 0.745         | 0.1648  | Reasonable  |
|                       | X1. 10 | 0.637         | 0.1648  | Reasonable  |
|                       | X1. 11 | 0.741         | 0.1648  | Reasonable  |
|                       | X1. 12 | 0.628         | 0.1648  | Reasonable  |
|                       | X1. 13 | 0.740         | 0.1648  | Reasonable  |
|                       | X1. 14 | 0.657         | 0.1648  | Reasonable  |
| Buying Decision       | Y1. 1  | 0.695         | 0.1648  | Reasonable  |
|                       | Y1. 2  | 0.666         | 0.1648  | Reasonable  |
|                       | Y1. 3  | 0.642         | 0.1648  | Reasonable  |
|                       | Y1. 4  | 0.671         | 0.1648  | Reasonable  |
|                       | Y1. 5  | 0.637         | 0.1648  | Reasonable  |
|                       | Y1. 6  | 0.677         | 0.1648  | Reasonable  |
|                       | Y1. 7  | 0.668         | 0.1648  | Reasonable  |
|                       | Y1. 8  | 0.650         | 0.1648  | Reasonable  |
|                       | Y1. 9  | 0.639         | 0.1648  | Reasonable  |
|                       | Y1. 10 | 0.653         | 0.1648  | Reasonable  |
| Consumer Satisfaction | Z1. 1  | 0.677         | 0.1648  | Reasonable  |
|                       | Z1. 2  | 0.590         | 0.1648  | Reasonable  |
|                       | Z1. 3  | 0.632         | 0.1648  | Reasonable  |
|                       | Z1. 4  | 0.596         | 0.1648  | Reasonable  |
|                       | Z1. 5  | 0.636         | 0.1648  | Reasonable  |
|                       | Z1. 6  | 0.682         | 0.1648  | Reasonable  |
|                       | Z1. 7  | 0.561         | 0.1648  | Reasonable  |
|                       | Z1. 8  | 0.650         | 0.1648  | Reasonable  |

Source: Processed by Researchers (2022)

Table 3. Reliability Test Results

| Variable              | Reability        |        | Test     |
|-----------------------|------------------|--------|----------|
|                       | Cronbach's Alpha | Limit  |          |
| E-Service Quality     | 0.937            | 0.1648 | Reliable |
| Buying Decision       | 0.904            | 0.1648 | Reliable |
| Consumer Satisfaction | 0.871            | 0.1648 | Reliable |

Source: Processed by Researchers (2022)

Based on the normality test above, it shows the Asymp value. Sig. (2-tailed) offers a value of  $0.205 > 0.05$ ; then the normality assumption is met.

**Heteroscedasticity Test**

Table 5. Heteroscedasticity Test results

| Model                 | T      | Sig.  | Description                       |
|-----------------------|--------|-------|-----------------------------------|
| E-Service Quality     | 0.701  | 0.485 | Heteroscedasticity does not exist |
| Consumer Satisfaction | -0.004 | 0.996 | Heteroscedasticitydoes not exist  |

Source: Processed by Researchers (2022)

If the value of Sig.  $> 0.05$ , there is no heteroscedasticity; if the value of Sig.  $0.05$ , there is heteroscedasticity, which is how the heteroscedasticity test using Glejser decided. There is no heteroscedasticity if the value of Sig. The E-Service Quality variable obtained from the heteroscedasticity test using the Glejser technique is  $0.485 > 0.05$ . There is no heteroscedasticity if the Sig. The promotion variable value is more significant than  $0.05$

**Multicollinearity Test**

Table 6. Multicollinearity Test Results

| Model                 | Collinearity |       | Description                      |
|-----------------------|--------------|-------|----------------------------------|
|                       | Tolerance    | VIF   |                                  |
| E-Service Quality     | 0.747        | 1.338 | Multicollinearity does not exist |
| Consumer Satisfaction | 0.747        | 1.338 | Multicollinearity does not exist |

Source: Processed by Researchers (2022)

The VIF test revealed that the VIF value of each independent variable was less than 10, indicating no multicollinearity on the multiple linear regression model between the e- service quality variables on buying decisions.

**Hypothesis Testing****Simultaneous Test (F-Test)**

Table 7. Simultaneous Test Results (F Test)

| Model      | F      | Sig.  | Description |
|------------|--------|-------|-------------|
| Regression | 37.672 | 0.000 | Influential |

Source: Processed by Researchers (2022)

The results of simultaneous testing with the F test show that the calculated F value (37.672) is greater than the F table (3.06) or that the significance value (0.000) is less than alpha (0.050). That indicates a significant influence between the e-service quality and buying decision variables.

**Partial Test (T-Test)**

Table 8. Partial Test Results (T-Test)

| Model                 | Unstandardized Coefficients (B) | Standardized Coefficients (Beta) | T     | Sig.  |
|-----------------------|---------------------------------|----------------------------------|-------|-------|
| E-Service Quality     | 0.163                           | 0.229                            | 2.933 | 0.004 |
| Consumer Satisfaction | 0.625                           | 0.466                            | 5.967 | 0.000 |

Source: Processed by Researchers (2022)

**Coefficient of Determination Test****Table 9. Coefficient of Determination Test Results**

| Model      | R Square | Adjusted R Square | Std. Error of the Estimate |
|------------|----------|-------------------|----------------------------|
| Regression | 0.214    | 0.209             | 4.688                      |

Source: Processed by Researchers (2022)

The coefficient of determination produced an R Square value of 0.214, indicating that the e-service quality variable influences the purchasing decision variable by 21.4 percent. Other factors influence buying decision variables by 78.6 percent.

**Moderating Regression Analysis (MRA) Test****Table 10. Moderating Regression Analysis (MRA) Test Results**

| Model             | R Square |
|-------------------|----------|
| E-Service Quality | 0.633    |

Source: Processed by Researchers (2022)

According to the table, the e-service quality variable on buying decisions has an R Square value of 0.633, which means it has a 63.3 percent influence, and 36.7 percent is influenced by variables not included in this study.

**Table 11. Moderating Regression Analysis (MRA) Test Results**

| Model                                   | Unstandardized Coefficients |            | Standardized Coefficients (Beta) | T     | Sig.  |
|-----------------------------------------|-----------------------------|------------|----------------------------------|-------|-------|
|                                         | B                           | Std. Error |                                  |       |       |
| E-Service Quality*Consumer Satisfaction | 0.499                       | 0.215      | 0.413                            | 2.326 | 0.021 |

Source: Processed by Researchers (2022)

The t-test results in the table above show a partial test between the variables of e-service quality on consumer satisfaction, with the t-count value (2.326) being greater than the t-table (0.1648) or a significant discount (0.021) being less than alpha (0.050). That indicates an influence between the variables of e-service quality on consumer satisfaction.

**DISCUSSION****The Effect of E-Service Quality on Consumer Buying Decisions for TIX.ID Application Users in Malang City**

Based on the findings of field research on buying decisions made by TIX.ID application users, it is possible to conclude that the effect of e-service quality on buying decisions is acceptable, indicating that e-service quality has a positive and significant impact on purchasing decisions. The users of the TIX.ID application in Malang City on the e-service quality variable on the efficiency indicator described by the TIX.ID application results have ease of use and the TIX.ID application quickly finds what consumers need, significantly improving buying decisions. On Malang City users of the TIX.ID app. Meanwhile, the TIX.ID application provides customer service contacts for customers and the TIX.ID application has online customers, making a small contribution to improving buying decisions for Malang City TIX.ID application users. The highest and lowest average values support this conclusion. According to Moh. Arifin and Nur Samsu (2021), the quality of e-services plays a role in e-commerce. Because the younger generation understands how technology works today, the function of e-service quality can function well. According to Ima Nurmanah and Edi Suswadi (2021), e-service quality plays a role in purchasing

decisions because e-service quality determines transaction success. The e-service quality factor measures the application's success in providing services to its users.

The phenomenon of e-service quality influencing purchasing decisions has been proven based on existing data. The more significant the e-service quality provided to consumers, the greater its role in improving consumer buying decisions—the TIX.ID application in Malang City, e-service quality has been shown to improve purchasing decisions.

#### **The Influence of Consumer Satisfaction on Consumer Buying Decisions on TIX.ID Application Users in Malang City**

The impact of quality on purchasing decision variables in a partial test of consumer satisfaction and purchasing decision variables. The t-count value (2.933) is greater than the t-table (0.1648) or the significance value (0.004) is less than alpha (0.050) in a partial test. According to the findings of field research on consumer purchasing decisions on TIX.ID application users in Malang City, the influence of consumer satisfaction on purchasing decisions is acceptable, implying that consumer satisfaction has a positive and significant effect on buying decisions. The largest and smallest averages can determine the most effective and negligible contributions. Based on the data obtained, the users of the TIX.ID application in Malang City on the consumer satisfaction variable on the indicators of consumer feelings and customer perceptions described by the TIX.ID application consumers receive various past experiences that affect consumer expectations and the sentiments of consumers of the TIX.ID application will appear after receiving the product. TIX.ID application consumers get communication links made by third parties as providers, TIX.ID application consumers get communication links made by third parties as providers, Malang City ID.

Consumer satisfaction has a significant influence on buying decisions, according to Siti Marlina (2018). According to Rahmat Hidayat (2015), consumer satisfaction significantly influences product purchasing decisions. The phenomenon in Malang City's TIX.ID application states that consumer satisfaction has been shown to influence buying decisions. The greater the importance of consumer satisfaction, the more important its role is in improving consumer buying decisions. Consumer satisfaction has been shown to influence buying decisions.

#### **Consumer Satisfaction can Moderate E-Service Quality That Affects Buying Decisions for TIX.ID Application Users in Malang City.**

According to the findings of field research on buying decisions on TIX.ID consumer satisfaction of ID application users in Malang City can moderate e-service quality, influencing buying decisions on TIX.ID application users. According to Moh. Arifin and Nur Samsu (2021), the moderation aspect can strengthen the independent element. Therefore, H3 moderately leads to a significant level, so that customer satisfaction can boost e-service quality towards buying decisions.

### **CONCLUSION**

Users of the TIX.ID application can conclude that the effect of e-service quality on buying decisions is acceptable, implying that e-service quality has a positive and significant impact on purchasing decisions. The higher the quality of e-services offered to consumers, the more effective its role improves consumer buying decisions on the TIX.ID application in Malang City, e-service quality has been shown to enhance buying decisions.

Consumer buying decisions on TIX.ID Who can conclude ID application users in Malang City that consumer satisfaction has an acceptable influence on buying decisions, implying that consumer satisfaction has a positive and significant effect on purchasing decisions. The greater the importance of consumer satisfaction, the more important its role is in improving consumer buying decisions. Consumer satisfaction has been shown to influence buying decisions. Consumer satisfaction can affect buying decisions for TIX.ID application users in Malang by moderating e-service quality.

As with the repeat purchase variable, this research can expand. The following researcher can conduct a more detailed and thorough analysis or use other variables related to this research. Furthermore, this research can be developed and carried out in other areas.

For Company. The TIX.ID application can improve performance in serving consumers, add new features, and carry out product promotions so that consumers are well informed about the products in the TIX.ID application. This is because of the word-of-mouth discussion of TIX.ID products did not produce statistically significant results in this study. Consumers should be able to use the application as efficiently as possible while meeting their needs.

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