

Optimization of E-Service Quality and Market Orientation on Customer Satisfaction of Fashion Products in E-Commerce

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ABSTRACT

This study aims to explore the optimization of e-service quality and market orientation in fashion products within e-commerce, focusing on their impact on customer satisfaction. The research contributes to understanding the interplay between these variables in enhancing consumer experiences, particularly in the competitive digital marketplace. A quantitative approach was adopted, involving the distribution of structured questionnaires to 100 respondents, all students of the Faculty of Economics and Business, Trunojoyo University. The independent variables, e-service quality (X1) and market orientation (X2), were analyzed against the dependent variable, customer satisfaction (Y), using linear regression. Findings reveal that both e-service quality and market orientation significantly and positively influence customer satisfaction. Improved e-service quality fosters trust and loyalty by addressing consumer expectations, while market orientation ensures businesses remain attuned to customer needs and market trends. Together, these factors account for 65.9% of variations in customer satisfaction, underscoring their critical role in the success of e-commerce strategies. The study highlights the need for ongoing innovation in service quality and a customer-centric approach in market orientation to maintain a competitive edge. Future research could expand on this work by exploring additional variables or focusing on different e-commerce sectors. These insights provide valuable implications for businesses seeking to enhance customer satisfaction and sustain growth in the rapidly evolving e-commerce landscape.

Keywords: Customer Satisfaction, E-Service Quality, Market Orientation

ABSTRAK

Penelitian ini bertujuan untuk mengeksplorasi optimalisasi kualitas layanan elektronik dan orientasi pasar dalam produk fesyen dalam perdagangan elektronik, dengan fokus pada dampaknya terhadap kepuasan pelanggan. Penelitian ini berkontribusi untuk memahami interaksi antara variabel-variabel ini dalam meningkatkan pengalaman konsumen, khususnya di pasar digital yang kompetitif. Pendekatan kuantitatif diadopsi, yang melibatkan distribusi kuesioner terstruktur kepada 100 responden, semua mahasiswa Fakultas Ekonomi dan Bisnis, Universitas Trunojoyo. Variabel independen, kualitas layanan elektronik (X1) dan orientasi pasar (X2), dianalisis terhadap variabel dependen, kepuasan pelanggan (Y), menggunakan regresi linier. Temuan mengungkapkan bahwa kualitas layanan elektronik dan orientasi pasar secara signifikan dan positif memengaruhi kepuasan pelanggan. Kualitas layanan elektronik yang lebih baik menumbuhkan kepercayaan dan loyalitas dengan memenuhi harapan konsumen, sementara orientasi pasar memastikan bisnis tetap selaras dengan kebutuhan pelanggan dan tren pasar. Bersama-sama, faktor-faktor ini mencakup 65,9% variasi dalam kepuasan pelanggan, yang menggarisbawahi peran penting mereka dalam keberhasilan strategi perdagangan elektronik. Penelitian ini menyoroti perlunya inovasi berkelanjutan dalam kualitas layanan dan pendekatan yang berpusat pada pelanggan dalam orientasi pasar untuk mempertahankan keunggulan

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kompetitif. Penelitian di masa mendatang dapat memperluas penelitian ini dengan mengeksplorasi variabel tambahan atau berfokus pada sektor e-commerce yang berbeda. Wawasan ini memberikan implikasi berharga bagi bisnis yang ingin meningkatkan kepuasan pelanggan dan mempertahankan pertumbuhan dalam lanskap e-commerce yang berkembang pesat.

Kata kunci: Kepuasan Pelanggan, Kualitas Layanan Elektronik, Orientasi Pasar

INTRODUCTION

In 2022, the amount of e-commerce enterprises increase from 4.46% or as many as 2,995,986 businesses (Farida et al., 2023). According to e-commerce statistical data from BPS, the products and services offered include food and beverages by 43.02%, fashion by 15.04%, household needs by 8.11%, transportation services by 5.86% and cosmetic products by 5.37%. Retailers with physical shops will slowly but certainly closing down as a result e-commerce continues to rise, while online shops provide offer convenience for consumers (Rita et al., 2019). The trend of online purchasing is becoming a way of life for those living in Indonesia, consumer behavior has changed from offline to online resultant of the growth and technological development (Hartanto et al., 2022). Several popular Indonesian e-commerce like Shopee, Lazada, Tokopedia, Blibli and Bukalapak.com in it there is fierce business competition (Ginting & Yusriadi, 2023).

Basically, customer satisfaction is inclined to expectations for products, services, and services obtained by consumers (Wuisan, 2021). Customer satisfaction can influence consumer behavior in the future so that they are more likely to repurchase and reconsume (Amelia, 2019). Customer satisfaction can be met through two factors, namely e-service quality and market orientation, according to the research conducted by (Saraswati, 2022). These findings are consistent with the research of Arundini & Sutrisno (2023), stating that e-service quality and market orientation can meet customer satisfaction. The quality of e-service is the ability of companies in providing efficient customer satisfaction (Arundini & Sutrisno, 2023).

By providing high-quality e-service quality, business actors can gain a competitive advantage (Shafiee & Bazargan, 2018). In competition with competitors to achieve competitive advantage can be obtained through market orientation, market orientation is a behavior or activity of identifying and understanding customer needs (Ie & Pratama, 2019). Business actors who implement market orientation as the main pillar of business strategy will obtain superior business performance (Saraswati, 2022; Suprpti & Suparmi; 2022). The implementation of market orientation by economic agents is able to meet customer desires to modify services, thereby creating customer satisfaction (Arundini & Sutrisno, 2023). This is consistent with research by Arundini & Sutrisno (2023), which found that market orientation positively affects customer satisfaction.

The increasing number of businesses in e-commerce and the sale of fashion products with a fairly high percentage every year is used as the object of this study. Researchers choose fashion products in e-commerce because there have not been too many previous studies that have conducted research with similar variables but on other objects. Such as research conducted by Arundini & Sutrisno (2023) and Saraswati (2022), which examined e-service quality, market orientation, and customer satisfaction in the bank industry. The research from Suyanto & Femi (2023), which has examined of e-service quality to customer satisfaction within cosmetics business. Therefore, the study investigates how e-service quality and market orientation contribution customer satisfaction of fashion products in e-commerce.

LITERATURE REVIEW

E-Service Quality

E-service quality represents a modern approach to service quality, defined broadly in the context of evaluating services delivered over the internet (Handayani et al., 2021). It

refers to the extent to which consumer needs and expectations are fulfilled through services provided online (Keni & Sandra, 2021). The evaluation of e-service quality occurs during consumers' direct interactions with a website and after they have received the services offered (Budiman et al., 2020; Ardhana et al., 2024). This assessment is crucial for optimizing consumer experience and creating a lasting positive impression in their minds (Aini et al., 2022).

By enhancing e-service quality, organizations can bridge gaps in team member engagement, thereby positively impacting overall performance and customer satisfaction (Muharam et al., 2021). High-quality e-services ensure that customers' expectations are consistently met, leading to greater trust and loyalty. Furthermore, as consumer interactions with online platforms increase, the importance of seamless, reliable, and responsive service becomes vital in maintaining competitive advantage.

The continuous improvement of e-service quality is essential for businesses seeking to thrive in the digital age. Effective e-service quality strategies contribute to building a strong brand reputation while fostering long-term customer relationships. Ultimately, ensuring that e-services align with consumer needs enhances their overall satisfaction, drives positive experiences, and strengthens engagement (Keni & Sandra, 2021; Aini et al., 2022). In this way, organizations not only address consumer demands but also achieve sustainable business growth in the increasingly competitive digital marketplace.

E-service quality can therefore be interpreted as a tool for achieving customer satisfaction regarding online-based services, among which purchase and provision of goods and services (Budiman et al., 2020). E-service quality leads to customer satisfaction and strongly influences the e-commerce industry (Pasaribu et al., 2022). Research carried out by Zuliastiana & Setiawan (2022), states that all e-service quality indicators positively influenced customer satisfaction (Handayani et al., 2021). Consistent with the research carried out by Handayani et al. (2021) and Budiman et al. (2020), stating meaning e-service quality has a favorable influence on customer satisfaction. Hence, the researcher suggests following the first hypothesized result:

H1. E-service quality is found to have a positive effect on customer satisfaction

Market Orientation

Market orientation encompasses customer focus, competitor understanding, and the creation of superior customer value (Ie & Pratama, 2019). It involves strategies that emphasize understanding consumer needs and desires to achieve positive outcomes in sales, market management, and business profitability (Maharani et al., 2024; Berlian et al., 2024). This concept plays a pivotal role in the competitive e-commerce industry, serving as a fundamental business culture that fosters effective and efficient behaviors aimed at meeting consumer demands. By adopting market orientation, businesses can align their strategies to create value and gain a competitive edge (Rahmadi et al., 2020).

In practice, market orientation ensures that businesses prioritize customer satisfaction by tailoring their products, services, and strategies to evolving market demands. This approach not only builds customer loyalty but also enhances overall business performance. As Harini et al. (2022) highlight, market orientation provides a clear direction and strategy, enabling businesses to consistently fulfill customer expectations while staying ahead of competitors.

For e-commerce businesses, adopting market orientation is particularly crucial given the dynamic and highly competitive environment. By fostering a customer-centric culture, companies can adapt to changing market trends and create sustainable growth. Moreover, a strong focus on understanding competitors and market dynamics allows businesses to refine their strategies, ultimately leading to increased profitability and long-term success. In conclusion, market orientation is a strategic imperative that drives businesses to effectively address consumer needs, ensure satisfaction, and maintain a competitive position in the market.

So is the ability of a market orientation is a business for learn and understand the conditions in the market through customers (the wants and needs of the customers) and competitors (identifying competing strengths and weaknesses) in order to maintain and improve customer and businesses in the future (Aulia et al., 2019). Market orientation can help companies to focus on customer satisfaction needs, this is consistent with research from Saraswati (2022) and Arundini & Sutrisno (2023), stating that market orientation have an positively influence on customer satisfaction. When customer satisfaction is fulfilled, business actors can change marketing procedures for better service compared to competitors (Arundini & Sutrisno, 2023). Therefore, the scientist proposes the second hypothesized result:

H2. Market orientation is found to be positive effect at customer satisfaction

Customer Satisfaction

Customer satisfaction is a response or statement by consumers regarding services provided online (Hamid et al., 2022). In other words, customer satisfaction is measured by how customers respond to their previous experience goods or service (Febrianti & Keni, 2020). Creating consumer satisfaction involves establishing harmonious relationships between businesses and consumers, which serves as a reference point for various aspects of consumer experience (Surya, 2019). Customer satisfaction is a key indicator of potential future profits, as satisfied customers are more likely to return and recommend the business (Surya, 2019). When consumers purchase a product or service, they essentially seek the benefits associated with it. If these benefits meet or exceed expectations, consumers feel satisfied, which positively impacts the business (Bulan & Chandra, 2021). This satisfaction encourages loyalty and enhances the business's reputation, contributing to long-term success. Therefore, prioritizing consumer satisfaction is a strategic approach to fostering trust, ensuring repeat purchases, and securing sustained profitability. It highlights the mutual benefit in consumer-business relationships, where satisfied customers drive business growth while businesses fulfill consumer needs effectively.

METHODS

The research methodology employed in this study is a quantitative approach, focusing on a specific population or sample and analyzing data systematically to test the proposed hypothesis (Sugiyono, 2017). The analytical technique used is linear regression analysis, conducted using SPSS 25 software. This study is categorized as explanatory research as it aims to explain the influence of independent variables, namely e-service quality and market orientation, on the dependent variable, customer satisfaction. The population of this research consists of students from the Faculty of Economics and Business at Trunojoyo Madura University. The sampling method applied is non-probability sampling, specifically purposive sampling, as the population size is unknown. Purposive sampling involves selecting samples based on specific characteristics (Sugiyono, 2017). The criteria for participants in this study are students who use e-commerce platforms and have purchased fashion products through these platforms. The total sample size is 100 students, including both male and female participants who meet the specified criteria. The data collection process was carried out using questionnaires with Likert scale measurements to gauge responses accurately. This research employs a systematic approach to gather and analyze data, ensuring the reliability and validity of results. The focus on e-service quality and market orientation provides a framework to assess their impact on customer satisfaction within the e-commerce sector, specifically for fashion product purchases. By using a structured sampling method and robust statistical tools, the study aims to generate insights that are both academically valuable and practically relevant for understanding consumer behavior in the digital marketplace.

RESULTS

Validity test result in this research are followed as a correlation value the each variable, each statement or question contained on the condition that the r-count is exceeds the r-table 0,195 with the significance of 5% or 0,05, the questionnaire is declared valid. The results of comparing r-count and r table indicate that for the variables e-service quality (X1) with seven indicators, market orientation (X2) with six indicators and customer satisfaction (Y) with eight indicators were declared valid because all indicators met the validity criteria.

Tabel 1. Validity and Reliability Test Result

Variabels	Indicator	R-Count	R-Table	Description	Cronbach.s Alpha	Limit of Reliability	Description
X1	X1.1	0.548	0.195	Valid	0.775	>0.60	Reliabel
	X1.2	0.633	0.195	Valid			
	X1.3	0.718	0.195	Valid			
	X1.4	0.663	0.195	Valid			
	X1.5	0.791	0.195	Valid			
	X1.6	0.800	0.195	Valid			
	X1.7	0.752	0.195	Valid			
X2	X2.1	0.627	0.195	Valid	0.783	>0.60	Reliabel
	X2.2	0.725	0.195	Valid			
	X2.3	0.743	0.195	Valid			
	X2.4	0.786	0.195	Valid			
	X2.5	0.782	0.195	Valid			
	X2.6	0.700	0.195	Valid			
Y	Y1	0.726	0.195	Valid	0.845	>0.60	Reliabel
	Y2	0.783	0.195	Valid			
	Y3	0.695	0.195	Valid			
	Y4	0.736	0.195	Valid			
	Y5	0.626	0.195	Valid			
	Y6	0.670	0.195	Valid			
	Y7	0.742	0.195	Valid			
	Y8	0.576	0.195	Valid			

Source: Research Results (2024, Processed)

The Cronbach's Alpha coefficient acts as the foundation for evaluating the reliability of this research. The established reliability threshold is 0.60. With a Cronbach's Alpha value of 0.775 for the e-service quality variable (X1), it is deemed reliable as it surpasses the 0.60 reliability benchmark. The market orientation variable (X2) shows a Cronbach's Alpha value of 0.783, which also exceeds 0.60, making it reliable as well. The customer satisfaction variable (Y), with a Cronbach's Alpha of 0.845, is regarded as reliable since it is greater than 0.60. Therefore, all variables in this research are considered valid as they exceed the threshold of 0.60.

The value of e-service quality (b1) is 0.246, market orientation (b2) is 0.841, and the constant value (a) is 4.827. Because e-service quality (X1) and market orientation (X2) are equal to zero, customer satisfaction (Y) = a or can be interpreted as fixed, the multiple linear equation $a = 4.827$ is the constant value in this study. The customer satisfaction variable (Y) is positively influenced of the e-service quality variable (X1), as indicated by the b1 (e-service quality) value of 0.246. The customer satisfaction variable will increase by 0.246 for every one unit increase in the e-service quality variable. The market orientation variable (X2) has important influenced in the customer satisfaction variable (Y), as indicated by the b2 (market orientation) value of 0.841. The customer satisfaction variable increase of 0.841 for every one unit increase in the market orientation variable (X2).

Table 2. Multiple Linier Regression and T Test Result (Partial Test)

	Un-Std. Coef. B	Un-Std. Coef. Std. Error	Std. Coef. Beta	T	Sig.
(Constant)	4.867	2.173		2.239	0.027

E-Servie Quality	0.246	0.095	0.210	2.588	0.011
Market Orientation	0.841	0.105	0.653	8.042	0.000

Source: Research Results (2024, Processed)

Customer satisfaction with fashion products at e-commerce is significantly influenced by the e-service quality variable, according to the t-test results which show a sig-value of 0.011 <0.05 and a t-count of 2.588> 1.985 t-table. The market orientation variable have an significantly impact in customer satisfaction for fashion products at e-commerce, as evidenced by the t-count value of 8.042> 1.985 within sig-value of 0.000 <0.05.

Tabel 3. F Test Result (Simultan Test)

Model	Sum of Squares	df	Mean Square	F	Sig.
Regression	1158.182	2	579.091	93.556	0.000 ^b
Residual	600.408	97	6.190		
Total	1758.590	99			

Source: Research Results (2024, Processed)

E-service quality and market orientation variable together has a sig-value of 0.000 <0.05 and an f-table of 93.556> 3.07 f-table, according to the results of the f test. This indicates showed customer satisfaction, the dependent variable is simultaneously influenced by both independent variables (market orientation and e-service quality).

Table 4. Determination Tes Result (R2)

R	R Square	Adjusted R Square	Std. Error of the Estimate
0.812 ^a	0.659	0.652	2.488

Source: Research Results (2024, Processed)

Based on the results of Determination Test (R2), Adjusted R Square value is 65.9% or 0.659. This shows that market orientation and e-service quality characteristics has a influenced of 65.9% in customer satisfaction, while not included other variables in this research have an influenced of 34.1%.

DISCUSSION

This study aims to explain the effect of electronic service quality and market orientation on customer satisfaction. The results of the instrument test, including validity and reliability tests, show that all research items are declared valid and reliable, so that the data used is of good quality. Hypothesis testing using the t-test shows that the two independent variables, namely electronic service quality and market orientation, partially have a positive and significant effect on the dependent variable, namely customer satisfaction. This is evidenced by the significance value (sig) which is less than 0.05, which indicates that the research hypothesis is accepted.

Electronic service quality has a significant effect on customer satisfaction. Quality service includes speed, convenience, security, and reliability in meeting customer needs. When the service provided is able to meet or even exceed customer expectations, this increases their satisfaction. In addition, optimal service quality also provides a positive experience to customers, which ultimately strengthens their loyalty to the service provider (Nguyen et al., 2024).

Market orientation also shows a significant effect on customer satisfaction. Market orientation reflects the extent to which sellers or service providers understand customer needs and adapt their offerings to dynamic market conditions. By listening to customers, analyzing their preferences, and tailoring products or services to those needs, companies or marketplaces are able to create more value for customers. This effort makes customers feel appreciated, thus increasing their satisfaction with the services provided (Aburayya et al., 2020).

The results of this study confirm that the quality of electronic services and market orientation are important elements in creating customer satisfaction. Therefore,

companies, especially those engaged in the digital sector, need to continue to innovate in providing responsive, relevant, and high-quality services. This effort not only improves customer experience but also strengthens the company's competitiveness in facing increasingly competitive market competition. Thus, customer satisfaction can be used as an indicator of the success of the services and marketing strategies implemented.

CONCLUSION

E-service quality and market orientation have an significantly and positively impact on customer satisfaction in fashion products at e-commerce. E-service quality also market orientation are important variables in determining customer satisfaction. It can be shown from the reciprocal relationship between sellers and consumers, the rating or level of e-commerce visits and the store rating obtained from consumer reviews. E-commerce and online sellers in it need to improve and retain consumers by providing quality services and market research based on market situations and conditions as well as consumer needs. So that the sales level and the level of e-commerce visits will increase and generate optimal profits. This research can be used as a reference or reference in conducting research. For the next researcher, it is hoped that there will be innovations such as the addition of independent variables related to customer satisfaction. So that the development is wider and has a newness of research.

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