

## THE CORRELATION BETWEEN SERVICE QUALITY AND CUSTOMER SATISFACTION IN ONLINE RETAIL COMPANIES

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### Abstract

This research explores the connection connecting service excellence and client contentment in the context of online retail businesses. The research is motivated by the rapid expansion of e-commerce and its impact on client loyalty. A quantitative approach is employed, using the SERVQUAL method, and data is collected from 120 respondents who are users of various online retail platforms in Makassar. The research instrument consists of a questionnaire based on a 1 to 4 Likert scale, designed to assess aspects of service quality—like tangibles, responsiveness, assurance, and reliability—as well as aspects of client contentment, encompassing customer interaction, product quality, trust, and service. These findings support the SERVQUAL and Expectation Disconfirmation theories which state that customer satisfaction increases when services meet or exceed their expectations.

## 1. INTRODUCTION

In the era of globalization, the business world is in a state of rapid growth. This is characterized by the opening of intense competition in all fields including the business world. The business world is a world full of competition. Because business is a business activity that plays a crucial part in social and economic life (Zaeni, 2014). The large selection of products, accessibility and convenience without space and time constraints can encourage consumers to make purchases online.

In an online environment, customers can effortlessly locate the products they seek and therefore how to build long-term relationships become a more difficult challenge for Online retail companies. Online retail companies are businesses that sell goods or services to

consumers through digital platforms, such as websites or mobile applications. In today's digital era, online retail is growing rapidly and has become one of the main choices for consumers to shop. Businesses based on online retail companies or what we usually call e-commers are currently one type of trade that is quite prospective for business people around the world. The diverse emergence of online trading business provides options for consumers to choose which site is the most profitable. It is essential to look at what an online retail company is in order to gain a conceptual understanding of its impact on society in Indonesia. As defined, online retail or e-commerce companies are also making it easier for many consumers to use the Internet to shop, using various devices in the shopping process (Bilgihan et al., 2016).

The retail concept requires communicating with consumers and considering the desires of these consumers as critical to the success of the retailer in question, developing and following through on a consistent strategy and working. Achieving goals that are meaningful, specific, and attainable can be challenging. The concept of retail marketing in this context doesn't focus on a company's internal strengths or competitive edge, but rather provides a broad framework for strategic planning (Sunyoto, 2015). Therefore, it's crucial for online retailers to understand the various factors that influence customer loyalty. It is not only about the frequency of repeat purchases, but also involves emotional aspects and positive attitudes towards the brand. Along with the development of information technology, people's consumption patterns have also undergone significant changes.

One of the biggest challenges in the contemporary commercial landscape is fostering and maintaining service excellence and client contentment. Because, no company can thrive in the long run without ensuring service excellence and client contentment. These two elements are broadly acknowledged as key determinants and key prerequisites for a company's sustainability. Customers are the primary target of every business, and without them, a company cannot grow or achieve its desired level of profit.

Therefore, this study entitled Analysis The Correlation Connection Between Service Excellence and Client Contentment in Online Retail Company is to develop a more comprehensive model that positions these two factors as key drivers of a strong connection between customers and online retailers. Beyond analyzing the direct correlation between service excellence and client contentment, this research also aims to explore how these factors might act as mediators or trust enhancers within the broader e-commerce landscape. Through this approach, the research is anticipated to add to the current understanding through offering new insights into the elements impacting both customers and online retail companies particularly in areas that have not been thoroughly explored in previous studies.

Derived from the context described above, the author is keen on investigating further the correlation between service excellence and client contentment in online retail companies. The focus of this research is on how aspects of service excellence and client contentment influence personalization and client allegiance. Through this study, titled "Analysis of the Correlation Between Service Quality and Customer Satisfaction in Online Retail Companies," it is hoped that online retailers can better understand how to draw in and keep clients via improved service and engagement.

## **2. RESEARCH METHODS**

This study adopts a numerical research methodology, since it is well-suited for examining and analyzing the correlation between service excellence and client contentment in online retail businesses (Creswell, 2017). Given that the objective is to measure quantifiable data—such as levels of service excellence and the measurement of client contentment—a quantitative method with a correlational design is used. Data is collected through surveys distributed to customers of online retail companies to support the aims of this research. The

questionnaire used in the survey be designed based on the variables identified in the conceptual framework of this study.

### 2.1. Techniques of Data Collection

This research uses data gathering methods by distributing questionnaires to people who shop at online retail companies in Indonesia. in the form of a Microsoft Form link to fill out a questionnaire that is compiled based on the metrics of the study's variables that have been identified. The survey employs a Likert scale of 1-4 (Mulyatiningsih, 2012), to measure respondents' perceptions of each question. To reach relevant respondents, the Microsoft Form link was shared via two commonly used social media platforms, that is WhatsApp and Instagram.

### 2.2. Data Analysis

Data interpretation is a technique applied to completed by respondents who are customers of online retail companies. Data analysis serves as a means of transforming raw data into meaningful information, allowing researchers to better understand the data's characteristics and draw useful insights.

The analysis process involves the following steps:

Descriptive data in a lucid and readily interpretable manner. systematically summarize and present numerical information clearly and simply comprehensible.. In this study, illustrative analysis serves to depict the traits of the respondents and to show the average scores of each measured variable, including service excellence, client contentment, and allegiance.

#### a. Validity Test

Validity testing is a crucial step in quantitative research to ensure that measurement tools, such as questionnaires, accurately assess what they are intended to gauge. The aim of the validity assessment is to confirm that the questionnaire truly reflects the variables being studied. One common method for conducting validity testing is through factor analysis, particularly exploratory factor analysis. According to Sugiyono (2017), a measurement tool is considered valid if it is both accurate and reliable, and it effectively evaluates what it purports to assess. This highlights that validity is closely tied to the instrument's ability to produce results that align with the goals of the research. Reliability Test

Reliability refers to how consistently an instrument produces the same measurement results. In research, it indicates the stability and dependability of the data collected by a measurement tool when used repeatedly under the same conditions. According to Ghozali (2016), "reliability is related to the accuracy and accuracy of measurement". Reliability testing is a crucial component of quantitative research methodology as researchers can ensure that the measurement instruments used are consistent and accurate. Thus, The analysis results of service excellence and client contentment are reliable and offer important insights for online retail businesses.

In this study, In this research, consistency was assessed via Cronbach's Alpha coefficient, a widely used statistical approach for evaluating the internal coherence of instruments made up of multiple items or questions. The value of Cronbach's Alpha spans from 0 to 1, where figures nearer to 1 denote higher consistency of the instrument. The formula for Cronbach's Alpha is:

$$\alpha = \frac{k}{k-1} \left( 1 - \frac{\sum_{i=1}^k \sigma_{Y_i}^2}{\sigma_X^2} \right)$$

#### b. Normality Test

The Gaussianity test is performed to ascertain if the data in the research follows a normal distribution. This assumption of normality is crucial in statistical analyses like Pearson correlation, linear regression, or t-tests, as these methods require normally distributed data. According to Ghozali (2018), data is considered normally distributed if the residuals—the differences between predicted and actual values—are evenly spread and form a normal distribution curve.

One common method for testing normality is the Kolmogorov-Smirnov (K-S) test. The formula used is as follows:

$$D = \sup_x |F_n(x) - F(x)|$$

Information is considered normally distributed if the p-value exceeds 0.05.

### c. Correlation Test

The correlation test is a quantitative approach employed to gauge the degree of association between two or more variables. The objective is to ascertain the orientation (favorable or adverse) and intensity of the correlation between factors. According to Tanzeh & Arikunto (2004), correlation is a statistical technique used to measure the relationship between two or more variables without making a classification of which variable is independent or dependent.

To assess the reliability of our research instruments, we employed SPSS and conducted a Cronbach's Alpha test. The formula for Cronbach's Alpha is:

$$r = \frac{n(\sum XY - (\sum X)(\sum Y))}{\sqrt{[n\sum X^2 - (\sum X)^2] - [n\sum Y^2 - (\sum Y)^2]}}$$

## 3. RESULT AND DISCUSSION

### 3.1. Result

#### 3.1.1. Service Quality in Online Retail Companies

Following the data collection process, This section highlights the main findings from the Online Retail Company. These results offer a clear, evidence-based view of how service quality is delivered and how customer satisfaction develops within the online retail environment. The data reveal the indicators most commonly mentioned by respondents, giving a well-rounded understanding of how customers perceive the excellence of service they receive.

Based on the analysis results, the Tangibles aspect has the highest value with a score of 53.3%. This shows that online retail websites or applications are considered easy to use and have navigation that is not confusing. Furthermore, the Responsiveness aspect scored 51.7%, detailed product information that is easy to understand. and Assurance aspect scored 47.5%, indicating that although the product information is considered quite detailed and easy to understand, there is still room for improvement. Meanwhile, the Reliability aspect has the score 50%, which indicates that customers feel they get clear information regarding updates and the status of their orders.

INDICATOR OF VARIABLE X	STATEMENT	INDICATOR FREQUENCY
Tangibles	Online retail website/app is easy to use and navigation is not confusing.	52,50%
Responsiveness	Services provided by online retail companies are always fast and timely.	33,30%
Assurance	Product information is detailed and easy to understand.	40,80%
Reliability	The online retail company provides clear information about my order updates, and the status of my order.	51,70%

### 3.1.2. Customer Satisfaction in Online Retail Companies

Based on the analysis results, the Customer Experience indicator has the highest score, which is 53.3%. This shows that the shopping experience at the online retail company largely meets customer expectations. The Product Quality aspect received a score of 53.3%, showing that clients are reasonably content with the provision quality. However, there remains potential for improvement to boost overall customer satisfaction. the Customer Trust received the lowest score of 50.8%, suggesting that although the company is considered fairly trustworthy by its customers, further efforts are needed to strengthen that trust. Meanwhile Service has scored 54.2%, indicating that clients are reasonably content with the caliber of service delivered by this online retail company. Overall, this online retailer has a solid foundation in customer experience and product quality. However, continuous improvement across all areas especially in product quality, will help reinforce customer trust and enhance overall satisfaction.

INDICATOR OF VARIABLE Y	STATEMENT	INDICATOR FREQUENCY
Customer Experience	The shopping experience at this online retail company lived up to my expectations.	51,70%
Product Quality	Indicates that customers are quite satisfied with the quality of service provided.	55%
Customer Trust	Overall, online retail companies are reliable and trustworthy.	51,70%
Service	I am satisfied with the quality of service from this online retail company.	55%

### 3.1.3. The Correlation Between Service Quality and Customer Satisfaction

Before concluding the study results, the researcher conducted several preliminary tests, including validity and rehabilitation tests, normality and linearity tests, and hypothesis tests as prerequisite analyses to ensure the accuracy of the conclusions obtained are accurate.

Variable	Indicators	Items no in	sig	Description	r count	r table	description
Service Quality	Tangibles	X1	0.00	valid	0.601	0.179	valid
	Responsiveness	X2	0.00	valid	0.679	0.179	valid
	Assurance	X3	0.00	valid	0.600	0.179	valid
	Reliability	X4	0.00	valid	0.691	0.179	valid
Customer Satisfaction	Customer Experience	Y1	0.00	valid	0.741	0.179	valid
	Product Quality	Y2	0.00	valid	0.635	0.179	valid
	Customer Trust	Y3	0.00	valid	0.626	0.179	valid
	Service	Y4	0.00	valid	0.743	0.179	valid

### 3.3.4. Data Validity of the Test Result

A reliable instrument consistently yield valid data. In other words, if the data collected comes from a valid instrument, then the instrument itself can be considered valid. To ensure measurement accuracy, a validity test was conducted for each variable statement item in this study, and the results are presented in the table below:

The validity assessment is determined by contrasting the computed r-value (r observed) with the threshold r-value (r critical). If r observed exceeds r critical, the assertion item is deemed legitimate;; if not, it is deemed invalid. In this study, all statement items have r count values higher than the r table values, which means that all the indicators used for the variables “Service Quality” (X) and “Customer Satisfaction” (Y) are valid.

The validity of this instrument shows that each statement item used in the questionnaire is really able to measure the concept to be studied. Thus, the data obtained can be trusted and accurate in describing service excellence and client contentment levels. Therefore, the instruments used in this study can be declared feasible and can be used in makin

### 3.3.4. Data Reliability Test Result

Cronbach's Alpha	N of Items
.844	4

The results in Table show the A Cronbach's Alpha coefficient of (0.844 > 0.7) indicating that the tool used has a good level of consistency. According to the reliability test criteria, an instrument is deemed consistent if the Cronbach's Alpha coefficient exceeds 0.7. Because the Cronbach's Alpha coefficient surpasses this limit, it can be concluded that the items in variable X are reliable in measurement.

Cronbach's Alpha	N of Items
.893	4

The findings in Table 4.2 illustrate the Cronbach's Alpha coefficient of (0.893 > 0.7) which means that the instrument used has a good level of consistency. According to the reliability test criteria, an instrument is deemed consistent if the Cronbach's Alpha coefficient exceeds 0.7. Because the Cronbach's Alpha coefficient surpasses this limit, it can be concluded that the items in variable Y are reliable in measurement.

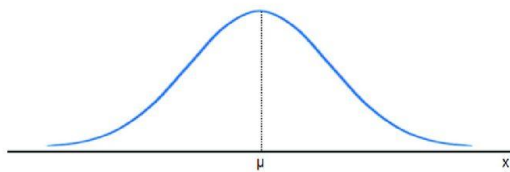
### 3.3.5. Data Normality Test Results

The distribution fit test is carried out to ascertain if the employed data adheres to a Gaussian distribution. This test is important to ensure that the distribution assumptions underlying statistical analysis. This test can ascertain the conformity of the data to the Gaussian distribution which allows the application of accurate and valid methods.

		Unstandardized Residual	
N		116	
Normal Parameters <sup>a,b</sup>	Mean	.0000000	
	Std. Deviation	.04266601	
Most Extreme Differences	Absolute	.057	
	Positive	.054	
	Negative	-.057	
Test Statistic		.057	
Asymp. Sig. (2-tailed) <sup>c</sup>		.200 <sup>d</sup>	
Monte Carlo Sig. (2-tailed) <sup>e</sup>	Sig.	.456	
	99% Confidence Interval	Lower Bound	.443
		Upper Bound	.469

Based on the figure above, the Kolmogorov-Smirnov test was conducted, resulting in a p-value of 0.200. This p- score is juxtaposed against the alpha level ( $\alpha$ ) of 0.05. As the p-value exceeds  $\alpha$ , the null hypothesis ( $H_0$ ) is retained.

To support the normality test, the following normal distribution curve (bell curve) can be used:



### 3.3.6. Data Reliability Test Result

The linearity test is performed to check if Consequently, it can be inferred that the information conforms to a Gaussian distribution SPSS software.

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	369.082	1	369.082	142.054	0.001
	Residual	275.407	106	2.598		
	Total	683.172	115			

In the table, the significance value for Deviation from Linearity is 0.001, which is less than 0.05. Therefore, it is inferable that a meaningful linear correlation exists between Service Excellence and Client Contentment variables.

### 3.3.7. Data Hypothesis Result

This research employs the Pearson Product-Moment correlation analysis in SPSS for hypothesis testing. The decision is made based on a 5% significance level (0.05). If the significance score is below 0.01, it indicates a relationship between the variables, and the proposition is supported.

### Correlations

		Service_Qualit y	Customer_Sati sfaction
Service_Quality	Pearson Correlation	1	.735**
	Sig. (2-tailed)		<.001
	N	116	116
Customer_Satisfaction	Pearson Correlation	.735**	1
	Sig. (2-tailed)	<.001	
	N	116	116

Derived from the findings of the correlation coefficient analysis in this study, the significance (p-value) < 0.001, which is less than 0.05. This shows that the correlation between the variables is strong, because the correlation value is in the range of 0.60 to 0.799. The r score yielded in the table is 0.735, while the r table value is 0.181 (for N = 116,  $\alpha = 0.05$ ). Because (r count (0.735) > table (0.181)), subsequently H<sub>0</sub> is dismissed and H<sub>1</sub> is embraced. The propositions for this research are::

H<sub>0</sub>: There is no favorable and notable correlation between service excellence and client contentment.

H<sub>1</sub>: A favorable and notable correlation exists between service excellence and client contentment.

Based on the correlation coefficient analysis above it is inferable that a favorable and notable correlation exists between service excellence and client contentment.

To further analyze the relationship between variables, a correlation test will be conducted between indicators of variable (X) and indicators of variable (Y). This approach aims to understand in more detail how each aspect or dimension measured by the indicators on variable X relates to each aspect or dimension on variable Y. By testing the correlation between indicators, specific relationship patterns can be identified and offer a more exhaustive depiction of the interplay between dimensions of the construct under study. This correlation examination will be performed utilizing the SPSS program, by selecting the appropriate correlation coefficient based on the characteristics of the data.

## 3.2. Discussion

### 3.2.1. Service Quality in Online Retail Companies

Based on the results of the analysis, tangible aspects of service excellence, like user-friendliness of the online retail website/application and uncluttered navigation, were highly appreciated with a score of 52.5%. This shows that the user-friendly appearance and ease of accessing digital services are highly valued by customers. This is in line with SERVQUAL theory, which emphasizes that elements of service excellence, like ready availability and promptness, are crucial factors in shaping customers' positive perceptions and increasing their level of satisfaction.

In addition, the reliability aspect, which includes clarity of information about order updates and order status, scored 51.7%, which indicates that customers feel that the information provided by online retail companies is sufficient in terms of speed and timeliness. According to the Disconfirmation Expectation Theory proposed by Oliver (1977), it explains that the process of forming consumer satisfaction or dissatisfaction after purchasing a product is based on a contrast between the perceived outcomes and the anticipated results that have been previously set.

### 3.2.2. Customer Satisfaction in Online Retail Companies

The analysis results show that customer trust in the online retail service, which represents the company's overall reliability, scored 51.7%. This indicates that customers

generally have confidence in the services offered, reflecting a fairly high level of trust. Additionally, service excellence is pivotal in influencing client contentment, which scored 55%, meaning that most clients are content with the provisions provided by the online retail company.

This aligns with Cognitive Dissonance Theory, which suggests that customers who don't face discomfort during the service process tend to feel more satisfied and are more likely to stay loyal (Festinger, 1957). Therefore, a smooth and hassle-free transaction is a crucial element in enhancing client contentment. Additionally, the customer experience scored 51.7%, indicating that customers are generally quite satisfied with their shopping experience at this online retail company.

In conclusion, enhancing service excellence directly affects client contentment, especially in areas such as responsiveness, reliability, customer trust, and service. The findings of this study show that high service quality significantly boosts customer satisfaction and has strong potential to further improve it, as reflected in the relatively high scores across the various customer satisfaction indicators.

### **3.2.3. Correlation Between Service Quality and Customer Satisfaction**

In this research, service excellence was assessed via four metrics: (1) physical evidence, (2) promptness, (3) trustworthiness, (4) consistency. These four metrics are instrumental in establishing high-quality services.

To measure these four indicators in a more organized and methodical fashion, the Service Quality (Servqual) method is used. This method was first introduced by (Berry et al., 1988), which has been empirically tested and has been developed into a measurement instrument for service quality perspectives based on customer perceptions (Kamil, 2017). This Method's instrument has become the standard for evaluating different aspects of service quality. By using this method, the gap value of each dimension attribute will be obtained, the attributes that must be improved will be known, and the gap between expectations and the reality obtained from the service will be obtained.

In terms of customer satisfaction, four main indicators were identified in this study: (1) Customer Experience, (2) Product Quality, (3) Customer Trust and (4) Service. According to Kotler & Keller (2016), satisfaction is an emotional condition that arises as a result of evaluating product performance compared to consumer expectations. If product performance matches or exceeds expectations, then consumers will feel satisfied. On the other hand, if performance falls short of expectations, it can lead to customer dissatisfaction. The analysis of the correlation of service excellence with client contentment using SPSS produced a correlation coefficient of 0.735, signifying a robust favorable correlation. This finding supports the hypothesis (H<sub>1</sub>) that higher service quality is positively associated with greater customer satisfaction.

a correlation coefficient close to 1, such as 0.735, implies that superior service excellence results in increased client contentment. Consumer satisfaction has a very strong relationship with the quality of the product as well as the service received. The higher the quality perceived by consumers, in terms of products or service, the greater the possibility of creating satisfaction (Tjiptono, 2009)

## **4. Conclusion**

The findings of the analysis signify that service excellence plays a crucial role in impacting client contentment within online retail companies. The four key aspects—Physical Evidence, Promptness, Trustworthiness, and Consistency—significantly shape customer perceptions and experiences. With a correlation coefficient of 0.735, the study highlights a moderately strong correlation of service excellence with client contentment, underscoring the

need for online retailers to focus on delivering high-quality service as a strategy to enhance customer loyalty and overall satisfaction. Based on the study's findings, it is inferable that improved service excellence favorably affects client contentment within the e-commerce sector. Elements such as responsiveness, satisfaction with service, and the user-friendliness of online retail platforms were highly valued by customers and directly contributed to greater satisfaction. These results align with the SERVQUAL model and Expectation Disconfirmation Theory, both of which suggest that when provision fulfills or surpasses client anticipations, satisfaction increases. Overall, enhancing service excellence is crucial in elevating client contentment in online retail businesses.

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