

IMPACT OF TRUST, SERVICE QUALITY, PRICE ON CUSTOMER SATISFACTION ON E-COMMERCE USERS ATTITUDES

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Abstract

E-commerce is a rapidly growing sector influenced by factors such as customer trust, service quality, pricing, and satisfaction. Customer trust and service quality impact satisfaction, while pricing influences purchasing decisions. Understanding these relationships is crucial for E-commerce platforms to enhance customer satisfaction and loyalty, facilitating long-term business growth. This research employed a quantitative method involving a questionnaire survey as the primary data collection tool. The questionnaire was utilized to gain insights and in-depth responses from the respondents regarding the research topic. The researcher chose to apply the Partial Least Square (PLS) method for data analysis. In conclusion, this research finds that trust positively impacts customer satisfaction and attitude. Service quality does not negatively affect satisfaction and has a positive effect on attitude. Price positively affects satisfaction but does not negatively impact attitude. Customer satisfaction positively influences customer attitude in using e-commerce, providing insights into e-commerce customer behaviour. Researcher recommends that other researchers exploring the same topic conduct studies in various fields of activity. Research in different domains will complement this study and enable more comprehensive decision-making on a global scale.

1. INTRODUCTION

In the digital era of advanced information technology, E-commerce has rapidly grown as a business sector. E-commerce facilitates online shopping with a variety of products and competitive prices. However, E-commerce success is not solely linked to products and prices; it's also significantly influenced by factors like customer trust, service quality, and customer satisfaction. Customer trust in E-commerce is a crucial factor affecting their decisions to transact online. When customers trust an E-commerce platform, they are more likely to make regular purchases. Additionally, the quality of services provided by E-commerce platforms has a substantial impact on customer satisfaction. Responsive, efficient, and quick services can enhance customer satisfaction.

Price is also a significant factor in E-commerce. Customers often seek products at affordable and competitive prices in the online market. Competitive pricing can attract customers to make purchases, but excessively low prices can raise doubts about product quality or seller reliability. Achieving customer satisfaction is a primary goal in E-commerce, as satisfied customers tend to become loyal customers and can recommend the E-commerce platform to others. Additionally, customer attitudes toward the E-commerce platform play a vital role in long-term business growth. Therefore, the analysis of the influence of trust, service quality, and price on customer satisfaction, as well as its impact on customer attitudes, is highly relevant. This research aims to identify the extent to which these factors influence customer behavior and perceptions in the context of E-commerce. With a better understanding of the

relationships between these factors, E-commerce platforms can take appropriate steps to enhance customer satisfaction and attitudes, ultimately supporting their business growth.

2. LITERATURE REVIEW

2.1 The Influence of Trust Impact on Customer Satisfaction

Trust in e-commerce positively influences customer satisfaction and promotes greater online purchasing activity (Rybak, 2018). Additionally, (Latifah et al., 2020) discovered that trust has a favorable and noteworthy effect on consumer satisfaction within the Shopee e-commerce framework. Furthermore, (Jeon et al., 2021) investigated the migration of trust from the offline sphere to the online realm in e-commerce and confirmed that trust has a significant impact on satisfaction and the intention to make repeat purchases.

H1: There is a significant positive relationship between customer trust in e-commerce and customer satisfaction, with a significant impact on online purchasing behavior in the research context.

2.2 The Impact of Service Quality on Customer Satisfaction

In the research conducted by (Akil & Ungan, 2022), crucial factors affecting customer satisfaction in e-commerce logistics services were identified, including timeliness, order condition, order accuracy, and order discrepancy handling. (Sudarto, 2022) underscored the notably favorable influence of service quality on both customer satisfaction and the intention to make repeat purchases. Meanwhile, (Jacinda Sukendia, Nanang Harianto, 2021) determined that e-service quality impacts customer experiences but highlighted that customer engagement and e-service quality do not have a direct effect on customer loyalty in B2C e-commerce.

H2: Service quality positively and significantly affects customer satisfaction in the context of e-commerce services.

2.3 The Influence of Price on Customer Satisfaction

It was found that product price is one of the factors influencing customer satisfaction, with product quality being the most significant factor (Rahmayanti et al., 2021). Additionally, it was also discovered that price has a significant positive impact on customer satisfaction in online shopping (Alam et al., 2020). Furthermore, (Sabda Puta Mediti 2020) further supports this, demonstrating that price has a positive and significant influence on customer satisfaction among users of the Shopee application.

H3: There is a significant positive relationship between product price and customer satisfaction in various contexts.

2.4 The Impact of Trust on the Attitudes of E-commerce Users

Pregoner, (2020) found that customers perceive their trust in e-commerce based on factors such as competence, goodwill, and integrity. (Nugroho, 2013). (Hendrawan, 2019) found that trust in a website influences the purchase intent of young consumers in C2C e-commerce. (Hendrawan & Zorigoo, 2019). (Umadevi, 2022) highlights the impact of consumer trust on online purchasing behavior and emphasizes the importance of factors such as security, reputation, and website design.

H4: The impact of Trust has a positive and significant effect on E-commerce User Attitudes

2.5 The Impact of Service Quality on the Attitudes of E-commerce Users

(Sukendia, 2021) discovered that electronic service quality plays a role in influencing service quality and customer engagement, ultimately impacting customer loyalty in B2C e-commerce. Additionally, (Anh et al., 2022) also determined that service quality aspects, such as customer service, product quality, and delivery service, positively contribute to customer loyalty through enhancing customer satisfaction. Meanwhile, (Danyati, 2021) established that both website design quality and electronic service quality have a favorable effect on customer satisfaction, while brand image positively influences customer loyalty. (Daniati & Roostika, 2021) also observed similar trends.

H5: There is a significant positive influence from variables of service quality, such as customer service, product quality, and delivery service, on customer loyalty through customer satisfaction.

2.6 The Impact of Price on the Attitudes of E-commerce Users

(Victor et al., 2019) identified consumer apprehensions regarding the utilization of their personal information to tailor prices, consequently impacting their inclination toward repeat purchases and retaliatory actions. (Victor et al., 2018) delved into consumer conduct within dynamic pricing scenarios and unveiled that dynamic pricing practices affect factors like perceptions of equitable pricing and the intention to reciprocate. (Putri, 2022) determined that variables such as pricing, quality of information, and the perception of risk play a role in shaping purchase decisions in the e-commerce environment. (Sholichah et al., 2022) also conducted related research.

H6: There is a positive influence of factors such as price, information quality, and risk perception on purchase decisions in the context of e-commerce.

2.7 The Impact of Customer Satisfaction on the Attitudes of E-commerce Users

(Patrada, 2021) suggests that convenience in online shopping, security measures, and the quality of information positively affect customer satisfaction in e-commerce. (Patrada & Andajani, 2021). (Kostić, 2022) also illustrates that e-commerce attributes significantly impact customer satisfaction and loyalty. (Crystallography, 2016). The elements of electronic service quality have a positive and notable influence on customer satisfaction on e-commerce platforms. (Ashoer et al., 2020).

H7: There is a significant influence of e-commerce attributes on the level of customer satisfaction and loyalty.

3. RESEARCH METHODOLOGY

This research is conducted using a quantitative method, involving a questionnaire survey as the primary tool to collect the necessary data. Questionnaires are employed to explore and gain in-depth insights into the views, perceptions, and responses of the respondents involved in this study, in connection with the research topic. With this approach, the research aims to identify the relationship between customer satisfaction, the attitudes of E-commerce users, and the factors influencing both in the context of electronic business. The questionnaire survey method is used as an appropriate instrument to obtain data that can reveal relevant information and provide a strong foundation for analyzing the impact of these factors on customer attitudes in the E-commerce environment.

3.1 Design Study

In an effort to depict a larger population, the researcher randomly selected a sample of 100 respondents from the identified population. The research sample comprises individuals from various educational backgrounds in the Jabodetabek area, encompassing different levels of education. Respondents in this sample were asked to complete the researcher's questionnaire to gain a deeper insight into the aspects that are the focus of the research.

3.2 Data Analysis

The researcher decided to apply the Partial Least Square (PLS) method in the data analysis of this study because of similarities with previous research in terms of the number of variables and the presence of intervening variables as the main reference. In this study, a model focusing on causation, relationships, and influence, also known as path analysis, is employed. To test the research hypotheses, the researcher will use Structural Equation Modeling (SEM) model fit analysis techniques, which will be conducted with the assistance of the SMARTPLS 3.0 software. Currently, Structural Equation Modeling (SEM) is a method used to address shortcomings in regression analysis. Research methodologists have grouped SEM into two approaches: Covariance Based SEM (CBSEM) and Partial Least Squares (PLS), also known as Variance Based SEM. To apply analysis using CBSEM, commonly used software includes AMOS and LISREL, while for PLS, software like smartPLS, warpPLS, and XLStat are often used. The Partial Least Square (PLS) analysis method is considered robust because it can be used with data on various scales, does not rely on complex assumptions, and does not require large data samples (Imam Ghazali, 2008:18). (Anggraini, 2010) PLS uses bootstrap techniques or random data replication, making it less reliant on normality assumptions. Additionally, PLS does not have a minimum sample size requirement, so even studies with limited samples can use PLS. The use of PLS aims to make predictions, especially in predicting relationships between constructs, and assist researchers in obtaining values of latent variables useful for prediction in their research.

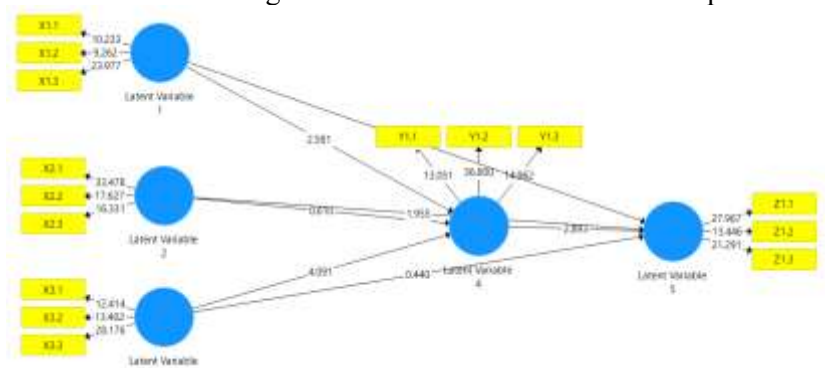


Figure 1. Research Model
Source: Processed by researchers (2025)

4. RESULT AND DISCUSSION

4.1. Result

The purpose of validity testing is to assess the accuracy of each item in the research instrument. As part of the instrument testing process, instrument testing involves measuring the parameters of all variables in the study using questionnaires or surveys. This allows data communication to respondents, enabling them to provide responses regarding emotions and opinions related to the hypotheses under investigation, albeit on a more limited scale. In the context of instrument testing, data from a minimum of 30 respondents are required as a sample from the research population. This number is taken as a recommendation from Singarimbun and Effendi (1995), who argue that a minimum of 30 respondents is needed. Having at least 30 respondents allows the obtained value distribution to approach normal distribution. In the study you mentioned, titled "Impact Analysis of Trust, Service Quality, Price on Customer Satisfaction of E-commerce Users," the research involved 100 respondents who were a group of students in the Jabodetabek region using E-Commerce. The data was then processed using SmartPLS 3.0 software. Validity testing is conducted by comparing the calculated value (r -hitung) with the table value (r -tabel).

Table 1. Fornell-Larcker Criterion

	LT 1	LT 2	LT 3	LT 4	LT 5
Latent Variable 1	0,764				
Latent Variable 2	0,695	0,827			
Latent Variable 3	0,646	0,634	0,807		
Latent Variable 4	0,611	0,537	0,669	0,822	
Latent Variable 5	0,641	0,623	0,576	0,627	0,809

Source: Processed by researchers (2025)

Table 2. R Square

	R Square	R Square Adjusted	Criteria
Latent Variable 4	0,504	0,488	Moderate
Latent Variable 5	0,537	0,518	Moderate

Source: Processed by researchers (2025)

If an Path Coefficient independent variable has a significant impact on the dependent variable with a t-statistic significance value of < 0.05 , it can be concluded that there is a significant relationship. On the other hand, if the t-statistic significance value is > 0.05 , it can be concluded that there is no significant relationship between the independent variable and the dependent variable.

Table 3. Path Coefficient

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (O/STDEV)	P Values
Latent Variable 1 -> Latent Variable 4	0,279	0,278	0,107	2,605	0,009
Latent Variable 1 -> Latent Variable 5	0,241	0,231	0,119	2,034	0,042
Latent Variable 2 -> Latent Variable 4	0,056	0,056	0,102	0,545	0,586
Latent Variable 2 -> Latent Variable 5	0,257	0,259	0,131	1,965	0,050
Latent Variable 3 -> Latent Variable 4	0,453	0,457	0,117	3,859	0,000
Latent Variable 3 -> Latent Variable 5	0,052	0,059	0,112	0,459	0,646
Latent Variable 4 -> Latent Variable 5	0,307	0,311	0,105	2,925	0,004

Source: Processed by researchers (2025)

4.2 Discussion

1. Trust in E-commerce positively affects customer satisfaction, as indicated by the path coefficient analysis. The variable "Trust in E-commerce and Its Impact on Customer Satisfaction" has a t-statistic of 2.605, which exceeds the threshold of 1.96. Moreover, the p-value is 0.009, which is below 0.05. Therefore, we can conclude that the first hypothesis, which asserts that trust has a positive and significant influence on customer satisfaction in E-commerce, is supported. This implies that trust plays a positive role in enhancing customer satisfaction.
2. Trust has a favorable and significant impact on the attitude of E-commerce users, as observed in the path coefficient analysis. The variable "Trust in E-commerce and Its Impact on the Attitude of E-commerce Users" has a t-statistic of 2.034, surpassing the threshold of 1.96. Furthermore, the p-value is 0.042, below the 0.05 threshold. Thus, the second hypothesis, which suggests that trust positively and significantly affects the attitude of E-commerce users, is confirmed. This means that trust has a positive influence on the attitude of E-commerce users.
3. The effect of service quality on customer satisfaction in E-commerce is examined through path coefficient analysis. The variable "The Impact of Service Quality on Customer Satisfaction" has a t-statistic of 0.545, which falls short of the 1.96 threshold. Additionally, the p-value is 0.586, exceeding the 0.05 threshold. Consequently, the third hypothesis, positing that service quality negatively or insignificantly impacts customer satisfaction in E-commerce, is accepted.
4. The influence of service quality on the attitude of E-commerce users is evaluated using path coefficient analysis. The variable "The Impact of Service Quality on the Attitude of E-commerce Users" has a t-statistic of 1.965, which exceeds the 1.96 threshold. Moreover, the p-value is 0.050, below the 0.05 threshold. Hence, the fourth hypothesis, which asserts that service quality has a positive and significant impact on the attitude of E-commerce users, is confirmed. This implies that service quality positively shapes the attitude of E-commerce users.
5. The impact of price on customer satisfaction in E-commerce is investigated through path coefficient analysis. The variable "The Impact of Price on Customer Satisfaction in E-commerce" has a t-statistic of 3.859, surpassing the 1.96 threshold. Additionally, the p-value is 0.000, below the 0.05 threshold. Therefore, the fifth hypothesis, suggesting that price has a positive and significant influence on customer satisfaction, is supported. This means that price positively contributes to customer satisfaction.
6. The influence of price on the attitude of E-commerce users is assessed using path coefficient analysis. The variable "The Impact of Price on the Attitude of E-commerce Users" has a t-statistic of 0.459, which falls short

of the 1.96 threshold. Furthermore, the p-value is 0.646, exceeding the 0.05 threshold. Consequently, the sixth hypothesis, which proposes that price has a negative or insignificant impact on the attitude of E-commerce users, is accepted.

7. Customer satisfaction has a positive and significant influence on the attitude of E-commerce users, as determined by path coefficient analysis. The variable "The Impact of Customer Satisfaction on the Attitude of E-commerce Users" has a t-statistic of 2.925, surpassing the 1.96 threshold. Additionally, the p-value is 0.004, below the 0.05 threshold. Thus, the seventh hypothesis, stating that customer satisfaction positively affects the attitude of E-commerce users, is confirmed. This implies that customer satisfaction plays a positive role in shaping the attitude of E-commerce users.

5. CONCLUSION

The data supports the first hypothesis, which suggests that trust significantly and positively influences customer satisfaction. The relationship is evident with a low p-value of 0.009 and a substantial sample value of 0.279. Similarly, the second hypothesis, which posits that trust positively affects the attitude of e-commerce users, finds support in the data. The analysis yields a p-value of 0.042 and an original sample value of 0.241, indicating a significant impact. The third hypothesis, which states that service quality does not have a negative impact on customer satisfaction, receives support from the data. This is evident from the relatively high p-value of 0.586 and an original sample value of 0.056. Likewise, the fourth hypothesis, suggesting that service quality positively influences the attitude of e-commerce users, is supported by the data. The analysis reveals a p-value of 0.050 and an original sample value of 0.257, indicating a significant relationship. The fifth hypothesis, proposing that price positively impacts customer satisfaction, is strongly supported by the data, with a very low p-value of 0.000 and an original sample value of 0.453. The sixth hypothesis, indicating that price does not negatively affect the attitude of e-commerce users, is also supported by the data, as seen in the p-value of 0.646 and a sample value of 0.052, which suggests an insignificant relationship. Finally, the seventh hypothesis, which suggests that customer satisfaction has a positive influence on the attitude of e-commerce users, is supported by the data, with a low p-value of 0.004 and a sample value of 0.307. Recommendations The researcher suggests that other researchers exploring the same topic should conduct studies in various fields of activity. Research in different domains will complement this study and enable more comprehensive and globally informed decision-making.

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