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ANALYSIS OF THE IMPACT OF CUSTOMER SERVICE QUALITY ON CUSTOMER SATISFACTION IN G2G.COM E-COMMERCE

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Abstract

The expansion of internet access has encouraged the growth of e-commerce to be one of the pillars of global economic change. Unlike physical stores, e-commerce relies on customer service (CS) as a company representative to answer questions, handle complaints, and provide solutions. This study aims to analyze the influence of customer service quality measured using five dimensions, namely Assurance, Empathy, Reliability, Responsiveness, and Tangibles on customer satisfaction on the e-commerce platform G2G.com (PT. Gamer to Gamer). This study employs a quantitative approach with both descriptive and causal methodologies. The research sample was determined by a simple random sampling approach, with a total of 68 respondents who were G2G.com customers who had interacted with G2G customer service. The data was analyzed using multiple regression tests after meeting the requirements of normality, heteroscedasticity, and multicollinearity. Multiple linear regression analysis revealed that overall service quality had a significant impact on customer satisfaction ($F = 47.755$, $p < 0.001$). An adjusted R^2 value of 0.777 indicates that the model's independent variables account for 77.7% of the variation in customer satisfaction. The results of the study show that the improvement of Reliability and Empathy aspects in service delivery is the most dominant key factor in influencing customer satisfaction. Improvements in the reliability and empathy dimensions will significantly increase customer satisfaction. Meanwhile, the dimensions of tangible, responsiveness, and assurance, although included in the model, did not contribute significantly to the increase in customer satisfaction in this study. The implication of this study is that companies need to focus more on improving the reliability and empathy dimensions to increase customer satisfaction.

Keywords: Customer satisfaction, customer service, e-commerce, service quality

Introduction

The expansion of internet access to even the remotest corners has driven the growth of e-commerce as one of the pillars of global economic change. Today, e-commerce is evolving rapidly thanks to the support of internet, smartphone and AI technologies that help improve customer experience. Convenience and speed are priorities for today's consumers, while competition between platforms drives innovations. According to Statista, e-commerce users worldwide are on the rise, reaching 4.11 billion by 2024 from 3.91 billion in 2022 and predicted to reach 4.6 billion by 2027. Internet penetration and changes in shopping patterns from physical to digital support this growth. In Indonesia, with a transaction value of $77 billion in 2022 and projected to grow to $95 billion by 2025, has made Indonesia the largest e-commerce market in Southeast Asia. With more than 50 million active players by 2023 and industry revenue reaching $1.9 billion, driven by mobile games such as PUBG Mobile, Mobile Legends, and Free Fire, Indonesia is the largest gaming market in Southeast Asia.

Unlike traditional stores, customer service becomes the company's representative to answer questions, handle complaints, and provide solutions in e-commerce companies that make CS the face of the company to build customer trust and loyalty. Customer service significantly contributes to the development of enduring relationships with clients and enhances the shopping experience. Customers will feel valued if the service provided is fast and also solutive, thus increasing the likelihood of customers returning to shop and recommending the platform. Conversely, if the service provided is poor, it can reduce the company's reputation and customers will move to competing companies. In the highly competitive e-commerce industry, the quality of CS services is key to the company's success. In 2023, Zendesk has shared the results of a survey showing that 73% of customers consider the service experience on a platform to greatly affect their loyalty.

G2G.com is an e-commerce platform focused on the gaming market that operates globally, allowing players to buy and sell digital items such as game accounts, gift cards, and game currency. Considering

the risk of transaction failures and disputes that could damage the platform's reputation, customer trust is crucial for G2G.com. Customer loyalty and company reputation are greatly influenced by the quality of customer service, which is key in resolving problems and maintaining customer satisfaction. To stay competitive and continue to grow in the competitive gaming industry, improving service quality can help G2G.com maintain its position in the market. This research is relevant to understand how service quality affects customer satisfaction and improves user experience on the platform.

There are several common customer service issues that can affect customer satisfaction. (1) Slow response: Customers expect a quick response but are often disappointed by the long wait for an answer. (2) Solution mismatch: The solution provided unsuitable for the problem faced by the customer. (3) Lack of empathy: No attention that make customers feel unappreciated. (4) Payment and delivery issues: Transaction and delivery delays must be addressed immediately to prevent loss of trust. (5) Limited communication channels: Difficulty accessing customer service and limited channels can worsen the user experience. Based on reviews on Trustpilot, many G2G.com customers complain of slow response from customer service regarding transaction issues or unsuitable items. In addition, many customers felt that the solutions provided were not effective or relevant. Some customers are also disappointed with the lack of empathy of the staff, who seem to rely on automated replies without personalization. The reliance on automated templates and inadequate solutions exacerbated customer frustration. This points to the need for significant improvements in customer service quality at G2G.com.

Based on the background description of the issues that have been explained, this study focuses on the following problems: (1) What is the quality of G2G.com customer service according to the dimensions of service quality? (2) How much influence does customer service quality have on G2G.com customer satisfaction? (3) Which dimensions of customer service quality have the most significant effect on satisfaction of the client at G2G.com. This research aims to examine the quality of G2G.com customer service based on the Assurance, Empathy, Reliability, Responsiveness, and Tangibles service quality dimensions, and measure how customer satisfaction is impacted by service quality on the G2G.com platform. In addition, this research aims to determine which dimensions are most dominant in influencing customer satisfaction, as well as provide strategic suggestions for enhancing customer service quality to maximize customer satisfaction.

According to Goetsch and Davis (1995), quality is a dynamic state that includes products, services, individuals, processes, and environments that either meet or beyond expectations. Scherkenbach (1991) emphasizes that quality is determined by customers who want products and services that meet customer needs and expectations at a certain price that reflects the value of the product. Meanwhile, according to Kotler (2016), a service is an action or activity that is essentially intangible and does not confer ownership and is suggested by one person to another. Service quality refers to customer perceptions regarding the extent to which the service received is able to meet customer expectations. SERVQUAL, developed by Parasuraman, Zeithaml, and Berry, evaluates service quality using five dimensions referred to "gap model" or "*the gaps model*". This model is designed to find discrepancies between what customers expect and how they perceive the services they receive. (Parasuraman et al., 1988).

Service quality is the company's capability to provide continuous benefits that match customer expectations (Philip Kotler, 2009). Service quality is not just the end result, but includes the service delivery process itself. According to Parasuraman, Zeithaml, and Berry in Tjiptono (2016), there are five primary dimensions of service quality organized by level of importance: (a) *Tangibles*, which includes the appearance of communication, equipment, personnel and physical facilities materials employed by the organization; (b) *Reliability*, which is the company's capability to serve the promised service accurately and consistently; (c) *Responsiveness*, which includes the willingness and ability of staff to provide fast service to questions, complaints, or customer requests within a reasonable time; (d) *Assurance*, which is the competence, friendliness, and ability of staff to provide a sense of security to customers, as well as customer confidence in the knowledge and expertise of customer service; (e) *Empathy*, which includes personal attention given to customers, where customers feel understood and valued through friendly communication and personalized solutions.

Customer satisfaction is a sense of satisfaction or dissatisfaction that occurs after comparing expectations with the results or performance of a product or service. Satisfaction occurs when service performance meets or exceeds expectations, while dissatisfaction occurs if performance is below expectations (Oliver, 1980). *The Disconfirmation Theory* model states that satisfaction depends on the comparison between customer expectations (*expectations*) and the service experience received (*perceived performance)*. There are three possible outcomes: (1) positive confirmation: performance exceeds expectations, customers feel satisfied or very satisfied; (2) neutral confirmation: performance is as

expected, customers feel moderately satisfied; (3) negative disconfirmation: performance is below expectations, customers feel dissatisfied.

Service quality is an important aspect that directly influences customer satisfaction (Parasuraman et al., 1988). Good service quality increases satisfaction, while poor quality leads to dissatisfaction (Kotler & Keller, 2016). In addition, service quality assessments can also have an effect on customer trust, loyalty, and preference for a brand or platform (Fornell, 1992). Studies in e-commerce suggest that service quality is crucial to customer satisfaction. This is also true in the e-commerce gaming industry, such as G2G.com, where customers are satisfied if customer service provides quick and appropriate solutions (Spreng & Page, 2001).

Park & Kim (2020) stated that customer loyalty on e-commerce gaming platforms is influenced by the *assurance* and *reliability* dimensions of customer service. In a study of customer service on gaming platforms, it was found that customers highly value the speed of response and the ability of staff to understand the context of customer problems (Chang et al, 2014). This is relevant to G2G.com which focuses on transactions between game players.

Methods

This research takes a quantitative approach, employing both descriptive and causal methodologies. The descriptive approach is used to provide a detailed explanation of the quality of G2G.com customer service according to the five dimensions of service quality, while the causal approach aims to assess the effect of service quality on customer satisfaction. The population in this study includes all G2G.com customers who have interacted with G2G.com customer service during the period November 14-16 (3 days). The research sample was determined using the simple random sampling method, with a total of 68 respondents, which was calculated using the Slovin formula. Respondents were selected from customers who had filled out a customer satisfaction survey. Data was collected through the distribution of questionnaires based on a Likert scale of 1-5, with a scale that describes the respondent's level of agreement with the statements given. The questionnaire was designed to measure the five dimensions of service quality which are also the independent variables (X) in this study, namely *Tangibles* (X1), *Reliability* (X2), *Responsiveness* (X3), *Assurance* (X4), and *Empathy* (X5), as well as customer satisfaction (*satisfaction*) which is the dependent variable (Y) to assess expectation conformity, interest in making repeat transactions, and willingness to recommend.

The collected data were processed using IBM SPSS version 30 software, which facilitated statistical analysis in this study. According to Rozak & Hidayati (2019), "SPSS (*Statistical Package for the Social Sciences*) is one of the most widely used specialized software for statistical data processing. SPSS is widely used in various marketing research, *quality* control and improvement, and science research" (p. 6). The stages of analysis include validity test using Pearson Product-Moment to measure the accuracy of the instrument, reliability test using Cronbach's Alpha to measure the consistency of the data, and classical assumption test (normality, multicollinearity, and heteroscedasticity) to ensure the data meet the requirements of linear regression. Furthermore, multiple linear regression analysis was conducted to determine the effect of each dimension of service quality on customer satisfaction, as well as the F test and T test to test simultaneous and partial effects. In addition, the coefficient of determination (R^2) was calculated to measure the extent to which service quality contributes to customer satisfaction.

Results and Discussions

Statistical Descriptive Analysis**.** Based on the results of descriptive analysis of service quality variables on table 1, the analysis shows that the *Responsiveness* dimension has the highest average (4.12), indicating a fast and effective response from customer service, while *Tangibles* has the lowest average (3.29), indicating the need for improvement in service support facilities. Overall, service quality is quite good with a focus on improving the physical aspects.

Meanwhile, according to the result of descriptive analysis of customer satisfaction variable on table 2, interest in repeat transactions (4.03) reflects high loyalty, while the conformity of expectations (3.50) shows that the service has not fully met expectations. Overall, satisfaction is quite good with opportunities for improvement in conformity of expectations.

Table 1 Descriptive Analysis of Service Quality

STATEMENT	RESPONDENTS' ANSWERS					SCORE	MIN	MAX	MEAN	STANDARD DEVIATION
	SA	A	N	NA	SNA					
Statement X1.1	18	28	15	5	2	68	1	5	3.81	1.011
Statement X1.2	23	30	13	1	1	68	1	5	4.07	0.852
Statement X1.3	21	28	15	2	2	68	1	5	3.94	0.960
Statement X2.1	29	10	5	17	7	68	1	5	3.54	1.501
Statement X2.2	27	12	8	15	6	68	1	5	3.57	1.428
Statement X2.3	29	7	13	13	6	68	1	5	3.59	1.427
Statement X3.1	23	35	6	3	1	68	1	5	4.12	0.856
Statement X3.2	26	31	5	5	1	68	1	5	4.12	0.939
Statement X3.3	15	37	8	7	1	68	1	5	3.85	0.935
Statement X4.1	32	17	6	9	4	68	1	5	3.94	1.280
Statement X4.2	21	21	6	14	6	68	1	5	3.54	1.354
Statement X4.3	26	20	12	6	4	68	1	5	3.85	1.200
Statement X5.1	31	7	2	14	14	68	1	5	3.40	1.685
Statement X5.2	17	20	6	16	9	68	1	5	3.29	1.415
Statement X5.3	29	20	9	6	4	68	1	5	3.94	1.208

Table 2 Descriptive Analysis of Customer Satisfaction

STATEMENT	RESPONDENTS' ANSWERS					SCORE	MIN	MAX	MEAN	STANDARD DEVIATION
	SA	A	N	NA	SNA					
Statement Y1	28	8	12	10	10	68	1	5	3.50	1.511
Statement Y2	32	5	11	12	8	68	1	5	3.60	1.508
Statement Y3	30	5	13	14	6	68	1	5	3.57	1.449
Statement Y4	24	29	9	5	1	68	1	5	4.03	0.962
Statement Y5	23	29	7	7	2	68	1	5	3.94	1.063
Statement Y6	24	28	6	6	4	68	1	5	3.91	1.156
Statement Y7	20	29	9	8	2	68	1	5	3.84	1.074
Statement Y8	21	32	5	8	2	68	1	5	3.91	1.061
Statement Y9	22	28	8	8	2	68	1	5	3.88	1.086

Validity Test. According to the validity test results using the Pearson Product Moment Correlation on table 3, it shows that all statement items on the service quality variable (X) and customer satisfaction (Y) have a calculated R value greater than the R table (0.235). This shows that all statement items are declared valid, so they are suitable for use in research to measure related variables.

Table 3 Validity Test

Variable	R Count	R Table	Valid/Not
X1.1	0.348	0.235	Valid
X1.2	0.367	0.235	Valid
X1.3	0.390	0.235	Valid
X2.1	0.856	0.235	Valid
X2.2	0.906	0.235	Valid
X2.3	0.891	0.235	Valid
X3.1	0.681	0.235	Valid
X3.2	0.662	0.235	Valid
X3.3	0.665	0.235	Valid
X4.1	0.833	0.235	Valid
X4.2	0.875	0.235	Valid
X4.3	0.804	0.235	Valid
X5.1	0.881	0.235	Valid
X5.2	0.851	0.235	Valid
X5.3	0.818	0.235	Valid

Variable	R Count	R Table	Valid/Not
Y1	0.935	0.235	Valid
Y2	0.932	0.235	Valid
Y3	0.914	0.235	Valid
Y4	0.870	0.235	Valid
Y5	0.938	0.235	Valid
Y6	0.924	0.235	Valid
Y7	0.906	0.235	Valid
Y8	0.939	0.235	Valid
Y9	0.916	0.235	Valid

Reliability Test. In the reliability test results, variable X (Service Quality) has a Cronbach's Alpha value of 0.940 with 15 statement items, while variable Y (Customer Satisfaction) has a value of 0.973 with 9 statement items. Both of these values are well above the minimum limit of 0.70, which indicates a very high level of reliability. This means that the instruments used to measure service quality and customer satisfaction are consistent and reliable, so they are suitable for use in this study.

Case Processing Summary

		N	%
Cases	Valid	68	100.0
	Excluded[a]	0	.0
	Total	68	100.0

a. Listwise deletion based on all variables in the procedure.

Case Processing Summary

		N	%
Cases	Valid	68	100.0
	Excluded[a]	0	.0
	Total	68	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics

Cronbach's Alpha	N of Items
.940	15

Reliability Statistics

Cronbach's Alpha	N of Items
.973	9

Figure 1
Cronbach's Alpha Reliability Test

Classical Assumption - Normality Test with Kolmogorov-Smirnov. The Kolmogorov-Smirnov test results show that all independent variables (X1, X2, X3, X4, X5) and the dependent variable (Y) are normally distributed (p> 0.05). This indicates that the normality assumption required in multiple linear regression analysis has been met. Thus, the analysis results obtained can be considered reliable and can be generalized to the population.

One-Sample Kolmogorov-Smirnov Test

			Unstandardized Residual
N			68
Normal Parameters[a,b]	Mean		.0000000
	Std. Deviation		4.04082587
Most Extreme Differences	Absolute		.070
	Positive		.047
	Negative		-.070
Test Statistic			.070
Asymp. Sig. (2-tailed)[c]			.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.		.567
	99% Confidence Interval	Lower Bound	.554
		Upper Bound	.579

a. Test distribution is Normal.
b. Calculated from data.
c. Lilliefors Significance Correction.
d. This is a lower bound of the true significance.
e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 1314643744.

Figure 2
Kolmogorov-Simornov Normality Test

Classical Assumption - Multicollinearity Test. The multicollinearity test results revealed that there is no significant indication of multicollinearity in all independent variables. Tolerance values > 0.10 and VIF values < 10 for all variables indicate that there is no significant correlation between independent variables, so there is no need for corrective action to overcome multicollinearity problems.

Coefficients[a]

Model		Collinearity Statistics	
		Tolerance	VIF
1	Tangible	.889	1.125
	Raliability	.240	4.167
	Responsivness	.648	1.543
	Assurance	.318	3.145
	Emphaty	.256	3.902

a. Dependent Variable: Satisfaction

Figure 3
Multicollinearity Classical Test

Heteroscedasticity Classical Assumption Test with Glesjer. According to Glejser test results shown in the table, there is no significant indication of heteroscedasticity in the regression model. This is indicated by the significance value (Sig.) which is greater than 0.05 for all independent variables. This means that we fail to reject the null hypothesis stating that there is no difference in the variance of the residuals for all observations. Thus, the assumption of homoscedasticity can be considered fulfilled.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.020	1.928		4.678	<.001
	Tangible	-.261	.136	-.230	-1.921	.059
	Raliability	-.122	.152	-.185	-.801	.426
	Responsivness	-.047	.152	-.044	-.312	.756
	Assurance	.162	.157	.207	1.029	.307
	Emphaty	-.221	.154	-.321	-1.434	.156

a. Dependent Variable: ABS_RES

Figure 4
Heteroscedasticity Test with Glesjer

Multiple Linear Equation Analysis. The following are the results of the simple linear regression analysis test:

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	8.777	3.502		2.507	.015
	Tangible	.176	.247	.043	.711	.480
	Raliability	1.086	.276	.463	3.935	<.001
	Responsivness	.156	.276	.040	.565	.574
	Assurance	-.385	.285	-.138	-1.350	.182
	Emphaty	1.335	.279	.544	4.779	<.001

a. Dependent Variable: Satisfaction

Figure 5
Multiple Linear Regression Coefficients

Based on the coefficient value, the regression equation obtained is:

$$Y = 8.777 + 0.176X_1 + 1.086X_2 + 0.156X_3 - 0.385X_4 + 1.335X_5.$$

The constant of 8.777 shows the value of Satisfaction if all independent variables are zero. Tangibles coefficient (+0.176): Every 1 unit increase in Tangibles increases Satisfaction by 0.176 (not significant). Reliability coefficient (+1.086): Every 1 unit increase in Reliability increases Satisfaction by 1.086 (significant). Responsiveness coefficient (+0.156): Every 1 unit increase in Responsiveness increases Satisfaction by 0.156 (not significant). Assurance coefficient (-0.385): Every 1 unit increase in Assurance

decreases Satisfaction by 0.385 (not significant). Empathy coefficient (+1.335): Every 1 unit increase in Empathy increases Satisfaction by 1.335 (significant).

F Test (Simultaneous). The Regression Model is declared FIT if the Sig value. (<0.05). In the figure below, F value: 47.755 and Significance: <0.001. Because the sig. value <0.05, the regression model as a whole / simultaneously is significant. This means that the independent variables (Tangibles, Reliability, Responsiveness, Assurance, and Empathy) together have a significant influence on the dependent variable (Satisfaction).

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	5327.250	5	1065.450	47.755	<.001[b]
	Residual	1383.264	62	22.311		
	Total	6710.515	67			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), Emphaty, Tangible, Responsivness, Assurance, Raliability

Figure 6
Anova Table

T-test (Hypothesis/Partial). Based on the partial T test results, only Reliability and Empathy have a significant influence on Satisfaction. Other variables do not have a significant effect. Sig value variable X1 (Tangible) is 0.480, it concludes that Variable X1 does not have a significant effect on Variable Y (Satisfaction). Sig value variable X2 (Reliability) of <0.001, it is concluded that Variable X2 has a significant influence on Variable Y (Satisfaction). Sig value variable X3 (Responsiveness) of 0.574, it concludes that Variable X3 does not have a significant influence on Variable Y (Satisfaction). Sig value variable X4 (Assurance) of 0.182, it concludes that Variable X4 does not have a significant influence on Variable Y (Satisfaction). Sig value variable X5 (Empathy) is <0.001, it is concluded that Variable X5 has a significant influence on Variable Y (Satisfaction).

Coefficients[a]

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	8.777	3.502		2.507	.015
	Tangible	.176	.247	.043	.711	.480
	Raliability	1.086	.276	.463	3.935	<.001
	Responsivness	.156	.276	.040	.565	.574
	Assurance	-.385	.285	-.138	-1.350	.182
	Emphaty	1.335	.279	.544	4.779	<.001

a. Dependent Variable: Satisfaction

Figure 7
Coefficient Table

Coefficient of Determination (Adjusted R Square). Based on the figure below, it is known that the Adjusted R Square value is 0.777, so 77.7% of the variation in customer satisfaction (Satisfaction) can be explained by service quality variables (Tangibles, Reliability, Responsiveness, Assurance, and Empathy). The remaining 22.3% is explained by other factors outside the model.

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.891[a]	.794	.777	4.723

a. Predictors: (Constant), Emphaty, Tangible, Responsivness, Assurance, Raliability

Figure 8
Adjusted R Square Analysis

Conclusion

Based on the research results of the Analysis of the Effect of Service Quality on Customer Satisfaction, the researcher concludes that the overall quality of G2G.com customer service is considered quite good, with the Responsiveness dimension showing the highest performance (average 4.12), indicating speed and effectiveness in responding to customer needs, while the Tangibles dimension has the lowest score (3.29), reflecting the need for improvement in aspects of physical facilities supporting services. Customer satisfaction is also at a good level, where customer interest in making repeat transactions has the highest average (4.03), reflecting strong loyalty, while expectation conformity (3.50) is an aspect that needs to be improved because the service has not fully met customer expectations. Regression analysis shows that service quality has a significant effect on customer satisfaction simultaneously, with an adjusted R^2 of 77.7%, which means that 77.7% of the variation in customer satisfaction can be explained by the dimensions of service quality (Tangibles, Reliability, Responsiveness, Assurance, and Empathy), while 22.3% is influenced by other external factors. Partially, only the Reliability and Empathy dimensions have a significant effect on customer satisfaction, emphasizing that service reliability and customer service empathy are key factors that need to be considered to increase customer satisfaction.

As a practical implication, G2G.com is advised to maintain its performance in providing fast and responsive services, while improving the quality of physical facilities that can support the overall customer experience. In addition, improving aspects of reliability, such as consistency in providing the right solution, as well as strengthening customer service empathy through communication training, is expected to significantly increase customer satisfaction. For future research, it is recommended to include other external factors that may affect customer satisfaction, such as price, product quality, or user experience on the platform, so that a more thorough understanding of the factors that affect customer satisfaction can be achieved.

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