

The Effect of E-Service Quality, Website Design, E-Trust, and Perceived Risk on E-Satisfaction Survey of Shopee User Students in Sleman and Yogyakarta City

*Determinants of
Olshop Customer
Satisfaction*

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ABSTRACT

The purpose of this study was to determine the effect of e-service quality, website design, e-trust, and perceived risk on e-satisfaction (a survey of Shopee user students in Sleman and Yogyakarta City). This type of research is survey research using a questionnaire. The population in this study were all of the Shopee user students in Sleman and Yogyakarta City. This study used a sampling technique in the form of purposive sampling with 100 respondents who are students who live in Sleman and Yogyakarta City and have made purchases at Shopee at least two times as samples. The data analysis technique used in this study is multiple linear regression analysis with hypothesis testing, namely the F test and t test partially and the coefficient of determination (R^2) test. The results obtained in this study were e-service quality, website design, e-trust, and perceived risk together have a significant effect on e-satisfaction, e-service quality, website design, and e-trust partially have a positive and significant effect on e-satisfaction, while perceived risk has a negative and significant effect on e-satisfaction.

Keywords: *e-service quality, website design, e-trust, perceived risk, e-satisfaction.*

ABSTRAK

Tujuan dari penelitian ini adalah untuk mengetahui pengaruh kualitas e-service, desain website, e-trust, dan persepsi risiko terhadap e-satisfaction (survei mahasiswa pengguna Shopee di Sleman dan Kota Yogyakarta). Jenis penelitian ini adalah penelitian survei dengan menggunakan kuesioner. Populasi dalam penelitian ini adalah seluruh mahasiswa pengguna Shopee di Sleman dan Kota Yogyakarta. Penelitian ini menggunakan teknik pengambilan sampel berupa purposive sampling dengan 100 responden yang merupakan mahasiswa yang berdomisili di Sleman dan Kota Yogyakarta dan pernah melakukan pembelian di Shopee minimal dua kali sebagai sampel. Teknik analisis data yang digunakan dalam penelitian ini adalah analisis regresi linier berganda dengan pengujian hipotesis yaitu uji F dan uji t secara parsial serta uji koefisien determinasi (R^2). Hasil yang diperoleh dalam penelitian ini adalah kualitas e-service, desain website, e-trust, dan persepsi risiko secara bersama-sama berpengaruh signifikan terhadap e-satisfaction, e-service quality, desain website, dan e-trust secara parsial berpengaruh positif dan signifikan. berpengaruh terhadap e-satisfaction, sedangkan persepsi risiko berpengaruh negatif dan signifikan terhadap e-satisfaction.

Kata Kunci: *e-service quality, desain website, e-trust, persepsi risiko, e-satisfaction.*

INTRODUCTION

Technology has developed very rapidly in today's digital era so people use it to help their daily activities. One technology that helps everyone's daily life is the internet. It is in line with data from internetworldstats that Indonesia is ranked third in Asia with the most internet users reaching 212.35 million people in March 2021 (Kusnandar, 2021). During the Covid-19 pandemic, people use the internet to shop via e-commerce. It is in line with the increase in electronic transactions accompanied by online shopping during the

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pandemic, which grew 55.54% year over year (YoY) to Rp29.23 trillion until October 2021 (Sukmana, 2021). E-commerce refers to the use of the internet and other networks (e.g. intranets) to buy, sell, transport, or trade data, goods, and services (Turban et al., 2018). There are many e-commerce in Indonesia, such as Shopee, Tokopedia, Bukalapak, Lazada, JD.ID, Blibli, and others.

Based on research conducted by iPrice, Shopee's web occupies the second position based on the number of monthly web visitors it is 134,4 million in the third quarter of 2021 which was defeated by its competitor, Tokopedia, which took first place with monthly web visitors in the third quarter of 2021 of 158,1 million visitors (Jayani, 2021). However, based on data obtained from SimilarWeb regarding e-commerce applications in Indonesia during December 2021, Shopee has 33,27 million application daily active visitors, while the Tokopedia application is 8,82 million (Nurhadi, 2022). Meanwhile, based on preliminary research conducted in September 2021 involving ten student Shopee customers, the majority of respondents claimed to be interested in shopping at Shopee because of the free shipping program, the products sold were varied and more complete, easy accessibility, many promos provided, and so on other.

With the above phenomenon, Shopee e-commerce was chosen by researchers to be the object of research. Shopee is an online shopping platform launched in Indonesia in 2015 (careers.shopee.co.id). Shopee has various features that make it easy for customers when shopping, such as the live chat customer service feature, tracking of ordered items, finding product information with the help of item filters, ShopeeFood, ShopeePay, ShopeePayLater features, and others. Shopee is also known to provide free shipping vouchers and cashback (shopee.co.id).

E-satisfaction is an important factor for e-commerce to build good relationships with customers. E-Satisfaction indicates consumers' level of excitement when their purchase and post-purchase experience exceeds consumer expectations (Kaya et al., 2019). Based on the results of preliminary research (September 2021), seven people or 70% of respondents gave responses related to Shopee e-service quality when using the Shopee application for shopping, eight people or 80% of respondents gave responses related to Shopee website design when using the Shopee website either for shopping or just visiting the Shopee website, then followed by five people or 50% of respondents gave responses related to Shopee e-trust when shopping. Finally, three people or 30% of respondents gave responses related to perceived risk when shopping at Shopee. Based on the results of preliminary research, it can be said that several factors influence Shopee's E-Satisfaction, including E-Service Quality, Website Design, E-Trust, and Perceived Risk.

Respondents feel dissatisfied when using the Shopee application, this is because several pop-ups appear and cover then there are features that according to respondents are not needed. The Shopee application system takes a long time when confirming payments, especially when special dates such as 9.9, 10.10, the symbol or icon on the Shopee application is small so that it is often wrongly pressed, loading product or store information through the Shopee application also takes more time, the system stops running when entering the application Shopee. Likewise, with the Shopee website, respondents feel dissatisfied when using the Shopee website because the appearance of the website is not user friendly, sometimes it takes a long time to open the Shopee website, the Shopee website does not have complete tools or features like the Shopee application (search feature with the camera, feeds feature, notification feature on the website accessed via cellphone), a little trouble because there is no ShopeePay display like in the application, but there are respondents who feel that the features on the Shopee website are too many so that it becomes impractical and will be confusing for new users, there is a respondent who feels it takes a long time when looking for the product information respondent want to find, sometimes on the Shopee website, some advertisements are a little disturbing shopping comfort because they are not relevant to what respondent is looking for (for example pop-up advertisements for an event, product advertisements that do not match what people search), some vouchers cannot be used on the website Shopee.

When shopping at Shopee, respondents also experienced dissatisfaction, such as the purchased products when arrived at the customer's, it did not match expectations or did not match the pictures and descriptions, respondents experienced problems not being able to use free shipping and cashback vouchers. Then, respondents were dissatisfied because the products sent had damage in the packaging, sometimes it took quite a long time when packaging and shipping process, already checkout the products but the products run out and then when respondent want a refund it takes a long time.

In addition, it was found that there were several complaints or dissatisfaction with Shopee users. Based on customer reports on MediaKonsumen.com (2021a), there were Shopee users contacted by fraudsters on behalf of Shopee and the fraudsters already knew all of the user data on Shopee such as full names, addresses, any transactions made, and ShopeePayLater nominal. Then, the search feature in the "favorites" section has been removed so that user complain of having trouble scrolling by themselves to find their favorite items (play.google.com, 2022). Based on Shopee customer complaints on MediaKonsumen.com (2021b), there is a Shopee user who complains and reports that its account has been hacked twice to make payment transactions through ShopeePay against the user's will. Based on MediaKonsumen.com (2020), the user complain that the purchased products haven't been delivered for two months however Shopee has completed and released the funds to the seller then the buyer has submitted a refund because the warranty period will run out but there is no response.

Based on the responses of 10 students, 80% claimed to have experienced dissatisfaction with their shopping experience using Shopee and 20% said they were always satisfied. Based on the disappointment experienced by preliminary research and several reports from Shopee users, it can be said that Shopee users are still not satisfied or happy when using Shopee e-commerce for shopping. Shopee user's e-satisfaction is still not optimal.

E-Service quality represents all of the customer perceptions related to the quality of online company service delivery. (Al-Adwan & Al-Horani, 2019). Within the scope of e-commerce that conducts its business online, service aspects such as ease of making transactions and payments, ease of using applications, and how to use applications are aspects of service quality that companies must pay attention to provide services that match and even exceed customer expectations when using the application to process transactions (Gosal & Bernarto, 2021). Research conducted by Azhar et al. (2021) on Lazada web or application visitors; Saragih (2019) on Shopee online store customers in Medan City and Wilis & Nurwulandari (2020) on the IdCorners Travel Blogger Indonesia community, showing the results that e-service quality had a positive and significant effect on e-satisfaction. Website design needs to get great attention because when users feel that the website design is not user-friendly and uncomfortable when used, users will tend to leave the website (Deyalage & Kulathunga, 2019). The results of research from Al-Adwan & Al-Horani (2019) on people who have shopped online in Jordan showed that Website Design had a positive and significant effect on E-Satisfaction.

It is needed to build e-trust in the minds of customers. It is because in e-commerce site when shopping online, there is no direct interaction between sellers and potential buyers but only through pictures and information contained on the site that serves as customer guidelines when deciding to buy a product, therefore e-trust is the main basis in online shopping (Prakosa & Pradhanawati, 2020). Research conducted by Al-Adwan & Al-Horani (2019); Azhar et al. (2021) and Wilis & Nurwulandari (2020) showed that e-trust had a positive and significant effect on e-satisfaction.

Perceived risk also needs to be considered. It is because the perception of risk is based on the consumer's assessment of the probability or possibility of a negative outcome (uncertainty) and the level of importance of the result for the individual consumer. (Tjiptono, 2015). In line with this, in online shopping, customers can experience negative results or unpleasant consequences. The existence of these unpleasant consequences can reduce e-satisfaction. The results of research conducted by Ashghar & Nurlatifah (2020) on Gopay users for SME transactions around Al Azhar University Indonesia obtained the results that Perceived Risk had a positive and significant effect on E-Satisfaction.

Based on a survey conducted by Populix (2020) during the pandemic in 2020, consumers aged 18-21 years more often shop online through e-commerce applications with a percentage of 35% (the highest), and consumers aged 22-28 also dominates online shopping with a percentage of 33%. In this case, the majority of students are aged 18-21 years. Then for the Special Region of Yogyakarta, the highest distribution of universities is in the Yogyakarta City area with 40 universities and Sleman Regency with 34 universities out of a total of 102 universities (LLDIKTI Wilayah V, 2020). Therefore, this research focuses on students who live in Sleman and Yogyakarta City.

Conceptual Framework

The conceptual framework in this study is as follows:

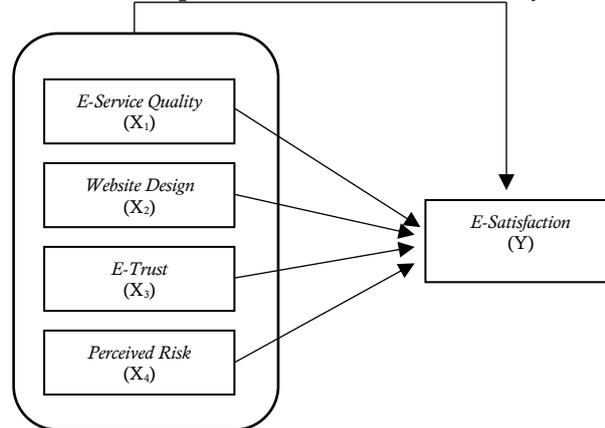


Figure 1. Conceptual Framework

Research Hypothesis

Based on the theory, previous research, and the conceptual framework that has been formed, the hypothesis in this study are as follows:

- H₁ : E-Service Quality, Website Design, E-Trust, and Perceived Risk together have a significant effect on E-Satisfaction of Shopee user students in Sleman and Yogyakarta City.
- H₂ : E-Service Quality has a positive and significant effect on E-Satisfaction of Shopee user students in Sleman and Yogyakarta City.
- H₃ : Website Design has a positive and significant effect on E-Satisfaction of Shopee user students in Sleman and Yogyakarta City.
- H₄ : E-Trust has a positive and significant effect on E-Satisfaction of Shopee user students in Sleman and Yogyakarta City.
- H₅ : Perceived Risk has a positive and significant effect on E-Satisfaction of Shopee user students in Sleman and Yogyakarta City.

RESEARCH METHODS

The type of this research is survey research, which is used to obtain past or current data from samples taken from certain populations about beliefs, opinions, characteristics, behavior, variable relationships, and to test hypotheses of sociological and psychological variables by collecting data through good observations, interview or questionnaire (Sugiyono, 2019).

The population in this study were all of the Shopee user students in Sleman and Yogyakarta City who had made purchases at Shopee. The sampling method used is purposive sampling, which is limited to certain types of people where the sample can provide the information the researcher wants, either because only they have it or they meet the criteria set by the researcher (Sekaran & Bougie, 2016). The sample criteria in this study are students who live in Sleman and Yogyakarta City and have made purchases at Shopee at least two times.

According to Sugiyono (2019), if the total population is not known in the study, then the number of samples can be calculated using the Cochran formula so the sample in this

study was 100 people. Data collection using a questionnaire with a google form distributed via Line, Instagram, and Whatsapp. This study uses a Likert scale.

The operational definition of e-service quality is the level of efficiency and effectiveness of applications in providing product and service transaction facilities (Wirapraja et al., 2021). Indicators to measure e-service quality are ease of use, security, application functionality (Candra & Juliani, 2018; Handayani et al., 2021; Ho & Lee, 2007). The operational definition of website design is the result of consumer evaluations regarding the appearance, layout, functions, and symbols on the website that represent the store environment and affect the overall customer perception of the physical store (Setyaning & Nugroho, 2020). Indicators to measure website design are the website user interface is well organized, fast and easy to complete transactions on the website, website layout helps find and choose products (Dhingra et al., 2020). The operational definition of e-trust is the belief and expectation that e-sellers can be relied upon and will faithfully perform their obligations (Giao et al., 2020). Indicators to measure e-trust are privacy, promise fulfillment, trust in what e-commerce says about its products (Wilis & Nurwulandari, 2020; Al-Adwan & Al-Horani, 2019). The operational definition of perceived risk is the uncertainty that customers face when customers cannot predict the consequences that will occur from their purchasing decisions (Schiffman & Wisenblit, 2019). Indicators to measure perceived risk are financial risk, functional risk, physical risk, psychological risk, and temporal risk (Evelina et al., 2020; Boksberger et al., 2007). The operational definition of e-satisfaction is the level of conformity of what the customer expects with the reality of the customer's previous online purchasing experience (Saragih, 2019). Indicators to measure e-satisfaction are satisfied with e-commerce products, overall satisfied with e-commerce, satisfied with the purchase experience in e-commerce (Al-Adwan & Al-Horani, 2019).

Data analysis using IBM SPSS Statistics 24. The instrument test used validity and reliability tests. Each statement or indicator is declared valid if it gets an alpha value $\leq 0,05$ and the variable or construct is said to be reliable if the Cronbach Alpha value is > 0.70 (Ghozali, 2018). The data analysis technique used descriptive analysis and multiple linear regression consisting of the coefficient of determination (R^2) test, F test (simultaneous), and t test (partial).

RESULTS AND DISCUSSION

Descriptive Analysis

The descriptive analysis describes the characteristics of respondents. The characteristics are gender, class, university, domicile, income or allowance in a month.

Table 1 Characteristics Based on Respondents' Gender

Gender	Frequency	Percentage (%)
Male	38	38%
Female	62	62%
Total	100	100%

Source: Primary Data Processing Results, 2022

Based on Table 1, the majority of respondents are female with the highest percentage of 62%. The remaining 38% are male respondents.

Table 2 Characteristics Based on Respondents Class

Class	Frequency	Percentage (%)
2017	1	1%
2018	58	58%
2019	26	26%
2020	5	5%
2021	10	10%
Total	100	100%

Source: Primary Data Processing Results, 2022

Based on Table 2, the majority respondents are students of the 2018 class which has a percentage of 58%.

Table 3 Characteristics Based on Respondents University

University	Frequency	Percentage (%)
Universitas Pembangunan Nasional "Veteran" Yogyakarta	46	46%
Universitas Amikom Yogyakarta	4	4%
Universitas Gadjah Mada	13	13%
Universitas Sarjanawiyata Tamansiswa	2	2%
Universitas Sanata Dharma	11	11%
Universitas Negeri Yogyakarta	3	3%
Universitas Janabadra	1	1%
Universitas Atma Jaya Yogyakarta	9	9%
Institut Pertanian Stiper Yogyakarta	2	2%
Sekolah Tinggi Ilmu Ekonomi YKPN Yogyakarta	4	4%
Universitas Islam Indonesia	2	2%
Politeknik Kesehatan Kementerian Kesehatan Yogyakarta	1	1%
Universitas Kristen Duta Wacana	1	1%
Universitas Teknologi Yogyakarta	1	1%
Total	100	100%

Source: Primary Data Processing Results, 2022

Based on Table 3, 46% of the majority of respondents are students from Universitas Pembangunan Nasional "Veteran" Yogyakarta.

Table 4 Characteristics Based on Respondents Domicile

Domicile	Frequency	Percentage (%)
Sleman	69	69%
Yogyakarta City	31	31%
Total	100	100%

Source: Primary Data Processing Results, 2022

Based on Table 4, the majority of students who live in Sleman are 69%. Meanwhile, students who live in Yogyakarta City are 31%.

Table 5 Characteristics Based on Respondents Income or Allowance

Income or Allowance in a month	Frequency	Percentage (%)
< Rp 1.000.000	61	61%
Rp 1.000.000 - Rp 2.000.000	31	31%
> Rp 2.000.000 - Rp 3.000.000	7	7%
> Rp 3.000.000	1	1%
Total	100	100%

Source: Primary Data Processing Results, 2022

Based on Table 5, the majority of respondents are 61% of students who have an income or allowance in a month of less than 1,000,000.

Validity and Reliability Test

Table 6 Validity Test Results

No.	Variable	Item	Pearson Correlation	Sig.	Explanation
1.	<i>E-Service Quality (X₁)</i>	X _{1.1}	0,754	0,000	Valid
		X _{1.2}	0,830	0,000	Valid
		X _{1.3}	0,711	0,000	Valid
		X _{1.4}	0,818	0,000	Valid
		X _{1.5}	0,775	0,000	Valid
2.		X _{2.1}	0,677	0,000	Valid
		X _{2.2}	0,799	0,000	Valid

	<i>Website Design</i> (X ₂)	X _{2.3}	0,805	0,000	Valid
		X _{2.4}	0,839	0,000	Valid
3.	<i>E-Trust</i> (X ₃)	X _{3.1}	0,888	0,000	Valid
		X _{3.2}	0,920	0,000	Valid
		X _{3.3}	0,873	0,000	Valid
		X _{4.1}	0,827	0,000	Valid
4.	<i>Perceived Risk</i> (X ₄)	X _{4.2}	0,797	0,000	Valid
		X _{4.3}	0,710	0,000	Valid
		X _{4.4}	0,131	0,421	Invalid
		X _{4.5}	0,731	0,000	Valid
		Y ₁	0,862	0,000	Valid
5.	<i>E-Satisfaction</i> (Y)	Y ₂	0,901	0,000	Valid
		Y ₃	0,925	0,000	Valid

Source: Primary Data Processing Results, 2022

Based on the results of the validity test in Table 6, all statement items for variables E-Service Quality (X₁), Website Design (X₂), E-Trust (X₃), Perceived Risk (X₄), dan E-Satisfaction (Y) are valid with a significant value $\leq 0,05$ except for the statement item X_{4.4}. Then the statement item X_{4.4} must be removed.

Table 7 Reliability Test Results

No.	Variable	Cronbach Alpha	Explanation
1.	<i>E-Service Quality</i> (X ₁)	0,835	Reliable
2.	<i>Website Design</i> (X ₂)	0,783	Reliable
3.	<i>E-Trust</i> (X ₃)	0,870	Reliable
4.	<i>Perceived Risk</i> (X ₄)	0,778	Reliable
5.	<i>E-Satisfaction</i> (Y)	0,877	Reliable

Source: Primary Data Processing Results, 2022

Based on the results of the reliability test in Table 7, E-Service Quality (X₁), Website Design (X₂), E-Trust (X₃), Perceived Risk (X₄), and E-Satisfaction (Y) have Cronbach alpha > 0.70 so that it is declared reliable.

Quantitative Analysis

1. Coefficient of Determination Test (R²)

Table 8 Coefficient of Determination Test Results (R²)

R	R Square	Adjusted R Square	Std. Error of the Estimate
.793 ^a	.628	.613	.92482

Source: Primary Data Processing Results, 2022

Based on Table 8, the correlation value (R) of e-service quality, website design, e-trust, and perceived risk on e-satisfaction is 0,793. The value of R Square obtained is 0,628. The value of Adjusted R Square is 0,613 or 61,3%. This shows that the variables e-service quality, website design, e-trust, and perceived risk can explain the e-satisfaction variable by 61,3%. For the remaining 38,7%, it is explained or influenced by other variables outside the research model.

2. F Test (Simultaneous)

Table 9 F Test Result (Simultaneous)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	137.388	4	34.347	40.159	.000 ^b
	Residual	81.252	95	.855		
	Total	218.640	99			

Source: Primary Data Processing Results, 2022

Based on Table 9, the calculated F value obtained is 40,159 with a significant value of 0.000. The significant value obtained in the F test results is less than 0,05 ($0,000 < 0,05$). Therefore e-service quality, website design, e-trust, and perceived risk together have a significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City. It can be concluded that H_1 is accepted.

3. t Test (Partial)

Table 10 t Test Result (Partial)

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Explanation
	B	Std. Error	Beta			
1 (Constant)	4.849	.915		5.297	.000	
E-Service Quality (X1)	.238	.047	.438	5.068	.000	Significant
Website Design (X2)	.097	.039	.186	2.500	.014	Significant
E-Trust (X3)	.168	.052	.257	3.218	.002	Significant
Perceived Risk (X4)	-.088	.037	-.155	-2.384	.019	Significant

a. Dependent Variable: E-Satisfaction (Y)

Based on Table 10, the results of the t test (Partial) are as follows:

- a. The t count value of e-service quality is 5.068 and the significant value obtained is 0,000. With a significant value of $0,000 < 0,05$, it shows that e-service quality has a positive and significant effect on e-satisfaction. Thus, H_2 can be accepted.
- b. The t count value of website design is 2,500 and the significant value obtained is 0,014. With a significant value of $0,014 < 0,05$, it shows that website design has a positive and significant effect on e-satisfaction. Thus, H_3 can be accepted.
- c. The t count value of e-trust is 3,218 and the significant value obtained is 0,002. With a significant value of $0,002 < 0,05$, it shows that e-trust has a positive and significant effect on e-satisfaction. Thus, H_4 can be accepted.
- d. The t count value of perceived risk is -2,384 (negative) and the significant value obtained is $0,019 < 0,05$. This means that perceived risk has a negative and significant effect on e-satisfaction. Thus, H_5 is rejected.

Discussion

Effect of E-Service Quality, Website Design, E-Trust, and Perceived Risk together on E-Satisfaction

This study shows the results that e-service quality, website design, e-trust, and perceived risk together have a significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.

So it can be said that 4 variables influence the e-satisfaction of Shopee user students in Sleman and Yogyakarta City, namely e-service quality, website design, e-trust, and perceived risk. When Shopee provides good e-service quality for its application users, facilitates the Shopee website with a website design that makes it easy for users to access the website, there is e-trust or trust given by users to all actions taken by Shopee, and when Shopee minimizes perceived risk, then e-satisfaction of Shopee user students in Sleman and Yogyakarta City will increase. Therefore, the first hypothesis or H_1 can be accepted. The results of this study are in line with the results of research from Al-Adwan & Al-

Horani (2019); Azhar et al. (2021); Ashghar & Nurlatifah (2020); Saragih (2019) and Wilis & Nurwulandari (2020).

Effect of E-Service Quality on E-Satisfaction

This study shows the results that e-service quality has a positive and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City. The easier it is to use the application, there is adequate security and application functionality by the Shopee application, then Shopee user students in Sleman and Yogyakarta City will be more satisfied when using the Shopee application. On the other hand, if it is not easy to use the application, there is no security, and there is no adequate application functionality by the Shopee application, then Shopee user students in Sleman and Yogyakarta City will be dissatisfied. In general, it can be said that, if the e-service quality is getting better, the e-satisfaction of Shopee user students in Sleman and Yogyakarta City will increase.

Therefore, the second hypothesis or H_2 can be accepted. The results of this study are in line with the results of research from Azhar et al. (2021); Saragih (2019); and Wilis & Nurwulandari (2020). In line with the opinion by Saragih (2019), that only quality services are currently believed to be able to give satisfaction, especially in online transactions. When e-commerce has provided good quality electronic services, customers will be satisfied with the e-commerce.

Effect of Website Design on E-Satisfaction

This study shows the results that website design has a positive and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City. The more website user interface is well organized, fast and easy to complete transactions on the website, the website layout helps to find and select products, then Shopee user students in Sleman and Yogyakarta City will be more satisfied when using the Shopee website. On the other hand, if the website user interface is not well organized, it is not fast and easy to complete transactions on the website, the website layout does not help find and choose Shopee products, then Shopee user students in Sleman and Yogyakarta City will be dissatisfied. In general, it can be said that if website design makes it easier for users, the e-satisfaction of Shopee user students in Sleman and Yogyakarta City will increase.

Therefore, the third hypothesis or H_3 can be accepted. The results of this study are in line with the results of research from Al-Adwan & Al-Horani (2019). In line with the opinion by Al-Adwan & Al-Horani (2019), the quality of a website design is very important in building e-satisfaction because website design represents a physical reflection of the ability of e-retailers in enabling users to use their website easily. When the website design provided by e-commerce makes it easy for users to access, the customers will feel satisfied.

Effect of E-Trust on E-Satisfaction

This study shows the results that e-trust has a positive and significant effect on e-satisfaction of Shopee users in Sleman and Yogyakarta City. The better the privacy, the fulfillment of promises, and there is trust in what Shopee says about their products, then Shopee user students in Sleman and Yogyakarta City will be more satisfied when shopping at Shopee. On the other hand, if privacy is getting worse, there is no fulfillment of promises, and there is no trust in what Shopee says about their products, then Shopee user students in Sleman and Yogyakarta City will be dissatisfied. In general, it can be said that the higher the e-trust, the higher the e-satisfaction of Shopee user students in Sleman and Yogyakarta City.

Therefore, the fourth hypothesis or H_4 can be accepted. The results of this study are in line with the results of research from Al-Adwan & Al-Horani (2019); Azhar et al. (2021) and Wilis & Nurwulandari (2020). In line with the opinion given by Giao et al. (2020), when customers trust the product or service provided, it is ensured that the product or service has exceeded customer expectations.

Effect of Perceived Risk on E-Satisfaction

This study shows the results that perceived risk has a negative and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City. The lower the financial risk, functional risk, physical risk, and temporal risk, the e-satisfaction of Shopee

user students in Sleman and Yogyakarta City will be low. Vice versa the higher the financial risk, functional risk, physical risk, and temporal risk, the e-satisfaction of Shopee user students in Sleman and Yogyakarta City will be high. In general, it can be said that, if the perceived risk is getting riskier, the students who use Shopee in Sleman and Yogyakarta City are more satisfied.

Thus, the fifth hypothesis, or H5 is rejected and also does not support the research conducted by Ashghar & Nurlatifah (2020). The results of this study indicate that if the perceived risk is less risky, then Shopee user students in Sleman and Yogyakarta City are increasingly dissatisfied. Likewise, if the opposite happens, if the perceived risk is getting riskier, then Shopee user students in Sleman and Yogyakarta City are more satisfied. The results of this study are supported by the research of Ting et al. (2013) conducted on members of the Yahoo!Taiwan shopping site who had made reservations for flights, accommodation, tour packages with travel agents and the results of this study were that online risk perception had a negative and significant effect on electronic satisfaction.

CONCLUSION

Based on research results that have been described, the conclusions that can be drawn are as follows:

1. E-service quality, website design, e-trust, and perceived risk together have a significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.
2. E-service quality has a positive and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.
3. Website design has a positive and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.
4. E-trust has a positive and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.
5. Perceived risk has a negative and significant effect on e-satisfaction of Shopee user students in Sleman and Yogyakarta City.

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