



Universitas Warmadewa

Editorial Office: Program Studi Magister Manajemen | Program Pascasarjana | Universitas Warmadewa
Jl. Terompong No.24, Sumerta Kelod, Kec. Denpasar Timur, Kota Denpasar, Bali 80239

Jurnal Ekonomi dan Bisnis Jagaditha

Volume 12, Number 2, 2025

ISSN: 2355-4150 (Print) | 2579-8162 (Online)



The Role of Consumer Attitude in The Relationship Between E-Service Quality and Product on Consumer Satisfaction

Author Name(s): Ida Bagus Cempena^{1*}

1. Universitas 17 Agustus 1945 Surabaya, Indonesia

Article History

Received: May 27, 2025

Revised: September 29, 2025

Accepted: September 29, 2025

How to cite this article (APA)

Cempena, I. B. (2025). The Role of Consumer Attitude in The Relationship Between E-Service Quality and Product on Consumer Satisfaction . *Jurnal Ekonomi dan Bisnis Jagaditha*. 12(2), 251-257. <https://doi.org/10.22225/jj.12.2.2025.251-257>

*Correspondence regarding this article should be addressed to:

Ida Bagus Cempena

Email: ib_cempena@untag-sby.ac.id

Universitas Warmadewa (as publisher) makes every effort to ensure the accuracy of all the information (the "Content") contained in the publications. However, we make no representations or warranties whatsoever as to the accuracy, completeness, or suitability for any purpose of the Content. Any opinions and views expressed in this publication are the opinions and views of the authors and are not the views of or endorsed by Universitas Warmadewa. The accuracy of the Content should not be relied upon and should be independently verified with primary sources of information. Universitas Warmadewa shall not be liable for any losses, actions, claims, proceedings, demands, costs, expenses, damages, and other liabilities whatsoever or howsoever caused arising directly or indirectly in connection with, in relation to, or arising out of the use of the content.

Jurnal Ekonomi dan Bisnis Jagaditha is published by Universitas Warmadewa comply with the [Principles of Transparency and Best Practice in Scholarly Publishing](#) at all stages of the publication process. Jurnal Ekonomi dan Bisnis Jagaditha also may contain links to web sites operated by other parties. These links are provided purely for educational purpose.

This work is licensed under a [Creative Commons Attribution-ShareAlike 4.0 International License](#).



The Role of Consumer Attitude in The Relationship Between E-Service Quality and Product on Consumer Satisfaction

Ida Bagus Cempena^{1*}

1. Universitas 17 Agustus 1945 Surabaya, Indonesia

Abstract: This study investigates the mediating role of consumer attitude in the relationship between e-service quality and product quality toward consumer satisfaction on the Tokopedia platform. As a major player in Indonesia's e-commerce landscape, Tokopedia provides a relevant context for examining factors that drive consumer satisfaction. A quantitative research design was employed, utilizing Structural Equation Modeling with the Partial Least Squares approach to evaluate the hypothesized relationships. Data were obtained from Tokopedia users through an online survey distributed to individuals with purchasing experience within the past six months. The empirical findings demonstrate that both e-service quality and product quality exert a direct and statistically significant influence on consumer satisfaction. In addition, consumer attitude is identified as a significant mediating variable that reinforces the effect of both independent variables on the dependent construct. The model confirms that all independent variables positively affect both consumer attitude and satisfaction, highlighting the integral role of psychological perception in enhancing customer experience. The results provide practical insights for e-commerce practitioners, emphasizing the necessity of consistent service excellence and reliable product offerings to cultivate favorable consumer attitudes and increase satisfaction levels.

Keywords: E-service quality; product; consumer attitude; consumer satisfaction

Introduction

The rapid growth of the e-commerce sector in Indonesia is reflected in the increasing number of online shops and digital marketplaces (Permana et al., 2018). This surge in online transactions has driven business owners to compete by offering high-quality digital services and enhancing shopping convenience (Saragih, 2019). One of the emerging e-commerce platforms in Indonesia is Tokopedia, a mobile-based application that has shown significant growth since its entry into the market in late 2015 (Sastika, 2018). This progress is evident from Tokopedia's transaction value in the third quarter of 2018, which reached US \$2.7 billion (approximately Rp39.4 trillion), marking a 152.7% increase compared to the same period in 2017, which was US \$1.1 billion (Karina, 2019). Such impressive performance has prompted other mobile commerce platforms to focus on improving consumer perceptions and attitudes in order to remain competitive.

E-service quality refers to a consumer's personal judgment regarding how well the service received aligns with their expectations. According to (Schiffman, L & Wisenblit, 2013) consumer attitude represents an individual's internal response that indicates a favorable or unfavorable evaluation toward a particular object. In addition, Besides, (Tjiptono & Chandra, 2016) explain that consumer satisfaction arises from a comparison between pre-purchase expectations (or other performance benchmarks) and the actual experience perceived after

*Correspondence regarding this article should be addressed to:
Ida Bagus Cempena, Universitas 17 Agustus 1945 Surabaya, Indonesia
Email: ib_cempena@untag-sby.ac.id

using a product or service.

Product attributes significantly influence consumer attitudes by shaping perceptions of value and utility. According to the multi-attribute attitude model, consumers evaluate products based on multiple dimensions, and positive perceptions often translate into favorable attitudes and higher purchase intentions. Limantara (2019) supports this by demonstrating how perceptions of health, taste, and safety in organic food impact consumer attitudes positively. Conversely, some studies suggest that product attributes alone may not fully determine consumer attitudes, especially when external influences—such as social context, prior experiences, or brand loyalty—play a stronger role. Rahayu (2018) highlights this by showing that in media consumption, factors beyond product design, such as political alignment and trust, may override product-related evaluations.

(Chang & Wang, 2011) There is a significant and positive relationship between e-service quality and consumer satisfaction. A high level of satisfaction encourages customers to buy again and spread positive feedback. In addition, (Carlson & Cass, 2010) said The quality of electronic services plays a significant role in shaping customer satisfaction. And expressed a high level of customer satisfaction plays a key role in fostering a positive attitude toward the website. Their study also highlighted that brand communication, including advertising and promotions, significantly contributes to the formation of this positive attitude. In the online environment, research shows that improved customer satisfaction is closely linked to the development of a favorable attitude toward e-commerce platforms. Moreover, according to (Alsono-Dos-Santos et al., 2017) a high level of customer satisfaction plays a key role in fostering a positive attitude toward the website. Their study also highlighted that brand communication, including advertising and promotions, significantly contributes to the formation of this positive attitude. In the online environment, research shows that improved customer satisfaction is closely linked to the development of a favorable attitude toward e-commerce platforms. And also emphasized that e-service quality has a meaningful and significant impact on consumer attitude. Moreover, according to (Suryani, 2013) explained that when a company delivers excellent service, consumers tend to form positive evaluations and develop favorable beliefs about certain products or services.

Concept and Hypothesis

Based on the problem statement above, the hypothesis presented in this research are, as follow:

H1: E-service quality have significant effect on consumer satisfaction of Tokopedia online shop consumer.

H2: Product have significant effect on consumer satisfaction of Tokopedia online shop consumer.

H3: Consumer attitude have significant effect on consumer satisfaction of Tokopedia online shop consumer.

H4: E-service quality have significant effect on consumer satisfaction through consumer attitude of Tokopedia online shop consumer.

H5: Product have significant effect on consumer satisfaction through consumer attitude of Tokopedia online shop consumer.

Method

This study employed a quantitative approaches. The primary data source consisted of responses from individuals who had made purchases on the Tokopedia application more than twice. Data collection was carried out through an online survey using a questionnaire

distributed via Google Forms.

This study targeted Tokopedia users who had made at least two purchases on the platform. The population was heterogeneous, encompassing diverse ages, genders, income levels, spending habits, and occupations. The sampling method combined purposive sampling (selecting participants based on specific criteria) and accidental sampling (gathering data from readily available respondents). The research was conducted in Probolinggo, with a total of 152 respondents.

Structural Equation Modelling based on Partial Least Square was used to analysis this research (Haryono, 2017) (Ghozali, 2020). Partial Least Square was conducted by two stages:

The first stage involves evaluating the measurement model, which assesses the validity and reliability of each indicator.

The second stage consists of testing the structural model to examine potential causal relationships or correlations between variables, analyzed using PLS (Partial Least Squares) test.

Result and Discussion

Descriptive Statistical Analysis

This study applied the methodology to assess e-service quality, product, user attitudes, and customer satisfaction regarding the Tokopedia platform. The acquired data was subsequently analyzed in:

Signification test

Table 1. Convergent Validity

Variable	Dimension	Item	Loading Factor	SE	P value
		EFF1	0.649	0.070	<0.001
		EFF3	0.723	0.069	<0.001
		EFF4	0.681	0.070	<0.001
		EFF5	0.686	0.070	<0.001
		EFF6	0.757	0.069	<0.001
		EFF7	0.851	0.068	<0.001
		FULL8	0.821	0.068	<0.001
		FULL9	0.845	0.067	<0.001
		FULL10	0.768	0.068	<0.001
		FULL11	0.906	0.066	<0.001
		SYS12	0.736	0.069	<0.001
		SYS13	0.816	0.068	<0.001
		SYS14	0.814	0.068	<0.001
		PRI15	0.830	0.068	<0.001
		PRI16	0.839	0.067	<0.001
		PRI17	0.879	0.068	<0.001

		B18	0.886	0.068	<0.001
	Brand	B19	0.784	0.068	<0.001
		B20	0.788	0.067	<0.001
		PAC21	0.855	0.067	<0.001
	Packaging	PAC22	0.814	0.068	<0.001
		PAC23	0.786	0.069	<0.001
		PAC24	0.828	0.069	<0.001
Product		Q25	0.888	0.069	<0.001
	Quality	Q26	0.834	0.066	<0.001
		Q27	0.886	0.066	<0.001
		Q28	0.860	0.068	<0.001
		AUG29	0.832	0.068	<0.001
	Augmented	AUG30	0.843	0.067	<0.001
		AUG31	0.852	0.070	<0.001
		SKP32	0.766	0.069	<0.001
		SKP33	0.852	0.067	<0.001
	Consumer Attitude	SKP34	0.831	0.068	<0.001
		SKP35	0.857	0.067	<0.001
		SKP36	0.876	0.067	<0.001
		SKP37	0.838	0.067	<0.001
		KPS38	0.837	0.067	<0.001
	Consumer Satisfaction	KPS39	0.919	0.066	<0.001
		KPS40	0.881	0.067	<0.001
		KPS41	0.833	0.068	<0.001

Source: Data processed by the researcher (2025)

Structural Model Evaluation (Inner Model)

Table 2. Goodness of Fit Model

Endogenous	R-Squared	Relevance
Consumer Attitude	0.732	Moderate
Consumer Satisfaction	0.734	Moderate

Source: Data processed by the researcher (2025)

R-Square of consumer attitude variable is 0.732, indicating that e-service quality and product explains 73.2% of the variance in consumer attitudes. The remaining 26.8% of variation is attributable to factors beyond the scope of this study. The analysis reveals that e-service quality, product, and consumer attitude collectively explain 73.4% ($R^2 = 0.734$) of the variance in consumer satisfaction, with remaining 26.6% attributable to external factors beyond this study's scope. The predictive relevance, further confirms these variables' strong explanatory power regarding satisfaction outcomes.

Hypothesis Test

Table 3. Hypothesis Test

Variables	t-statistics	P-value	Result
e-service quality à consumer satisfaction	1.992	0.027	Significant
Product à consumer satisfaction	2.053	0.024	Significant
Consumer attitude à consumer satisfaction	2.395	0.045	Significant
e-service quality à consumer attitude à consumer satisfaction	2.106	0.030	Significant
Product à consumer attitude à consumer satisfaction	2.445	0.032	Significant

Source: Data processed by the researcher (2025)

E-Service Quality Effect towards Consumer Satisfaction

E-service quality plays a vital role in shaping consumer satisfaction as it serves as the primary mode of interaction in online service environments. Dimensions such as system reliability, access speed, ease of navigation, security, and responsiveness influence how consumers perceive the digital service experience.

Platforms that are efficient, secure, and user-friendly not only foster positive perceptions but also enhance consumer trust and comfort. Studies in digital marketing confirm that e-service quality directly affects satisfaction, loyalty, and long-term consumer engagement in the digital economy. The findings align with established literature (Zeithaml et al., 2002)(Chang & Wang, 2011) suggesting that Tokopedia should prioritize continuous improvement of its digital service offerings to maintain customer satisfaction.

Product effect towards Consumer Satisfaction

Product significantly influences customer satisfaction because it serves as the fundamental element in the value exchange process between firms and consumers. Customer satisfaction theoretically arises when the actual performance of a product meets or exceeds the expectations formed by consumers, encompassing aspects such as quality, functional features, aesthetic design, durability, and ease of use. Furthermore, products that are designed with a balance of functional and emotional considerations provide additional psychological value to consumers. Such products not only address practical needs but also deliver enjoyable and emotionally satisfying consumption experiences. These results supporting the theoretical framework established by (Schiffman, L & Wisenblit, 2013).

Consumer Attitude Effect toward Consumer Satisfaction

Consumer attitude strongly affects satisfaction because it reflects how consumers evaluate a product or service before and during use. When consumers already have a positive attitude, they tend to accept the experience more easily and are less bothered by minor flaws. This makes them more likely to feel satisfied. Such attitudes help shape how consumers view and process their experience, in line with attitude-behavior theory.

A positive attitude also strengthens emotional connection and trust toward the product or service. For example, if consumers believe a product is reliable, they are more likely to enjoy using it. On the other hand, a negative attitude can lead to disappointment even if the product is objectively good. Therefore, attitude plays an important role in how experiences are perceived and evaluated, which directly influences satisfaction. This direct positive association suggests that improvements in e-service attributes correspond to measurable improvements in user perceptions. These findings align with previous research by (Carlson & Cass, 2010).

E-Service Quality Effect toward Consumer Satisfaction with Consumer Attitude as

Mediation Variable

E-service quality significantly affects consumer satisfaction because it shapes how smooth and comfortable the online experience is. When the service is fast, easy to use, secure, and responsive, consumers are more likely to feel satisfied. This satisfaction happens when the service meets or exceeds their expectations. Consumer attitude acts as a mediator in this relationship. When consumers have a positive attitude toward the digital service—due to trust or a pleasant experience—they tend to feel more satisfied. A positive attitude helps strengthen the impact of e-service quality on overall satisfaction.

This positive pathway indicates that enhanced e-service quality improves consumer satisfaction through increased attitudes levels. These results suggest that Tokopedia's effective e-service delivery fosters positive consumer evaluations, ultimately leading to greater satisfaction. The current findings corroborate earlier studies by (Alsono-Dos-Santos et al., 2017).

Product Effect toward Consumer Satisfaction with Consumer Attitude as Mediation Variable

Product has a significant effect on consumer satisfaction because attributes like brand, packaging, quality, and augmented help meet consumer expectations. When consumers feel the product offers good value for the price, they tend to be satisfied. Satisfaction comes not only from how the product works but also from a positive experience when using it.

Consumer attitude acts as a mediator because it can strengthen the effect of product on satisfaction. When consumers have a positive attitude—due to good experiences or strong brand image—they are more likely to feel satisfied. Even if a product is high quality, negative attitudes can reduce satisfaction. Therefore, attitude helps explain how product perception leads to satisfaction.

Practical Implications

The results of this study provide several practical strategies that can be implemented by e-commerce practitioners, particularly Tokopedia. First, improving the quality of e-services can be achieved by accelerating customer service responses, enhancing digital transaction security, and refining the application interface to make it more user-friendly. Second, product quality needs to be maintained by strengthening seller verification mechanisms, implementing transparent rating and review systems, and continuously monitoring product quality. Third, to foster positive consumer attitudes, companies can strengthen their brand image through trust campaigns, developing customer loyalty programs, and optimizing consistent communication strategies through various digital channels. Implementing these strategies will not only contribute to increased customer satisfaction but also strengthen Tokopedia's competitive position in the increasingly dynamic e-commerce industry.

Conclusion

The study reveals that e-service quality, product, and consumer attitude on Tokopedia significantly enhances consumer satisfaction. Additionally, e-service quality directly improves consumer satisfaction, while also exerting an indirect effect through the mediating role of consumer attitude. These findings demonstrate that higher e-service quality boosts satisfaction, thereby fostering more favorable consumer attitudes. Consequently, consumer attitude serves as a key mediator, bridging the relationship between e-service quality and product on the platform.

Reference

Alsono-Dos-Santos, M., Moreno, ferran, C., Rios, Francisco, M., & Alguacil, M. (2017). Online Sport Event Consumers: Attitude , E-Quality and E- Satisfaction. *Journal of Theoretical and Applied Electronic Commerce Research*, 12(2). <https://doi.org/10.4067/S0718-18762017000200005>

Carlson, J., & Cass, A. O. (2010). Exploring the relationships between e-service quality , satisfaction , attitudes and behaviours in content-driven e-service web sites. *Journal of Services Marketing*, 24(2), 112-127. <https://doi.org/10.1108/08876041011031091>

Chang, H. H., & Wang, H. (2011). The moderating effect of customer perceived value on online shopping behaviour. *Moderating Effect of Customer Perceived Value*, 35(3). <https://doi.org/10.1108/1468452111151414>

Ghozali, I. (2020). *Model Persamaan Struktural: Konsep dan Aplikasi dengan Program AMOS 22.0 Update Bayesian SEM*. Badan Penerbit Universitas Diponegoro.

Haryono, S. (2017). *Metode SEM untuk Penelitian Manajemen*. Luxima Metro Media.

Karina, M. (2019). *Pengaruh E-servicescape Online Marketplace Tokopedia pada Perceived Value dan Kepuasan Pelanggan , serta Dampaknya terhadap Loyalitas Pelanggan*. 9(1), 103-122.

Permana, H., Djatmiko, T., & Telkom, U. (2018). Analisis Pengaruh Kualitas Layanan Elektronik (E- Service Quality) Terhadap Kepuasan Pelanggan Tokopedia di Bandung. *Sosiohumanitas*, XX, 201-215.

Saragih, M. G. (2019). Pengaruh E-Service Quality Terhadap E-Loyalty Melalui E-Satisfaction (Studi Pada Pelanggan Toko Online Tokopedia Di Kota Medan). *Jurnal Mantik Penusa*, 3(1), 190-195.

Sastika, W. (2018). *Pelanggan Belanja Online Shoppe (Studi Kasus : Pelanggan Tokopedia Di Kota Bandung 2017)*.

Schiffman, L. K., & Wisenblit, J. (2013). *Consumer Behavior*. New York: Pearson.

Suryani, T. (2013). *Perilaku Konsumen di Era Internet: Implikasinya pada Strategi Pemasaran*. Graha Ilmu.

Tjiptono, F., & Chandra, G. (2016). *Service Quality & Satisfaction*. CV. Andi Offset.

Zeithaml, V. A., Parasuraman, A., & Malhotra, A. (2002). Service Quality Delivery Through Web Sites: A Critical Review of Extant Knowledge. *Journal of The Academy of Marketing Science*, 30(4), 362 -375. <https://doi.org/10.1177/009207002236911>