

## EXAMINING CUSTOMER CONTENTMENT WITH INDOMARET POINTKU APPLICATION SERVICES THROUGH E-SERVQUAL

**Nawang Kalbuana**

Politeknik Penerbangan Indonesia Curug

[nawang.kalbuana@ppicurug.ac.id](mailto:nawang.kalbuana@ppicurug.ac.id)

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### ABSTRACT

*A digital software program called Indomaret Pointku offers a unique shopping experience in addition to a number of other services. A number of helpful features are available on Indomaret Pointku to facilitate the purchase process at affordable costs. This research's issue is that the system frequently encounters errors. Numerous user evaluations of the program may be found on the Google Play Store. Users rated the Indomaret Pointku application with 4.3 stars. Users reply with both favorable and negative comments. The E-ServQual approach is employed in this study to assess Indomaret Pointku's service quality and identify the discrepancy between expected and actual services. According to the study's findings, Indomaret Pointku's service quality is inadequate because, according to the computation findings,  $Q$  is insufficient or  $Q > 1$ , and the resultant value of 0.97 indicates that it is not possible to declare that the services provided by Indomaret Pointku are of high quality.*

**Keywords:** Service Quality, E-ServQual, CRM

### INTRODUCTION

Every year, modern retail business in Indonesia has become a major driving force that is undergoing increasing development. This is due to the change in the behavior of Indonesians, who originally shop in traditional markets, to modern retail stores. Companies have started following technological developments by competing to provide online sales system services that offer advantages and ease for consumers in purchasing the products offered. Companies compete by creating electronic service quality, or E-ServQual, to provide convenience to consumers. E-ServQual is a website that facilitates effective and efficient shopping, purchasing, and delivery. Following the development of the world of business technology, many companies have implemented E-ServQual; one of them is Indomaret Pointku.

PT. Indomarco Prismatama founded Indomaret Pointku, an online shopping app. Indomaret Point is an online shopping app that makes it easy for consumers to shop without having to come directly to the store. My point is that Indomaret is a digital software application that presents a variety of services by providing a different shopping experience. Indomaret provides various benefits and features that make product transactions at competitive prices easy. My Indomaret app scores a rating of 4.3 stars given by users on the Play Store. Users also responded positively and negatively. Some complaints given by Indomaret users point out to me that there are frequent errors, one of which is the incompatibility of the delivery status in the application and the courier when sending orders. Users also felt disappointed with the app, so interest in using it decreased.

Quality of service is an important dimension that affects user perceptions of a company. Providing services that meet or even exceed customer expectations is the primary goal of any organization. In the context of e-commerce, factors such as product availability, delivery speed, customer service responsiveness, and transaction security become critical in assessing the quality of service. To perform its function, product quality must relate to product capabilities, including reliability, overall product, ease of operation and improvement, accuracy, and other valuable attributes. Then, it is necessary to conduct a study on user satisfaction to determine the level of satisfaction with the service provided by the Indomaret Poinku application.

## **RESEARCH METHODOLOGY**

Research methods are part of the field of science that studies the conduct of research carefully and accurately by researchers based on established scientific principles and data [1].

### **1. Data collection**

This research uses a survey method, which means a survey is a study that uses a questionnaire as a research instrument. A questionnaire is a sheet containing a number of questions with a defined structure. The researchers did not manipulate the conditions of the research during the survey. The researchers carried out data collection by distributing a questionnaire, which involves giving a set of questions or written statements to the respondent to be answered. In this study, the authors used Google Forms as a means of distributing questionnaires. The authors conducted the survey by submitting a series of questions through Google Forms and sharing the form links through social media platforms.

### **2. Validity test**

The validity test reflects the extent to which the data obtained from the research object corresponds to the ability of the researcher to report the phenomenon accurately. If the r<sub>hitung</sub> exceeds the r<sub>table</sub>, researchers can conclude that the statement in the questionnaire is valid and can be utilized in future research. With a table of 0.514 at a level of significance of 5%, if the statement meets this criterion, then the statement is considered valid. Conversely, if the value is less than the table, it is considered invalid.

### **3. Reliability Test**

Reliability refers to the concept that an instrument can be reliable and trusted as a data collection tool because it has proven itself to be good. This reliability indicates that the instrument is reliable. Thus, the purpose of the reliability assessment is to ensure that the instrument is reliable as a data gathering tool because the instrument is already adequate. If Cronbach's alpha's coefficient value is  $> 0.6$ , then it can be considered that the level of reliability is sufficient.

### **4. Approach**

Before testing perceived group customer value (PGCV), the authors measured the quality of Shopee's service by calculating the gap value (gap) in each dimension using the E-Servqual approach. This approach involves a comparison of the expected level of excellence with control over the level of excellence to meet customer expectations [5]. The approach used is the E-ServQual Model, which is recognized as the most comprehensive and integrative online service quality model. Its qualification as comprehension and integration is due to the relevance of the dimensions proposed by Zeithaml, dkk., which thoroughly meet the needs of electronic service quality evaluation. The seven dimensions of E-ServQual can be briefly described as follows [6]:

a. Customers can access a website, find the desired product, obtain information related to the

product, and leave the site with minimal effort, thus ensuring efficiency.

- b. reliability, related to the technical functionality of the site concerned, especially to the extent to which the site is available and functions as expected.
- c. fulfillment, including the accuracy of service promises, stock availability of products, and delivery in accordance with the promised time.
- d. Privacy is a guarantee that shopping behavior data will not be passed on to other parties and that the security of customer information is guaranteed.
- e. responsiveness is the ability of online stores to provide accurate information to customers when there are questions about products, have mechanisms to handle product returns, and provide online warranties.
- f. Compensation, including refunds, shipping costs, and product handling costs.
- g. Contact, reflecting that customers need to be able to communicate with customer service staff online or by telephone.

After gaining gap values and evaluating quality, the author then applied the Importance Performance Analysis (IPA) approach to measure the relationship between consumer perceptions and product quality improvement priorities. By creating a cartesian diagram, the author can specify the attributes that are in the quadrants A, B, C, and D. Once the diagram is created, the improvement priority of each attribute becomes clearly visible. Further, the author uses the PGCv approach, which is an abbreviation of the Index of Potential in Customer Value Improvement (PGCV). PGCv is a commonly used tool in marketing analysis. The PGC V Index provides quantitative input for various aspects of strategic analysis [7]. The PG C V index of each variable or service dimension is determined by two factors, namely achieve customer value (ACV) and ultimate desire customer value (UDCV). Through surveys, we measure the rate of performance and multiply it by the level of importance to obtain ACV. While UDC V is the value obtained by multiplying the highest possible level of performance obtainable from the scale of research made, [7].

1. Find the value of ACV, or Achieve Customer Value, that is, by multiplying between the importance variable and the performance variable, i.e.,

$$ACV = I \times P \quad (1)$$

Description:

ACV = consumer achievement value

I = (importance) average value for expectation (Y)

P = performance average value for performance (X)

2. Find UDCV, or Ulthimathy Desire Customer Value, where this value is obtained by the formula:

$$UDCV = I \times Ps \quad (2)$$

Description:

UDCV = end value of consumer wishes

I = average value for expectation (Y)

Ps = maximum performance value on the selected Likert scale

3. After the values of ACV and UDCV have been known, the next calculation is the index PGCv, where this value is obtained by the formula:

$$PGCV \text{ Index} = UDCV - ACV \quad (3)$$

Description:

UDCV = end value of consumer wishes

ACV = consumer achievement value [8].

## **RESULTS AND DISCUSSION**

### *1. Validity Test*

A validity test determines how well a measuring tool is utilized to measure what needs to be assessed. According to Ghozali (2009), a validity test determines the validity of a questionnaire. If the instrument or question items show a significant correlation with the total score (called valid) and the  $r$  count  $>$   $r$  table (2-sided test with sig. 0.05), then the data is considered valid.

### *2. Perception validity test results*

106 users of the Indomaret Poinku application were polled using a Google Form questionnaire to collect responses from a varied range of backgrounds, both in terms of gender and age. The findings of the perceptual validity test are as follows:

**Table 1.**  
**Validity Test**

Indicator	Rtable	rCount	Significant	Information
X1	0.195	0.760	0,000	Valid
X2	0.195	0.792	0,000	Valid
X3	0.195	0.767	0,000	Valid
X4	0.195	0.775	0,000	Valid
X5	0.195	0.761	0,000	Valid
X6	0.195	0.779	0,000	Valid
X7	0.195	0.781	0,000	Valid
X8	0.195	0.832	0,000	Valid
X9	0.195	0.834	0,000	Valid
X10	0.195	0.842	0,000	Valid
X11	0.195	0.831	0,000	Valid
X12	0.195	0.817	0,000	Valid
X13	0.195	0.832	0,000	Valid
X14	0.195	0.805	0,000	Valid
X15	0.195	0.772	0,000	Valid
X16	0.195	0.839	0,000	Valid
X17	0.195	0.804	0,000	Valid
X18	0.195	0.880	0,000	Valid
X19	0.195	0.735	0,000	Valid
X20	0.195	0.822	0,000	Valid

### *3. Expectation Validity Test Results*

106 users of the Indomaret Poinku application were polled using a Google Form questionnaire to collect responses from a varied range of backgrounds, both in terms of gender and age. The outcomes of the expectation validity test are as follows:

**Table 2.**  
**Test the validity of expectations**

Indicator	Rtable	rCount	Significant	Information
H1	0.195	0.498	0,001	Valid
H2	0.195	0.460	0,001	Valid
H3	0.195	0.521	0,001	Valid
H4	0.195	0.408	0,001	Valid
H5	0.195	0.564	0,001	Valid
H6	0.195	0.526	0,001	Valid
H7	0.195	0.459	0,001	Valid
H8	0.195	0.556	0,001	Valid
H9	0.195	0.521	0,001	Valid
H10	0.195	0.582	0,001	Valid
H11	0.195	0.579	0,001	Valid
H12	0.195	0.538	0,001	Valid
H13	0.195	0.450	0,001	Valid
H14	0.195	0.547	0,001	Valid
H15	0.195	0.528	0,001	Valid
H16	0.195	0.393	0,001	Valid
H17	0.195	0.517	0,001	Valid
H18	0.195	0.645	0,001	Valid
H19	0.195	0.581	0,001	Valid
H20	0.195	0.677	0,001	Valid

**4. Reliability Test**

Researchers determine the consistency of an instrument's measurement results when it is used again through tests for reliability [9]. Researchers put questionable qualities through a reliability test after considering them to be legitimate. For reliability testing, researchers employed Cronbach's alpha analysis as the method in this study.

<b>Reliability Statistics</b>	
Cronbach's Alpha	N of Items
.971	20

Figure 1. Perception Reliability Test

Reliability Statistics	
Cronbach's Alpha	N of Items
.863	20

Figure 2. Expectation Reliability Test

The results of the reliability tests on the variable instruments in Tables 3 and 4 show that the Cronbach's alpha reliability coefficient values for the perception and hope instruments were 0.971 and 0.863, respectively. These results show that both instruments are trustworthy because they meet the minimum desired reliability criterion (>0.6). Because the value is near 1, it suggests a high degree of dependability, permitting confidence in both of the two questions' items. As a result, researchers can confidently use every statement item in the research tool for conducting actual research.

### 5. Service Quality Analysis Results

**Table 3.**  
**ServQual Gap Calculation**

Dimensions	No	Service Attributes	Perception	Hope	Gap
Effeciency (E)	1	Indomaret poinku has easy access to the application	4,1	4,6	-0,5
	2	My point is that Indomaret has speed in accessing the site	4	4,6	-0,6
Reliability (R)	3	Indomaret poinku provides products according to the photos shown	4,2	4,2	0
	4	Indomaret poinku provides timely services and system accuracy	4	4,6	-0,6
	5	My point is that Indomaret emphasizes error-free sales records	4	3,6	0,4
Fullfiment (F)	6	Indomaret poinku has a variety of transactions available	4,2	4	0,2
	7	Indomaret poinku has a good reputation for offering branded products	4,1	3,9	0,2
	8	Indomaret poinku provides accurate product information	4,2	4,2	0
Privacy (P)	9	My point is that Indomaret can be trusted for its security	4	4,4	-0,4
	10	Indomaret Poinku maintains the security of personal information	4,1	4,2	-0,1
	11	Indomaret poinku has secure and private transaction data	4,2	4,2	0
Responsiveness (R)	12	Indomaret, my point, is willing and ready to respond to customer	4,2	4,1	0,1

		needs			
	13	When you have a problem, my point Indomaret really tries to solve it	3,9	4,2	-0,3
	14	My point is that Indomaret is ready to respond to customer needs	4,1	4	0,1
Compensasion (C)	15	Indomaret my point is willing to handle returns and exchanges	3,9	4,2	-0,3
	16	If a customer experiences a problem, Indomaret pointku shows genuine interest in resolving it	3,9	4	-0,1
	17	Indomaret pointku is able to handle customer complaints directly and as quickly as possible	3,9	4,3	-0,4
Contact (C)	18	Indomaret pointku provides fast service to customers	4,1	4	0,1
	19	My point is that Indomaret consistently behaves politely towards customers	4,1	4	0,1
	20	Indomaret pointku employees treat customers politely in telephone conversations	4,1	4,1	0

It is clear from the computation results in the preceding table that there are a lot of negative gap values, indicating that the results do not match consumer expectations in this instance. The reliability dimension's statement attribute number 5 has the biggest disparity in the table above. Indomaret Point continuously highlights error-free sales recording in this dimension. We may determine the service quality at Indomaret Point based on the gap calculation by calculating the service quality gap value at Indomaret Point with the degree of performance (perception) and expectations.

1. There are two criteria in the efficiency dimension, both of which have a negative value. Clients' dissatisfaction with Indomaret Pointku's service quality indicates the need to improve the application's simplicity of use and speed to boost efficiency.
2. There are three values for the reliability dimension: R5, R4, and R3. The reliability dimension has a positive value at R5. Customers of Indomaret Pointku are still dissatisfied with the service based on the aforementioned criteria, so they need to reassess the reliability aspect.
3. There are three criteria in the fulfillment dimension, and each of them has a positive value, indicating that the level of service is satisfactory and satisfies consumer expectations.
4. P9 and P10 are the two criteria in the privacy dimension with negative values. To keep the trust of Indomaret customers, Indomaret Pointku needs to do a better job of protecting the privacy of consumer data.

5. There are two criteria with positive values in the responsiveness dimension, namely R12 and R14, and one criterion with a negative value, R13. Therefore, we can conclude that Indomaret Pointku responds to consumers promptly, but it still needs to improve in fixing their problems.
6. Three factors, all with negative values in the compensation dimension, indicate that Indomaret Pointku has not yet addressed customer complaints or issues; as a result, Indomaret Pointku needs to pay close attention to its clients.
7. There are three positive requirements for the touch dimension. This indicates that Indomaret Pointku treats consumers with kindness and integrity.

The author then applies the Q formula to ascertain the quality of each dimension. If the Q value is greater than or equal to 1, it indicates good service quality. Given that the values for the perception and expectation gap have been established, in the event that the Q value is less than 1, it indicates that the customer's expectations regarding service quality are not being met.

**Table 4.**  
**Q Values for Each Servqual Dimension**

<b>Dimensions</b>	<b>Perception</b>	<b>Hope</b>	<b>Q=P/H</b>	<b>Rank</b>
Effeciency (E)	4	4,6	0,86	7
Reliability (R)	4,1	4,4	0,93	6
Fullfiment (F)	4,2	3,9	1,07	1
Privacy (P)	4,1	4,3	0,953	4
Responsiveness (R)	4,1	4,1	1	3
Compensasion (C)	3,9	4,1	0,951	5
Contact (C)	4,1	4	1,02	2
Rata-rata	4,07	4,2	0,97	

The determined value of Q, 0.97, suggests that the Q value stays at 1. As a result, it is impossible to say that Indomaret Point's service quality is good..

## **CONCLUSIONS**

Researchers use a validity test to assess the effectiveness of a measuring tool. It determines the validity of a questionnaire by showing a significant correlation with the total score and a  $r$  count  $>$   $r$  table. In a study of 106 users of the Indomaret Pointku application, the perceptual validity test revealed that the data was valid, with a range of  $r$  counts greater than 0.05. The expectation validity test also showed valid results, with a range of  $r$  counts greater than 0.05. The results suggest that the Indomaret Pointku application is a reliable tool for assessing user satisfaction. Researchers use the reliability test to determine the consistency of an instrument's measurement results when it is used again. We used Cronbach's alpha analysis to test the perception and hope instruments in this study. The results showed that both instruments were trustworthy, meeting the minimum desired reliability criterion ( $>$ 0.6). This indicates a high degree of dependability, allowing confidence in the two questions' items. The service quality analysis results showed that there were many negative gap values, indicating that the results do not match consumer expectations. The reliability dimension's statement attribute number 5 had the biggest disparity in the table above. To determine the

service quality at Indomaret Point, a gap calculation was performed with the degree of performance (perception) and expectations. There were two criteria in the efficiency dimension, both of which have a negative value, indicating customer dissatisfaction with the application's simplicity of use and speed to boost efficiency. The reliability dimension has a positive value at R5, while the fulfillment dimension has three criteria with positive values, indicating that the level of service is satisfactory and satisfies consumer expectations. Indomaret Pointku needs to improve its response to customers, address customer complaints or issues, and treat consumers with kindness and integrity. We applied the Q formula to assess the quality of each dimension, where a Q value greater than or equal to 1 indicates good service quality.

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