

The Influence of E-Service Quality and Product Quality on Customer Satisfaction: A Study of Perumdam Mojopahit Mojokerto Customers

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ABSTRACT

This research pursues three central aims: determining the separate effect of E-Service Quality on consumer satisfaction, ascertaining the separate effect of Product Quality on the same outcome, and evaluating the combined influence of both variables on satisfaction among Perumdam Mojopahit Mojokerto's patrons. The study adopted a quantitative framework with an associative orientation. Data collection involved the administration of survey instruments to a sample of one hundred customers drawn from the utility's user base. Data analysis proceeded with partial testing using t-tests and simultaneous testing using F-tests. Results show that E-Service Quality positively and significantly affects satisfaction, supported by a t-statistic of 11.851 against the critical value of 1.985. Similarly, Product Quality demonstrates a favorable and meaningful effect, with a computed t-value of 3.849 against the same threshold. The associated p-value for these relationships registered at 0.000, falling well below the 0.05 significance level. The computed F-statistic of 60.805 further surpassed the tabulated F-value of 3.09. E-Service and Product Quality jointly account for 54.7% of the variance in customer satisfaction per the coefficient of determination, with the remainder explained by other factors not included in the model.

Keywords: Customer Satisfaction, E-Service Quality, Product Quality

1. INTRODUCTION

Recent years have brought increasingly rapid progress to Indonesia's technology sector and service digitization efforts. According to the Central Bureau of Statistics (2024), the nationwide community satisfaction index for services now stands at 83.41 percent, a figure that surpasses the previous year's performance. However, the aspects of service speed and ease of digital access remain the dimensions with the lowest scores in the survey. This condition indicates that although digitalization has been running, its implementation in the field has not yet fully met community expectations for services that are fast, easily accessible, and efficient, easy, and efficient.

The clean water supply sector is one of the service fields that is strongly influenced by service quality and product, namely clean water supply. According to BPS Jawa Timur 2024, clean water service coverage in urban areas reached 92.8%. However, this high service coverage has not fully reflected optimal service quality, because complaints regarding distribution disruptions, unstable water pressure, and delays in handling customer complaints are still found.

As a Regional Government-Owned Enterprise (Badan Usaha Milik Daerah), Perumdam Mojopahit Mojokerto serves a vital function in supplying clean water to the residents of Mojokerto Regency. Perumdam Mojopahit Mojokerto has also developed digital-based services, such as the provision of billing information, online water payment, and customer complaint facilities. However, the effectiveness of these services greatly depends on the quality of electronic service perceived by customers in using them. Therefore, innovation in the service system is needed so that the distribution process and interaction with customers can run more optimally and efficiently. One form of innovation carried out is the implementation of an electronic-based

service system or E-Service, which allows customers to obtain ease in accessing services without being limited by location or time.

Improvements to digital service offerings must also be paired with careful attention to other determinants of customer satisfaction, namely the standard of the delivered product. Kotler and Keller (2016) identifies product quality as a critical mechanism by which firms cultivate value and fulfill consumer demands. Defined narrowly, quality signifies freedom from faults or blemishes. In practice, various problems are still found in the provision of clean water services, such as pipe network infrastructure that is already old and prone to leaks, production capacity that is not always able to keep up with demand during peak hours, limitations of raw water sources during the dry season, and a maintenance system that has not been optimal.

The preceding problems underscore the critical roles that clean water product standards and digital service excellence play in cultivating customer satisfaction across service industries. While numerous earlier inquiries have affirmed the relevance of both product quality and e-service quality to satisfaction outcomes, empirical work focused on regional drinking water companies is notably limited and has not comprehensively addressed the concurrent influence of these two variables.

Given the background circumstances outlined above, the study frames its investigative focus around three connected queries. One query explores the isolated effect of E-Service Quality on consumer satisfaction at Perumdam Mojopahit Mojokerto. Another query probes the isolated effect of product quality on that same outcome. A final query, extending from these individual associations, seeks to establish whether the two variables collectively produce a concurrent effect on satisfaction at the institution.

2. LITERATURE REVIEW

2.1. E-Service Quality

According to Parasuraman et al. (2005) e-service quality is the ability of a digital-based service to facilitate customers in accessing a website, finding needed information, and carrying out various service activities effectively. One alternative method widely used in research is WebQual, developed by Loiacono et al. (2002), with a main focus on website quality as the primary interface for service delivery. This model was later refined by Barnes and Vidgen (2003) until it became widely known in the form of WebQual 4.0 and was designed as an instrument for measuring website service quality using a standardized and validated measurement scale.

2.2. Product Quality

Product quality, according to Kotler and Armstrong in Harjadi (2021), consists of those product characteristics that deliver value to customers through the satisfaction of requirements and expectations. The authors further characterize it as a set of mutually connected attributes embedded within the product itself. Although its definition may differ according to various perspectives, at its core, product quality denotes the degree to which an offering fulfills or exceeds the needs and expectations of its users.

2.3. Customer Satisfaction

Customer satisfaction, as defined by Lupiyoadi et al. (2006), constitutes the emotional state that follows a consumer's comparison of received product or service performance against their prior expectations. The resulting feeling is thus contingent upon the alignment or misalignment between these two evaluative dimensions. Satisfaction will be achieved if service performance matches or even exceeds customer expectations. Satisfaction thus occurs when customers perceive that the service or outcomes align with or exceed what they had expected.

2.4. Previous Research

Numerous prior studies have examined the linkages between e-service quality, product quality, and satisfaction, with largely consistent results. Najib et al. (2022) confirmed that both variables positively and significantly predict satisfaction in both partial and simultaneous tests. Corroborating these findings, Apriliya et al. (2025) established that the same two constructs jointly produce a favorable and significant effect on electronic customer satisfaction, again under both partial and simultaneous testing conditions. Extending the scope beyond these two primary variables, additional research has associated e-service quality with complementary determinants. Sari and Tobing (2022) identified that e-service quality, when paired with

pricing considerations, positively and significantly predicts consumer satisfaction. Budiawan and Mustikasari (2023) confirmed that e-service quality alone significantly and positively affects satisfaction among Maresto users. Finally, Dewi and Sari (2024) similarly reported that e-service quality, trust, and usability collectively enhance satisfaction with the PLN Mobile application.

2.5. Hypothesis Framework

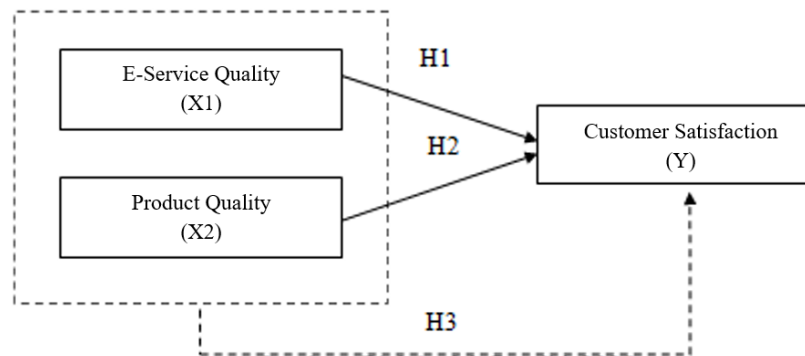


Figure 1. Hypothesis Framework

Source: Processed by the researcher, 2025

Based on the formulation presented in figure 1 above, the hypotheses of this study are as follows:

H1 = E-Service Quality (X1) affects customer satisfaction (Y)

H2 = Product Quality (X2) affects customer satisfaction (Y)

H3 = E-Service Quality (X1) and Product Quality (X2) affect Customer Satisfaction (Y)

3. RESEARCH METHODS

This research was executed at the Mojopahit Mojokerto Regional Water Utility, located at Jl. Pahlawan No. 4, Sarirejo Satu, Kauman, Mojosari, Mojokerto Regency, East Java 61382. The present investigation adopts a quantitative research design underpinned by an associative framework. This methodological orientation is selected for the purpose of ascertaining the nature and magnitude of relationships or causal influences among two or more constructs. Primary data are obtained through structured questionnaires administered to a defined sample, followed by systematic statistical treatment to determine the strength of relationships between the focal variables.

3.1. Population and Sample

Sugiyono (2022) characterizes population as the complete sphere of generalization comprising objects or subjects with defined qualities and features selected for scholarly inquiry. This study's population encompasses every active registered household customer of Perumdam Mojopahit Mojokerto in 2025. The chosen sample must faithfully mirror this population to permit valid generalization of the research outcomes to the entirety of the group (Sugiyono, 2022). A sample is used when the researcher is unable to study all members of the population due to limitations in time, energy, and cost. In this study, the sample consists of active household customers of Perumdam Mojopahit Mojokerto.

3.2. Sampling Technique

This study adopts simple random sampling, a probabilistic technique in which each member of the population has an equal opportunity for selection. Sugiyono (2022) advises that the Yamane formula, calibrated with an acceptable error tolerance, serves as the appropriate computational tool for determining sample size whenever the population is known.

3.3. Data Collection Technique

Sugiyono (2022) defines a questionnaire as a data-gathering instrument that involves the presentation of a structured set of written inquiries or declarative statements for respondents to address. In the present study,

this instrument was administered to patrons who visited the facilities of Perumdam Mojopahit Mojokerto. Through the deployment of this technique, the investigator was able to secure a substantial volume of responses, thereby achieving a notably favorable response rate.

3.4. Operational Definition of Variables

In this study, variable operationalization refers to the values or attributes of an object or activity that vary and are studied by the researcher. Based on this, the research identifies two independent variables, namely E-Service Quality (X1) and Product Quality (X2), along with one dependent variable, namely Customer Satisfaction (Y).

3.5. Data Analysis Method

The data obtained was analyzed and processed beforehand to facilitate decision making. The data analysis used is as follows:

3.5.1. Validity Test

According to Ghozali (2021), validity testing serves to ascertain the soundness of a questionnaire. The Pearson Product Moment procedure governs this assessment, with validity established when the obtained r statistic surpasses the tabulated r value at the 0.05 alpha level. Any item meeting this criterion is accordingly classified as valid.

3.5.2. Reliability Test

Reliability, according to Ghozali (2021), concerns the capacity of a questionnaire to function as a dependable measure of its intended variable. Consistency of responses over repeated administrations signals reliability, which is quantified through Cronbach's Alpha. A coefficient greater than 0.70 confirms reliability, whereas any value at or below this figure suggests the opposite.

3.5.3. Normality Test

The normality test, as delineated by Ghozali (2021), is designed to verify whether the residuals of a regression equation, comprising both predictor and criterion variables, exhibit a Gaussian distribution. The diagnostic procedure relies on the p -value; normality is confirmed when the significance level rises above 0.05, indicating that the data meet the normality assumption.

3.5.4. Multicollinearity Test

Ghozali (2021) states that multicollinearity testing identifies excessive correlations among predictors using Tolerance and VIF metrics. A model passes when Tolerance exceeds 0.10 and VIF falls below 10.

3.5.5. Heteroscedasticity Test

Ghozali (2021) defines the heteroscedasticity test as a diagnostic procedure designed to detect whether the residual variance in a regression model remains constant across observations or instead exhibits systematic variation from one data point to the next.

3.5.6. Multiple Linear Regression Analysis

According to Ghozali (2021), multiple linear regression is a technique for measuring the influence of multiple predictors on one outcome, assuming a linear relationship. The general equation for this approach appears as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + e$$

Description:

Y: Customer Satisfaction

α : Constant

β_1 : Regression coefficient of X1

β_2 : Regression coefficient of X2

X1: E-Service Quality

X2: Product Quality

e: Error factor

3.5.7. Partial Significance Test (t-test)

According to Ghozali (2021), the t-test or partial test measures each predictor’s isolated effect on the outcome variable. A significance value above 0.05 leads to hypothesis acceptance, while a value below prompts rejection.

3.5.8. Simultaneous Significance Test (F-test)

The simultaneous test serves to determine whether the entire ensemble of independent variables incorporated into a specified model exerts a collective influence upon the dependent variable. In the current study, a significance level of 0.05 has been established as the benchmark for identifying such combined effects.

4. RESULTS AND DISCUSSION

4.1. Research Results

4.1.1. Validity Test

Validity testing utilized the Karl Pearson product moment correlation; an item is deemed valid when the t statistic surpasses the r table value. Table 1 contains the complete findings.

Table 1. Validity Test Results				
Variable	Item Code	r statistic	r table	Remark
E-Service Quality (X1)	X1.1	0.685	0.196	Valid
	X1.2	0.703		
	X1.3	0.738		
	X1.4	0.629		
	X1.5	0.742		
	X1.6	0.691		
	X1.7	0.693		
	X1.8	0.662		
	X1.9	0.711		
	X1.10	0.724		
	X1.11	0.630		
	X1.12	0.715		
Product Quality (X2)	X1.13	0.658		
	X2.1	0.689	0.196	Valid
	X2.2	0.738		
	X2.3	0.683		
	X2.4	0.686		
	X2.5	0.652		
	X2.6	0.658		
Customer Satisfaction (Y)	X2.7	0.653		
	Y1.1	0.790	0.196	Valid
	Y1.2	0.758		
	Y1.3	0.705		
	Y1.4	0.663		

All indicators across the three study variables were confirmed valid, as each item’s of r statistic exceeded the 0.196 threshold. These results warrant the conclusion that the full set of indicators is valid and ready for further analysis.

4.1.2. Reliability Test

Reliability assessment employed Cronbach’s Alpha to gauge instrument consistency. Alpha values from 0.6 to 0.7 denote acceptable reliability, with higher scores signaling greater dependability.

Table 2. Reliability Test Results

Variable	Cronbach's Alpha	N of Items	Remark
E-Service Quality (X1)	.908	13	Reliable
Product Quality (X2)	.804	7	Reliable
Customer Satisfaction (Y)	.702	4	Reliable

As shown in Table 2, the reliability analysis yielded Alpha coefficients of 0.908 for E-Service Quality, 0.804 for Product Quality, and 0.702 for Customer Satisfaction. All values surpass the 0.70 benchmark, confirming that each variable's measurement items are highly reliable.

4.1.3. Normality Test

Normality testing of the residuals used the One-Sample Kolmogorov-Smirnov Test, with a p-value of 0.05 or greater confirming that the normality assumption is satisfied.

Table 3. Normality Test Results

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	1.60836257
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.039
Test Statistic		.069
Asymp. Sig. (2-tailed)		.200 ^{c,d}

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction

d. This is a lower bound of the true significance.

Application of the One-Sample Kolmogorov-Smirnov Test returned a p-value of 0.200, above the 0.05 criterion. The normality assumption is therefore met, and the null hypothesis of normality is not rejected.

4.1.4. Multicollinearity Test

Multicollinearity testing was conducted to detect overly strong intercorrelations among the regression model's predictors.

Table 4. Multicollinearity Test Results

Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF
E-Service Quality	.840	1.191
Product Quality	.840	1.191

a. Dependent Variable: Customer Satisfaction

As displayed in Table 4, the E-Service Quality and Product Quality variables each recorded a Tolerance of 0.840, above the 0.10 minimum, and a VIF of 1.191, beneath the 10 maximum, confirming the absence of multicollinearity.

4.1.5. Heteroscedasticity Test

Heteroscedasticity testing evaluates whether the residual variance is unequal across observations, with error dispersion changing systematically throughout the dataset.

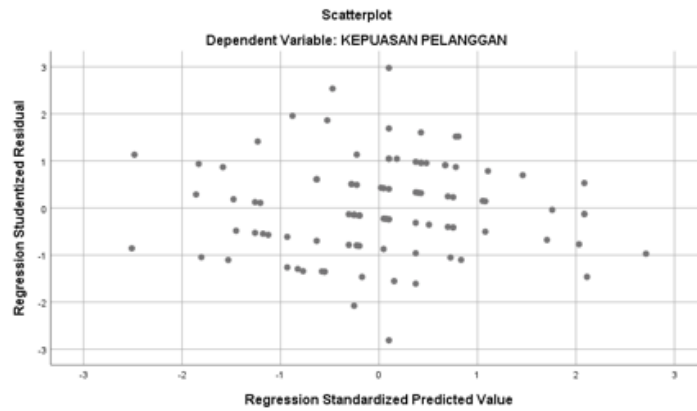


Figure 2. Heteroscedasticity Test Result (Scatterplot)

The heteroscedasticity scatterplot as in figure 2 demonstrates random dispersion of residual points, with no identifiable pattern of narrowing, widening, or undulation. This random distribution suggests the absence of heteroscedasticity.

4.1.6. Multiple Regression Analysis

The analytical procedure of multiple linear regression was employed to measure the respective influences of E-Service Quality (X1) and Product Quality (X2) upon the dependent variable, Customer Satisfaction (Y).

Table 5. Multiple Regression Analysis Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	3.659	2.866			.206
E-Service Quality	.711	.060	.745	11.851	.000
Product Quality	.458	.119	.241	3.849	.000

a. Dependent Variable: Customer Satisfaction

The results of the multiple linear regression analysis are consolidated in Table 5, from which the subsequent estimated equation is derived:

$$Y = 3.659 + 0.711X_1 + 0.458X_2 + e$$

Interpretation of the regression equation proceeds as follows. The intercept of 3.659 represents the baseline satisfaction level when both predictors are zero. A one-unit increase in E-Service Quality raises satisfaction by 0.711 units, while the same increment in Product Quality yields a 0.458-unit increase, all else being equal.

4.1.7. Hypothesis Testing

A. t-test

Table 6. t-Test Results (Partial)

Variable	t statistic	t table	Sig.	Decision	Description
E-Service Quality (X1)	11.851	1.985	.000	H0 Rejected, Ha Accepted	Significant
Product Quality (X2)	3.849	1.985	.000	H0 Rejected, Ha Accepted	Significant

Partial t-test outcomes confirm that both predictors significantly affect satisfaction. E-Service Quality (X1) shows a t-statistic of 11.851 (exceeding 1.985) and a p-value of 0.000, indicating a positive and significant partial effect. Product Quality (X2) similarly yields a t-value of 3.849 (above 1.985) with a p-value of 0.000, confirming its own positive and significant contribution to satisfaction.

B. F-test

Table 7. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	320.332	2	160.166	60.805	.000 ^b
	Residual	255.508	97	2.634		
	Total	575.840	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), E-Service Quality, Product Quality

The computational output derived from SPSS produced an F-ratio of 60.805, which comfortably exceeds the tabular reference value of 3.09, while the corresponding significance level of 0.000 remains well beneath the established alpha of 0.05. This combined statistical evidence affirms that E-Service Quality and Product Quality, when considered as a collective set, exert a significant simultaneous influence on Customer Satisfaction, thus corroborating the research hypothesis.

4.1.8. Coefficient of Determination

Table 8. Coefficient of Determination Test Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 ^a	.556	.547	1.622

a. Predictors: (Constant), E-Service Quality, Product Quality

b. Dependent Variable: Customer Satisfaction

Table 8 reports an R of 0.746 and an Adjusted R Square of 0.547, signifying that E-Service Quality and Product Quality together account for 54.7% of the variance in Customer Satisfaction. The remaining 45.3% is left to variables beyond the study's scope.

4.2. Discussion

4.2.1. The Effect of E-Service Quality on Customer Satisfaction

With a t-statistic of 11.851 and a p-value of 0.000, E-Service Quality (X1) comfortably satisfies both decision rules, as the former comfortably exceeds 1.985 and the latter falls far short of 0.05. These results affirm the constructive and statistically meaningful effect of E-Service Quality on satisfaction among customers of Perumdam Mojopahit Mojokerto, thus validating the first hypothesis. From these data, one may reasonably infer that improved digital service delivery is accompanied by corresponding gains in consumer contentment. Customers feel helped by digital services that facilitate access to billing information, online payment, submission of complaints, and obtaining a quick response. The convenience, system reliability, and speed of service are able to meet customer expectations, thereby creating a more satisfying service experience.

Oliver (1980) Expectancy Disconfirmation Theory finds empirical support in the present findings, which confirm that satisfaction results when service delivery matches or outperforms customer expectations. As the perceived caliber of electronic service delivery improves, the probability that customer expectations will be fulfilled increases correspondingly, thereby elevating overall satisfaction levels. This pattern of results is consistent with the earlier work of Budiawan and Mustikasari (2023) as well as Dewi and Sari (2024), both of which confirmed that e-service quality exerts a positive and statistically significant impact on customer satisfaction.

4.2.2. The Effect of Product Quality on Customer Satisfaction

A similarly robust pattern emerges for Product Quality, which exerts a constructive and statistically significant impact on satisfaction at Perumdam Mojopahit Mojokerto. This conclusion is substantiated by a t-statistic of 3.849, comfortably surpassing the critical benchmark of 1.985, coupled with a p-value of 0.000 that remains well beneath the conventional alpha of 0.05. These findings validate the second hypothesis and establish Product Quality as an important predictor of customer satisfaction. This finding indicates that

customers will feel more satisfied if the water quality received matches expectations, such as clear water, smooth distribution, stable water pressure, and maintained supply continuity. As a clean water supply company, product quality is the main service directly felt by customers in meeting their daily needs. Thus, higher product quality leads to greater customer satisfaction with Perumdam Mojopahit Mojokerto's services. These empirical outcomes find support in Kotler and Keller's (2016) conceptual framework, wherein product quality is characterized as the means by which an offering meets consumer demands and thereby produces satisfaction. Reinforcement also comes from Najib et al. (2022), who reported a comparable positive and significant link between product quality and satisfaction. Such consistency across studies attests to product quality's enduring role as a key satisfaction driver in both business and service environments.

5. CONCLUSION

Several important conclusions emerge from the analysis and discussion of the relationship between E-Service Quality, Product Quality, and Customer Satisfaction at Perumdam Mojopahit Mojokerto. Foremost is the result that E-Service Quality (X1) positively and significantly affects Customer Satisfaction (Y). When assessed partially, the electronic service standards provided by the enterprise enhance consumer satisfaction through improved access to information, streamlined service delivery, and greater facility in contacting personnel when difficulties arise. Second, product Quality (X2) also emerges as a positive and significant predictor of Customer Satisfaction (Y), albeit with a smaller effect size than E-Service Quality. Nonetheless, it persists as an important determinant of satisfaction for the utility's patrons. Third, the coefficient of determination reveals that E-Service Quality and Product Quality jointly account for 54.7% of the variance in Customer Satisfaction as indicated by the Adjusted R Square value, with the remaining percentage attributable to factors not incorporated into the present investigation.

Based on these conclusions, several suggestions can be put forward. Perumdam Mojopahit Mojokerto is expected to continue improving the quality of electronic service provided to customers, particularly in terms of speed of response to complaints, ease of access to digital services, and reliability of the service system. Customers, on the other hand, are expected to optimally utilize the various services provided by the company, both direct and digital-based, while also actively offering constructive input, criticism, and suggestions as material for evaluation to improve the quality of service and products provided. Future studies should expand upon this work by incorporating other satisfaction-related variables, such as price, trust, corporate image, service quality, and loyalty.

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