

HOW E-SERVICE QUALITY, CUSTOMER RATING, AND CUSTOMER ENGAGEMENT AFFECT BUYING DECISIONS FOR LOCAL BRAND FLICKABAGS

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Abstract

The current researcher discusses that the influence of e-service quality, customer ratings, and customer engagement in purchasing decisions affects the local retail production of Flickabags. And the researcher's question is whether e-service quality, customer ratings, and engagement influence e-commerce purchasing decisions. This researcher aims to identify marketing strategies to help deal with similar product competition from this local retail business, which focuses on service quality and information spread through its e-service quality as well as feedback from seller and buyer relationships. This research method uses a quantitative research model. The population obtained in this study is retail business e-commerce customers in the Sidoarjo district. The sampling technique in this study used a random sampling technique. The data collection technique in this study was a Google form questionnaire to the community in the Sidoarjo Regency area. The number of samples is determined based on calculations using the Cochran formula. Based on the output of SPSS, it is known that the significance value is $0.000 < 0.05$, which simultaneously affects Y. And the F value calculated using table F is 130.108 F table 2.70 so that the results obtained are accepted, which means that each variable simultaneously affects Y. It is known that the R Square value is 0.799, so it can be concluded that the influence of each variable on the purchase decision is 79.9%. E-service quality, customer rating, and engagement impact in decision-making is 79.9%. This study shows a relationship between each variable and the purchasing decisions made by customers.

Keywords: e-service, customer, loyalty, decision

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INTRODUCTION

Information technology in developing countries, one of which is Indonesia, has rapidly developed its information technology. This can be seen from the transformation in this retail business opportunity through existing information technology, such as sharing photos and videos online. With this change, most of the millennial generation and their purchase decisions are made online on social media. This development will make economic growth firm in the future.

The Flickabags bag retail business is a company engaged in the industry that produces bag products. This industry has been around for a long time, and the marketing strategy carried out by the Flickabags bag retail business is online and offline so that it can develop and is well known in various regions in Indonesia. Most of the product targets are the millennial generation, especially women, because this local brand has various types, models, and functions of its products.

Along with the increasing demands of consumers regarding the need for quality products and services, this is a challenge for the retail business company Flickabags as well as an opportunity to meet the needs and desires of its consumers. With this, the industry must evaluate and continue with repeated innovations to be used as evaluation material in achieving the goals of retail business company Flickabags to the fullest and in creating businesses that build customer loyalty. Phenomena in the retail business seen in terms of business opportunity are acceptable. However, many are also disadvantaged by the emergence of competitors among retail businesses. Most of the bag retail products that are sold can be found anywhere with various brands. To seize market share, selling at low prices will not guarantee the excellent quality that customers will get. However, one of these retail product businesses can offer prices that match its premium quality. In addition, this retail product can physically provide its facilities and advantages to customers for shopping. In online service in an e-commerce account, this retail product guarantees guaranteed quality, new arrivals every week, exchange & return, shipping discounts, hassle-free shopping experience, and multiple payment options. This e-commerce can be reached via the website <https://flickabagsofficial.com/home>¹.

The advantages of purchasing via e-commerce compared to one of these marketplaces are getting a 10% discount every time you decide to purchase, and there is a guarantee of return or return if there is an error in the product such as a reject/defect or delivery and is valid within 1x24 hours. Ratings obtained from customers through the web also affect purchasing decisions. With a star rating from customers on a scale of 4 to 5 in this e-commerce account, these potential customers or loyal customers do not hesitate to make purchases via the web². After making a purchase, these customers post or review on their social media to show satisfaction after purchasing the product. And Flicka also provides feedback by constantly reposting posts for each new or loyal customer as a form

¹ 'Flickabags' <<https://flickabagsofficial.com/home>>.

² Yosi Annisa and Achmad Fauzi, 'Analisis Perilaku Perubahan Pelaku Umkm Pada Masa Pandemi Covid-19 Guna Meningkatkan Perekonomian Dengan Pemanfaatan E-Commerce Di Kota Medan', *Jurnal Akuntansi Dan Manajemen Bisnis*, 2.3 (2022), 31–35.

of appreciation for these customers. In addition, they also often give prizes every time they make repeated purchases through e-commerce³.

Purchasing decisions are an initial process by customers to find information related to particular products or brands to solve a problem, leading to online purchasing decisions⁴. Before purchasing, purchase decisions made by customers previously conducted a survey related to the product to be purchased through the information available in e-commerce. After the customer makes a purchase decision, repeated purchases will occur, and this customer will become loyal. The factors considered in purchasing decisions include. First, the convenience factor is essential for the use of information systems to make customers believe that with this system, customers avoid mistakes. The second is the security factor, this factor is the value of the online store for maintaining customer transaction data. The third factor is the trust factor; this factor is also essential for the foundation of developing a business in the retail industry. If you have made a transaction between the business and the customer, it has become a trust between one another. And the fourth factor is e-service quality⁵. With the running of a business, customer engagement is needed, which is also a foundation for customer care so that a relationship with the company is established so that the customer is not just a customer but more than a customer⁶.

E-service quality is an electronic service facility that facilitates customers' buying and selling transactions. This development is applied as a customer evaluation of the quality of service provided to the seller to the buyer to see if the service quality is good or vice versa⁷. Purchasing decisions in this digital era make it easier for customers to make transactions that can be accessed anywhere and anytime, which is undoubtedly more effective and efficient. Researchers Ardianti & Widiartanto (2019) stated that there was an influence on customer reviews for purchasing decisions and continued research on e-service quality by Kusuma & Hermawan (2020), which influenced purchasing decisions, especially in the digital era⁸. From previous research, purchases in e-commerce are seen not only from the product brand but also from the seller's service point of view

³ Safitri Rohadian and Muhammad Taufiq Amir, 'Upaya Membangun Customer Engagement Melalui Media Sosial Instagram', *Journal of Entrepreneurship, Management and Industry (JEMI)*, 2.4 (2019) <<https://doi.org/10.36782/jemi.v2i4.1925>>.

⁴ Emerald Galuh Pasa, Jeni Wulandari, and Diang Adisty, 'Analisis E-Trust, E-Wom Dan E-Service Quality Dalam Keputusan Pembelian Online', *Jurnal Perspektif Bisnis*, 3.2 (2020), 63–75 <<https://doi.org/10.23960/jpb.v3i2.19>>.

⁵ Amelia Eva Chrisanta and others, 'Pengaruh Kemudahan, Keamanan, Kepercayaan Dan E-Service Quality Terhadap Keputusan Pembelian Secara Online Pada E-Commerce Shopee', 3.1 (2022), 23–34.

⁶ Safitri Rohadian, 'Upaya Membangun Customer Engagement Melalui Media Sosial Instagram (Studi Kasus: Online Shop Yang Menjual Produknya Sendiri)', 2.4 (2019), 179–86.

⁷ Afifah Rizky dan Wuryaningsih Dwi Lestari Putri, 'Pengaruh Online Customer Review, Online Customer Rating, E-Service Quality Dan Price Terhadap Keputusan Pembelian Pada Marketplace Shopee (Studi Kasus Pada Mahasiswa Universitas Muhammadiyah Surakarta)', *Jurnal Ekonomi Dan Bisnis*, 11.1 (2022).

⁸ Nazla Audria and Reminta Lumban Batu, 'Pengaruh Online Customer Review Dan E-Service Quality Terhadap Keputusan Pembelian Pada Toko Online Lazada', *Value: Jurnal Manajemen Dan Akuntansi*, 17.1 (2022), 35–47 <<https://doi.org/10.32534/jv.v17i1.2571>>.

to e-commerce buyers. Good service will influence purchasing decisions by choosing products with good quality. This is also the same as Setiadi's research (2021), whose research results significantly affect buyer decisions in e-commerce⁹.

In purchasing decisions that have been seen from the e-service quality, customers also see from the customer rating side that is in e-commerce from retail business Flickabags. Rating is a purchase decision through an e-commerce platform in the form of a starred review of a product that is marketed as a form of customer value. The customer rating is an assessment the customer gives to the seller on a product to decide on a purchase. Giving an e-commerce rating is essential to maintaining customer trust and purchasing decisions. E-commerce is one of the marketplaces in Masyita Ichsan's research results from his research has a significant effect on buyer decisions through e-commerce customers. Besides that, e-commerce is also a medium for customers to interact with sellers through social media. With this, the customer has a satisfaction value with the interaction and produces a purchase decision. The trust built through this customer rating encourages customers to make repeated purchases and become loyal customers. This can also increase customer purchasing power.

Customer engagement is a process of customer trust in the commitment built to create long-term interactions¹⁰. The existence of customer engagement in a company makes the company better known by the broader community regarding reposts that have been shared on a company website and can be accessed by many people. The current developments between the company and its customers have a reciprocal relationship that will increase traffic to the company. The brand relationship with customer engagement also influences the development of a product. If the marketed product has value, the customer will decide. Customers are satisfied, and the two have a feedback relationship¹¹.

Customer purchase decisions related to e-service quality, customer ratings, and engagement have a full effect. With this, the company will experience high traffic and get customer loyalty. Taking over e-commerce developed in this digital era makes it easier for companies and customers to access all activities on their respective social media¹². From the results of this study, the research gap for this researcher is in the form of an evidence gap. An evidence gap is a gap that exists in previous research evidence¹³. The current researcher discusses the influence of e-service quality, customer rating, and customer engagement in this purchase decision that affects retail production Flickabags. The question posed by researchers is whether e-commerce purchase decisions are influenced by e-service quality, customer rating, and customer engagement.

⁹ Finisica Dwijayati Patrikha Fadilla Anggraini Pramudya Putri, 'Pengaruh E-Service Quality Dan E-Wom Terhadap Keputusan Pembelian Kosmetik Di Aplikasi Soco', 4.2 (2021), 449–60.

¹⁰ Tantri Adithia Sabrina Puput Dewi Anggraeni, 'Analisis Customer Engagement Terhadap Kafe Di Kota Tegal', 4.1 (2021), 18–27.

¹¹ Al Agus Kristiadi Roby Darmadi, Parlagutan Silitonga, 'Pengaruh Social Media Customer Engagement Dalam Meningkatkan Kepuasan Dan Loyalitas Terhadap Perguruan Tinggi', 3.2 (2021), 166–77.

¹² Endah Mujiasih Bramastya Janadio Purwardhana, 'HUBUNGAN ANTARA CUSTOMER ENGAGEMENT MELALUI', 9.Nomor 5 (2020), 398–405.

¹³ Stefani Ditamei, 'No Title', 2022 <<https://finance.detik.com/solusiukm/d-6347153/research-gap-adalah-jenis-dan-cara-menemukannya>>.

This research aims to identify marketing strategies to help deal with similar product competition from retail business Flickabags, which focuses on service quality and information spread through its e-service quality as well as feedback from seller and buyer relationships. The results of this identification are expected as evaluation material for customers of the bag retail business. So that customers know that purchasing decisions can be influenced by service, feedback, and satisfaction.

The hypothesis in this study is to prove that the Flickkabags company carries out its e-service quality, customer ratings, and customer engagement well with the following details:

H1: E-service quality has a significant positive effect on purchasing decisions

H2: Customer rating has a significant positive impact on purchasing decisions

H3: Customer Engagement has a significant positive effect on purchasing decisions

H4: E-service quality, customer rating, and customer engagement have a significant positive effect on purchasing decisions.

RESEARCH METHODS

The method used in this research uses quantitative research. So that the population obtained in this study uses e-commerce customers of the Flickabags retail business in the Sidoarjo district; this study used a random sampling technique where a person can be used as a random respondent for certain criteria. This study's data sources were obtained from primary and secondary data. Data was collected by distributing questionnaires via Google form to the people of the Sidoarjo Regency Region. The number of samples is determined based on calculations using the Cochran formula.

$$n = \frac{Z^2 \times p q}{e^2}$$

Information:

n = Number of samples needed

z2 = Default value = 1.96

p = Probability of being right = 50% = 0.5

q = Probability of being wrong = 50% = 0.5

e2 = Sampling error 10% = 0.10

Based on this formula, the calculation results found a total sample of 96.4 which was then rounded up to 100 respondents. So the number of respondents who will be used in this research is as many as 100 respondents.

RESULT AND DISCUSSION

Respondents Overview

Table 1: Characteristic of Respondents Based on Age

Age	Frequency	Percentage(%)
< 19 year	2	1,9%

>19 – 24 year	92	90,2%
>24 – 29 year	5	4,9%
>29 year	3	2,9%
Total	102	100%

Source of data processed: 2023

From the table, it can be seen that there are 2 Flickabags customers aged <19 years respondents (1.9%). Age> 19-24 years, as many as 92 respondents (90.2%). Age > 24-29 years 5 respondents (4.9%). Age> 29 years, as many as 3 respondents (2.9%). This shows Flickabags customers who are interested in buying the product are 19-24 years old.

Data Instrument Test

Validity test

The validity test results on each research variable can be seen in the table below:

Table 2. Validity Test

Variabel	Item Variabel	Correlation	Information
E-Service Quality (X1)	X1.1	,880**	Valid
	X1.2	,830**	Valid
	X1.3	,861**	Valid
	X1.4	,847**	Valid
Customer Rating (X2)	X2.1	,892**	Valid
	X2.2	,877**	Valid
	X2.3	,864**	Valid
Customer Engagement (X3)	X3.1	,834**	Valid
	X3.2	,851**	Valid
	X3.3	,873**	Valid
	X3.4	,851**	Valid

Variabel	Item Variabel	Correlation	Information
Keputusan Pembelian (Y)	Y.1	,858*	Valid
	Y.2	,895**	Valid
	Y.3	,838**	Valid
	Y.4	,839**	Valid
	Y.5	,839**	Valid

Source of data processed: 2023

Based on the results above, namely E-Service Quality (X1), Customer Rating (X2), and Customer Engagement (X3), the above variables are declared valid. Judging from the significance value is <0.05 .

Reliability Test

The results obtained from the reliability test of the questionnaire for each variable are as follows:

Table 3. Reliability Test Results

Reliability Statistics	
	Cronbach's Alpha
E-Service Quality	,875
Customer Rating	,850
Customer Engagement	,873
Purchasing Decision	,906

Source of data processed: 2023

Based on the table above, the reliability test results on the independent variables E-Service Quality (X1), Customer Rating (X2), Customer Engagement (X3), and the dependent variable, namely purchase decision (Y) are declared reliable in the reliability test because they have Cronbach's values. $\text{Alpha} > 0.6$.

Normality Test

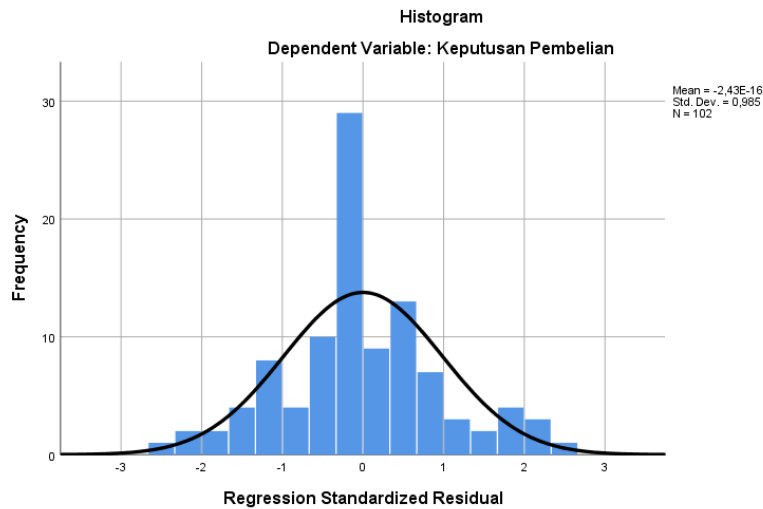


Figure 1: The histogram above shows that the regression model meets the normality assumption.

Multicollinearity Test

The results of the multicollinearity test in this study:

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
	Tolerance	VIF
E-Service Quality	,337	2,963
Customer Rating	,253	3,951
Customer Engagement	,298	3,358

Source of data processed: 2023

The table above shows that the Variance Inflation Factor (VIF) in the output results of the SPSS table of coefficients, each variable does not have a value > 10, and a tolerance value does not < 0.1. The conclusion is that the regression model in this study does not experience multicollinearity, so this regression model is feasible to use.

Heteroscedasticity Test

The table and figure below are used to detect symptoms of heteroscedasticity:

Table 5. Heteroscedasticity Test

Model	Unstandardized Coefficients		t.
	B	Std. Error	
Constant	2,701	,678	3,985
E-Service Quality	-,264	,061	-4,339
Customer Rating	,085	,095	,898
Customer Engagement	,093	,070	1,332

Source of data processed: 2023

The results of this Scatterplot image show that the points are spread randomly, none of which are in the form of a clear pattern. The dispersion that occurs is very good. The results are above or below the number 0 on the Y-axis. This means that there is no heteroscedasticity in this regression model. Autocorrelation test from the table above, the results obtained are $0.238 > 0.05$, so it can be concluded that there are no signs of autocorrelation. So that linear regression analysis can be continued.

Multiple Linear Regression Equations

This analysis has a binding relationship between the independent variables (X1, X2, and X3), namely e-service quality, customer assessment, and customer involvement, with the dependent purchase decision (Y). The results of the multiple linear regression equation can be seen as follows:

$$Y = a + bX_1 + bX_2 + bX_3 + e$$

Table 6. Multiple Linear Regression Equations

Model	Unstandardized Coefficients	
	B	Std. Error
Constant	,148	1,097
E-Service Quality	,658	,098
Customer Rating	,253	,154
Customer Engagement	,399	,113

Source of data processed: 2023

The regression equation model can be seen in the table above as follows:

$$Y = 0.148 + 0.658 + 0.253 + 0.399 + e$$

The multiple linear regression equation results stated that the regression value constant was 0.148; if X1, X2, and X3 were considered zero, then the purchase decision was 0.148. the e-service quality variable has a regression coefficient value of 0.658 in a positive direction, meaning that for every 1% increase in the customer assessment variable, there is an increase in purchasing decisions by 65.8%. Customer rating has a regression coefficient value of 0.253 in a positive direction, meaning that for every 1% increase in the customer engagement variable, there is an increase in purchasing decisions by 25.3%. And customer engagement itself has a regression coefficient of 0.339 in a positive direction, meaning that for every 1% increase in the customer engagement variable, there is an increase in purchasing decisions by 33.9%.

Test this hypothesis to show that each variable results simultaneously or partially.

Table 7. T-test

Model	Collinearity Statistics		
	B	Std. Error	T
Constant	,148	1,097	,135
E-Service Quality	,658	,098	6,677
Customer Rating	,253	,154	1,645
Customer Engagement	,399	,113	3,518

Source of data processed: 2023

$$T \text{ table} = t(\alpha/2 ; n-k-1) = t(0.05/2 ; (102-3-1)) = t(0.025 ; 98) = 1.98447$$

The conclusion from the t-test above is that there is an influence of e-service quality, customer rating, and customer engagement variables on purchasing decisions with a sig value <0.05

Hypothesis Testing Results:

1. The E-Service Quality Hypothesis (H1)
H1 results conclude that e-service quality has a positive and significant effect on purchasing decisions, which have a Sig value of 0.000 < 0.05 and a t-value of 6.677 > t-table of 1.98447.
2. Customer rating hypothesis (H2)
H2 results conclude that customer rating has a positive and significant effect on purchasing decisions, known as Sig. of 0.103 > 0.005 and the value of t count 1.645 > t table 1.98447.

3. Customer Engagement Hypothesis (H3)

H3 results conclude that customer engagement has a positive and significant effect on purchasing decisions, known as Sig. of $0.001 < 0.05$ and t count $3.528 > t$ table 1.98447 .

Coefficient of Determination (R²)

Table 8. Coefficient of Determination (R²)

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,894 ^a	,799	,793	1,462

Source of data processed: 2023

The results of the determination coefficient data for the R Square value are 0.799, so it can be concluded that the influence of e-service quality, customer rating, and customer engagement variables on purchasing decisions is 79.9%.

The influence of e-service quality on purchasing decisions

E-service quality is the ability of a service to provide more effective and efficient facilities for online shopping, and these purchases can be in the form of goods or services¹⁴. From the research test results, the higher the service provided is excellent or satisfying, the more likely the customer is to make a repeat purchase. The existence of variables related to website services and the correctness of the site makes customers believe in the selected product. E-service quality indicators are efficiency, fulfilment, system availability, and privacy¹⁵. Previous research by Sindunata & Wahyudi entitled "The Influence of Trust and E-Service Quality on Online Shopee Buyer Decisions on Factory Employees at PT. X"¹⁶. The company has implemented good service quality to satisfy customers and continue to report repeat purchases.

¹⁴ Nur Sovia Aulia Zaky, Hari Susanta Nugraha, and Naili Farida, 'Pengaruh E-Service Quality Dan Brand Image Terhadap Keputusan Pembelian (Studi Pada E-Commerce Shopee)', *Jurnal Ilmu Administrasi Bisnis*, 11.1 (2022), 70–79 <<https://doi.org/10.14710/jiab.2022.33197>>.

¹⁵ Nur Arifah, 'Pengaruh E-Service Quality Terhadap Kepuasan Konsumen Dan Repurchase Intention Pada Toko Akuniwashop Klaten Di Amrketplace Shopee', *Kaos GL Dergisi*, 8.75 (2020), 147–54 <<https://doi.org/10.1016/j.jnc.2020.125798>> <<https://doi.org/10.1016/j.smr.2020.02.002>> <<http://www.ncbi.nlm.nih.gov/pubmed/810049>> <doi.wiley.com/10.1002/anie.197505391> <<http://www.sciencedirect.com/science/article/pii/B9780857090409500205>>.

¹⁶ Suwaebah Islamiyah and Ina Ratnasari, 'Pengaruh E-Service Quality Dan Trust Terhadap Keputusan Pembelian Online Shop Shopee Pada Karyawan Plant F Pt . Changsin Indonesia', *Journal for Management Student (JFMS)*, 1.2 (2021), 27–32.

The influence of Customer ratings on purchasing decisions

Customer assessment is an assessment the customer makes after deciding on the purchased product. The existence of a rating given after making a purchase will attract potential consumers to make similar purchases¹⁷. This ranking aims to attract potential customers to make purchasing decisions and give them a sense of trust in the product. And these customer rating are credible, expert, and likeable¹⁸. So these data prove that the ratings obtained from customers have a positive value for the products offered so that customers or prospective customers do not hesitate to make repeat purchases because the quality is also excellent.

The influence of Customer engagement on purchasing decisions

Customer engagement is an activity carried out by sellers and buyers through the interaction of involvement in a product to establish long-term relationships¹⁹. With the reciprocal relationship between buyers and sellers, a feeling of satisfaction with the product that has been purchased creates a sense of pride. These indicators of customer involvement are self-efficacy, perceived value, development and effectiveness²⁰. Aim to make repeat purchases. The existence of reciprocal relationships carried out by the company for long-term customer communication has been carried out very well. With this relationship, the customer feels satisfied, and it is proven that the quality of service and products is guaranteed.

CONCLUSION

The purchase decision is an initial process carried out by the customer to find information related to a particular product or brand to solve a problem, leading to an online purchase decision. Before purchasing, purchase decisions made by customers previously conducted a survey related to the product to be purchased through the information available in e-commerce. The trust built through this customer rating encourages customers to make repeated purchases and become loyal customers. This can also increase customer purchasing power. Based on the research data above, simultaneously, all related variables have a significant positive effect. The variables

¹⁷ Sheren Regina Noviani and Tito Siswanto, 'Pengaruh Online Consumer Review, Rating, Dan Persepsi Harga Terhadap Keputusan Pembelian Konsumen Milenial Marketplace Shopee Di Jakarta Selatan', *Jurnal Inovasi Manajemen & Bisnis (JIMB)*, 1.1 (2022), 17–28 <<http://ojs.itb-ad.ac.id/index.php/JIMB/article/view/1698/374>>.

¹⁸ Desi Intan Komariyah, 'Pengaruh Online Customer Riview Dan Rating Terhadap Minat Pembelian Online Shopee (Studi Kasus Pada Santri Putri Pondok Pesantren Salafiyah Syafi'iyah Seblak Jombang)', *BIMA: Journal of Business and Innovation Management*, 4.2 (2022), 343–58 <<https://doi.org/10.33752/bima.v4i2.410>>.

¹⁹ Muhammad Angga Maulana, Nabila Armeinita, and Renny Risqiani, 'Pengaruh Social Interactivity Antara Customer', 20.01 (2023), 45–54.

²⁰ Muhammad Fairaz, 'Pengaruh Customer Engagement Dan Service Quality Terhadap Customer Loyalty Pada Produk Shopee Di Masa Pandemi Covid-19 (Studi Kasus: Mahasiswa Fakultas Ekonomi Dan Bisnis Di Universitas Muhammadiyah Sumatera Utara)', *Manajemen*, 19.8.5.2017 (2022), 2003–5.

include e-service quality, customer rating, and customer engagement in buying interest in Flickabags products.

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