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The Effect of Electronic Service Quality and Customer Satisfaction on Customer Purchasing Behavior in Online Pukis Badran Purchases

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Abstrak

The expansion of digital commerce has transformed purchasing practices in the food and beverage sector, encouraging businesses to rely increasingly on online sales channels. Within this environment, customers' purchasing decisions are influenced not only by product attributes but also by the quality of electronic services and the satisfaction gained throughout the transaction process. Accordingly, this study investigated the effects of Electronic Service Quality and Customer Satisfaction on Customer Behavior in online purchasing at Pukis Badran, Surakarta. A quantitative associative research design was implemented. The study involved 100 customers who had previously purchased Pukis Badran products through online platforms. Participants were selected using purposive sampling, and primary data were gathered through a structured questionnaire. Data analysis was performed using multiple linear regression with IBM SPSS Statistics. Instrument quality was verified through validity and reliability testing, followed by classical assumption tests before conducting hypothesis testing. The statistical procedures consisted of partial (t-test) and simultaneous (F-test) analyses, together with the coefficient of determination (R^2). The analysis revealed that Electronic Service Quality positively affected Customer Behavior ($\beta = 0.254$; $t = 6.533$; $p < 0.001$). Customer Satisfaction also showed a significant positive relationship with Customer Behavior ($\beta = 0.531$; $t = 2.737$; $p = 0.007$). Simultaneous testing confirmed that both variables jointly contributed to Customer Behavior ($F = 115.769$; $p < 0.001$). Furthermore, the regression model explained 70.5% of the variance in Customer Behavior ($R^2 = 0.705$), whereas 29.5% remained attributable to factors outside the proposed model. These findings indicate that strengthening electronic service quality alongside maintaining customer satisfaction is essential for fostering positive customer behavior in online purchasing.

Kata Kunci: Electronic Service Quality; Customer Satisfaction; Customer Behavior; Online Purchasing; Culinary MSME

1. Latar Belakang

The continuous evolution of digital technology has reshaped how businesses connect with customers and carry out their commercial activities (Pratama & Ridanasti, 2023). As digital platforms have become part of everyday life, many businesses have expanded their operations by integrating online marketing and sales channels into their business strategies. Through these platforms, customers can easily browse product information, place orders, and complete purchases without the need to The continuous evolution of digital technology has (Iqbal et al., 2025). Along with these changes, customer expectations have continued to evolve. Beyond simply finding quality products, customers now expect online services to be convenient, responsive, reliable, and capable of providing a satisfying purchasing experience from the moment they search for a product until the transaction is completed (Lu et al., 2020).

The growing role of digital technology is particularly evident in the culinary industry, where online purchasing has become an essential part of business operations. By adopting digital platforms, culinary businesses can reach a broader market while offering customers a faster and more convenient way to browse menus, place orders, and complete transactions without Digital transformation has significantly influenced (Saha & Mukherjee, 2022). Unlike conventional shopping, online food purchases prevent consumers from inspecting products beforehand. As a result, perceptions of service quality become an important basis for evaluating the overall purchasing experience (Osman et al., 2024). A well-designed platform that provides clear product information, a simple ordering process, secure payment options, reliable system performance, responsive customer service, accurate order fulfillment, and timely delivery can significantly enhance the purchasing experience. Conversely, shortcomings in any of these aspects may reduce customer confidence and influence their purchasing decisions, even when the products themselves are of high quality (Khajjar et al., 2025).

The Effect of Electronic Service Quality and Customer Satisfaction on Customer Purchasing Behavior in Online Pukis Badran Purchases

The effectiveness of electronic service delivery has become an important contributor to competitive advantage in online business environments. When purchasing products online, customers no longer evaluate only the products themselves but also the quality of services provided via digital platforms (Ginting et al., 2023). Their experience is shaped by how easily they can access information, navigate the platform, complete transactions securely, and receive prompt assistance when needed. Digital services that are reliable, responsive, and user-friendly can reduce uncertainty, build customer confidence, and make the purchasing process more seamless. On the other hand, incomplete product information, delayed responses, technical issues, or errors in order fulfillment may create dissatisfaction, weaken customer trust, and ultimately influence future purchasing behavior (Putri & Setiawati, 2021).

Customer satisfaction is widely recognized as an important predictor of consumer behavior in digital commerce environments (Othman et al., 2022). Customer satisfaction reflects consumers' evaluation of the outcomes they receive relative to their expectations. Favorable evaluations encourage positive attitudes toward the business and support future purchasing intentions (Ashiq & Hussain, 2024). These positive perceptions often translate into favorable behavioral outcomes, such as making repeat purchases, recommending the business to friends or family, sharing positive reviews, and remaining loyal over time. In this way, customer satisfaction extends beyond a simple evaluation of past experiences and becomes an important driver of future customer behavior in the context of online purchasing (Hussin & Wahid, 2023).

Earlier research has examined the effects of electronic service quality and customer satisfaction across different online business contexts (Mamakou et al., 2024). The existing literature generally shows that electronic service quality is positively associated with customer satisfaction, while both service quality and satisfaction are also linked to outcomes such as repurchase intention and favorable customer responses (Muharam et al., 2021). Nevertheless, a considerable portion of previous research has been conducted within the context of large-scale e-commerce platforms, digital banking services, and other well-established online businesses (Mancini et al., 2026). This focus leaves smaller culinary enterprises and local businesses that utilize digital channels with relatively limited attention, despite facing similar challenges in managing online customer experiences and maintaining customer relationships.

Research on electronic service quality within traditional culinary micro, small, and medium-sized enterprises (MSMEs) that have shifted toward online sales remains relatively scarce (Rochana et al., 2026). This area requires further attention because the quality of online culinary services involves more than simply providing a convenient digital transaction process (Hakim, 2025). Customers also evaluate various aspects of their purchasing experience, including order accuracy, delivery punctuality, product condition upon arrival, response speed to inquiries, and the ability of businesses to maintain consistent product quality throughout the distribution process (Marzialia et al., 2022). These factors can significantly influence how customers perceive the reliability of online services and shape their subsequent purchasing behavior.

Pukis Badran provides a relevant context for examining this issue. The business is a culinary MSME located in Surakarta that offers premium pukis products and has adopted both offline and online sales channels. Its online activities utilize a website as well as digital platforms such as WhatsApp, Instagram, GoFood, GrabFood, and ShopeeFood to provide product information, facilitate ordering, and expand market reach. This digitalization makes Pukis Badran an appropriate setting for examining how electronic service quality and customer satisfaction are associated with customer behavior in online purchasing.

This study addresses a context that has received limited attention in previous research by focusing on a traditional culinary MSME operating through online sales channels. While earlier studies have primarily examined customer satisfaction or concentrated on large digital commerce platforms, this research considers Customer Behavior as the main outcome and evaluates the roles of Electronic Service Quality and Customer Satisfaction in shaping online purchasing behavior among Pukis Badran customers. Considering the identified research gap and the unique characteristics of the study setting, this research seeks to evaluate the individual and combined effects of Electronic Service Quality and Customer Satisfaction on Customer Behavior in online purchasing at Pukis Badran.

2. Literature Review

2.1 Electronic Service Quality

Electronic service quality refers to the quality of services delivered through electronic platforms during the entire online purchasing process (Ajit et al., 2024). It encompasses the customer's experience when searching for product information, placing orders, completing transactions, and interacting with businesses through digital channels. In

an online marketplace, service quality is not limited to the availability of digital services but also reflects how effectively a business provides a convenient, reliable, secure, and responsive purchasing experience. These elements play an important role in reducing customer uncertainty and influencing how customers evaluate the overall quality of online services (Halim et al., 2023).

E-S-QUAL is a widely used framework for assessing electronic service quality based on four dimensions: efficiency, fulfillment, system availability, and privacy (Verma et al., 2022). Efficiency refers to the extent to which customers can easily and quickly access information, navigate digital platforms, and complete online transactions without unnecessary difficulties (Nandankar et al., 2023). Fulfillment relates to the ability of a business to deliver on its service commitments, including providing accurate orders, ensuring product availability, and meeting expected delivery times. Meanwhile, system availability describes the capability of an electronic platform to operate consistently and effectively throughout the transaction process (Singh et al., 2023). Privacy emphasizes the protection of customers' personal information and transaction data to ensure a safe and trustworthy online purchasing experience (Strzembicki, 2025).

These dimensions are highly relevant to online culinary businesses, where customers cannot inspect products before purchasing and therefore depend on digital information and service quality (Rolando, 2025). The accuracy of product details, reliability of the ordering system, security of transactions, and consistency in fulfilling orders become essential elements that influence customer trust and satisfaction throughout the online purchasing process (LE Dam et al., 2026).

2.2 Customer Satisfaction

Customer satisfaction refers to the customer's evaluation after comparing prior expectations with the actual experience obtained from a product or service. Kotler et al., (2022) explain satisfaction as a response resulting from the comparison between perceived performance and customer expectations. (AlSokkar et al., 2024), through the Expectation Confirmation Theory, explains that satisfaction develops when actual performance confirms or exceeds the customer's initial expectations.

Kotler and Keller (2022) describe customer satisfaction as an evaluation of the value and performance perceived by customers, whereas Oliver explains satisfaction through the confirmation of expectations. Together, these perspectives suggest that satisfaction reflects both product performance and customers' overall experience with a business (Lepistö et al., 2024).

In digital commerce, customer satisfaction is influenced by multiple aspects, including platform usability, product information quality, transaction security, service responsiveness, order fulfillment, delivery performance, and product quality (Rahi et al., 2026). These aspects are particularly important for culinary businesses because customers evaluate not only the digital transaction but also the condition of the food when it is received (Hakim, 2025). When the overall experience meets or exceeds expectations, customers are more likely to develop positive evaluations of the business.

2.3 Customer Behavior in Online Purchasing

Customer behavior encompasses the decisions and responses displayed throughout the consumption process (Rusdian et al., 2024). According to Kotler and Keller (2022), favorable post-purchase behavior includes repeat purchasing, positive word-of-mouth, and continued relationships with a business. Likewise, customer behavior reflects consumers' responses to their experiences with products and services (Wongkitrungrueng & Suprawan, 2024).

Within this study, Customer Behavior refers to customers' behavioral responses following their online purchases of Pukis Badran products (Sari, 2025). These responses are reflected in their intention to make future purchases, recommend the products to others, provide positive feedback, remain loyal to the business, and continue their relationship with the company. (Hakim, 2025). Positive experiences can encourage customers to repeat purchases and communicate favorable experiences to other consumers.

2.4 The Effect of Customer Satisfaction on Customer Behavior

Customer satisfaction can influence customer behavior because a positive evaluation of a purchasing experience encourages customers to maintain their relationship with a business (Bo-Kyung et al., 2024). Customers whose expectations are fulfilled are more likely to repurchase products, recommend them to others, provide positive evaluations, and remain loyal (Ampadu et al., 2023).

This relationship is particularly relevant to online culinary businesses. Customers evaluate several aspects of their purchasing experience, including ordering convenience, seller responsiveness, order accuracy, delivery, product condition, and the extent to which the overall service meets their expectations (Sikder & Anae, 2023). When these aspects are perceived positively, customer satisfaction may encourage favorable post-purchase behavior.

Customer satisfaction has been widely investigated across different online purchasing settings (Lee et al., 2022). However, several studies have positioned customer satisfaction as the dependent variable rather than examining its influence on customer behavior. This distinction provides an opportunity for the present study to examine customer satisfaction as an independent variable in the context of an online culinary business (Hult et al., 2022). The research therefore extends previous studies by focusing on Pukis Badran customers and examining customer behavior as the dependent variable.

2.5 The Effect of Electronic Service Quality on Customer Behavior

Customers' experiences with digital services play an important role in shaping their behavior during online purchasing (Anand et al., 2023). When online platforms are easy to use, provide accurate information, operate reliably, ensure secure transactions, and deliver orders as expected, customers are more likely to develop trust and feel confident when making purchases. (WK et al., 2025). Positive experiences may subsequently encourage customers to engage in favorable post-purchase behavior.

Previous research supports the importance of electronic service quality in digital transactions. Widayanti et al., (2023) found that e-service quality had a positive and significant effect on customer satisfaction among Shopee users. Fahira, Rahma, and Syahriza (2022) also reported a positive and significant relationship between e-service quality and e-satisfaction in digital banking services. Pratiwi (2023) found that e-service quality and information quality positively influenced customer satisfaction through online purchasing decisions on Shopee.

3. Metode Penelitian

This research adopted a quantitative approach with an associative research design to analyze the influence of electronic service quality and customer satisfaction on customer behavior in online purchasing (Sugiyono, 2013). The study was conducted at Pukis Badran, a culinary micro, small, and medium-sized enterprise (MSME) located in Surakarta, Central Java, Indonesia. The research involved customers who had previously purchased Pukis Badran products through online platforms, ensuring that respondents had direct experience with the digital purchasing process being examined. Data were collected using a cross-sectional survey method, in which information was gathered from respondents within a defined research period to capture their perceptions and experiences regarding online purchasing behavior.

The population in this research comprised customers who had purchased Pukis Badran products through online channels. Because the exact number of online customers could not be identified, the required sample size was determined using the Lemeshow formula (Maulana, 2024). To ensure adequate statistical representation, the study included 100 respondents selected through purposive sampling. Eligible participants were at least 17 years old, had purchased Pukis Badran products online at least once, and completed the questionnaire voluntarily. These criteria were applied to ensure that respondents had sufficient experience and understanding of the online purchasing process, allowing them to provide relevant assessments regarding electronic service quality, customer satisfaction, and customer behavior.

Primary data were obtained from a structured questionnaire administered to respondents who satisfied the predefined sampling criteria. Responses were recorded using a five-point Likert scale to assess three research variables: Electronic Service Quality (X1), Customer Satisfaction (X2), and Customer Behavior in Online Purchasing (Y). The questionnaire comprised 66 items representing the indicators of all study variables (W John, 2013).

Instrument quality was assessed through validity and reliability testing using the Corrected Item–Total Correlation and Cronbach's Alpha. After confirming the adequacy of the instrument, the data were analyzed in IBM SPSS Statistics using descriptive statistics, classical assumption tests, multiple linear regression, t-tests, F-tests, and the coefficient of determination (R^2).

4. Hasil dan Diskusi

Table 1. Respondenti Characteristics

Characteristic	Category	Frequency	Percentage
Gender	Male	46	46%

	Female	54	54%
Total		100	100%
Age	17–23 years	31	31%
	24–30 years	53	53%
	31–52 years	16	16%
Total		100	100%

Source: Primary data processed using IBM SPSS Statistics, 2026.

Descriptive analysis shows generally positive responses across all research variables. Electronic Service Quality recorded a mean of 164.06 (SD = 15.30), Customer Satisfaction a mean of 36.75 (SD = 3.07), and Customer Behavior in Online Purchasing a mean of 63.73 (SD = 6.31). These findings indicate favorable perceptions of Pukis Badran's online services, high customer satisfaction, and positive online purchasing behavior, with relatively consistent responses among participants.

Table 2. Descriptive Statistics

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
TOTAL_ESQ	100	113.00	185.00	164.0600	15.30354
TOTAL_KP	100	27.00	42.00	36.7500	3.06619
TOTAL_PP	100	43.00	72.00	63.7300	6.30993
Valid N (listwise)	100				

The research instrument consisted of 66 statement items. The reliability analysis showed a Cronbach's Alpha value of 0.957 and a standardized Cronbach's Alpha value of 0.958. Both values exceed the recommended minimum threshold of 0.70, indicating that the instrument has excellent internal consistency. These results demonstrate that the items used to measure Electronic Service Quality, Customer Satisfaction, and Customer Behavior in Online Purchasing consistently represent the constructs being examined and are considered reliable for further statistical analysis.

Table 3. Instrument Reliability

Reliability Statistics

Cronbach's Alpha	Cronbach's Alpha Based on Standardized Items	N of Items
.957	.958	66

Validity testing showed that most questionnaire items met the Corrected Item–Total Correlation criterion (≥ 0.30). However, several reverse-coded items (KP_3R, KP_5R, and PP_14R) initially produced negative correlation values, indicating the need for reverse scoring before the final validity assessment. After recoding, the validity results more accurately represented the consistency of each item with its respective construct.

Table 4. Simultaneous Test and Coefficient of Determination

Coefficients^a

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	95.0% Confidence Interval for B	Correlations	Collinearity Statistics
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B	Std. Error	Beta			Lower Bound	Upper Bound	Zero-order	Partial	Part	Tolerance	VIF	
1(Constant)	2.510	4.229		.594	.554	-5.883	10.903					
TOTAL_ESQ	.254	.039	.616	6.533	.000	.177	.331	.826	.553	.360	.342	2.925
TOTAL_KP	.531	.194	.258	2.737	.007	.146	.917	.758	.268	.151	.342	2.925

a. Dependent Variable: TOTAL_PP

The R^2 value of 0.705 indicates that Electronic Service Quality and Customer Satisfaction jointly explain 70.5% of the variance in Customer Behavior, while the remaining 29.5% is explained by factors outside the research model. The Adjusted R^2 of 0.699 indicates that the model retains substantial explanatory power after adjustment for the number of predictors and sample size.

Discussion

The analysis confirms that Electronic Service Quality has a positive and statistically significant influence on Customer Behavior. Among the independent variables, Electronic Service Quality demonstrates the greatest contribution, as indicated by its standardized beta coefficient of 0.616. This result implies that customers' behavioral responses are closely associated with the quality of digital services they experience, including platform usability, information accuracy, transaction security, and system reliability. These findings are in line with earlier studies reporting that better electronic service quality promotes more positive customer behavioral outcomes (Putri & Setiawati, 2021). Furthermore, the importance of efficiency, fulfillment, system availability, and privacy as dimensions of electronic service quality has also been confirmed in recent studies, demonstrating that these aspects contribute to improving customers' evaluations of electronic services (Paramita et al., 2025).

The results also indicate that Customer Satisfaction has a positive and significant effect on Customer Behavior. Customers whose expectations are fulfilled are more likely to make repeat purchases, recommend products, and maintain long-term relationships with the business (Tuti & Sulistia, 2022). This finding supports the expectation-confirmation perspective, suggesting that satisfaction arising from positive purchasing experiences encourages favorable customer behavior. Similar results have been reported in previous studies on online commerce. (Abdullah et al., 2023).

The results indicate that Electronic Service Quality and Customer Satisfaction jointly exert a significant influence on Customer Behavior. The F-test confirms the significance of the overall regression model, while the coefficient of determination ($R^2 = 0.705$) shows that both variables account for 70.5% of the variation in Customer Behavior. These findings imply that customer behavior in online purchasing is shaped by the combined effects of digital service quality and customer satisfaction. High-quality electronic services enhance customers' purchasing experiences, which in turn strengthen satisfaction and encourage favorable behavioral responses. This interpretation is consistent with previous studies reporting that electronic service quality and customer satisfaction together promote customer loyalty, repurchase intention, and positive word-of-mouth in digital commerce (Hardiyanto & Firdaus, 2021).

From a practical perspective, the findings indicate that Electronic Service Quality has a more dominant influence on Customer Behavior, as reflected by its standardized beta coefficient of 0.616 compared with 0.258 for Customer Satisfaction. This result implies that Pukis Badran should prioritize improvements in digital service performance, particularly in terms of platform usability, clarity of product information, transaction security, system reliability, and responsiveness toward customer inquiries. Maintaining consistent product quality and service performance is equally important because positive digital experiences must be supported by customer satisfaction to encourage sustainable purchasing behavior. Recent research also confirms that improving electronic service quality can strengthen customer trust and purchasing decisions within online business platforms (Wulandari et al., 2025).

5. Kesimpulan

This study provides empirical evidence that Electronic the quality of electronic services and customer satisfaction are significant predictors of Customer Behavior in online purchasing at Pukis Badran. The regression analysis indicates that Electronic Service Quality has a significant positive effect ($\beta = 0.254$; $t = 6.533$; $p < 0.001$), while Customer Satisfaction also contributes positively to Customer Behavior ($\beta = 0.531$; $t = 2.737$; $p = 0.007$). The simultaneous test confirms that the two variables jointly influence Customer Behavior ($F = 115.769$; $p < 0.001$). In addition, the model explains 70.5% of the observed variation in Customer Behavior ($R^2 = 0.705$), leaving 29.5%

attributable to other variables outside the proposed model. Among the two predictors, Electronic Service Quality demonstrates a greater contribution to Customer Behavior, emphasizing the importance of customers' digital service experiences. Accordingly, businesses should prioritize improvements in platform functionality, information accuracy, transaction efficiency, system stability, data protection, and timely customer support. Sustaining customer satisfaction through consistent product quality and reliable service delivery is likewise necessary to promote repeat patronage, encourage customer referrals, and strengthen long-term customer loyalty.

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