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Determinants of Customer E-trust and Customer E-Satisfaction in Online Shopping in Makassar, Indonesia

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ABSTRACT

This study examines the key factors determining customer e-trust and e-satisfaction in the context of online shopping in Makassar, Indonesia. A quantitative research design was employed, utilizing a survey method as a tool to collect primary data. A questionnaire was distributed online using Google Forms to a sample of 295 respondents. The data analysis used structural equation modeling (SEM) with Smart PLS. The study findings reveal that product quality influences customer e-trust, but does not affect customer e-satisfaction. Eservice quality affects customer e-trust and influences customer e-satisfaction. Furthermore, distribution channels are also found to influence both e-trust and customer e-satisfaction significantly. Moreover, customer e-trust has a positive impact on customer e-satisfaction. E-service quality influences customer e-satisfaction through customer e-trust, and distribution channels influence customer e-satisfaction through customer e-trust. Customer e-trust is the primary key to creating customer e-satisfaction. These findings underscore the critical role of customer e-trust as a foundation for achieving e-satisfaction in online shopping. Strengthening e-trust is essential for businesses aiming to enhance customer satisfaction in digital marketplaces.

Keywords: E-service quality, distribution channel, e-trust, e-satisfaction