# Measuring Perceived *e-Services Quality* on Satisfaction of Islamic Saving and Credit Cooperatives (ISCC)

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**Abstract**

This research aims to measure *e-Service Quality* of banking on Islamic Saving and Credit Cooperatives (ISCC) satisfaction. Nowadays, banking is in global business which prioritizes electronic services based on information technology advancement. This field research by using quantitative analysis was based on primary data from 299 respondents of ISCC in Central Java. The findings of data test by using PLS Version 3.0 showed that *e-Service Quality* influenced ISCC satisfaction. It was shown by lane coefficient of *e-Service Quality* to satisfaction and its significance was 0.461. This significance to alpha was 0.05. Then, since score of its t-statistic was 7.754* higher than

ttable = 1.65, then it showed that *e-Service Quality* influenced positively to satisfaction.

**Keyword:** *E-Services Quality, Satisfation, Islamic Saving and Credit Cooperatives.*

**Abstrak**

*MENGUKUR PENGARUH E-SERVICES QUALITY PADA KEPUASAN KOPERASI SIMPAN PINJAM PEMBIAYAAN SYARI'AH.* Tujuan penelitian ini adalah untuk mengukur pengaruh *e-Services Quality* perbankan pada kepuasan Koperasi Simpan Pinjam Pembiayaan Syari'ah (KSPPS). Pada saat ini perbankan berada pada bisnis global yang mengutamakan pada pelayanan elektronik berbasis pada kemajuan teknologi informasi. Jenis penelitian ini adalah *Field Research* dan menggunakan analisis kuantitatif berbasis pada data primer dari responden berjumlah 229 KSPPS di Provinsi Jawa Tengah. Hasil pengujian data menggunakan PLS Versi 3.0 menunjukkan bahwa *e-Services Quality* perbankan berpengaruh pada kepuasan KSPPS. Hal ini ditunjukkan dari besaran koefisien jalur *e-Services Quality* terhadap kepuasan dan signifikansinya adalah 0,461 dan signifikan terhadap alpha 0,05, dan karena nilai t statistiknya 7,754* lebih besar dari nilai t tabel 1,65 maka menunjukkan bahwa *e-Services Quality* berpengaruh positif terhadap kepuasan.

**Kata Kunci:** *E-Services Quality, Kepuasan, Koperasi Simpan Pinjam Pembiayaan Syari'ah.*

## A. Introduction

The banking success, one of them, is depended on *e-Service Quality* perception from business clients.[1] It is due to *e-Service Quality* becomes strategic key in banking success which operates in

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1 R.C. Caceres and N.G. Paparoidamis, "Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-business Loyalty", *European Journal of Marketing* 41, no. 7/8 (2007): 836-867.

global market.[2] *E-Service Quality* is a logic pioneer to create clients' satisfactions.[3] The implementation of *e-Service Quality* will facilitate access and service for the clients. Because of its importance, then the discussion and evaluation dealing with this area are important to do.

The Indonesian government has regulated banking *e-Service Quality* by issuing several regulations including Bank Indonesia Regulation No. 9/15/PBI/2007 concerning Application of Risk Management in the Use of Information Technology by Commercial Banks. Furthermore, Bank Indonesia Regulation No. 18/40/PBI/2016 concerning the Implementation of Payment Transaction Processing. The two important regulations are the basis and at the same time driving the implementation of banking *e-Service Quality* in Indonesia.[4]

Financial Service Authority (OJK) accounted the users of *e-Service Quality* (*SMS Banking, Internet Banking, Credit/Debit Card, ATM, PayPal, t-Cash*) increased 270% from 13.6 million clients in 2012 into 50.4 million clients in 2016. Frequency of the clients' transactions by using *e-Banking* increased 169% from 150.8 million transactions in 2012 into 405.4 million in 2016.[5] However, survey by APJJJ in 2017 also showed that those utilizing internet as banking transaction facility was 17.04% so empirical gap occurred.[6]

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[2] Rajaobelina Ricard Brun, "Online Relationship Quality: Testing an Integrative and Comprehensive Model in the Banking Industry", *Journal of Relationship Marketing* 15, no. 4 (2016): 219-246.

[3] K.G. Boakye, V.R. Prybutok, and C. Blankson, "An Integrated Model of Quality for Mass Services in the Context of the Ghanaian Retail Banking Sector", *Thunderbird International Business Review* 58, no. 5 (2016): 425-438.

[4] A. Sakti, "Mapping of Conditions and Potential of BMT: Partnership to Expand the Market and Linkage of Islamic Banking Service to Micro Enterprise", *Jurnal al-Muzara'ah* 1, no. 1 (2013): 1-18.

[5] Asosiasi Penyelenggara Jasa Internet Indonesia, "Perilaku Pengguna Internet Indonesia: Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia", *Hasil Survey*, 2016, 26-27.

[6] Asosiasi Penyelenggara Jasa Internet Indonesia, "Pertumbuhan Pengguna Internet Indonesia: Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia", *Hasil Survey*, 2017, 6-2.

The previous studies showed minimum numbers of *micro enterprise* clients in utilizing internet as meant to do banking transaction since unfriendly *e-Banking Platform* services, slow transfer through *e-Banking,* expensive service cost in the first year, The level of knowledge of business customers and bank employees about low *e-Service Quality* services.[7]

Unit analysis of this research is Islamic credit, saving, and financial cooperative (ISCC) because it is micro financial institution which becomes primary strength and motivator for banks to innovate in service system and its product.[8] Then, ISCC has product needs and complex banking services. However, the facts showed they were not fully covered by bank.[9] Several empirical phenomena become hindrances of *micro enterprise* or ISCC in receiving *E-Service Quality* maximally. By considering this importance of the discussion, then this research identifies main elements of *e-Service Quality* perception and assess its significance to ISCC' satisfaction.

Conceptually, the discussion dealing with natures, outcomes, and complete influence of *e-Service Quality* to satisfaction must be further reviewed because there are still many research's differences, especially in developing country i.e, Indonesia.[10] It caused findings which became evaluative criteria and processes used in forming ISCC perception about *e-Service Quality* toward satisfaction in Indonesia were still limited and not conclusive. The gap of previous studies are presented on Table 1.

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7 Abdullahu Mullatahiri and Podvorica, "The Approach of Local Firms towards e-Banking, *Iliria International Review,* no. 1 (2015): 149-161.

8 M.A. Adnan and S.R. Ajija, "The Effectiveness of *Baitul Maal wat Tamwil* in Reducing Poverty: the Case of Indonesian Islamic Microfinance Institution" *Humanomics* 31, no. 2 (2015): 160-182.

9 M. Sakai, "Establishing Social Justice through Financial Inclusivity: Islamic Propagation by Islamic Saving and Credit Cooperatives in Indonesia", *TRaNS: Trans-Regional and-National Studies of Southeast Asia* 2, no. 2 (2014): 201-222.

10 R.C. Caceres and N.G. Paparoidamis, "Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-business Loyalty", *European Journal of Marketing* 41, no. 7/8 (2007): 836-867.

**Table 1**
**Previous Research Conclusions**
**about the Effect of Perception of *E-Services Quality* on Satisfaction**

| No. | Variabel | | Result | Researcher and Year |
|-----|----------|--|--------|---------------------|
| | Independen | Dependen | | |
| 1 | *E- Services Quality* | Satisfaction | Positive and significant | Caceres and Paparoidamis, 2007 |
| | | | Not significant | Dick and Basu, 1994 |

Source: Extracted from various research journals.

Based on Table 1, the gap of this research are: *e-Service Quality* positively and significantly influenced satisfaction.[11] In contrast, Dicky and Basu (1994) argued *e-Service Quality* did not influence satisfaction. To overcome the research gap, Caceras and Paparoidamis suggested for future researchers to use SERPERV measurement model as alternative measuring model in measuring *e-Service Quality* perception.[12]

Therefore, based on the background, the gap and the suggestion of the previous studies, this research aims to test empirically *e-Service Quality* perception on satisfaction. The gap of this research is handled by dimension identifying steps of *e-Service Quality* perception through analysis of important actual performance or known as SERVPERF.[13] The assumption was, when ISCC received *e-Service Quality,* each of them had different need priority so it would influence to different perception and evaluation toward *e-Service Quality.* Therefore, SERVPERF measurement model becomes this research measuring model to recognize important factors in *e-Service Quality* according to ISCC perspectives.[14]

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11 R.C. Caceres and N.G. Paparoidamis.
12 A.S. Dick and K. Basu, "Customer Loyalty: toward an Integrated Conceptual Framework", *Journal of the Academy of Marketing Science*, 1994.
13 M. Hemmasi, K. Strong, and S. Taylor, "Measuring Service Quality for Strategic Planning and Analysis in Service Firms", *Journal of Applied Business Research* 10, no. 4 (1994): 24.
14 M. Joseph and G. Stone, "An Empirical Evaluation of US Bank Customer Perceptions of the Impact of Technology on Service Delivery in the Banking Sector", *International Journal of Retail and Distribution Management* 31, no. 4 (2003): 190-202.

This research is expected to theoretically and practically contribute. The findings by using SERVPERF measuring model to find out *e-Service Quality* perspective were expected to enrich this research's findings which investigated *relationship marketing* between ISCC and Banks. The findings were expected to be useful practically for banks in measuring ISCC' satisfaction on *e-Service Quality* performance.

## B.  Discussion

## 1.  *E-Services Quality*

*E-Service Quality* is a term used to describe electronic trading transaction services among companies or known as B2B service quality. Zeithaml et al stated that B2B as service quality delivery through website can be used as an adjective to describe business activities among companies, both product markets and *e-Business* based services.[15]

*E-Service Quality* provides many benefits for clients, banks, and other authority parties. For clients, *e-Service Quality* could provide accessibility of transaction dealing with time, place, and cost.[16] Clients also do not need to come to a Bank to get further information or having banking transaction. Even, for several e-SQ products, clients can do it anytime, 24 hours, by using laptop or mobile devices, such as mobile phone which can be brought anywhere as long as it is connected to internet or SMS.[17]

Conceptualization and measurement of *e-Service Quality* perception in contemporary theory are still debatable and

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15 L.L. Berry, "On Great Service: a Framework for Action", *Free Press* (New York: n.p., 1995).

16 M. Joseph and G. Stone, "An Empirical Evaluation of US Bank Customer Perceptions of the Impact of Technology on Service Delivery in the Banking Sector", *International Journal of Retail and Distribution Management* 31, no. 4 (2003): 190-202.

17 Sorooshian, S. Salimi, M. Salehi, M. Nia, N. Bekheir, Asfaranjan, and Y. Sazmand, "Customer Experience about Service Quality in Online Environment: a Case of Iran", *Journal of Procedia, Social and Behavioral Sciences* 93, no. 1 (2013): 168-169.

controversial in many marketing service literatures.[18] Several experts defined service quality differently. The beginning of service quality definition was based on disconfirmation theory or called paradigm theory. According to Parasuraman, Zeitham, and Berry, they argued that service quality perception were comparison results of what consumers considered to how a service should be and their perception about actual performance offered by service provider.[19]

Hemmasi and Joseph developed alternative measuring model known as SERVPERF model. It focuses only on actual performance.[20] Since then, there have been several researchers, such as Vilares and Coelho found that expectation did not always directly influence satisfaction. Their arguments lately supported SERVPERF model.[21]

## 2. Satisfaction

To reach highest level of customer satisfaction is main purpose of marketing. Nowadays, there are many concerns expressed on "total" satisfaction concept in which its implications deal only with partial satisfaction will never make customers to be loyal and come to visit again. When customers are satisfied to a service or good, they will be highly possible to return and to buy again.[22]

Influence of *e-Service* perception to satisfaction is developed from Caceres and Paparoidamis' research (2007). The research determined one of the most important element in B2B market was company success in developing qualified relationship to clients by improving satisfaction. Satisfaction in business context is defined

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18 M.K. Brady and J.J. Cronin, Jr., "Some New Thoughts on Conceptualizing Perceived Service Quality: a Hierarchical Approach", *Journal of Marketing* 65, no. 3 (2001): 34-49.

19 A. Parasuraman, V.A. Zeitham, and L.L. Berry, "A Conceptual Model of Service Quality and Its Implication for Future Research", *Journal of Marketing* 49, no. 4 (1985).

20 J. M. Vilares and S.P. Coelho, "The Employee-Customer Satisfaction Chain in the ECSI Model", *European Journal of Marketing* 37, no. 11/12 (2003): 1.703-1.722.

21 J.M Vilares and S.P. Coelho.

22 P. Kotler and K.L. Keller, *Marketing Management Organization*, Volume 22, 2006.

as positive affective condition which is resulted from company's judgment toward all aspects of cooperation with other companies.[23] Three levels of satisfaction strongly contribute to *marketing relationship* completely. According to Crosby and Stevens, they were personal interaction, main service, and organization.[24]

Study development in *relationship marketing* states that satisfaction is cumulative impacts experienced by consumers during their relationship and are not as the results of certain partial transaction.[25] Caceres and Paparoidamis, in their research stated that the cumulative impacts experienced by B2B led to satisfaction. Their findings were strengthened by previous investigations, such as Anderson, *et al.* (1994), Cronin and Taylor (1992), Dick and Basu (1994).[26]

Although service quality correlation to satisfaction is important but satisfaction cannot automatically lead consumers to repurchase since to decide is closely correlated by several factors, both internal and external. It may influence consumers' decisions.[27] The previous findings showed that *e-Service Quality* positively influenced B2B satisfaction in *relationship marketing*. Thus, the proposed hypothesis is:

H1: Perception of *e-Service Quality* has a positive effect on KSPPS satisfaction.

23 J.C. Anderson and J.A. Narus, "A Model of Distributor Firm and Manufacturer Firm Working Partnerships", *Journal of Marketing* 54, no. 1 (1990): 42-58.

24 P.B. Crosby, *Quality is Free: the Art of Marketing Quality Certain* (n.p.: Mc Graw Hill Book Company, 1979).

25 J.C. Anderson and J.A. Narus, "A Model of Distributor Firm and Manufacturer Firm Working Partnerships", *Journal of Marketing* 54, no. 1 (1990): 42-58.

26 R.C. Caceres and N.G. Paparoidamis, "Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-business Loyalty", *European Journal of Marketing* 41, no. 7/8 (2007): 836-867.

27 F.F. Reichheld and K. Aspinall, "Building High-Loyalty Business System", *Journal of Retail Banking* 15, no. 4 (1993): 21-9.
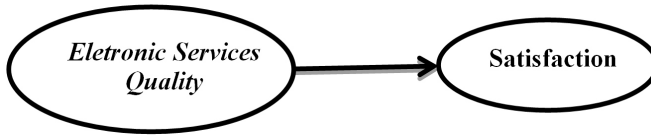
**Figure 1**
**Research Conceptual Framework**[28]

## 3. Methode

*E-Service Quality* perception is measured by 5 range Likert scale from extremely disagree until strongly agree. The indicators of the independent variable, *e-Service Quality,* is based on SERVPERF scale measurement, consisting of 6 dimension and 25 indicators as shown in Table 2.

The population of the research consisted of listed ISCC in Minister of Cooperation, SMME, and becoming members of PBMTI Central Java. Based on *time series* data of the ministry within fourth-three months in 2017, the total of active cooperative in Central Java was 21.455 (Central Java SMME Service, 2017). Meanwhile, those which were active as members of PBMTT in 2018 were 360 ISCC.

The representing sample size in *Structural Equation Modeling* Analysis (SEM) should be five times of the used indicators.[29] The numbers of valid indicators from quality of electronic services were 25 items while satisfaction 3 items. Based on SEM assumption, then the number of the research minimum sample is 140 (28 x 5). The source of information respondents consisted of one representative of each ISCC in transacting with bank. They might be first manager, secretary, or treasurer. To ease the data collection, the author used WhatsApp and e-mail to distribute the questionnaire.

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28 R.C. Caceres and N.G. Paparoidamis, "Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-business Loyalty", *European Journal of Marketing* 41, no. 7/8 (2007): 836-867.
      29 J.F. Hair, J.G.T.M. Hult, C.M. Ringle, and M. Sarstedt, "Partial Least Squares Structural Equation Modeling (PLS-Sem)", 2014.

**Table 2**
**Variable, Definitions, Dimensions, Indicators, and**
**Measurement Scale**

| No. | Variable | Definitions | Dimensions | Indicators | Scale |
|---|---|---|---|---|---|
| 1 | *E- Services Quality* | Services for electronic trade transactions between banks and business institutions or known as B2B service quality (Hemmasi, 1994; Joseph, 2006) | Accuracy/ comfort | 1. Choice of many menus<br>2. Fast and accurate<br>3. It's easy to rationalize<br>4. Convenient to use<br>5. Effective and efficient process<br>6. Notifications in each transaction<br>7. The loading system is not long | Likert 1-5 |
| | | | Acessibility | 1. Safe and reliable<br>2. Language selection menu<br>3. Complete access facilities<br>4. Efforts to fulfill satisfaction<br>5. 24 hour complaint handling | Likert 1-5 |
| | | | Queue Management | 1. There is music entertainment<br>2. There is advertising and advertising<br>3. Other relevant information | Likert 1-5 |
| | | | Personalization | 1. Personalize in service<br>2. Recognition of the existence of customers<br>3. Create your own account<br>4. There is a brochure to study | Likert 1-5 |
| | | | Responsive | 1. Friendly service<br>2. User friendly<br>3. Online guidance system<br>4. Notification if the system error | Likert 1-5 |
| | | | Service Quality Target | 1. Special services for KSPPS<br>2. Additional services for KSPPS | Likert 1-5 |

| 2 | Satisfaction | Satisfaction is as a customer response to the fulfillment of needs (Oliver, 1997) | 1. Very satisfied with *e-Services Quality* 2. Feel satisfied, right and right to use *e-Services Quality* 3. Trying to maintain good relations with the bank | Likert 1-5 |

## 4. Result

There were 229 respondents. The instruments were considered valid when they had loading score higher than 0.7.[30] *First order* CFA test result is shown on Table 3.

## Table 3
## Outer Loading Test CFA First Order *e-Services Quality* and Satisfaction

| Question Item | ESQ | KPS | KPC | KOM | LOY | BUA | Result |
|---|---|---|---|---|---|---|---|
| sqak1 | 0.793 | | | | | | Valid |
| sqak2 | 0.813 | | | | | | Valid |
| sqak4 | 0.838 | | | | | | Valid |
| sqak5 | 0.802 | | | | | | Valid |
| sqak7 | 0.861 | | | | | | Valid |
| sqas2 | 0.813 | | | | | | Valid |
| sqas3 | 0.855 | | | | | | Valid |
| sqas4 | 0.783 | | | | | | Valid |
| sqas5 | 0.839 | | | | | | Valid |
| sqma1 | 0.840 | | | | | | Valid |
| sqma2 | 0.848 | | | | | | Valid |
| sqma3 | 0.843 | | | | | | Valid |
| sqp1 | 0.826 | | | | | | Valid |
| sqp2 | 0.818 | | | | | | Valid |
| sqp3 | 0.855 | | | | | | Valid |
| sqp4 | 0.843 | | | | | | Valid |
| sqr1 | 0.758 | | | | | | Valid |
| sqr2 | 0.841 | | | | | | Valid |
| sqr3 | 0.742 | | | | | | Valid |
| sqt1 | 0.837 | | | | | | Valid |

30 I. Ghozali and H. Latan, *Structural Equation Modeling: Teori, Konsep, dan Aplikasi dengan Program Smart PLS 2.0* (Semarang: Badan Penerbit Universitas Diponegoro, 2011).

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| Question Item | ESQ | KPS | KPC | KOM | LOY | BUA | Result |
|:---:|:---:|:---:|:---:|:---:|:---:|:---:|:---:|
| sqt2 | 0.847 | | | | | | Valid |
| kps01 | | 0.812 | | | | | Valid |
| kps02 | | 0.841 | | | | | Valid |
| kps03 | | 0.743 | | | | | Valid |

Source: Primary Data Processed, 2018.

Table 3 shows all variables of *e-Service Quality* and satisfaction had *loading factor* score higher than 0.70 and were significant to 0.04. The significant value was shown by $t_{statistic} < t_{table,}$ 0.65. It meant that all indicators of each variable had high *convergent validity* scores.

The reliability test was done by using *second order* CFA and rechecking the AVE coefficient score, *composite reliability,* and *cronbach alpha* as shown in Table 4. The used parameters to judge reliability were the AVE coefficient had to be higher than 0.50. Then, all of *composite reliability* and *cronbach alpha* of all variables had to be higher than 0.70.[31]

### Table 4
### AVE, CR, CA, *R Square*

| Laten Variable | AVE | Composite Reliability | Cronbach Alpha | R Square |
|:---|:---:|:---:|:---:|:---:|
| *E-Services Quality* | 0.679 | 0.978 | 0.977 | |
| Trust | 0.978 | 0.989 | 0.977 | 0.764 |
| Satisfaction | 0.640 | 0.842 | 0.722 | 0.210 |

Source: Primary Data Processed, 2018.

*Second order* CFA analysis results toward second step test of *e-Service Quality* and satisfaction showed that each variable had met the parameter of AVE coefficient higher than 0.50, *Composite Reliability* higher than 0.70, and *Cronbach* higher than 0.70. Thus, all variables were said to meet the reliability instrument criteria. The

31 I. Ghozali and H. Latan.

instrument had shown accuracy, consistency, and appropriateness as measurements.

Then, hypothesis test was done. Its analysis was shown by coefficient of presented lane to Table 5.

**Table 5**
***Path Coeffient* Influence between Variables**

| Path | Original Sample | T Statistics (O/STERR) | P Value | Information |
|---|---|---|---|---|
| ESQ => KPS | 0,461 | 7,754 | 0,000 | Significant |

Source: Bootstrapping Analysis Results, 2018.

Based on the table, *e-Service Quality* influenced satisfaction. It was shown by value of *e-Service Quality* lane coefficient to satisfaction and its significance. The value of the coefficient lane was 0.461 and was significant to alpha 0.05. Then, since the value of $t_{statistic}$ was 7.754* greater than $t_{table}$ 1.65, it showed that *e-Service Quality* positively influenced satisfaction. Therefore, the hypothesis stating that *e-Service Quality* positively influenced satisfaction was statistically supported.

## 3. Discussion

Discussion result of the hypothesis covered influences of *e-Service Quality* to satisfaction. Several reasons which became the evidence and underlined *e-Service Quality* to have influence positively to ISCC satisfaction were due to highest mean of the respondents' answers on each dimension of *e-Service Quality* variable indicators. They were representatives of respondents' experience during using *e-Service Quality*.

In accuracy and convenience dimensions, the highest *mean* was shown on respondents' answers dealing with their feeling of effectiveness and efficiency during transaction by using *e-Service Quality* from both time and cost aspects. It is in line with Caceres and Paparoidamis (2007) stating that one of business consumer

characteristics toward B2B market was to prioritize efficiency and effectiveness of service. It is also supported by number ten – descriptive data of the respondents which stated that from 100% respondents (299 ISCC) were *e-Service Quality* facility users, started from ATM, RTGS, *Internet Banking, SMS Banking,* or *Bank Link.* It meant the ISCC had no difficulties in using *e-Service Quality.*

Overall, ISCC perception toward *e-Service Quality* showed that bank had provided menu selection in *Service Quality* properly. The transaction process was considered pretty accurate and appropriate. The electronic service was comfortable although it took longer time with short *loading* time. Those reasons made accuracy and convenience were percept sufficiently good by respondents. Thus, they were satisfied.

Dealing with accessibility dimension, the *highest* mean was shown by respondents' statements toward accessible facility completeness which was available in *e-Service Quality.* It was included additional service and Indonesian language selection for respondents whom did not speak English, whom were disable and elderly. This facility completeness made ISCC was satisfied on accessibility. Furthermore, most of the respondents were satisfied on the banking efforts to meet their needs proportionally through *e-Service Quality* and complaint handling for 24 hours. Based on average answers of the respondents completely, started from second indicator until fifth indicator of accessibility, *e-Service Quality* was sufficiently good.

On queue management, the highest mean was shown by respondents' answers upon question dealing with advertisement and advertising availability during waiting in the line. It made ISCC satisfied. Furthermore, most of the respondents admitted feeling satisfied because of kind and friendly *e-Service Quality* in which had music amusement during their waiting. Then, there were other relevant information. Overall, it can be stated that most of the respondents judged the queue management of the bank was sufficiently good. There were only few poor parts. Therefore, it can

be stated that queue management was percept sufficiently good by ISCC.

On personalization dimension, the highest *meant* was shown by respondents' answers upon question dealing with acknowledgement of ISCC' existence toward electronic banking service period and brochure availability to learn independently. Those two factors made ISCC satisfied. Then, they were satisfied due to personalization in *e-Service Quality* and they had authorities to make their own accounts. Overall, most of respondents judged the *e-Service Quality* personalization efforts were sufficiently good. Only a few of them considered poor.

On responsiveness dimension, the highest *mean* was shown by respondents' answers to question dealing with notification or informational feedback toward ISCC when the *e-Service Quality* system was error. It made the ISCC satisfied. The respondents were also satisfied due to the bank effort in serving the ISCC well and kind, plus *user-friendly*. Overall, most of the respondents judged the responsibility of the bank toward ISCC was sufficiently good. Only a few of them considered it poor.

On target of service quality dimension, the highest *mean* was shown by the respondents' answers on question dealing with additional service availability for ISCC. It made them satisfied. They were also satisfied due to special service.

Based on the descriptive data of all respondents (299 ISCC) had good partnership with the bank both in financial allocation and fund. Thus, ISCC became important for the banks to develop *relationship marketing* so that there was a need of special service. Overall, most of respondents judged the banks' efforts in selecting target of service quality were sufficiently good. Only a few of them considered it poor. Therefore, it can be stated that target of service quality dimension was percept sufficiently good by ISCC.

The numbers of positive responses by KSPSS toward the indicators within each *e-Service Quality* dimension showed that they

had really experienced good quality of electronic service quality from the banks. This condition was expected to create ISCC' satisfaction on bank. Therefore, better and qualified *e-service quality,* it would motivate ISCC to be satisfied and volunteer to come again and to have *relationship marketing* with the bank.

The findings are in line with disconfirmation paradigm theory (Oliver, 1997) stating that consumers would be satisfied when their perceptions were in line with expectation (confirmation reached).[32] Then, Oliver also formulated in *Gap Analysis Model* that when performance of certain attribute improved greater than the expectation upon the attributes, then the perceptions toward service quality would be positive and in contrast. Dealing with *e-Service Quality* and ISCC' satisfaction, then ISCC had experienced *e-Service Quality* was very good and surpassed the expectation so they were satisfied.[33]

The findings were also consistent to Kotler and Keller's statements stating that antecedents of business clients' satisfaction were on service quality.[34] The results of this study support the findings of Caceres and Paparoidamis, which states that e-services quality affects B2B satisfaction. [35] The results of the study support the findings of Kumar and Shenbaragaman and Bapat which states that e-services quality affects the satisfaction of business customers.[36] Wardono strengthened *e-Service Quality* influenced directly *e-Satisfaction* especially in developing countries.[37]

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32 R. Oliver, *Satisfaction: a Behavioral Perspective on the Consumer* (New York: Mc Graw Hill International Editions, 1997).
33 P. Kotler and K.L. Keller, *Marketing Management Organization*, Volume 22, 2006.
34 P. Kotler and K.L. Keller.
35 R.C. Caceres and N.G. Paparoidamis, "Service Quality, Relationship Satisfaction, Trust, Commitment and Business-to-business Loyalty", *European Journal of Marketing* 41, no. 7/8 (2007): 836-867.
36 Bapat, "Exploring the Antecedents of Loyalty in the Context of Multi-Channel Banking", *International Journal of Bank Marketing* 35, no. 2 (2017): 174-186.
37 Wardono, "The Antecedent Factors on *e-Loyalty* Affecting the Generation Y in *e-Commerce*: a Cross-Cultural Study", Graduate Program in Economics Faculty of Economics and Business Universitas Indonesia Jakarta, 2015.

Parasuraman, *et al.*; Reichheld and Sasser; Zeithaml, *et al.*; Dash, Bruning, and Guin; Rahman, Wan, and Ramli called *e-Service Quality* is important strategy for bank to succeed in competitive environment.[38] Bank is able to offer qualified service quality for business clients, it would reach higher market share development.[39] It also created satisfaction.[40]

In another hand, the findings did not support Kromidha and Kristo. They stated that *relationship marketing,* service quality had not exactly positively influenced satisfaction because business clients preferred not to use *e-Service Quality* from a bank exclusively but also from other banks. They did so because they expected to get more benefits and flexibility.[41] They also stated that *e-Service Quality* had not exactly influenced satisfaction because satisfaction was result of all experiences of clients or called as cumulative satisfaction.[42]

Dixon, *et al.* (2005) stated that cumulative satisfaction consisted of product, interpersonal, and performance satisfaction. Consumers were satisfied on the product completely but they were not surely satisfied on other aspects, such as service or price.[43] Cumulative satisfaction was assumed better as predictor of economy performance, further behavior, and loyalty of clients.[44]

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44 R.C. Caceres and N.G. Paparoidamis.

## C.   Conclusion

This research aims to find out and understand how ISCC' satisfaction could be fostered through antecedent factors, such as *e-Service Quality*. The conclusion of the research was based on hypothesis test in which the result was *e-Service Quality* positively influenced ISCC' satisfaction. Dealing with accuracy and convenience dimension, especially waiting time during service which became main priority considered by ISCC while using *e-Service Quality*. It was due to ISCC is business institution prioritizing time efficiency in business transaction activity. Therefore, it is suggested for banks to prioritize ISCC in their services.

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