The Influence of E-Servicescape on Behavioral Intention with Customer Satisfaction as a Mediating Variable

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A B S T R A C T

In recent years, there has been a significant increase in online travel agencies (OTA) utilising e-servicescape to improve their services. This study aims to investigate the influence of e-servicescape performance on behavioural intention while considering satisfaction as the moderating variable. Employing a questionnaire-based approach, a total of 384 respondents were used as the data for the analysis. Further, a Structural Equation Model (SEM) was used to analyse the data. The results show that the e-servicescape influences behavioural intention, while customer satisfaction acts as a mediating factor.

A R T I C L E I N F O

1. INTRODUCTION

Research on online reservation sites brings special attention to practitioners and researchers to study it (Sharma et al., 2020). However, the understanding of e-servicescape is still unclear, especially in the tourism and hospitality sector (Amer, 2021). The understanding of e-servicescape is still unclear due to the limited reviews and empirical evidence that have been obtained (Boukabiya & Outtaj, 2021). The concept of e-servicescape has been largely ignored, but it has recently been highlighted as a key element of website success (Boukabiya & Outtaj, 2021; Eroglu et al., 2003; Harris & Goode, 2010)

2. LITERATURE REVIEW

2.1. Behavioral Intention

According to C.-F. Chen & Chen (2010), behavioral intention is defined as a behavior that involves consumers on the desires and expectations of consumers that they will show in the future (Sthapit et al., 2019). Schiffman et al. (2012)added that behavioral intention is in the output process in post-purchase evaluation where behavior arises from consumers after they make purchases and experience products and services. Consumers will evaluate the products and services they have experienced, the results of this evaluation will determine future consumer purchasing behavior (Schiffman et al., 2012a)

Furthermore, Jeng (2019) added the dimensions of behavioural intentions related to the research about E-servicescape in the E-commerce Live Broadcast consists of: (1) Online store has significant impact to purchase behaviour (2) Recommend online store to other (WOM Recommendation) as the willingness of consumers to recommend others, and (3) Willing to buy again as it refers to consumer repurchases in the future.

Based on previous research that has put forward several measurements of behavioral intention in their respective research and objects, this study will combine several dimensions as follows:
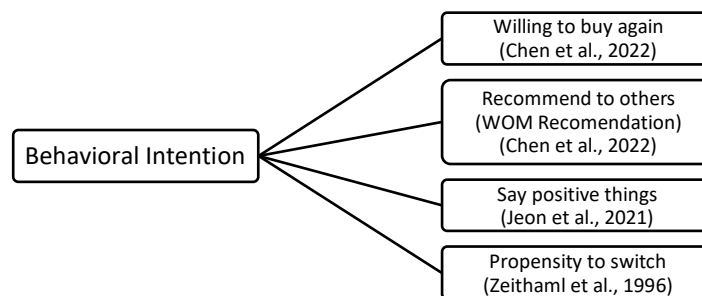

Figure 4. Dimensions of Behavioral Intention In This Study

2.2. Customer Satisfaction

Customer satisfaction has been considered a fundamental determinant of long-term consumer behavior (Oliver, 1980; Hellier et al., 2003). Customer Satisfaction is included in the output stage, namely post-purchase behavior, customers will evaluate the product whether the product matches expectations and forms satisfaction or dissatisfaction (Schiffman et al., 2012a). Ulum et al. (2022) suggest that consumers will evaluate the functional benefits of product effectiveness and enjoyment to induce positive or negative consumption emotions and ultimately affect consumer satisfaction.

Customer satisfaction as an individual's perception of the performance of a product or service in relation to consumer expectations (Schiffman et al., 2012a; Schiffman & Wisenblit, 2019). Kotler (2017) defines customer satisfaction as a person's feeling of pleasure or disappointment arising from comparing the perceived product performance (or results) with the expectations of the brand used.

The concept of customer satisfaction is a function of fulfilling customer expectations (Schiffman et al., 2012a). Retaining customers will be far more profitable than finding new customers, one way to retain customers is to make customers feel satisfaction with the purchase and use of the company's products, so studying customer satisfaction has become the main concern of marketers (Hawkins, 2020), because marketers who understand marketing strategies will strengthen customer satisfaction consistently by providing high quality (Schiffman & Wisenblit, 2019)

The three drivers of successful relationships between marketers and customers are customer value, high levels of customer satisfaction and building structures to create customer retention. The level of customer satisfaction with customer behavior identifies several types of customers such as customers who really feel satisfaction will continue to

make purchases, provide very positive word of mouth about the company to others (Schiffman et al., 2012b)

According to Kotler et al. (2017) in his book, customer satisfaction depends on the perceived performance of the product in providing value relative to consumer expectations. If product performance does not meet consumer expectations, then consumers will not feel satisfaction. If the performance is in accordance with consumer expectations, then consumers will feel satisfaction. And if the performance exceeds expectations, the buyer will feel happy.

Meanwhile, Oliver (1980) stated that customer satisfaction consists of elements: expectations, perceived performance, disconfirmation. Expectations determine customer anticipations about product and service performance (Churchill Jr & Surprenant, 1982), perceived performance indicates customer experience after using a product or service which can be better or worse than customer expectations (Spreng & Mackoy, 1996). Disconfirmation is defined as the difference between the customer's initial expectations and the actual performance observed (Bhattacherjee & Premkumar, 2004). According to the literature, disconfirmation is divided into three types, namely positive disconfirmation, negative disconfirmation and simple disconfirmation. The scheme of the occurrence of customer satisfaction more clearly from the two experts is as follows:

- Perceived performance < Expecatations: Negative disconfirmation
- Perceived performance > Expecatations: Positive disconfirmation
- Perceived performance = Expecatations: Simple disconfirmation

2.3. E-Servicescape

Researchers have given many names to the physical environment in the context of online retailers such as "cybermarketscapes" (Venkatesh, 1998), "e-scapes" (Koernig, 2003), or "online atmospherics" (Eroglu et al., 2003), the research has become a theory that is an important factor in mass exchange to the online world. The servicescape theory put forward by Bitner (1992) then experienced expansion and development into the online environment by Harris & Goode (2010) under the name online servicescape. Harris & Goode (2010) explain that studying the servicescape in an online environment 'online servicescape' can show the online environmental factors that exist during service delivery.

Then many researchers call the online servicescape with the label 'e-servicescape' (Amer, 2021; J. Chen et al., 2022; Huang et al., 2017; M. Kim, 2021; Yeo et al., 2021). Most researchers agree on the important role of e-servicescape in different online contexts that can drive consumer emotions, opinions, beliefs, and attitudes that will ultimately shape consumer behavioral responses (Amer, 2021; Tankovic & Benazic, 2018; Wu & Gao, 2019), while according to Teng (2021) cited by Amer (2021), it is not easy to evaluate services in an online context, but consumers can rely on e-servicescape in evaluating the online environment, for example, a website, where after the evaluation, consumer behavioral intention will be formed.

Harris & Goode (2010) have put forward a conceptualization framework of the e-servicescape by adapting the concepts in Bitner (1992) servicescape dimensions which are adjusted in the context of an online environment (Amer, 2021). Further explanation of the dimensions of e-servicescape according to Harris & Goode (2010) is as follows:

1. Aesthetic appeal, defined as the overall impressive appeal of a website. Aesthetic appeal has three subdimensions, namely originality of design, visual appeal and entertainment value.
2. Layout and functionality, defined as the design aspects of a website that can create pleasant interactions and experiences for users. Layout and functionality have subdimensions namely usability, relevance of information, customization, and interactivity.
3. Financial security, defined as the security tools used when consumers make payments. Financial security has subdimensions, namely perceived security and ease of payment.

The following is a dimensional model of the analysis results from Harris and Goode which consists of aesthetic appeal, layout and functionality, and financial security.
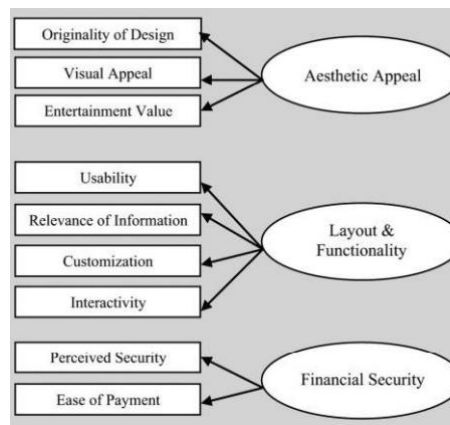

Figure 6. Model E-Service

Source: Amer (2021)

According to research conducted by Jeon et al. (2021) suggests that e-servicescape can be measured through atmospherics, layout & design, social presence. The e-servicescape dimension analyzed from research by Jeon et al. (2021) can be visualized into Figure 7.
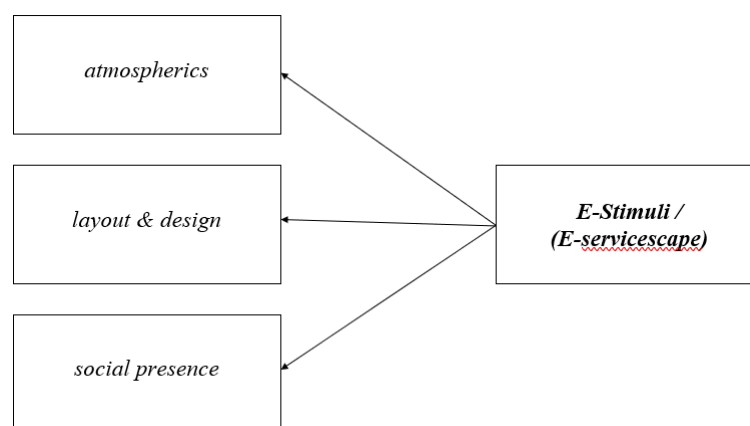

Figure 7. Model E-Servicescape by Jeon et al. (2021)

As also shown by Kim (2021), the dimensions of e-servicescape consist of usability, security, visual appeal, customization, entertainment value, interactivity, originality of design, relevance of information, and social factors.
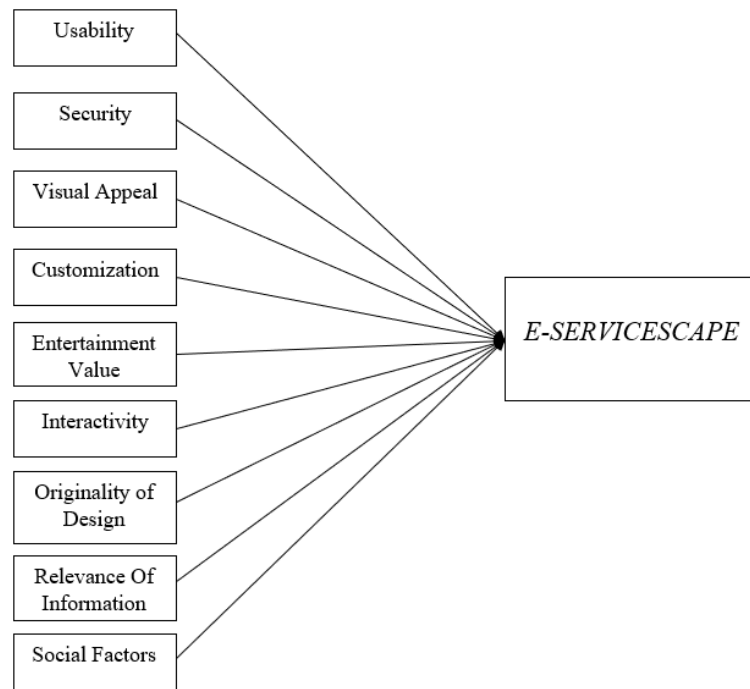
Figure 8. Model E-Servicescape by Kim (2021)

Source : (Kim, 2021)

2.4. Research Framework

Marketing is an important process in business that aims to create value for consumers, build long-term profitable relationships, and meet their needs (Kotler et al., 2017). Understanding consumer behavior is key in designing effective marketing strategies. Consumers in making purchasing decisions are influenced by various factors such as demographics, lifestyle, and cultural values (Mothersbaugh & Hawkins, 2016). Therefore, understanding consumer behavior through consumer behavior studies is essential in developing products, determining prices, and designing the right distribution and promotion strategies.

A model that is often used to understand the consumer decision-making process is the model developed by Schiffman et al. (2012b). This model consists of three main stages: input, process, and output, where at the output stage, two important activities occur, namely purchase behavior and post-purchase evaluation (Schiffman et al., 2012b). This post-purchase evaluation determines consumer satisfaction, which is influenced by the extent to which product or service performance (Perceived performance) matches their expectations (Expectations) (Kotler et al., 2017; Oliver, 1980). The results of this evaluation will shape future consumer behavioral intentions, such as the desire to repurchase the product, provide recommendations to others, or even switch to another brand (Huang et al., 2017; Zeithaml et al., 1996; Jeon et al., 2021; J. Chen et al., 2022).

In addition, the physical aspects of the service, known as physical evidence, also play an important role in determining consumer satisfaction (Zeithaml et al., 2018). Consumers often use this physical evidence to evaluate services before and after purchase. In the digital era, this concept has evolved into a virtual servicescape, where aspects such as aesthetics,

functionality, and social presence are key in increasing consumer satisfaction and their behavioral intentions (Cyr et al., 2007; Harris & Goode, 2010; Jeon et al., 2021). Various studies have shown that e-servicescape has a positive impact on consumer satisfaction and behavioral intentions, adding to the understanding of the importance of physical aspects in the consumer experience (Ananda et al., 2023; J. Chen et al., 2022; Huang et al., 2017; M. K. Kim, 2021; Razati et al., 2020).
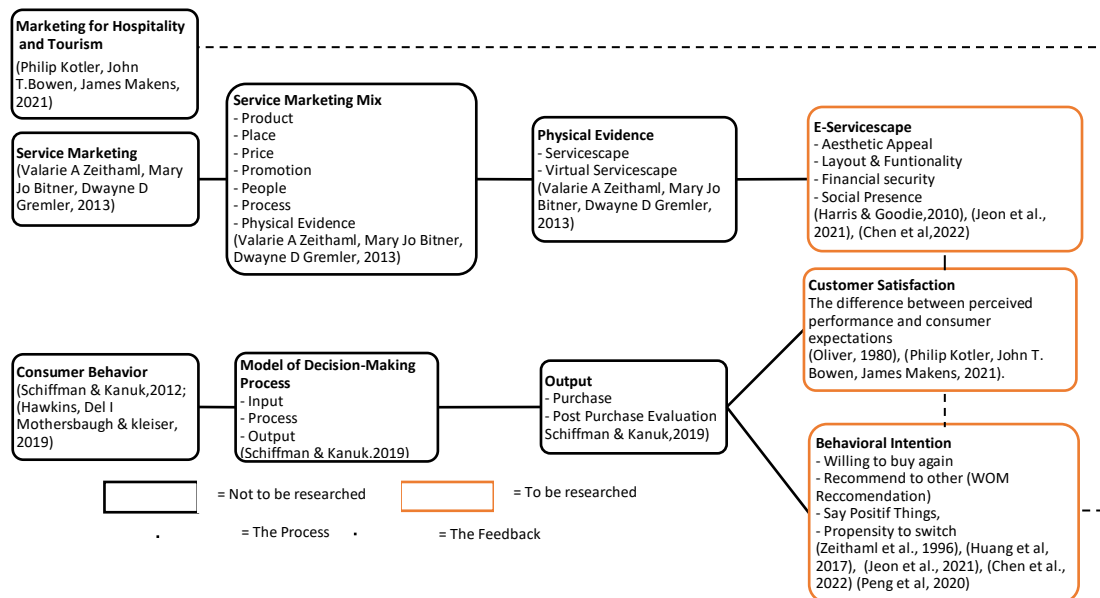

Figure 9. Research Framework

- **H0**, there is no effect of e-servicescape on behavioral intention with customer satisfaction as a mediating variable

- **H1**, meaning that there is an effect of e-servicescape on behavioral intention with customer satisfaction as a mediating variable

3. METHODS

3.1. Research Subjects and Data Collection

Technological advances have developed new platforms for services and goods that provide various benefits for companies that want to promote and sell their services (Yeo et al., 2021), one of which is through mobile applications. Based on Figure 1, Comparison data of active OTA users Traveloka, Agoda, Booking.com, Tiket.com, and Pegipegi until August 2023 shows that currently many OTA consumers use services through mobile applications. Traveloka is the OTA with the highest number of active users, reaching 24,122,100 users in Indonesia. The second highest OTA application user is Tiket.com with a total active user reaching 7,377,157, followed by Agoda with a total active user of 7,343,768, then booking.com with a total active user reaching 2,082,556. However, Pegipegi is still the OTA with the lowest total active users with a total of 1,160,058 active users.

Data collection techniques are an important aspect of research design that is inseparable (Sekaran and Bougie, 2016). In this research, the authors used several data collection techniques. First, observation is carried out by directly observing the object of research related to e-servicescape, customer satisfaction, and behavioral intention on the Pegipegi

Application. Second, literature studies were conducted by collecting information from various sources such as university libraries, hospitality and tourism journals, and electronic media such as the Pegipegi application and various leading journal portals. Furthermore, questionnaires were used as a data collection technique by distributing written questions to respondents regarding their characteristics and experiences in using the Pegipegi App as well as the implementation of e-servicescape, customer satisfaction, and behavioral intention.

The population that is the focus of this research is active users of the Pegipegi application in Indonesia. Based on Data.ai, the number of active users of Pegipegi in Indonesia as of August 2023 reached 1,160,058 individuals. Active users are defined as individuals who regularly use the application and utilize the features provided (Montag, 2019; Torous, 2021). Thus, it can be concluded that the population that is the subject of research is 1,160,058 active users of the Pegipegi application in Indonesia until August 2023.

In this study, the sampling method applied was nonprobability sampling with purposive sampling technique. Purposive sampling was chosen to select samples based on criteria relevant to the research and predetermined (Jawale, 2012). Respondent criteria include two main aspects: first, users who have made online bookings on the Pegipegi application at least 2 times in the time span from August 2022 to August 2023, and second, active users of the Pegipegi application in Indonesia. Using the Krejcie & Morgan (1970) formula, the calculated sample size was 348 people. To increase accuracy, researchers added 10% of the sample size, which was 36 people, so that the total research sample was 384 respondents.

The research method used is explanatory research. Descriptive research, as defined by Malhotra (2015), is employed to describe characteristics of relevant groups such as consumers, sellers, organizations, or market areas. Through descriptive research, a detailed description of respondents' views on e-servicescape, including aesthetic appeal, layout & functionality, financial security, and social presence, can be obtained. This provides an overview of customer satisfaction and behavioral intentions, which encompass dimensions such as willingness to buy again, the recommendation to others, saying positive things, and propensity to switch among active users.

3.2. Research Measurement and Statistical Methods

The measurement scale used in this study is a sematic differential scale which usually shows a seven-point scale with bipolar attributes measuring the meaning of an object or concept for respondents (Sekaran & Bougie, 2016). The data obtained is interval data. The range in this study is 5 numbers. Respondents who gave an assessment at number 5, meant that it was very positive, while giving an answer of number 1 meant that the respondent's perception of the statement was very negative.

The research object which is the independent variable or independent variable is e-servicescape (X), while the dependent variable is customer satisfaction (Y) and behavioral intention (Z) by taking into account the characteristics of the variables to be tested, the statistical test used is through the calculation of SEM analysis for the three variables. Hypothesis testing was carried out using the IBM SPSS AMOS version 22.0 for Windows program to analyze the relationship in the proposed structural model.

The structural model proposed to test the causal relationship between e-serviecsape (X) on behavioral intention (Z) with customer satisfaction (Y) as a mediating variable. Hypothesis testing is carried out using the t-value with a significance level of 0.05 (5%) and a degree of freedom of n (sample). The t-value in the IBM SPSS AMOS version 22.0 for Windows program is the Critical Ratio (C.R.) value. If the Critical Ratio (C.R.) value ≥ 1.967 or the probability value (P) ≤ 0.05 then H0 is rejected (the research hypothesis is accepted). All variables are valid and reliable with a Cronbach Alpha coefficient of more than 0.70.

4. RESULTS AND DISCUSSION

4.1. Discussion of Behavioral Intention Results

Based on the results of research through distributing questionnaires to 384 respondents, it can be seen that the overall behavioral intention obtained a score of 9,453 with a percentage of 82.1%. This score is obtained from 4 indicators, including willingness to buy again (Z1), say positive things (Z2), recommend to others (WOM recommendation) (Z3), propensity to switch (Z4). The results of this data processing illustrate that most active users of the Pegipegi mobile app have a desire to spread their behavioral intentions. Based on this, the score above illustrates that the behavioral intention of Pegipegi mobile app users through the dimensions of willingness to buy again, say positive things, recommend to others (WOM recommendation), propensity to switch is considered good with 83.1% (Zeithaml et al., 1996; Jeon et al., 2021; J. Chen et al., 2022). This behavioral intention is based on the total satisfaction felt by consumers when using various attributes of a product or service (Churchill Jr & Surprenant, 1982; Ratnasari et al., 2020)

This statement is considered as an implementation of the Recommend to others dimension with the highest percentage of 84.2% with an indicator question regarding the user's desire to recommend the Pegipegi application to others such as friends and relatives. In line with the higher level of satisfaction felt by consumers, the level of consumer desire to recommend products or services to others will also be higher (Ladhari, 2007; Peng et al., 2022). The propensity to switch indicator with statement items regarding consumers' willingness to continue to choose the Pegipegi application as the first choice in making purchases and ignore other OTAs is considered the indicator that received the lowest score with a percentage of 80.7%. Consumers have many of their own preferences in choosing the type of service and type of OTA brand that they want to use. The high level of competition that occurs where competitors show their superiority to each other is also one of the reasons because during the online purchasing process consumers will be very careful in choosing and considering the types of services provided by the company (Anita & Zulkarnain, 2020). In other indicators, the percentage shows an average result of 82.1%, meaning that the level of behavioral intention of Pegipegi mobile app users is categorized as **good**.

4.2. Discussion of Customer Satisfaction Results

Based on the results of data processing that has been carried out through distributing questionnaires to 384 respondents of Pegipegi mobile app users, the customer satisfaction variable has obtained a score of 16,076 with a percentage of 83.7%. overall. The results of this data processing illustrate that most active users of the application feel good satisfaction when using the pegipegi mobile app service. The results of the study illustrate that customer satisfaction of active users of the pegipegi application is positively assessed towards the

overall user experience with reference to frequency of use, purpose of use and reasons for use. This illustrates that the perceptions of application users who refer to the indicators of satisfied with aesthetic appeal, satisfied with layout & functionality, satisfied with financial security, and satisfied with social presence are rated positively with a percentage value of 83.7% (Jeon et al., 2021; Peng et al., 2022; Ananda et al., 2023).

This statement is considered as an implementation of the satisfied with aesthetic appeal dimension with the highest percentage of 85.7%, with a statement regarding the level of user satisfaction with the attractiveness/design of the appearance of services, products and promotions contained in the Pegipegi application. The indicator satisfied with financial security with a statement item regarding the level of user satisfaction with the level of user satisfaction with the payment security of the Pegipegi application is considered the indicator that obtained the lowest score with a percentage of 80.3%. Financial security is the most important factor in driving consumer trust, perceived value, loyalty, and attitudes towards e-commerce sites (Harris & Goode, 2010). For most Indonesian online consumers, financial security is important because it is related to the costs that have been incurred by consumers (Ananda et al., 2023). In other indicators, the percentage shows an average result of 83.7%, meaning that active users of the pegipegi mobile app feel satisfaction with the pegipegi application, so the position of customer satisfaction is **good**.

4.3. Discussion of E-Servicescape Results

Based on the results of data processing that has been carried out through distributing questionnaires to 384 respondents who are active users of the Pegipegi mobile app, the e-servicescape variable has obtained a score of 32,098 with an overall percentage of 83.6%. The results of this data processing illustrate that most active users of the pegipegi mobile app feel that the mobile app service environment is considered good. This illustrates that the e-servicescape which refers to the dimensions of aesthetic appeal, layout & functionality, financial security, and social presence is considered good with a percentage value of 83.6% (Harris & Goode, 2010; Huang et al., 2017; Razati et al., 2020; J. Chen et al., 2022; Ananda et al., 2023).

This statement is considered as an implementation of the layout & funtionality dimension with the highest percentage of 85.8%, namely the statement indicator regarding the ease and clarity of operation of the Pegipegi application. Layout & functionality in an online context is based on ease of navigation in its use. Ease of navigation is related to finding products that consumers need quickly and can be accessed where and whenever users are on the online platform (Christine Roy et al., 2001). Simple navigation that is easy and simple can make customers comfortable and make consumers search for products or services longer until they trust in a brand service. In relation to easy navigation, the pegipegi application provides easy and clear navigation with various instructions that are easily understood by application users. The social presence indicator with the statement item regarding human sensitivity can be felt in the Pegipegi application when interacting online is considered the indicator that gets the lowest score with a percentage of 80.8%. In other indicators, the percentage shows an average result of 83.6%, meaning that the level of service of the Pegipegi mobile app environment perceived by users of the Pegipegi mobile app is **good**.

4.4. Discussion of the Effect of E-servicescape on Behavioral Intention with Customer Satisfaction as a Mediating Variable

Based on the results of data processing IBM SPSS AMOS version 20.0 for Windows, the C.R value of the e-serviescape variable on behavioral intention with customer satisfaction as a mediating variable is 11.285. This value is ≥ 1.96 so that H0 is rejected, meaning that there is a positive effect of e-servicescape on behavioral intention with customer satisfaction as a mediating variable. Based on the output probability value of the model parameter estimation results as a whole, it shows the sign (***), meaning that the effect value obtained is at a significance level <0.001. that P ≤ 0.05, thus supporting the statement that H0 is rejected and the relationship is at a significant level. Testing the coefficient of determination is indicated by the squared multiple correlation (R2) value which describes the magnitude of the explanation of variable Z by variable X through variable Y. The results of the e-serviescape Model Parameter Estimation on behavioral intention with customer satisfaction as a mediating variable as a whole have shown that the R2 value is 0.507, meaning that the behavioral intention variable that can be explained by e-servicescape with customers as a mediating variable is 50.7%, while 49.3% of other variables.

5. CONCLUSION

The research on the influence of e-servicescape on behavioral intention and customer satisfaction in the OTA mobile app in Indonesia found that active users have a good level of behavioral intention. The study found that the dimension of WOM recommendation had the highest score, while the propensity to switch dimension had the lowest. The satisfaction level of active users was categorized as good. The e-servicescape dimension had the highest score, with the layout & functionality dimension receiving the highest score. The study recommends developers to pay more attention to e-servicescape, especially in online service environments, to increase customer satisfaction and encourage behavioral intention. Improving aesthetics, layout and functionality, financial security, and social presence in online travel agent applications is crucial for improving user experience. Customer satisfaction is also important for retaining customers. OTA mobile app may need to consider to these aspects ensure customer satisfaction.

5. ACKNOWLEDGMENT

6. AUTHORS' NOTE

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