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Moderation Effects of Cultural Dimensions on the Relationship between E-Service Quality and Satisfaction with Online Purchase

Airin Lidwina Jaury JAUW*, Edi PURWANTO**

Abstract

The purpose of the study is to investigate the effect of e-service quality on satisfaction with online purchases moderated by cultural dimensions. E-service quality dimensions include ease of use, availability, efficacy, privacy, and relevant information. Cultural dimensions are individualism/collectivism and uncertainty avoidance. This research was conducted in Jakarta and its respondents are consumers who have completed an online transaction at Agoda.com and it was conducted from January to July 2016. This study uses moderated regression analysis (MRA) technique. The results of the study show that ease of use and privacy dimensions have not had significant effects on satisfaction moderated by collectivism culture, but availability, efficacy, and relevant information dimensions have significant effect on satisfaction moderated by collectivism culture. Likewise, the study found that ease of use and privacy dimensions have not had significant effects on satisfaction moderated by low uncertainty avoidance culture, and availability, efficacy, and relevant information dimensions have significant effects on satisfaction moderated by low uncertainty avoidance culture.

Keywords: cultural, e-service quality, satisfaction, online purchase.

1. Introduction

E-commerce business has been growing, and it is causing an increase in online shopping. Surely it is influenced by the ease of customers to obtain access to the Internet and its use (www.bisnisonline7.com). World Customs Organisation (WCO) said that in 2014 Internet users had reached 3 billion of the world population, while 40% of them are online consumers. Indonesian users had reached 93 million users, about 7.4 million of whom are online consumers in 2015, and this is predicted to continue to increase every year (www.kanal.web.id).

The Nielsen Global Survey of E-Commerce conducted a survey in 60 countries that have internet access. The survey was done in order to see the intensity of consumer spending in the world. From the survey results, it is known that online consumers of travel services make up the highest number of consumers in the world as well as in Indonesia. Fig. 1 show that 55 per cent of airline ticket/reservations are made through online purchasing, and then 46 per cent of tours/hotel reservations are also by online purchasing (www.nielsen.com).

Tripadvisor.co.id, traveloka.com, pegipegi.com, **Agoda.com** etc. are travelling and accommodations websites that are known by Indonesia consumers. **Agoda.com** uses platform searching and is the biggest online hotel reservation website, especially in Asia-Pacific. **Agoda.com** has partnerships with thousands of hotels in the world and has customer service in 38 languages. This study focused to investigate consumer satisfaction of **Agoda.com**.

Ease of use, availability, efficacy, privacy, and relevant information are dimensions of e-service quality that influence consumers' satisfaction with online purchases. Sabiote et al. (2012) studied how Hofstede's cultural dimensions moderated the relationship. Hofstede's Indonesia scores of individualism dimension is 14 and uncertainty avoidance is 48 (<https://geert-hofstede.com/indonesia.html>). It shows that first, Indonesia is a Collectivist society. And second, Indonesia scoring (48) on uncertainty avoidance shows a low preference for avoiding uncertainty.

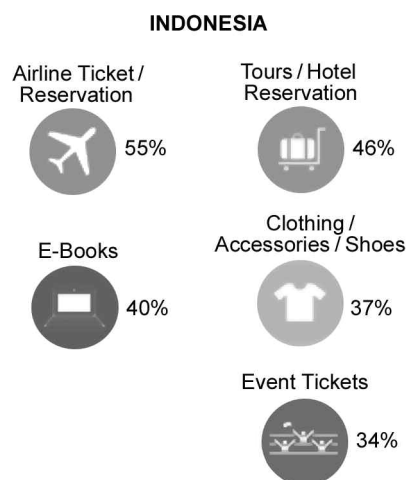


Figure 1. Online purchasing
Source: www.nielsen.com

This research is conducted to investigate the moderation effect of Hofstede's cultural dimensions (individualism/collectivism and uncertainty avoidance) on the relationship between e-service quality and satisfaction with online purchase at **Agoda.com**. This conceptual framework was adapted from Sabiote et al. (2012).

However, while Sabiote et al. (2012) chose a sample from two nationalities, namely British (individualist culture) and Spanish (collectivist culture), this research choose one nationality, namely Indonesian with their collectivism culture and low level of uncertainty avoidance.

Whereas Sabiote et al. (2012) compared the moderation effect of an individualistic culture and collectivist culture on the relationship between ease of use on satisfaction with online purchasing, this research investigate the moderating effect of collectivist culture and low uncertainty avoidance culture on the relationship between ease of use on satisfaction with online purchasing at **Agoda.com**.

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Then, Sabiote et al. (2012) hypothesised and found that the degree of availability of a web site does not significantly influence satisfaction among either individualistic culture (British) or collectivist culture (Spanish), while this research investigated the significant moderating effect of collectivist culture and low uncertainty avoidance culture on the relationship between availability on satisfaction with online purchasing at **Agoda.com**.

Sabiote et al. (2012) hypothesised and found the significant moderating effect of individualistic cultures on the relationship between efficacy and satisfaction with online purchasing and that it is not significant for consumers from collectivist cultures, but this research investigated the significant moderating effect of collectivist culture and low uncertainty avoidance on the relationship between efficacy on satisfaction with online purchasing at **Agoda.com**.

Sabiote et al. (2012) hypothesised and found that privacy dimension influenced satisfaction with the online purchase significantly for consumers from high uncertainty avoidance cultures (Spanish) and is not significant for consumers from a low uncertainty avoidance cultures (British), while this research investigated the moderating effect of collectivist culture and low uncertainty avoidance on the relationship between privacy dimension on satisfaction with online purchasing at **Agoda.com**.

Finally, Sabiote et al. (2012) hypothesised and found the effect of the relevant information on satisfaction with the online purchase without being moderated by national culture, but this research investigated the moderating effect of collectivist culture and low uncertainty avoidance on the relationship between the relevant information dimension and satisfaction with online purchasing at **Agoda.com**.

So more specifically, the study objectives are:

(1) The investigation of the moderating effect of Indonesian collectivist culture on the relationship between ease of use and satisfaction with online purchasing at **Agoda.com**.

(2) The investigation of the moderating effect of Indonesian collectivist culture on the relationship between availability of a web site and satisfaction with online purchasing at **Agoda.com**.

(3) The investigation of the moderating effect of Indonesian collectivist culture on the relationship between efficacy and satisfaction with online purchasing at **Agoda.com**.

(4) The investigation of the moderating effect of Indonesian collectivist culture on the relationship between privacy and satisfaction with online purchasing at **Agoda.com**.

(5) The investigation of the moderating effect of Indonesian collectivist culture on the relationship between the relevant information and satisfaction with online purchasing at **Agoda.com**.

(6) The investigation of the moderating effect of Indonesian low uncertainty avoidance culture on the relationship between ease of use and satisfaction with online purchasing at **Agoda.com**.

(7) The investigation of the moderating effect of Indonesian low uncertainty avoidance culture on the relationship between availability of a web site and satisfaction with online purchasing at **Agoda.com**.

(8) The investigation of the moderating effect of Indonesian low uncertainty avoidance culture on the relationship between efficacy and satisfaction with online purchasing at **Agoda.com**.

(9) The investigation of the moderating effect of Indonesian low uncertainty avoidance culture on the relationship between privacy and satisfaction with online purchasing at **Agoda.com**.

(10) The investigation of the moderating effect of Indonesian low uncertainty avoidance culture on the relationship between the relevant information and satisfaction with online purchasing at **Agoda.com**.

2. Literature Review

2.1. Ease of Use and Satisfaction

Ease of use will improve online interactions between the users and the website service provider; navigability is the main

feature that is used to improve the ability of users to find the website (Richard and Chandra, 2005). Meanwhile, according to Zeithaml et al. (2002) in Collier and Bienstock (2006), ease of use is categorised into various features of websites, include navigation, search engine, change and cancel features, and efficient information for customers. Ease of use is an important element for both customers online and new visitors (Ribbink et al., 2004).

Kassim and Abdullah (2010) found the effect of ease of use on satisfaction with online purchase. Zeng et al. (2009) also found the effect of ease of use on satisfaction with online purchase. Contrastingly, Sabiote et al. (2012) found there was not a significant effect of ease of use on satisfaction with online purchase. The Internet users saw a useful website more important than ease of use (Gefen dan Straub, 2003). Van Slyke et al. (2005) in Sabiote et al. (2012) stated that ease of use has been differently perceived in individualism and collectivism cultures. In individualism society, ease of use was perceived as the speed of access of a site's navigation, and in collectivism society, ease of use of online commerce had no benefits for them. They did not believe the online transaction and wanted face to face transaction between consumers and sellers (Straub et al., 1997). In this paper we test the follow hypotheses:

H_{1a}: Ease of use had an effect on consumer satisfaction with online purchase that had been moderated by collectivism culture.

H_{1b}: Ease of use had an effect on consumer satisfaction with online purchase that had been moderated by low level of uncertainty avoidance culture.

2.2. Availability and Satisfaction

Parasuraman et al (2005) in Kim et al. (2011) defined availability as a dimension in technical functions possessed by the website. Where, according to Kim et al. (2011), more than 90% of online consumers leave the website because of the lack of system availability or poor technical functions. It is caused by several problems that occasionally arise in the dimensions of website availability, such as an error on the link or navigation of the website, which thereby caused the consumer or online customers to be disappointed with the service provider (Wachter, 2002; Santouridis et al., 2012).

According to Zeithaml et al. (2002) in Sabiote et al. (2012), availability is not a construct that affects satisfaction online, although availability is a key aspect of the quality of the website. Availability is only part of the technical functions of the website and an essential requirement of operating a business online. Therefore, Sabiote et al. (2012) found that the influence of availability is not significant on consumer satisfaction from different cultures, especially when considering that availability is only a part of the technical functions of websites. But in this paper, we test the follow hypotheses:

H_{2a}: Availability had an effect on consumer satisfaction with online purchases that had been moderated by collectivism culture.

H_{2b}: Availability had an effect on consumer satisfaction with online purchases that had been moderated by low level of uncertainty avoidance culture.

2.3. Efficacy and Satisfaction

Sabiote et al. (2012) explained that website efficacy requires the fulfilment of the promises given by the service provider in accordance with the expectations of consumers. So it can be concluded that the efficacy dimension is part of the fulfilment dimension. According to Bhawuk and Brislin (1992) in Sabiote et al. (2012), website efficacy needs high credibility regarding the security of the site. Meanwhile, according to Santouridis et al. (2012), fulfilment is the ability possessed by the service providers in keeping promises to consumers in terms of timely delivery of the products and the availability of stock products. Therefore, fulfilment is one of the most important factors to

assessing the qualities of a website (Wolfinbarger and Gilly, 2003).

According to Parasuraman et al. (2005) and Jun et al. (2004) in Sabiote et al. (2012), there is a significant correlation between the efficacy and satisfaction with the online purchase among people that are more dominant in the individualism culture, but this is not significant to people who are more dominant in the collectivism culture (Ruiz et al., 2010). People from the individualism culture tend to be more competitive and utilitarian in exchange with the service provider, but people from the collectivism culture expect more security in terms of the credibility of delivery services, and trust the subjective opinions or information that are formed by others and their own expectations (Donthu and Yoo, 1998; Hofstede, 2001). In this paper, we test the follow hypotheses:

H_{3a}: Efficacy had an effect on consumer satisfaction with online purchases that had been moderated by collectivism culture

H_{3b}: Efficacy had an effect on consumer satisfaction with online purchases that had been moderated by low level of uncertainty avoidance culture.

2.4. Privacy and Satisfaction

Friedman et al. (2000) in Zeithaml et al. (2002) defined privacy as personal information protection give to customers online, by not disseminating customers' personal data to other parties. Privacy is classified as a guarantee to protect personal information, such as shopping history data and credit card information, that belongs to customers (Zeithaml, 2002). Sabiote et al. (2012) found a significant relationship between privacy and satisfaction with online purchase among people who have a high level of uncertainty avoidance. People with a high level of uncertainty avoidance cultures tend not to believe the service provider, because consumers are afraid of losing their privacy. However, for people who have a low level of uncertainty avoidance, privacy dimension does not significantly affect their satisfaction with online purchase (Lee et al., 2009). Likewise, Branscum and Tanaka (2000) and Kim et al. (2010) found that the privacy dimension significantly influences consumer satisfaction in consumers' evaluations of e-retailers. In this paper, we test the follow hypotheses:

H_{4a}: Privacy had an effect on consumer satisfaction with online purchase that had been moderated by collectivism culture.

H_{4b}: Privacy had an effect on consumer satisfaction with online purchase that had been moderated by low level of uncertainty avoidance culture.

2.5. Relevant Information and Satisfaction

Relevant information or quality content is a key indicator of success in the information technology system. Therefore, relevant information not only refers to the type of information offered, but also the quality and accessibility of information and website content (Mahmood et al., 2000; Lin, 2010). Sabiote et al. (2012), quoted from Lin (2010), stated that the relevant information content that is offered by the website is a competitive advantage for the expectations of online users. Sabiote et al. (2012) found that there is significant effect of relevant information on satisfaction with online purchases without cultural moderation. Satisfaction with online purchase influenced by relevant information is not solely based on consumer culture, but by the level of the relevant information that is provided by the website. It is a determining factor for the consumer to use the services that are offered by service providers. Relevant information is a key indicator of the satisfaction of websites users (Zeithaml et al., 2002; Sindhuja and Dastidar, 2009). In this paper, we test the follow hypotheses:

H_{5a}: Relevant information had an effect on consumer satisfaction with online purchase that had been moderated by collectivism culture.

H_{5b}: Relevant information had an effect on consumer satisfaction with online purchase that had been moderated by low level of uncertainty avoidance culture.

2.6. Conceptual Framework

The conceptual framework of the study is an adapted conceptual framework created by Sabiote et al. (2012) as shown in Fig. 2.

3. Method

3.1. Data collection

This research was conducted in Jakarta and its respondents are consumers who have completed an online transaction at **Agoda.com**. It is hard to know real numbers of population, so the study used non-probability sampling technique, in which the size of the sample is about 5 times the number of manifest variables (indicator) from the entire latent variables (Solimun, 2002). The number of the whole indicator in this research is 22, so the sample of the study is 110. This research was conducted from January to July 2016.

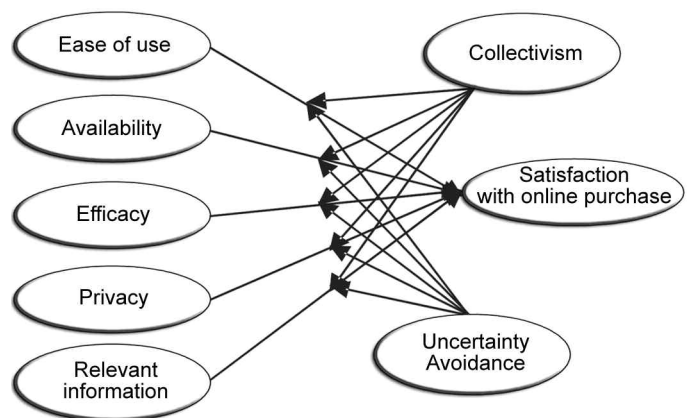


Figure 2. Conceptual Framework

3.2. Measurement scales

All the scales used in this study were derived from scales previously used in the literature. All dimensions of the e-service quality measurement scale are adapted from Sabiote et al. (2012). Sabiote et al. (2012) adapted the dimensions relating to ease of use, availability, efficacy, and privacy from Parasuraman et al. (2005), and the relevant information dimension was adapted from Heim and Sinha (2001). The satisfaction measurement scale also was adapted from Sabiote et al. (2012) and Szymansky and Hise (2000).

3.3. Data analysis

This study uses moderated regression analysis (MRA) technique. According to Hair et al. (2010), a moderating effect occurs when a third variable changes the relationship between two related variables. Critical *t-value* is used as a cut off, which if *t-value* > critical value of *t-table*, indicates a significant relationship between the hypotheses. Critical value of *t-table* for a two-tailed test are 1.65 (significance level = 10 percent), 1.96 (significance level = 5 percent), and 2.58 (significance level = 1 percent) (Hair et al., 2011; Purwanto, 2016). This study uses critical value of *t-table* 1.96 or 95 percent significance level as a cut off.

4. Results

Table 1 shows the profile of the respondents, male comprising 37 individuals (33.3 per cent) and female comprising 74

individuals (66.7 per cent). The majority of respondents are 20 to 25 year old college students or freshly graduated. Students are 63 individuals (56.8 per cent), employees are 24 individuals (21.6 per cent), entrepreneurs are 20 individuals (18 per cent), and other comprises 4 individuals (3.6 per cent).

The aim of validity testing is to measure the validity of the questionnaire used. The questionnaire can be stated valid if the value of Corrected Item-Total Correlation $>$ r_{table} value. The formula to determine r_{table} value is $(df) = n - 2$, with an alpha of 0.05. And r_{table} value for this research is 0.157. *Table 2* show that all items of variables fulfilled the validity test, which the Corrected Item-Total Correlation value of all items are higher than r_{table} (0.157).

Table 1. Profile of respondents

Demography	Category	Frequency	Percentage
Gender	Male	37	33.3%
	Female	74	66.7%
Age	<20 years old	19	17.1%
	20-25 years old	57	51.4%
	26-31 years old	11	9.9%
	32-37 years old	8	7.2%
	>37 years old	16	14.4%
Education	Junior School	6	5.4%
	College students	57	51.4%
	Bachelor	45	40.5%
	Masters	2	1.8%
	Other	1	0.9%
Status	Student	63	56.8%
	Employee	4	21.6%
	Entrepreneur	20	18%
	Other	4	3.6%

Research requires dependable measurement. Reliability is the degree to which a test consistently measures whatever it measures. According to Sekaran (2006), Cronbach's alpha value in the range of 0.70 is acceptable, while above 0.80 is good. *Table 2* show that all variables fulfilled the reliability test, in which Cronbach's Alpha of all variables are higher than 0.80.

Table 3 shows that ease of use and privacy dimensions have no significant effect on satisfaction while moderated by collectivism culture. However, availability dimension has a significant effect on satisfaction while moderated by collectivism culture. Likewise, efficacy and relevant information dimensions have significant effects on satisfaction with online purchase while moderated by collectivism culture.

The results support Sabiote et al. (2012), who hypothesised that ease of use has a significant effect on satisfaction with online purchasing for tourists from an individualistic culture and is not significant for tourists from collectivist cultures. This research shows that in the high collectivist culture of Indonesian, ease of use has no significant effect on satisfaction with online purchases at **Agoda.com**.

If Sabiote et al. (2012) hypothesised and found that the degree of availability of a web site does not significantly influence satisfaction among either individualistic culture (British) or collectivist culture (Spanish), this research shows that there is a significant moderation effect of Indonesian collectivist culture on the relationship between availability of a web site and satisfaction with online purchasing at **Agoda.com**.

Likewise, if Sabiote et al. (2012) hypothesised and found the significant moderation effect of individualistic cultures on the relationship between efficacy and satisfaction with online purchasing is not significant for consumers from collectivist cultures, this research proved our third hypothesis, stating that Indonesian collectivist culture moderates the relationship between efficacy and satisfaction with online purchasing at **Agoda.com**.

Table 2. Validity and Reliability

	Corrected Item-Total Correlation	Cronbach's Alpha
<i>Ease of Use</i>		0.825
EOU1	0.605	
EOU2	0.618	
EOU3	0.711	
EOU4	0.671	
<i>Availability</i>		0.801
AVAIL1	0.488	
AVAIL2	0.505	
AVAIL3	0.655	
AVAIL4	0.666	
AVAIL5	0.625	
<i>Efficacy</i>		0.857
EFF1	0.726	
EFF2	0.775	
EFF3	0.768	
EFF4	0.571	
<i>Privacy</i>		0.864
PRIV1	0.688	
PRIV2	0.705	
PRIV3	0.839	
<i>Relevant information</i>		0.894
RI1	0.767	
RI2	0.780	
RI3	0.822	
RI4	0.698	
<i>E-satisfaction</i>		0.904
SATIS1	0.825	
SATIS2	0.825	

Ranjbarian et al. (2012) said, "Security and privacy have an impact on customers' trust in shopping on the internet." In their research in Iran, they found a significant effect of security (including privacy) on e-satisfaction. Hofstede's individualism index shows that Iran has low individualistic culture (score 41), so Iran has a collectivistic culture. In contrast, this research finds that Indonesian collectivistic culture has no significant moderating effect on the relationship between privacy dimensions and satisfaction with online purchases at **Agoda.com**.

Sabiote et al. (2012) hypothesised and found the effect of the relevant information on satisfaction with the online purchase without moderation by national culture, but this research found that Indonesian collectivistic culture moderated the relationship between the relevant information and satisfaction with online purchase at **Agoda.com**.

Table 4 shows that ease of use and privacy dimensions have no significant effect on satisfaction moderated by uncertainty avoidance culture. However, availability dimension has a significant effect on satisfaction moderated by uncertainty avoidance culture. Efficacy and relevant information dimensions have significant effects on satisfaction with online purchase moderated by uncertainty avoidance culture.

Zeng et al. (2009) found that ease of use has a direct effect on e-satisfaction significantly, but this research found that ease of use has no effect on e-satisfaction moderated by uncertainty avoidance culture. It shows that for Indonesia low uncertainty avoidance culture, ease of use is not an important determinant of the satisfaction with the online purchase at **Agoda.com**.

If Sabiote et al. (2012) hypothesised and found that the degree of availability of a web site does not significantly influence satisfaction among difference cultures, either British or Spanish, this research found that availability of a web site has significant effect on satisfaction with the online purchase at

Table 3. Regression Weights, Collectivism as Moderating Variable

Hypotheses		t-value	Sig.	Decisions	
1	(Constant)	.704	.483		
	Ease of use*Collectivism	H _{1a}	-.008	.993	Rejected
	Availability*Collectivism	H _{2a}	2.716	.008	Accepted
	Efficacy*Collectivism	H _{3a}	4.813	.000	Accepted
	Privacy*Collectivism	H _{4a}	.489	.626	Rejected
	Relevant information*Collectivism	H _{5a}	2.089	.039	Accepted

a. Dependent Variable: Satisfaction

Agoda.com moderated by Indonesian low uncertainty avoidance.

This finding shows that Indonesia low uncertainty avoidance moderates the effect of efficacy on e-satisfaction. Consumers have a positive perception of credibility of the web service, so it adds value to increased satisfaction with online purchases. If Sabiote et al. (2012) had not investigated the moderation effect of uncertainty avoidance cultures on the relationship between efficacy and satisfaction with online purchasing, then this research could not have found the moderation effect of low uncertainty on the relationship between efficacy and satisfaction with online purchasing at **Agoda.com**.

Table 4. Regression Weights Uncertainty Avoidance as Moderating Variable

Hypotheses		t-value	Sig.	Decisions	
1	(Constant)	.704	.483		
	Ease of use*UA	H _{1b}	-.008	.993	Rejected
	Availability*UA	H _{2b}	2.716	.008	Accepted
	Efficacy*UA	H _{3b}	4.813	.000	Accepted
	Privacy*UA	H _{4b}	.489	.626	Rejected
	Relevant information* UA	H _{5b}	2.089	.039	Accepted

a. Dependent Variable: Satisfaction

If Sabiote et al. (2012) hypothesised and found that privacy dimensions influenced satisfaction with the online purchase significantly for consumers from high uncertainty avoidance cultures (Spanish) and is not significant for consumers from a low uncertainty avoidance cultures (British), then the finding of this research supports the finding of Sabiote et al. (2012). The privacy has no significant effect on satisfaction with the online purchase at **Agoda.com** for Indonesian low uncertainty avoidance culture.

Sabiote et al. (2012) hypothesised and found the effect of the relevant information on satisfaction with the online purchase without moderation by national culture, but this research found that Indonesian low uncertainty avoidance culture has a significant effect on the relationship between the relevant information and satisfaction with the online purchase at **Agoda.com**.

5. Conclusions

This research proves that the collectivistic culture of Indonesia strengthens the effect of availability, efficacy, and relevant information dimensions on customer satisfaction with online purchase at **Agoda.com**, but the research did not find significant effect of ease of use and privacy dimensions on satisfaction. The high collectivistic culture of Indonesia consumers influenced the tolerance of consumers regarding the lack of ease of use and assurance of their privacy when conducting online purchasing, so the dimensions did not influence their satisfaction.

This research also proves that the uncertainty avoidance culture of Indonesia strengthens the effect of availability, efficacy, and relevant information dimensions on customer satisfaction with online purchase at **Agoda.com**, and the effects of ease of use and privacy dimensions on satisfaction are not significant. Low uncertainty avoidance of Indonesia score influences consumers to accept lack of ease of use and lack of privacy, so the dimensions did not influence their satisfaction.

Q-as

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