



THE INFLUENCE OF DIGITAL SERVICE QUALITY ON CONSUMER BEHAVIOR IN USING ONLINE SERVICES

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Abstract. *The development of digital technology has changed the pattern of interaction between consumers and companies and has increased the use of various online-based services. Under these conditions, digital service quality has become an important factor because consumers consider not only the products or services offered, but also the ease, speed, security, and reliability of the service received through digital platforms. This study aims to analyze the effect of digital service quality on consumer behavior in using online services. The study uses a quantitative approach with an associative method. The research data are planned to be obtained by distributing questionnaires to consumers who have used online services, using purposive sampling and a Likert scale. The digital service quality variable is measured through ease of use, reliability, responsiveness, security and privacy, and information quality, while consumer behavior is viewed from the tendency to use, reuse, and recommendation. The data are analyzed using validity tests, reliability tests, simple linear regression, the t-test, and the coefficient of determination. Previous studies indicate that digital service quality is related to satisfaction, trust, and consumer behavior such as reuse and recommendation. This study is expected to contribute to understanding the importance of digital service quality in shaping consumer behavior and to provide input for online service providers to improve service quality according to consumer needs.*

Keywords: *consumer behavior; customer satisfaction; digital service quality; e-service quality; online services*

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INTRODUCTION

The development of digital technology has driven significant changes in how consumers interact with companies and use various services. The shift from conventional services to digital-based services means that service quality is no longer assessed solely through direct interaction, but also through consumers' experiences when interacting via digital platforms. In this context, e-service quality is an important aspect encompassing ease of use, information quality, reliability, security, privacy, and system availability. Kaur and Kaur (2023) developed an e-service quality scale with six dimensions: information quality and usefulness, reliability, security and privacy, efficiency, system availability, and assurance. A bibliometric review by Mahadevan and Joshi (2021) also shows that e-service quality research has largely focused on conceptualization and measurement, followed by constructs such as value, satisfaction, loyalty, and behavioral intentions, particularly in the e-commerce and banking industries.

Digital service quality is also related to how consumers use and evaluate a service. When consumers receive service that is easy, responsive, secure, and meets their expectations, the experience can encourage positive behavior toward the service provider. Gounaris et al. (2010) found that e-service quality positively affects e-satisfaction and influences consumers' behavioral intentions, namely revisiting, word-of-mouth communication, and repurchase, both directly and through satisfaction.

In addition, studies of marketplaces in Indonesia show that electronic service quality is associated with customer satisfaction and loyalty (Efdison et al., 2024; Hafidz & Ali, 2024). This indicates that digital service quality is not only related to satisfaction but also has the potential to shape consumer behavior in maintaining the use of a service.

Based on this discussion, digital service quality is a relevant factor to examine in understanding consumer behavior in online services. Therefore, this study aims to analyze the effect of digital service quality on consumer behavior in using online services.

THEORETICAL REVIEW

Digital Service Quality

Digital service quality (e-service quality) refers to a service provider's ability to deliver a service experience to consumers effectively through digital media or platforms and in accordance with users' expectations. In a digital environment, service quality concerns not only the service outcome but also the process through which consumers interact with the system. Parasuraman et al. (2005) developed the E-S-QUAL scale to measure electronic service quality. In their literature review, Shankar and Datta (2020) concluded that privacy and security, website design, responsiveness, efficiency, reliability, ease of use, and system availability are prominent measures across various contexts. Ighomereho et al. (2022), studying users of electronic channels, also found that reliability, security, service fulfillment, ease of use, and responsiveness influence overall electronic service quality.

A meta-analysis by Blut et al. (2015) of 89 independent samples showed that e-service quality has four dimensions: website design, fulfillment, customer service, and security and privacy. It is associated with customer satisfaction, repurchase intention, and word-of-mouth communication. The relevance of each dimension is also influenced by national culture, the regulatory environment, and industry type.

In digital services, security, fulfillment, information, and convenience are important because consumers do not interact directly with service providers. Tedjakusuma et al. (2025) found that security, price, delivery, information availability, and product quality significantly affect e-satisfaction on digital marketplaces in Indonesia. From the seller's perspective, Ramadhani and Dachyar (2025) also showed that marketplace service-quality dimensions—reliability and privacy, efficiency, additional services, and information usefulness—increase seller satisfaction on the Shopee platform. Thus, digital service quality in this study can be understood as an online platform's ability to provide

services that are easy, reliable, secure, responsive, and capable of meeting consumer needs.

Consumer Behavior in Online Services

Consumer behavior refers to the processes and actions consumers undertake when choosing, using, evaluating, and deciding whether to continue using a product or service (Kotler & Keller, 2016). In an online environment, consumer behavior can be seen in decisions to use a service, intentions to purchase or use it again, recommendations to others, and revisits to a platform. Gounaris et al. (2010) described behavioral intentions in online shopping in three forms: site revisit, word of mouth, and purchase intention.

These behavioral changes have become increasingly important as the use of marketplaces and various digital services grows. Candra et al. (2022) examined consumer behavior on online marketplaces in Indonesia, while Megawati et al. (2024) studied the mediating role of electronic trust (e-trust) in the relationship between e-service quality and customer satisfaction on online marketplaces.

The Relationship Between Digital Service Quality and Consumer Behavior

Digital service quality can be one factor shaping consumer behavior because the experience consumers have while using a service affects their evaluation of a platform. Services that are easy to use, secure, fast, and capable of meeting consumer needs can create positive experiences, making consumers more likely to continue using the service.

This relationship is supported by various studies on consumer responses to electronic service quality. Purnamasari and Suryandari (2023) examined the effect of e-service quality on e-repurchase intention, with e-satisfaction and e-trust as mediating variables in online shopping in Indonesia. Pratama and Dahlan (2023) analyzed the role of e-service quality and the e-marketing mix in shaping customer satisfaction and loyalty in Indonesia's e-commerce industry. Cuong (2026) found that e-service quality has a significant positive effect on e-trust, perceived value, and repurchase intention. These findings show that the better the digital service quality consumers receive, the greater the likelihood of positive responses and behavior toward online services.

Based on this review, digital service quality can be said to be related to consumer behavior in using online services. Therefore, this study tests the effect of digital service quality as the independent variable on consumer behavior as the dependent variable.

RESEARCH METHOD

This study uses a quantitative approach with an associative research design. This approach is used to analyze the relationship between and the effect of digital service quality on consumer behavior in using online services. The independent variable in this study is digital service quality (X), while the dependent variable is consumer behavior (Y).

The study population consists of consumers who have used online services. The sample is selected using purposive sampling, with the criteria that respondents are at least 17 years old and have used online services. Data are collected through an online questionnaire using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Online questionnaires and purposive sampling have also been used in previous studies on e-service quality and repurchase intention (Chaniago et al., 2024; Cuong, 2026).

Digital service quality is measured through several aspects: ease of use, reliability, responsiveness, security and privacy, and information quality. Consumer behavior is measured through the tendency to use the service, reuse it, and recommend it to others. The collected data are then analyzed using validity tests, reliability tests, simple linear regression analysis, the t-test, and the coefficient of determination, as used by Pramesti et al. (2023) in their study of the effect of e-service quality on repurchase intention. The research model is $Y = a + bX + e$, where Y is consumer behavior, a is the constant, b is the regression coefficient, X is digital service quality, and e is the error term.

RESULTS AND DISCUSSION

Research Findings

Based on a review of previous studies, digital service quality is associated with various consumer responses when using online services. Studies of marketplace users in Indonesia show that e-service quality is an important factor related to consumer

satisfaction and trust (Megawati et al., 2024), which may in turn be associated with behaviors such as repurchase intention, site revisits, and word of mouth (Gounaris et al., 2010).

Recent findings also show that digital service quality is related to consumer satisfaction. Hafidz and Ali (2024) studied 265 marketplace users in Greater Jakarta, analyzed using SEM-PLS, and found that e-service quality can increase e-satisfaction. Efdison et al. (2024) studied 100 e-commerce users and found that e-service quality directly affects e-satisfaction and e-loyalty, with e-satisfaction partially mediating this relationship.

In another study, Chaniago et al. (2024) found that e-satisfaction partially mediates the relationship between e-service quality and online repurchase intention. The study involved 268 marketplace users and showed that improved digital service quality can support satisfaction, which is then associated with consumers' intention to make repeat purchases.

Discussion

Digital service quality can affect consumer behavior because interactions between consumers and companies in online services largely take place through digital systems. When consumers receive services that are easy to use, clear information, reliable systems, and secure transactions, they can have a more positive experience. This condition can encourage consumers to continue using the service and interact with it again.

These findings are supported by Pramesti et al. (2023), who studied Bukalapak users in Jakarta and found a positive and significant effect of e-service quality on repurchase intention. However, this relationship is not always direct. Prabowo et al. (2024), studying 198 Bukalapak consumers, found that e-service quality did not directly affect repurchase intention but affected e-word of mouth, which, together with e-satisfaction, then influenced repurchase intention. Similar results were reported by Iffan et al. (2024): e-service quality affects repurchase intention indirectly through customer trust and satisfaction.

These differences in findings indicate that consumer behavior in digital environments can be influenced by more than one mechanism. Digital service quality can be an initial factor shaping consumer experience, but satisfaction, trust, and usage experience can also play

a role in determining subsequent behavior. Therefore, online service providers need to pay attention to the overall quality of their systems and services rather than focusing only on transactions.

CONCLUSION AND RECOMMENDATIONS

Digital service quality is one factor associated with consumer behavior in using online services. Ease of use, system reliability, response speed, security, and information quality can shape consumers' experiences when interacting with digital services. Various studies show that e-service quality is associated with satisfaction, trust, reuse, and other forms of consumer behavior.

However, the effect of digital service quality on consumer behavior may occur directly or through other factors such as satisfaction and trust. Therefore, online service providers need to improve service quality consistently so that consumer experiences remain positive and support continued use of their services.

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