

Determinant of E-Service Quality and Purchase Decision on the Sociolla Website

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Abstract: *Improving the quality of electronic services is part of the company's goal to increase sales, through internal business development in the company, in accordance with consumer needs in fulfilling them. Companies engaged in the beauty sector are required to include effective and efficient facilities, corporate image, aesthetics, and service services. The quality of electronic services in the marketing sector of retail companies selling beauty products is considered to be a crucial factor for the growth and continuation of the business, so it is expected to grow well. This study aims to examine the influence of website design, customer service, fulfillment, and quality of electronic services on purchasing decisions. Furthermore, this study also examines the role of intervening variables of electronic service quality in the relationship of website design, customer service, fulfillment, to purchasing decisions.*

Methods: *This research is explanatory research using a quantitative approach through survey methods. The population in this study is Jember Regency consumers who have SOCO by Sociolla accounts. The number of samples was 125 people with a sampling technique in the form of purposive sampling. This research uses the structural equation model (SEM) method with the help of the statistical analysis moment of structural (AMOS 24) application program*

Results:

The results of the direct interaction test show that website design does not affect the quality of electronic services, customer service has a significant effect on the quality of electronic services, fulfillment has a significant effect on the quality of electronic services, website design has a significant effect on purchasing decisions, customer service has a significant effect on purchasing decisions, fulfillment has a significant effect on purchasing decisions, and service quality Electronics have no significant effect on purchasing decisions. Then, the results of indirect interaction tests reveal if the quality of electronic services can be an intervening variable in the relationship between website design, customer service, and fulfillment of purchasing decisions. The results of mediation tests using the Sobel Test provide empirical evidence if variations in the quality of electronic services can help the relationship between website design, customer service, and fulfillment to make purchasing decisions.

Key Word: *Website Design, Customer Service, Fulfillment, E-Service Quality, Purchase Decision*

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I. Introduction

Online business activities are a sector affected by the development of the internet. E-commerce is known as electronic commerce or internet commerce which refers to the sale and purchase of goods or services using the internet, and using the medium of money and data transfer to carry out these transactions. In this regard, e-commerce has been considered the most developed business sector not only in the world, but also in Asia and Indonesia because of its ever-increasing level of development and the rapid market value of each company in various industries (Zhu et al., 2020). E-commerce has changed business patterns with manufacturers, distributors, and customers using the internet as a useful tool for communication (Salehi et al., 2012). It is important to know how customers utilize internet features to make purchasing decisions. A success factor for surviving in a competitive electronic environment is a service-focused strategy (Rita et al., 2019). In order to get a high level of purchasing decisions, a high quality of service is also needed which leads to positive and profitable behavioral intentions. According to Sharma and Lijuan (2015) in Rita et al., (2019) said that a good online shopping site with system quality, information quality, and electronic service quality is the key to success in electronic commerce. The measurement of the quality of electronic services is measured through the website design displayed by the company. For some companies, the first step in running online marketing is to create a website. However, companies need to design attractive websites and find ways for consumers to visit websites, stay longer, and return to websites frequently (Dapas et al., 2019). Previously, previous research conducted by (Blut, 2016; Blut et al., 2015; Rita et al., 2019), showed that website design has a positive and significant influence on the quality of electronic services.

Another variable that might affect the quality of electronic service is customer service. Today's technology of much e-commerce leads towards the provision of regulated customer service such as location-based services. This is the key to success for e-commerce to achieve competitive advantage in the market (Lim & Ho, 2018). Previous research conducted by (Abdillah et al., 2023; Blut, 2016), shows that customer service has a significant influence on the quality of electronic service. Various challenges in fulfilling orders from online consumers such as timely delivery and delivery efficiency are felt by businesses in the field of e-commerce (Nguyen et al., 2018). Research conducted by (Chiu et al., 2009; Nguyen et al., 2018) explained that fulfillment is one of the most influential factors related to the assessment of service quality in sales via the internet. Previously, previous research conducted by (Blut, 2016; Blut et al., 2015; Rita et al., 2019) who showed that fulfillment has a positive and significant influence on the quality of electronic services.

Purchasing decisions play an important role. Purchase decision is consumer behavior in determining purchases based on products, ideas, experiences, and is useful for meeting consumer needs to make it easier (Sofiyanti, 2022). Website design is one-way companies show information to consumers before deciding on a purchase. The usefulness of the website design itself includes the entirety of all product-related information on the website, including consumer-generated information and information generated by sellers (e.g., product images, descriptive information about product design details, fabric, care, suitability, and size) (Shin et al., 2021). The presence of reasonable customer service can help shape consumer behavior, one of which is in making purchase decisions. According to Hanaysha, (2018), conveyed in his research if the main task of marketers is to focus on the entire buying process rather than just emphasizing on purchasing decisions, because consumers experience different phases before reaching the conclusion of what will be purchased by consumers. One of the factors that marketers do in influencing the purchasing decisions of their consumers, namely fulfillment. The importance of fulfillment is intended to see the extent to which the company fulfills its promise in treating product purchases from consumers. It is also important for marketers who serve as effective marketing tools to influence consumer purchasing decisions. The convenience received for the fulfillment provided by the company should be able to shape consumer purchasing decisions, because appropriate fulfillment makes consumers pay more attention to what will be purchased (Nguyen et al., 2018).

The conclusion found that customer service has not been able to determine the quality of electronic services on the Sociolla website. Based on the differences in the results of these studies, researchers aim to continue and develop previous research. This study focuses on the role of electronic service quality in influencing website design, customer service, and fulfillment of purchasing decisions on the Sociolla website.

II. Literature Review

Relationship of Website Design on E-Service Quality

Good website design should focus on usability by providing design beauty, reflecting the brand image of a strong company, and making customers interested in visiting. Therefore, the website design must be visually attractive, easy to understand, and provide enough information about the products sold. Study results from (Blut, 2016; Rita et al., 2019) explained that customers assess the experience when shopping using a website to assess the quality of electronic services from online stores, in other words, website design has an emphasis on the quality of electronic services.

H1: Website design has a significant effect on e-service quality

Relationship of Customer Service on E-Service Quality

According to Thomas Scheidel, (2017), customer service is crucial to support or establish a good relationship between customers and companies aimed at creating good communication between the two and creating a sense of satisfaction with the services provided by the company through customer service workers who have been given training. Some online businesses provide customer service to ask for more detailed information about the product to be purchased (Abdillah et al., 2023). Some online businesses provide customer service to help customers in case of difficulties during the shopping process such as live chat services, help desks, and social media. Thus, if you want to have quality electronic service, you must pay attention to the customer service provided.

H2: Customer service has a significant effect on e-service quality

Relationship of Fulfillment on E-Service Quality

Order fulfillment is believed to be a complex process because it involves several processes and activities carried out by various entities or functional units involved (Heydari et al., 2020). Fulfillment creates feelings of value and increased trust (Sjoerd van den Heuvel Charissa Freese René Schalk Marcel van Assen, 2017). When consumers feel the fulfillment that has been done by the seller to the customer in accordance with customer expectations. Study results from (Blut, 2016; Rita et al., 2019) explained that companies must ensure everything

is fulfilled to their customers, in other words, fulfillment describes one of the determinants of electronic service quality.

H3: Fulfillment has a significant effect on e-service quality

Relationship of Website Design on Purchase Decision

Website design describes one form in marketing communications. Website content, especially the design on website pages, becomes a marketing and communication strategy (Bordbar et al., 2016). Attractive website design helps consumers to quickly get the desired information without wasting much time. Design is part of planning a purposeful, artistic, and useful form. Website design is very influential for consumer purchase intentions in making purchase decisions.

H4: Website design has a significant effect on purchase decisions

Relationship of Customer Service on Purchase Decision

Customer service with renewable technology drives online consumer purchases, manages customer relationships and helps sellers increase sales (Cai et al., 2018). According to Chen et al., (2017), customers have access to social knowledge and experience by interacting with online forums and communities, browsing ratings, and reviews posted by others, or considering recommendations from social networks. Some online businesses provide customer service that allows customers to request more detailed information about the product they want to buy.

H5: Customer Service has a significant effect on purchase decisions

Relationship of Fulfillment on Purchase Decision

Fulfillment is defined as the process of ensuring that all necessary steps are taken to deliver the goods to the customer. This includes packing, labeling, and arrangements for carriers to ship goods. It also involves providing customer service, tracking orders, and managing returns (shopify, 2023). The convenience received for the fulfillment provided by the company should be able to shape consumer purchasing decisions, because appropriate fulfillment makes consumers pay more attention to what will be purchased (Nguyen et al., 2018).

H6: Fulfillment has a significant effect on purchase decisions

Relationship of E-Service Quality on Purchase Decision

A key success factor for surviving in a fierce competitive electronic environment is a service-focused strategy. Therefore, the quality of electronic services is important to pay attention to for the sustainability of the company which is expected to create customer purchasing decisions. This statement is supported by research conducted by (Agustina et al., 2020; Fadah et al., 2021; Rita et al., 2019) revealed that the quality of electronic services influences purchasing decisions.

H7: E-service quality has a significant effect on purchase decisions

III. Method

This type of research is explanatory research using quantitative approach through survey methods. The population in this study as a whole is Jember Regency consumers who have a SOCO by Sociolla account. The number of samples was 125 people with a sampling technique in the form of purposive sampling. Determining the sample size, this study uses a statement (Hair et al (2019)) which assumes that the sample size that $n \times 5$ variables are observed (indicators) up to $n \times 10$ variables observed (indicators). In this study, the number of items was 25 statement items used to measure 5 variables so that the number of this study was 125 people. This research uses the structural equation model (SEM) method with the help of the statistical analysis moment of structural (AMOS 24) application program.

IV. Result

Goodness of Fit is done by using an evaluation of the outer model and inner model as follows:

Outer Model

The outside model in this study was measured using data validity and reliability. Data validity test is a test conducted to see the items of questions that are worthy (representative) serves to represent the variables contained in the study. It is said to be valid if the indicator in the variable has a significant loading factor, which is $\alpha = 5\%$ or above 0.05.

Table 1. Validity Test Result

Variabels	Indicators	Loading Factor	Cut off	Information
<i>Website Design</i>	X1.1	0,58	0,05	Valid
	X1.2	0,52	0,05	Valid
	X1.3	0,77	0,05	Valid
	X1.4	0,80	0,05	Valid

	X1.5	0,70	0,05	Valid
	X1.6	0,60	0,05	Valid
	X1.7	0,74	0,05	Valid
	X1.8	0,83	0,05	Valid
Customer Service	X2.1	0,76	0,05	Valid
	X2.2	0,83	0,05	Valid
	X2.3	0,89	0,05	Valid
	X2.4	0,84	0,05	Valid
	X2.5	0,88	0,05	Valid
	X2.6	0,89	0,05	Valid
Fulfillment	X3.1	0,93	0,05	Valid
	X3.2	0,97	0,05	Valid
	X3.3	0,93	0,05	Valid
E-Service Quality	Y1.1	0,88	0,05	Valid
	Y1.2	0,92	0,05	Valid
	Y1.3	0,72	0,05	Valid
Purchase Decision	Y2.1	0,85	0,05	Valid
	Y2.2	0,79	0,05	Valid
	Y2.3	0,81	0,05	Valid
	Y2.4	0,87	0,05	Valid
	Y2.5	0,76	0,05	Valid

Based on the table above, it shows that the validity value of each indicator is greater than 0.05 so that each indicator in the variables of website design, customer service, fulfillment, e-service quality, and purchase decision is said to be valid.

A variable is said to be reliable if the instrument can be worn and can work in different times and conditions well. Reliability gives the result of how much the measurement with relatively the same result when re-measured on the same subject. This research reliability was measured using composite (construct reliability) with a CR value of > 0.70 (Ghozali, 2005: 134).

Table 2. Reliability Test Result

Variable	Composite	
	Construct Reliability	Information
Website Design	0,88	Reliable
Customer Service	0,90	Reliable
Fulfillment	0,96	Reliable
E-Service Quality	0,88	Reliable
Purchase Decision	0,91	Reliable

Based on the table above, it shows that the construct reliability value of each indicator is more than 0.70 so that all indicators in this study are said to be reliable.

Inner Model

The inner model test or structural model is tested to see the relationship between constructs, significance values. Inner model evaluation can be done in three ways. The three ways are applied by looking at the structural equations, goodness of fit, the results of direct and indirect hypothesis calculations. The results of testing the Structural Equation Model (SEM) with AMOS 24, produce the following structural equation model:

Table 3. Results of Structural Equation Calculations

Structural Equation 1	
$Y_1 = a + b_1X_1 + b_2X_2 + b_3X_3 + e$	
E-Service Quality =	0,247 Website Design + 0,303 Customer Service + 0,338 Fulfillment + 0,335
Structural Equation 2	
$Y_2 = a + b_1X_1 + b_2X_2 + b_3X_3 + b_4Y_1 + e$	
Purchase Decision =	0,388 Website Design + 0,241 Customer Service + 0,378 Fulfillment + 0,033 E-Service Quality + 0,191

Information:

- 1) The error or residual structural equation one is 0.335 obtained from 1-0.665 taken from Squared Multiple Correlations.
- 2) The error or residual structural equation two is 0.191 obtained from 1-0.809 taken from Squared Multiple Correlations.

Model testing on the Structural Equation Model (SEM) aims to see the suitability of the structural equation 1 and structural equation 2 models used. The results of model conformity testing in this study are presented in table 4:

Table 4. Result Goodness of Fit

Criterion	Cut Off Value	Calculation Result	information
X^2 Chi Square	It is expected to be greater than X^2 at df = 222 1,525	338,506	Good
Probability	$\geq 0,05$	0,00	Marginal
CMIN/DF	$\leq 2,00$	1,52	Good
RMSEA	$\leq 0,08$	0,075	Good
GFI	$\geq 0,90$	0,80	Marginal
AGFI	$\geq 0,90$	0,71	Marginal
TLI	$\geq 0,95$	0,96	Good
CFI	$\geq 0,95$	0,95	Good

Based on the results of Table 4, it is known that the eight criteria used to assess the feasibility or absence of a model turned out to be three marginal criteria and five good criteria. If one or two goodness of fit criteria are found that have met so that it can be said to be a good model (Solimun, 2006). The suitability of the structural equation 1 and structural equation 2 models used is acceptable and the conclusion is that there is a conformity between the model and the data used.

The construction of the concept framework is obtained by combining the inner model and the outer models using AMOS Software as shown in figure 1 below:

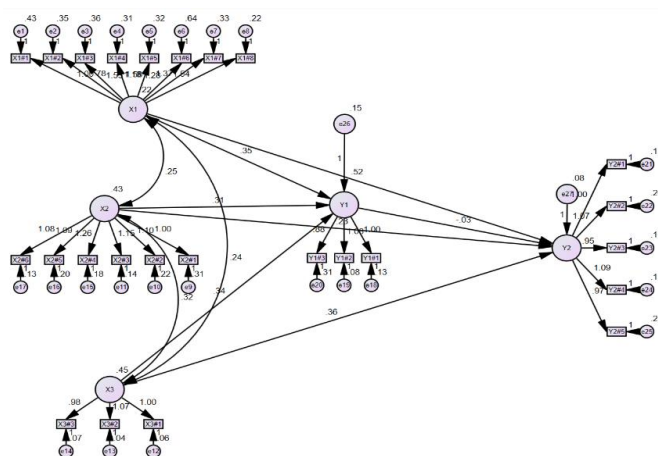


Table 5. Hypothesis Test Results

Connection	Regression Weights				Information
	Estimate	S.E	C.R	P	
$X_1 \rightarrow Y_1$	0,458	0,219	1,589	0,112	Insignificant
$X_2 \rightarrow Y_1$	0,307	0,138	2,231	0,026	Significant
$X_3 \rightarrow Y_1$	0,337	0,126	2,678	0,007	Significant
$X_1 \rightarrow Y_2$	0,524	0,193	2,719	0,007	Significant
$X_2 \rightarrow Y_2$	0,235	0,114	2,055	0,040	Significant
$X_3 \rightarrow Y_1$	0,362	0,107	3,377	***	Significant
$Y_1 \rightarrow Y_2$	0,732	0,109	0,291	0,771	Insignificant

Based on the table above, it shows that that all results from hypothesis testing show if the p value is more than 5% (0.05) predetermined significance value. Furthermore, H1 is rejected which states that website design has a insignificant effect on e-service quality. This can be known from the path coefficient of 0.458 with a t-value or CR of 1.589 at a P value of $0.112 \geq 0.05$. H2 is accepted which states that customer service has a significant effect on e-service quality. This can be known from the path coefficient of 0.307 with t-value or CR 2.231 at P value of $0.026 \leq 0.05$ then H2 is accepted and it can be concluded that customer service has a significant effect on e-service quality. Fulfillment has a significant effect on e-service quality. This can be known from the path coefficient of 0.337 with t-value or CR 2.678 at P value of $0.007 \leq 0.05$ then H3 is accepted. Website design has a significant effect on purchase decisions. This can be known from the path coefficient of 0.524 with a t-value or CR of 2.719 at a P value of $0.007 \leq 0.05$ then H4 is accepted. Customer service has a significant influence on purchase decisions. This can be known from the path coefficient of 0.235 with t-value or CR 2.055 at P value of $0.040 \leq 0.05$ then H5 is accepted. Fulfillment has a significant influence on purchase decisions. This can be known

from the path coefficient of 0.362 with t-value or CR 3.377 at P value of $*** \leq 0.05$ then H6 is accepted. E-Service Quality does not have a significant effect on purchase decisions. This can be known from the path coefficient of 0.732 with t-value or CR 0.291 at P value of $0.771 \leq 0.05$ then H7 is rejected.

Then, to find out the results of the mediating role of the variable of e-service quality, this study used the Sobel test as follows.

Table 6. Sobel Test Results

Connection	Sab	z count	z table	Information
$X_1 \rightarrow Y_1 \rightarrow Y_2$	0,167	1,99	1,96	Significant
$X_2 \rightarrow Y_1 \rightarrow Y_2$	0,106	2,11	1,96	Significant
$X_3 \rightarrow Y_1 \rightarrow Y_2$	0,099	2,48	1,96	Significant

Based on the result of the Sobel test, it is known that the value of z count > z table for all variable with intervening variable, so it can be concluded that e-service quality is able to mediate the relationship between website design, customer service, fulfilment to purchase decision.

V. Discussion

The Effect of Website Design on E-Service Quality

The result of the study show that website design not influences e-service quality. The company's readiness to meet the quality of its electronic services must be based on criteria that are commensurate with customer expectations. If the quality of electronic services is not optimal, the design for the website will be meaningless if it is not balanced with the modern functionality of similar competitors. Unless consumers put aside the quality of website design to feel the quality of service provided by the company by only looking at aspects to meet their needs. The results of this discussion show differences in results with previous studies. Research conducted by Blut, (2016) and Rita et al., (2019) shows the results that website design has a positive and significant effect on the quality of electronic services.

The Effect of Customer Service on E-Service Quality

The results of the study show that customer service influences the e-service quality. Companies with capable customer service in the latest technological era can affect the quality of electronic services because the two elements become a unity that helps each other to improve service. Through the hands of human resources in the customer service department, the company is able to give a positive impression to customers and can know expectations with a communication approach between individuals. The results of this discussion show that customer service has a significant effect on e-service quality. This study supports previous research conducted by Abdillah et al., (2023) and Blut, (2016) which proved that customer service has a significant effect on e-service quality. Furthermore, this study refutes the results of research conducted by Rita et al., (2019) revealed that customer service does not have a significant effect on e-service quality.

The Effect of Fulfillment on E-Service Quality

The result of the study show that fulfillment influences the e-service quality. Order fulfillment is believed to be a complex process because it involves several processes and activities carried out by various entities or functional units involved. The fulfillment from sellers to buyers, for example, in making consumers trust, confident and comfortable makes consumers tend to be more easily loyal to online sellers. Fulfillment is part of determining the quality of electronic services when shopping. Customers are happy with the order fulfillment process if customers are satisfied depending on customer expectations. If the customer is satisfied with the fulfillment of his order, the customer will assume that the quality of electronic service from the company is of good value. The next task of online sellers is to ensure the timeliness of delivery, accuracy of orders, and delivery conditions so that these activities create trust for consumers. The results of this discussion show that fulfillment has a significant effect on e-service quality. This study supports previous research conducted by Blut, (2016) and Rita et al., (2019) which proved that fulfillment has a significant effect on e-service quality.

The Effect of Website Design on Purchase Decision

The result of the study show that website design influences the purchase decision. An important factor in online shopping activities is the design of the website as well as the designer of the website facilitating the activity. The specialty of website design is the dominant factor that can influence consumers on online shopping activities, especially in making purchase decisions (Khalil H, 2017). This form of communication can be influenced by several factors such as convenience, individual, and psychological from consumers. Each consumer has his own way of operating and implementing his knowledge to carry out online shopping activities to generate motivation and confidence to make purchase decisions through the results of the absorption of information received from the online store website at hand. The results of this discussion show that website design has a

significant effect on purchase decisions. This study supports previous research conducted by Mulyana et al., (2020) which proved that website design has a significant effect on purchase decisions.

The Effect of Customer Service on Purchase Decision

The result of the study show that customer service influences the purchase decision. Customer service is any activity that is intended or aimed at providing a service and how well a service meets customer expectations (Boon-Long & Wongsurawat, 2015). Furthermore, maximum customer service affects the conditions of customers to make purchasing decisions. Managers must be knowledgeable about consumer characteristics and preferences as they play an important role in shaping purchasing decisions. This information can enable them to grow their competitiveness and ensure the continuity of the consumer buying process in the long run (Hanaysha, 2018). The main task of marketers is to focus on the entire buying process rather than just emphasizing on the purchase decision, because the consumer goes through different phases before reaching the conclusion of what the consumer will buy. The results of this discussion show that customer service has a significant influence on purchase decisions. This study supports previous research conducted by Boon-Long & Wongsurawat, (2015) which proved that customer service has a significant effect on purchase decisions.

The Effect of Fulfillment on Purchase Decision

The result of the study show that customer service influences the purchase decision. The importance of fulfillment is intended to see the extent to which the company fulfills its promise in treating product purchases from consumers. It is also important for marketers who serve as effective marketing tools to influence consumer purchasing decisions. The definition of fulfillment itself is defined as the process of ensuring that all necessary steps are taken to deliver the goods to the customer. This includes packing, labeling, and arrangements for carriers to ship goods. The convenience received for the fulfillment provided by the company should be able to shape consumer purchasing decisions, because appropriate fulfillment makes consumers pay more attention to what will be purchased (Nguyen et al., 2018). The results of this discussion show that fulfillment has a significant effect on purchase decisions. This study supports previous research conducted by Nguyen et al., (2018) which proved that fulfillment has a significant effect on purchase decisions.

The Effect of E-Service Quality on Purchase Decision

The result of the study show that e-service quality not influences purchase decision. The quality of electronic services has a crucial function in creating perceived values in the online shopping environment. Facts on the ground show that consumers who feel poor quality of electronic service are unlikely to buy back at the same online store, this results in purchasing decisions made by consumers in the future. Companies must understand the importance of the quality of electronic services of the Sociolla website to maximize purchasing decisions. If the quality of the company's service is negative, it has the effect of not being able to attract consumers to then participate in transactions or activities in the online shopping process. The results of this discussion show differences in results with previous studies. Research conducted by Agustina et al., (2020) and Fadah et al., (2021) shows the results that e-service quality has a positive and significant effect on purchase decisions.

The moderating Role of E-Service Quality in the Relationship between Website Design and Purchase Decision

The results of the hypothesis test do not directly show that e-service quality is able to moderate the relationship between website design and purchase decisions. In the context of this study, it can be interpreted that the e-service quality variable is able to affect the relationship between the two variables. The direct influence of website quality on purchase decisions has shown significant results so it is concluded that the role of e-service quality in this study can have a perfect effect. Based on respondents' answers, most respondents agreed that they made a purchase decision because of the quality of service from sellers both through a pleasant website display to learn and carry out purchasing activities on the website. The specialty of website design is the dominant factor that can influence consumers on online shopping activities, especially in making purchase decisions (Khalil H, 2017). This supports the idea of e-service quality in order to encourage consumers to make purchasing decisions based on convincing website design.

The moderating Role of E-Service Quality in the Relationship between Customer Service and Purchase Decision

The results of the hypothesis test do not directly show that e-service quality can be a moderation of the relationship between customer service and purchase decisions. This statement means that e-service quality can affect the relationship between these two variables. The direct influence of customer service on purchase decisions has shown significant results so it is concluded that the role of e-service quality in this study has a perfect effect. Based on respondents' answers, most respondents agreed if the honesty of the company through its customer service. Communication tools are chosen based on consumer convenience through the message feature that can

be accessed quickly with the help of a "beauty assistant" how to leave a message containing a formular for consumers to fill. This supports the idea of e-service quality that can give hope for companies to their consumers to act as a basis for customers to interact and operate with online services.

The moderating Role of E-Service Quality in the Relationship between Fulfillment and Purchase Decision

The results of the hypothesis test do not directly show that e-service quality can be a moderation of the relationship between fulfillment and purchase decisions. This statement means that e-service quality can affect the relationship between these two variables. The direct influence of fulfillment on purchase decisions has shown significant results so it is concluded that the role of e-service quality in this study has a perfect effect. Based on the answers of respondents in this study, if fulfillment has an impact on purchasing decisions, including not to disappoint customers who can provide bad value for online stores. Many consumers are found who are disappointed that the goods have been sent not in accordance with fulfillment standards, it becomes bad if the response from the company is not balanced resulting in consumers will not make a repurchase. This supports the idea of e-service quality if the service is carried out effectively and efficiently will have an impact on the fulfillment results at the end of the transaction. The quality of electronic services has an important role in creating perceived value in the scope of online shopping (Agustina et al., 2020).

VI. Conclusion

The results of this study have answered the objectives that have been explained, if obtaining empirical evidence of the influence of website design, customer service, fulfillment, and e-service quality on purchase decisions, both direct and indirect influences with e-service quality mediation. Website design does not affect e-service quality. This influence shows that not always a good website has good service quality, because consumers can judge for themselves using the knowledge they have. In addition, customer service and fulfillment have a significant effect on e-service quality. These results reveal that the better the customer service and the level of fulfillment, the greater the impact on the quality of its e-services. Then, website design, customer service, and fulfillment have a significant effect on purchasing decisions, which reveal if these three variables empirically help consumers to carry out shopping activities at online stores, because making purchase decisions becomes difficult if not equipped with adequate information display.

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