

# The Effect of Overall E-Service Quality to Online Customer Satisfaction after Covid-19

Rina Suthia Hayu<sup>1</sup>, Sutanpri<sup>2</sup>, Hedi Sahputra<sup>3</sup>, Nopi Hermice<sup>4</sup>

<sup>1234</sup> University of Bengkulu, Bengkulu, Indonesia

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## ABSTRACT

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E-commerce companies such as Tokopedia during the Covid-19 outbreak are vying to provide the best service for consumers. For example, they try to provide free shipping promos, discount, give away, quizzes with prizes and so on, they even still use this strategy until now entering the Post-Covid-19 Pandemic period. However, in providing promotional offers to attract consumers to visit e-commerce This is not a major factor in determining whether consumers will buy the products or service offered, because many other similar platforms also do the same thing and maybe it will be even more tempting for consumer. Therefore, it will be better for e-commerce to focus more on providing satisfaction that can lead to purchasing decisions and make them loyal (Tobagus, 2018). Providing quality service to satisfy consumers is what all e-commerce aims for, because if the consumer is satisfied with the product purchased and the service obtained it will bring profit to the e-commerce and can survive in today's increasingly fierce competition. So, it is hoped that in the future it will provide profound contributions and benefits related to influence Overall E-service Quality to Online Customer Satisfaction on the Tokopedia marketplace which was researched and reviewed after the Covid-19 Pandemic. From the results of this research later, it is expected to emerge new indicators which will open the researcher's discourse regarding variables of E-service quality and Online Customer Satisfaction on online shopping platforms. Researchers estimate that there will be demands for different service standards when shopping using Tokopedia E-commerce before the Pandemic and after the Covid-19 Pandemic.

**Keywords:** Covid-19, E-Commerce, Overall E-Service Quality, Customer Satisfaction