



The Relationship between E-Service Quality and Ease of Use on Electronic Customer Relationship Management (E-CRM) Performance Mediating by Brand Image

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Authors' contributions

This work was carried out in collaboration between both authors. Author FW designed the study, performed the statistical analysis, wrote the protocol and wrote the first draft of the manuscript. Author ZD managed the analyses of the study and managed the literature searches. Both authors read and approved the final manuscript.

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ABSTRACT

The purpose of this study was to determine the relationship of E-Service Quality and Ease of Use to Electronic Customer Relationship Management (E-CRM) which is mediated by Brand image. The research approach used is quantitative. The research sample is determined by non probability sampling which takes 100 samples of e-commerce application consumers in Indonesia. The results showed that there is a relationship between Brand Image and Electronic Customer Relationship Management (E-CRM). There is a relationship between E-Service Quality and Brand Image. There is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM). There is a relationship between Ease of Use and Brand Image. There is no relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM). There is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM) which is mediated by Brand Image. There is a relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM) which is mediated by Brand Image.

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1. INTRODUCTION

Significant technological developments make changes in various aspects. The use of online communication and information media through electronic media is spreading rapidly. According to the survey, in recent years internet consumption in Indonesia has increased from 8% to 21%, accompanied by an increase in the frequency of use [1]. Currently companies are competing to further improve their business performance in competing with similar companies to gain trust in the hearts of customers [2]. The success or failure of a company in achieving its goals is influenced by the ability of management to see current and future opportunities and opportunities [3]. Therefore, we need a strategy in carrying out services to customers optimally, one of which is by using Electronic Customer Relationship Management (E-CRM) [4].

Electronic Customer Relationship Management (E-CRM) [5] is a business strategy that uses information technology that gives the company a broad, reliable and integrated view of its customers so that all customer processes and interactions help maintain and expand mutually beneficial relationships. Research Lai et al. [6] revealed that using the Internet as a channel for commerce and information provides an opportunity for businesses to use the Internet as a tool for customer relationship management. The study revealed that E-CMR is a service with web-based applications to create and improve the level of service quality satisfaction and information trust.

Customer Relationship Management (CRM) [7] using this method will make customers feel more understood by the company or business unit. CRM in the current era of computers has developed and enhanced its features into e-CRM (Electronic Customer Relationship Management), the CRM function is not only an application that is used only as a call center or help desk but also used as a marketing application and as a liaison between companies and companies. each customer.

In addition, there is a relationship between Electronic Customer Relationship Management (E-CRM) and E-Service Quality. E-Service quality can simply be defined as the quality of

electronic media services. E-Service Quality is an electronic-based service that is used to facilitate customers to carry out service activities or product sales effectively and efficiently [8]. Blut [9] defining e-service quality is an assessment and provides an evaluation of the quality of service in a virtual market. E-Service Quality was developed to evaluate and assess the services contained in the internet network. E-Service Quality is defined as an extension of the ability of a site to provide facilities for shopping, purchasing, and distribution activities effectively and efficiently.

According to research by [9] explaining that E-CRM has a significant positive effect on E-service quality. In addition, according to Akbar, et al (2010), service quality has a positive influence on customer loyalty and customer satisfaction is a variable that mediates the relationship between service quality and customer loyalty. This study reveals the relationship between Electronic Customer Relationship Management (e-CRM) and customer satisfaction by determining the e-CRM feature on the website. The statement explains that companies with E-Service Quality get the value desired by customers and have a positive impact on customer satisfaction.

Another factor that has a relationship with Electronic Customer Relationship Management (E-CRM) is Ease of use. Perceive Ease of use is the perception of convenience as the extent to which individuals believe that using technology will be free from effort. If the individual considers the information media is still easy to use, then he will use it. On the other hand, if the individual considers the information media not easy to use, then he will not use it [10].

When customers who are loyal to the company can also be used by the company to add or attract new customers to relatives or close people. In this case, companies need to embed a good brand image for their products or services to loyal customers [11]. So the ethics of prospective customers who don't know about the company's products ask about the company's products or services, loyal customers will be able to easily tell about things about the company's products [12].

Brand Image according to Hossien Emari [13] is a product is a condition that makes customers

trust to buy the product. Brand Image is formed because of a customer's trust in a product. It is an obligation for companies to form a good and strong brand image in the midst of intense competition. Brand image often affects a customer's expectations and results from satisfaction with a product or service. As a customer-oriented concept, brand image reflects the customer's perspective what he receives from the brand and depends on his experience with it [14].

Electronic customer relationship allows consumers to get information about a brand in real time or continuously in their daily life. Based on previous research on electronic customer relationships that have been done by Azila, N., & NoorNeeraj [15] that e-CRM has a significant effect on customer loyalty regarding a product. While in this study, the results we want to know are more about the relationship between e-service quality and ease of use for e-CRM which is also influenced by the brand image of a product. The goal is to improve the quality of e-CRM so that it can be more attractive and attractive to consumers so as to achieve results as in previous studies, namely increased consumer loyalty.

2. REVIEW OF LITERATURE

2.1 Electronic Customer Relationship Management (E-CRM)

Electronic Customer Relationship Management (E-CRM) is a Customer Relationship Management (CRM) that is implemented electronically using a web browser, the internet, and other electronic media such as e-mail, call centers, and personalization [16]. E-CRM is a technique for companies that is carried out online to strengthen the relationship between the company and its customers [17]. This aims to increase customer satisfaction and gain loyalty from its customers [18]. According to Research Harrigan & Miles [16] disclosed that the use of the Internet as a channel for commerce and information provides an opportunity for businesses to use the Internet as a tool for customer relationship management. This study reveals the relationship between e-CRM and customer satisfaction by determining the e-CRM feature on the website.

E-CRM performance measurement in organizations is very important to help companies increase revenue and increase

customer loyalty. E-CRM technology must be more advanced and sophisticated to meet the evolving and knowledgeable needs of customers. Al-Qeed et al. [19] stated that the use of CRM technology consistently has a strong impact on CRM performance. They propose that a more comprehensive CRM technology, and the use of higher / advanced CRM technology, CRM performance is better throughout the customer lifecycle phases. However, CRM technology shows an important impact on customer relationship performance. According to Ab Hamid [20] explained that there are 3 dimensions to Electronic Customer Relationship Management (E-CRM), namely the quality of information, ease of navigation and efficiency of customer service.

2.2 E-Service Quality

E-Service Quality is one model of Service Quality. E-Service Quality can be defined as the quality of service based on electronic media [21]. Blut [9] stated that what is meant by online service quality (e-service quality) in the interaction with the website is the level of website facilities such as shopping, purchasing and delivery that are effective and efficient. Rolland & Freeman [22] also states that as parties who buy and consume services, customers who assess the quality of a company's services. This statement implies that customers who use the mobile application are also entitled to assess the quality of the mobile application services used. Perceived Value, which is intended to assess customer perceptions of value. This is supported by research conducted by Rolland & Freeman [22] which states that a good service will get the value desired by the customer, as well as in presenting a good E-Service, a site will get the value desired by the customer.

According to Zembylté [23] argues that there are 4 dimensions in electronic service quality, where 4 dimensions are the core of electronic service quality including efficiency, fulfillment, system availability and privacy.

2.3 Ease of Use

The dimension of perceived ease is an important element in the use of computer technology [24]. Mustapha & Obid [25] defining perceived ease of use is a level of one's belief that computers can be easily understood. According to Tsai et al. [26] intensity of use and interaction between users and the system can also indicate ease of use. The more frequently used systems indicate

that they are easier to understand, easier to operate and easier to use. Based on this definition, it can be concluded that the ease of use of a computer depends on a person's level of confidence that the computer can be easily understood and the system used can be easily understood, operated and used.

ease of use is a technology that is defined as making it easy for users to carry out activities in the company [27]. Several indicators that can be used to measure ease of use include flexible, easy to learn, easy to use, and can control work [28].

2.4 Brand Image

Brand image is a set of customer beliefs about a particular brand [29]. The positive benefit of a brand image is that it provides an opportunity for companies to create new product lines by utilizing the positive image that has been formed from previous products [30]. The brand image represents the overall perception of the brand and is formed from past information and experiences [13].

Brand image is one of the most important parts of a product. A brand can be an added value for a product, be it a product in the form of goods or services. This added value is very beneficial for

producers or companies. That's why the company continues to introduce its brands from time to time, especially consumers who are its target market [31].

According to Sääksjärvi & Samiee [32] there are 5 indicators contained in the brand image.

2.5 Hypothesis Framework

Hypothesis 1: There is a relationship between Brand Image and Electronic Customer Relationship Management (E-CRM).

Hypothesis 2: There is a relationship between E-Service Quality and Brand Image

Hypothesis 3: There is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM)

Hypothesis 4: There is a relationship between Ease of Use and Brand Image

Hypothesis 5: There is a relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM)

Hypothesis 6: There is a relationship between E-Service Quality Electronic Customer Relationship Management (E-CRM) mediated by Brand Image

Hypothesis 7: There is a relationship Ease of Use to Electronic Customer Relationship Management (E-CRM) mediated by Brand Image.

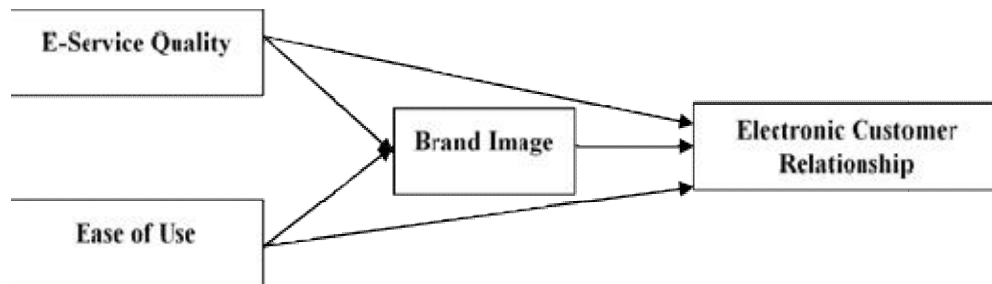


Fig. 1. Hypothesis framework

Table 1. Indicators of Electronic Customer Relationship Management (E-CRM)

Number	Dimensions	Indicator
1	Information Quality	the information presented on the website should be easy to understand and update
2	Ease of Navigation (Easy of Navigation)	the information presented on the website should be easy to understand and update
3	Customer Service Efficiency	the information presented on the website should be easy to understand and update

Table 2 Indicators of E-Service quality

Number	Dimensions	Indicator
1.	Efficiency	Customer ability to access the website looking for the desired product and information related to that product
2.	Fulfillment	Providing service guarantees in accordance with company procedures The company's actual performance contrasts with what is promised through the website
3.	System Availability	The engineering functionality of the site is concerned
4.	Privacy (Privacy)	Security assurance and the company's ability to maintain data integrity from customers keep personal information safe

Table 3. Ease of use indicators

No.	Dimensions	Indicator
1	Flexible	Can be accessed anywhere and anytime Quick response Flexible in operation
2	User Interface	The interface is good and appropriate Easy navigation Ease of operation Ease of remembering operation According to user wishes Easy to be skilled

Table 4. Brand image indicators

	Dimensions	Indicator
o.	Mystery	Positive Experiences Future Aspiration Self-Congruity
	Sensuality	Visual Smell

3. RESEARCH METHODS

In this study using a quantitative approach. Quantitative research is one type of research whose specifications are systematic, well-planned and clearly structured from the start to the making of the research design [33]. The type of approach the researcher uses is a quantitative descriptive analysis approach with explanatory research. Explanatory research is research that explains the relationship between the research variables and testing the previously formulated hypotheses [34]. The sample in this study were 100 consumers of e-commerce applications in Indonesia which were taken by non-probability sampling with purposive sampling type [33]. Reliability test in this study, the authors use the Alpha Cronbach method. Alpha Cronbach is a mathematical formula used to test the reliability

level of the measure [35]. This study uses PLS (Partial Least Square) data analysis techniques. Understanding Smart PLS software version 2.0 which runs on computer media. PLS (Partial Least Square) is a variant-based SEM statistical method designed to explain several variables [35]. Hypothesis testing is testing a statement using statistical methods so that the test results can be stated statistically significant [35].

4. RESULTS AND DISCUSSION

4.1 Evaluate Measurement (Outer) Model

4.1.1 Convergent validity

Convergent validity test is done by looking at the loading factor value of each indicator against the construct. The indicator is said to be valid if it has a factor weight > 0.05.

Based on the results of the analysis shown in the table above, it is known that all variable indicators have a loading factor value > 0.50. Discriminant Validity & Composite Reliability.

The validity discriminant parameter is determined based on the Rule of thumb in the convergent validity test with a loading factor value of 0.5 - 0.6 and an AVE value greater than 0.5. The reliability test in PLS can use two methods, namely Cronbach's alpha and composite reliability. Cronbach's alpha measures the lower limit of the reliability value of a construct, while composite reliability measures the real value of the reliability of a construct. The rule of thumb used for the Composite Reliability value is greater than 0.7 and the Cronbach's alpha value is greater than 0.7 (Ghozali and Latan, 2015: 75).

4.2 Evaluate the Structural Model or Inner Model

Changes in the R-Squares value are used to explain the effect of certain exogenous latent variables on certain endogenous latent variables. Based on the test results, it was found that E-Quality Service and Easy to use had an effect of 72.6%, the remaining was influenced by other variables that the researchers did not explain in this study. Meanwhile, E-Quality Service, Easy to use and Brand Image has an effect of 78.4% on

4.3 Hypothesis Test

Hypothesis testing is carried out based on the results of the Inner Model (structural model) test

which includes the r-square output, parameter coefficient and t-statistic. The rules of thumb used in this study are t-statistic > 1.96 with a significance level of p-value 0.05 (5%) and the beta coefficient is positive. The value of testing the hypothesis of this study can be shown at.

5. DISCUSSION

5.1 Brand Image against Electronic Customer Relationship Management (E-CRM)

The results of testing the relationship between Brand Image and Electronic Customer Relationship Management (E-CRM) shows that the p-value score is (0.000 < 0.05). that is, the beta score is positive so that there is a significant positive relationship between Brand Image and Electronic Customer Relationship Management (E-CRM). These results are supported by research Hossien Emari [13] Brand Image has a relationship with Electronic Customer Relationship Management (E-CRM). E-CRM is a business strategy that proactively builds influence or preference for an organization with individuals, distribution channels and customers, which ends with increased resilience and performance. This study explains that E-CRM is important in supporting business processes where almost all operators have implemented E-CRM. Organized e-CRM is able to provide opportunities for companies to create new product lines by utilizing positive images that have been formed from previous products.

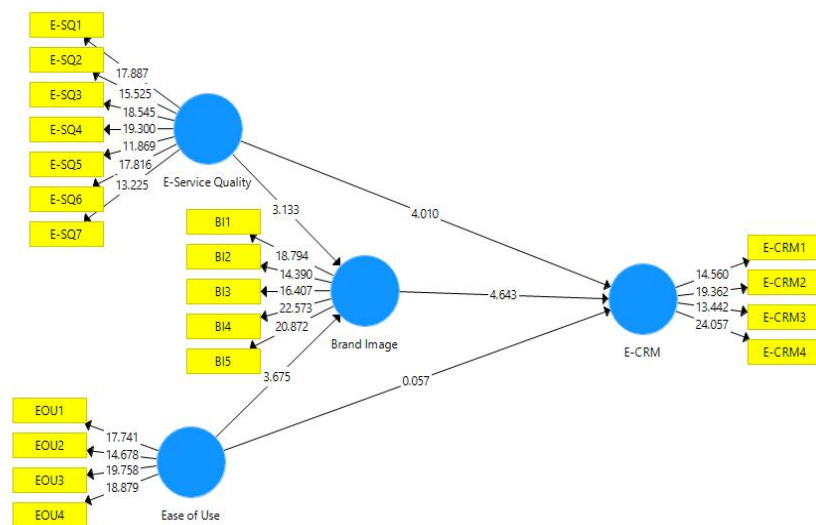


Fig. 2. Structural model

Table 5. Convergent validity measurement

Variable	Brand Image	E-CRM	E-Service Quality	Ease of Use
BI1	0.794			
BI2	0.748			
BI3	0.773			
BI4	0.773			
BI5	0.807			
E-CRM 1		0.794		
E-CRM2		0.772		
E-CRM3		0.760		
E-CRM4		0.829		
E-SQ1			0.827	
E-SQ2			0.745	
E-SQ3			0.774	
E-SQ4			0.806	
E-SQ5			0.740	
E-SQ6			0.842	
E-SQ7			0.755	
EOU1				0.797
EOU2				0.793
EOU3				0.820
EOU4				0.811

Table 6. Composite reliability value

	Cronbach's Alpha	rho_A	Composite Reliability	Average Variance Extracted (AVE)
Brand Image	0.838	0.840	0.886	0.608
E-CRM	0.798	0.801	0.869	0.623
E-Service Quality	0.896	0.896	0.918	0.616
Ease of Use	0.819	0.820	0.880	0.648

Table 7. Regression analysis results

	R Square	R Square Adjusted
Brand Image	0.726	0.721
E-CRM	0.784	0.777

Table 8. Direct hypothesis test result

	Original Sample (O)	T Statistics	P Values	Explanation
Brand Image -> E-CRM	0.482	4,643	0.000	Positive Significance
E-Service Quality -> Brand Image	0.405	3,133	0.002	Positive Significance
E-Service Quality -> E-CRM	0.437	4,010	0.000	Positive Significance
Ease of Use -> Brand Image	0.468	3,675	0.000	Positive Significance
Ease of Use -> E-CRM	0.008	0.057	0.955	Significant Not
Indirect Effect Test				
E-Service Quality -> Brand Image -> E-CRM	0.195	2,544	0.011	Positive Significance
Ease of Use -> Brand Image -> E-CRM	0.226	2,824	0.005	Positive Significance

5.2 E-Service Quality against the Brand Image

Results of relationship testing E-Service Quality on the Brand Image shows that the p-value score ($0.002 < 0.05$). meaning that the beta score is positive so that there is a significant positive relationship between E-Service Quality and Brand Image. These results are similar to those of the study Kao & Lin [36]. Based on the results of the analysis of the Product Moment correlation coefficient, the relationship between E-Service Quality and brand image has a significance value of $0.000 < 0.05$ which means there is a significant correlation. E-service quality is something that is very important in order to attract consumers. In an effort to meet the needs and desires of consumers, e-service quality has an important role so that good service quality will result in a longer customer life time value for the company. When good service quality is supported by a brand image, it will attract consumers to carry out transaction activities with the company.

5.3 E-Service Quality against Electronic Customer Relationship Management (E-CRM)

Results of relationship testing E-Service Quality on Electronic Customer Relationship Management (E-CRM) shows that the p-value score is ($0.000 < 0.05$). Meaning that the beta score is positive so that there is a significant positive relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM). These results are supported by research Wahab et al. [7] explained that from the results of the regression test statistics with a value of $F_{count} \text{ of } 45.168 > 3.09$ with a significance value of 0.000. Because F_{count} is greater than F_{table} , and the significance value is less than 0.05 ($0.000 < 0.05$), it can be concluded that there is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM).

5.4 Ease of use against the Brand Image

Results of relationship testing Ease of Use to the Brand Image shows that the p-value score ($0.000 < 0.05$). meaning that the beta score is positive so that there is a significant positive relationship between Ease of Use and Brand Image. These results are supported by research Pratama et al. [37] explained that Ease of Use makes it easy for customers to carry out

transaction activities with the company. A product that is the target that consumers will buy is influenced by purchase intention. After being evaluated if the goods or services provide great benefits without having to spend more effort, the opportunity to buy and the desire to buy will be even higher.

5.5 Ease of Use against Electronic Customer Relationship Management (E-CRM)

The results of testing the relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM) show that the p-value score ($0.955 < 0.05$). This means that there is no relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM) because the p-value is greater than 0.05. these results refute the research Le Tan [3] who found that there is a relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM). This is based on Ease of Use, which indirectly makes it easy to improve the performance of Electronic Customer Relationship Management (E-CRM).

5.6 E-Service Quality towards Electronic Customer Relationship Management (E-CRM) mediated by Brand Image

Results of relationship testing E-Service Quality to Electronic Customer Relationship Management (E-CRM) which is mediated by Brand Image shows that the p-value score is ($0.011 < 0.05$). meaning that the beta score is positive so there is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM) mediated by a significant positive Brand Image. These results are supported by research Aldaihani & Ali [38] who found that Electronic Customer Relationship Management (E-CRM) was able to be mediated by Brand Image.

5.7 Ease of Use to Electronic Customer Relationship Management (E-CRM) mediated by Brand Image

Results of relationship testing Ease of Use on Electronic Customer Relationship Management (E-CRM) which is mediated by Brand Image shows that the p-value score is ($0.005 < 0.05$). This means that the beta score is positive so that there is a relationship between Ease of Use and Electronic Customer Relationship Management

(E-CRM) which is mediated by a significant positive Brand Image. These results are supported by Wahab et al. [7] who found that Electronic Customer Relationship Management (E-CRM) was able to be mediated by Brand Image.

6. CONCLUSION

Based on the results of testing and data analysis, the conclusion can be drawn that the positive relationship between Brand Image and Electronic Customer Relationship Management (E-CRM), there is a significant positive relationship between E-Service Quality and Brand Image. There is a significant positive relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM). There is a significant positive relationship between Ease of Use and Brand Image. There is no relationship between Ease of Use and Electronic Customer Relationship Management (E-CRM) because the p-value is greater than 0.05. There is a relationship between E-Service Quality and Electronic Customer Relationship Management (E-CRM) which is mediated by a significant positive Brand Image.

Based on the research that has been done, the limitations of this study are 1) The questionnaire in this study did not have respondent characteristics such as gender, income and education so that this study lacked specific respondent characteristics 2) In this study, it would be better if the data collection method which was conducted using a questionnaire that was distributed offline. So that the response from respondents will spread evenly. The implication of this research is to find out how e-CRM works in making it easier for companies to get information about a brand in real time or continuously in their daily life through electronic customer relationships.

CONSENT

As per international standard or university standard guideline participant consent has been collected and preserved by the authors.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

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