Consumer behavior in shopping day promotion: case from Indonesian gen z

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Abstrak

The transition from traditional to digital business is one of the main factors a business requires to survive in the technological era. Indonesians have shopping behavior concerns about shopping day promotion offered by e-commerce. Due to the large number of transactions during the shopping day promotion, the seller risk of late goods shipment late is getting higher. It is caused by massive transactions processed by the seller. This study wants to know what factors influence customer satisfaction with the shopping experience on shopping day promotions. Furthermore, this research wants to discover whether customer shopping satisfaction can influence the desire to repurchase on shopping day promotions and spread it to other people. This study analyzed 251 questionnaires and processed them using structural equation modeling (SEM). The results of this study state that overall e-service quality is influenced by three dimensions, namely website design, customer service, and fulfillment; customer satisfaction is affected by all e-service quality, savings, and product quality; and customer satisfaction influences repurchase intention and word of mouth (WOM). This research suggests retailers who sell on e-commerce and e-commerce itself take advantage of SDP in order to be able to compete in an increasingly tight business environment.

Kata kunci: Customer satisfaction; e-service quality; repurchase intention; WOM

INTRODUCTION

The increasingly advanced information technology affects all areas, including business and marketing (Mardhatillah, 2020). Currently, buying and selling transactions have begun to change. Currently, e-buying and selling transactions are facilitated by the existence of electronic networks or commonly known as e-commerce. With the existence of e-commerce, brick-and-mortar (offline) stores are decreasing concerning quantity and the number of sales (Rita et al., 2019). Compared to offline stores, e-commerce has advantages that make it easier for customers to make transactions. E-commerce allows customers to order, pay, and wait for items purchased at home.

The transition from traditional to digital business is one of the main factors a business requires to survive in the technological era (Rao, Saleem, Saeed, & Haq, 2021). In this technological era, digital business has low entry barriers so that new companies easily enter the market, and this is a big challenge faced by existing businesses (Amin et al., 2021). From a customer's point of view, customers can also effortlessly move from one online store to another online store or from one e-commerce to another e-commerce (Rita et al., 2019). Therefore, to be able to compete in an increasingly stringent e-environment, e-commerce must be able to provide the best customer satisfaction (Rita et al., 2019). To satisfy customers, online businesses need to provide the best service (Haq & Awan, 2020). In the context of online business, both online retail and e-commerce companies must continue to improve their e-service quality. Previous research revealed that customers returned 30% of products purchased online to sellers because they did not match the customer's perception (Rao, Saleem, Saeed, & Ul Haq, 2021). The number of product returns and customer complaints is higher when consumers shop online.

Indonesia is one of the many developing countries that have fast internet growth, so the development of e-commerce is also growing rapidly (Prasetyo et al., 2021). Over 50% of Indonesia's population used the Internet in 2017. It is estimated to increase to 220 million users in 2023 (Statista, 2020a). The number of online buyers in Indonesia has also experienced a very significant increase. In 2017 there were 20 million online buyers in Indonesia. This number will multiply more than triple in 2022, namely 65 million online buyers (Statista, 2022a). In 2017 e-commerce in Indonesia had revenues of 8.5 million USD, and in 2023 it is predicted to increase more than five times, i.e., by 50 million USD (Statista, 2022b). These data show that Indonesia is one of the largest online markets in the world and has the potential to grow rapidly in the future.

Generation Z dominates e-commerce transactions in Indonesia, contributing 36% of total transactions (Safitri, 2020). Generation Z significantly influences online purchases because this generation has good technology absorption, focuses on sustainability, and is interested in online transactions with a different sensation of experience (Baykal, 2020).

According to several sources (Annur, 2021; Burhan, 2021; Respati, 2022), Indonesians have shopping behavior concerns about discounts and various promos offered by e-commerce. The results of research conducted by Kompas in 2022 stated that 51% of 1,000 respondents made purchases on e-commerce because of the promos offered. Several types of promotions offered by e-commerce include free shipping, cashback, discounts, buy one get one free, and others (Respati, 2022). One of the moments where Indonesian people have been waiting for to get various kinds of promos is shopping day promotions. Shopping day promotion events are held by e-commerce every twin date and month (e.g., January 1, February 2, March 3, and more). With the Shopping day promotion, e-commerce transactions have increased. For example, on December 12, 2021, i.e., online shopping day (or in Indonesian Hari Belanja Nasional), an e-commerce transaction value of 18.1 trillion occurred in one day (Annur, 2021). This value increased by around 6.5 trillion compared to the previous year's online shopping day (2020). Even though from the sales side it increased, on the other hand, the number of customers who gave complaints and complaints during the shopping day promotion was also high. Due to the large number of transactions during the shopping day promotion, the seller risk of late goods shipment late is getting higher. It is caused by massive transactions processed by the seller. In addition, from the delivery service side, there is also a buildup of goods that must be sent. Then this will affect consumer satisfaction.

There is still little research discussing e-service quality in the scope of e-commerce promotion, especially regarding shopping day promotion (SDP). Previous research has examined customer satisfaction regarding e-commerce in general (Dewi et al., 2020; Rita et al., 2019) . Therefore, this

study wants to know what factors influence customer satisfaction with the shopping experience on shopping day promotions. Furthermore, this research wants to reveal whether customer shopping satisfaction can influence the desire to repurchase shopping day promotions and spread it to other people.

Through this research, the authors contribute to the marketing literature in several ways. First, this study highlights that consumers' perceived risk is higher for online shopping than for traditional shopping. The risk in question can lead to disappointment with the products consumers purchase. Therefore, this research wants to know what factors influence consumer satisfaction. Second, this study wants to highlight how overall e-service quality impacts consumer satisfaction during shopping day promotions. It is interesting to study because in developing countries, especially in Indonesia, people are very interested in various kinds of promotions offered by e-commerce, especially shopping day promotions. Third, this study wants to highlight how customer satisfaction factors on shopping day promotions will affect the customer's desire to make repeat purchases and do marketing-related word-of-mouth to purchase on shopping day promotions. Therefore, the results of this study will provide additional insights for both e-commerce, sellers who offer their products through e-commerce and related parties to formulate strategies so that consumers can feel satisfied doing online shopping and making repurchases.

Service Quality

The SERVQUAL approach is the most effective method for measuring service quality (Mofokeng, 2021; Tzeng et al., 2021) . With the advancement of technology and business, many researchers have modified and developed the SERVQUAL model in the context of online business. Some well-known modified models are WebQual, eTailQ, and Es-Qual (Rita et al., 2019).

Many previous studies have made different ideas about dimensions for measuring e-service quality. This research adopts a hierarchical model because it is proven to capture more comprehensive online business attributes, which state that e-service quality has 4 dimensions, namely website design, customer service, security/privacy, and fulfillment (Rita et al., 2019; Uzir et al., 2021). Because in the context of shopping day promotion, this study also considers product quality and savings factors to analyze consumer satisfaction with shopping day promotion. Figure 1 shows the conceptual model of this research.

Overall E-service Quality

Website design is all the elements that build the customer experience associated with a website which includes quality of information loaded, aesthetics, navigation, purchasing process, convenience, product selection, product availability, delivery tracking, product pricing, personalization, and system availability (Blut, 2016; Rita et al., 2019). A good website design must emphasize the quality of information, reflect a strong brand image, and be interesting to visit (Rahi & Abd. Ghani, 2019). Because consumers cannot directly feel the goods purchased. Therefore, consumers will judge the quality of e-commerce services through their experience on the website. From the explanation above, we hypothesize:

H1: Website design has a positive influence on overall e-service quality.

Customer service is a responsive, helpful service that responds to customer questions and quickly handles problems or complaints related to the process or after purchase (Blut, 2016). Customer service refers to the level of service and company policy in handling returned goods during and after sales. In contrast to offline stores, e-commerce allows customers to carry out almost all of the buying process without the help of e-commerce servers (McLean & Wilson, 2016). Meanwhile, offline stores have shopping assistants who help with the buying process. E-commerce usually uses online help desks, social media, and live chat facilities to provide services to customers (Turel & Connelly, 2013). Previous studies have stated that reliable service support and a fair and well-communicated return policy positively affect customer satisfaction (Holloway & Beatty, 2008). From the explanation above, we hypothesize:

H2: Customer service has a positive influence on overall e-service quality.

Security/privacy is the security of the payment process and information privacy during and after sales (Blut, 2016). In the purchasing process, e-commerce must provide guarantees and security so that the reputation of e-commerce credibility is good and can provide excellent customer service (Wang et al., 2015). Customers need to enter personal when making purchases through e-commerce

(Holloway & Beatty, 2008). Therefore, the security and guarantee of storing customer personal data will affect customer satisfaction. From the explanation above, we hypothesize:

H3: Security/privacy has a positive influence on overall e-service quality.

Fulfillment refers to a series of activities that ensure that buyers receive goods according to the appearance and description on the website and/or product delivery is carried out correctly, at the right price (bill payment follows the information on the website), at the right time, and in good condition of the goods (Blut, 2016). Unlike the three previous dimensions, fulfillment is measured after the payment process, or this dimension is more relevant to the next shopping process (Bauer et al., 2006). At this stage, the customer has processed the order and expects to receive what they have ordered. Therefore, the attributes regarding the order fulfillment accuracy (related to the type and quantity of goods ordered), the time of order, and the delivered product condition are critical factors. Customers hope that e-commerce information and display on the website match the goods that consumers ordered. From the explanation above, we hypothesize:

H4: Fulfillment has a positive influence on overall e-service quality.

Customer Satisfaction

According to expectancy disconfirmation theory (EDT), customer satisfaction/ dissatisfaction results from the gap or difference between expectations and performance felt by the customer (Parasuraman et al., 1985). Customer satisfaction is the most important factor in online business (Pereira et al., 2016). Previous research stated that customer satisfaction is positively influenced by e-service quality (Blut, 2016; Blut et al., 2015; Juwaini et al., 2022; Purwanto, 2022; Rita et al., 2019). Previous research also stated that e-service quality affects customer satisfaction regarding purchasing products on e-commerce (Tzeng et al., 2021). In the SDP context, customers must buy goods within a certain time, and at the same time, online businesses get tremendous sales quantities, allowing online businesses to fail to provide optimal service to customers. From the explanation above, we hypothesize:

H5: Overall, e-service quality has a positive influence on customer satisfaction on a single-day promotion.

Product Quality

Product quality is a set of features and characteristics of the goods sold, fulfilling the minimum product value, and controlled by producers aiming to fulfill customer desires, expectations, and needs (Tzeng et al., 2021). Product quality is one of the most powerful factors for building customer satisfaction (Jarvenpaa & Todd, 1996). Previous research demonstrated that product quality positively affects customer satisfaction (Vasić et al., 2019; Waluya et al., 2019). In the context of online purchases, consumers expect that goods sold online must have the same product quality as goods sold offline (Ahn et al., 2004; Rita et al., 2019). In the SDP context, customers are very vulnerable to not getting the product as expected. If the products promoted through e-commerce do not meet consumer expectations, consumers will likely judge that e-commerce has committed fraud, and consumers will be dissatisfied with product purchases. From the explanation above, we hypothesize:

H6: Product quality has a positive influence on customer satisfaction on single-day promotion.

Savings

The most common form of sales promotion is price promotion, where products are sold at lower prices so that customers can make savings in making purchases (Tzeng et al., 2021). Various forms of price promotion can be in the form of reducing prices for purchases of a certain quantity, increasing volume for certain prices, increasing product features at the same price, purchasing additional products at lower prices, and lowering costs for trial opportunities. (Raghubir & Corfman, 1999). In the context of shopping day promotions, customers are encouraged to buy products that are available at certain times to be able to get discounts or discounts. When a perceived discount or discount appears fair, consumers will tend to express satisfaction with the purchase and generate positive evaluations of the product purchased (Li et al., 2020; Tzeng et al., 2021). From the explanation above, we hypothesize:

H7: Savings has a positive influence on customer satisfaction with single-day promotion.

Repurchase Intention

Customer satisfaction results from the customer experience during the buying process and is crucial in influencing future customer behavior (Kotler et al., 2008). Satisfied online consumers will shop again and recommend e-commerce to other consumers, while dissatisfied online consumers will

leave e-commerce with or without complaints and protests (Pereira et al., 2016, 2017; Rita et al., 2019). Customer satisfaction is essential to gain customer loyalty and affect future purchasing decisions (Armstrong et al., 2014; Pham & Ahammad, 2017). Repurchase intention shows the customer's willingness to repurchase products purchased from the same supplier based on previous experience (Tzeng et al., 2021). High customer satisfaction will increase the use and intention to use the product in the future (Henkel et al., 2006; Rita et al., 2019). Previous research asserted that customer satisfaction positively influences repurchase intention (Blut et al., 2015; Miao et al., 2022; Pham & Ahammad, 2017; Rita et al., 2019). From the explanation above, we hypothesize:

H8: Customer satisfaction with a single-day promotion has a positive effect on repurchase intention.

Word of Mouth (WOM)

Words of Mouth (WOM) is defined as all informal communications delivered by consumers and directed at other consumers regarding the ownership, use, or characteristics of certain goods and services or the companies that sell those goods and services (Jung & Seock, 2017). WOM is a very effective marketing channel to influence consumer purchasing decisions, especially for important information communicated by sources trusted by customers (Ennew et al., 2000). Customers who are satisfied with the products purchased tend to recommend products and companies that sell these products to others (Wu et al., 2018). Previous research revealed that customer satisfaction positively influences WOM (Kitapci et al., 2014; Rita et al., 2019; Wu et al., 2018). From the explanation above, we hypothesize:

H9: Customer satisfaction on single-day promotion has a positive effect on WOM.

METHOD

This study used a quantitative approach. This is a causal research because we aim to examine the causal relationship between variables (Zikmund et al., 2013). This study aimed to test the research hypothesis. Initially, the questionnaire used in this study had 52 indicators. However, after analyzing the validity and reliability, three indicators did not meet. There were 49 measurement indicators used, namely ten WBD indicators, five CUS indicators, four SCP indicators, ten FFL indicators, three ESQ indicators, three PDQ 3 indicators, three SAV indicators, five STF indicators, three RPC indicators, and three WOM indicators.

The population of this study was Generation Z, who have an online shopping experience during shopping day promotions. More specifically, the samples from this study were active online shopping users who have an online shopping experience at shopping day promotions in Indonesia, are at least 18 years old, maximum at 26 years old (generation z), and have a minimum education of high school or equivalent. Primary data is the type of data used in this study. Primary data were obtained directly from the respondents through questionnaires distributed through the online platform (google form) to get responses from the respondents. The questionnaire was distributed online, and 340 respondents were obtained. However, only 251 questionnaires from respondents could be processed and met the requirements according to the sample criteria and the study population. Non-probability sampling is the sampling technique used. Because this study is causal, we used a structural equation model (SEM) to simultaneously examine a series of relatively complex relationships. We used SPSS 23 and AMOSS 21 to run the Structural Equation Model (SEM).

RESULTS AND DISCUSSION

Respondents' Socio-Demographic Profile

Table 1 shows the profile of the respondents in this study. Respondents were dominated by women (54.58%), had a profession as a student (96.81%), had a high school education (85.48%), and had an income of less than IDR 500,000 (58.96%). From the table shown in Table 1, it can be concluded that the respondents in this study were online shopaholics because more than half of the respondents made their last purchase at SDP less than one month before filling out the questionnaire, and more than half of the respondents made purchases at SDP more than three times in the past year.

Table 1.
Respondent Profiles

Criteria	Demography	n	%
Gender	Male	114	45.42
	Female	137	54.58
Occupation	Entrepreneur	1	0.40
	Student	243	96.81
	Private employees	3	1.20
	Government employees	1	0.40
	Others	3	1.20
Last Education	Senior High School	212	84.46
	Undergraduate/ Diploma	37	14.74
	Magister/ Master	2	0.80
Income (Rupiah)	<500.000	148	58.96
	500.001-1.000.000	57	22.71
	1.000.001-5.000.000	33	13.15
	5.000.001-10.000.000	5	1.99
	> 10.000.000	8	3.19
Purchases on SDP within the past year	1-2x	100	39.84
	3-5x	80	31.87
	6-8x	21	8.37
	> 8x	50	19.92
The last time the respondent made a purchase was when SDP	2-4 weeks ago	142	56.57
	5-8 weeks ago	49	19.52
	9-16 weeks ago	23	9.16
	> 16 weeks ago	37	14.74

Common Method Bias

Because the data in this study were obtained from the same source simultaneously, there is a risk of common method bias (Podsakoff et al., 2003). Therefore, we used Harman's one-factor test to determine whether there is a common method bias in the data that has been collected. The test results show that the variance of the total squared load extraction is 42,934, which is less than 50%. From these results, it can be concluded that there is no common method bias problem in this study.

Measurement Model

The validity of the constructs and indicators in this study was tested by calculating the standard loading and AVE values. The standard loading and AVE values must be > 0.5 to consider the constructs and indicators valid (Hair, 2010; Mueller & Hancock, 2019). Construct reliability value was used to measure the reliability of the construct. The value of construct reliability must be ≥ 0.70 so that the constructs can be considered reliable. As shown in Table 2, all indicators of the studied constructs had standard loading and AVE values > 0.5, so it can be concluded that all indicators that measure each construct in this study are valid. All construct reliability values in this study are ≥ 0.70, so all variables are reliable. The discriminant validity test using the Fornall-Larcker Criterion is shown in Table 3. Table 3 shows that the indicator score for each variable is higher when compared to the other variables. So it can be concluded that the structural model of this study has good discriminant validity.

Table 2.
Standard Loading, Average Variance Extracted, and Composite Reliability

Variable	Item Code	Item	Std Loading (λ)	AVE	CR
Website design	WBD1	An E-commerce website is enough to complete my information needs.	0.715	0.570	0.930
	WBD2	E-commerce websites load information effectively	0.683		
	WBD3	E-commerce websites are visually pleasing	0.76		
	WBD4	E-commerce websites are visually appealing.	0.748		
	WBD5	I don't experience any difficulties when making online payments on e-commerce websites	0.78		
	WBD6	The buying process on an e-commerce website is not	0.826		

Variable	Item Code	Item	Std Loading (λ)	AVE	CR
		difficult			
	WBD7	Information on e-commerce websites is easy to read	0.762		
	WBD8	E-commerce websites display content that is easy to read and visually pleasing.	0.776		
	WBD9	E-commerce websites have a variety of interesting products	0.77		
	WBD10	The e-commerce website has interactive features that help me complete assignments	0.72		
Customer service	CUS1	E-commerce has customer service features that are available online	0.656	0.539	0.853
	CUS2	E-commerce offers the ability to communicate online if there is a problem.	0.76		
	CUS3	E-commerce provides convenient options for product returns	0.753		
	CUS4	E-commerce handles product returns well	0.765		
	CUS5	E-commerce offers meaningful product guarantees	0.73		
Security privacy	SCP1	I feel safe when doing transactions on e-commerce	0.823	0.626	0.870
	SCP2	I feel that e-commerce has adequate security features	0.813		
	SCP3	I trust e-commerce to keep my personal information secure.	0.795		
	SCP4	I trust the e-commerce administrator will not misuse my personal information.	0.73		
Fulfillment	FFL1	The products I bought at SDP were delivered according to the time promised by e-commerce	0.722	0.589	0.928
	FFL2	E-commerce delivered what I ordered on SDP fast	0.682		
	FFL3	E-commerce sends the goods I ordered according to a predetermined time period	0.766		
	FFL4	I got what I ordered from SDP	0.741		
	FFL5	E-commerce delivers the items I ordered during SDP	0.784		
	FFL6	E-commerce is honest about the offers that are presented to me	0.771		
	FFL7	The product I bought when I received the SDP was in good condition.	0.801		
	FFL8	E-commerce sent the right product according to what I ordered when SDP	0.804		
	FFL9	E-commerce safely packed the products I ordered during SDP	0.791		
	FFL10	E-commerce shipped the product I purchased when SDP at the promised time	0.758		
Overall e-service quality	ESQ1	Overall, my buying experience on SDP has been very good	0.811	0.686	0.867
	ES12	The overall quality of services provided by e-commerce when SDP is very good	0.834		
	ESQ3	My overall feeling with SDP is very satisfied	0.839		
Product Quality	PDQ1	E-commerce sells high-quality products at SDP	0.748	0.637	0.840
	PDQ2	E-commerce sells reliable products at SDP	0.867		
	PDQ3	E-commerce sells superior products on SDP	0.774		
Savings	SAV1	I thought that I would save money when I shopped during SDP	0.736	0.595	0.814
	SAV2	I feel that I will get a lot of "good deals" when I shop at SDP	0.854		
	SAV3	I thought I would spend less money on the things I wanted at SDP	0.717		
Satisfaction	STF1	I am satisfied with SDP	0.829	0.695	0.919
	STF2	SDP on e-commerce meets my needs.	0.771		

Variable	Item Code	Item	Std Loading (λ)	AVE	CR
	STF3	The decision to make a purchase when SDP is the right decision	0.829		
	STF4	I really enjoyed my purchase when SDP	0.846		
	STF5	I am satisfied with the decision to make a purchase when SDP	0.89		
Repurchase	RPC1	I will be making purchases on SDP in the future	0.761	0.626	0.834
	RPC2	I will increase my purchase during SDP	0.799		
	RPC3	I will intensify purchases during SDP	0.812		
Word of Mouth	WOM1	I have said positive things about SDP to others	0.857	0.698	0.874
	WOM2	I recommend SDP to others.	0.836		
	WOM3	I encourage friends to buy products on SDP	0.813		

Model Fit Test

Table 4 shows the results of the measurement model fit test. The table shows that two indexes are classified as a good fit, and three are classified as a marginal fit. The results of the model match test are as follows: CMIN/DF is 2.154 (marginal fit); Goodness of Fit (GFI) is 0.727 (marginal fit); Root Mean Square Error of Approximation (RMSEA) is 0.068 (marginal fit); Tucker Lewis Index (TLI) is 0.858 (marginal fit); and Comparative Fit Index (CFI) is 0.869 (marginal fit).

Table 3.
Discriminant Validity Fornell-Larcker Criterion

	WBD	CUS	SCP	FFL	ESQ	PDQ	SAV	STF	RPC	WOM
WBD	0.754									
CUS	.631**	0.734								
SCP	.542**	.682**	0.791							
FFL	.622**	.641**	.727**	0.817						
ESQ	.639**	.684**	.652**	.801**	0.828					
PDQ	.577**	.639**	.622**	.685**	.702**	0.798				
SAV	.526**	.489**	.483**	.553**	.589**	.550**	0.771			
STF	.656**	.655**	.647**	.679**	.754**	.688**	.707**	0.833		
RPC	.485**	.487**	.484**	.584**	.606**	.632**	.561**	.730**	0.791	
WOM	.531**	.501**	.451**	.550**	.564**	.590**	.550**	.708**	.770**	0.83

**. Correlation is significant at the 0.01 level (2-tailed).

Table 4.
Model Fit Measurement Models

Match Testing	Criteria	Results	Description
CMIN/DF	≤ 2,00	2.154	Marginal fit
GFI	≥ 0,90	0.728	Marginal fit
RMSEA	≤ 0,08	0.068	Good fit
TLI/NNFI	≥ 0,90	0.858	Marginal fit
CFI	≥ 0,90	0.869	Marginal fit

Table 5 shows a summary of the results of the research hypothesis from the proposed model. The hypothesis is significantly supported if the p-value is less than 0.05 and the Critical Ratio (CR) is more than 1.96 (Ferdinand, 2014). Of the nine hypotheses proposed, eight hypotheses are supported and significant. H3 is the only unsupported hypothesis.

The research results show that three of the four dimensions that make up e-service quality positively influence e-service quality. Therefore, e-commerce must be concerned with these three dimensions and make breakthroughs in these three dimensions in order to improve company performance and e-service quality. Of the three dimensions that positively influence e-service quality, the fulfillment dimension has the greatest influence, while website design has the weakest influence. Previous research also states that the fulfillment dimension has the strongest influence on e-service quality compared to the other three dimensions (Blut et al., 2015; Rita et al., 2019).

Table 5.
Hypothesis Test Results

H	Relationship between constructs	Estimate Value	Critical ratio	P	Significance	Supported Hypothesis
H1	WBD → ESQ	0.276	2.593	0.012	Yes	Yes
H2	CUS → ESQ	0.479	3.875	***	Yes	Yes
H3	SCP → ESQ	-0.119	-1.379	0.168	No	Yes
H4	FFL → ESQ	0.669	7.73	***	Yes	Yes
H5	ESQ → STF	0.322	4.575	***	Yes	Yes
H6	PDQ → STF	0.257	3.35	***	Yes	Yes
H7	SAV → STF	0.406	6.991	***	Yes	Yes
H8	STF → RPC	1.007	12.128	***	Yes	Yes
H9	STF → WOM	1.039	11.976	***	Yes	Yes

The security/privacy dimension has no significant effect on overall e-service quality. The study results follow previous studies (Blut et al., 2015; Wolfinbarger & Gilly, 2003). According to an article in Kontan (2022), currently, in Indonesia, there are rampant sales and leaks of personal data (Maulida, 2022; Ramli, 2022). Many cases of sales and leakage of personal data in Indonesia may be reasons why security privacy is no longer an important factor when customers make e-commerce transactions. Many personal data leaks have made the Indonesian people "immune" to the fear of data leaks.

The study shows that overall e-service quality has a positive impact on customer satisfaction. Also, the study shows that customer satisfaction is positively influenced by overall e-service quality, product quality, and savings. Therefore, e-commerce must provide the best e-service quality, offer quality, reliable, and superior products, and give discounts when SDP. The savings factor has the greatest influence on customer satisfaction of the three factors that influence customer satisfaction. Only some studies have examined the relationship between savings and customer satisfaction. Through this research, we strengthen the idea that savings influence customer satisfaction and surprisingly have the biggest influence compared to the other two factors. Profile of research respondents Most have an income of less than IDR 500,000 but have shopping behavior that can be categorized as shopaholics. In the SDP context, shopping success is judged by whether the customer has completed the purchase process of the targeted item with a large discount (Tzeng et al., 2021). Savings played an essential role in SDP's success. Savings refers to increasing the volume of purchases at the same price or making purchases of the same quantity but at a discount.

The results of this study indicate that customer satisfaction has a strong influence on repurchase intention and WOM. This study's results align with previous studies (Blut, 2016; Rita et al., 2019; Wolfinbarger & Gilly, 2003). In the context of SDP, many companies that sell on e-commerce use SDP to attract consumers' attention so that consumers visit the company's page. The products sold at SDP are a "gimmick," so the company hopes consumers will visit e-commerce websites, make purchases during SDP, and in the future will make purchases again.

Companies selling online on e-commerce must offer and promote quality products during SDP. The information on the products offered at SDP must also be complete, reliable, and trusted (according to the conditions and features of the product being sold). For e-commerce, buying, shipping, and returning products must be evaluated as simplest as possible to make it easier for customers. Retailers selling products on e-commerce must shorten delivery times and be careful that the products delivered to customers are in accordance with what was ordered (both quantity and quality).

CONCLUSION

This study developed the context of previous research by testing the model in the context of shopping day promotions which e-commerce companies are currently carrying out to attract Indonesian people to shop online on e-commerce websites. The study results stated that website design, customer service, and fulfillment are essential dimensions for building solid e-commerce service quality. At the same time, security/privacy is not a vital dimension for building e-commerce service quality in Indonesia's SDP context.

From a practical point of view, this research is one of the studies that examines the development of gen z shopping behavior models in Indonesia. The results of this study indicate that online

businesses in Indonesia can design strategies to survive in an increasingly competitive business environment and achieve the company's long-term vision. According to the research results, companies must focus on the dimensions of website design, customer service, and fulfillment so that Indonesian consumers can feel satisfied and make repeat purchases and conduct WOM regarding SDP.

Concerning website design, companies must ensure that the website they build contains complete information, is visually attractive, facilitates the transaction process, offers various attractive products, and displays easy-to-read content. Companies must also have customer service features that are available online (and always ready to serve customers), provide convenient options for product returns, handle product returns well, and offer product quality assurance. Then the company also focuses on meeting customer needs, delivering goods according to orders during shopping day promotions, being honest about offers submitted to customers, packing products properly, and delivering products on time as promised. Regarding the fulfillment variable, this variable has the most significant influence on overall e-service quality. However, on the other hand, this variable is one of the variables that get a lot of complaints and criticism from customers during shopping day promotions. It is because there is a significant increase in demand during shopping day promotions, so sometimes companies offering products are overwhelmed to package and ship the product. During shopping day promotions, there is also a risk that products will be exchanged for the type of goods or the destination address. Therefore, e-commerce platform companies must be able to encourage companies that offer products online to try as little as possible to meet customer needs when shopping day promotions because the performance of companies selling products on e-commerce platforms will impact the overall performance of the e-commerce.

This study has several limitations. First, the sample used in this study is only limited to gen z in Indonesia. Future research can use samples and populations from other countries to generalize results. Second, this study has not examined and compared differences in demographic factors such as age, gender, income level, education level, and others. Therefore, future research can consider these comparison factors. This research also focuses on one particular time (cross-sectional) and does not show how customer satisfaction and intention to make repeat purchases can change from one time to another. Especially now that shopping day promotions are routinely carried out by e-commerce in Indonesia, sometimes even twice in one month. Subsequent research can also use other variables such as product returns, customer trust, and other factors affecting customer satisfaction, repurchase intention, and WOM.

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