

Quality Product, Price, and Service Quality impact on Customer Satisfaction

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Abstract— E-commerce creates fantastic business opportunities for organizations like e-retailers, including product sales, online service provision, and revenue growth, due to its simple and interactive nature, lower costs, and high level of client customization and personalization. The purpose of this study was to evaluate the customer satisfaction and service quality of Shopee application users. The electronic service quality variable, which includes efficiency, fulfillment, reliability, privacy, responsiveness, remuneration, and contact, was employed in this study. 146 Shopee users' customers were used in this investigation. The Cartesian diagram's efficient variables of fulfillment, dependability, privacy, responsiveness, compensation, and contact can be used to draw conclusions about the consumer satisfaction index's results. The findings of this study improve customer happiness and the quality of Shopee's services in Indonesia.

Keywords— Customer Satisfaction, Product Quality, Service Quality.

I. INTRODUCTION

Because most individuals are very mobile in their daily activities, people's lifestyles are becoming more instantaneous. People consequently frequently seek out items that may quickly and practically meet their daily wants. The provision of numerous community-benefitting services comes next. To thrive, every business must provide benefits to customers. The sales system's ability to attract customers and make them money increases the company's profit. Because a company's sales system is inextricably linked to the advancement of information technology, it is crucial for the company to pay attention to it. E-commerce is an example of an information and communication technology application that may be used to assist a sales system. The term "e-commerce," which stands for "electronic commerce," is an acronym. E-commerce, or online sales and purchases of goods and services, is the practice of doing business through the internet [1]. Online shopping has become a popular option for many people in Indonesia to buy things. Shopee is helping to revitalize this sector because of Indonesia's continued rise in e-commerce. Shopee is the first consumer-to-consumer (C2C) mobile marketplace app that makes purchasing and selling easy, safe, enjoyable, and practical. Digital marketing tools are essential because they enable businesses to hear what their customers have to say and act on it [2]. Shopee, a website that serves as an online marketplace, has undergone improvements to entice users to conduct more purchases there. Shopee has a stronger mobile

platform focus to make it simpler for users to search, shop, and make mobile devices.

It is becoming more widely accepted that improving service quality in the context of e-commerce can help businesses gain and keep a competitive advantage. Service quality has an impact on a product's market share by influencing customer loyalty to a company's products and services. In order to retain consumers for a long period of time, service quality is essential. Superior service providers will be able to maximize their financial performance. Consumer polls reveal that the lack of a pleasurable experience, social engagement, and one-on-one conversations with company representatives are the biggest barriers to online shopping. Customers who have utilized the goods or services they purchased and feel that it performed below expectations are in a situation of discontent. This study is required to examine predicted service quality and see whether it has predicted effects on customer satisfaction. For customers to continue using Shopee, it is believed that the results of this research would enable Shopee to improve service quality.

II. LITERATURE REVIEW

To thrive and maintain client trust, businesses must provide high-quality services. [3]. "The global evaluation or attitude of overall service excellence" was used to define service quality [4]. In other words, it is the variance in how customers perceive or anticipate receiving services from service providers who employ the confirmation/disconfirmation hypothesis [5]. and the degree of emotion wherein a person expresses the outcomes of a comparison of the performance of a good or service obtained and anticipated after making a purchase or using it is called satisfaction. [6]. When someone's expectations are compared to how well they believe the product (or result) performed, they will either feel satisfied or disappointed. This phrase is frequently used to assess whether a company's goods and services meet or surpass the expectations of its clients. Client pleasure has been viewed as a unique type of client attitude in the service environment [7]. Additionally, customer satisfaction is determined by comparing what customers anticipate from a product or service before they buy it to what they receive [8]. Quality is defined as a product's capacity to fulfill its functions and correspond with customers' needs and wishes [9]. The consistency with which a product is developed and the level of quality that the company must consider and select to support a product's positioning are the two dimensions

of product quality. A product's quality is determined by eight factors, including performance, features, reliability, compliance, durability, serviceability, perceived quality, and aesthetics. Additionally, there are seven reasons why businesses require quality to maintain their company reputations. [10]. Price is a factor in consumer happiness in addition to product quality. Price is a monetary unit amount or other non-monetary elements that include specific utilities or uses required to receive a service. An element or quality that has the ability to meet certain needs is called utility [11]. Additionally, there are seven reasons why businesses require quality to maintain their company reputations. There are dependability, adherence to standards, longevity, usability, perceived quality, and aesthetics [12].

H1: Service Quality, Price, and Quality Product has positive impact on customer satisfaction.

III. METHOD

This study uses a quantitative descriptive research method. According to [13], Quantitative descriptive research method is an objective situation that is numerically based, including data gathering, data interpretation, data presentation, and outcomes. Population is the entire element or elements that are the object of research. According to [14], population is a collection or the entire subject of research. The population in this study were all loyal Shopee customers in 2019, namely 146 people. The data collection technique is to use a questionnaire or a questionnaire using a Likert scale.

IV. RESULT & DISCUSSION

TABLE 1. Test the validity of each statement item in the Shopee Customer Satisfaction questionnaire.

rcount value	rtable value	validity
.891	.514	Valid
.835	.514	Valid
.751	.514	Valid
.864	.514	Valid
.829	.514	Valid
.891	.514	Valid
.833	.514	Valid
.746	.514	Valid
.711	.514	Valid
.759	.514	Valid
.853	.514	Valid
.708	.514	Valid
.730	.514	Valid
.753	.514	Valid
.792	.514	Valid
.697	.514	Valid
.829	.514	Valid
.642	.514	Valid
.764	.514	Valid
.715	.514	Valid
.853	.514	Valid
.687	.514	Valid
.829	.514	Valid
.711	.514	Valid

The table above shows that the rcount value has a greater correlation value than r table (0.514) so that from these results it can be said that all statements used in this study are valid.

TABLE 2. The results of the reliability test of the Shopee customer satisfaction questionnaire

Cronbach's Alpha	N of items	Reliability
.964	24	Excellent

The table above shows that the Alpha value of the customer satisfaction questionnaire is 0.964. This value is above 0.9. This shows that the level of reliability of the customer satisfaction questionnaire is very good (Excellent).

TABLE 3. Simple regression test results

TestValue = 70						
	t	df	Sig. (2-tailed)	Mean Differences	Lower	higher
worry	-9,361	145	.000	-6.39726	-7.7480	-5.0466

The interpretation of the regression equation above is a negative constant value (-9.361) which means that the customer satisfaction variable has a significant impact because the t count value is greater than t table, so the results can be said to be significant, which shows that the customer satisfaction variable increases and has a significant impact significant.

TABLE 4. Partial Test Results (t)

TestValue = 70						
	t	df	Sig. (2-tailed)	Mean Differences	Lower	higher
worry	-9,361	145	.000	-6.39726	-7.7480	-5.0466

Based on the results of the table above, it is partially known that the level of customer satisfaction with customer service at E-commerce Shopee has significant results, this is indicated by a tcount of $-9.361 > 1.6553$ with a significance level of $0.000 < 0.05$.

TABLE 5. Research Results Based on the Level of Customer Satisfaction with Customer Service at E-commerce Shopee

Indicator	Frequency	Percentage
Very satisfied	121	82.87%
Quite satisfied	19	13.01%
Satisfied	3	2.05%
Not satisfied	3	2.05%
Amount	N=146	100%

Research Results Based on the Level of Customer Satisfaction with Customer Service on E-commerce Shopee, the level of satisfaction is very satisfied as many as 121 people (82.87%), for the level of satisfaction is quite satisfied as many as 19 people (13.01%), then at the level of satisfaction as many as 3 people (2.05%) and the total dissatisfied customers are 3 people (2.05%).

V. CONCLUSION

The conclusion in this study is that all the data that has been tested has valid, reliable, and normally distributed results. Service Quality has a positive and significant effect on all indicators of variable X and has a very good average value. Customer satisfaction has a positive and significant effect on all indicators of variable Y and has an average value of very satisfied. And there is an influence of 82.87% between service

quality and customer satisfaction. As for the suggestions that can be given in relation to the results of this study, the service quality variable obtained an average result of very satisfied, which must continue to be maintained. Likewise, for the customer satisfaction variable, the average result is satisfied, which means that it still must be upgraded to be very satisfied with the question indicator which has a low value. Pay more attention to what the customer expects and needs.

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