The Impact of E-Service Quality and Price on Customer Satisfaction of Tokopedia

Abdillah Taufikqurrochman, Ratih Juliati, Sandra Irawati
Management Department, University Muhammadiyah Malang
Email: abdilbinmansur@gmail.com

Abstract

The purpose of this study is to determine and analyze the impact of e-service quality and price on customer satisfaction in e-commerce Tokopedia. This type of research is explanatory research. The population in this study is the people in Malang Raya who buy in Tokopedia. The sample in this study amounted to 100 respondents and the sampling technique used purposive sampling. The data source in this study was the primary data source. Data collection techniques using a survey method with a questionnaire. Data analysis techniques in this study are multiple regression analysis with t-test, f test, and dominant test. The results of this study indicate that the better the e-service quality, the higher the level of customer satisfaction, the cheaper the price offered, the higher the level of customer satisfaction, other than that the result indicates that the variable simultaneous e-service quality and price have a positive effect on the customer satisfaction and variable e-service quality have a dominant influence on customer satisfaction in e-commerce Tokopedia.

Keywords: e-service quality, price, customer satisfaction

Abstrak

Penelitian ini bertujuan untuk mengetahui dan menganalisis pengaruh *e-service quality* dan harga terhadap kepuasan pelanggan pada *e-commerce* Tokopedia. Jenis penelitian ini merupakan penelitian *explanatory researesch*. Populasi pada penelitian ini adalah masyarakat di Malang Raya yang melakukan pembelian di Tokopedia. Sampel pada penelitian ini berjumlah 100 responden dan teknik pengambilan sampel menggunakan *purposive sampling*. Sumber data pada penelitian ini adalah sumber data primer. Teknik pengumpulan data menggunakan metode survei dengan kuesioner. Teknik analisis data dalam penelitian ini yaitu analisis regresi berganda dengan uji t, uji f dan uji dominan. Hasil penelitian ini menunjukkan bahwa semakin baik *e-service quality*maka semakin tinggi tingkat kepuasan pelanggan, semakin murah harga yang ditawarkan maka semakin tinggi pula tingkat kepuasan pelanggan, selain itu hasil penelitian ini menunjukkan bahwa variabel *e-service quality* dan harga secara simultan berpengaruh positif terhadap kepuasan pelanggan dan variabel *e-service quality* memiliki pengaruh dominan terhadap kepuasan pelanggan pada *e-commerce* Tokopedia

Kata kunci: *e-service quality, price, customer satisfaction*

INTRODUCTION

The role of customer satisfaction is very important for consumers because customer satisfaction is one of the factors to complement feelings of pleasure or disappointment with what they receive. Without customer satisfaction, likely, consumers cannot feel the feelings they get, therefore consumers with customer satisfaction cannot be separated. According to Zeithaml and Bitner (2003), customer satisfaction is defined as the feeling of pleasure or disappointment that a person feels from evaluating the services provided by an organization with what it expects. To get customer satisfaction, consumers usually look at the quality of electronic services and prices, because consumers expect to get good quality service and affordable prices. This statement is supported by (Oktavianus, 2020; Citra dan Aji, 2020; Lee and Lin, 2005) that customer satisfaction is influenced by many factors, one of which is related to this study, namely e-service quality and price. Customer satisfaction is influenced by several factors, one of which is e-service quality (Chesanti and Setyorini, 2018; Laurent, 2016). Given the quality of electronic services, the best can create customer satisfaction. Because the quality of electronic services is one of the factors that determine customer satisfaction or dissatisfaction. According to Moon (2013), in his research, he found that the quality of e-service has a significant effect on customer satisfaction, so that service quality and satisfaction are important factors in business to retaining consumers. Apart from e-service quality, the price can also affect customer satisfaction. Because the price is one of the factors that can determine customer satisfaction or dissatisfaction. If the price is relatively cheap and the quality of the product or service is the same as the much higher price, then the consumer will choose a relatively cheap price, so that the consumer will be satisfied because the price is cheaper and the quality of the product or service is the same. According to Kotler and Armstrong (2001: 339) says that price is the amount of money charged for a product or service or the number of exchanged value consumers on the benefits for owning or using a product or service.

The current phenomenon of Indonesian society has changed many things due to the development of a new era which is usually called the era of information technology which is very rapid from year to year and the internet has become part of people's lives and has become commonplace. With the development of this new era or era of information technology, it is easier for people to carry out buying and selling transactions in the online market or so-called e-commerce. E-commerce is now a target for potential consumers who want to make purchases of a product more easily and efficiently. The development of e-commerce in Indonesia is growing very rapidly and e-commerce activities are also increasing. Tokopedia is a company that provides facilities for sellers to manage online stores as well as a place for sellers and buyers to meet without the need to meet face to face. According to research data collected by SimilarWeb in 2021, one marketplace that keeps first place and most visited is Tokopedia. Tokopedia is one of the online marketplace providers in Indonesia that facilitates internet users to buy and sell online.

Table 1. E-commerce companies with the highest average monthly visitors

E-commerce	Average visitors per month
1. Tokopedia	129.1 million
2. Shopee	120 million
3. Bukalapak	13.5 million
4. Lazada	28.66 million
5. Blibli	16.99 million

Source: www.cnnindonesia.com (2021)

For e-commerce players themselves, on average, they are dominated by young people, therefore this study takes the location of Malang Raya, where mostly many universities cover young children. This is also related to a survey conducted by Paypal, on the databoks site, 2019. 42% of actors who carry out e-commerce transactions are 21-30 years old. At this age, it is the most dominant compared to other groups. While offenders aged 31-40 years have a proportion of 38%, and 11% were aged 41 years and older. This survey also shows that 9% of actors in digital transactions are under 20 years old, which means that they are still students. (Databoks, 2019). From the overall phenomena above, it can be taken that Tokopedia e-commerce has the most monthly visitors compared to other e-commerce. This means that Tokopedia is more attractive to consumers than other e-commerce sites. Given the background to this problem, researchers are interested in researching with the title "The Effect of E-Service Quality and Price on Customer Satisfaction in Tokopedia E-Commerce".

LITERATURE REVIEW

Santos (2003) defines *e-service quality* as an overall assessment and evaluation of the quality of services delivered to consumers in a virtual market. Rolland and Freeman (2010) define *e-service quality* that a website that can facilitate the process of shopping, purchase, and up to the stage of delivery of goods and services effectively and efficiently, and concluded that consumers must rely entirely on information technologies in the activities of *e-commerce* them. Based on this definition, it can be concluded that *e-service quality* is a service activity that only occurs online as the ability of a website to facilitate general market activities, such as buying and selling, bargaining, and the delivery of products for services.

The definition of the price according to Kotler and Armstrong (2006: 289) is the amount of value contained in a product or service obtained from consumer exchanges through the benefits of being able to own and use a desired product or service. Meanwhile, according to Peter and Olson (2014:240) quoted by Ghalih et al, (2018) price is defined as something that must be provided by consumers to get goods or services. Based on this definition, it can be concluded that the price is the value that is intended to determine the product to be sold and the price can be used as a benchmark for a product as a measure of the quality of the product.

Satisfaction can be expressed by way of expressing either pleased or not the comparison between the expectations of a product that is expected with the reality of the products in getting (Kotler *and* Keller, 2007:177). Satisfaction can be defined as the response or responses or reactions of consumers regarding meeting the needs obtained from a product (Zeithaml *and* Bitner, 2000:75). So what is meant by customer satisfaction is the level of feeling satisfied or dissatisfied by measuring the quality of service he gets and the product or service that is following what he expects (Praharjo, 2020). Therefore, the hypothesis proposed was:

H1: It is suspected that *E-Service Quality* (X1) partially has a significant and positive effect on customer satisfaction (Y) *E-Commerce* Tokopedia

H2: It is suspected that price (X2) partially has a significant and positive effect on customer satisfaction (Y) *E-Commerce* Tokopedia

H3: It is suspected that *E-Service Quality* (X1) and Price (X2) simultaneously have a significant and positive effect on customer satisfaction (Y) *E-Commerce* Tokopedia

H4: It is assumed that the *e-service quality* variable (X1) has a stronger effect on customer satisfaction (Y) than the price variable (X2)

The concept to be developed in this study is to describe *e-service quality* (X1), price (X2) on customer satisfaction (Y), so the concept model in this study is presented in Figure 1 as follows:
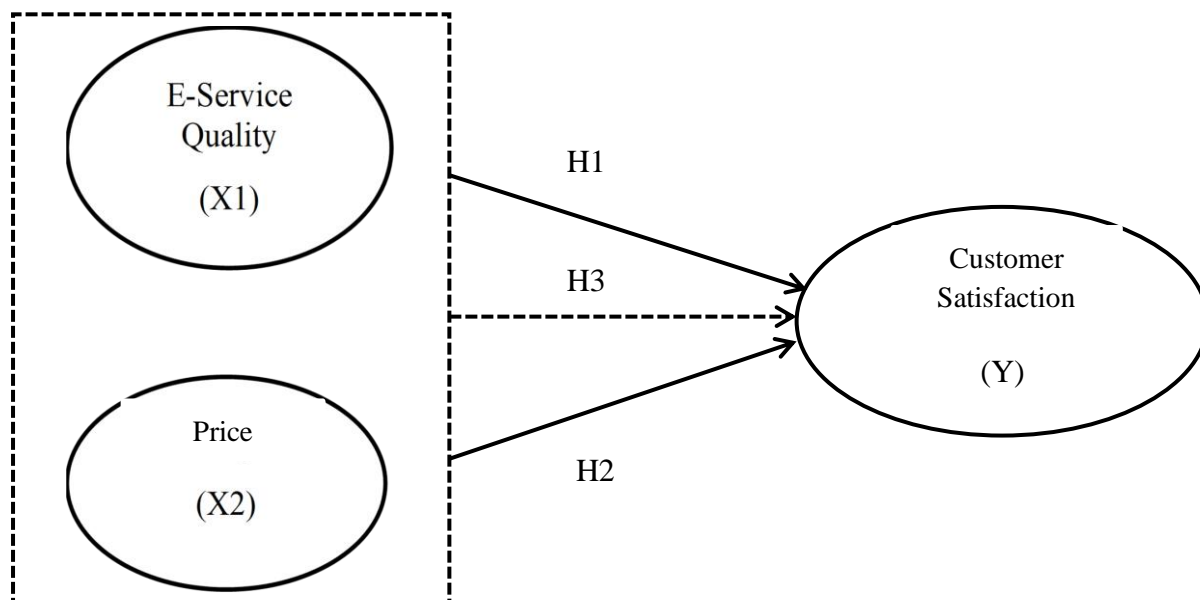
Figure 1. Research framework

RESEARCH METHODS

The research location is in Malang Raya, East Java, which includes Malang City, Malang Regency, and Batu City. This study used a descriptive study. The population in this study were the people of Malang Raya who downloaded the Tokopedia *marketplace* application with the sample in this study were respondents who lived in Malang Raya, who made their first purchase at Tokopedia, and those aged 13 to> 41 years were 100 respondents. Sources of data in this study using primary and secondary data. The data collection method uses this survey, by distributing it through a group on *Facebook* called *marketplace* in Malang. With this, the writer hopes to know the effect of *e-service quality* and price on Tokopedia customer satisfaction in Malang Raya. In this study, there are several variables used.

These variables are as follows: (1) *E-Service Quality* is a website that can facilitate the process of shopping, purchase and up to the stage of delivery of goods and services effectively and efficiently, and concluded that consumers must rely entirely on information technologies in the activities of *e-commerce* them (Rolland and Freeman, 2010). *E-service quality* is the ability of the Tokopedia marketplace to provide online services to facilitate customers in the shopping, purchasing process, and getting to the delivery of goods and services. (2) Price is an amount of value contained in a product or service obtained from a consumer exchange through the benefits of being able to own and use a desired product or service (Kotler and Armstrong, 2006: 289). Price is a certain amount of money paid by customers in buying products on the Tokopedia *marketplace*. (3) Customer satisfaction is the satisfaction that can be expressed by expressing whether happy or not, which is compared between the expectations of a product or service that is expected with

the reality of the product obtained (Kotler *and* Keller, 2007:177). Customer satisfaction will be satisfied if you get a product or service in the *marketplace* Tokopedia by expectations.

RESULTS AND DISCUSSION

Table 1 shows the respondents who use the Tokopedia *marketplace are* dominated by women. When viewed from the phenomenon there are several reasons why women like to shop. First, women always like to try new things so that their appearance looks stylish and up to date. Second, a shopping woman can change her bad mood to a good one after shopping. Third, women like to shop not only for themselves, for example, housewives shop for family needs or other household needs.

Table 1. Respondent Gender Category

Gender	Amount
Men	35
Woman	65
Total	100

Table 2. Respondent Age Category

Age	Amount
13-20 years	17
21-30 years	65
31-40 years	15
> 41 years	3
Total	100

Based on table 2, shows that the respondents who use the Tokopedia *marketplace are* dominated by respondents aged 21-30 years. We're at that age is the age of teenagers who like to shop to follow lifestyle trends that are the same age as them. At the age of 21-30 years, there are often prestige competitions between young people to shop so that they have *branded* goods, for example, clothes, pants, and cellphones.

Table 3. Job Categories of Respondents

Profession	Amount
Student / Student	33
Private employees	21
Civil servants	9
Entrepreneur	13
Housewife	17
Others	7
Total	100

Based on table 3, shows that the respondents who use the Tokopedia *marketplace are* dominated by students. This is because students use the Tokopedia *marketplace* which is known for its discounts and free shipping features. Discounts and free shipping features provided by the *marketplace* Tokopedia will increase order especially among schoolchildren/students who tend to use the *marketplace* by offering a vigorous promo.

Table 4. Respondents' Monthly Income / Allowance Category

Income	Amount
<Rp. 2,900,000	64
> IDR 2,900,000	36
Total	100

Based on table 4, it is concluded that the respondents who use the Tokopedian *marketplace are* dominated by respondents who have an income or pocket money per month of less than Rp. 2,900,000. This shows that to make purchases on Tokopedia, you don't have to have an income or pocket money per month of more than IDR 2,900,000, because Tokopedia has offered an installment method feature for its users. So that buyers can pay for their groceries in installments per month.

Table 5. Validity Test

Item	Level of Significance	r count	r table	Information
X1.1.1		0, 779	0, 196	Valid
X1.1.2	0.05	0, 674	0, 196	Valid
X1.1.3		0, 711	0, 196	Valid
X1.1.4		0, 650	0, 196	Valid
X1.2.1		0.7 75	0, 196	Valid
X1.2.2	0.05	0, 781	0, 196	Valid
X1.2.3		0, 797	0, 196	Valid
X1.2.4		0.7 07	0, 196	Valid
X1. 3 .1		0, 788	0, 196	Valid
X1. 3 .2	0.05	0, 798	0, 196	Valid
X1. 3 .3		0, 788	0, 196	Valid
X1. 3 .4		0, 780	0, 196	Valid
X1. 4 .1		0, 726	0, 196	Valid
X1. 4 .2	0.05	0, 780	0, 196	Valid
X1. 4 .3		0, 784	0, 196	Valid
X1. 4 .4		0, 725	0, 196	Valid
X 2 .1		0, 836	0, 196	Valid
X 2 .2	0.05	0, 779	0, 196	Valid
X 2 .3		0, 695	0, 196	Valid
X 2 .4		0, 697	0, 196	Valid
Y1		0, 789	0, 196	Valid
Y 2	0.05	0, 741	0, 196	Valid
Y 3		0, 812	0, 196	Valid
Y 4		0, 755	0, 196	Valid

Table 6. Test Reliable Variable *E-Service Quality* (X1)

Variable	Value *Cronbach Alpha*	Significance Value	Information
E-Service Quality (X1)			
a) *Efficiency* (X1.1)	0.6 55	0.60	Reliable
b) Website design (X1.2)	0, 763	0.60	Reliable
c) *Responsiveness* (X1.3)	0, 796	0.60	Reliable
d) Privacy(X1.4)	0.7 46	0.60	Reliable
Price (X2)	0, 730	0.60	Reliable
Customer Satisfaction (Y)	0.7 74	0.60	Reliable

Table 7. Multiple Regression Analysis Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2,347	1, 623		1 , 446	0,151
E-Service Quality	0,094	0,016	0,518	5, 994	0,000
Price	0,229	0,080	0.249	2, 879	0,005
N = 100		t = 1, 719			

Based on the above table are shown coefficients regression of *e-service quality* (X1) of 0, 094 This may imply *e-service quality* positive and significant impact on customer satisfaction so that more and better *e-service quality*, the higher the level of customer satisfaction. Meanwhile, the price regression coefficient (X2) is 0.229. Price has a positive and significant effect on customer satisfaction. The more affordable the price, the higher the customer satisfaction. If the company charges an affordable price, the customer satisfaction level will be higher.

Table 8. Coefficient of Determination

R	R *Square*	*Adjusted R Square*
0, 679	0, 461	0, 450

Based on table 8, the result of adjusted R2 (coefficient of determination) is 0, 450. This means that 45 % of the customer satisfaction variable will be influenced by the independent variables, namely *e-service quality* (X1) and price (X2). While 55 % variable customer satisfaction will be influenced by variables - variables that are not addressed in this study.

Table 9. T- test results (E-service Quality on Customer Satisfaction)

Variable Relationships	t	Sig.	t table	Information
X1 →Y	5,994	0, 000	1985	Significant
X2 →Y	2.879	0, 005	1985	Significant

Table 9, shows that the t-test on the variables X1 to Y is equal to 5.994 > 1.985 and the significance value of 0.0 00 <0.05. This shows that H 1 is accepted, where *e-service quality* has a significant effect on customer satisfaction on Tokopedia. The results of the t-test on the variable X2 against Y are 2,879 > 1.985 and the significance value is 0.0 05 <0.05. This shows that H2 is accepted, which price has a significant effect on customer satisfaction at Tokopedia.

Table 10. Simultaneous Test Results (Test F)

Variable		Sig.
X1, X2 → Y	*E-Service Quality* Price	0, 000

Table 10 shows that the value of sig is 0,000 or less than 0,05. It shows that the H3 is received in which the independent variable is *the e-service quality* (X1) and price (X2), are together can affect the dependent variable is customer satisfaction (Y) on Tokopedia.

Table 11. Dominant Test Results

Variable	Beta Coefficient	Count
E-service quality (X1)	0.518	5,994
Price (X2)	0.249	2, 879

Based on table 11 it can be seen that the result of the largest beta coefficient is variable *e-Service quality* at 0.518 with a t-count of 5.994. This shows that H4 in this study is acceptable, namely the *e-service quality* variable has a dominant effect on customer satisfaction at Tokopedia. The quality of electronic services provided by Tokopedia is not disappointing. Tokopedia always provides the best quality service for potential consumers, this is done by Tokopedia so that consumers can comfortably shop using the Tokopedia application starting from searching for goods, ordering goods, processing payments, until goods are received. The price offered by Tokopedia can be reached by all people because Tokopedia often provides discounts for its consumers, so the initial price set will be cheaper. Not only that, but Tokopedia also offers an installment method for consumers who will buy an item at a very high price, this way consumers feel lighter even though they shop for a very expensive item. Tokopedia highly prioritizes customer satisfaction, it is all evident in this study that customer satisfaction at Tokopedia is in the very high category, in which consumers feel overall satisfied with Tokopedia's services so they are willing to recommend to friends or other people and at the same time make repeat purchases.

The results of analysis and testing in this study show that *e-service quality* has a positive and significant effect on customer satisfaction. This proves that the better the *e-service quality* provided by Tokopedia, the higher the level of customer satisfaction. Then, the results of the analysis and testing in this study show that price has a positive and significant effect on customer satisfaction. This means that the more affordable the price is given, it can make consumers feel satisfied with the price offered. So that H1 and H2 in this study are accepted. Based on the results of analysis and testing in this study, it can be seen that *e-service quality* and price simultaneously have a positive and significant effect on customer satisfaction, so that H3 is accepted. This means that the quality of electronic services and prices provided by Tokopedia together affect customer satisfaction. Based on the results of analysis and testing in this study, it can be seen that the *e-service quality* variable has a dominant influence on customer satisfaction. So that the fourth hypothesis in this study can be accepted. It shows that *e-service quality* has a role which is great to customer satisfaction, to provide quality electronic service was good as done Tokopedia it will affect the level of customer satisfaction.

CONCLUSION

This study examines E-service quality on Tokopedia includes *efficiency*, website design, *responsiveness*, privacy, and security. Prices on Tokopedia are classified as affordable which includes price affordability, price competitiveness, frequent rates of discounting, installments. Customer satisfaction at Tokopedia is very high which includes conformity with expectations, willingness to recommend, interest in repeat purchases, and overall satisfaction with services. The better the *e-service quality* provided by Tokopedia, the higher the level of customer

satisfaction. This means that improving service quality will make consumers more comfortable when shopping using Tokopedia and can also drive customer satisfaction figures. The more affordable the price offered by Tokopedia, the greater the impact on customer satisfaction. This means that with a price that can be reached by consumers and following market prices, customer satisfaction will also increase. The *e-service quality* variable has a dominant effect on customer satisfaction in the Tokopedia *marketplace*. This means that between the two independent variables that most increase the customer satisfaction rate is the *e-service quality* variable.

Based on the results of this study, it is hoped that it can be used as input for Tokopedia to continue to do various ways to improve the quality of electronic services, especially in terms of serving so that consumers can use the Tokopedia website or application more easily and more comfortably when shopping so that consumers will feel satisfied and company income will also increase. The company is also expected to continue to offer affordable prices so that consumers feel more satisfied so that consumers will often make repeat purchases while recommending to relatives, family, and friends.

REFERENCES

Felicia, Laurent. (2016). Pengaruh *E-Service Quality* Terhadap Loyalitas Pelanggan Go-Jek Melalui Kepuasan Pelanggan. *Agora*, Vol. 4 (2).

Ghalih, Galang Tangguh W, Edriana Pangestuti &Inggang Perwangsa Nuralam (2018). Pengaruh Citra Merek*,* Kualitas Layanan, dan Harga Terhadap Kepuasan Pelanggan Go-Ride. *Jurnal Administrasi Bisnis*, Vol. 61 (2).

Kotler, Philip dan Armstrong. (2001). *Prinsip-prinsip Pemasaran Edisi Kedelapan*. Jakarta: Erlangga.

Kotler, Philip dan Keller, Kevin Lane. (2007). *Manajemen Pemasaran*. *Edisi Kedua Belas Jilid 1*. Jakarta: Indeks.

Lee, Gwo-Guang, and Lin, Hsiu-Fen. (2005). Customer perceptions of e-service quality in online shopping. *International Journal of Retail & Distribution Managemen,* Vol. 33 (2).

Moon, Y. J. (2013). The Tangibility and Intangibility of E-Service Quality. *International Journal of Smart Home*, Vol. 7 (5).

Praharjo, Ardik. (2020). The Effect of Service Quality on Satisfaction and Loyalty Visitors At Sengkaling Recreational Park. *Manajemen Bisnis* 10(1)

Puspa, Chairunnisa Chesanti & Retno, Setyorini. (2018). "The Effect Of E-Service Quality Customer Satisfaction as User of PLN Mobile Application". *Jurnal Penelitian Pendidikan.* Vol 18(1).

Santos, J. (2003). E-Service Quality: A Model of Vistual Service Quality Dimensions Managing Service Quality. *An International Journal.* Vol. 13 (3).

Rolland, S., dan Freeman, I. (2010). A New Measure Of E-Service Quality In France. *International Journal of Retail & Distribution Management*. Vol. 38 (7)

Zeithaml, V. A., dan Bitner, M. J. (2003). *Services Marketing: Integrating Customer Focus Across the Firm*. New York: McGraw-Hill