

THE EFFECT OF PRODUCT QUALITY AND EASE OF TRANSACTION TOWARDS CUSTOMER SATISFACTION ON SHOPEE MARKETPLACE

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Abstract: Shopee marketplace is a site frequently visited by the public, with a total of 124.7 million visitors in the first quarter of 2021. With a large number of Shopee visitors, the authors predict that there are factors that affect the number of visitors in Shopee marketplace. This study aimed to determine the effect of product quality and ease of transaction on customer satisfaction. The population of this study was Shopee application users, while the sample used in this study was 100 respondents. The research method used in this study was quantitative method and the data processing used was the Statistical Package for the Social Sciences (SPSS). Based on the conclusions obtained from this study, it was found that product quality and ease of transaction have a positive and significant effect on customer satisfaction.

Keywords: Product quality, ease of transaction, customer satisfaction

Introduction

In this digital era, technology is not something foreign for the community. The use of technology provides convenience in all fields ranging from communicating to shopping. The rapidly developing technological advancements has caused trade activities to increase because now transactions can be done without being limited by the distances between the seller and the buyer. At this time, many sales are carried out online so that people can shop practically and efficiently.

One place where online shopping is in demand by the community is marketplaces. A marketplace is an application or website that provides buying and selling facilities from various sellers. According to Artaya, Putu, 2019, a marketplace can be defined as an online website or application that facilitates various stores' buying and selling processes. The function of a marketplace is

similar to that of traditional market; difference is that marketplace is more computerized because it uses network technology assistance to support the market and make the transaction can be done more effectively and the customers can be reached widely. It also provides updates on information and services for sellers and buyers. One of the marketplaces available in Indonesia is Shopee. It is quite in accordance with the criteria and it also has many offers that provide the ease of transaction. These things need to be considered by a marketplace to meet customers' needs or wishes.

Shopee is a company originating from Singapore under the auspices of Garena's company and was first present in Indonesia in 2015. Shopee is an application that provides online buying and selling transactions. Based on data obtained from Katadata.co.id, in the first quarter of 2021, the number of Shopee's visitors was recorded as many as 124.7 million as in the Figure 1.1 below:

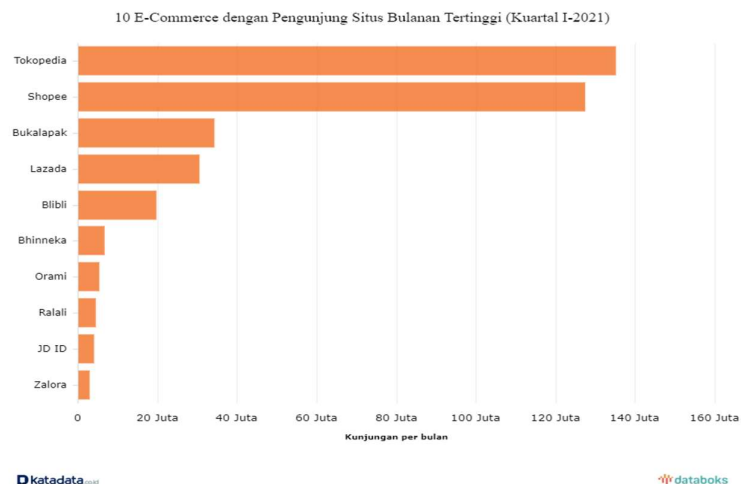


Figure 1.1. Number of Shopee Visitors 1st Quarter 2021

Source: Databooks

The product quality provided by the sellers in Shopee is one of the things that can affect customer satisfaction. M & Ali, 2017 define that product quality is everything that can be offered to a market to fulfill the wishes or needs of consumers. Product quality is important because it is the most important consideration to meet customer's needs and desires. The products displayed are usually made as innovatively as possible so that the product is also in demand. According to Kotler & Keller in (Arianto, 2020) "product quality is the ability of a product to carry out its functions including durability, reliability, accuracy, ease of operation and repairs and other attributes."

Shopee also has various advantages in offering different types of transactions so that it is easier for customers to make payments. The ease of transaction, according to (Devi et al., 2020), is the effectiveness that consumers feel in making payment of a product which can be done in easy stages. The ease of transactions provided can be the thing that makes customers feel satisfied with the features that can facilitate transactions, and the absence of obstacles when making transactions or returns will make customers feel satisfied.

Customer satisfaction can be interpreted as a condition where a customer gets a level of feeling that is appropriate for his expectations (Diyanti, Syarifa Yulindar, 2021). Customer satisfaction will be very difficult to achieve if the company or seller does not know what is expected and desired by the customer. If the customer's needs and desires are achieved, then satisfaction will arise in the customers. Customer satisfaction itself can be a calculation of each individual to the product.

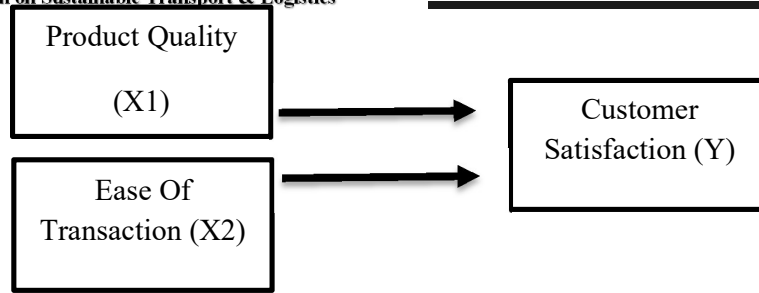


Figure 1.2. Conceptual Framework

Hypothesis

H1: There is an influence of product quality on customer satisfaction.

H2: There is an effect of the ease of transactions on customer satisfaction.

Method

The research method used in this study is the quantitative method with the descriptive approach. This study was conducted using a survey by disseminating questionnaires. The questionnaires were distributed to respondents who use Shopee Marketplace application. The population in this study was Shopee customers, both men and women over 17 years old. The population is a generalization area consisting of objects or subjects that have certain qualities and characteristics set by researchers to be studied and then drawn conclusions of the data (Juhria et al., 2021).

To determine the number of samples used, the researchers use the calculation from William formula. The sample withdrawal formula is as follow:

$$n = \frac{\left(\frac{Z\alpha}{2}\right)^2 P * (1 - P *)}{E^2}$$

Information:

P * : Population proportion

E : 10% error tolerance limit

A : Alpha

0.05 (Z $\alpha/2$)² : Normal distribution score with a real level of 5% (1.96)

$$n = \frac{(1.96)^2 0.5(1 - 0.5)}{0.10^2}$$

= 96.04 is rounded to 100

Based on the results of these calculations, this study took a sample of 100 respondents.

Discussion and Results

Instrument Test Results

Table 1.1. Validity Test

Product Quality (X1)

Questionnaire	r calculati on	r table	note
Point X1.1	0.532	0.195	Valid
Point X1.2	0.543	0.195	Valid
Point X1.3	0.485	0.195	Valid
Point X1.4	0.343	0.195	Valid
Point X1.5	0.664	0.195	Valid
Point X1.6	0.621	0.195	Valid
Point X1.7	0.574	0.195	Valid
Point X1.8	0.625	0.195	Valid
Point X1.9	0.367	0.195	Valid

Table 1.2. Validity Test**Ease of Transaction (X2)**

Questionnaire	r calculati on	r table	note
Point X2.1	0.505	0.195	Valid
Point X2.2	0.421	0.195	Valid
Point X2.3	0.418	0.195	Valid

Table 1.3. Validity Test**Customer Satisfaction (Y)**

Questionnaire	r calculati on	r table	note
Point Y.1	0.493	0.195	Valid
Point Y.2	0.666	0.195	Valid
Point Y.3	0.548	0.195	Valid
Point Y.4	0.620	0.195	Valid

Source: Primary data SPSS 26 output items - Total statistics. Processed in 2021.

Based on the results of the table above, it can be seen that the entire submitted questionnaire has a value of corrected items total correlation which is greater than the R table value in the 100th N sample of 0.195, which means that overall $r_{count} > r_{table}$ so that the entire statement of product quality (X1) variable, ease of transaction (X2) and customer satisfaction (Y) can be used for the next step.

Table 2. Reliability Test

No.	Variable	Reliability	Alpha	Result
1.	Product Quality (X ₁)	0.819	0.6	Reliable
2.	Transaction Ease (X ₂)	0.637	0.6	Reliable
5.	Customer Satisfaction (Y)	0.776	0.6	Reliable

Source: Primary data SPSS 26. Output reliability. Processed 2021.

Based on the results of the table above, it can be seen that the whole of the questionnaire from product quality (X₁), Transaction Ease (X₂), and Customer Satisfaction (Y) in this study are reliably as shown at the value of Cronbach's Alpha throughout the variable having a good value above 0.6. So, that it can be interpreted that all values of this research variable are said to be good and acceptable, which are seen from the output reliability statistics, namely the value of Cronbach's Alpha all variables above the good level.

Multiple linear regression test results

The following is a multiple linear regression equation obtained from this study.

Table 3. Multiple Linear Regression Test Results

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.540	1.757		-.876	.383
Product Quality	.327	.040	.,601	8.180	.000
Transaction Ease	.454	.126	.,266	3.617	.000

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 26. Coefficients, Linier Regression. Processed 2021

Based on the table above, it is known that the multiple linear regression equation is known in the Standardized Coefficient column as follows:

$$Y = 0.601X_1 + 0.266X_2$$

Information:

Y = Customer Satisfaction

X₁ = Product Quality

X₂ = Transaction Ease

The interpretation of the results of the equation is as follows:

Product Quality Regression Coefficient (β_{1x1}) has a contribution of 0.601 against the Customer Satisfaction variable. If the Product Quality variable increases, the Customer Satisfaction variable will increase by 0.601.

The Transaction Ease regression coefficient (β_{1x2}) has a contribution of 0.266 to the Customer Satisfaction variable. If the transaction ease variable has increased, the Customer Satisfaction variable will increase by 0.266.

Model Feasibility Test Results

Table 4. F-Test

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	356.976	2	178.488	61.392	.000 ^b
	Residual	282.014	97	2.907		
	Total	638.990	99			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Transaction Ease, Product Quality

Source: Output SPSS 26. Anova, Linier Regression. Processed 2021

Based on the results of simultaneous testing or F test where the F count value is 61.392 with a value of significant 0.000. Based on the data, the significance is $0.000 < 0.05$. So, it can be concluded that in this study, the model is said to be significant and worthy of use based on the GIS value obtained, that all independent variables can explain any changes to the

variable value of being bound because it has a significant effect.

Table 5. Determination Coefficient (R²)

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.747 ^a	.559	.550	1.705

a. Predictors: (Constant), Transaction Ease, Product Quality

Source: Output SPSS 26. Model Summary, Linier Regression. Processed 2021

Based on the R² test, the amount of coefficient of determination (R²) is 0.559. This means the relationship between independent variables with the dependent variable of 55.9%, which means that 55.9% of variations of customer satisfaction are influenced by variations of product quality and ease of transaction, while 44.1% are explained by other factors outside the regression model analyzed in this study.

T-Test (Research Hypothesis)

Table 6. T-Test

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-1.540	1.757		-.876	.383
Product Quality	.327	.040	.601	8.180	.000
Transaction Ease	.454	.126	.266	3.617	.000

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 26. Coefficients, linier regression. Processed 2021

Based on the results of the test in the table above show that the value of t count in the product quality (X₁) variable of 8.180 with a significant value of 0.000, then the t table ($\alpha = 0.05$) is 1.984, because of the value of t count ($8,180 > 1,984$) with a significant level ($0,000 < 0.05$), H₀ is rejected, and H_a

is accepted, which means there is a positive and significant influence between Product Quality (X1) on Customer Satisfaction (Y).

Based on the test results in the table above show that the value of t count on the ease of transaction variable (X2) of 3.617 with a significant value of 0.000, then the t table ($\alpha = 0.05$) is 1.984, because of the value of t count ($3,617 > 1,984$) with a significant level ($0,000 < 0.05$), H_0 is rejected, and H_a is accepted, which means there is a positive and significant influence between ease of transaction (X2) on Customer Satisfaction (Y).

Discussion

1. Effect of Product Quality (X1) on Customer Satisfaction (Y)

Based on the results of the research that the researchers did, it was found that the product quality consisted of performance indicators, features, reliability, durability, serviceability had a positive and significant effect on customer satisfaction. This is evidenced by testing the Product Quality Product V variable test on Customer Satisfaction which showed t count of 8.180. The regression coefficient of 0.601 and a significant value of 0.000 was smaller than 0.05. This positive influence means that the higher the product quality provided by the company, the higher the customer satisfaction, and the opposite. Meanwhile, the lower the product quality provided by the company, the lower the customer satisfaction is.

The results of this study were in line with previous research (Kristanto, 2018), which proved that product quality affected the satisfaction of the verification. With the results of previous research, it can strengthen the results of this study.

2. Effect of Ease of Transaction (X2) on Customer Satisfaction (Y)

Based on the results of the research that the researchers did, it was found that the ease of transaction consisting of indicators had a positive and significant effect on customer satisfaction. This is proven from the test of ease of transaction variable to customer satisfaction which shows t count of 3.617. The regression coefficient of 0.266 and a significant value of 0.000 are smaller than 0.05. This positive influence means that the higher the ease of transaction given by the company, the higher the customer satisfaction will be. On the contrary, when the ease of transaction provided by the company is lower, the customer satisfaction will also decrease.

The results of this study are in line with previous research (Damasta S, 2018), which shows that the ease of transaction has a positive and significant effect on customer satisfaction so that it can strengthen the results of the author's research.

Conclusion

Based on the research accompanied by the theory and concepts that support this study entitled "The Effect of Product Quality and Ease of Transactions Towards Customer Satisfaction on Shopee Marketplace" it can be concluded that the quality of the product has a significant positive relationship to customer satisfaction which is proven from the results of data. The ease of transaction also has a significant positive relationship to customer satisfaction. Therefore, if the quality of the product and the ease of transaction increase, the customer satisfaction will increase as well.

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