



## Price, Service Quality and Trust on Tokopedia Towards Customer Satisfaction

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### ABSTRACT

This study aims to analyze 1) Does price have a positive effect on Tokopedia customer satisfaction?, 2) Does service quality have a positive effect on Tokopedia customer satisfaction?, 3) Does trust have a positive effect on Tokopedia customer satisfaction? In searching the data, questionnaires were used and distributed to Tokopedia e-commerce users, where respondents were domiciled in Greater Jakarta, especially in Jakarta and Tangerang. The sampling method of this research is purposive sampling, which the number of samples is 164 people. In this study, the data analysis method used was PLS-SEM. This study shows that service quality and trust have a positive effect on customer satisfaction, while price does not have a positive effect on customer satisfaction. The results of this study can be a contribution to the Tokopedia company to maximize customer satisfaction from Tokopedia and also to develop strategies to increase Tokopedia customer satisfaction.

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## 1. Introduction

Every human being must have their own needs, which reported on Kompas.com (2020) there are 3 types of needs, primary, secondary and tertiary. As long as humans exist, humans must meet these needs by sharing, bartering, selling and also shopping to consume what they need. The shopping process itself existed from various generations before the present, where at 800 years BC, people in Ancient Greece had demonstrated the process of shopping and selling merchandise in the city center (Meyer, 2021). Shopping itself according to the KBBI has a definition as a process of buying at a store or shopping center, by spending a certain amount of money to meet needs. Along with technological advances, people's methods of meeting their needs by shopping have also changed in this digital era. Information and communication technology has changed the development of people's shopping processes, which used to be conventional shopping at physical stores, to online shopping via the internet. Online shopping itself has a definition as a buying and selling process done through the internet directly and in real time.

According to Annur (2020), there are several main reasons why people buy their necessities online. The online shopping process makes it easy for the people, because online shopping for the goods they are interested in is much cheaper than buying goods at conventional physical stores, and customers also don't have to bother with the time-consuming bargaining process with sellers. Online shopping can also be easily accessed by users.

The main reason is that the prices set online are cheaper and the shopping process can be done anywhere. Then another reason is that the shopping process can be done by customers quickly and practically, customers can also compare goods directly without the need to move stores, in contrast to shopping at conventional stores where if you want to compare goods the customer has to move stores and also the process of searching for goods. There is also a small percentage of customers who shop online for reasons that are due to the Covid-19 pandemic.

Tokopedia is one of the marketplaces where customers can shop online. Reported on Tokopedia.com, Tokopedia itself was founded in August 2009. The founders of Tokopedia founded Tokopedia because they wanted to stop the problem of economic equality, where consumers in small cities have limited access to meet their needs. Tokopedia also has several interesting features in it, such as fintech where customers can have a digital wallet, to invest in Tokopedia. Insurance can also be purchased through Tokopedia, starting from the premium list, to the claim process. According to data reported in Detik.com (2021), Tokopedia is one of the e-commerce sites with the highest number of monthly visitors in January 2021 which reaches 129.1 million visitors. Tokopedia compared to its competitors has the highest number of monthly visitors, followed by Shopee which has 120 million visitors, then Bukalapak. This certainly shows that the majority of Indonesians decide to shop online using the Tokopedia. Based on initial interviews conducted with 10 Tokopedia customers, there were 5 customers who were satisfied with the entire Tokopedia service, which is not in line with the expectations of Tokopedia where based on information from Tokopedia, which from 10 customers, they expected all of them to be satisfied. With this in mind, this research aims to find out: 1. Does price have a positive effect on Tokopedia customer satisfaction? 2. Does the quality of electronic services have a positive effect on Tokopedia customer satisfaction? 3. Does trust have a positive effect on Tokopedia customer satisfaction? This study is a modification of existing research which was investigated by Pasharibu, Paramita and Febrianto (2018) and Jonathan (2013), where modifications were made to the service quality variable to become electronic service quality, because the object of research is e-commerce Tokopedia. So that the service quality variable is added to the online context.

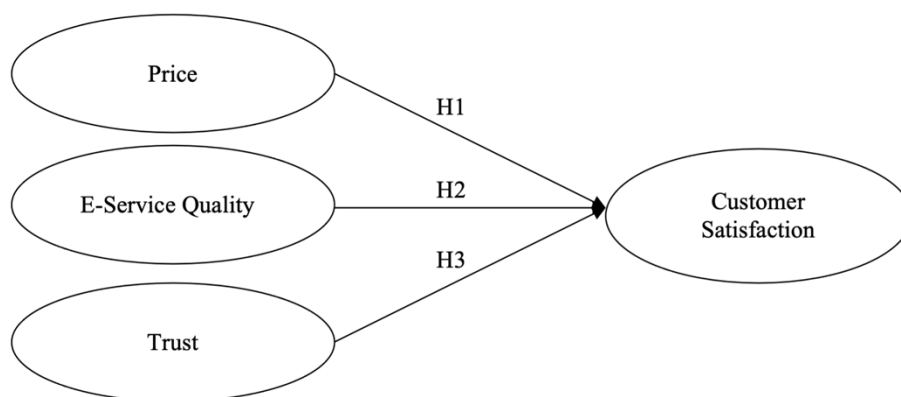
## 2. Method

### 2.1 Literature Review and Hypotheses Development

Tjiptono (2008) defines price as an important variable, because purchasing decisions made by consumers can be influenced by price. According to Kotler and Keller (2009), in the marketing mix, price is the only element that can provide revenue to the company. The results of Maulana's research (2016) show that price has a positive influence on customer satisfaction. Then other studies also show that there is a positive relationship where price affects customer satisfaction (Mediti, 2020; Anggriana, Qomariah and Santoso, 2017). This shows the first hypothesis is: **H1**: Price influence positively to customer satisfaction

Service quality has a definition as to how far customer expectations for the service they receive, against their expectations for the real results of the service they get (Kotler, 2009 in Anggriana et al, 2017). According to Chase, Jacobs, & Aquilano, (2006) in Jonathan (2013), the quality of electronic services is the ability of a website to meet consumer needs in the shopping process on a website. The dimensions that exist in the quality of electronic services are efficiency, fulfillment, system availability, privacy, responsiveness, compensation, and contact (Parasuraman, Zeithaml and Malhotra, 2005). The relationship between electronic service quality and customer satisfaction shows positive results in previous research (Jonathan, 2013). Mediti (2020); Anggraeni and Yasa (2012); Laurent (2016) shows that the quality of electronic services has a positive and significant effect on customer satisfaction. With this, it is shown that the second hypothesis of this study is: **H2**: Service quality influence positively to customer satisfaction.

Trust is defined as the willingness of a party or a person to trust others to do something or an action for those who trust (Mayer, et al, 1995 in Susanti and Hadi, 2013). So it can be seen that trust has a meaning as a person's willingness to put their hopes in others, even though there is the possibility of a risk. Arin (2011); Pasharibu, Paramita and Febrianto (2018) show that the trust variable has a positive influence on customer satisfaction, with this being the third hypothesis of this study is: **H3**: Trust influence positively to customer satisfaction.



**Figure 2 Research Model.**

Source: Pasharibu, Paramita dan Febrianto (2018)

## 2.2 Research Method

This research aims to determine the effect of price, e-service quality and trust on Tokopedia customer satisfaction. The independent variables of this study are price, e-service quality, and trust, while the dependent variable is customer satisfaction. The target population of this study is Tokopedia users in Greater Jakarta, especially in Jakarta and Tangerang, within a period of 2 months from April 2021 to May 2021. The number of respondents in this study was 164 people, where the sampling technique used was purposive sampling.

There are two sources of data collection in this research, namely primary data and secondary data. Where the primary data source of this study was obtained from distributing questionnaires using electronic media, namely google form, and also secondary data sources were data obtained from books or journals obtained from other people's data. Data were analyzed using the SmartPLS program, where the program analyzed using PLS-SEM (partial least squares-structural equation modeling). The items in the questionnaire were obtained from Pasharibu, Paramita and Febrianto (2018) for the Price and Trust variables, while for the Service Quality variable Electronics were obtained from Tobagus (2018). The items in the questionnaire were measured using a Likert scale, where there were 5 points, from points 1 to point 5, indicating strongly disagree to strongly agree. Then the data was processed by measuring validity and reliability. Ghazali and Latan, (2015) say that there are two kinds of PLS-SEM analysis, namely the outer model and the inner model. In measuring the outer model, the results of the loading factor value obtained are declared valid if more than 0.7 this has an exception where for exploratory research the value the loading factor number of 0.6-0.7 is still acceptable, besides the Average Variance Extracted value must be m more than 0.5, also the value of composite reliability must exceed the value of 0.7.

## 3. Result And Discussion

The profile of each respondent in this study shows that men and women show a small number of differences, where the number of male respondents is 89 people, while there are 75 female respondents. The age of respondents has a fairly high variation where 44.5% of respondents are 17-24 years old, 28.7% of respondents are 25-32 years old, 15.2% of respondents are <17 years old and 11.6% of respondents are >32 years old. The domicile area of the respondents is 35% in Jakarta, 25.8% in Tangerang, and 39.2% in other areas. The educational background of the respondents showed that the majority of the last education was undergraduate, of which there were 48.2% of the respondents, then 32.9% of the respondents had the last education of high school, 17.7% of the respondents had the last education of junior high school and 1.2% of the respondents had the latest educational background of S2 or post-graduate. The work background of the respondents also varied, where the majority had jobs as employees, namely 43.3%, 17.1% of respondents were students, 17.1% of respondents had jobs as entrepreneurs, 14% had status as students and 8.5% of respondents had other jobs. Respondents also have a profile where the estimated costs incurred for shopping online for a month, the majority of respondents, namely 45.1%, spent on online shopping below Rp. 500,000, 34.4% of

respondents spent around Rp. 5 000-Rp. 999,999, 9.8% of respondents spent Rp. 1.000.000-Rp. 2,000,000 and 9.8% the other costs incurred more than Rp. 2,000,000. Respondents' background regarding the use of Tokopedia in shopping is mostly 3 times a month which is 25%, while 24.4% of respondents shopped 4 times a month, 23.2% of respondents shopped 5 times, 14.6% shopped 2 times, and 12.8% shop using Tokopedia more than 5 times in a month.

### 3.1 Outer Model

The measurement model has a function to measure the validity and reliability of the research model carried out. Sentosa (2018), said that validity testing has two methods and methods, namely convergent validity testing and discriminant validity testing. Convergent validity testing must have a loading factor value above 0.7, and the Average Variance Extracted or AVE value must be more than 0.5. Hair et al (2014) say that if the AVE value is greater than 0.5, then the outer loading which has a range of 0.4-0.7 can still be used. In the table 1 below, it shows that from each indicator that each variable of this study has an outer loading value that meets the requirements, so that each indicator below can be said to meet validity.

**Table 1**  
Loading Factor

Variable	Item	Outer Loadings	Result
Price	H2	0,819	Valid
	H3	0,838	Valid
	H4	0,704	Valid
E-Service Quality	KL20	0,722	Valid
	KL21	0,702	Valid
	KL26	0,656	Valid
	KL27	0,761	Valid
Trust	KPCY1	0,619	Valid
	KPCY2	0,858	Valid
	KPCY3	0,735	Valid
Customer Satisfaction	KPL1	0,621	Valid
	KPL2	0,835	Valid
	KPL3	0,820	Valid

Source: Primary Data Processed

Table 2 shows that the AVE value of each variable is in the range above 0.5, which is the minimum requirement to meet convergent validity, so this shows that each variable in this study meets the requirements of convergent validity. Its also shows the value of the composite reliability of a variable, where the composite reliability value must exceed 0.7. In this study, each variable in this study is reliable because all the values of the composite reliability below exceed the value of 0.7.

**Table 2**  
Internal Consistency (Average Variance Extracted & Convergent Validity)

Variable	AVE	Composite Reliability
Price	0,623	0,813
E-Service Quality	0,506	0,803
Trust	0,585	0,806
Customer Satisfaction	0,553	0,785

Table 3 shows the discriminant validity test, the test is measured using the Fornell-Lacker criteria, which compares the value of one construct with the correlation of one construct with another, and must be higher. The construct value in this research is higher than the correlation between one construct and another, so it can be concluded that in this study the discriminant validity of all variables was met.

**Table 3**  
Discriminant Validity

	Price	E-Service Quality	Trust	Customer Satisfaction
<b>Price</b>	<b>0,789</b>			
<b>E-Service Quality</b>	0,503	<b>0,711</b>		

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<b>Trust</b>	0,442	0,548	<b>0,765</b>	
<b>Customer Satisfaction</b>	0,413	0,508	0,631	<b>0,744</b>

Source: Primary Data Processed

### 3.2 Inner Model

In the Inner Model, measurements are made of R<sup>2</sup> (R-Square), which is to measure the effect of the independent latent variable on the dependent latent variable, and if the R-square level is greater and closer to 1, then the ability of the independent variable to influence the dependent variable is very high. Table 4 shows the R-square value obtained, which was 0.443 or 44.3%. This shows that the independent variable affects the dependent variable as much as 44.3%, while 55.7% is influenced by other variables.

**Table 4**  
Coefficient of Determination

Variable	R-Squares
Customer Satisfaction	0,443

Source: Primary Data Processed

Multi-collinearity measurements were tested to see if there was a correlation between the independent variables and other independent variables, where in a good model the correlation between independent variables and the others should not occur. In the Table 5 below, it can be seen that the VIF value of the Price variable is 1,414, the Service Quality variable is 1,626, and the Trust variable is 1,508. Because none of the VIF results were more than 5.00, it was said that there was no multicollinearity in this study.

**Table 5**  
Collinearity

Variable	VIF
Price	<b>1.414</b>
E-Service Quality	<b>1.626</b>
Trust	<b>1.508</b>
Customer Satisfaction	

Source: Primary Data Processed

The next thing is testing of existing hypotheses with the T test, where the minimum value of t count is 1.65 with a significance level of 0.05.

**Table 6**  
Summary of Statistics Hypothesis Testing Results

Hypothesis	t-statistics	Decision
<b>H1:</b> Price influence positively to customer satisfaction	<b>1,328</b>	<b>Not Supported</b>
<b>H2:</b> Service quality influence positively to customer satisfaction	<b>2,265</b>	<b>Supported</b>
<b>H3:</b> Trust influence positively to customer satisfaction	<b>5,756</b>	<b>Supported</b>

Source: Primary Data Processed

Table 1 shows each t value of each hypothesis, it can be seen that there are only two independent variables that affect the dependent variable, namely the service quality and trust variables. This can be seen from the t count of the service quality variable, which is 2,265 which exceeds the minimum value is 1.65, and also for the confidence variable it can be seen from the t-count value which is 5.756 which is greater than the minimum value.

### 3.3 Discussion

The test results of the first hypothesis show that "Price has a positive effect on Tokopedia Customer Satisfaction", rejected. When prices move to become more expensive or become cheaper,

this has no effect on the satisfaction of customers who spend their money to buy something on Tokopedia. The results of this test are supported by previous research by Kurniawati, Irawan and Prasadjo (2019), where it is said that the price variable has no effect on customer satisfaction. Tjiptono (2007) in Susilo et al (2018) says that the price has a definition as what consumers see from an item and the benefits of the item, and is valued by them. Prices are often compared to the benefits that consumers receive for an item or service that they have purchased or spent some money on. The test results on the second hypothesis show that "Service Quality has a positive effect on Tokopedia Customer Satisfaction", accepted. The results of this study are in line with previous research conducted by Pasharibu, Paramita and Febrianto (2018); Mediti (2020); Anggraeni and Yasa (2012); and Laurent (2016) where in this study the service quality variable has a positive effect on the customer satisfaction variable. Consumers will be satisfied if the quality of service they receive matches their expectations of the service they get.

The test results on the third hypothesis prove that "Trust has a positive effect on Tokopedia Customer Satisfaction", accepted. When consumers feel that they can trust a company, their satisfaction level will increase as well. The results of this study are also in line with the research of Pasharibu, Paramita and Febrianto (2018) and Arin (2011), where in this study the trust variable has a positive effect on customer satisfaction. In the process of building trust with consumers, companies must establish relationships and build good relationships with consumers, and with a high level of trust, consumers will feel satisfaction.

#### 4. Conclusion

This study tests the research hypotheses that have been proposed in the first chapter and tested in the fourth chapter with the following conclusions: 1. Price does not have a positive effect on Tokopedia Customer Satisfaction. 2. Service quality has a positive effect on Tokopedia Customer Satisfaction. 3. Trust has a positive effect on Tokopedia customer satisfaction. In this research, there are limitations to the research where the independent variables studied only have a slight influence on the independent variables, where most of the influence is from variables outside of this research that has been done. Limitations also exist in the target population of the study, where in this study the target population was only Tokopedia users in Jabodetabek, it is advisable that in future studies a wider target population can be used and in other provinces. Suggestions for further researchers are to observe other variables that affect customer satisfaction.

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