

The Influence of Website Quality, Price Perception and Sales Promotion on Shopee Consumer Satisfaction in South Jakarta

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ABSTRACT

This research aims to analyze how big the influence of variable website quality, price perception and sales promotion is towards consumer satisfaction of Shopee in South Jakarta. The research of using primary data obtained from the deployment of as many as 100 people questionnaire the Consumer Agency's logistics Feats Rides with multiple linear regression Methods are processed using the software SPSS version 23.0. The results showed that the quality of the website, the perception of price and sales promotion simultaneously had a positive and significant effect on customer satisfaction.

Keywords: website quality, price perception, sales promotion, Consumer Satisfaction

INTRODUCTION

The development of technology and information in the world is now growing rapidly which of course has a big influence on every aspect of life, one of which is business. With the internet, it is possible for people to carry out various kinds of activities such as buying and selling online . Indirectly, it helps to develop the economy in the potential market sector in Indonesia to become more advanced in the future.

This causes the internet to become a popular medium for running a business. In Indonesia, the most current phenomenon is e-commerce, According to Jony Wong (2010: 33) the meaning of electronic commerce is purchasing, selling and marketing goods and services through electronic systems. Such as radio, television and computer networks or the internet .

The trend of online shopping is increasingly popular due to the encouragement of various kinds of needs and desires that continue to increase. Online shopping is practical and easy, because there is no need to walk to the shop or mall to buy the items we want. Because people are currently accustomed to carrying out activities with the help of gadgets , including shopping activities. The internet can be said to be the largest information network in the world and the internet is also the largest marketplace and business network in the world because it has no borders .

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E-commerce companies in Indonesia are now competing to be the best and prioritize the satisfaction of consumers who shop on their websites. According to Setyo (2017) explains that satisfaction or dissatisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the actual

product performance or actual and expected product performance. In general, satisfaction can be interpreted as the similarity between the product and service performance received and the product and service performance that consumers expect.

Quality A website is all aspects related to online information and services, design aspects and technical features that customers must undergo during online interactions with a website. Website quality is the main thing that customers will see before making transactions on the website (Sørum, 2014).

The more online shopping sites there are, the tighter the competition. The factors that cause this to happen are price competition and the many alternative choices of online shopping sites. Price perception is a customer's assessment and associated emotional form regarding whether the price offered by the seller and the price compared with other parties is reasonable, acceptable or can be justified (Harjati and Venice, 2015).

Sales Promotion consists of short-term incentives to encourage the purchase or sale of a product or service (Kotler and Armstrong 2012:204).

Shopee is a company that runs a C2C mobile marketplace business, offering a place as a medium for promoting its merchandise, e-commerce parties also provide payment method services for online transactions carried out. This is also the main characteristic of the C2C marketplace e-commerce business form.

Shopee is a forum for sellers to offer and sell their goods to Shopee buyers or consumers who visit the website or application provided. Shopee must establish good relationships with partners who open online stores on Shopee, because their services will be assessed by Shopee customers which will have an impact on consumer satisfaction.

The purpose of this research is to analyze the influence of Website Quality, Price Perception, and Sales Promotion on Shopee consumer satisfaction.

RESEARCH METHODS

This research will explore consumer satisfaction which is influenced by website quality, price perceptions, and sales promotions at the Shopee Company. The population that is the focus of the research is consumers who have made purchases at Shopee in the South Jakarta area. In sampling, the purposive sampling method was used, where certain criteria were used as a reference for selecting respondents. The research sample consisted of Shopee users who had made three transactions, were over 15 years old, and visited the Shopee site at least once a month.

RESULTS AND DISCUSSION

Characteristics Based on Gender

The results of calculating the questionnaire data reveal the number of gender presentations of Shopee respondents in South Jakarta. Male gender was 22 respondents or 22%, female respondents were 78 respondents 78%. In this data, it can be seen that the majority of respondents who have purchased at Shopee in the South Jakarta area are women.

Characteristics of Respondents Based on Age

As a result of calculating the questionnaire data, it is known that the number and age presentation of Shopee respondents in South Jakarta aged 15 - 20 years is 40

respondents or 40%, respondents aged 21 - 26 years are 52 respondents or 52%, respondents aged 27 - 32 years are 5 respondents or 5% and finally at age > 33 years there were 3 respondents or 3%. In the age group 21 - 26 years, this is the largest number, this is because at that age, internet users are dominant and prefer something instant.

Characteristics of Respondents Based on Education

From the existing questionnaire, the number of respondents with a high school education was 40 respondents or 40%, the number of respondents with a D3 education was 3 respondents or 3%, the number of respondents with a Bachelor's degree was 55 respondents or 55% and the number of respondents with a Master's/S3 education was 2 respondents. or 2%. Based on the results above, it can be seen that the most Shopee users are among undergraduate students.

Characteristics of Respondents Based on Monthly Income

Know the amount and percentage of respondents' monthly income. In the monthly income category Rp. 1,000,000 – Rp. 2,000,000 as many as 33 respondents or 33%, for a monthly income of Rp. 3,000,000 – Rp. 4,000,000 as many as 43 respondents or 43%, for income of Rp. 5,000,000 – Rp. 6,000,000 as many as 15 respondents or 15% and for income above Rp. 7,000,000 as many as 9 respondents or 9%. Based on the results above, it can be seen that Shopee users are from the middle class.

Characteristics of Respondents Based on Monthly Income

The highest number of purchases in the first place was 6 - 10 purchases on Shopee, namely 55 respondents or 55%, then the number of purchases in second place was 1 - 5 purchase transactions on Shopee, 23 respondents or 23%, and the last one was the number of purchases >10 times the purchase transactions on Shopee were 22 respondents. This shows that Shopee customers often shop at Shopee

Descriptive Data

Based on the results of descriptive statistical analysis, these results show that each indicator of the website quality variable (X1) obtained at least agreement, of the five answers the highest was service quality of 4.21. For the price perception variable (X2) it shows that each indicator of the price perception variable obtained at least agreement, of the four answers the highest was price competitiveness of 4.6. For the sales promotion variable (X3), it shows that each indicator of the sales promotion variable obtained at least agreement, of the three answers the highest was coupons (coupons) of 3.93. For the consumer satisfaction variable (Y), it shows that each indicator of the consumer satisfaction variable received at least agreement, of the four answers the highest was creating word of mouth of 4.21.

Complete Results of Research Estimates Validity and Reliability Test

Based on the validity and reliability testing that has been carried out, all statement items are declared valid and reliable. The results of all variables tested are valid so they can be continued to the next research stage and the results of the reliability test are used as benchmarks that have accuracy in measuring and are consistent in producing the same data even if used many times'

Normality test

The normality test is used to determine whether the data population is normally distributed or not. The data normality test can be carried out using the Kolmogorov – Smirnov test. The application of the Kolmogorov – Smirnov test is that if it is significant below 0.05, it means that the data to be tested has a significant difference from standard normal data, meaning the data is not normal.

**Table 1. Kolmogorov Smirnov
One-Sample Kolmogorov-Smirnov Test**

		Unstandardized Residuals
N		100
Normal Parameters ^{a, b}	Mean	,0000000
	Std. Deviation	1.13680854
	Most Extreme Absolute Differences	,043
	Positive	,035
	Negative	-,043
Statistical Tests		,043
Asymp. Sig. (2-tailed)		,200 ^{c, d}

Source: SPSS data processed 2019

In the Asymp column. Sig (2-tailed) or asymptotic significance for a two-sided test is 0.200 above 0.05 or (0.200 > 0.05). Shows that the data in the research is norm distributed. **Multicollinearity Test**

The multicollinearity test also aims to test whether in the regression model a correlation is found between the independent (free) variables. A good regression model is free from multicollinearity or there is no correlation between the independent variables.

Table 2. Multicollinearity Test

Coefficients ^a		
Model	Collinearity Statistics	
	Tolerance	VIF
1 (Constant)		
Website Quality	,578	1,730
Price Perception	,567	1,729
Sales promotion	,984	1,016

Source: SPSS data processed 2019

The multicollinearity test is seen from the Variance Inflation Factor (VIF) value and Tolerance, the standard used is if Tolerance > 0.1 and VIF < 10 then multicollinearity does not occur.

Autocorrelation Test

The autocorrelation test is carried out to see whether or not there is autocorrelation in a regression model with the Durbin-Watson test as follows.

Table 3. Autocorrelation Test Results

Model Summary ^b
1,838
Durbin-Watson

Source: SPSS data processed 2019

Mark Durbin-Watson (DW) is 1.838. The dU value can be seen from the Durbin-Watson table, n = 100, k = 3, so a dU value of 1.7364 can be obtained. Durbin-Watson must be greater than the DW table. This means that it can be seen that the regression model does not have autocorrelation because Durbin-Watson is greater than the DW table

Heteroscedasticity Test

The heteroscedasticity test using the Gletjer test aims to test whether in the regression model there is an inequality of variance from the residuals of one observation to another. A good regression model means that heteroscedasticity does not occur.

Table 4. Gletjer Test Results
Coefficients ^a

Model	Sig.
1(Constant)	,574
Website Quality	,542
Price Perception	,592
Sales promotion	,471

a. Dependent Variable: Abs_RES

Source: SPSS data processed 2019

That the results of each independent variable (website quality, price perception and sales promotion) using the Gletjer method obtained a significance value greater than 0.05, which means that the data does not have heteroscedasticity problems and the research can be continued. **Multiple Linear Regression Analysis** The regression model used is:

Y = X₁ + X₂ + X₃ + X₄ Information:

Y = Consumer Satisfaction

X₁ = Website Quality

X₂ = Price Perception

X₃ = Promotion

Table 5. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2.312	1.508		1.534	.128
Kualitas Website	.252	.065	.281	3.865	.000
Persepsi Harga	.766	.088	.630	8.668	.000
Promosi Penjualan	.085	.080	.059	1.062	.291

a. Dependent Variable: Kepuasan Konsumen

Sumber : Data diolah SPSS, 2019

Based on the table, the multiple linear regression equation is as follows:

Y = 0.281 X₁ + 0.630 X₂ + 0.059 X₃ Information:

Y = Consumer Satisfaction

X₁ = Website Quality

X₂ = Price Perception

X₃ = Sales Promotion

This result can be explained by the regression coefficient value for the independent variable website quality of 0.281. This value shows that the value of the

other independent variables is fixed or constant and the quality of the website (X1) has increased by 1 point, which will affect consumer satisfaction by 0.281.

The price perception regression coefficient is 0.630. This value shows that the value of other independent variables is fixed or constant and price perception (X2) has increased by 1 point, which will affect consumer satisfaction by 0.630.

The sales promotion regression coefficient is 0.059. This value shows that the other independent variables have a fixed or constant value and sales promotion (X3) has increased by 1 point, which will affect consumer satisfaction by 0.059

F test

The F test is used to test the significance of the regression coefficients together, namely whether the independent variables have an influence on the dependent variable which is tested at a significance level of 0.05. Significance in this test is used to determine whether the independent variables developed in this research are able to explain variations in changes in the dependent variable.

Table 6. ANOVA ^a

Model	Sum of Squares	df	Mean Square	F	Sig.
1 Regression	307,819	3	102,606	76,990	,000 ^b
Residual	127,941	96	1,333		
Total	435,760	99			

a. Dependent Variable: Consumer Satisfaction

b. Predictors: (Constant), Sales Promotion, Price Perception, Website Quality

Source: SPSS data processed 2019

Based on table 6, it is found that the F count is 76.990 with a sig of 0.000. This means that the F count > F table (76.990 > 2.70) and the sig is 0.000 < 0.05. This calculation illustrates that the independent variable in this research is considered capable of explaining variations in changes in the dependent variable so that the regression model developed in this research is considered to meet the feasibility requirements.

Determination Coefficient Test (R²)

Analysis of the coefficient of determination (R²) is used to provide an understanding of how large the percentage influence of the independent variable is on the dependent variable.

Table 7. Coefficient of Determination Test Results (R²) Model Summary ^b

Model	R	R Square	Adjusted R Square
1	,840 ^a	,706	,697

a. Predictors: (Constant), Sales Promotion, Price Perception, Website Quality

b. Dependent Variable: Consumer Satisfaction Source: SPSS data processed 2019

The R square value (Coefficient of Determination) from the regression equation is 0.706, which means that the independent variables in this research (website quality, price perception and sales promotion) can be explained as having an influence on the dependent variable (consumer satisfaction) of 70.6 % while the remaining 29.4 % explained by other variables not in this study.

Hypothesis Test (t test)

The t test aims to test each independent variable partially whether it has an effect on the dependent variable.

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	-2,312	1,508		-1,534	,128
Kualitas Website	,252	,065	,281	3,865	,000
Persepsi Harga	,766	,088	,630	8,668	,000
Promosi Penjualan	,085	,080	,059	1,062	,291

a. Dependent Variable: Kepuasan Konsumen
 Sumber : Data SPSS diolah 2019

a. Testing Website Quality Variable Coefficients

From table 4.21 it can be explained that the influence of the website quality variable on consumer satisfaction as seen from the calculated T is 3.865 and is significant at 0.000 (0.000 < 0.05). The conclusion is that website quality has a positive and significant effect on Shopee consumer satisfaction in South Jakarta.

b. Testing the Price Perception Variable Coefficient

From table 4.21 it can be explained that the influence of the price perception variable on consumer satisfaction as seen from the calculated T is 8.668 and is significant at 0.000 (0.000 < 0.05). The conclusion is that price perception has a positive and significant effect on Shopee consumer satisfaction in South Jakarta.

c. Testing the Coefficient of Sales Promotion Variables

From table 4.21 it can be explained that the influence of the sales promotion variable on consumer satisfaction as seen from the calculated T is 1.062 and is significant at 1.062 (1.062 > 0.05). The conclusion is that sales promotions have a positive and insignificant effect on Shopee consumer satisfaction in South Jakarta

CONCLUSION

Based on the results of research regarding the influence of Website Quality, Price Perception, and Sales Promotion on Shopee Consumer Satisfaction in South Jakarta, it can be concluded as follows. First, website quality has a positive and significant influence on Shopee consumer satisfaction, indicating that improving website quality will increase consumer satisfaction. Second, price perception also has a positive and significant effect on consumer satisfaction, indicating that keeping prices in a good position can increase consumer satisfaction. Third, although Sales Promotion has a positive effect on consumer satisfaction, it is not significant. Suggestions for Shopee are to improve the quality of service on the website, pay attention to price competitiveness, and focus more on coupon indicators in sales promotions to more effectively maintain and increase consumer satisfaction in South Jakarta.

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