THE INFLUENCE OF SERVICE QUALITY, PRICE, AND PROMOTION ON CUSTOMER SATISFACTION TOKOPEDIA

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Abstract

This study intends to determine the effect of service quality, price, and promotion on Tokopedia customer satisfaction in a case study of STIE Surakarta students. The variables of this study are Service Quality (X1), Price (X2), Promotion (X3), and Customer Satisfaction (Y). The sampling technique used is Simple Random Sampling by taking the total population sample. With an error rate of 5%, the number of samples is 165. So the sample in this study is 165 respondents. The data analysis technique uses multiple linear analysis. The test was calculated using SPSS 25.0 for windows. Consecutive data processing is carried out by conducting validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity, calculating the coefficient of determination, and t-test.

Keywords: *Service Quality; Price; Promotion; Customer Satisfaction.*

Introduction

In this age of rapid technological advancement, Indonesians have a keen interest in online purchasing options to fulfill their wants and needs. This is supported by the use of the internet and the existence of an increasingly developed digital infrastructure, which is the reason why people are starting to identify and adapt to shopping sites that are found online. The industry in this world is increasing marked by the rapid development of technology that can integrate work activities in the virtual world without meeting in person. The technology industry has an important involvement in today's society because of the high mobility of society and makes it easier for people to reach various community interests,

Because the evolution of internet technology is an important component that cannot be separated from people's lives, many business people and business people use internet services for both personal and professional purposes. One of them is doing business online. E-commerce is the practice of conducting commercial transactions via the internet using internet-based media and devices connected to the internet (Sari & Andarini, 2022). E-commerce is a social development trend that emerged as an effort to fulfill human desires in a more productive and time-saving way.

(Janah, 2017) states that the quality of service in the nature of product presentation or performance is a major component of the company's strategy in achieving sustainable advantage, either as a market leader or as a strategy to continue to grow. According to the

statement (Mubasyiroh, Iffatin, Ute Chairuz Nasution, 2018) Service quality can be defined as the act of encouraging customers to form connections that are understood to be positive and satisfying if the service received or felt is in line with what was anticipated. Service quality has an influence on customer satisfaction according to the statement (Satria et al., 2022).

The level of satisfaction experienced by customers can serve as a measure of business success in providing value to its clients, as well as predicting and demonstrating the capacity to meet their needs. According to the statement (Budiono, 2020) service quality has a positive and significant effect on customer satisfaction on the other hand according to the statement (Tesar & Suprihhadi, 2022) service quality does not directly have a significant effect on customer satisfaction. (Wibawa et al., 2014) shows that there is a relevant influence between service quality and customer satisfaction.

(Merdekawati et al., 2021) say that the price is a sum of money as a price point parameter associated with the perceived benefits of a good or service that has been agreed upon and accepted by consumers. In accordance with the statement (Harahap, 2014) states that customers make economic sacrifices in the form of lower prices to obtain goods or services. When having to decide whether to make a purchase or not, one of the most important considerations for customers is the cost of the item. In accordance with the statement (Adhitama, 2022) price is the only element of the marketing mix that provides income for the company on the other hand the other three elements, namely (Product, Promotion and Distribution) result in costs.

(Indriyani & Helling, 2018) argue that the price function is to facilitate consumers to make decisions on procedures for obtaining the desired benefits according to purchasing capacity. As well as price has an influence on customer satisfaction and according to the statement (Sudarso & Tamrin, 2018) price has an influence on customer satisfaction. In accordance with the statement (Adare & Lenzun, 2014), defines that price is the most important aspect that customers see when evaluating, and managers need to realize the impact of price on consumer actions about a product or service.

(Dristanto & Rodhiyah, 2016) states that promotion is a method of communication between buyers and sellers that starts with providing accurate information and trying to change buyers' attitudes and actions (Janah, 2017) provides the result that there is a positive influence between promotion on customer satisfaction, where the more promotion, the hope is that it will have a positive impact on customer satisfaction. (Mubasyiroh, Iffatin, Ute Chairuz Nasution, 2018) which explains that sales promotion, price and service quality simultaneously have an influence on customer satisfaction. This matter can show that the variables of promotion, price and service quality have a positive and significant influence together on employee satisfaction.

Customer loyalty is achieved when customers are happy with the product purchased or the level of service received. This results in increased customer interest in purchasing additional products from the company and strengthening customer commitment to the brand (Satria et al., 2022). (Harahap, 2014) says that it is not enough to have satisfied customers; customers must be very satisfied with the product or service so that this satisfaction translates into customer loyalty to the company. In accordance with the statement (Adhitama, 2022) the definition of satisfaction is the reaction or reaction of customers in connection with the fulfillment of their

demands. Evaluation of the quality or attributes of a product or service, or the product itself, which contributes to satisfying consumer needs for certain pleasures.

Reporting from Similar Web, has released a list of the best e-commerce in Indonesia. The most popular Indonesian E-Commerce 2021 is Tokopedia. Tokopedia is in the top position as a marketplace that has a high number of visitors followed by e-commerce Shopee, Bukalapak, and Lazada. Tokopedia is ranked first based on customer visits that occurred in the first quarter of 2021. In addition, Tokopedia is also ranked first in Playstore and the average monthly visits are 132 million. The next highest visitors are Shopee with 118.6 million, Bukalapak 31.11 million, and Lazada 29.75 million average monthly visits (Merdekawati et al., 2021).

Tokopedia is a marketplace or electronic commerce that has its headquarters in Indonesia under PT Tokopedia which was founded in 2009 by William Tanuwijaya. This C2C Marketplace business model is utilized by Tokopedia. This model relies heavily on third parties to act as recipients and distributors of monetary transactions.

Method

This research uses primary data where the data collection applies a questionnaire method distributed to all students who have shopped online on Tokopedia. The population in this research is STIE Surakarta students. This research was conducted at STIE Surakarta, class of 2020 Management study program because it requires a lot of respondents where the enthusiasts of Tokopedia products are mostly millennials who are active in social media and online shopping.

The sample applied in this research was 165 respondents of STIE Surakarta students. This research applies multiple linear regression analysis as a data analysis technique. Followed by a partial hypothesis test or t test which is used as a statistical test to test the hypothesis.

Result

Research Findings
Validity Test
The basis for testing instrument validity Indicators are declared valid if the value of r count> r table. The results of the validity test in the questionnaire for the variables of service quality (X1), price (X2), promotion (X3), and customer satisfaction (Y), based on data processing using SPSS 25, it is known that all r count> r table, namely 0.1528, which can be concluded that all question items in this study can be said to be valid.
Reliability Test
According to the data findings that have been carried out, the Crohbach's alpha value for each variable is greater than 0.60, it can be concluded that the data is reliable.
Normality Test
The results of the normality test that have been tested conclude that the value of Asymp. Sig. (2-tailed) value is 0.200> 0.05, it can be concluded that the data has a normal distribution.

Multicollinearity Test

From the calculation results which show that the VIF value is less than 10, it can be concluded that the regression model is not muticollinearity. Furthermore, the tolerance value shows that none of the independent variables has a tolerance value greater than 0.10, which indicates that there is no correlation between the independent variables.

Heteroscedasticity Test

Seen through SPSS 25 data, the significance result of the independent variable is the standardization value of 0.05, which states that there is no heteroscedasticity.

Tabel 1. Test t result

Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constant)	4.011	1.196		3.353	.001
	Kualitas Pelayanan	.222	.069	.222	3.222	.002
	Harga	.281	.054	.346	5.252	.000
	Promosi	.341	.059	.362	5.822	.000

Source: Data processed (2022)

T test

In order to determine customer satisfaction, it is necessary to know the effect on the independent variables, which is the multiple regression equation, namely:

$Y = 4.011 + 0.222 X1 + 0.346 X2 + 0.362 X3 + e$

Then in order to see the effect of each independent variable on the dependent variable, the T test is carried out. The results of testing the service quality variable (X1) on customer satisfaction (Y). It is known that the value of Sig. 0.002 <0.05 which can be concluded that product quality (X2) has a significant effect on Y. The results of testing the price variable (X2) on customer satisfaction (Y). It is known that the value of Sig. 0.000 <0.05, which can be concluded that price (X2) has a significant effect on Y. The results of testing the promotion variable (X3) on customer satisfaction (Y). It is known that the value of Sig. 0.000 <0.05, which can be concluded that promotion (X3) has a significant effect on Y.

Test Coefficient of Determination

Based on the data obtained, the Adjuted R Sqare (Coefficient of Determination) is 0.641, which means that the effect of the independent variable x on the dependent variable Y is 64.1%. Thus, the variables of service quality, price, promotion have an influence of 64.1% on customer satisfaction. On the other hand, the rest (100%-64.1%) = 35.9% is explained by other causes outside the model or other variables.

Conclusion

According to the research analysis of the partial and simultaneous test results, it can be concluded that service quality, price, and promotion have a positive and significant influence on customer satisfaction on Tokopedia. Therefore, this research is believed to be able to provide substantial input or consideration for business actors in order to improve the quality of service provided to boost satisfaction levels, which will have an impact on the company's long-term profits.

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