

Analysis of Service Quality on Customer Satisfaction for Tokopedia Online Marketplace in East Lombok

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Abstract. Marketplace is an electronic product marketing forum that brings together many sellers and buyers to interact with each other. This study aims to determine the effect of service quality on customer satisfaction in making purchases at the Tokopedia market place. This study aims to determine the effect of service quality on customer satisfaction in making purchases at the Tokopedia market place. This type of research uses associative research with a quantitative approach. The data collection method used is a sample survey method with data collected directly from respondents using a questionnaire. The population in this study were 100 consumers who had shopped at Tokopedia. The analysis tool used is Simple Linear Regression using SPSS version 25. The results showed that the R² value was found to be 0.721 (72.1%) which indicates that the effect of the independent variable (quality of service) is .721% while 27.9% influenced by other variables. The results of the t test found that t count > t table on the service quality variable, namely 15.925 > 1.661. Thus the results of the study indicate that the influence of service quality has a positive and significant effect on consumer satisfaction at the Tokopedia market place.

Keywords: Consumers, Satisfaction, Service, Quality.

A. INTRODUCTION

Marketplace is an electronic product marketing forum that brings together many sellers and buyers to interact with each other [1]. Sellers don't need to bother and get confused if they want to sell online [2]. Registration is only required to start selling. All processes are handled by the marketplace team. Sellers only need to improve their services and promos. It is possible that more goods will be sold, because it is a place where many sellers and buyers join. Indonesia occupies the third position as a country with Android online buying and selling application users from Indonesia, contributing 70% in the period January 2022 to July 2021 [3]. With this significant increase the number of Android online trading application users from Indonesia, contributing 8% of total installs Android-based marketplace application globally. With a marketplace, offline sellers, who are sometimes always quiet, can register for the marketplace application to sell their products online. The most popular marketplace user among the public is the Tokopedia application.

Tokopedia is one of the largest digital-based buying and selling companies in Indonesia. Since it was officially launched, PT. Tokopedia has succeeded in becoming one of Indonesia's Internet companies with rapid growth [4]. By carrying out the marketplace and online mall business model. Tokopedia allows every individual small shop and brand to open and manage an online store [5]. Since its launch until the end of 2015, Tokopedia's basic services can be used by everyone for free. Tokopedia which can be used by everyone for free. Tokopedia has a vision to "Build a Better Indonesia through the Internet", Tokopedia has a program to support Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing their products online [6].

The history of Tokopedia's establishment was officially launched to the public on August 17, 2009 under the auspices of PT. Tokopedia, which was founded by Wiliam Tanuwijaya and

Leontinus Alpha Edison on February 6, 2009. PT. Tokopedia received seed funding from PT. Indonusa Dwitama in 2009 then in the following years [4]. Tokopedia received another injection of funds from global venture capitalists such as East Ventures (2010), Cyber Agent Ventures (2011), Netprice (2012), and SoftBank Ventures Korea (2013) [4]. Then in October 2014, Tokopedia succeeded in making history as the first technology company in Southeast Asia, which received an investment of USD 100 million or around Rp. 1.9 Trillion [4].



Figure 1 Tokopedia Application Branch. Year 2022

The advantages of each application for online shopping are options for making transactions such as speed of delivery time, free shipping, price comparison, quality of goods and authenticity of goods to daily flash sales and various promos provided by each store [7]. In addition to promos, the community also requires good service, and convenience, friendliness and security in transactions to carry out transaction considerations to avoid customer disappointment. The positive side of online shopping is that it makes it easier for people to find their daily needs easily through the internet, without the need to leave the house to shop [8]. In the development of this era, it is easier to shop anywhere and can be accessed easily via the internet and later the goods will be sent to the customer's destination.

Many of the services that companies use have one thing that makes Tokopedia different in solving its problems, where not all e-commers or company users have the Resolution center feature [5]. This feature serves to make complaints to bring together sellers and buyers to explain the transaction problems that occur, by attaching evidence of the problematic goods with photos and videos owned and taking solutions to resolve the desired obstacles such as (exchanging goods or withdrawing funds) [9]. Then the seller can then respond to the buyer's complaints and usually decide on a deal. If the seller rejects the solution from the buyer's submission, the Admin will mediate to resolve the problem by conducting analysis and evidence that has been attached and adjusted to the SOP to resolve the problem [8]. To make the best solution to the problems that occur so that the problems can be quickly resolved. This is where customers can assess the quality provided by customer service to solve problems that occur, whether Tokopedia customer service can properly solve all problems that occur and with the right answers so that they are easy to understand so that these problems can be resolved with fast and precise handling [6].

According to Kotler and Keller the quality of service is not only determined by the party serving [10]. Service quality is determined more by the party served, namely consumers, because consumers who enjoy these services can measure service quality based on consumer expectations in fulfilling their satisfaction. Much research has been done on service quality that has a significant effect on satisfaction, including Al tinay et al., in his research proving that service quality has a significant effect on customer satisfaction [11]. The occurrence of product attributes, companies and places of sale are objects aimed at consumers due to satisfaction or dissatisfaction with objects that accumulate continuously in addition to perceptions about

service quality. Much research has been done on service quality on satisfaction, one of which is Abu-Rumman, in his research proving that service quality has a significant effect on satisfaction [12]. The application of quality as a characteristic of product appearance or performance is a major part of the company's strategy in order to achieve sustainable excellence, either as a market leader or a strategy to continue to grow.

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance or results of a product that is thought of against the expected performance or results [13]. Company performance is something that can measure a customer's satisfaction, because if the company's performance is below expectations, consumers will feel dissatisfied, conversely if the company's performance exceeds expectations, consumers will feel satisfied. Based on the description above, the researcher is interested in conducting research on Tokopedia Marketplace users located in East Lombok Regency with the aims of research to analysis of Service Quality on Consumer Satisfaction in Tokopedia Online Marketplace in East Lombok.

B. METHOD

This research uses a type of quantitative research with an associative approach [14]. This study aims to determine the influence or relationship between two or more variables. In this study, the variables studied were service quality and customer satisfaction at the Tokopedia online marketplace in East Lombok. The location of this research is East Lombok, where consumers who have made purchases at Tokopedia will become research subjects. This research was carried out from 2022 until completion. The population in this study are internet users in East Lombok who have made purchases online at Tokopedia. Because the number of this population is difficult to know with certainty, the method used is the survey method.

The sampling technique used in this study is a non-probability sampling technique, namely a sampling technique that does not allow every member of the population to be included in the sample. The type of non-probability sampling technique used is incidental sampling, in which the sample is determined based on chance or unexpected events. The number of samples taken in this study were 100 respondents. Samples were taken taking into account the inclusion criteria, such as consumers who have made transactions at least 2 times, are over 17 years old, and are willing to be respondents.

The data collection method in this study was to use a questionnaire or a questionnaire [15]. The questionnaire was used to collect information from respondents about their experiences in making purchasing decisions at Tokopedia. In this study, data analysis techniques will be used which include descriptive analysis and regression analysis. Descriptive analysis will provide an overview of the characteristics of the research sample through descriptive statistics, frequency tables and graphs. Meanwhile, regression analysis was used to examine the relationship between the independent variable (service quality) and the dependent variable (customer satisfaction) using simple linear regression or multiple linear regression. Statistical software such as SPSS or Excel will be used in processing and interpreting the data. The results of data analysis will be used to answer research questions and draw conclusions based on research findings.

C. RESULT AND DISCUSSION

Description of Respondent Characteristic Data

The characteristics of the respondents observed in this study included gender, age, education, income and occupation. The description of the characteristics of the respondents can be described as follows.

1. Respondent's Identity Based on Gender

Based on the gender of the respondents in this study, they were divided into two groups, namely male and female. The results of data analysis based on the gender of the respondents are shown in the table below:

Table 1 Identity of Respondents by Gender

No	Gender	Amount	Percentage (%)
1	Man	39	26%
2	Woman	61	89%
Total		100	100%

From table 1 it shows that the majority of respondents with female sex as much as 61% of the total number of samples that have been determined and the rest with male sex as much as 39%. From these data it can be seen that the majority of Tokopedia's loyal users are women, indicating that women still dominate the use of online shopping applications such as Tokopedia.

2. Respondent Identity Based on Age Group

Based on the age of the respondents in this study, they were divided into four groups, namely 18 to 28 years, 29 to 39 years, 40 to 50 years. The results of data analysis based on the age of the respondents are shown in the table below.

Table 2 Identity of Respondents by Age

No	Respondent Age (Years)	Amount (Person)	Percentage (%)
1	18 s/d 28	43	43%
2	29 s/d 39	45	45%
3	40 s/d 50	12	12%
Total		100	100%

Table 2 shows that respondents aged 18 to 28 years (43%), ages 29 to 39 years (45%), 40 years to 50 years (12%). From these data it can be seen that the identity of respondents based on age is dominated by respondents with an age range of 29-39 years with a percentage of 45%, this indicates that this age level uses the Tokopedia application more. Because at this age level, many respondents have a very high interest in using online shopping applications such as Tokopedia.

3. Respondent's Identity Based on Last Education Level

Data regarding the characteristics of respondents based on the last education level of the respondents in this study can be seen in the following table:

Table 3 Identity of Respondents Based on Last Education

No	Education	Amount (Person)	Percentage (%)
1	Diploma	50	50%
2	Bachelor degree	15	15%
3	Masters	23	23%
4	Doctor	12	12%
Total		100	100%

Based on table 3 it can be seen that the most dominant respondents were those with the last education Diploma with 50% of respondents, Bachelor with 15% of respondents, Magister with 23% of respondents and Doctor with 12% of respondents. This is because by taking a Diploma education, you can determine an easy application for shopping, namely Tokopedia.

4. Identity of Respondents Based on Occupation

Data regarding the characteristics of respondents based on the work of respondents in this study can be seen in the following table.

Table 4 Identity of Respondents by Occupation

No	Work	Amount (Person)	Percentage (%)
1	civil servant	50	50%
2	Private employees	15	15%
3	self-employed	15	15%
4	Other	20	20%
Total		100	100%

Based on table 4 it can be seen that most of the respondents in this study were civil servants with a total of 50 respondents. This is because currently civil servants have a large enough salary so they can shop using an online application, namely Tokopedia.

5. Respondent Identity Based on Income

Data regarding the characteristics of respondents based on the income level of respondents in this study can be seen in the following table:

Table 5 Identity of Respondents Based on Income

No	Income (IDR)	Amount (Person)	Percentage (%)
1	Rp. 500.000	50	50%
2	Rp. 1.000.000- Rp. 2.000.000	31	31%
3	Rp. 2.000.000-Rp. 4.000.000	19	19%
Total		100	100%

Based on table 5 it can be seen that most of the respondents in this study earned Rp. 2,000,000- Rp. 4,000,000 with a total of 19 respondents. This happens because as shown in the data on the characteristics of age, education and employment, most of the respondents who become loyal customers are 30-40 years old with the last education Diploma. That it can be concluded that the salary of Rp. 2000,000-Rp. 4,000,000.

Normality Test

The normality test is a test of the normality of a data distribution. The normality test is the most frequently used test for parametric statistical analysis [14]. This test is carried out for the conditions in the regression analysis, it is useful to see whether the data that has been collected has a normal distribution or not. A good regression analysis is a normally distributed regression model. Normality test using graphic analysis and statistical analysis. Graphical analysis in the form of histogram graphs and P-P plot graphs. To see whether the distribution of data is normal or not, you can observe the histogram graph or the P-P plot graph, in the image below:

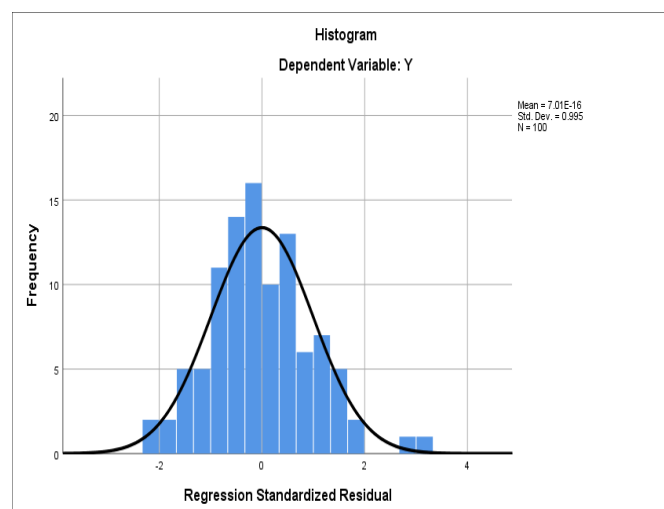
**Figure 2 Histogram of Normality Test Results**

Figure 2 is a histogram graph. A histogram graph can be said to be normal if the data distribution is bell shaped, not skewed to the left or right. The histogram graph in the image above forms a bell and is not skewed right or left so that the histogram graph is declared normal.

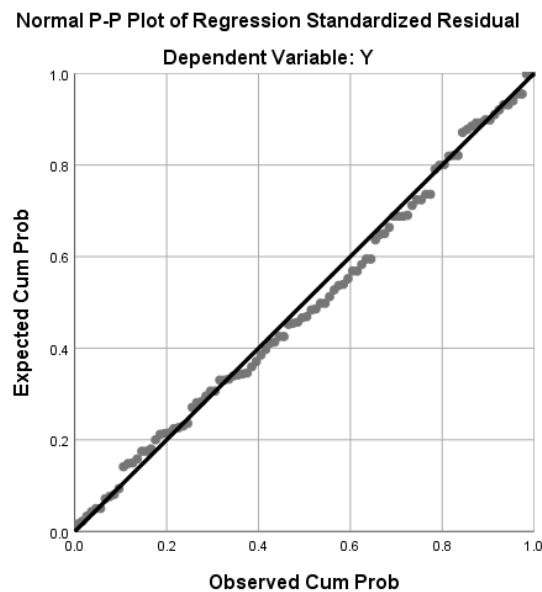


Figure 3 Normal P-P Plot of Normality Test Results

Figure 3 is a P-P Plot graph. P-P plot graphs can be understood by looking at the distribution of items on the diagonal line on the graph. The P-P Plot graph is said to not meet the normality assumption requirements if the items are spread far along the diagonal line and do not follow the direction of the diagonal line. The P-P Plot graph above provides an explanation of the curve showing the shape of the P-P Plot around the regression line. The P-P plot graph above shows that the data spreads around the diagonal line and follows the direction of the diagonal line. Thus, that the regression model is normally distributed or meets the normality assumption requirements.

Test Results t

The t test was conducted to determine the effect of service quality variables on consumer satisfaction. The decision to test the partial hypothesis is made with the following conditions:

1. If the significant level is greater than 5% then it can be concluded that H_0 is accepted, otherwise H_a is rejected.
2. If the significance level is less than 5%, it can be concluded that H_0 is rejected, otherwise H_a is accepted.
3. Regression coefficient X Service Quality regression coefficient (X) has a positive and significant effect on customer satisfaction where the value (β_1) is 0.453. meaning that if the Service Quality variable (X) increases by 1 unit, it is estimated that it will increase Consumer satisfaction (Y) with the use of the Tokopedia Market Place application by 0.453 assuming the other independent variables are 0 (zero) or fixed.

The results of the partial test or t-test are as follows:

Table 6 Service quality t test results (X) on consumer satisfaction (Y)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	6.103	1.662		3.671	.000
X	0.453	0.028	0.849	15.925	.000

Based on table 6 obtained from the results of processing using the SPSS program, a simple regression is obtained as follows:

$$Y = a + bx$$

$$Y = 6.103 + 0.453X$$

Information:

Y: Consumer satisfaction

X: Service quality

a: Constant

b: Regression coefficient

Based on table 6 the t test results are 0.453 with a significant level of 0.000 which is smaller than the standard significance level of 0.050 using a 95% confidence level or $\alpha = 5\%$. The t distribution table is searched at $\alpha = 0.005:2 = 0.0025$ with degrees of freedom (df) = $n - k - 1$ or $100 - 1 - 1 = 98$ (n is the number of data k is the number of independent variables), so that the value of t is obtained count $>$ t table ($15,925 > 1,661$) it can be concluded that H_0 is rejected and H_a is accepted. So it can be stated that service quality has a positive and significant impact on customer satisfaction.

Table 7 Determinant coefficient test results (R2 service quality (X) on customer satisfaction (Y))

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.849 ^a	0.721	0.718	2.556

The magnitude of the R Square value contained in the "Model Summary" table is 0.721 or 72.1%, the dependent variable of service quality is explained by the independent variable, namely customer satisfaction, while the remaining 27.9% indicates the contribution of other variables not included in this research.

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Based on the descriptive analysis on the service quality variable, the t count value is 15.925 with a significant value of 0.000 then the t count is greater than the t table value of 1.661 and the significant value is greater than 0.5. With these results it can be concluded that the service quality variable has a positive effect on customer satisfaction. This means that the better the quality of the service provided, the higher the consumer purchase satisfaction on the Tokopedia marketplace. Conversely, the worse the quality of service provided, the lower consumer satisfaction in the Tokopedia marketplace. Service quality consists of physical/tangibles, reliability, responsiveness, assurance, empathy, considered to significantly influence and increase Consumer Satisfaction in making purchases on the Tokopedia marketplace. The results of this study are in accordance with previous research Ilyas et al. showing that service quality has a positive and significant effect on customer satisfaction [16], Ahmad and Zhang which states that service quality has a significant positive effect on consumer satisfaction [17], Harahap et al. which states that there is an influence positive impact of service quality on customer satisfaction [18], and Choi and Kim consumer satisfaction is directly influenced by service quality [19]. Harisman et al, this research states that testing the hypothesis between the variables of service quality and facilities has a significant and positive effect on customer satisfaction at Narita Hotel Surabaya [20].

D. CONCLUSION

Based on the results of the research conducted in chapter IV, it can be concluded that the results of the research show that service quality has a positive and significant effect on customer satisfaction. This can be seen from the significant value of $0.000 < 0.050$. This means that the better the quality of service perceived by Tokopedia consumers, the higher consumer satisfaction with the Tokopedia Marketplace.

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Author declaration**Author contributions and responsibilities**

The authors made major contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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All data is available from the author.

Competing interests

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During the preparation of this work the author did not use AI to write, edit, or other things related to the manuscript.
