



THE EFFECT OF PRICE, PRODUCT, SERVICE ON ONLINE SHOP SERVICE USER SATISFACTION

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Abstract

This study aims to determine the effect of price, product quality and application service quality on user satisfaction of online shop application services in Medan-Tembung District, this research method uses quantitative descriptive analysis, the population in this study is online shop application service users in Medan-Tembung District. as many as 146,534 people using a sample of 100 respondents, data analysis techniques using the F test, T test and multiple linear regression, it can be seen the magnitude of the influence of variations in user satisfaction of online shop application services in Medan-Tembung District can be seen from the coefficient of determination value is 71.9%. of 28.1% is influenced by other factors such as discount prices and application speed, based on the results of data analysis in this study shows that partially known variables of price, product quality and application service quality partially have a positive and significant effect on user satisfaction of online shop application services. in Medan-Tembung District.

Keywords: price; product quality; application service quality; application service user satisfaction

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INTRODUCTION

Progress of the internet today brings many changes in the way of transacting online, the many benefits of using the internet, namely as a medium of communication and transactions that are used by users in making very flexible purchase transactions, with the internet, consumers can make purchases online where buyers and sellers do not make transactions with physical contact, of course the media used is in the form of applications that are accessed via electronic devices connected to the internet, internet media is today's information technology that continues to grow, with the internet it can facilitate user activities in finding information, currently internet tools are used to business sector online, of course its current development is part of the business in marketing products by utilizing technological developments as a bigger advantage and expanding their products through promotions.

An internet network called a market place, because market place is currently experiencing quite rapid development, its development involves various types of business businesses, where there are many online such as Lazada, Shopee, Blibli and Bukalapak, the increasing number of online, of course the situation of business competition has a great impact and competition between sellers is currently getting tougher to attract and retain customers, with this, sellers must pay attention to price, product quality and application service quality, because user satisfaction is very difficult to maintain and more and more sellers are offering their best products, consumers have more opportunities to make purchasing decisions in using online shop, online shops are facilities provided by the internet to provide various conveniences such as convenience in purchasing, this

convenience will make online so popular that consumers can see various types of products offered through applications and consumers can see them anytime and anywhere, online same as traditional markets, one of the differences is how to trade via the internet.

Online shopping is the purchase of goods or services that customers try to merchants by means of real-time without service, which means not meeting merchants or consumers directly but only opening the application via cellphone, as a result we can do buying and selling business in a fast way, online shops have also provided many conveniences by providing discounts or free of charge send, so that buyers when using this application feel they benefit from getting a discount on the goods they buy, now online considered more practical in getting the desired items such as clothes, bags, shoes, accessories and others, because this practicality makes it difficult for application users to understand.

Control yourself in terms of shopping, so online have become an alternative way, besides that the ease of making these transactions is supported by various payments, such as transfers, cod and credit, one of the methods used by merchants to protect their customers is to gain confidence, the seller honest consumers are more trusted by consumers, so that many consumers are happy when shopping and remain loyal to sellers, while the advantages of online are 1) practical, because it can be accessed anywhere and anytime via cellphones that are connected via the internet, 2) economical, because shopping through online more economical, because the cost to buy these products is more affordable, 3) time saving, because clients don't need a long time to find the products they need and are more time efficient and don't wait in line.

Online also has weaknesses, namely 1) the quality of the desired goods sometimes differs greatly from the the quality listed is described, 2) the estimated delivery time of the goods, as for some sellers who do not respond to the buyer's response to shipping such as confirmation of receipts, this can cause buyers to worry about the goods purchased, 3) refund, if consumers ask for a refund, not all sellers stores want to respond to dissatisfied goods, so before consumers buy these goods, consumers usually need to pay attention to price, because pricing can help buyers make purchasing decisions.

Product quality factors will always be considered by consumers before the product is purchased, consumers also pay attention to how much other buyers who have provided reviews of the product, the more reviews given from other buyers means the higher the quality, the quality factor for a good application service is the most important thing, buying and selling online makes consumers feel satisfied when making a purchase, because m they need the best service such as convenience in the buying process, the application user satisfaction factor is not only about buying back the product, but because of the superior quality and price so that the seller will get a good assessment as well and the buyer will be very satisfied with the service and expectations received, because these factors greatly affect the satisfaction of online shop, in order to increase consumers to access and shop, by looking at these factors, it is hoped that business actors can understand what their consumers need.

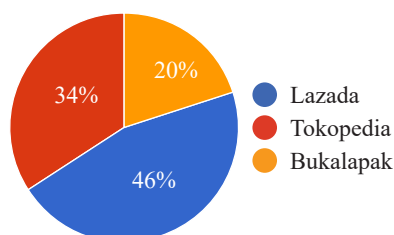


Figure 1. Applications used for online shopping
Source: Processed primary data, 2022

Application users online in Medan-Tembung District choose the Lazada application, because when using the application, one of the advantages of online on Lazada is that it is very flexible, while the advantages that Lazada offers are 1) the price of goods is quite affordable , even Lazada also offers discounts quite often, for example there are often discounts of around 10-25 percent or more, this happens on certain event days, 2) the site is easy to use, for example the interface is very simple so it is quite easy to understand, 3) various the various payment methods provided, such as cod to bank transfers, when using the Lazada application we will get various advantages through the advantages of the features provided and of course the application does not rule out also having disadvantages, Lazada itself also has the Lazada Pay Later feature which one of these e-commerce has ki payment methods that can be done by credit transactions even though they don't use a credit card, but from the convenience provided by Lazada Paylater, don't let consumers neglect to use the given limit, because the use of this paylater must be accompanied by the ability to control themselves and manage finances.

Price is a measuring tool for exchanging goods, consumers see price as an exchange rate that can provide benefits such as being efficient and practical, while producers see prices because the value of goods obtained can provide benefits on production costs, the price of products sold in online and offline stores does not exist. the difference is quite large, but consumers' offline stores can bargain while consumers' online stores only get the right price that has been set by the seller.

Product quality reflects how the product's resistance to its functions such as durability, reliability and strength, product quality has a large impact on the success of a business venture, sellers who produce high quality products can generate high profits if they produce inferior products, the quality produced is very poor, meaning that consumers are ready to buy products at affordable prices if the quality they buy is of high quality.

Quality of Application Service is very much needed because there is no direct physical contact, quality of service includes honesty, neatness of packaging and giving guarantees, good and bad service quality is something that buyers accept for the whole process, to create good service, the seller must offer the best service beyond what he expected. Application Service User Satisfaction is a consumer attitude that is obtained from being satisfied with a product to meet their needs, the level of satisfaction has a different function between the performance obtained and the expected performance, the customer is disappointed if the ability is below the dream, but the customer is satisfied if the ability is above the dream.

According to Sari & Nuvriasari (2018) the most important factor that consumers consider in the final decision to buy a product is price. According to Sudjatmika (2017) price is the value of the amount of money exchanged for goods and services to obtain a benefit. According to Fernando & Aksari (2018) the effect of price is very large on purchases, this can be seen by the existence of price discounts and products with the price of one package.

According to Othaviani & Sibarani (2021) the quality of goods in general affects the choice of customer purchases, with that the company does not only focus on the framework of the quality of goods, but also centers around other factors that are stronger in expanding choices in purchasing, according to Malau (2017: 31) The product can be defined as a production result which includes a total concept, in an integrated manner the concept includes goods, packaging, brands and labels. According to Supranto in Wijaya (2018: 5) the traditional view of quality states that products are judged by their physical attributes such as strength, reliability and others.

According to Tjiptono (2017: 180) service quality as a measure of how well the level of service provided is able to match customer expectations, According to Arianto (2018: 83) service quality focuses on meeting needs and requirements, as well as on timeliness to meet customer expectations According to Kasmir (2017: 47) service quality is the act of a person to provide satisfaction to customers.

According to Kotler & Keller (2017: 196) consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the estimated product performance to the expected performance. According to Nugroho (2017) consumer satisfaction is one of the important elements in improving performance. marketing in a company, according to Kotler in Kasmir (2017: 236) customer satisfaction is the evaluation of customers on the use of goods or services compared to expectations before using them.

METHOD

This research approach is based on a quantitative approach, according to Sugiyono (2017: 17) quantitative approach is research based on the philosophy of positivism, used to research a specific population or sample. The data collection method is using an online because all written questions are used to obtain information from respondents in terms of reports about their personalities, in this study the questionnaire was used to obtain information and responses from online shop in Medan-Tembung District, the questionnaire used was an open questionnaire. Or everyone can answer. The location used as a place of research is the online shop application users in Medan-Tembung District and this research began in January 2022 until the end of January 2022.

Primary data is the first source of data in this study because the data is taken from the first source, the primary data in this study was taken from the results of the answers to the research questionnaire filled out by users of the online shop in Medan-Tembung District. Secondary data, is data that is further processed and presented by primary data collectors, secondary data in this study is data about the general description of online shop in Medan-Tembung District. According to Sugiyono (2012: 80), the population is a generalized area consisting of objects. in 2020 a total of 146,534 people. According to Sugiyono (2014), the sampling technique in determining respondents, the researcher uses the accidental sampling technique, which is a sampling technique based on chance, that is, anyone who coincidentally meets the researcher and is considered suitable as a data source can be used as a sample, then to determine the number of respondents.

RESULTS

To identify information that is normally distributed or not between the independent variable and the dependent variable, as follows:

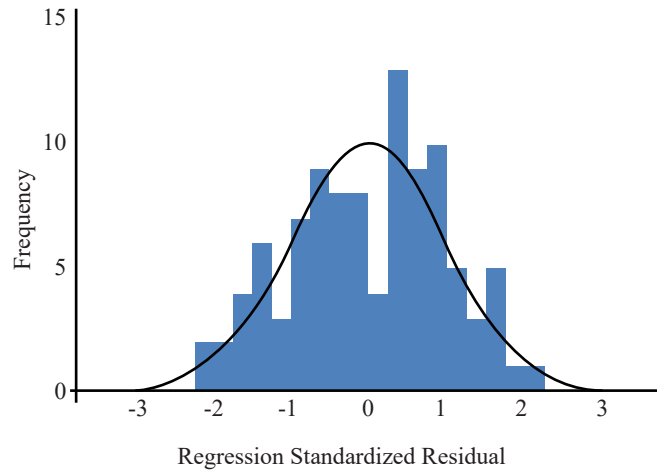


Figure 2. Histogram
Source: SPSS, 2022

If the data forms a bell and the distribution of the data is not skewed to the right or left, then the data is said to be normal.

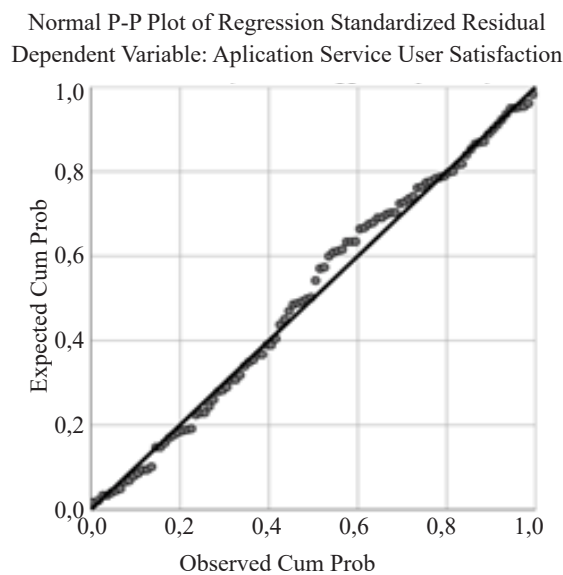


Figure 3. P-Plot Normality
Source: SPSS, 2022

Figure 3 shows that the data spreads around the diagonal line and follows the direction of the line that indicates the normal distribution, the regression model meets the normality assumption, thus it can be concluded that the Kolmogorov-Smirnov approach has met the normality assumption.

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

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,84474397
Most Extreme Differences	Absolute	,071
	Positive	,042
	Negative	-,071
Test Statistic		,071
Asymp. Sig. (2-tailed)		,200 ^{c,d}

- a. Test distribution is Normal.
 - b. Calculated from data.
 - c. Lilliefors Significance Correction.
 - d. This is a lower bound of the true significance.
- Source: SPSS, 2022

In Table 1 it can be seen that the value of Asymp sig (2-tailed) is $0.200 > 0.10$ then this is in accordance with the provisions that have been set and the data is normally distributed.

Test The multicollinearity test uses a tolerance value > 0.10 and $VIF < 10$, so the test does not have multicollinearity symptoms, as follows:

Table 2. Multicollinearity Results

Model	Unstandardized Coefficients		Standardized Coefficients		Collinearity Statistics		
	B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1 (Constant)	-.320	1.525		-.210	,834		
Price	,216	,083	,256	2,600		011,303	3,304
Quality	,430	,095	,378	4,513	,000	,417	2,397
Quality Application	,308	,094	,299	3,272	,001	,350	2,858

- a. Dependent Variable: Application Service User Satisfaction
- Source: SPSS, 2022

The results in Table 2 show that the tolerance number is > 0.10 and has a VIF value < 10 then this means that in the regression equation there is no correlation between independent variables so that all independent variables can be used in research.

This test is carried out as a form of match or not between one observation to another, it can be seen as follows:

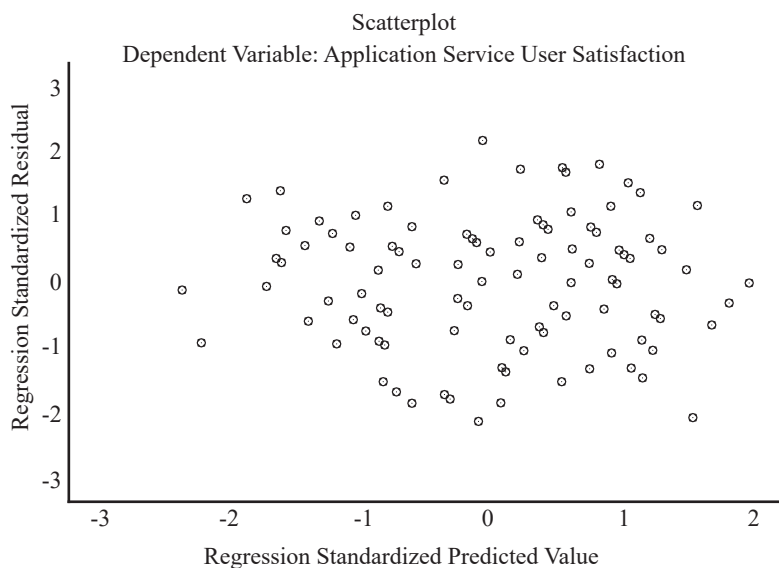


Figure 4. Scatterplot
Source: SPSS, 2022

In Figure 4 the scatterplot graph can be seen that the pattern of dots spreads between 0 diagonals and 0 verticals, it can be concluded that the regression model does not occur heteroscedasticity.

Table 3. Test results Glacier

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	,831	,823		1,009	,315
	QualityProduct	,078	,051	,236	1,516	,133
	Competition Price	,004	,045	,018	,099	,922
	Quality Application	-,054	,051	-,181	-1,063	,291

a. Dependent Variable: RES2
Source: SPSS, 2022

In Table 3 it can be seen that each significant figure obtained from each variable is the price of 0.922, product quality of 0.133 and application service quality of 0.291, from that number if the number obtained is > 0.10 , the result is information in this research free from heteroscedasticity problems.

Table 4. F-Test Results
ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	862,805	3	287,602	81,951	,000 ^b
	Residual	336,905	96	3,509		
	Total	1199,710	99			

a. Dependent Variable: Application Service User Satisfaction
b. Predictors: (Constant), ApplicationServiceQuality, Price, Product Quality
Source: SPSS, 2022

The f test shows the value of f count $>$ f table of $81.951 > 2.14$ and a significance of $0.000 < 0.10$, thus H_0 is rejected and H_a is accepted, meaning that there is significance in the variables of price, product quality and application service quality.

Table 5. T-Test Results

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	-,320	1,525		-,210	,834
	Price	,256	,083	,256	2,600	,011
	Product Quality	,430	,095	,378	4,513	,000
	Application Service Quality	,308	,094	,299	3,272	,001

a. Dependent Variable: User Satisfaction Service Application
Source: SPSS, 2022

In Table 5 above, the significance value for the price variable is $2.600 > 1.66105$ and sig. $0.011 < 0.10$, product quality is $4.513 > 1.66105$ and sig. $0.000 < 0.10$ and application service quality is $3.272 > 1.66105$ and sig. $0.001 < 0.10$, it can be concluded that all H_0 is rejected and H_a is accepted, meaning that there is a sig. on the satisfaction of online shop application service users in Medan-Tembung District.

DISCUSSION

Based on the results of the research on the price variable using 4 indicators, there are competitiveness, price range, value suitability and price determination, based on respondents' answers in the indicator "The Online Shop you are using has provided prices that match your expectations?" is the highest result, because the price in the online shop application is quite affordable, female respondents aged 21-30 years are the most in choosing the answer results and aged 21-30 years are very active in providing their best reviews based on quality and benefits, and consumers will not tend to if the price offered matches the quality.

Based on the research results on product quality variables using 3 indicators, there are reliability, performance and conformity with specifications, based on respondents' answers in the indicator "the appearance of the products in the Online Shop is in accordance with the products you receive?" is the highest result, it shows that the quality of the product in the online shop application is of good quality, female respondents aged 21-30 years do not seem to hesitate in giving a shop rating in this review and it is very appropriate, if the quality of the product being sold has an advantage in the product, then the consumer will give the best rating to the seller.

Based on the results of research on product quality variables using 3 indicators there are empathy, assurance and physical evidence, based on respondents' answers in the indicator "how long does the seller take to reply to messages to users?" is the highest answer, it shows that the quality of application services is very likely to provide satisfaction after shopping if the expectations obtained are in accordance with the quality received, then it has great potential for consumers to feel satisfied.

Products and services have specifics according to their needs so that user satisfaction can be met, this can encourage users to feel how satisfied they are from the quality of service they get, for example Lazada will keep every personal data of its users secret as a protection strategy from Lazada and Lazada is generally open to feedback. by buyers with the aim that Lazada will be better later.

CONCLUSION

The results of the partial test can be concluded that the price variable partially has a positive and significant effect on the satisfaction of users of online shop application services in Medan-Tembung District, where the price variable has a count of 2,600 and a table value of 1,661, then the value of the t count > table (2,600 > 1,661) and sig 0.000 < 0.10. The results of partial testing can be concluded that the product quality variable partially has a positive and significant effect on user satisfaction of online shop application services in Medan-Tembung District, where the price variable has a count of 4,513 and a table value of 1,661, t count > t table (4,513 > 1.661) and sig 0.000 < 0.10. Partial test results can be concluded that the application service quality variable partially has a positive and significant effect on user satisfaction of online shop application services in Medan-Tembung District, where the price variable has t hitung of 3,272 da n the value of t table is 1,661 then the value of t count > t table (3,272 > 1,661) and sig 0.000 < 0.10.

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