

CHAPTER V

DISCUSSIONS

This chapter discusses the research results that consist of the influence of the independent variables simultaneously and partially on the dependent variable.

5.1 The Influence of Website Quality (X_1), Product Quality (X_2), Product Price (X_3), and Safety Shopping (X_4) Simultaneously Towards Customer Satisfaction (Y)

Based on the determination coefficient test results, the adjusted R Square value (R^2) is 70%. This value indicates that the website quality (X_1), product quality (X_2), product price (X_3), and shopping security (X_4) can explain the customer satisfaction variable by 70%, and other variables outside this research explain the remaining 30%. Based on the multiple linear regression equation, there is a positive and significant influence or relationship between the independent and dependent variables. This positive relationship can be seen from the regression coefficient (β) of each variable, β_1 is 0.177, β_2 is 0.39, β_3 is 0.198, and β_4 is 0.259. Hence, every one unit increase in website quality (X_1), product quality (X_2), product price (X_3), and shopping security (X_4) will increase the value of customer satisfaction (Y).

The results of hypothesis testing using the F-test regarding the effect of website quality, product quality, product prices, and shopping safety on e-commerce customer satisfaction have the F_{count} greater than the F_{table} ($116.405 > 2.42$). The significance value is smaller than 0.05 ($0.000 < 0.05$). So, it can be concluded that website quality, product quality, product prices, and shopping security have a simultaneous influence on e-commerce customer satisfaction. To increase customer satisfaction, e-commerce service providers must pay attention to these four factors, website quality, product quality, product prices, and shopping safety.

Website appearance that supports the quality of the website must be appropriately presented and attractively by e-commerce service providers to make it easier for customers to complete transactions and fulfill customer satisfaction. After the quality of the website is well presented and attracts customers' attention to make transactions, e-commerce service providers must pay attention to the quality of the products offered to customers. Product quality is the ability of a product to carry out certain functions consisting of durability, reliability, resulting inaccuracy, and ease of use (Amanah, 2010). The match between the price and the quality of the products provided must also concern e-commerce service providers. The higher price will lead to high expectations from customers for the quality of the products they get. If their expectations are met, customer satisfaction will be achieved. Therefore, price serves as an indicator of quality and is considered equal if the price follows the quality obtained (Albari and Kartikasari, 2019). The next factor affecting e-commerce customer satisfaction is shopping security, from the payment process to the product reach the customer. So, when these four factors, namely website quality, product quality, product prices, and shopping security, have been noticed and improved continuously, e-commerce service providers can fulfill customer satisfaction and develop sustainable relationships with customers, explicitly increasing sales e-commerce.

5.1.1 The Influence of Website Quality (X_1) Toward Customer Satisfaction (Y)

The results of testing the first hypothesis regarding the effect of website quality on e-commerce customer satisfaction have a significant value smaller than the significance level used (5%), which is equal to 0.002 and the t_{count} greater than the t_{table} ($3.192 > 1.972$). Then from the results of multiple regression analysis, the regression coefficient (β_1) has a positive value of 0.177. So that based on the results obtained, there is sufficient evidence to reject H_0 . It means that website quality significantly affects the customer satisfaction of e-commerce. This conclusion follows previous research by Puspitaningrum (2017), which found the effect of website quality on customer satisfaction. Ishak (2012) also found the same thing,

which discussed the impact of website quality on e-commerce customer satisfaction. The variables used by Ishak (2012) were the same as the indicators for website quality used in this study: ease of access, completeness of information, and site design.

Website quality factors, as seen from the ease of access, the layout of features, the comfortable colors, and the completeness and accuracy of the information, affect e-commerce customer satisfaction. This is because shopping transactions through e-commerce do not provide opportunities to interact directly. Therefore, customer assessments are only based on information provided by the website (Louis, 2018). Suppose the e-commerce service provider can maintain attractive features, a display that makes transactions more accessible, and adequate information is available. In that case, this will make customers feel satisfied shopping through e-commerce. When customers have high satisfaction, customers tend to maintain their visits and purchases on e-commerce and even recommend them to their colleagues. Lathiras et al., as quoted by Kurniawati et al. (2018), also stated that in a high-tech reality where the virtual world has become very important, the website's quality should not be ignored by a company if they want to remain competitive and grow.

5.1.2 The Influence of Product Quality (X_2) Toward Customer Satisfaction (Y)

The significance value of the second hypothesis testing about the effect of product quality on e-commerce customer satisfaction is smaller than the significance level used (5%), which is 0.000, and the t_{count} is greater than the t_{table} ($6.598 > 1.972$). Then from the results of multiple regression analysis, the regression coefficient (β_2) has a positive value of 0.397. Therefore, based on the results obtained, there is sufficient evidence to reject H_0 . It means that product quality significantly affects the customer satisfaction of e-commerce. This conclusion follows the previous research conducted by Lestari (2018), which found product quality affects e-commerce customer satisfaction.

Product quality is the ability of a product to carry out certain functions consisting of durability, reliability, resulting in accuracy and ease of use (Amanah, 2010). In this study, several indicators are used to assess product quality: the suitability of products received by customers with those offered by e-commerce, guarantees provided by e-commerce for damage to goods, and product variations provided. Product quality is the most significant factor in influencing customer satisfaction, and it can be seen from the relative contribution value of product quality as much as 38%. This result occurs because e-commerce customers cannot see and judge the quality of a product directly, so they have to rely on the information provided by e-commerce. This is where e-commerce service providers' ability is demanded to build the trust of their customers by giving products that have the same quality as what is offered. Furthermore, customers always want to get high quality or value from the purchases they make, so when the product received by the customer meets or exceeds their expectations, this will affect the level of customer satisfaction. Therefore, e-commerce service providers must consistently provide high-quality and varied products to improve e-commerce customer satisfaction.

5.1.3 The Influence of Product Price (X_3) Toward Customer Satisfaction (Y)

The results of testing the third hypothesis regarding the effect of the product price on e-commerce customer satisfaction have a significant value smaller than the significance level used (5%), which is equal to 0.000 and the t_{count} greater than the t_{table} ($4.728 > 1.972$). Then from the results of multiple regression analysis, the regression coefficient (β_3) has a positive value of 0.198. So that based on the results obtained, there is sufficient evidence to reject H_0 . It means that product price significantly affects the customer satisfaction of e-commerce. The results obtained support the previous research conducted by Anita (2019) regarding the factors that affect customer satisfaction in e-commerce Shopee, Tokopedia, Bukalapak, and Lazada in Pekanbaru. The same results were obtained by Mediti (2020), which examined the effect of price and service quality on customer satisfaction in Shopee e-commerce.

According to Martin-Consuegra, et al. (2007), price is something that must be spent or sacrificed to get the product or service the customer wants. Perception of price greatly affects the rationality of customers in paying for a product and becomes a consideration in making purchases of a product. So that e-commerce service providers must be precise in determining and setting product prices to be accepted by customers without ignoring the quality of the product. In general, prices will be associated with product quality, lower prices as lower product quality, and conversely higher prices as higher product quality (Albari and Safitri, 2018). When the price spends by customers matches the benefits they will get, customer satisfaction will increase. In line with this, there is a high probability that customers will maintain their visit to the e-commerce and even provide recommendations to other people if they feel the price that they spend to get a product is reasonable. Therefore, price is one of the factors that e-commerce service providers must consider to increase customer satisfaction.

5.1.4 The Influence of Safety Shopping (X₄) Toward Customer Satisfaction (Y)

The significance value of the fourth hypothesis testing about the effect of safety shopping on e-commerce customer satisfaction is smaller than the significance level used (5%), which is 0.000, and the t_{count} is greater than the t_{table} ($5.350 > 1.972$). Then from the results of multiple regression analysis, the regression coefficient (β_4) has a positive value of 0.259. Therefore, based on the results obtained, there is sufficient evidence to reject H_0 . It means that safety shopping significantly affects the customer satisfaction of e-commerce. These results support research conducted by Ishak (2012), Noviarni (2018), and Mediti (2020), which found an effect of safety shopping on e-commerce customer satisfaction.

Safety shopping is the second factor that provides the highest contribution to customer satisfaction. Because shopping security in this study is related to customers' personal information and transaction security, starting from the payment

process to the products purchased to arrive at the customer's hands. According to Lee and Turban, quoted by Noviarni (2018), one thing that is often be the reason customers are less likely to transact via e-commerce is worrying about their consequences. Providing personal information, including giving credit card data to third parties, will harm the customer. Therefore, e-commerce service providers need to ensure that customers' data will be safeguarded and not disclosed to parties that will harm customers. Assure the level of security related to several things: authentication, confidentiality, and integrity. Authentication will identify users or the sender of identified data (there is no possibility of fraud). Confidentiality is unauthorized parties cannot read data. Integrity is the data cannot be changed illegally. E-commerce service providers need to concern these three things related to safety shopping to build trust from customers. In the context of e-commerce, transaction security is presented as a critical factor that increases the level of customer trust (Yoon, 2002). When e-commerce service providers provide a high level of security during purchase transactions, customer satisfaction will increase.

5.2 The Significant Factor that Influences Customer Satisfaction

According to the relative and effective contribution value in **Table 4.20**, the significant factor that influences e-commerce customer satisfaction is product quality because the relative contribution is 38%. This value indicates that among the four variables examined in this study, the contribution or influence of product quality on e-commerce customer satisfaction is 38%. Then, the effective contribution value is obtained by 27%. This value shows that from all the variables that affect customer satisfaction, whether in this study or not, the product quality variable influences customer satisfaction by 27%. Product quality has the most significant effect on customer satisfaction because customers are more focused on product quality. Customer satisfaction will be fulfilled when the product meets the customer's expectations.

The second significant influence or contribution on e-commerce satisfaction is safety shopping. It can be seen from the relative contribution value of 26%. This value indicates that safety shopping contributes to e-commerce customer satisfaction by 26% among the four variables in this study. Then from the calculation of the effective contribution, safety shopping affects 18% of e-commerce customer satisfaction among all the factors that affect customer satisfaction, whether in this study or not. Thus, safety shopping becomes the second significant influence on e-commerce customer satisfaction because there is an expectation from customers that the personal information gives to e-commerce will not be misused because there are so many incidents nowadays related to misused customer personal data. Then, when compared to product price, safety shopping contributes more to e-commerce customer satisfaction. Safety shopping is considered important than product price because customers think that the losses will be more significant if the safety shopping is low. For example, when a customer has paid for a product and does not receive it, they will lose money and spend more money to repurchase if needed. So, no matter cheap the price of a product, if the safety shopping is low, customer satisfaction level will be low. On the other hand, if the price is quite high and the safety shopping is also high, the customer satisfaction level will be increased.

Furthermore, after the safety shopping, the third significant influence on e-commerce customer satisfaction is the product price. The relative contribution value of product price is 19%. It indicates that among the four variables examined in this study, the contribution or influence of product price on e-commerce customer satisfaction is only 19%. Then to see how much the contribution of the product price variable among all the variables that affect customer satisfaction can be seen in the effective contribution. The effective contribution value is 13%. This value shows that from all the variables that affect customer satisfaction, whether in this study or not, the product price variable only affects customer satisfaction by 13%. Among the other three variables, the product price variable does not significantly contribute to customer satisfaction because the relative contribution value is only 19%. Product price contributes lower than product quality and shopping safety to

customer satisfaction. It is because customers are more concerned about product quality and safety shopping. Suppose the product quality and the safety shopping meet customer's expectations, customer satisfaction will be fulfilled even though the price offered is relatively high.

The minor contribution to e-commerce customer satisfaction is website quality. It can be seen from the relative contribution value of 17%. This value indicates that website quality contributes or affects customer satisfaction by 17% among the four variables examined in this study. Then the effective contribution value is 12%. This value shows that among all variables that affect customer satisfaction, whether in this study or not, the website quality variable influences customer satisfaction by 12%. The important thing that concerns customers while transacting via e-commerce is the quality of products they will receive. Even though website quality still affects customer satisfaction, it will not be something that customers are concerned about. Because website quality is not directly related to the value of goods customers buy, website quality is only one of the supporting factors that help customers get the products they want. Suppose the website quality is not good, but the product quality is according to their expectations, so customer satisfaction will still be fulfilled. No matter how good the website quality of e-commerce, if the product quality does not meet customers' expectations, customer satisfaction will not be achieved because customer focuses on the value of the goods. It is the reason why website quality makes a minor contribution to customer satisfaction.

Therefore, according to the relative and effective contribution value obtained, the things that need to be considered by e-commerce to fulfill customer satisfaction are product quality, safety shopping, product price, and website quality.

5.3 The Difference of Factors in Each E-Commerce

Based on the Kruskal-Wallis test result in **Table 4.33**, the factor with a significance value less than 0.05 is the product price. This value indicates that there are differences in product prices in Shopee, Tokopedia, and Bukalapak. While the website quality, product quality, and safety shopping have a significant value greater than 0.05, it can be concluded that there is no difference between these three factors in Shopee, Tokopedia, and Bukalapak. Furthermore, to see the difference in the product price for each e-commerce, the Mann-Whitney test is used. The result can be seen in **Table 4.34** for Shopee and Tokopedia, **Table 4.35** for Shopee and Bukalapak, and **Table 4.36** for Tokopedia and Bukalapak. The significance value in the Mann-Whitney test that less than 0.05 is only Shopee and Bukalapak.

Based on the percentage of e-commerce types rated by respondents in **Figure 4.4**, the percentage of respondents who evaluate Shopee is 76%, Tokopedia is 19%, and Bukalapak is 5%. Thus, there is a significant difference between the percentage of Shopee and Bukalapak. If it is related to the Kruskal-Wallis and Mann-Whitney test results, the factor that can fulfill customer satisfaction and make Shopee more used is the product price. Furthermore, the number of respondents who rated Tokopedia is between Shopee and Bukalapak. It is in line with the Kruskal-Wallis and Mann-Whitney test results. There is no difference in the product price in Tokopedia and Shopee and Tokopedia and Bukalapak.