

Analysis of Factor Impact for Consumer Satisfaction Online Shopping on E-Commerce during the Covid-19 Pandemic

IA Cynthia Saisaria Mandasari, Ade Ruly Sumartini, Ida Bagus Komang Suarka
Faculty of Economics and Business, Warmadewa University, Denpasar, Bali-Indonesia
Email: cynthiafeunwar@gmail.com

Abstract

Since the existence of social distancing due to the Covid-19 pandemic, consumers tend to change their behavior, which initially transacted directly by visiting the place, but now prefers to carry out buying and selling transactions online due to technological sophistication and it is hoped that the community will be able to adapt to the modernization process in transactions. and do business. The number of services provided by e-commerce is very important for consumer needs in purchasing a product/service. There are several factors that determine consumer satisfaction in shopping on e-commerce platforms including advertising, word of mouth, and service quality. The sample in this study are consumers who have shopped at e-commerce, totaling 100 people. The results of data collection with questionnaires will be processed using multiple regression analysis techniques with SPSS 22 software.

Keywords: Advertising, word of mouth, service quality, customer satisfaction, e-commerce, covid-19

DOI: 10.7176/EJBM/14-14-02

Publication date: July 31st 2022

INTRODUCTION

Currently the world has undergone major changes due to the Covid-19 virus which has attacked almost all over the world. The Covid-19 virus pandemic has led to the implementation of a new normal in people's lives. One of them is social distancing or keeping a distance from other people. Since the existence of social distancing, consumers tend to change their behavior, which initially transacted directly by visiting the place, but now prefers to carry out buying and selling transactions online due to technological sophistication and it is hoped that people can adapt to the modernization process in transacting and doing business. E-commerce whose growth is increasing in Indonesia today is E-commerce. E-commerce is a consumer-to-consumer (C2C)-based mobile marketplace application that is user-friendly, practical, and safe to use to conduct digital transactions, which makes consumers interested in using the mobile platform.

The number of services provided by e-commerce is very important for consumer needs in purchasing a product/service. E-commerce companies are competing to invite brand ambassadors for their advertisements that are often broadcast on television, YouTube, and other social media. Showing advertisements should be able to persuade people to behave in such a way as to generate sales and profits. Advertising itself must be able to direct consumer satisfaction in purchasing to buy a product where the advertising department is designed in such a way, so that it is believed to be able to meet buying needs which also affect consumer purchase intention.

Consumer Satisfaction according to Kotler and Keller (2016) states that consumer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the expected product performance (result) to the expected performance (or result). One of the factors that impact consumer satisfaction according to Lupyoadi (2013) is emotional feelings, namely, the customer will feel proud and gain confidence that other people will be amazed by him when using products with certain brands which tend to have a high level of satisfaction.

In addition, there are other factors that can affect consumer satisfaction, namely word of mouth which has a very influential role in providing information on a product purchased by consumers. Donni J Priansa (2017:338). There will be no purchase that occurs if the consumer is not aware of his needs and wants. Based on this awareness, consumers usually immediately search for and collect information about a product or service that they want. In today's era, with access to the internet, several social networks and community sites have emerged, which causes people to also see comments or ratings on social networks and community sites to make purchases, this is called electronic word of mouth (E-WOM). In the E-Commerce section of each product sold there is a rating column or rating where consumers can see various positive and negative reviews (Mamuaya & Pandowo, 2020). For example, a consumer will buy a product in e-commerce, before buying the consumer will see reviews of the product that are shared by consumers who have purchased. Then compared between the number of positive and negative reviews, if there are more positive reviews, these consumers tend to choose the product.

Furthermore, one of the sources that can be used when looking for information is advertisements displayed by a company. Tjiptono (2016:15) Advertising is a form of indirect communication based on information about the advantages or advantages of a product that is arranged in such a way that it creates a pleasant feeling that will change a person's mind to make a purchase. Tavukcuoglu (2018), people tend to rely on recommendations from people they know more than other advertising media.

To strengthen the variables, researchers conducted a Pre-Survey of 25 respondents. Based on the results of pre-respondents related to advertisements that were carried out that could attract interest in buying the products offered, 19 answered agree and 6 answered disagreed with advertisements carried out by E-commerce, it can be said that they agree with advertisements carried out by E-commerce. Meanwhile, based on the frequency of hearing various information such as E-commerce is a marketplace that provides many promos regarding products offered from friends in the campus environment, 18 answered agree and 7 answered disagree, it can be said that consumers agree with the frequent hearing of various information on e-commerce. Furthermore, regarding the convenience of the service provided at the time of purchase in E-commerce, 17 answered agreed and 8 answered disagreed with the convenience of service in E-commerce.

LITERATURE REVIEW

Consumer Satisfaction

Octavia, Patwayati, & Suleman (2019:4) state that the notion of consumer satisfaction is the feeling that consumers have judged the difference between what they receive and what they feel with the expectations they have. Customers will be disappointed if performance does not meet expectations, if performance meets expectations, customers will feel happy or satisfied. According to (Chayomchai & Chanarpas, 2021) customer satisfaction is a condition where wants, expectations and needs can be fulfilled.

Advertising

Kotler and Armstrong (2018:117) Advertising is any form of paid presentation and promotion of ideas, goods or services that are not personal to certain advertising media. It can be seen from the above understanding that advertising activities have a very large effect on the marketing of an advertised product.

Word of Mouth Marketing

According to Asriyati (2020) Word of mouth marketing is a form of marketing in which consumers control and engage as marketers to affect and accelerate marketing messages. According to Tajuddin, et.al (2020) Word of mouth (WOM) is considered a source of interpersonal information, connecting consumers, and pulling them away from marketers' power.

The most important or important role in word-of-mouth marketing is because WOMM itself can build trust in consumers regarding the products offered by the company. So, WOMM will automatically occur if there are customers who feel when using products purchased from the online store.

Service Quality

Saputra (2020) states that service quality is the ability how to control and take responsibility for a service and has a high level of stability in satisfying consumer desires and expectations so that it becomes something that buyers can remember for their services. According to (Easwari & Nadarajan, 2016), good service will make consumers feel happy for what they get, it's just that if the service is not good, consumers will feel the opposite, namely sad and disappointed, and the actions taken will get results that will be remembered and felt.

Hypothesis

The hypotheses in this study are as follows:

H1: Advertising, service quality, and word-of-mouth marketing have a positive and significant effect on consumer satisfaction E-commerce on consumers in Denpasar City.

H2: Advertising has a positive and significant effect on consumer satisfaction E-commerce on consumers in Denpasar City.

H3: Word of mouth has a positive and significant effect on consumer satisfaction E-commerce on consumers in Denpasar City.

H4: Service quality in the Tangible dimension has a positive and significant effect on E-commerce consumer satisfaction for consumers in Denpasar City.

H5: Service quality in the Reliability dimension has a positive and significant effect on consumer satisfaction E-commerce on consumers in Denpasar City..

H6: Service quality in the Responsiveness dimension has a positive and significant effect on E-commerce consumer satisfaction for consumers in Denpasar City.

H7: Service quality in the Assurance dimension has a positive and significant effect on consumer satisfaction E-commerce on consumers in Denpasar City.

H8: Service quality in the Empathy dimension has a positive and significant effect on E-commerce consumer satisfaction for consumers in Denpasar City.

METHODS

The population in this study were e-commerce consumers in Denpasar City with a sample of 100 respondents. The sampling technique used is non-probability sampling with the criteria of consumers who have used e-commerce during the pandemic in Denpasar City. In this study using multiple linear regression data analysis

techniques, the hypothesis in this study was tested using the simultaneous test (F-test) and partial test (t-test) to determine the effect between variables. There is a classic assumption test used in this study, namely normality test, heteroscedasticity test, and multicollinearity test.

RESULTS AND DISCUSSION

Data Description

Respondents in this study were e-commerce users during the pandemic, totaling 100 people where the sample was taken using the purposive sampling method. This research was conducted by distributing questionnaires, where the advertising variable consists of 4 statements, the word of mouth marketing variable consists of 5 statements, the service quality variable is divided into several dimensions with 12 statements and consumer satisfaction consists of 6 statements to be answered by respondents. Each answer to the statement given by the Warmadewa University student respondents has a score. The average score from advertising is 4.00. WOMM is 3.96, Service Quality is 3.96. And consumer satisfaction obtained 3.92. Which is included in the good criteria.

Hypothesis test

Systematically, it can be seen that the relationship between variables is made as a model as follows:

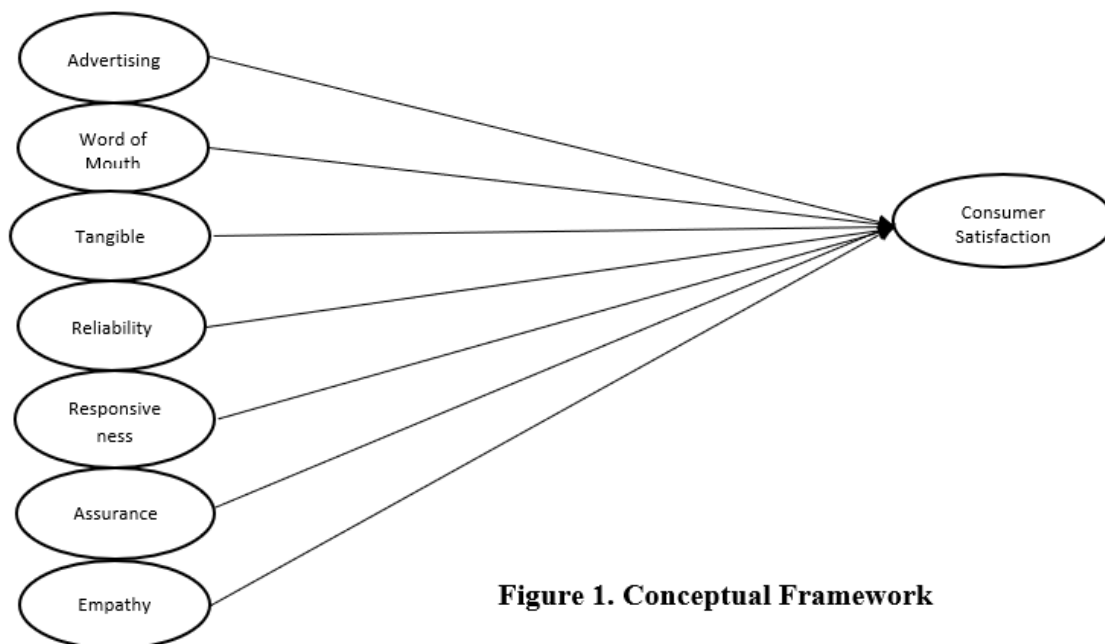


Figure 1. Conceptual Framework

It can be seen that the validity and reliability test results indicate that the questionnaire instrument proposed in this study through various items presented according to the questionnaire variable indicators is valid and reliable. Testing the relationship in the classical assumption test, namely: data normality test, multicollinearity, heteroscedasticity which shows that the entire questionnaire instrument has met several criteria for hypothesis testing through regression. The following is a summary of the results of the hypothesis testing regression, namely:

Table 1. Coefficient of Determination

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.961 ^a	.923	.917	.94602

Primary Data, 2022

The result of the correlation value is 0.961. It can be interpreted that the relationship between variables X1-X7 and variable Y can be categorized as very strong. From the table also obtained the coefficient of determination (R square) of 0.923, which means that it can be said that the effect of variables X1-X7 on variable Y is 92.3%, while the remaining 7.7% is effect by other variables outside the study.

Table 2. Simultaneous Test

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	990.174	7	141.453	158.055	.000 ^a
	Residual	82.336	92	.895		
Total		1072.510	99			

Primary Data, 2022

From the simultaneous on table 2, it can be seen that the value of Sig. = 0.000. If $0.000 < 0.05$, it can be

concluded that there is a joint effect of the independent variables on the dependent variable.

t-test

This test is used to test the significance of each regression coefficient so that it is known whether there is a partial effect between advertising, word of mouth marketing, and service quality (tangible, reliability, responsiveness, assurance, and empathy) on consumer satisfaction is significant or just a coincidence.

Table 3. Partial Test (t-test)

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	.513	.741		.693	.490
Advertising	.174	.079	.119	2.218	.029
Word of Mouth	.198	.076	.185	2.598	.011
Tangible	.238	.112	.136	2.126	.036
Reliability	.263	.114	.112	2.314	.023
Responsiveness	.212	.103	.096	2.054	.043
Assurance	.276	.133	.108	2.077	.041
Empathy	.649	.106	.331	6.126	.000

Primary Data, 2022

CONCLUSION

Simultaneously variable advertising, word of mouth, and service quality have a positive and significant effect on consumer satisfaction. There is a significant effect between advertising variables on consumer satisfaction. There is a significant effect between word of mouth marketing variables on consumer satisfaction. There is a significant effect between service quality variables on consumer satisfaction, which means the better advertising, word of mouth marketing, and service quality from e-commerce during the Covid-19 pandemic, consumer satisfaction will increase.

According to the above simulation, the advice that can be given is to pay attention to the service quality variable that has a dominant effect on consumer satisfaction, especially the E-commerce Customer Service must increase its commitment to maintaining a better and safer community between sellers and buyers, and e-commerce parties must further improve its service to consumers. Because there are still many factors that impact consumer satisfaction, it is hoped that the next researcher will add independent variables that affect consumer satisfaction so that it is hoped that the data will be more accurate and closer to the actual situation.

References

Asriyati.2020.Pengaruh *Word of Mouth marketing (WOM)* Terhadap Kepuasan Konsumen Dengan Keputusan Pembelian Sebagai Variabel Pemediiasi.Skripsi:Purwokerto:Institut Agama Islam Negeri Purwokerto.

Chayomchai, A. (2021). Effects Of Service Quality, Satisfaction, And Perceived Loyalty In Technology Use Of Generation Z Consumers During The Covid-19 Situation. *Journal Of Southwest Jiaotong University*, Vol.56, No.4.

Chayomchai, A., & Chanarpas, M. 2021. The Service quality Management of the Fitness Center: The Relationship among 5 Aspects of Service Quality. *International Journal of Current Science Research and Review*, 04 (06).

Donni Junni Priansa. (2017). *Perilaku Konsumen dalam Bisnis Kontemporer*. Bandung: Alfabeta

Easwari, S. R., & Nadarajan, S. (2016) Service quality gap in Omni bus services in Tamilnadu: A captious analysis. *International Journal of Marketing and Human Resource Management*, 7 (3), pp. 41- 48.

Erwan Sutrisno.2019.Pengaruh Bauran Promosi Terhadap Keputusan Mahasiswa Kuliah di Sekolah Tinggi Teknologi Kedirgantaraan (STTKD).*Jurnal Ilmu Manajemen dan Akuntansi Terapan*, Volume 10, Nomor I:44-60.

Kotler, P dan Amstrong. 2018. *Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit Salemba Empat. Jakarta

Kotler, P dan Amstrong.2018.*Prinsip-prinsip Marketing Edisi Ke Tujuh*. Penerbit *Salemba Empat*.Jakarta

Lupiyoadi,R. (2013). *Manajemen Pemasaran Jasa*. Jakarta : Salemba Empat

Mamuaya, Nova & Pandowo, Aditya. (2020). Determinants of Customer Satisfaction and Its Implications on Word of Mouth in E-Commerce Industry: Case Study in Indonesia. *Asia Pacific Journal of Management and Education*.

Octavia, A. S., Patwayati, P., & Rommy, N. 2019. Pengaruh Customer Relationship Management (Crm) dan Kualitas layanan Terhadap Loyalitas Pelanggan melalui kepuasan Pelanggan Pada Business Government and Enterprise Service (Bges) Pt.Telkom Witel Sultra.*Jurnal Manajemen,Bisnis dan Organisasi (JUMBO)*,3(1),01-10.

Saputra, Asep Dana dan Mukhammad Khafid Hidayat. Pengaruh Kualitas Pelayanan dan Word of Mouth

- marketing Terhadap Kepuasan Pasien di Rumah Sakit Prima Husada Malang, Jurnal RSPH.Malang: STIE Kertanegara Malang.
- Tajuddin,U.N.R.A., Hassan,L.F.A., Othman,A.K., & Norfadzilah,A.R. (2020) Electronic Word-Of-Mouth (E-Wom), Brand Image And Consumer Purchase Intention On Healthcare Products. *Journal Accounting Research Organization & Economics*, Vol.3, No.1.
- Tavukcuoglu, R. T. (2018). Marketing Management in Turkey. In *Marketing Management in Turkey*. <https://doi.org/10.1108/9781787145573>
- Tavukcuoglu,R.T. (2018). Marketing Management in Turkey. Emerald Insight. ISBN: 978-1-78714-558-0, eISBN: 978-1-78714-557-3.