



The Impact of E-Business' Website Quality on Shopee's Customer Satisfaction

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Abstract. This study aims to examine and analyze factors that can influence consumer satisfaction when shopping online with the online shopping application service object Shopee. This study applied basic research with six variables: website design, information quality, security and privacy, transaction and payment capability, delivery service, and customer satisfaction. This study used primary data sources by distributing questionnaires online. The sample used in this study involved 126 respondents. This study used a quantitative method using SPSS (Statistical Package for Social Sciences) software version 24.0. The results of this study indicate that website design, information quality, security and privacy, transaction and payment capability, and service delivery are known to have a significant positive effect on customer satisfaction.

Keywords: Website quality · Customer satisfaction · Online shopping

1 Introduction

Technological developments can provide changes in behavior in meeting community needs. Sales transactions have shifted from meeting sellers and buyers offline to online transactions. The presence of the internet increasingly supports the development of e-commerce, where internet services function as a product buying and selling transaction process. E-commerce is an arena for transactions or information exchange between sellers and buyers in cyberspace and e-commerce exists to answer the lifestyle of millennial who demand convenience and speed in all fields [1].

Offline transactions have many markets as meeting places for traders and buyers, while online transactions have a marketplace for online transactions. Several sizable marketplaces in Indonesia are Shopee, Tokopedia, Bukalapak, Lazada, and Blibli. Shopee e-commerce is the most frequently visited by consumers in Indonesia, with as many as 961.51 million monthly visits, followed by 3 other large e-commerce sites: Tokopedia, Lazada, Bukalapak, and Blibli. Shopee is well-known among the public, especially young people, because it has attractive promos at the beginning and end of each month. Shopee also does branding on social media via Tik Tok and Instagram. Apart from that, it also uses brand ambassadors of famous people to make it look more trusted and influence the community. Several big brands Jiniso, Oppo, P&G, Unilever, and Panasonic [2], also use Shopee to sell their products.

The Shopee website's appearance has been designed to make it easier to find products that consumers need, as well as promotional information offered to meet consumer needs. There are 3 e-commerce consumer types in Indonesia [3]; discount seekers are people who like to find and use promos when shopping online; need-based customers are people who shop according to their needs; and wandering customers are people who like to browse e-commerce sites.

2 Literature Review

Research on website quality has been carried out to determine its effect on customer satisfaction in online shopping [4]. Website quality is a concept in measuring the quality of websites based on consumer ratings [5]. Website quality is measured through website design, information quality, security and privacy, transaction and payment capability, and service delivery [4]. Understanding website design is related to the attractiveness of interface designs presented to consumers [6]. The concept of information quality is related to accurate information, reliable information, the latest information according to the topic of discussion, the information conveyed can be understood easily, is very detailed, and is presented through various media both orally and in writing [7]. Meanwhile, security refers to a system used to prevent and reduce the possibility of errors and fraud related to the system. Privacy refers to an application that protects the privacy of personal data transferred during transactions [8]. Then the concept of transaction and payment capability is the ability of e-commerce as an online shopping center that provides easy transactions and payments [9]. Delivery service refers to receiving, transporting, combining, storing, shipping, logistics, and distributing an item and is one of the most critical parts of ensuring a business runs where goods are delivered from one destination to another [10]. Customer satisfaction is the overall evaluation of consumers on the performance of an offer up to a specific time [4].

Based on the background of the problem, this research is a replication of the research model [4]; the hypothesis is proposed as follows:

H1: Website design has a positive effect on customer satisfaction in the online shopping application Shopee in Surabaya.

H2: Information quality has a positive effect on customer satisfaction in the online shopping application Shopee in Surabaya.

H3: Security and privacy have a positive effect on customer satisfaction in the online shopping application Shopee in Surabaya.

H4: Transaction and payment capability have a positive effect on customer satisfaction in the online shopping application Shopee in Surabaya.

H5: Delivery service has a positive effect on customer satisfaction in the online shopping application Shopee in Surabaya.

3 Research Method

This research is basic research, which aims to find new knowledge that has not been discovered before. The data source in this study came from primary data obtained from questionnaires distributed to users of the Shopee online shopping application. The population in the study were users who had used Shopee in the last three months and made at least two purchases. The characteristics of respondents were domiciled in Surabaya, had a minimum education of high school, and were at least 17 years old.

This study used the measurement level, namely the interval level, with measurements using a Likert scale. The answer choices provided at interval levels are arranged based on a numerical scale with ratings on a 5-level scale. The larger number indicates that the respondent is very satisfied, and the smaller indicates that the respondent is very dissatisfied. The sample for this study used a non-probability sampling technique with a purposive sampling technique where the samples taken were based on certain predetermined criteria; the samples taken were 126 respondents. Calculations in this study were carried out with the help of the SPSS (Statistical Package for Social Sciences) program for windows series 24.

4 Results

The first stage is to test the validity and reliability of 30 respondents; after the results are valid and reliable, it continues to distribute questionnaires online to 126 respondents. Validity was tested using the Pearson correlation method where the sig. Must be < 0.05 and the Pearson correlation is positive so that the items related to the questionnaire are said to be valid. The reliability test is seen through the Cronbach alpha value, which is considered consistent if > 0.60 . The description of the respondents from this study is that most respondents were women (70.6%), aged 17 and 26 years (85.7%), had the last education of high school (49.2%), had a status of student (44.4%) or employees (39.7%), and 52.4% used ShopeePay (Table 1).

The description of customer perception shows positive value, with the highest customer perception on the Transaction and Payment Capability variable, while the lowest is on the Website Design variable. The classic assumption test results, which include the normality test using the Kolmogorov-Smirnov test, the autocorrelation test using the

Table 1. Customer perception description

No	Variable	Mean	Dev. Standard
1	Website Design	3.53	1.099
2	Information Quality	3.89	1.060
3	Security and Privacy	3.88	0.925
4	Transaction and Payment Capability	4.05	0.925
5	Delivery Service	4.00	1.010
6	Customer Satisfaction	3.98	0.973

Durbin-Watson test, the heteroscedasticity test, and the multicollinearity test show that the four classic assumptions have shown to be fulfilled so that it can be continued with the multiple linear regression model test. This model aims to determine the effect of two or more independent variables (X) on the dependent variable (Y). The results of the multiple linear regression analysis are:

Table 2 shows a significant regression model with an f value of 63,459 and a significant value of .000 and the partial test of the model shows that all significant independent variables have a positive effect on the dependent variable. Multiple linear regression models, namely (Fig. 1):

$$Y = 0.274 X1 + 0.219 X2 + 0.205 X3 + 0.169 X4 + 0.151 X5$$

The correlation coefficient (R) is 0.852, proving a strong positive relationship between the variables studied. In addition, there is also a coefficient of determination (R2) of 0.726, proving that the variability in customer satisfaction can be explained by the website design, information quality, security and privacy, transaction and payment capability, and delivery service

Table 2. The Results of Multiple Linear Regression Analysis

Dependent Variable	Independent Variable	Coefficient	t-value	Sig.
Customer Satisfaction	Website Design (X1)	.274	4.414	.000
	Information Quality (X2)	.219	2.553	.012
	Security and Privacy (X3)	.205	2.600	.011
	Transaction and Payment Capability (X4)	.169	2.094	.038
	Delivery Service (X5)	.151	2.179	.031
F	63.459			
Sig.	.000			

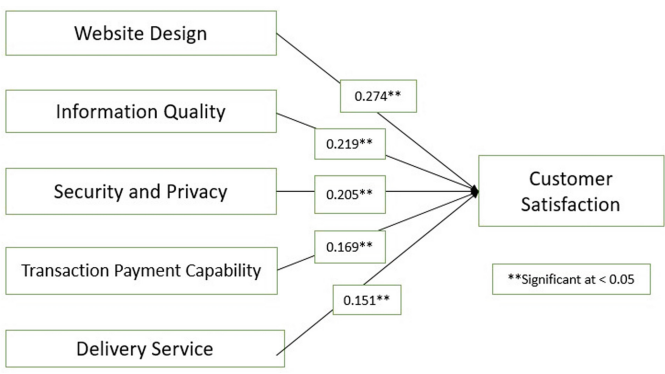


Fig. 1. Research model

capability and service delivery variables of 72.6%. While the remaining 27.4% variability of customer satisfaction from Shopee in Surabaya is explained by other variables not examined.

Several studies also provide research results that support a good website design can increase consumer experience value, help small retailers related to satisfaction after purchase and increase customer satisfaction [11]. The greater the information quality provided by online shopping, the better the decisions of consumers with less time and effort to increase customer satisfaction [12]. Website security and privacy have a significant influence on customer satisfaction, where when the security and privacy of e-commerce are high, customer satisfaction will also be high [13]. Transaction capability is significantly related to customer satisfaction in online shopping [14]. Delivery service has a significant effect on customer satisfaction [15]. Transaction capability is significantly related to customer satisfaction in online shopping [14]. Delivery service has a significant effect on customer satisfaction [15]. This study's results align with [16], which states that security and privacy and service delivery have a positive and significant impact on customer satisfaction.

5 Conclusion

Based on the results of research data processing and hypothesis testing, it is found that the five hypotheses tested proved to have a positive influence and were supported by existing theories. Whereas the Website, Information Quality, Security and Privacy, Transaction, and Payment Capability and Delivery Service from Shopee in Surabaya have proven to have a positive influence on Customer Satisfaction.

Recommendations for Shopee are to make periodic layout settings for the website display to make it attractive and easier to provide information regarding the promos and products offered. Shopee can also conduct surveys with consumers to get input from consumers so that the improvements made will match consumer expectations. Shopee should also pay more attention to maintaining its applications regarding security and privacy to provide security features for making transactions and personal information that can provide a sense of security to its consumers.

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