



The Effect of Tokopedia E-Commerce Service Quality on Consumer Satisfaction in Accounting S1 Students Semester 1 Syarif Hidayatullah State Islamic University

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Abstract– Abstract This study discusses the effect of Tokopedia's E-Commerce Service Quality on Customer Satisfaction in the 1st semester of Accounting undergraduate students at Syarif Hidayatullah State Islamic University. This study has a problem formulation of whether service quality affects Tokopedia customer satisfaction. The purpose of this study was to determine whether there is an influence between service quality on customer satisfaction. This study uses quantitative methods with 2 variables, namely variable (x) Service Quality and variable (Y) Customer Satisfaction. The non-probability sampling technique used in this research sample is quota sampling. To analyze or process data using the latest version of SPSS 25. The methods used are validity analysis, reliability analysis, descriptive statistical analysis, normality analysis, and simple linear regression analysis. The results of this study indicate that all data are valid, reliable, and normally distributed. Service quality has a positive and significant effect on all indicators of variable X and variable Y. And there is an influence between service quality and customer satisfaction of 71.1%.

Keywords: E-commerce, customer satisfaction, service quality

1. INTRODUCTION

Previous studies related to this title are as follows: First, research conducted by (Khoerunisa et al. 2022) with research results showing that customer satisfaction can mediate the relationship between service quality and customer loyalty to Tokopedia users. This study proves that service quality has a direct effect on loyalty and can also have an indirect effect, namely from service quality to customer satisfaction. Second, research related to this topic was previously conducted by (Adilia et al. 2022) which showed results that customer satisfaction had a positive and significant relationship with customer satisfaction and consumer trust had a significant positive relationship with service quality. Third, research that is relevant to research conducted by (Aisy et al. 2022) with research results showing that partial trust has a positive and significant effect on customer satisfaction and service quality have a positive and significant effect on customer satisfaction. Simultaneously trust and service quality have a positive and significant effect on satisfaction. Fourth, research that is relevant to this research conducted by (Adhitama, 2022) found that part there is a significant influence between service quality, facilities, and price on Tokopedia customer satisfaction. And it can also be seen that it can be said that the quality of service, facilities, and prices together or simultaneously affect customer satisfaction. Fifth, research that is relevant to this research was conducted by (Fauziah et al. 2021) namely: product quality, service quality, price, speed of delivery, Tokopedia as a place of distribution, and promos such as free shipping, and cashback. As well as obstacles/complaints in online transactions, namely damaged/problematic products.

Sixth, the research that is relevant to this research was conducted by (Maisa et al. 2020) the results of the study found that the three variables of service quality, trust, and consumer loyalty were in a good category. Service quality and trust jointly affect Tokopedia's consumer loyalty, this is based on the results of hypothesis testing with the f test, the table results are 3,018 because the results of $F_{count} > F_{table}$ ($426,757 > 3.018$) and significance ($0.000 < 0.05$), then H_0 is rejected and H_a is accepted. Seventh, research that is relevant to the title of this study written by (Febriarhamadini et al. 2019) with the results found that there is a significant influence between Shopee E-Commerce



Service Quality on Customer Satisfaction in S1 Business Administration students in the final semester of 2018 – 2019 Faculty Administration & Secretarial Science (FIAS) IBM Asmi.

The differences between the research above and this study are as follows, the first research. In the research above and this study, they are almost the same in terms of service quality and customer satisfaction, however, there are slight differences which will be discussed later, namely in previous studies, all Tokopedia users in this study were users Tokopedia among S1 Accounting students in the 1st semester of Syarif Hidayatullah State Islamic University and also differences in Customer Loyalty. The second study, difference between this study and the research above is that previous studies had non-specific or non-specific subjects, it could be said that the subject was generally all Tokopedia e-commerce users. However, this study uses a more specific subject, namely the 1st-semester Accounting S1 student at the Jakarta State Islamic University Syarif Hidayatullah who uses the Tokopedia E-commerce application. The third study, the difference between this study and the research above is that the research above uses the object of Shopee's E-commerce service quality, however, in this study, the author uses the Tokopedia E-commerce service quality object. The fourth study, the difference between this study and the research above can be seen from the many variables, namely, the variables of Service Quality, Facilities, and Prices on Tokopedia Customer Satisfaction. With these 4 variables, the discussion of the research is very detailed and very complex. Because each other explains the relationship between one variable and 4 other variables. While in this study only used 2 variables, namely customer satisfaction and service quality. And the subject is still general or not specific in the research above, while in this study the subject of S1 Accounting students Semester 1 Syarif Hidayatullah State Islamic University. The fifth research, the difference between the research above and this research is that the research above explains in more detail what things affect customer satisfaction in the Tokopedia marketplace, and also the subject is very broad or the entire Tokopedia user. While in this study, is more directed to the quality of service to customer satisfaction and also the subject that has been reduced, namely students of S1 Accounting Semester 1 Syarif Hidayatullah State Islamic University.

In the sixth study, the difference between the research above and this research can be seen very clearly that the research above explains more about service quality and also trust in loyalty which discusses the loyalty or loyalty of Tokopedia customers. Meanwhile, this research will focus more on the effect of service quality on customer satisfaction. So later this research will only discuss that, unlike the research above which discusses in terms of trust and customer loyalty. The seventh study, the difference between this study and the research above, lies in the object and subject, where the above research uses the object of Shopee's E-commerce service quality while in this study the author uses the Tokopedia E-commerce service quality object. Then the next difference is that the subject in the study above uses the subject of S1 Business Administration students in the final semester of 2018 – 2019 Faculty of Administrative Sciences & Secretariat (FIAS) IBM Asmi. Meanwhile, in this research, the subject of S1 Accounting is Semester 1, Syarif Hidayatullah State Islamic University.

Here are some basic theories that researchers use as the foundation of this research. First, the theory put forward by Loudon (1998) says that E-Commerce is a transaction process carried out by buyers and sellers in buying and selling various products electronically from company to company using a computer as an intermediary for business transactions. As for another opinion that explains Online Marketing (E-commerce), Dianawati (2007: 6) says that online marketing is a marketing communication activity using internet media.

Meanwhile, Syafrizal's explanation in the journal Quality of Service and Customer Satisfaction (2008) said that service quality is the delivery of excellent or superior services aimed at satisfying customers in accordance with their perceptions and expectations. Meanwhile, according to Parasuraman (2007) said that service quality is a comparison between services that are felt equal or exceed the expected service quality, then the service can be said to be of high quality and satisfactory. Service quality is the level of service with the fulfillment of customer expectations and needs.

The reason the researchers chose students S1 accounting semester 1 Syarif Hidayatullah State Islamic University as the subject of this study is because this researcher is from the University who



wants to know the university environment about the quality of services provided by e-commerce Tokopedia to students S1 accounting semester 1 especially students who use e-commerce applications Tokopedia. And also students are agents of change for this nation, so researchers want students to be wiser in using applications in online shopping.

Furthermore, the reason why researchers chose Tokopedia's E-commerce service quality as the object of research is that Tokopedia's E-commerce over the past 5 quarters in 2021 to date, Tokopedia has managed to rank 1 as the e-commerce with the largest number of monthly web visitors. Therefore, researchers took the object because the object is very attractive to the public with the number of E-commerce web visits No. 1 in Indonesia, which beat its competitors, namely Shopee, Lazada, and so forth.

Based on the above explanation of this study determine the formulation of the problem as follows :

Does the quality of Service affect customer satisfaction Tokopedia?

Therefore, the purpose of this study is to find out the effect of service quality on a Tokopedia E-Commerce customer satisfaction

2. METHODOLOGY

This research is a type of quantitative research, which means research that uses numerical data and emphasizes the research process of measuring objective results using statistical analysis. There are two variables in this study, the independent variable (X) and the dependent variable (Y). An Independent variable (X) can also be called an independent variable which is a variable that affects or is the cause of the dependent variable (bound). The Independent variable is a variable of service quality. The dependent variable (Y) can also be called a dependent variable which is a variable that is influenced or caused by the independent variable (free). The dependent variable is a variable of customer satisfaction.

The population in this study was all students of the S1 accounting Study Program Class of 2022 semester 1 who used the Tokopedia application registered at the Faculty of Economics and business, state Islamic University of Jakarta Syarif Hidayatullah. The sampling techniques used were non-probability sampling techniques. The nonprobability sampling technique used in this research sample is quota sampling. This sample selection is used because not all populations have criteria that are following what the researcher has determined. Therefore, researchers choose quota sampling techniques by setting certain considerations or criteria that must be met by the samples used in this study. Considerations in quota sampling techniques in this study are students who use the Tokopedia application with the following sampling criteria:

1. S1 accounting student Semester 1 Faculty of Economics and business, state Islamic University of Jakarta Syarif Hidayatullah
2. Student Of The Faculty of Economics and business, state Islamic University of Jakarta Syarif Hidayatullah who has used Tokopedia.

To minimize the occurrence of damage or incomplete research questionnaires, the researchers took a sample of 30 respondents who are students of the S1 Accounting Faculty of Economics and business, state Islamic University of Jakarta Syarif Hidayatullah. Field research was conducted by spreading questionnaires. The questionnaire is a data collection technique that is done by giving a set of questions or written statements to the respondent for the answer and can be given to the respondent directly or sent by mail or the internet. To analyze or process data using the latest version of SPSS version 25. The methods used are validity analysis, reliability analysis, descriptive statistical analysis, normality analysis, and simple linear regression analysis.

3. RESULTS AND DISCUSSION

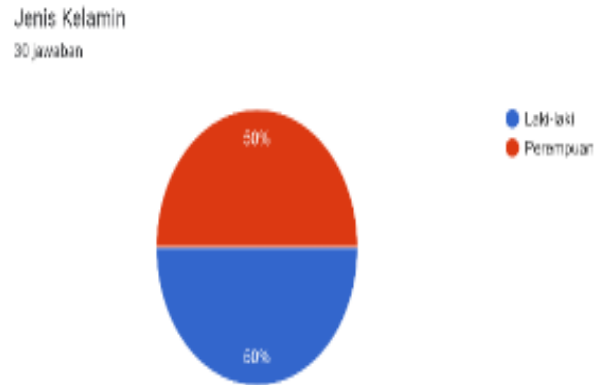
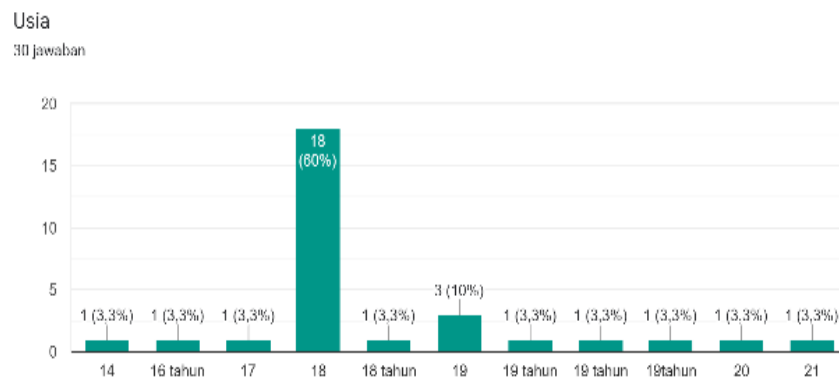


Diagram 1. Respondent's gender data

Based on diagram 1. above with 30 respondents who are S1 Accounting Students in Semester 1 of Syarif Hidayatullah State Islamic University, when viewed in terms of gender, men and women are balanced with a count of 50% each.



Graphic 1. Respondent Age Data

From the graphic data, it can be concluded that the majority of the respondents are aged 18 years, where the respondents of this study are semester 1 students, so it can be concluded that the target of our research is in accordance with the subjects we chose.

Table 1. Validity Analysis

No. Item	R ^{count} Service quality (x)	No. Item	R ^{count} Customer satisfaction (y)	R ^{tabel} (30)	Conclusion
X01	0,384	Y01	0,638	0,361	Valid
X02	0,672	Y02	0,633	0,361	Valid
X03	0,682	Y03	0,856	0,361	Valid
X04	0,775	Y04	0,747	0,361	Valid
X05	0,460	Y05	0,883	0,361	Valid
X06	0,694	Y06	0,763	0,361	Valid
X07	0,537	Y07	0,640	0,361	Valid
X08	0,478	Y08	0,781	0,361	Valid
X09	0,676	Y09	0,843	0,361	Valid
X10	0,777	Y10	0,812	0,361	Valid
X11	0,735			0,361	Valid
X12	0,696			0,361	Valid
X13	0,549			0,361	Valid
X14	0,825			0,361	Valid
X15	0,827			0,361	Valid
X16	0,672			0,361	Valid
X17	0,666			0,361	Valid
X18	0,458			0,361	Valid
X19	0,775			0,361	Valid
X20	0,569			0,361	Valid

In the results of table 1. in the validity test, it can be concluded that all indicators on the variables X and Y are declared valid because the value of rcount is greater than the value of rtable. So the data and No items are said to be valid.

Table 2. , Reliability Analysis

Variabel	Cronbach's Alpha	Conclusion
Kualitas Pelayanan (X)	0,921	Realibel
Kepuasan Pelanggan (Y)	0,916	Realibel

In the results of table 2. it can be concluded that the variables X and Y are declared reliable or real because the value of Cronbach's Alpha on variables X and Y is greater than 0.6.

Table 3. Descriptive Statistical Analysis

	Descriptive Statistics					
	N Statistic	Minimum Statistic	Maximum Statistic	Mean Statistic	Std. Error	Std. Deviation Statistic
Kualitas Pelayanan	30	60	100	82.43	1.690	9.258
Kepuasan Pelanggan	30	21	50	40.93	.972	5.324
Valid N (listwise)	30					

In the results of table 3, In the statistical descriptive table the variable (X) Quality of Service gets an average of 82.43, from a minimum value of 60 and a maximum of 100, so that the variable (X) Quality of Service can be said to be in the order of agree to strongly agree. In the variable (Y) Customer Satisfaction gets an average of 40.93 from a minimum value of 21 and a maximum of 50, so that Customer Satisfaction is in the order of agree to strongly agree. This means that Service Quality (X) affects the variable (Y) Customer Satisfaction.

Table 4. Normality Analysis Kolmogorov Smirnov

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		30	
Normal Parameters ^{a, b}	Mean	.0000000	
	Std. Deviation	2.86336105	
Most Extreme Differences	Absolute	.151	
	Positive	.131	
	Negative	-.151	
Test Statistic		.151	
Asymp. Sig. (2-tailed) ^c		.080	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.079	
	99% Confidence Interval	Lower Bound	.072
		Upper Bound	.086

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

In the results of table 4. based on the results of the normality test, it is known that the significance value is $0.080 > 0.05$, it can be concluded that the residual value between service quality and customer satisfaction is normally distributed.

Table 5. Model Summary, Simple linear regression analysis

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.843 ^a	.711	.700	2.914

a. Predictors: (Constant), Kualitas Pelayanan

b. Dependent Variable: Kepuasan Pelanggan

In table 5. above explains the value of the correlation / relationship (R) which is equal to 0.843. From the output, the coefficient of determination (R Square) is 0.711, which implies that the effect



of the independent variable (Service Quality) on the dependent variable (Customer Satisfaction) is 71.1%.

Table 6. Anova, Simple linear regression analysis.

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	584.100	1	584.100	68.785	<,001 ^b
	Residual	237.766	28	8.492		
	Total	821.867	29			

a. Dependent Variable: Kepuasan Pelanggan

b. Predictors: (Constant), Kualitas Pelayanan

Based on the Anova output table, it can be seen that the calculated F value = 68,785 with a significance level of $0.001 < 0.05$, then the regression model can be used to predict the participation variable or in other words there is an influence of the Service Quality Variable (X) on the Customer Satisfaction Variable (Y).

4. CONCLUSION

Results Based on this research and discussion, it can be concluded that in this study all data were valid, reliable, and normally distributed. Service Quality has a positive and significant effect on all indicators of the X variable and has an average value of agree to strongly agree. Customer goals have a positive and significant effect on all indicators of the Y variable and have an average value of being satisfied. And there is an influence between service quality and customer satisfaction of 71.1%.

Based on the conclusions obtained in this study, it is hoped that this research can provide input or as consideration for companies in improving the quality of services provided in order to increase the level of satisfaction which will have an impact on long-term company profits. In addition, it is recommended to conduct further research, with other new variables, so that it will provide input for all parties, especially to provide input for Tokopedia.

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