

Effect of Product Price, Product Quality, And Service Quality On Customer Satisfaction E-Commerce Bliblie.Com

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Abstract

The world of internet information and technology is experiencing very rapid growth. The internet is so popular including the speed and flexibility of useful information in various areas of life, one of which is E-commerce. The emergence of Ecommerce in Indonesia today, which is the beginning, including tokopedia, shopee, bukalapak and one of them is blibli.com. The method in this research is quantitative by using a sample of 100 respondents and the sampling technique is purposive sampling with the criteria of having made a purchase at e-commerce blibli and domiciled in the city of Lamongan. The results of this study, the results of the t test show that product price and service quality partially have a significant effect on customer satisfaction, but product quality does not have a significant effect on customer satisfaction e-commerce blibli. And from the results of the F test that the product price, product quality and service quality variables have a significant effect simultaneously on customer satisfaction on blibli e-commerce. And the results of multiple linear regression test that the most dominant variable influencing customer satisfaction on e-commerce blibli in this study is service quality.

Keywords: *Product price, Product quality, Service quality and Customer satisfaction*

Keywords: Harga Produk, Kualitas Produk, Kualitas Layanan dan Kepuasan Pelanggan

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Introduction

Considering the rapid progress of marketplace or e-commerce in Indonesia, the competition between companies is getting tighter. Therefore, The company must continue to grow to compete with other companies. In competition, the power of a company to develop customer satisfaction is very important. Blibli is one of the companies which operate in the e-commerce sector in Indonesia. Based on survey data, visitors to Blibli.com have decreased from year to year and the number of emerging ecommerce competitors causing lack of interest in Blibli.com ecommerce.

Customer satisfaction can be interpreted as a consumer's reaction in deciding something the activity of purchasing a product with the intention of determining the media internet to meet their needs. To survive, to thrive and

continue to achieve customer satisfaction, the managers of the company make a competitive advantage over the company's products through product price, product quality and service quality. Satisfying consumers provide opportunities and benefits for businesses and allows consumers to repurchase.

Research method

This research uses quantitative methods with samples totaling 100 respondents. The calculation results of this research is using SPSS Version 25. Sampling technique in this research is purposive sampling which sampling is carried out with certain criteria or characteristics, namely:

- Have ever made a purchase on Blilbi E-commerce
- Live in the city of Lamongan, temporarily or permanently.

Data analysis and result

1. Validity Tes

With the r table at $df = N-2$ and probability 0.05, we get $r\text{-table} = 0.196$ and it is said to be valid if $r\text{ count} > r\text{ table}$ from the validity test It proves that all indicators are used to measure variables used in this research has a higher r count than the r table = 0.1966 (the value of r-table for the test subjects is 100). So it can be concluded that the data from these variables can be said to be valid.

2. Reliability Tes

Tabel.1.

Reliability Tes

No.	Variabel/ Indikator	Cronbach's	Nilai	Ket
1.	Product Price (X1)	0,887	0,60	Reliabel
2.	Product Quality (X2)	0,935	0,60	Reliabel
3.	Service Quality (X3)	0,937	0,60	Reliabel
4.	Customer Satisfaction (Y)	0,923	0,60	Reliabel

Sumber: data diolah dari spss versi 25

From the results of the table, it shows that the test results reliability for all independent variables Product Price (X1) is 0.887, Product Quality (X2) is 0.935, Service Quality (X3) is 0.936, and the dependent variable Customer Satisfaction (Y) is 0.923, The Crombac's Alpha value > 0.60 so it can be concluded that All questionnaire statements have consistency standards Reliable.

3. Multiple Linear Regression Test

Tabel 2. Hasil Uji Regresi Linier Berganda

Model	Unstandardized Coefficients		Standardized Coefficient	T	Sig.
	B	Std. Error	Beta		
	1 (Constant)	2.333	.789		
PRODUCT PRICE (X1)	.366	.101	.309	3.635	.000
PRODUCT QUALITY (X2)	.114	.068	.182	1.663	.100
SERVICE QUALITY (X3)	.426	.086	.466	4.945	.000

a. Dependent Variable: CUSTOMER SATISFACTION (Y)

Sumber: data diolah dari spss versi 25

The table describes the regression equation model double linear, namely: $Y = 2.333 + 0.366 + 0.114 + 0.426 + e$, then this equation can be interpreted as follows: (a) = 2.333 It means that if the independent variable in the research is Product Price, Product Quality and Service Quality are equal to zero then the dependent variable Customer Satisfaction is 2.333.

(X1) = 0.366 If the Product Price variable is increased by 1 unit then customer Satisfaction will increase or increase by 0.366 with assumption that other variables can have an effect are considered constants (a and X1= 0).

(X2) = 0.114 If the Product Quality variable is increased by 1 unit then Customer Satisfaction will increase or increase by 0.114 with the assumption that other variables can have an effect are considered constant (a and X2 = 0)

(X3) = 0.426 If the Service Quality variable is increased by 1 unit then Customer Satisfaction will increase or increase as much as 0.426 with the assumption that other variables could have an influence considered constant (a and X3 = 0)

4. Multiple Correlation Test

Tabel 3. Hasil Uji Korelasi Berganda

Model Summary

Model	R	R Squared	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.907 ^a	.823	.817	1.55713	.823	148.649	3	96	.000

a. Predictors: (Constant), SERVICE QUALITY (X3), PRODUCT PRICE (X1), PRODUCT QUALITY (X2)

Sumber: data diolah dari spss versi 25

It is known that the coefficient between Product price, Product quality, and Service quality with the dependent variable customer satisfaction obtaining a value of 0.907 which is equivalent to the correlation table produces a very strong relationship between variables due to value coefficient interval lies between 0.80 – 1.000. From the coefficient test above in table 5.15, it proves the R value square of 0.823 or 82.3%, this value proves that the r value is 82.3% of the dependent variable (Y) can be explained by 3 independent variables (X1, X2, and X3). While the remaining 17.7% explained by other factors outside the model in the research conducted.

5. Uji-t

Tabel 5. Hasil Uji t

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	2.333	.789		2.958	.004
PRODUCT PRICE (X1)	.366	.101	.309	3.635	.000
PRODUCT QUALITY (X2)	.114	.068	.182	1.663	.100
SERVICE QUALITY (X3)	.426	.086	.466	4.945	.000

a. Dependent Variable: CUSTOMER SATISFACTION (Y)

- X1 obtained t table (3.635) is higher than t table (1.984). So t table > t count then H1 is accepted, so it can be interpreted that there is a significant influence between the Product Price variable (X1) on Customer Satisfaction (Y) on Blibli E-Commerce.
- X2 obtained t count (1.663) is lower than t table (1.984). So that t count < t table then H1 is rejected, so it can be interpreted that there is no significant influence between the Product variables Quality (X2) on Customer Satisfaction (Y) on Blibli E-Commerce.
- X3 obtained t count (4.945) is higher than t table (1.984). So that t count > t table then H1 is accepted, so it can be interpreted there is a significant influence between the Service Quality variable (X2) on Customer Satisfaction (Y) on Blibli E-Commerce. It is shows that product price and service quality are partially has a significant effect on blibli e-commerce customer satisfaction However, product quality does not have a significant effect on customers satisfaction e-commerce blibli.com This shows that product price and service quality are partially has a significant effect on e-commerce customer satisfaction blibli but, product quality does not have a significant effect on blibli.com e-commerce customer satisfaction

6. Uji-f

Tabel 6. Hasil Uji f

ANOVA^a

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1081.272	3	360.424	148.649	.000 ^b
	Residual	232.768	96	2.425		
	Total	1314.040	99			

a. Dependent Variable: CUSTOMER SATISFACTION (Y)

From the results of the F test, it is found that the calculated f value is (148.649) > table f (2.69), so H_1 accepted. From these results it can be concluded that variables Product Price (X1), Product Quality (X2) and Service Quality (X3) have a significant influence simultaneously on customers Satisfaction (Y) on Blibli E-Commerce.

Conclusion

Based on the results above, after researching with the SPSS analysis tool, so the conclusion is :

1. The Product Price and Service Quality variables are partially influential significant impact on Customer Satisfaction on Blibli E-Commerce. It can be shown through research results using the t test, that the variable X1 obtained t calculated (3.634) is greater than t table (1.984), which means that there is an influence significant relationship between the Product Price variable and Customer Satisfaction.
The variable X2 obtained t count (1.663) is smaller than t table (1.984), which means that the influence is not significant between the variables Product Quality towards Customer Satisfaction. And variable X3. it is found that the calculated t (4.945) is greater than the t table (1.984), so It can be concluded that there is a significant influence between the Service Quality variable and Customer Satisfaction.
2. Product Price, Product Quality and Service Quality variables simultaneously has a significant effect on Customer Satisfaction on Blibli ECommerce. This can be proven through research results using the F test, the F table value was obtained (2.69). So the F value count (148.649) > F table (2.69) then the three variables are simultaneous has a significant effect on Customer Satisfaction.
3. The Service Quality variable has a dominant influence on Customer Satisfaction on Blibli E-Commerce. This can be proven through the results of multiple linear regression analysis which can be seen from the beta coefficient of 0.426, it shows that these results are higher than other variables.

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