The Influence Of Application Quality And Service Quality On Shopee Customer Satisfaction In Bogor

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ABSTRACT

This study aims to determine: (1) the effect of Application Quality on Shopee Customer Satisfaction in Bogor, (2) the effect of Service Quality on Shopee Customer Satisfaction in Bogor, and (3) The Effect of Application Quality and Service Quality together on Shopee Customer Satisfaction in Bogor. The sample used in this study was 385 samples of Bogor city residents who had shopped or used Shopee. The method used in this research is descriptive quantitative, where theoretical testing is carried out by measuring the research variables numerically and analyzing the data. In this study using primary data obtained directly from respondents who will be collected through a questionnaire. And using SPSS as a tool to solve problems. The questionnaire in this study uses a Likert scale as a measurement scale for research instruments. Based on the descriptive results on each variable, it shows that the independent variables Application Quality (X1) and Service Quality (X2) have a positive and significant effect on the dependent variable Customer Satisfaction (Y). This can be seen from the results of the analysis of the testing of each variable X and Y, both partial testing (t test) and simultaneous testing (f test).

Keywords: Application Quality, Service Quality, Customer Satisfaction, Shopee.

INTRODUCTION

In the modern era This Where technology the more Sophisticated and helpful public in operate his job with fast and easy. Different from before when want to contact Friend nor family must through letters and necessary long wait, now Enough with *smartphones* just because you can exchange news even though there are different countries can relate in a way direct through message text as well as videos.

One of development technology is development technology information, Development technology fast information in a number of year final own impact on various aspect life. Online business or usually called with Commerce being one of them technology lots of information used in Indonesia and one of them is in Bogor. It's fast development *E-Commerce* a number of year later This make *E-Commerce* become prospect big business in the world of trade especially in Bogor itself.

Shopee is one of them One of *the e-commerce* areas in Indonesia is also in the city of Bogor. The history of Shopee in Indonesia began in 2018 December 2015. This e-commerce achievement is success deep promotion time short, user No lost Lots from its competitors.

In support satisfaction consumer Of course, supporting factors are needed For reach satisfaction consumers that will be felt by consumers. Shopee as *e-commerce* has tool For operate the service form mobile application. Every mobile app for sure own quality in its operation. Quality application will make consumer feel made easy with existing features in application the. Quality application focuses on convenience use and quality information presented in application. Quality information in quality application This can seen from completeness the information presented is relevant to need users, accurate meaning Correct No misleading user, format No complicated when use, and accuracy

time that is information must up to date. If all matter That can fulfilled naturally consumer will satisfied to quality application provided.

Another supporting factor for reach satisfaction that will be felt consumer is quality service. Quality service which felt consumer after use A service. Quality service focuses on five aspects that is form physical, reliability, responsiveness, empathy, and reassurance. If company *E-Commerce* like Shopee implements to all aspect the naturally will get positive feedback from consumer. Consumer which are already feel quality service will own that experience positive like get benefit on fulfillment needs and request they. If consumers feel The services provided by Shopee are appropriate with hope so consumer tend will satisfied to quality services provided by Shopee.

Based on the problems that occurred at Shopee, the following research questions were formulated:
1. How does quality affect application on satisfaction Shopee customers ?
2. How does quality affect service on satisfaction Shopee customers ?
3. How does quality affect application and quality service in a way together in satisfaction Shopee customers ?

METHOD

The type of data used in this research is quantitative data. Quantitative data is data in the form of numbers. For example, respondent's age and income, customer income and others. The data used in this research consists of primary data and secondary data. Sekaran (2011), primary data is data that refers to information obtained first hand by researchers relating to variables of interest for the specific purpose of the study.

Primary data sources are individual respondents, focus groups, the internet can also be a primary data source if the questionnaire is distributed via the internet. The data source used in this research is secondary data. Sugiyono (2014), secondary data is a source of research data obtained by researchers indirectly through intermediary media (obtained and recorded by other parties). In this research, secondary data comes from journals and articles taken from the internet.

Subject study is something very important that must be exists and was selected by the author since beginning study. On research this will be it become subject study according to writer It is the people of Bogor City who use and know about it application Shopee *e-commerce* with use Questionnaire.

According to Sugiyono, (2015) Population is the area of generalization that consists on : object / subject that has quantity and characteristics certain conditions determined by the researcher For studied and then withdrawn the conclusion. In research this is what happened population are the people of Bogor City. According to Sugiyono, (2015) Samples are "Part of the number and characteristics possessed by the population the. If population big, and researcher No Possible learn everything in the population, for example Because limited funds, energy, time, then researcher can use samples taken from population". Deep sample study This are customers from Shopee in Bogor, Because amount population not known so For determine amount a population that does not is known. This Research Data was analyzed with Assumptions Classic test, validity test, reliability test and mutiple regression analysis.

RESULTS AND DISCUSSION
Profile Respondent

Research results will be discussed covers descriptive research, results testing data and results testing hypothesis. Characteristics respondents give a number of information in a way simple about circumstances respondents made as object research, information the about type gender, age, occupation, income and domicile. Respondent in study This Of course there are 385 people who know Shopee application. From the results The questionnaire consisted of 385 respondents of course processed become research data with use SPSS *software.*

Hypothesis Test Results
Table Regression Multiple Analysis Result

Model		Unstandardized Coefficients B	Unstandardized Coefficients Std. Error	Standardized Coefficients Beta
1	(Constant)	3,209	,919	
	Quality Application	,195	,058	,169
	Quality Service	,428	,047	,466

a. Dependent Variable: Total Satisfaction Customer
Source : Processed SPSS data researcher, 2023

So it can be determined equality regression multiple For study This as following :
Y = 3.209 + 0.195 (X1) + 0.428 (X2) + e
Based on Equation above can showing that :
1. (X1) Quality Application = (X2) Quality Service = 0, then (Y) Satisfaction Customer will worth as big as the constant namely 3,209
2. If X1 (Quality Application) increases by 1 (one) unit then Y (Satisfaction Customer) will has the potential to increase by 0.195 if other variables are considered constant.
3. If X2 (Quality Service) increased by 1 (one) unit then Y (Satisfaction Customer) will has the potential to increase by 0.428 if other variables are considered constant.

Table Coefficient of Determination Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,579 [a]	,335	,332	1,770

a. Predictors: (Constant), Total Quality Service, Total Quality Application
Source : Processed SPSS data researcher, 2023

Based on the table the summary model output results can be explained that connection or correlation double throughout variable (Quality Application and Quality Service), have strength very strong relationship. This matter seen based on mark coefficient correlation multiple of 0.579. Acquisition This seen The r-square determination is 0.335 explained that variable Quality Application and Quality Service capable influence or explain diversity (Variability) value from Satisfaction Customer amounted to 33.5% whereas the rest amounting to (100%-33.5%=66.5%) influenced outside the model or explained by other variables that are not researched.

Table F Test Results (Simultaneous)

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	602,791	2	301,396	96,236	,000 [b]
	Residual	1196.367	382	3,132		
	Total	1799.158	384			

a. Dependent Variable: Total Satisfaction Customer
b. Predictors: (Constant), Total Quality Service, Total Quality Application
Source : Processed SPSS data researcher, 2023

Based on table influence between Quality Application and Quality Service on Satisfaction Shopee customers obtained f count 96,236 and more big from f- table (df1= 3, df 2=382, α=5%) = 3.02 and is supported by the value significance of 0.000 and more small from 0.05 with Thus H0 is rejected and H3 is accepted which is meaningful Quality Application and Quality Service in a way together influential positive on Satisfaction Customer.

Hypothesis testing between Quality Application and Quality Service in a way simultaneous to Y in a way Partial

> Ho : β 1= β 2= β 3=0, no there is influence Quality Application and Quality Service to Satisfaction customer
>
> H 1 : β 1= β 2= β 3=0, exists influence Quality Application and Quality Service in a way together to Satisfaction customer

Based on table influence between Quality Application and Quality Service on Satisfaction Customer obtained f count 96.236 and more big from f- table (df1= 3, df 2=382, α=5%) = 3.02 and is supported by the value significance of 0.000 and more small from 0.05 with Thus H0 is rejected and H3 is accepted which is meaningful Quality Application and Quality Service in a way together influential positive on Satisfaction Customer.

Table T Test Results (Partial)

Model		t	Sig.
1	(Constant)	3,490	,001
	Quality Application	3,344	,001
	Quality Service	9,186	,000

a. Dependent Variable: Total Satisfaction Customer

Source : Processed SPSS data researcher, 2023

For Showing connection Quality Applications on Satisfaction Customers and Quality Service on Satisfaction Customers, with t table α = 5% (df = nk-1 or df = 385-2-1 = 382; α = 5%) = 1.65. So:

Hypothesis testing between Quality Applications on Satisfaction Customer in a way Partial

Ho : β 1= β 2=0, no there is influence Quality Application to Satisfaction customer

H 1 : β 1= β 2=0, exists influence Quality Application to Satisfaction customer

Based on table obtained calculated t value of 3.344 and t table of 1.65 with thereby then t count more big from t table or (3.344 > 1.65), and value significance is at below 0.05 (0.000<0.05). With Thus H0 is rejected and H1 is accepted matter This means there is influence Quality Applications on Satisfaction Customer.

Hypothesis testing between Quality Service on Satisfaction Customer in a way Partial

Ho : β 1= β 2=0, no there is influence Quality Service to Satisfaction customer

H 2 : β 1= β 2=0, exists influence Quality Service to Satisfaction customer

Based on table obtained calculated t value of 9.186 and t table of 1.65 with thereby then t count more big from t table or (9.186 > 1.65), and value significance is at below 0.05 (0.000<0.05). With Thus H0 is rejected and H2 is accepted matter This means there is influence Quality Service on Satisfaction Customer.

Discussion

Influence Quality Applications on Satisfaction Customer. Based on table obtained calculated t value of 3.344 and t table of 1.65 with thereby then t count more big from t table or (3.344 > 1.65), and value significance is at below 0.05 (0.000<0.05). With Thus H0 is rejected and H1 is accepted matter This means there is influence Quality Applications on Satisfaction Customer. Quality application influential positive to satisfaction customers, which means the more Good quality application, then will the more high level too satisfaction customer. Research result This strengthen study previously carried out by Intan Lestari (2020) Influence Quality Application To Satisfaction GOJEK customers in Jember City stated that satisfaction customer influenced by quality application.

Influence Quality Service on Satisfaction Customer. Based on table obtained calculated t value of 9.186 and t table of 1.65 with thereby then t count more big from t

table or (9.186 > 1.65), and value significance is at below 0.05 (0.000<0.05). With Thus H0 is rejected and H2 is accepted matter This means there is influence Quality Service on Satisfaction Customer. Quality service influential positive to satisfaction customers, which means the more tall level quality service, then will the more high level too perceived satisfaction customer. Research result This strengthen study previously conducted by Rita Zahara (2019) Influence Quality Service to Loyalty Customer with Satisfaction Customer as intervening variable states that satisfaction customer influenced by quality service.

Influence Quality Application and Quality Service in a way together on Satisfaction Customer. Based on table influence between Quality Application and Quality Service on Satisfaction Customer obtained f count 96.236 and more big from f- table (df1= 3, df 2=382, α=5%) = 3.02 and is supported by the value significance of 0.000 and more small from 0.05 with Thus H0 is rejected and H3 is accepted which is meaningful Quality Application and Quality Service in a way together influential positive on Satisfaction Customer. Research result this also shows correlation between variable quality application (X1) and quality service (X2) incl category strong. Additionally, based on mark R 2 is known that variable quality application (X1) and quality service (X2) provides contribution to satisfaction Shopee customers in Bogor (Y) amounted to 0.335 (33.5%) and the remainder explained by other factors that are not explained in study This.

Based on results testing and discussion diaats can made material Shopee evaluation in Bogor. With variables used that is Quality Application and Quality Service on Satisfaction Mutual customers related between variable. If Quality Application good and Quality Service tall so will Lots customer feel satisfied. On the contrary If variable that decrease so customer will more choose Other *e-commerce* compared choose Shopee, because That a number of things that must carried out by Shopee based on study on :

a. Influence Quality Applications on Satisfaction Customer

Increase The quality of the Shopee application has mark big For company Because influence on satisfaction customers, which means that the more Good quality application carried out company so will increase performance company through enhancement satisfaction customer. Activity This can done with make new and exciting features security more applications OK, that 's later will become competitive advantage for company.

b. Influence Quality Service on Satisfaction Customer

Increase Shopee has quality service mark big For company Because influence on satisfaction customers, which means that the more tall quality services performed company so will increase performance company through enhancement satisfaction customer. Activity This can done with increase quality customer service and delivery training to employee in serve customers, which will be later will become competitive advantage for company.

CONCLUSIONS

Application Quality has a positive and significant effect on Customer Satisfaction with a regression coefficient value of 0.195 and a significant value of 0.000. Promotion Service Quality has a positive and significant effect on Customer Satisfaction with a regression coefficient value of 0.428 and a significant value of 0.000. The results of this research state that Application Quality and Service Quality have a joint (simultaneous) effect on Customer Satisfaction at Shopee in Bogor. The higher the application quality and service quality, the higher the customer satisfaction at Shopee.

For company Shopee *e- commerce*, as already explained above and get it seen from study on is known that Quality Application influential positive and significant on Satisfaction Customers, Quality Service influential positive and significant on Satisfaction Customers and Quality Application and Quality Service in a way together influential and significant on satisfaction Customer. So any suggestions I would like given writer towards

Shopee is the more Good quality application and quality services performed company so will increase performance company. So that customer satisfied with what Shopee provides.

On next research, it should be capable give extras supporting theory so that will can give description new specifically about Quality Application and Quality Service, as well expected study This can made material reference and comparison in do study similar later day.

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