



## The Effect of Service Quality on Shopee Customer Satisfaction on Students of the Technology and Business Master Institute Pekanbaru

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### Abstract

*This study aims to determine and analyze the effect of service quality on customer satisfaction. The analysis in this study uses the independent variable of service quality. The dependent variable is customer satisfaction. The sample of this research is the students of the Master's Institute. The sample is carried out using a non-probability sampling technique, which is sampling that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample. Data collection techniques were carried out by means of questionnaires and interviews. The total population at the Master's Institute is 3004 and the sample obtained is 97 people. The results obtained that the  $t$  value is known to have a  $t$ -count of  $7.920 > t$ -table  $0.199$ , so it can be concluded that the service quality variable ( $X$ ) has a significant effect on the consumer satisfaction variable ( $Y$ ). The results obtained that the  $R^2$  value of the coefficient of determination is found in the Adjusted  $R$  Square of  $0.391$ . This means that the ability of the independent variable to explain the dependent variable is  $39.1\%$ , the remaining  $61.9\%$  is explained by other variables not discussed in this study.*

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

### 1. Introduction

Along with the times, people's lifestyles are increasingly instantaneous because the majority of people have high mobility in their daily activities. So that people are looking for something practical and instantaneous in meeting their daily needs. This is followed by online shopping which can help the community.

Through the existence of internet technology and internet users in the world, trading activities began to experience development. Many business people are starting to use the internet to promote and trade, this new business in the digital world is called electronic commerce (e-commerce). E-commerce is sales made through electronic media.

Describes E-commerce as a type of electronic business mechanism that focuses on individual-based business transactions using the internet as a medium for exchanging goods or services[1].

In Indonesia itself, there are many online buying and selling sites or online buying and selling applications on smartphones such as Lazada, Bukalapak, Tokopedia, Blibli.com, JD.id, and Shopee. E-commerce does not only sell clothes, shoes, or electronic goods, but now sells many other necessities such as transportation tickets, or other products.

In Indonesia, online shopping has become the choice of many parties to obtain goods. The ever-increasing growth of e-commerce in Indonesia has made Shopee to enliven this industry.

Shopee is an application that is engaged in buying and selling online and can be accessed easily by using a smartphone. Shopee comes in the form of an application that makes it easy for users to do online shopping activities without having to use a computer. But simply using your smartphone, Shopee will offer a variety of fashion products to daily necessities.

Shopee participated in the Indonesian market at the end of May 2015 and started operating in June 2015. Shopee

is a subsidiary of Garena based in Singapore. penetration of gadget users makes PT Shopee Internasional Indonesia see new opportunities in the world market. Now Shopee has spread to various countries in the Southeast Asia Region such as Singapore, Malaysia, Vietnam, Thailand, the Philippines, and Indonesia.[2]

According to sources obtained by researchers from iprice.co.id, from Q1 to Q4 Shopee became the most popular by ranking first as the most popular commercial website visit. As according to Hawkuns and Lonney quoted in Tjiptono that one indicator of consumer satisfaction is the interest in revisiting. Even though Shopee is ranked first, there are still many consumers who are disappointed with the services provided by Shopee. [3]

At Shopee, buyers can choose the desired product at a much cheaper price than shopping at an offline store, but the risk of shopping in the marketplace is that buyers can only see the items to be purchased through available photos or images, buyers cannot see the condition of the goods directly. direct. So that it is not uncommon for goods purchased when they arrive at the buyer to experience problems, such as defects, non-original goods, slow delivery, bad seller response and others.

There are still consumers at the Master Institute who are not satisfied with the service at Shopee. Based on the statement above, this is what attracted the researcher to take the title of the research The Effect of Service Quality on Shopee Consumer Satisfaction on Students of the Pekanbaru Master of Technology and Business Institute.

## 2. Research Methods

This research was conducted at the Pekanbaru Master Institute which is located at Jl. Arifin Ahmad no. 58, Pekanbaru-Riau. The time of the research will be from April to July 2021.

The types and sources of data used are quantitative data, quantitative data, namely data in the form of numbers that can be calculated, obtained from the calculation of the questionnaire to be carried out related to the problem to be studied. While the data sources used in this study are:

1. Primary data is data obtained through the results of distributing questionnaires to a number of respondents who became the sample of this study, namely regarding respondents' responses to purchasing decisions.

2. Secondary data, is supporting data obtained from the literature, library materials and company documents related to the problem to be studied.

The population is a generalization area consisting of objects and subjects that have certain characteristics that have been determined by the researcher. If someone wants to examine all the elements in the research area. So the research is a population study. The study or research is also called a population or census study. The population in this study were students at the Master's Institute. [4]

In this study, the authors make students at the Master's Institute College as the population in this research. The procedure which is then used for data collection is a probability sampling technique, which is a sampling technique that provides equal opportunities for each element (member) of the population to be selected as a member of the sample. Then the technique used in sampling using nonprobability sampling method. Non-probability sampling method is sampling that does not provide equal opportunities or opportunities for each member of the population to be selected as a sample.

The sample is part of the number and characteristics possessed by the population, the sample taken from the population must be truly representative [5]. Because the population is known for certain, to determine the sample size, the Slovin formula is used as follows:

$$n = \frac{N}{1 + N \cdot e^2}$$

By using the above formula, the following calculation is obtained:

$$n = \frac{3004}{1 + 3004 (0,01)} = 96,77 = 97 \text{ orang}$$

Thus, the results of the calculation based on the Slovin formula, the sample obtained was 97 people.

In this study, a simple linear regression analysis model was used using SPSS version 25.0 (Statistical Package for Social Science) program tools, namely an analysis of the relationship between one dependent variable and one independent variable [6].

## 3. Results and Discussions

The instrument that the researcher uses in this research is the Questionnaire. Questionnaire here is defined as a list of questions that have been well structured, mature, where respondents and interviewers just need to provide answers or by giving certain signs. Thus the questionnaire is often called a list of questions (forms). The importance of the questionnaire as a data collection tool is to obtain data that is in accordance with the research objectives. Therefore, the content of the

questionnaire must be in accordance with the research hypothesis. Questionnaire is a form of elaboration of the hypothesis.

A questionnaire must have several conditions, including those that are relevant to the research objectives, easy to develop, easy to obtain, and processed data obtained. After the questionnaire as a measuring tool or data collection tool has been compiled, it does not mean that the questionnaire can be directly used to collect data. Questionnaires can be used as research measuring tools and must be tested for validity and reliability. For this reason, the questionnaire must be tested in the field. The response used for the trial should have the characteristics of the respondent from the place where the research must be carried out. The research was carried out within the Pekanbaru Master Institute, which is located at Jl. Arifin Ahmad no. 58, Pekanbaru-Riau.

Data that lacks validity and reliability will result in biased conclusions, less in line with what should be, and may even be contrary to the norm. The questionnaire used must be valid and reliable. Therefore, the researchers here tested the validity and reliability before the questionnaire was used for research. The test instrument in this study uses the SPSS version 25 application

### 3.1 Validity Test

Testing the validity of each questionnaire item in the SPSS version 25 program using the product moment correlation technique between the scores of each questionnaire item and the total score (sum of each questionnaire score). The instrument is said to be valid if the correlation value (pearson correlation) is positive and  $> r_{table}$ , and the correlation probability value [sig. (2-tailed)]  $<$  significant level ( $\alpha$ ) 0.05. The sample in this study was 97 respondents, with the Pearson correlation value or known as  $r_{table} = 0.168$ . The following are the results of the validity test of the researcher's questionnaire, namely:

Table 1 Service Quality Validity Test Results

Item	r hitung	r tabel	Information
Item 1	0,669	0,166	Valid
Item 2	0,484	0,166	Valid
Item 3	0,583	0,166	Valid
Item 4	0,637	0,166	Valid
Item 5	0,599	0,166	Valid

From table 1, it can be seen that the results of the service quality validity test have a correlation coefficient that is greater than the r table, namely 0.166 which is presented in table 5.1. from these results indicate that the results of the service quality validity test are said to be valid.

Table 2 Validity Test Results of Consumer Satisfaction

Item	r hitung	r tabel	Information
Item 1	0,616	0,166	Valid
Item 2	0,764	0,166	Valid
Item 3	0,528	0,166	Valid
Item 4	0,413	0,166	Valid
Item 5	0,544	0,166	Valid
Item 6	0,541	0,166	Valid

From table 2, it can be seen that the results of the validity test of consumer satisfaction have a correlation coefficient greater than the r table of 0.166 which is presented in table 5.1. r table is a comparison table to determine the level of significance of the Pearson correlation test. from these results indicate that the results of the validity of the consumer satisfaction test are said to be valid.

### 3.2 Reliability Test

Reliability test is a test tool to determine the level of stability of a measuring instrument is said to be reliable in several times its use to measure the same group or subject will produce relatively the same data, as long as the aspects in the group or subject being measured have not changed. To test the reliability, the alpha Crombach's method is used where a measurement is said to be reliable if Crombach's alpha  $>$  from 0.6 follows the table of reliability test results.

Table 3 Service Quality Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,726	5

Table 4 Consumer Satisfaction Reliability Test Results

Reliability Statistics	
Cronbach's Alpha	N of Items
,776	6

From the results of the reliability test, it was obtained that the Cronbach Alpha value was 0.726 for the service quality section and the Cronbach Alpha value was 0.776 for the customer satisfaction section > from 0.60. So that the instrument data can be declared reliable.

### 3.3 Classical Assumption Test Results

Based on age characteristics there are several categories, age 15 – 20 years there are 6 people (6.2%), age 21 – 25 years there are 85 people (87.6%), age 26 – 30 years are 6 people (6.2%), age 31 – 35 years there are 0 people (0%).

### 3.4 Normality test

Normality test serves to test whether in a regression model, the confounding variable has a normal distribution. In this study, the One Sample Kolmogorov-Smirnov test will be used using a significance level of 0.05. The data is declared normally distributed if the significance is greater than 0.01. The results of the normality test are as follows:

Table 5 Normality Test Results  
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		97
Normal Parameters <sup>a,b</sup>	Mean	,000000
	Std. Deviation	1,89606173
Most Extreme Differences	Absolute	,068
	Positive	,068
	Negative	-,064
Test Statistic		,068
Asymp. Sig. (2-tailed)		,200 <sup>c,d</sup>

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

The results of the normality test are stating a significance value of 0.200 > 0.05, then the data in the study can be concluded to be normally distributed.

### 3.5 Heteroscedasticity Test

Heteroscedasticity tests the occurrence of residual variance from one observation period to another

observation period. To detect the presence or absence of heteroscedasticity can be done by statistical tests. If the correlation estimation results show the results of the sig. (2-tailed) > 0.05 means there is no heteroscedasticity.

In this study, the level of trust used by researchers is 5%. The results of the heteroscedasticity test from this study are as follows:

Table 6 Heteroscedasticity Test Results

Model	Coefficients <sup>a</sup>		Standardized Coefficients	T	Sig.
	Unstandardized Coefficients				
	B	Std. Error	Beta		
(Constant)	2,176	1,178		1,846	,068
Service quality	,050	,068	,097	,736	,464
Consumer Satisfaction	-,072	,057	-,168	-1,278	,205

From the results of the heteroscedasticity test, the value of Sig. for service quality 0.464 and consumer satisfaction 0.205. Both values are greater than 5% (0.05), it can be concluded that there is no heteroscedasticity in the data of this study.

### 3.6 Linearity Test

From the results of the linearity test, the Deviation from Linearity value of service quality on customer satisfaction was 0.417 > 0.05. Then the independent variable and the dependent variable there is a linear relationship.

In this study, the level of trust used by researchers is 5% (0.05). The results of the linearity test are as follows:

Table 7 Linearity Test Results

ANOVA Table							
			Sum of Squares	Df	Mean Square	F	Sig.
Customer Satisfaction * Service Quality	Between Groups	(Combined)	379,022	11	34,457	6,673	,000
		Linearity	325,267	1	325,267	62,994	,000
		Deviation from Linearity	53,755	10	5,376	1,041	,417
	Within Groups		438,895	85	5,163		
	Total		817,918	96			

From the results of the linearity test, the Deviation from Linearity value of service quality on customer satisfaction was  $0.417 > 0.05$ . Then the independent variable and the dependent variable there is a linear relationship.

### 3.7 Simple Linear Regression Results

This analysis is used to test how the influence of each independent variable (X) on the dependent variable (Y). This analysis aims to examine the relationship between research variables and determine the magnitude of the effect of each independent variable on the dependent variable. The results of simple linear regression analysis are as follows:

Table 7 Simple Linear Regression Test Results

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
(Constant)	9,212	1,918		4,804	,000
Service Quality	,753	,095	,631	7,920	,000

Based on data analysis using SPSS version 25, the results of the simple regression equation are as follows:

$$Y = a + bX$$

$$Y = 9.212 + 0.753 X$$

The regression equation above shows the relationship between the independent variable and the dependent variable partially, from the equation it can be concluded that:

1. The constant value is 9.212, meaning that if there is no change in the service quality variable ( $X_1 = 0$ ) then customer satisfaction with Shopee services is 9.212 units.
2. The value of the service quality regression coefficient is 0.753, meaning that if the service quality variable ( $X_1$ ) increases by 5% and the constant (a) is 0 (zero), then customer satisfaction at Shopee increases by 0.753. This shows that the service quality variable provided contributes positively to consumer satisfaction, so that

the better the quality of Shopee services provided to consumers, the higher the level of consumer satisfaction feels.

### 3.8. Hypothesis Test Results

Based on the t value, it is known that the tcount value

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	T	Sig.
		B	Std. Error	Beta		
1	(Constan)	9,212	1,918		4,804	,000
	Quality Service	,753	,095	,631	7,920	,000

a. Dependent Variable: Consumer Satisfaction

is  $7.920 > ttable 0.199$ , so it can be concluded that the service quality variable (X) has a significant effect on the consumer satisfaction variable (Y).

### 3.9 Determination Test Results

The coefficient of determination (R<sup>2</sup>) essentially measures how far the model's ability to explain variations in the dependent variable is. The value of the coefficient of determination is zero and one. A low R<sup>2</sup> value means that the ability of the independent variables in explaining the variation of the dependent variable is very limited. A value close to one means that the independent variables provide almost all the information needed to predict the variation of the dependent variable. Based on the R<sup>2</sup> test carried out, it can be seen in table 5.8 below:

Table 8 Determination Test Results Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,631 <sup>a</sup>	,398	,391	2,277

a. Predictors: (Constant), Service quality

Based on the table above, it can be seen that the value of the coefficient of determination is in the Adjusted R Square of 0.391. This means that the ability of the independent variable to explain the dependent variable is 39.1%, the remaining 61.9% is explained by other variables not discussed in this study.

### 4. Conclusion

Based on the results of data analysis, it can be concluded that:

1. The terms of the service quality research questionnaire on shopee customer satisfaction are

valid and reliable. The questionnaire is proven valid, if the probability value (Sig. 2 tailed) of the correlation results of each score with the total score must be less than (0.05) or the correlation value (Pearson correlation) is positive and  $> r_{table}$ . The questionnaire is proven to be reliable, if the Cronbach's Alpha value is greater than  $r_{table}$  with a significance level of 5%.

2. Questionnaires that have been valid and reliable can be used for research. The data of this study indicate that the data is normally distributed, there is no heteroscedasticity and between the independent variable (service quality) and the dependent variable (consumer satisfaction) there is a linear relationship.
3. The results of a simple linear regression of  $0.753 > 5\%$ , this indicates that the service quality variable provided contributes positively to consumer satisfaction, so that the better the quality of Shopee services provided to consumers, the higher the level of consumer satisfaction feels.
4. The results of hypothesis testing, namely the t value, it is known that the tcount is  $7.920 > t_{table} 0.199$ , so it can be concluded that the service quality variable (X) has an effect on the consumer satisfaction

variable (Y). The magnitude of the effect is called the coefficient of service quality influence (Kp), Kp in this study is 39.1%. the remaining 61.9% is explained by other variables not discussed in this study.

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