

# Original Research Article

## Consumer Satisfaction of Marketplace Users in Indonesia

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### ABSTRACT

**Aims:** The main goal of marketing management today is customer satisfaction. It is crucial to know consumer satisfaction because satisfied consumers will tend to buy the product in the future. In addition, satisfied consumers will also become the company's promotional staff because they will recommend the company's products to their friends and family. This study uses three variables to explain consumer satisfaction: discounts, product quality, and purchase decisions.

**Study design:** One hundred seventy-five active shopee marketplace users in the Sumbawa district are the sample in this study. The research hypothesis was answered using a structural equation modeling analysis tool based on partial least squares.

**Results:** These three variables, after being investigated, have a direct influence on consumer satisfaction.

*Keywords: Discounts, Product Quality, and Purchase Decisions.*

### 1. INTRODUCTION

Modern humans today have a new lifestyle, namely shopping online. Online shopping in Indonesia can also be said to be overgrowing. Shopping behavior in today's society has changed as a result of globalization. The development of communication and information technology triggers changes in consumer behavior. In the past, goods were sold conventionally, namely between the seller and the buyer, meeting directly to conduct buying and selling transactions. However, the development of technology, especially the internet, has brought significant changes where sales can no longer only be made when sellers and buyers meet directly but can be done online (Juju & Maya, 2010). The online store performs most of its activities online using the internet. Activities carried out are not always online, but some are not, such as manual delivery of goods by utilizing freight forwarding services whose costs are charged to consumers (Susriani, 2010).

Ollie (2008) states that there are several benefits of online shopping, including making it easy for consumers to shop wherever they are within 24 hours. In addition, consumers do not need to face persuasion from sales of goods that offer goods continuously to consumers. E-commerce is a site that provides a variety of products online to consumers. There is an increasingly rapid growth in the e-commerce business in Indonesia, where they offer convenience and various benefits that create high competition among e-commerce in attracting consumers.

Based on data from Katadata (2021), Tokopedia dominates the number of Indonesian visitors for two consecutive quarters. Tokopedia's monthly web visitors reached 147.8 million in the second quarter of 2021. This figure increased 9.4% from the previous quarter of 135.1 million visits. Tokopedia also managed to beat the defending champion, Shopee, ranked first from the fourth quarter of 2019 to the fourth quarter of 2020. The number of Shopee's monthly web visits was 127 million, a slight decrease of 0.3% from the previous quarter, 127.4 million. However, based on Ipsos research, three major platforms are major players in

Indonesia. Shopee is at the top of the list as the most widely used e-commerce by the public, followed by Tokopedia in second and Lazada in third (Kompas, 2022).

Shopee has become the most preferred e-commerce by consumers because the features presented by Shopee are more interactive, and the theme is always different every moment. With this convenience, consumers prefer to shop online compared to offline shopping. Therefore, the presence of shopee has now made consumers prefer to shop online to fulfill their needs. This makes it easy for consumers to buy what they need. The research results conducted by Pranitasari & Sidqi (2021) found that the level of customer satisfaction in using the Shopee application was 99%. This indicates that the quality of service provided by shopee has satisfied consumers.

Customer satisfaction is a feeling of disappointment or pleasure for each individual after comparing the product performance that is thought to be following the expected product performance. Consumer satisfaction is the goal of every company for the survival of every company (Kotler & Keller, 2016). Customer satisfaction is the most important thing used to measure the success of a product or service. Satisfaction and ratings given by consumers can determine how much the level of consumer satisfaction with products or services. Consumers will feel satisfied if the product is received and follow what they expect. Perceived satisfaction makes consumers feel confident in the products or services they have obtained and used. As a result, consumers will make repeat purchases and recommend products or services to family, friends, and existing communities. Consumer satisfaction is influenced by several factors, namely purchasing decisions (Tjahjono et al., 2021), discounts (Al Hafizi & Ali, 2021) and product quality (Asrilsyak et al., 2021).

Many studies have been conducted to determine the effect of discounts on purchasing decisions. Research conducted by Agmeka et al., (2019) found that discounts affected purchasing decisions, but Maulana & Susandy (2019) found the opposite. Likewise, several studies examine product quality in purchasing decisions. There is an inconsistency in research results that purchasing decisions are influenced by product quality (Andryusalfikri et al., 2019) but found the opposite result that product quality does not affect purchasing decisions (Nadiya & Wahyuningsih, 2020).

## **2. MATERIAL AND METHODS**

### **2.1 Literature Review**

Customer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing perceptions of a product's performance (results) with their expectations (Tjiptono, 2005). Sumarwan (2011) explains that the theory of consumer satisfaction and dissatisfaction is formed from the expectation disconfirmation model, which explains that consumer satisfaction or dissatisfaction is the impact of comparing customer expectations before purchase and what customers get from the product or service. Customer expectations when buying consider product performance. Customer satisfaction indicators are 1) Conformance to expectations, 2) Interest in revisiting, and 3) Willingness to recommend.

Purchasing decisions are consumer decisions that want to buy a product after previously thinking about whether or not the product is feasible by considering information known to the reality about the product after seeing it firsthand (Winardi, 2010). So it can be concluded that the purchase decision is a decision where someone will choose one of several options—according to Kotler & Keller (2016), purchasing decision indicators, namely 1). The need and desire for a product, 2) The desire to try, 3). The stability of the quality of a product, and 4) The decision to repurchase.

Discounts are price discounts given by sellers as a reward for certain activities carried out by buyers, such as paying bills faster, buying in large quantities, or buying out of season or during peak demand periods (Tjiptono, 2005). According to Sutisna (2003), the indicators for the discount are 1) the amount of the discount, 2) the period of the discount, and 3) the type of product that gets the discount.

Product quality is the ability of a product to provide benefits to consumers through its performance, reliability, ease of use, and the ease with which the product can be repaired (Kotler & Keller, 2016). According to Boyd et al. (2005), companies that can maintain their competitive advantage in the market are very understanding about which aspects consumers can use to differentiate the products sold by the company compared to the products sold by competitors. Product quality indicators are 1) Performance, 2) Durability, 3) Conformance to Specifications, 4) Features, 5) Reliability, and 6) Aesthetics.

## 2.2 Hypothesis

Companies to improve purchasing decisions made by consumers often use the strategy of giving discounts. The company can choose discounts as an alternative marketing strategy to increase the sales targets. One of the mistakes that are often made by company management is the lack of accuracy in giving discounts to consumers. Generally, discounts can be made by providing discounts for every purchase, new product launch, or seasonal discounts. *Discounts* are discounts given to consumers. Discounts are one of the strategies used by companies to attract consumers to make purchases. Changes that occur in a product will impact the demand and supply of products in the market. Therefore, discounts given by a product will improve purchasing decisions (Slamet et al., 2022).

H1 = Discounts affect purchase decisions.

Product is an important aspect. Product is also one of the determining variables in business activities because, without a product, a company cannot carry out activities to achieve the expected results. Many competitors in the business world require a different product from one another. Therefore, the company's product must have an advantage or advantage over the products produced by other companies. A product cannot have selling value if the product is not attractive to consumers. Consumers themselves will like quality products for consumption. Product quality can give the highest decision to consumers because it can strengthen the position and position of the product in the minds of consumers and will be the first choice if there is a purchase in the future. Therefore, product quality can improve purchasing decisions (Amelia et al., 2022).

H2 = Product quality affects purchase decisions.

The first stage in consumer purchasing decisions needs recognition. This stage is where consumers try to recognize a need, namely a perceived need and then try to fulfil it. The second stage, information search, is when consumers actively try to search for information according to their needs. Information search is done to get more knowledge about the product to be purchased. In the third stage, the evaluation of alternatives is carried out after the information search. Consumers will use this information as a tool for evaluating. Using alternative evaluation enables consumers to determine the desired product needs through purchasing decisions. The fourth stage is the purchase decision, which is the stage when consumers decide to purchase products according to their needs. After the consumer makes a purchase, the last stage is related to postpurchase behaviour, namely feeling the benefits and usefulness of the product purchased. Consumers can feel satisfied if the goods purchased follow their wishes and needs, and they can make repeat purchases in the next period. On the other hand, consumers will feel disappointed if the goods purchased do not meet their needs. States that if the product purchased follows consumer needs, he will feel satisfaction from the performance of the product and be able to influence him to decide to repurchase and increase his purchase (Azhar et al., 2021).

H3 = Purchase decision affects consumer satisfaction

The discount price is a price discount or price reduction for goods (products) imposed on a company/store to attract customer interest and satisfaction in purchasing goods, and companies usually carry out this strategy at certain times (Ning, 2021). Therefore, discount prices are an important factor in increasing customer satisfaction (Amstrong & Chen, 2020).

H4 = Discounts affect consumer satisfaction

Customer satisfaction results from customer evaluation of the product after consumption which provides a certain level of satisfaction. Measuring customer satisfaction is seeing how much customer expectations can be met compared to the benefits of services that can meet customer needs and desires. Customers who are satisfied with the quality of the product will remain loyal, willing to recommend, have little desire to complain, fulfil expectations, and make repeat purchases. Therefore, efforts to satisfy customers must be mutually beneficial for both the customer and the company (Razak, 2019).

H5 = Product quality affects consumer satisfaction.

### 2.3 Methodology

This research is quantitative research using four variables, namely product quality, discounts, purchasing decisions, and consumer satisfaction. The purchasing decision variable is intervening. The sampling technique used in the study used purposive sampling with 175 respondents. This study uses path analysis. The analysis tool uses Structural Equation Modeling (SEM) based on Partial Least Square (PLS).

### 3. RESULTS AND DISCUSSION

Testing the research hypothesis can be done after testing the outer model. This test ensures that the research instrument used can measure the variables (validity) and whether the instrument is answered consistently by the research respondents (reliable). According to Abdillah & Jogiyanto (2015), measurements made through measurement models are convergent validity (AVE), discriminant validity (cross-loading), and composite reliability (Cronbach's alpha).

**Table 1. Cross Loading**

Indicator	Construct			
	PQ	DP	PD	CS
PQ.1	0.913	0.824	0.822	0.810
PQ.2	0.904	0.799	0.803	0.751
PQ.3	0.923	0.770	0.771	0.802
PQ.4	0.905	0.750	0.778	0.776
PQ.5	0.921	0.789	0.828	0.787
PQ.6	0.871	0.706	0.777	0.694
DP.1	0.746	0.917	0.744	0.781
DP.2	0.811	0.921	0.805	0.805
DP.3	0.799	0.924	0.795	0.796
PD.1	0.576	0.625	0.750	0.578
PD.2	0.809	0.743	0.909	0.770
PD.3	0.821	0.786	0.928	0.784
PD.4	0.856	0.821	0.924	0.795
CS.1	0.869	0.828	0.842	0.897
CS.2	0.733	0.732	0.735	0.915
CS.3	0.687	0.769	0.680	0.899

Source : Processed data (2022)

*Discriminant validity* is a step that must be taken to ensure that each concept that forms the latent variable differs from other variables. Validity testing intends to ensure and confirm how capable the instruments used in measuring the variables to be measured in the study are (Ghozali, 2014). The method commonly used to determine discriminant validity is through the value of cross-loading. When the manifest variable's loading value is more significant than its value to other constructs, the manifest variable is said to be a constructor.

**Table 2. Composite Reliability, Average Variance Extracted (AVE) and Cronbach's Alpha**

Constructs	Cronbach's Alpha >	Composite Reliability	Reliability	AVE > 0,50	Validity
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	<b>0,70</b>	<b>&gt; 0,70</b>			
Customer Satisfaction	0.888	0.930	Reliable	0.817	Valid
Discounts	0.910	0.944	Reliable	0.848	Valid
Product Quality	0.956	0.965	Reliable	0.822	Valid
Purchase Decisions	0.902	0.932	Reliable	0.776	Valid

Source : processed data (2022)

After testing the outer model, the next step is to test the relationship between latent variables (inner model). An inner model is a structural model used to predict causality relationships (causal relationships) between latent variables or variables that cannot be measured directly. The structural model (inner model) describes the causal relationship between latent variables that have been built based on the substance of the theory. In the structural model test (inner model), using the help of Bootstrapping and Blindfolding procedures in SMART PLS. Tests on the structural model were conducted to test the relationship between latent constructs. There are several tests for structural models, such as (1) R Square on endogenous constructs (Uma Sekaran & Roger Bougie, 2016). The value of R Square is the coefficient of determination on the endogenous construct. According to Chin (1998), the value of R square is 0.67 (strong), 0.33 (moderate), and 0.19 (weak); (2) Estimate for Path Coefficients is the value of the path coefficient or the magnitude of the relationship/influence of latent constructs. Done with Bootstrapping procedure; (3) Prediction relevance (Q square) otherwise known as Stone-Geisser's. This test was conducted to determine the predictive capability of the blindfolding procedure. If the value obtained is 0.02 (small), 0.15 (medium) and 0.35 (large).

**Table 3. Inner model test result**

	Model 1 PD	Model 2 CS
<b>Direct Effect</b>		
Discounts	5.504***	3.996***
Product Quality	6.137***	4.597***
Purchase Decisions		2.016**
<b>Indirect Effect</b>		
Sobel Test Discounts * Customer Satisfaction	1.797*	
Sobel Test Product Quality * Customer Satisfaction	1.910*	
Adjusted R Square		

\*\*\* p<0.01, \*\* p<0.05, \*not significance

Source : processed data (2022)

Based on table 3 above, it can be seen that the five research hypotheses are accepted. However, from the results of the Sobel test, it can be concluded that the latent variable of the purchase decision is not an intervening variable that mediates the relationship between discounts on customer satisfaction and product quality on customer satisfaction.

Suharno & Sutarso (2010) define discounts are awards given to consumers for achievements, such as early bill payments, large purchases, and off-season purchases. Consumer spontaneity is very sensitive, especially in shopping; every consumer has their own needs ranging from fashion, electronics, and other needs. Consumers will purchase if they see a product they want while there is a discount or discount. Therefore, discounts can make consumers increase their purchases. In this study, it can be concluded that the discount affects purchasing decisions. These results align with research conducted by Alghifari & Rahayu (2021). In addition to influencing purchasing decisions, discounts also affect consumer satisfaction.

Product quality is one of the factors that influence purchasing decisions (Ernawati, 2019). A company must pay attention to the quality of the products it creates because product quality

is an essential factor that influences consumer decisions in purchasing a product or service. The better the quality of a product, the more consumers' interest in buying the product will increase. A company can be superior to its competitors by providing good quality products. Therefore, a company must be able to understand consumer desires so that it can create products with good quality and follow consumer expectations. The results showed that product quality affected purchasing decisions and also consumer satisfaction.

Purchasing decisions are consumers' actions to decide whether to buy or not a product. Consumers usually always consider product quality, price, and promotion. Therefore, consumers will experience satisfaction if the goods obtained follow their needs and desires. On the other hand, consumers will have dissatisfaction after purchasing if the goods are not original, the needs are not in line with expectations, do not match the promotion, and so on. The results showed that purchasing decisions affect consumer satisfaction.

#### 4. CONCLUSION

Consumer satisfaction can be explained by the variables of product quality, discounts, and purchasing decisions. These three variables directly affect consumer satisfaction. However, the purchase decision variable in this study did not succeed as a mediating variable. Suggestions for further researchers to add several other variables such as electronic word of mouth, online customer reviews, and brand image.

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