THE INFLUENCE OF PRICE AND TRUST ON CONSUMER SATISFACTION IN SHOPPING ONLINE SHOP (TOKOPEDIA) IN SAMPIT

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ARTICLEINFO	ABSTRACT
Keywords: *Price* *Trust* *Customer Satisfaction*	This study is entitled the effect of price and trust on consumer satisfaction in shopping online shop (Tokopedia) in Sampit. This study uses a random sampling method. The population in this study was 100 and the sample used was 80 people who were consumers in Sampit, and the data was tested using validity test, reliability test, hypothesis testing and research data analysis using descriptive analysis, multiple linear regression analysis, correlation coefficient analysis and determination analysis. The results showed that the correlation coefficient value (r) was 0.792, the R Square value (r2) was 0.627, which was included in the Strong correlation position with the standard (0.60 - 0.799), meaning that Price and Trust together have a positive and strong relationship to Customer Satisfaction, stating that the two independent variables, namely Price (X1) and Trust (X2) affect the dependent variable, namely Customer Satisfaction (Y) by 62.7% and the remaining 37.3%. Based on the results of multiple linear regression tests, the equation Y = 2.323 + 0.372 + 0.478 is obtained, which shows that there is a positive relationship between the independent variables and the dependent variable.
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1. INTRODUCTION

In this increasingly advanced era, the development of the internet has a great influence in every dimension and aspect of life. The progress of the internet makes the window of information more widely open. All forms of unlimited information can be obtained via the internet. Internet users can search for information, exchange data messages and so on in just seconds. According to market research institutese-marketers, Indonesia ranks as the sixth largest internet user in the world with projected internet users in 2017 of 112.6 million people and in 2018 an increase of 123 million people. This phenomenon is of course a business opportunity for several parties who seize this opportunity by providing or making shops*on line*as part of the*e-commerce*[1]. There are many typese-commercethat developed in the world, but there are only a few type*se-commerce* growing in Indonesia. one of a kind*e-commerce* which is currently growing rapidly in Indonesia is*e-commerce*type*marketplace.Marketplaces*is an application or website that provides buying and selling facilitieson linefrom various sources[2], [3].

In general, consumers will like low prices but have great benefits for them. Consumers will try to compare prices and benefits they will receive before making a purchase. If the consumer pays for a product that he wants in accordance with its quality, he will be satisfied. The price factor is very important for consumers because it will become a guideline for measuring the compatibility between the product benefits received and the money paid by consumers. Consumers will also make the price as a standard level of perceived satisfaction. According to[4]Price is the only element in the marketing mix that generates revenue; all other elements represent costs. Price is one of the most flexible elements of the marketing mix[5], change rapidly and at the same time pricing is the number one problem facing many marketing executives. Based on the theory above, it can be concluded that price is a value for money to be sacrificed by consumers, which functions as a medium of exchange in order to get back a product or service that is expected.

The main thing a buyer considers when shopping online is whether they trust the website and trust the online sellers on the website. According to[6]Trust is the company's willingness to rely on business partners. Trust depends on several interpersonal and inter-organizational factors such as

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competence, integrity, honesty and kindness. Building trust can be difficult in online situations, companies apply stricter rules to their online business partners than other partners. Business buyers worry that they won't get a product or service of the right quality and delivered to the right place at the right time, and vice versa[7]. This is because before the product is purchased by consumers, producers and companies must be able to create consumer confidence in the products offered, in order to attract attention and generate interest in consumer confidence in the products being marketed.

Customer satisfaction is one thing that has an important role in business because customer satisfaction is a major milestone in the success of a company. Therefore, in an effort to fulfill consumer satisfaction, companies must be observant in knowing shifting consumer needs and desires which change at any time. If producers can produce products and services in accordance with what consumers want and need, consumers will feel satisfied. Each consumer has a different level of satisfaction. According to consumers, they can experience one of three levels of general satisfaction, namely if the performance is below expectations, the customer will feel disappointed, but the performance is in accordance with expectations, the consumer will feel satisfied and if the performance exceeds expectations, the consumer will feel very satisfied, happy or excited.[8].

There are two factors that researchers consider to influence consumer satisfaction as an effective way to improve future business development, namely price and trust, where price is an important element in the marketing process as explained by the theory of the experts above so that researchers want to know whether the price can be a benchmark in consumer satisfaction research and also whether in the purchasing process the price factor can play a role in marketing activities. That's why the researcher makes price as (X1) in this study. In addition to price, trust is an important indication of whether consumers will feel satisfaction in shopping online[9], because trust is the main factor besides price that can provide consumer satisfaction both the benefits and needs of the consumer, so researchers make trust as (X2) in this study. Based on the description of price and trust which are always closely related to consumer satisfaction, researchers make consumer satisfaction as (Y) which is to examine whether price and trust have a partial and stimulant effect on consumer satisfaction. As well as the reason the researchers conducted this research because currently the online shop market is more favored by the general public, especially teenagers, children and adults which has caused a change in shopping where previously people felt difficulty in shopping because they had to come to a shop first to buy something goods or services,

Based on this phenomenon, the researchers conducted a study entitled "The Influence of Price and Trust on Consumer Satisfaction in Online Shop Tokopedia in Sampit"
, which contains the formulation of the problem, namely analyzing the effect of price on consumer satisfaction in shopping online shop Tokopedia in Sampit, analyzing the effect of trust on consumers in shopping online shop Tokopedia in Sampit and analyzing the effect of price and trust on customer satisfaction in shopping online shop Tokopedia in Sampit. The research objectives were to (1) determine the effect of price on consumer satisfaction in shopping at the Tokopedia online shop in Sampit. (2) To determine trust in consumer satisfaction in shopping at the Tokopedia online shop in Sampit. (3) To determine the effect of price and trust on consumer satisfaction in shopping at the Tokopedia online shop in Sampit.

2.   METHODS
Price
Price is the only element of the marketing mix that generates revenue for the organization.[10]Defining price is the amount of money billed to obtain a product or service. Prices in the marketing mix relate to strategic and tactical policies, such as price levels, discount structures, payment terms and the degree of price discrimination among various consumer groups.

Trust
Trust is the company's willingness to rely on business partners. Trust depends on several interpersonal and inter-organizational factors such as competence, integrity, honesty and kindness[11]. The popularity of the Tokopedia online website makes the level of buyer trust in the Tokopedia online website even higher.

Consumer Satisfaction (Y)
The problem of satisfaction is a subjective individual problem, one's satisfaction is not necessarily the same as the satisfaction used by other people, even though the services they provide have the same

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characteristics or quality of service. According to consumer satisfaction[12], [13]is the consumer's perception of the product's perceived performance relative to expectations, the customer is disappointed. If product performance matches expectations, the consumer is very satisfied.

Previous Research

Previous research can help researchers as a reference material to see how much influence the relationship between independent variables and dependent variables has in common in research, which can then be used as a hypothesis for several studies related to variables that influence customer satisfaction, namely research by[14]which was carried out with the aim of knowing and analyzing the effect of product quality, price and consumer trust on customer satisfaction at UD. Ashley Catering. The results of the validity test show that all 13 question items have a value of r count > from r table, and in accordance with predetermined conditions, this means that all 13 question items are all valid and can be used in research. The results of the reliability test obtained Cronbach's alpha of 0.716 more than 0.70, which means that the question items from all variables are all reliable and can be used in this study. The results of the multiple linear regression equation:

1) The magnitude of the constant value (a) is -0.941 indicating the independent variable consisting of product quality, price and consumer trust = 0, then consumer satisfaction at UD. Ashila Catering Surabaya of 0.941. This means UD. Ashila Catering must continue to improve product quality, price, and consumer confidence in order to continue to increase.

2) Of all the models used in the study, it shows a positive (unidirectional) relationship with consumer satisfaction at UD. Ashley Catering. These results indicate that good product quality, as well as appropriate prices and consumer trust given will affect consumer satisfaction at UD. Ashley Catering. The test results for the coefficient of determination and multiple correlation coefficients show an R value of 0.750. This means that the relationship or correlation between the factors that affect consumer satisfaction is strong because > 0.50. The R Square value is 0.563 or 56.3%, this indicates that the consumer satisfaction variable which can be explained by product quality, price, and consumer trust is 56.3%, while the remaining 43.7% is explained by other factors not included in this research model. Based on the calculation of the multiple regression test and t test listed in Table 4 and Table 9, the results provide an understanding that: (a) Hypothesis 1 testing: Based on the calculation results of Table 4 and Table 9, the regression coefficient value is positive and the significance value for quality product is $\alpha = 0.000 < 0.05$ indicating that product quality has a significant influence on consumer satisfaction. So that H1 which states the alleged influence of product quality on consumer satisfaction is accepted. (b) Hypothesis 2 testing: The results of table 4 and table 9 calculations show that the regression coefficient is positive and the significance value for price is $\alpha = 0.000 < 0.05$ indicating that price has a significant influence on consumer satisfaction. So that H2 which states the alleged influence of price on consumer satisfaction is accepted. (c) Testing Hypothesis 3: From the calculation results in table 4 and table 9, the regression coefficient value is positive and the significance value for consumer confidence is $\alpha = 0.000 < 0.05$ indicating that consumer trust has a significant influence on consumer satisfaction. So that H3 which states the alleged influence of consumer trust on consumer satisfaction is accepted. The product quality value is 3,716 with a sig value of 0,000. The price value is 5,291 with a sig value of 0,000. The confidence value is 3,928 with a sig value of 0,000. The Fcount value with a significance level of 0.000 (below 0.05) is 41.201. Based on the level of significance, it can be concluded that H0 is rejected and H1 is accepted.

Conceptual Framework

The conceptual framework explains theoretically the relationship between the variables studied, namely price and trust which are the independent variables and customer satisfaction which is the dependent variable.

[4]Defining price is the amount of money billed to obtain a product or service. Price is one of the factors that can affect consumer satisfaction, if the benefits received by consumers are greater than the sacrifices they incur to obtain products or services, the higher the level of satisfaction they receive.

Trust is one party's belief about the other party's intentions. Customer trust is defined as the customer's expectation that the service provider can be trusted or relied on in fulfilling his promise[15]. Customer trust will affect customer satisfaction if the service provider or company is able to fulfill its promises as expected by the customer.

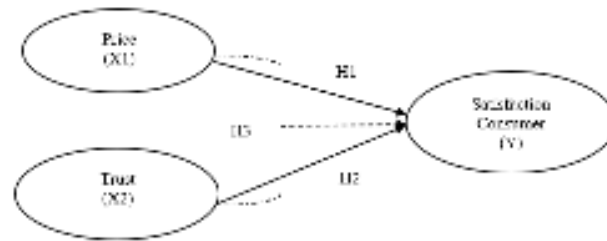Based on this description, the conceptual framework in this study can be described as follows:

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Figure 1. Conceptual Framework

Information:

= Partially influential
= simultaneous effect

Hypothesis

The hypothesis is a temporary answer to the research problem formulation, therefore the research problem formulation is usually arranged in the form of a question sentence. It is said temporarily because the new answers given are based on theory[16].

Based on the formulation of the problem stated above, the research hypothesis can be formulated as follows:

1. It is suspected that there is an effect of price on consumer satisfaction when shopping at an online shop (Tokopedia) in Sampit
2. It is suspected that there is an influence of Trust on Consumer Satisfaction in shopping at the online shop (Tokopedia) in Sampit
3. It is suspected that there is an influence of price and trust on consumer satisfaction when shopping at an online shop (Tokopedia) in Sampit

3. METHODS
Population and Research Sample
Population

According to[17]Population is a generalized area consisting of objects/subjects that have certain qualities and characteristics determined by the researcher to be studied and then conclusions drawn.
The population in this study is the people in Sampit who have used purchases or services at Tokopedia at least once. The population used is very large (spread and difficult to know with certainty), so a sampling technique was used in this study. The number of respondents used by researchers is 100 respondents which is a reference in research.

Sample

According to[18]states, the sample is part of the number and characteristics possessed by the population used for research. Sampling is a step to determine the size of the sample taken in carrying out a study. In addition, it is also noted that the selected sample must show all the characteristics of the population so that it is reflected in the selected sample, in other words the sample must be able to describe the actual state of the population or be representative. The sampling used is using random sampling technique. random.

The sample selection criteria are the people in Sampit who have purchased or used services at Tokopedia. According to Slovin, sampling can be done by calculating the size of the population selected as the sample, using the following formula:

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

Information:
n = Number of samples
N = total number of population
E = error tolerance
How to calculate:
$(1 + N.e^2)n$ = N
100   =(1 + 100 x 0.05 x 0.05)

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= 100/1.25
= 80

Based on the explanation that has been set by the experts, the researcher determines a population of 100 using this formula, the result is 80 samples that will be used by researchers.

Operational Definition of Research Variables

These variables are clearly defined so as not to create a double understanding, the meaning of the variable itself is a concept that has various values. According to[19]research variable is an attribute or characteristic or value of a person, or activity that has certain variations determined by the researcher to be studied and conclusions drawn.

The variables in this study consist of two independent variables (X) and one dependent variable (Y), the independent variables in this study are Price (X1) and Trust (X2), while the dependent variable is Consumer Satisfaction (Y), here is a brief explanation of each of these variables.

Price Variable (X1)

Price is the only element of the marketing mix that generates revenue for the organization. There are many indicators that can be used to measure the price consumers want. indicator according[4], [20]which characterizes the price are as follows:
1. Price affordability.
2. Compatibility of price with product quality.
3. Compatibility of price and product benefits.
4. Price competitiveness.
5. Prices affect consumer purchasing power

Trust Variable (X2)

Trust is the company's willingness to rely on business partners[21]. There are many indicators that can be used to measure the level of consumer confidence. Obedient trust indicators[22]indicators of trust are as follows:
1. Honesty
2. Integrity
3. Sincerity
4. Benevolence
5. Ability

Consumer Satisfaction Variable (Y)

According to consumer satisfaction[23]is the consumer's perception of the product's perceived performance relative to expectations, the consumer is disappointed. If product performance matches expectations, the customer is highly satisfied. The indicators of consumer satisfaction according to[24], which states that there are 5 indicators of consumer satisfaction, namely:
1. Satisfied feeling
2. Customer complaints and suggestions handling system.
3. Will recommend to others
4. Company reputation survey system.
5. Consumer analysis system.

4. RESULTS AND DISCUSSION
Research Instrument Validity Test Results

Table 1. Price Research Instrument Validity Test Results (X1)

No.	Variable Question Items (X1)	N	(r)	Sig	Desc.
1.	Are the prices offered by Tokopedia affordable?	40	753	0.000	Valid
2.	Do you agree that the costs incurred are in accordance with the quality of the products provided by Tokopedia?	40	825	0.000	Valid
3.	Do you agree that the price offered by				

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		N	(r)	Sig	Desc.
	Tokopedia is in accordance with the benefits of the product?	40	876	0.000	Valid
4.	Can the price offered by Tokopedia be competitive with other competitors?	40	825	0.000	Valid
5.	Are the prices of Tokopedia products in line with consumers' purchasing power?	40	728	0.000	Valid

Table 2. Test Results for the Validity of Trust Research Instruments (X2)

No.	Variable Question Items (X2)	N	(r)	Sig	Desc.
1.	Do you agree that Tokopedia is honest in setting prices?	40	704	0.000	Valid
2.	Does Tokopedia have the integrity to maintain and fulfill the agreements made with consumers?	40	718	0.000	Valid
3.	Do you agree that Tokopedia is responsible for problems during transactions?	40	795	0.000	Valid
4.	Are the virtues made by Tokopedia in line with consumer expectations?	40	718	0.000	Valid
5.	Do you agree that Tokopedia is able to meet consumer needs?	40	718	0.000	Valid

Table 3. Validity Test Results for Consumer Satisfaction Research Instruments (Y)

No.	Variable Question Item (Y)	N	(r)	Sig	Desc.
1.	After you buy a product at Tokopedia, do you feel satisfied?	40	693	0.000	Valid
2.	Do you agree that the complaint and suggestion system at Tokopedia is running well?	40	816	0.000	Valid
3.	Would you recommend the products in Tokopedia to other people?	40	726	0.000	Valid
4.	Do you agree that Tokopedia's reputation (maintaining the good name of the brand/company) influences your shopping?	40	736	0.000	Valid
5.	Are you as a consumer satisfied with the services provided by Tokopedia?	40	726	0.000	Valid

Based on the calculations in the table above, it can be seen that all question items have a Pearson Correlation greater than 0.3 and all question items above are declared valid. Thus, it can be concluded that each question item used is feasible and reliable for collecting data to be used in this study.

Research Reliability Test Results

Reliability is a series of measurements or a series of measuring instruments that have consistency when measurements made with the measuring instrument are carried out repeatedly. According to[25]declared reliable if the value of Cronbach's Alpha (α) is greater than 0.6. The calculation of reliable results was carried out using the SPSS version 25 program. The results of the reliability test for each variable are as follows:

Table 4. Research Instrument Reliability Test Results

No.	Variable	Alpha	Information
1.	Price (X1)	0.862	Reliable
2.	Trust (X2)	0.770	Reliable
3.	Consumer Satisfaction (Y)	0.787	Reliable

Source: data processed in 2022

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Based on the table above, the results show that all variables are declared reliable in accordance with the provisions of the three variables, namely Price (X1), Trust (X2) and Consumer Satisfaction (Y) is reliability because starting Cronbach's Alpha is greater than 0.6. Thus it can be concluded that the questionnaire as a measuring tool in this study is reliable and all questions for these variables can be used to collect the data needed in the study.

Results of Multiple Linear Regression Analysis

Multiple linear regression analysis aims to explain the magnitude of the effect of price and trust on consumer satisfaction.

Table 5. Multiple Linear Regression

Variable	B	Betas	Q	Sig
Constant	2,323		1,771	080
Price (X1)	,372	,370	4,536	.000
Trust (X2)	,478	,533	6,532	.000
R			=	0.792
R Square (R2)			=	0.627
Other Influences			=	0.373
Adjusted R Square			=	0.617
F Count		=	64,738	
significant f			=	0.000
Rate = 5% (0.05)				

Based on table 4 above, it can be seen that the coefficients and constants are as follows:

α = 2.323
b1 = 0.372
b2 = 0.478

Then the multiple linear regression equation is:

$$Y = a + b_1X1 + b2X2 + e$$
$$Y = 2.323 + 0.372 (X_1) + 0.478 (X2)$$

Where:
X1 = Price Variable
X2 = Trust Variable
Y = Consumer Satisfaction
e = Standard Error

From the multiple linear regression equation above, it can be described as follows:

α = 2.323

The constant value is 2.323, which means that if there is no increase in the Price and Trust variables, then the Consumer Satisfaction value is 2.323

b1 = 0.372

Each additional score or value of the Price variable gives the same increase of 0.372 to Consumer Satisfaction with the condition that X2 remains.

b2 = 0.478

Each additional score or variable of Trust gives the same increase of 0.478 to Consumer Satisfaction with the condition that X1 remains.

Correlation Coefficient Analysis Results (r)

In correlation analysis what we are looking for is the correlation coefficient, which is a number that expresses the degree of relationship between the independent variable (X1) and the dependent variable (Y) or to determine the strength or weakness of the relationship between the independent variable and the dependent variable.

According to[25]with an explanation of the strength of the relationship between the two variables as follows:

1. 0 – 0.199 = Then the relationship between X and Y is very low
2. 0.20 – 0.399 = Then the relationship between X and Y is low
3. 0.40 – 0.599 = Then the relationship between X and Y is quite strong
4. 0.60 – 0.799 = Then the relationship between X and Y is strong
5. 0.80 – 1.000 = Then the relationship between X and Y is very strong

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The value of the correlation coefficient can be calculated using SPSS (Statistical Program For The Social Sciences) version 25, as follows:

Table 6. Correlation Coefficient Results (r) and Determination Coefficient (r2)

Model	R	R Square	Adjusted R Square	std. Error of the Estimate
1	,792a	,627	,617	1.159

Summary models

Based on the table above, it can be seen that the correlation coefficient (r) is 0.792, according to the conditions used by[16]this correlation value is included in the position of Strong correlation with the standard (0.60 – 0.799) meaning that Price and Trust together have a positive and strong relationship to Consumer Satisfaction in shopping online shops (Tokopedia) in Sampit

Results of Analysis of the Coefficient of Determination (r2)
Based on table 4.23 it can be described that the value of R Square (r2) is 0.627, which states that the two independent variables namely Price (X1) and Trust (X2) affect the dependent variable namely Consumer Satisfaction (Y) of 62.7% and the remaining 37 .3% is influenced by other variables not examined in this study such as advertising attractiveness, brand image and so on which researchers cannot mention.

Hypothesis Test Results
Hypothesis testing was carried out to determine the effect of the partial test to see each independent variable in the regression model obtained from the t test and then tested for all independent variables on the dependent variable using the F test (simultaneous). The results of hypothesis testing are as follows:

Partial or Individual Effect Test (t-test)
From the results of calculations with the help of the SPSS (Statistical Program for The Social Sciences) for windows version 25, the tcount value for each variable, namely Price (X1) and Trust (X2) and Consumer Satisfaction (Y) can be seen in the following table:

Table 7. Coefficient t-test results (partial)

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	std. Error	Betas	t	Sig.
1	(Constant)	2,323	1,311		1,771	.080
	PRICE	,372	.082	,370	4,536	,000
	TRUST	,478	,073	,533	6,532	,000
a. Dependent Variable: SATISFACTION						

1. tcount Price of 4.536 and a significant level of 0.000. The ttable value can be obtained by the formula df = nk-1 = 80-2-1 = 77 with α = 0.05 : 2 = 0.025 (2 sided test). In order to obtain a ttable of 1.99125 (attachment t table). For variables that have tcount > ttable (4.536 > 1.99125) and a significant competency level of 0.000 <0.05, then H0 is rejected and Ha is accepted, meaning there is an influence between Price on Consumer Satisfaction. Thus the hypothesis which states that there is an influence between price and consumer satisfaction in online shop shopping (Tokopedia) in Sampit is proven.
2. tcount the variable Trust of 6.532 and a significant level of 0.000. The ttable value can be obtained by the formula df = n-2-1 = 80-2-1 = 77 with α = 0.05 : 2 = 0.025 (2 sided test). In order to obtain a ttable of 1.99125 (seen from the attachment table t). for the Trust variable has a tcount > ttable (6.532 > 1.99125) a significant level of Trust 0.000 <0.05, then Ha is rejected and H0 is accepted. Thus, it is said that the second hypothesis which states that there is an influence between Trust on Consumer Satisfaction in online shop shopping (Tokopedia) in Sampit is proven.

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Simultaneous or Joint Influence Test (F-Test)

The f (simultaneous) test was conducted to determine the effect of the independent variables simultaneously on the dependent variable. Following are the calculation results from the F test obtained with the help of the SPSS (Statistical Program For The Social Sciences) program for windows version 25.

Table 8. F-test results (simultaneous) ANOVA[a]

Model		Sum of Squares	df	MeanSquare	F	Sig.
1	Regression	173,943	2	86,972	64,738	.000b
	residual	103,444	77	1,343.		
	Total	277,387	79			

a. Dependent Variable: SATISFACTION
b. Predictors: (Constant), TRUST, PRICE

From the calculation results, it is obtained that the value of fcount = 64.738 and a significant level of f = 0.000. The ftable value can be obtained by the formula df1 = (number of variables-1) = 3-1 =2 and df2 = nk-1 = 80-2-1 = 77 with α = 0.05 is (3.12) (seen from the attached table f). The value of fcount > ftable (64.738 > 3.12) and a significant level of 0.000 <0.05, then H0 is rejected and Ha is accepted which means there is an influence between the variables Price and Trust. Thus it is said that the third hypothesis of Price and Trust in Consumer Satisfaction in online shop shopping (Tokopedia) in Sampit is proven.

5. CONCLUSION

Based on the discussion analysis that was carried out in the previous chapter, the following conclusions can be drawn: (1) That the price variable (X1) has a tcount of 4.536 and a significant level of 0.000. The ttable value can be obtained by the formula df = nk-1 = 80-2-1 = 77 with α = 0.05 : 2 = 0.025 (2 sided test). In order to obtain a ttable of 1.99125 (attachment of table t page 118). For variables that have tcount > ttable (4.536 > 1.99125) and a significant competency level of 0.000 <0.05, then H0 is rejected and Ha is accepted, meaning there is an influence between Price on Consumer Satisfaction. (2) The tcount of the Trust variable (X2) is the tcount of the Trust variable of 6.532 and a significant level of 0.000. The ttable value can be obtained by the formula df = n-2-1 = 80-2-1 = 77 with α = 0.05 : 2 = 0.025 (2 sided test). In order to obtain a ttable of 1.99125 (seen from the attachment table t page 118). for the Trust variable has a tcount > ttable (6.532 > 1.99125) a significant level of Trust 0.000 <0.05, then Ha is rejected and H0 is accepted. Thus, it is said that the second hypothesis states that there is an influence between Trust on Consumer Satisfaction. (3) Based on the F-test it is known that fcount = 64.738 and a significant level f = 0.000. The ftable value can be obtained by the formula df1 = (number of variables-1) = 3-1 =2 and df2 = nk-1 = 80-2-1 = 77 with α = 0.05 is (3.12) (seen from the attached table f). The value of fcount > ftable (64.738 > 3.12) and a significant level of 0.000 <0.05, then H0 is rejected and Ha is accepted which means there is an influence between the variables Price and Trust. Thus it is said the third hypothesis of Price and Trust on Consumer Satisfaction. Based on the correlation analysis (r) of 0.792, in accordance with the conditions used by Sugiyono (2013) this correlation value is included in the position of Strong correlation with the standard (0.60 – 0.799) meaning that Price and Trust together have a positive and strong relationship to Consumer Satisfaction in shopping online shop Tokopedia in East Kotawaringin Regency. While the analysis of determination (r2) is 0.627, which states that the two independent variables namely Price (X1) and Trust (X2) affect the dependent variable namely Consumer Satisfaction (Y) of 62.7% and the remaining 37.3% is influenced by other variables which were not examined in this study such as advertising attractiveness, brand image and so on which the researchers could not mention. Research suggestions are (1) For companies, self-price has a good influence because consumers themselves want relatively cheap prices. Therefore it is advisable to consider pricing for consumer satisfaction. (2) In order to be able to examine and choose what is good in this study, trust needs to be considered again, because consumers have quite a hard time making payments. Therefore we need more payment methods for consumer satisfaction. (3) For future research, research certainly has its own advantages and disadvantages. Likewise, this research is only seen in terms of price and trust in consumer satisfaction. (4) For Academics, In order to be able to review and make this research a reference if there are researches after this.

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