

The Influence Of Product Availability Related To Quality, Delivery, And Information Related To Complaints On Customer Satisfaction In An Indonesian E-Commerce Company (Case Study Of Shopee Express)

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Article Info	ABSTRACT
Keywords: Product Availability Relate To Quality, Delivery, Information Relate To Complaints, Customer Satisfaction.	This research discusses Shopee Express, a goods delivery service provided by Shopee. This service specializes in the field of goods delivery services. However, there are several problems faced by Shopee Express, related to product availability relate to quality, namely Shopee Express consumers complaining that the goods they received were damaged or even lost, as well as problems related to delivery, namely delays in delivery and complaints related to information relate to complaints, namely handling information that was not responded to by Shopee Express. This research adopts quantitative methods that include descriptive analysis and double linear regression. The study used the Indonesian population using the Shopee app and Shopee Express delivery services. The study applies quantitative research methods, which involve descriptive analysis and double linear regression. 385 using the measurement scale that is the ordinal scale. Data collected using SPSS version of Statistics 7. This study showed results that product availability related to quality is in the good category with a percentage of 70,5%, delivery in good category With a percent of 71.4%, information related to complaints related to information in the complaint category in both 69.9% and customer satisfaction of good category Based on the results of partial research, product availability related to quality, delivery, and complaint-related information has a positive as well as significant impact on customer satisfaction. Simultaneously the availability of products related to quality, delivery, information related to complaints has a positive as well as significant stake on customer satisfaction.
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INTRODUCTION

The rapidly growing e-commerce industry has had a positive impact on the logistics sector in Indonesia. With the increasing number of e-commerce businesses, the demand for reliable and affordable delivery services is essential to support the growth of the e-commerce industry in Indonesia. Logistics generally involves a series of supply chain processes, including planning, implementation, and control of storage, as well as the flow of goods, services, and

all related information from the source of demand to the point where customer demand is fulfilled (Hati & Juliati, 2019).

E-commerce opens opportunities for logistics companies to provide high-quality shipping services both domestically and internationally (Khairi & Cahyadi, 2023). When considering strategies for utilizing logistics services, logistics companies must prioritize the quality of logistics services from various aspects, including availability, delivery time, cost, reliability, product quality, complaint handling and return policies, as well as the accuracy of information provided to customers (Vasić et al., 2020). The better the quality of service that meets customer expectations, the higher the level of customer satisfaction (Sitepu & Marpaung, 2022).

To meet customer needs, Shopee provides various services, including Shopee Express. The success of Shopee is inseparable from the crucial role of shipping services in delivering goods to customers (Wijaya & Rizani, 2022). Shopee Express is an innovation by Shopee to develop its internal logistics and delivery system. In 2018, Shopee began with an integrated logistics solution called 'Service by Shopee,' covering inventory management to service procurement. This initiative marked the beginning for Shopee.

However, despite the success of Shopee's user base, there are customer complaints related to the services of Shopee Express. Product availability related to quality, as offered by Shopee Express, plays an important role in influencing customer satisfaction (Vasić et al., 2020). The availability of adequate delivery services ensures that customers can use the service whenever they need it (Vasić et al., 2020). This can enhance the shopping experience and help meet customer expectations. On the other hand, product availability related to quality encompasses various aspects, including product availability, product quality, and condition (Mentzer et al., 2001). However, there are issues related to Shopee Express services, such as damaged goods, poor service quality, and delivery estimates that do not match the information provided in the app. These issues cause customer disappointment.

Additionally, there is another phenomenon that becomes the focus of consumers in assessing the quality of a delivery service, which is delivery. Delivery significantly impacts customer satisfaction, indicating that delivery speed, accuracy in delivering the product as ordered, and the condition of the product upon arrival are very important (Huang et al., 2019). Errors in delivery, such as incorrect items or quantities, can cause dissatisfaction. A good tracking facility allows customers to know the status of their orders at any time, providing a sense of security and increasing satisfaction (Ramanathan, 2010). However, there are issues related to delivery at Shopee Express. Delays in delivery can disrupt customers' plans and needs, creating discomfort in the online purchasing process. Therefore, Shopee Express needs to improve the efficiency and reliability of its delivery services to maintain customer satisfaction and build a good reputation in the e-commerce industry.

There is also another phenomenon concerning information related to complaints, which refers to consumer perceptions of the information provided. It shows that accurate, complete, and timely information is crucial in delivery services like Shopee Express (Vasić et al., 2020). When customers receive clear information about the delivery status, estimated arrival time,

and problem handling procedures, they feel more secure and confident in the service they use (Vasić et al., 2020). This indicates that the quality of information provided by Shopee Express affects customer satisfaction (Guo et al., 2012). However, there are issues with Shopee Express related to the quality of its information, such as complaints that are not responded to by Shopee Express.

Problem Statement

Based on the background above, the author conducted this research to identify the following problems:

1. What is the effect of product availability related to quality on customer satisfaction at Shopee Express partially?
2. What is the effect of delivery on customer satisfaction at Shopee Express partially?
3. What is the effect of information related to complaints on customer satisfaction at Shopee Express partially?
4. What is the effect of product availability related to quality, delivery, and information related to complaints on customer satisfaction at Shopee Express simultaneously?

Research Objectives

This research has the following objectives:

1. To measure the effect of product availability related to quality on customer satisfaction at Shopee Express partially.
2. To measure the effect of delivery on customer satisfaction at Shopee Express partially.
3. To measure the effect of information related to complaints on customer satisfaction at Shopee Express partially.
4. To measure the effect of product availability related to quality, delivery, and information related to complaints on customer satisfaction simultaneously.

METHODS

The research method used is a quantitative method with descriptive analysis and multiple linear regression analysis. The population in this study consists of Indonesian people who use the Shopee application and Shopee Express delivery services. The sampling technique employed is non-probability sampling with a purposive sampling method, involving a sample of 385 respondents using an ordinal measurement scale. The collected data is processed using SPSS software, version Statistics 7.

RESULTS AND DISCUSSION

Descriptive Analysis

Table 1: Research Criteria

No.	Persentase	Kriteria Penilaian
1	20% - 36%	Sangat Tidak Baik
2	>36% - 52%	Tidak Baik
3	>52% - 68%	Cukup Baik
4	>68% - 84%	Baik
5	>84% - 100%	Sangat Baik

Source: Sugiyono (2017)

1. The analysis conducted on 385 respondents for the variable of product availability related to quality (X1) showed a result of 70% in the "good" category according to the continuum line.
2. The analysis conducted on 385 respondents for the delivery variable (X2) showed a result of 71.4% in the "good" category according to the continuum line.
3. The analysis conducted on 385 respondents for the variable of information related to complaints (X3) showed a result of 69.9% in the "good" category according to the continuum line.
4. The analysis conducted on 385 respondents for the variable of customer satisfaction (Y) showed a result of 67.9% in the "fairly good" category according to the continuum line.

Classical Assumption Test

1. Normality Test

The normality test is used to determine whether the distribution of the regression model, dependent variables, and independent variables follows a normal distribution. Here are the test results.

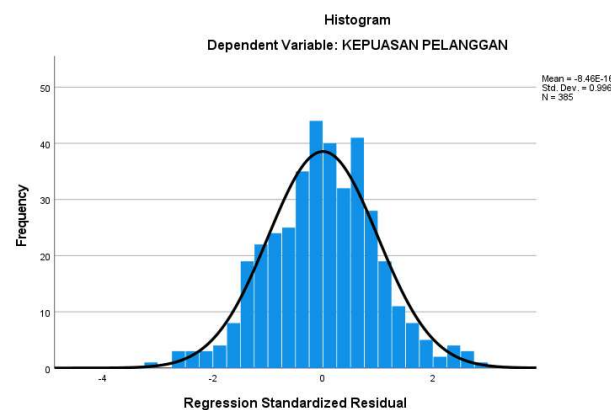


Figure 4: Histogram

Source: Processed Data by Researchers (2024)

The Normality Test shown in the histogram above indicates that the normality test results in a bell-shaped curve, which shows that the data distribution tends to be normal.

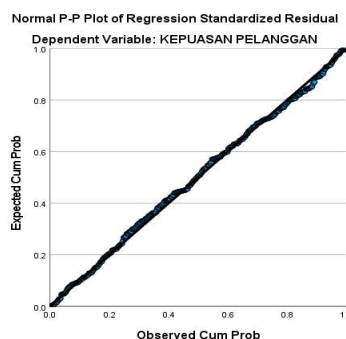


Figure 5: Normal Probability Plot

Source: Processed Data by Researchers (2024)

The Normal Probability Plot shows that the data distribution has a pattern that spreads along the diagonal line, following its direction. The success of this pattern indicates that the data has a symmetric distribution and is evenly distributed across its value range. It can be concluded that the data distribution pattern is normal, following the general characteristics of a normal distribution that is symmetric around the mean value.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		385
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.14618736
Most Extreme Differences	Absolute	.032
	Positive	.032
	Negative	-.025
Test Statistic		.032
Asymp. Sig. (2-tailed) ^c		.200 ^d
Monte Carlo Sig. (2-tailed) ^e	Sig.	.445
	99% Confidence Interval Lower Bound	.432
	Upper Bound	.458

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

d. This is a lower bound of the true significance.

e. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Table 2: Kolmogorov-Smirnov Test

Source: Processed Data by Researchers (2024)

As indicated by the significance value of 0.445, which is greater than 0.05, the data is normally distributed (significance value > 0.05). Therefore, after the transformation, the normality assumption of the data has been met. With the transformed data, the researchers can proceed to the next stage of analysis.

2. Multicollinearity Test

Table 3: Multicollinearity Test Results

<u>Coefficients^a</u>			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Product availability relate to <u>quality</u> (X1)	.257	3.886
	Delivery (X2)	.298	3.361
	Information <u>relate</u> to complaints (X3)	.252	3.971
a. Dependent Variable: Customer satisfaction (Y)			

Source: Processed Data by Researchers (2024)

The results show no multicollinearity, as the tolerance value is > 0.1 or the VIF value is < 10. This means there is no correlation between the independent variables (X) and the dependent variable (Y).

3. Heteroscedasticity Test

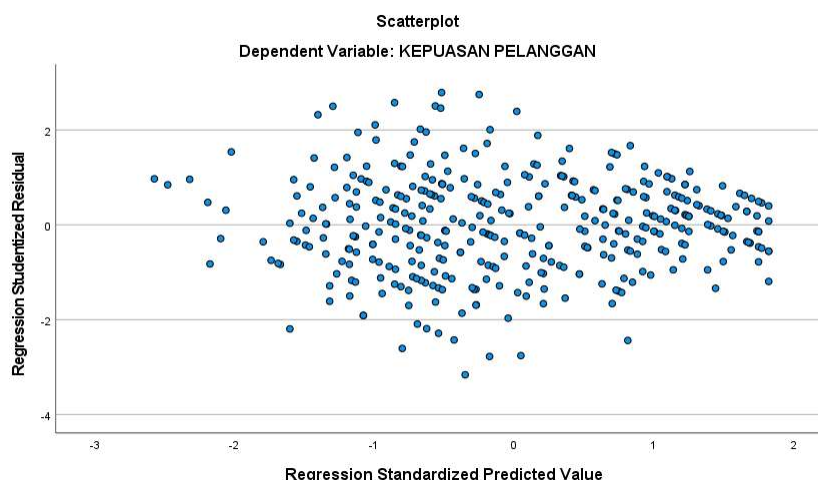


Figure 6: Heteroscedasticity Test

Source: Processed Data by Researchers (2024)

As a conclusion from the heteroscedasticity test conducted in Figure 6, it can be observed that the regression model does not have a heteroscedasticity problem. The scatterplot's pattern of points shows this, as they are randomly scattered above and below zero on the Y-axis without forming a specific pattern, such as wavy, widening, or narrowing.

4. Multiple Linear Regression Analysis

Table 4: Multiple Linear Regression Test

Coefficients ^a				
Model		Unstandardized Coefficients		Standardized Coefficients
		B	Std. Error	Beta
1	(Constant)	2.616	.735	
	<i>Product availability relate to quality (X1)</i>	.203	.064	.197
	<i>Delivery (X2)</i>	.340	.057	.341
	<i>Information relate to complaints (X3)</i>	.294	.061	.305

a. Dependent Variable: *Customer satisfaction (Y)*

Source: Processed Data by Researchers (2024)

The results indicate that product availability related to quality, delivery, and information related to complaints positively and significantly affect customer satisfaction. This positive influence shows that the better the product availability related to quality, delivery, and information related to complaints of Shopee Express, the higher the customer satisfaction.

5. Hypothesis Testing

T-Test

Table 5: T-Test Results

Coefficients^a						
	Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.056	.579		3.561	.001
	<i>Product availability relate to quality (X1)</i>	.203	.046	.147	3.174	.002
	<i>delivery (X2)</i>	.340	.051	.332	5.922	.001
	<i>Information relate to complaints (X3)</i>	.294	.046	.447	4.858	.001
a. Dependent Variable: <i>Customer satisfaction (Y)</i>						

Source: Processed Data by Researchers (2024)

It can be concluded that the variables product availability related to quality (X1), delivery (X2), and information related to complaints (X3) positively and significantly influence customer satisfaction (Y).

F-Test

Table 6: F-Test Results

ANOVA^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	6281.368	3	2093.789	209.873	.001 ^b
	Residual	3801.022	381	9.976		
	Total	10082.390	384			
a. Dependent Variable: <i>Customer satisfaction (Y)</i>						
b. Predictors: (Constant), <i>Product availability relate to quality (X1)</i> , <i>delivery (X2)</i> , dan <i>information relate to complaints (X3)</i>						

Source: Processed Data by Researchers (2024)

The F-test shows that H₀ is rejected and H₁ is accepted because the F-calculated value is 209.873 with a significance level of 0.001. This is because the F-calculated value is greater than the F-table value (209.873 is greater than 2.370), and the significance level is lower than 0.005 (0.001 is lower than 0.005). This means that product availability related to quality (X1), delivery (X2), and information related to complaints (X3) have an overall effect on customer satisfaction.

6. Coefficient of Determination

Table 7: Coefficient of Determination

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.789 ^a	.623	.620	3.159
a. Predictors: (Constant), <i>Product availability relate to quality (X1)</i> , <i>delivery (X2)</i> dan <i>information relate to complaints (X3)</i>				
b. Dependent Variable: <i>Customer satisfaction (Y)</i>				

Source: Processed Data by Researchers (2024)

The coefficient of determination, indicated by the Adjusted R Square value, is 0.623. This means that 62.3% of the variation in customer satisfaction (Y) can be explained by the variation in the three independent variables: product availability related to quality (X1), delivery (X2), and information related to complaints (X3). The remaining 37.7% is explained by other variables outside the scope of this research model.

CONCLUSION

Based on the research conducted on the influence of product availability related to quality, delivery, information related to complaints, and customer satisfaction, the following conclusions can be drawn: Firstly, product availability related to quality has a positive and significant influence on customer satisfaction with Shopee Express services, which is categorized as quite good. By ensuring that services are always available and ready for delivery, Shopee Express can meet customer expectations regarding delivery speed and reliability. Secondly, delivery has a positive influence on customer satisfaction with Shopee Express services, which is also classified as quite good. Timeliness of delivery, the condition of the package upon receipt, and delivery speed are crucial aspects. By ensuring that all aspects of delivery run smoothly and as expected, Shopee Express can enhance the level of customer satisfaction. Thirdly, information related to complaints has a positive and significant impact on customer satisfaction at Shopee Express. Accurate, complete, and timely information is crucial in delivery services like Shopee Express. Lastly, product availability related to quality, delivery, and information related to complaints all have a positive and significant effect on customer satisfaction at Shopee Express. This means that better product availability related to quality leads to higher customer satisfaction. Additionally, delivery quality plays an important role in enhancing customer satisfaction, and information related to complaints shows that when customers receive clear information about delivery status, estimated arrival time, and problem-handling procedures, they feel more secure and confident in the service they use.

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