

## THE EFFECT OF PRODUCT QUALITY AND PRICE ON SHOPEE CONSUMER SATISFACTION IN BATAM CITY

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### ABSTRACT

This study aims to analyze the effect of price and product quality on shopee e-commerce customer satisfaction. The population in this study are consumers who use Shopee e-commerce in Batam City. The sample taken is 100 residents of Batam city who have made a purchase at e-commerce shopee. The data collection method used is through the distribution of personal questionnaires. The analytical tool used in this research is multiple linear regression. The results obtained in this study have several findings, firstly, product quality has a positive and significant effect on customer satisfaction, secondly, the effect of price has a positive and significant effect on customer satisfaction, the third jointly product quality and price have a significant effect on customer satisfaction.

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### 1. INTRODUCTION

Along with the development of the times and technology, people's lifestyles are increasingly instantaneous because they are dominated by residents who have solid activities in their daily activities. so that people often look for something easy and instantaneous to meet their daily needs. This is followed by the provision of various services that help the community where citizens are very open to using increasingly developing technology. one of them is similar to the new lifestyle of people who are better known to use online shopping, where people can make purchases only by accessing the internet.

This development is due to the existence of the internet which can be used as a support system and applied to all fields such as social, cultural and even business fields. Every company shows excellence to consumers in order to continue to survive. The more attractive, practical, and profitable the sales system for consumers, the greater the profits for the company. Therefore, a company's sales system is an important thing for companies to pay attention to because the company's sales system is inseparable from the development of information technology that has sprung up on electronic media used for business activities, which became known as Electronic Commerce or e-commerce. E-commerce businesses in Indonesia have changed several consumer attitudes, one of which is the habit of shopping at shopping centers or stores which are now starting to switch to using online media.

E-commerce is the conduct of a company's business describing business electronics with the use of electronic basic tools and frameworks. Sales using electronic or internet means companies that use the site to offer, interact or facilitate the sale of products or services online. Online shop, namely sales that are carried out using the internet and there are no meetings between sellers and buyers. The method of marketing the products being sold is by using images or videos to the internet, social media networks or sales applications. Utilizing e-commerce by setting up an online store to develop a business is a profitable opportunity for business actors, of course based on a good marketing or advertising strategy because it will have a positive impact and provide benefits for micro or macro business actors in Indonesia. Currently, we can see that there are many online-based services that can be reached directly by consumers, simplifying all activities and daily life. From some of these online services, there is an idea in online services, namely online shopping services, the presence of online-based shopping services that use the internet as a medium is very influential for the community in all activities and survival, with online shopping services it is very helpful to shorten the time to make it more efficient. efficient.

Now a new idea has emerged from entrepreneurs and companies, namely online-based shopping services using internet media that offer various conveniences and comforts for consumers. E-commerce has become one of the business alternatives in the modern era which is in line with increasingly dynamic market conditions and competitive competition, resulting in changes in consumer behavior. In Indonesia,

*The Effect Of Product Quality And Price On Shopee Customer Satisfaction In Batam City - Bella Rizki Putri.*

*et.al*

1270

online shopping has become the choice of many parties to obtain goods. Product quality and service quality in the context of increasingly recognized as an effective way to gain and maintain a competitive advantage.

Table 1 E-Commerce Users and Penetration Rate in Indonesia 2017-2021

<b>Years</b>	<b>Number of users</b>
2017	139.000.000
2018	154.100.000
2019	168.300.000
2020	181.500.000
2021	193.200.000

Source: databoks, 2021

Based on table 1 above, it can be seen that the number of visitors is increasing every year. The rapid growth of the e-commerce business is due to the habit of consumers who have started to rely on e-commerce sites to buy various products, especially those that are difficult for them to find in physical stores. and, because of the increasing number of internet users every year. e-commerce business provides a variety of advantages offered. From the consumer side, of course shopping online is simpler than shopping conventionally at retail stores. Consumers can quickly get information about the products they need and can make purchase transactions anywhere and anytime, from home, work, internet cafes, or other places online. Using only their gadgets, consumers can choose goods, make payment transfers, and wait for the goods to arrive. From the business side, e-commerce not only opens up new markets for the products or services offered, but also makes it easier for MSMEs to do business. E-commerce also makes the company's operations more efficient. The perpetrators of the struggle do not need offices and physical shops. Business actors are able to market their products from where they live or from anywhere. E-commerce is also very efficient from the point of view of time. Search product news and transactions can be done more quickly and accurately.

One of the factors that can influence is the quality of the product. The quality of the products obtained will be taken into consideration in a company because with the increase in the quality of the products that the company provides, the higher the reputation of the company and receive good value in the eyes of consumers. If sellers in e-commerce can provide good quality products, and in accordance with what is written on the product description, consumers will be satisfied with the quality of products provided by sellers in e-commerce. On the other hand, if the seller in e-commerce provides unsatisfactory product quality and does not match what has been described, the consumer will give a poor evaluation or rating of the quality provided, as a result, consumers are dissatisfied and will not make transactions again on e-commerce. Shopee commerce. (Asti & Ayuningtyas, 2020: 6)

Table 2. Consumer complaints about product quality that does not match

<b>Consumer complaints</b>	<b>Evaluation</b>
The size is not according to the order	3/5
Incomplete delivery	1/5
The product does not match the picture	1/5

Based on table 2 above, it can be seen that the quality of the products that Shopee provides is still not good and does not satisfy consumers. As from the assessment given by consumers of the 5 points provided to assess, consumers only give 3 points and 1 point. It can be seen that consumers feel that there are still many products that Shopee offers that do not match what is described and do not match the price offered and the products sent are incomplete. Shopee must improve the quality of the products offered on the Shopee buying and selling site in order to attract more consumers. Shopee must be able to make the products it sells of good quality at prices that can compete in the market. Therefore, a company must pay more attention to product quality from the aspect of product mix, and distribution quality so that products can arrive on time to consumers which will increase consumer satisfaction and reap many consumers.

Price really determines customer satisfaction because the existence of cheap products can increase customer satisfaction. Price is a very important factor to pay attention to in marketing, not only quality but price is also the most important thing to pay attention to because most people are more interested in using low prices, this phenomenon is very often found in the community that most people seem to be more

interested in cheap prices than paying attention the quality. Low prices can increase customer satisfaction. (Mahira et al., 2021: 8 )

Table 3 Rating of online stores in Indonesia 2021

Toko Online	Pengunjung Web Bulanan	Ranking AppStore	Ranking Playstore	Twitter	Instagram	Facebook
Tokopedia	147,790,000	#2	#4	853,000	3,828,300	6,525,650
Shopee	126,996,700	#1	#1	603,800	7,757,940	21,855,970
Blibli	18,440,000	#8	#7	529,600	1,622,480	8,598,260
Lazada	27,670,000	#3	#2	430,000	2,975,370	31,364,410
Bukalapak	29,460,000	#6	#5	215,600	1,661,140	2,518,990

Based on table 3 above, it can be seen that there has been a decrease in the number of visitors to Shopee e-commerce. This is because Shopee has updated a system that allows consumers to choose delivery services based on the type of service available.

Shopee's presence in Indonesia cannot be separated from various promotions carried out by Shopee. Shopee carries out a promotional strategy so that Shopee consumers get a variety of attractive discounts provided by Shopee in just 1 day. Shopee also carries out many profitable promotions for Shopee consumers, including Shopee Shake, Shopee Quiz, and Flash Sale. Shopee also chose artists from South Korea as their brand ambassadors to attract millennial consumers as a promotional strategy. Shopee also applies the "Cheapest Price Guarantee" which is a very effective strategy to attract many consumers. Shopee e-commerce must be able to provide prices and product quality in accordance with consumer expectations, therefore companies are required to understand consumer expectations and provide prices and product quality that are appropriate and satisfying for consumers.

Product quality is the main reason for consumers to buy an item from e-commerce, consumers will feel satisfied if they get good product quality. a decrease in the number of visitors on Shopee e-commerce. This is because Shopee has updated a system that allows consumers to choose delivery services based on the type of service available. With this system, Shopee will automatically choose the best delivery service that is tailored to the choice of estimated time and delivery capacity, so that users can receive orders faster so that Shopee has a lower rating on several social media than its competitors.

## 2. METHOD

This research is quantitative research. The population is the entire city of Batam whose number is not known for sure. The sample is 100 respondents using purposive technique sampling. Data sourced from primary data obtained from filling in questionnaire by respondents. The variables studied include the influence of price, quality service, product quality and customer satisfaction. Data analysis methods include instrument test (validity test, reliability test), classical assumption test (normality test, test multicollinearity, heteroscedasticity test), multiple linear regression analysis, test hypothesis (test coefficient of determination, F test, t test).

## 3. RESULT AND DISCUSSION

### 3.1 Description of Research Data

Table 4 Gender of Respondents

		GENDER			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	male	23	23.0	23.0	23.0
	female	77	77.0	77.0	100.0
Total		100	100.0	100.0	

Source: SPSS Data Processing Results 26, 2022

From the results of the data obtained in table 4, it can be concluded that the respondents with male sex were 23 respondents or with a percentage of 23%, while the female sex was 77 respondents or with a percentage of 77%.

Table 5 Age of Respondents

		AGE			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	< 20 Years	11	11.0	11.0	11.0
	> 40 Years	3	3.0	3.0	14.0
	21 -30 Years	65	65.0	65.0	79.0
	31 - 40 Years	21	21.0	21.0	100.0
	Total	100	100.0	100.0	

From the results of the data obtained from table 5, it can be concluded that respondents aged <20 years amounted to 11 respondents with a percentage of 11%, respondents aged 21-30 were 65 respondents with a percentage of 65%. the most and the large percentage, and respondents aged 31-40 years as many as 21 respondents with a percentage of 21%, while respondents aged > 40 years were the least and the percentage was small, as many as 3 respondents with a percentage of 3%.

### 3.2 Data analysis

Table 6 Reliability Test Results

Variabel	Nilai Cronbach's Alpha	Information
Product quality	0,831	Raeliabel
Price	0,848	Raeliable
Consumer Satisfaction	0,762	Realiabel

Based on table 6, the results of the reliability test on the Product Quality variable (X1) obtained results of 0.831, the price variable (X2) obtained a result of 0.848, and the Consumer Satisfaction variable (Y) obtained a result of 0.762, from all the results the reliability obtained, it can be said that all variables are reliable because the results of Cronbach's Alpha > 0.60.

Table 7 Multicollinearity Results

Coefficients <sup>a</sup>							
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	1.965	.973		2.019	.046		
Kualitas Produk	.124	.053	.216	2.366	.020	.545	1.836
Harga	.287	.045	.584	6.392	.000	.545	1.836

a. Dependent Variable: TOTAL\_Y

Based on Table 7, it is known that the tolerance value of the product quality variable (X1) is 0.545 which is greater than 0.10 and the VIF value of 1.836 is smaller than 10.00, so it can be concluded that the data on this variable does not occur multicollinearity. The Tolerance value of the Price variable (X2) is 0.545 which is greater than 0.10 and the VIF value of 1.836 is smaller than 10.00, so it can be concluded that the data on this variable does not occur multicollinearity.

Table 8 Multiple Linear Analysis Test Results

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1 (Constant)	1.965	.973		2.019	.046	
Kualitas Produk	.124	.053	.216	2.366	.020	
Harga	.287	.045	.584	6.392	.000	

a. Dependent Variable: Kepuasan Konsumen

Based on table 8 the test results with the SPSS 22 program, the following regression equation can be arranged:

*The Effect Of Product Quality And Price On Shopee Customer Satisfaction In Batam City - Bella Rizki Putri. et.al*  
1273

$$Y = 1.965 + 0.124 X1 + 0.287 X2$$

Based on the description of the multiple linear equation above, it can be concluded that:

- 1) The constant value has a value of 1,965 which indicates if the variables X1 (product quality) and X2 (Price) are 0, then the dependent variable or consumer satisfaction (Y) is 1,965.
- 2) The Product Quality variable (X1) has a regression coefficient of 0.124, which shows that if the other independent variables do not change or remain, then the increase is 1% and the Product Quality variable is 0.124 with a positive coefficient value which means that there is a positive relationship between the variables. X1 (Product Quality) with variable Y (Consumer Satisfaction)
- 3) The Price variable (X2) has a regression coefficient of 0.287, which shows that if the other independent variables do not change or remain, then the increase is 1% and the Price variable is 0.287 with a positive coefficient value which means that there is a positive relationship between the X2 variable ( Price) with variable Y (Consumer Satisfaction)

### 3.3 Discussion

Based on the test results, it can be seen clearly that partially the independent variable has an effect on the dependent variable.

#### 1. Effect of Product Quality (X1) on Consumer Satisfaction (Y)

Based on the results of the analysis of primary data processing, it is said to be influential because the t-count value of 2.366 is greater than t-table 1.660 with a significant value of 0.020, then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the product quality variable has a positive and significant effect on Shopee consumer satisfaction in Batam City. This research is in line with research conducted by (Simanjuntak & Tampubolon, 2019) About the Effect of Price and Product Quality on Consumer Satisfaction of Vivo Smartphone Users in Batam City

#### 2. Effect of Price (X2) on Consumer Satisfaction (Y)

Based on the results of the analysis of primary data processing, it is said to be influential because the t-count value of 6.392 is greater than t-table 1.660 with a significant value of 0.000, then  $H_0$  is rejected and  $H_a$  is accepted, so it can be concluded that the price variable has a positive and significant effect on Shopee consumer satisfaction in Batam City. This research is in line with research conducted by (Basalamah, 2022) concerning Price and Product Quality on Consumer Satisfaction in Online Shopping at Shopee co. id

#### 3. Effect of Product Quality (X1) and Price (X2) on Consumer Satisfaction (Y)

From the results of the F test, it shows that the significance value is  $0.000 < 0.05$ , therefore the researcher knows that there is a significant influence between product quality and price on consumer satisfaction, and compared to F-count  $61,394 > F$ -table 3.09 and researchers can conclude where product quality and price simultaneously have a significant effect on consumer satisfaction.

### 4. CONCLUSION

From the results of research and discussions that have been carried out by researchers. In the previous chapter, the researchers expressed several conclusions including (1) Product quality has a significant effect on customer satisfaction. And the truth can be stated through the significant value of product quality totaling  $0.020 < 0.05$  so that the researcher concludes that the first hypothesis is accepted. (2) Price has a significant effect on customer satisfaction. And it can be stated that the truth is through a significant value. Price is  $0.000 < 0.05$  so that the researcher concludes that the second hypothesis is accepted. (3) Together, product quality and price have a significant effect on customer satisfaction. And the truth can be stated through the F value of  $0.000 < 0.05$ , therefore the researcher concludes that the third hypothesis is accepted.

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