Navigating Consumer Happiness: The Impact of Product Quality, Service Standards, and Pricing in the E-commerce Landscape

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ABSTRACT

*Purpose This study empirically proves the influence of product quality, excellent service and better and improved price perceptions will increase customer satisfaction. **Methodology** Selection of multivariate analysis design with quantitative cross sectional. Data collection from questionnaires announced to Perbanas students with convenience sampling techniques of 70 respondents who are active Tokopedia customers. Testing of this multivariate analysis model was selected with multiple regression assisted by the SPSS 26 application. **Findings** The results of the study indicate that the third independent variable has a positive and significant effect on consumer satisfaction. Product quality makes a major contribution to increasing customer satisfaction, excellent service quality provides a more comfortable shopping experience, and competitive prices are an important factor for satisfaction. **Suggestions** These findings provide insight for Tokopedia management in designing more effective strategies to increase customer satisfaction and loyalty, such as improving quality control of products sold. Thus, this study can be a reference for marketplace managers in developing more optimal marketing strategies to increase competitiveness in the e-commerce industry.*

Keywords: Product quality; Service quality; Price; Consumer satisfaction; Tokopedia.

ABSTRAK

Tujuan Penelitian ini membuktikan secara empiris pengaruh kualitas produk, pelayanan yang prima dan persepsi harga yang semakin baik dan ditingkatkan akan meningkatkan kepuasan pelanggan. **Metodologi** Pemilihan desain analisis multivariat dengan kuantitatif cross sectional. Pengumpulan data dari kuesioner yang diumumkan kepada mahasiswa Perbanas dengan teknik convenience sampling sebesar 70 responden yang merupakan pelanggan aktif Tokopedia. Pengujian model analisis multivariat ini dipilih dengan regresi berganda dibantu aplikasi SPSS 26. **Temuan** Hasil penelitian menunjukkan bahwa ketiga variabel bebas berpengaruh positif dan signifikan terhadap kepuasan konsumen. Kualitas produk memberikan kontribusi besar dalam meningkatkan kepuasan pelanggan, kualitas layanan yang baik memberikan pengalaman berbelanja yang lebih nyaman, dan harga yang kompetitif menjadi faktor penting untuk kepuasan. **Saran** Temuan ini memberikan wawasan bagi manajemen Tokopedia dalam merancang strategi yang lebih efektif untuk meningkatkan kepuasan dan loyalitas konsumen, seperti meningkatkan pengendalian kualitas produk yang dijual. Dengan demikian, penelitian ini dapat menjadi acuan bagi pengelola marketplace dalam mengembangkan strategi pemasaran yang lebih optimal untuk meningkatkan daya saing di industri e-commerce.

Kata kunci: *Product quality; Service quality; Price; Consumer satisfaction; Tokopedia.*

INTRODUCTION

The development of information and communication technology has had a significant impact on the business world, one of which is through the phenomenon of e-commerce. E-commerce or electronic commerce consists of distribution services, sales, purchases, services, maintenance, and product services, and all of them take place in electronic systems such as the Internet or other computer networks (Pramesti et al., 2023). Buying and selling transactions are carried out by consumers online on the marketplaces available in Indonesia, one of which is Tokopedia. The benefit for sellers in transacting through the marketplace is that it can increase sales, while the benefit for buyers is that it makes shopping easier. Tokopedia offers various products at competitive prices, diverse product quality, and reliable customer service.

Tokopedia is the marketplace platform with the largest number of users in Indonesia in 2021, making it an interesting research object regarding the use and services offered to consumers (Rachmat, 2023). As one of the leading marketplaces in Indonesia, Tokopedia has built a strong reputation in the national e-commerce industry (Artana, 2023). Tokopedia's advantage lies in its innovation in providing mobile-based services, which allows consumers and business actors to access this platform more easily through mobile applications. In addition, Tokopedia has various programs that support the development of micro, small, and medium enterprises (MSMEs), helping them market their products online to reach a wider consumer base. This support is in line with previous research findings showing that marketplace platforms play an important role in increasing the competitiveness of MSMEs in the digital era (Saputri et al., 2023). With the large business opportunities offered, Tokopedia reflects the dynamics of Indonesia's e-commerce industry, which continues to grow rapidly.

Previous studies have revealed the determinants of e-commerce customer satisfaction, including price comparison factors, after-sales service, and product customization features (Dospinescu et al., 2022). Research by Goutam et al. (2021) shows that price, product quality, and on-time delivery are determinants of e-commerce customer satisfaction, while service quality for websites does not affect customer satisfaction. Meanwhile, according to research from Mofokeng (2021), the factors influencing online consumer satisfaction are information quality, product variety, product delivery, and perceived security. Furthermore, research by Cuong (2023) shows that price perception and web quality can increase e-commerce consumer satisfaction.

Furthermore, several other studies further strengthen the need for further research on product quality, service standards provided, and price perceptions by comparing prices to e-commerce customer satisfaction, which is often called e-satisfaction. Several studies provide results that still vary greatly in determining the factors influencing e-commerce customer satisfaction. Research by Ziaullah et al. (2014) shows that product quality and delivery services such as packaging and delivery punctuality significantly influence e-commerce customer satisfaction. However, research by Rashid and Rasheed (2024) explains that product quality affects product satisfaction, while delivery services do not affect product quality perceived by e-commerce customers.

Research on the influence of product quality, service quality, and price on customer satisfaction shows that these three factors significantly shape customer experience. According to the Customer Satisfaction Theory, customer satisfaction results from comparing expectations and experiences received (Oliver, 1999). In a study

conducted by Kumar and Reinartz (2016), it was found that high product quality increases customer satisfaction and builds long-term loyalty. In addition, good service quality, such as responsiveness and empathy, contributes significantly to customer satisfaction, as expressed in the SERVQUAL model (Parasuraman et al., 1988). Another study by Zeithaml and Bitner (2010) emphasized the importance of fair prices in the context of customer value, which directly impacts satisfaction. Thus, it can be concluded that the combination of product quality, service quality, and the right price is the key to achieving optimal and sustainable customer satisfaction.

Moreover, this study aims to fill the gap in the type of e-commerce studied. Several studies have linked price and service quality on Shoppee (Mediti, 2010; Pertiwi et al., 2022; Fadli & Rubiyanti, 2021). However, there is no study that links this to what is studied on Tokopedia. Therefore, it is crucial to understand the influence of product quality, service quality, and price on customer satisfaction at Tokopedia. This helps the platform maintain and increase its customer base and provides strategic guidance in facing increasingly fierce competition in the e-commerce industry. In addition, this study aims to fill the gap with results that are still contradictory in several variable relationships, such as product quality and satisfaction. Product quality is an essential factor because consumers tend to look for products that have the desired features and provide added value (Nurfauzi et al., 2023). On the other hand, the results of research conducted by (Putra, 2019) state that product quality does not significantly affect customer satisfaction.

One of the factors that plays a role in determining customer satisfaction is the quality of service a company provides. According to research by Cristo et al. (2017), there is a significant relationship between service quality and physical environment on customer satisfaction. This study shows that the better the service provided, the higher the level of customer satisfaction. However, this finding differs from the results of a study conducted by Lie et al. (2019), which stated that service quality does not have a significant relationship with customer satisfaction. The difference in the results of this study reflects that customer satisfaction factors can be influenced by various other variables, such as price, perceived value, and previous experience in interacting with the services provided (Saputri et al., 2023). Therefore, to understand customer satisfaction more comprehensively, an analysis is needed to consider various factors that can influence customer perceptions of the services received.

Price is a significant factor because consumers often compare product prices on various marketplace platforms before purchasing. The research results of Mochammad et al. (2023) show that price has a positive and significant influence on consumer satisfaction. However, Vita et al. (2022) stated that price does not have a significant effect on consumer satisfaction.

Based on what has been stated, this study aims to test the influence of product quality, service quality, and price on consumer satisfaction. The study contributes to increasing the quantity of research to understand important factors that can influence and increase consumer satisfaction, especially those who make transactions on the marketplace platform.

HYPOTHESIS DEVELOPMENT

Customer satisfaction is a fundamental aspect of the business world that relates to customer evaluation of a product or service based on a comparison between their expectations and the actual experience obtained (Kotler & Keller, 2016). Consumers will feel satisfied if the quality of the service or product meets or exceeds expectations. Conversely, dissatisfaction will arise if the perceived performance is lower than expected. Customer satisfaction impacts individual experience and plays an important role in building customer loyalty and increasing the likelihood of repeat purchases (Tjiptono, 2019). Previous studies have shown that satisfied customers tend to recommend products or services to others, which can ultimately improve the company's reputation and competitiveness in the market (Zeithaml et al., 2018). Therefore, companies need to understand the factors that influence customer satisfaction to design more effective and sustainable marketing strategies.

In the context of this study, three main variables are thought to influence consumer satisfaction: product quality, service quality, and price. Product quality refers to the extent to which a product can meet customer needs and expectations, where the higher the product quality, the more likely consumers are to feel satisfied (Garvin, 1987). Meanwhile, service quality reflects the company's ability to provide responsive, empathetic, and reliable services, directly impacting customer satisfaction (Parasuraman, Zeithaml, & Berry, 1988). In addition, price also plays a vital role because consumers tend to feel satisfied if they consider that the price paid is commensurate with the value they receive (Monroe, 1990). Thus, these three variables can simultaneously or partially influence consumer satisfaction with a product or service.

Product quality with consumer satisfaction

Product quality is one of the key factors that determine the level of customer satisfaction in various industries. Successful companies prioritize product quality because customers feel satisfied when the products they buy meet or even exceed their expectations (Kotler & Keller, 2016). Putri's research (2023) shows that Kopi Kenangan customers are increasingly satisfied with the increasing quality of Kopi Kenangan, reflecting the importance of quality standards in the food and beverage industry. Similar findings were also obtained in a study conducted by Kholis and Colia (2023), which revealed that improving product quality on Shopee, such as lots of variations and products that are always maintained from existing stores, greatly influences customer satisfaction in the Shopee marketplace. This is in line with research conducted by Zeithaml (2018), which states that the formation and improvement of customer perceptions of the quality of the product they value are very important in influencing the perception of the product's satisfaction assessment, and this will lead to repeat purchases. Thus, companies that want to increase competitiveness and maintain customer loyalty must consistently maintain and improve the quality of their products.

H1: Product quality has a positive and significant effect on consumer satisfaction.

Quality of service with customer satisfaction

Service quality, defined as the extent to which a service or product meets or exceeds customer expectations, is crucial in shaping customer satisfaction. In the context of e-commerce, where interactions between sellers and buyers are often virtual, service

quality encompasses aspects such as ease of use of the platform, speed of delivery, responsiveness of customer service, and security of transactions. Research conducted by Kholis & Colia (2023) on the Shopee platform shows that "service quality has a significant effect on customer satisfaction in shopping on the Shopee marketplace." This finding is in line with previous studies conducted by Mediti (2010), Pertiwi et al. (2022), and Fadli & Rubiyanti (2021), which also confirmed a positive relationship between service quality and customer satisfaction in the context of e-commerce.

However, it is essential to note that most existing studies focus on the Shopee platform. In contrast, studies on the effect of service quality on customer satisfaction on the Tokopedia platform are still limited. Given the different characteristics and target markets between the two platforms, the relationship dynamics between service quality and customer satisfaction may also differ. Therefore, further research is needed to test this hypothesis in the context of Tokopedia to provide a more comprehensive understanding of the factors that influence customer satisfaction in the e-commerce industry in Indonesia.

Likewise, the e-commerce landscape constantly evolves, and these dynamics may differ across platforms. Therefore, it is essential to explore whether the same relationship holds in Tokopedia, given its unique characteristics and distinct customer base. Thus, this study aims to test the hypothesis that product quality significantly influences customer satisfaction in Tokopedia, expanding our understanding of customer satisfaction dynamics in the digital era.

H2: Service quality has a positive and significant effect on consumer satisfaction.

Price with customer satisfaction

Price, the monetary value consumers exchange to obtain a product or service, plays a central role in determining customer satisfaction. In consumer behavior, perceptions of price fairness are often a determining factor in purchasing decisions and post-purchase evaluations. Research conducted by Aulia & Hidayat (2017) on Amanda Brownies showed that "price has a significant effect on customer satisfaction when shopping at Amanda Brownies." This finding is reinforced by Putri's study (2023), which found that price also significantly impacts customer satisfaction at Kopi Kenangan.

However, both studies focused on the conventional sales sector, not e-commerce. In the digital era, pricing dynamics have become more complex, with price transparency, instant comparison, and aggressive online promotions. Therefore, further research is needed to test whether the relationship between price and customer satisfaction in conventional sales also applies in e-commerce. Given the unique characteristics of e-commerce platforms, such as lower operating costs and more intense competition, it is possible that customer sensitivity to price in this context will be different.

H3: Price has a positive and significant effect on consumer satisfaction.

Research Model

This research model is a multivariate analysis model that shows the influence of three independent variables, namely product quality, service quality, and price perceived by consumers on one dependent variable, consumer satisfaction.
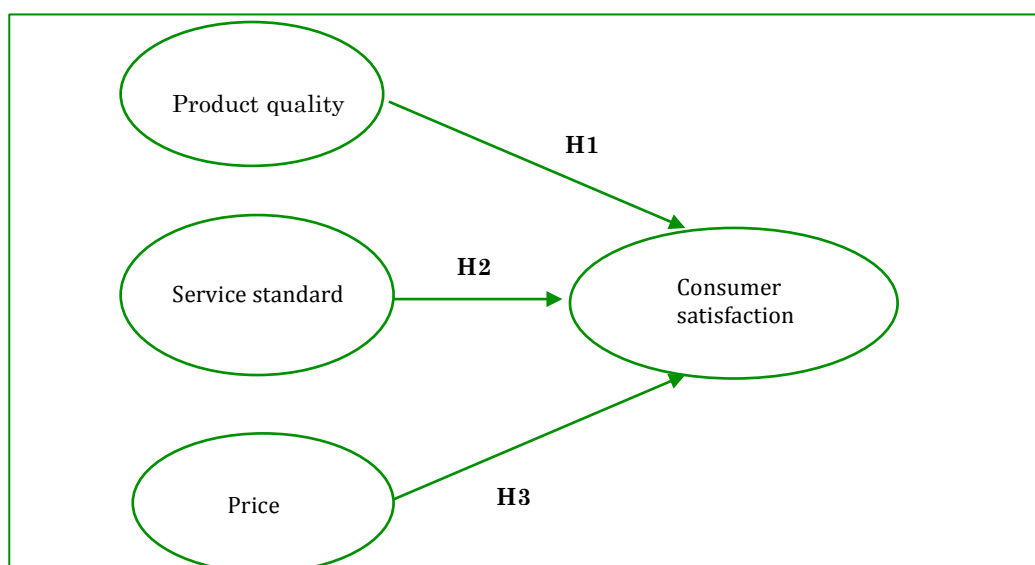
Figure 1. Research Model

METHODOLOGY

Sample and Data Collection

The population in this study were Tokopedia consumers who had shopped at Tokopedia at least once and were Perbanas students. The sample size of 70 respondents was based on Roscoe's rule of thumb which states that the sample size for social research ranges from 30-500 is sufficient (Sekaran & Bougie, 2016).

Measurement

The variables in the study were measured using measurements that have been used in previous studies. The Price variable perceived by consumers and also the product quality variable used measurements taken from the research of Gofur and Sari (2024). The customer satisfaction variable used a measure derived from the research of Chairudin and Sari (2021) with six statement items. Furthermore, the service quality variable in this study used a measure of service quality for e-commerce consisting of two dimensions of responsiveness with compensation. This measure was obtained from Wu's research (2018).

Data analysis

This study carries a model of three independent variables against one dependent variable. So it will be classified as a multivariate analysis (Hair et al., 2019). Therefore, the appropriate analysis technique used in the study is multiple regression. Multiple regression testing in this study was chosen with the help of SPSS 25. Therefore, before interpreting the data, it is necessary to show that the assumptions for the regression are met, namely the normality test, heteroscedasticity and multicollinearity. The method used in this study is a descriptive quantitative approach method, by distributing questionnaires to 70 respondents who transact online at Tokopedia. The analysis tool used is multiple regression with SPSS tools.

RESULTS

The respondents of this study were 58.57% female, which was 41 respondents, while 29 were male. There were 56 respondents who were in the age range of 19-30 years, and 14 respondents were between 31 and 50 years. So, looking at this distribution, the respondents of the study were dominated by women and aged 19-30 years.

The validity test results with factor analysis showed that all items obtained a loading factor value of above 0.5 and met the minimum value. Thus, all items used in this study were declared valid. Furthermore, for reliability testing using Cronbach alpha, which was carried out per variable, it showed that each Cronbach alpha value obtained a value above 0.7, so the instrument was declared reliable. Furthermore, the hypothesis testing process was carried out with multiple regression assisted by SPSS, for that the assumption test was carried out first.

Hypothesis testing

The model presented in this study is a test of the influence of three variables, namely product quality, service quality, and price on consumer satisfaction in the Tokopedia marketplace. These results can be seen in table 1 below.

Table 1. Multiple Linear Regression Test Results

Variables	Standardized B	t	sig	information
Product Quality (PQ)	.409	5.555	.000	supported
Service Excellent (SE)	.261	2,961	.004	supported
Price (P)	.350	4.438	.000	supported
Adj R ^{2}	.833			
F	115,815		.000	

(Source: Processed data, 2024)

This is a good model that can be applied to predict the influence of customer satisfaction, with the F value results showing a sig level of 0.000 and the F count value of 115.815 > 2.74. Furthermore, this model can explain the variance of the influence of the three dependent variables studied on consumer satisfaction by 83.3%.

This study proves that product quality affects consumer satisfaction. The first hypothesis is supported. Good product quality, such as durability, design, packaging, and consistent product quality can increase satisfaction and encourage consumers to always make repeat purchases at Tokopedia so that it can increase consumer loyalty. Therefore, Tokopedia needs to pay attention to the quality of its products as one of the important factors in attracting and retaining consumers. By providing quality products, Tokopedia can increase its competitiveness to compete with Shopee as its main competitor.

Furthermore, the second hypothesis is supported. In addition to product quality, service quality also positively affects consumer satisfaction. This shows that consumers also need good services such as ease in ordering goods, speed of sellers in responding to customers about the goods to be purchased, return guarantees if the product received does not match the order or is defective, a sense of security when transacting on

Tokopedia because if the goods purchased do not match the money will be returned, and consumers can communicate with the store seller on Tokopedia. By providing good service, Tokopedia can have a competitive advantage that can increase consumer satisfaction so that consumers do not move to other marketplaces such as Shoppe, Bukalapak, Lazada.

Concerning efforts to increase consumer satisfaction, Tokopedia needs to consider other factors besides product quality and service quality. Therefore, Tokopedia needs to offer competitive prices and by the value offered by its products. To realize this, Tokopedia provides cheaper prices than other marketplaces, prices that follow product quality, and prices that vary according to product type. Competitive price offers can attract consumer interest, because consumers generally always look for cheaper prices.

DISCUSSION

Increasingly tight business competition shows that customer satisfaction is the main benchmark for a company's success, and product quality is an irreplaceable foundation in achieving this goal. Product quality, defined as the ability of a product to meet or exceed consumer expectations, is not just a physical attribute but also includes functional, aesthetic, and reliability aspects. Kapirossi and Prabowo (2023) emphasize that "product quality is the ability of a product to meet consumer expectations," which directly contributes to their satisfaction.

Furthermore, product quality has a significant influence on consumer purchasing decisions. Lotulung et al. (2023) found that consumers tend to choose products they perceive to be of high quality, because it reflects the value and benefits they seek. Therefore, companies need to invest in developing products that meet quality standards and exceed consumer expectations. Jannah et al. (2019) emphasized the importance of companies to "provide satisfaction to consumers that is by consumer expectations and desires in terms of product quality," as this will build customer loyalty and encourage repeat purchases. In the digital era, where online reviews and recommendations greatly influence, superior product quality is becoming increasingly important to build a positive reputation and win the competition.

To maintain consumer satisfaction, companies or management must evaluate the products provided to consumers so as not to cause disappointment that causes the level of consumer satisfaction to decrease. Durable, design, packaging, and consistent product quality influence consumer satisfaction. According to (Salsabila & Utomo, 2023), product quality is one of the important factors for companies that can satisfy their customers to create customer loyalty. The results of this study support that product quality is an important factor in influencing consumer satisfaction.

The results of this study confirm the hypothesis that service quality has a significant influence on customer satisfaction. This finding aligns with previous studies that show a positive relationship between service quality and customer satisfaction. For example, Kholis & Colia (2023) in their study on the Shopee platform found that "service quality has a significant effect on customer satisfaction in shopping on the Shopee marketplace." This finding is reinforced by other studies such as Mediti (2010), Pertiwi et al. (2022), and Fadli & Rubiyanti (2021), all of which found that service quality has a positive impact on customer satisfaction in the context of e-commerce.

In the context of Tokopedia, the results of this study indicate that customers who experience good service quality, such as ease of use of the platform, speed of delivery, responsiveness of customer service, and security of transactions, tend to be more satisfied with their shopping experience. This indicates that investing in improving service quality can be an effective strategy to increase customer satisfaction and build loyalty on the Tokopedia platform. High service quality will be a company's advantage. If the company gets a positive value in the eyes of consumers, consumers will provide good feedback and they may become loyal customers.

Service quality must start from customer needs and end with customer satisfaction. It can be said that service quality plays an important role in increasing customer satisfaction. Factors such as ease of ordering goods, speed of sellers in responding to consumers about the goods to be purchased, and guarantee of returns if the product received does not match the order or is defective significantly impact customer satisfaction so that they become loyal consumers. The results of this study support that service quality is an important factor in providing satisfaction to consumers.

This finding aligns with previous studies that show a positive relationship between price and customer satisfaction. For example, Aulia and Hidayat (2017), in their study on Amanda Brownies, found that "price has a significant effect on customer satisfaction shopping at Amanda Brownies." Putri's study (2023) found that price also significantly impacts customer satisfaction at Kopi Kenangan.

In the context of e-commerce, especially Tokopedia, the results of this study indicate that customers who feel the price is fair, attractive discounts, and profitable promotions tend to be more satisfied with their shopping experience. This indicates that a competitive and transparent pricing strategy can be a key factor in increasing customer satisfaction and building loyalty on the Tokopedia platform.

Interestingly, these results are also consistent with findings on other e-commerce platforms. For example, research on Shopee also shows customer sensitivity to price. However, there are differences in pricing strategies between the two platforms. Tokopedia tends to focus on offering stable and transparent prices, while Shopee is more aggressive in providing discounts and flash promotions. These differences reflect the target market's characteristics and business strategies of each platform. Therefore, Tokopedia needs to continue to monitor price dynamics in the e-commerce market and adjust its pricing strategy to remain competitive and relevant to customer needs.

CONCLUSION

Current consumer satisfaction predictors agree with research results that emphasize the need for appropriate product quality, service quality, and prices, which are aligned with several factors that can fulfill consumer desires and expectations and make consumers feel satisfied.

Research implications

The results of this study provide important insights for marketplace management such as Tokopedia to design more effective strategies to increase consumer satisfaction and loyalty. Emphasis on product and service quality can be an effective strategy to increase

consumer satisfaction. In addition, it should also be noted that price can be a significant determining factor in providing satisfaction to consumers, so appropriate adjustments need to be made. With a better understanding of these factors, stakeholders can take the right steps to increase consumer satisfaction in purchasing on the Tokopedia marketplace.

Limitations of Research and Suggestions

This study provides valuable insights into the factors that influence Tokopedia consumer satisfaction, however, several limitations need to be considered. This study was only conducted on 70 respondents who were consumers who made transactions on Tokopedia. The relatively small sample size and limited sampling in one marketplace may affect the generalization of the findings of this study to a wider population. In addition, this study only examines the effect of product quality, service quality, and price on consumer satisfaction. Therefore, further research is needed with more representative samples and other variables to obtain a more comprehensive picture.

Although this study used a descriptive quantitative approach and multiple linear regression analysis, other factors may have been overlooked. Individual preferences, subjective perceptions, and other external factors can significantly affect consumer satisfaction. In future studies, more holistic research methods, such as qualitative or mixed approaches, can be considered to better understand the relevant factors.

In addition to the factors that have been studied, other variables, such as promotion, brand image, and perceived convenience, can influence consumer satisfaction. Future research can consider including these additional variables to gain a more complete understanding of these factors.

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