

# Customer Satisfaction Factor in Online Market Place Tokopedia

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**Abstract:** Online Shopping has been a trend in society that offer easiness to buy products with smartphone that is connected to internet without any barrier. Despite of the easiness in online shopping, there is some element that makes online shopping less convenience because consumers will not be able to feel (see, touch, smell) the real thing, sometimes it is one of the factors that consumers still go to shopping centers to buy things that they want. Satisfaction is one of interesting factor that drive peoples to purchase a product in online shop marketplace. Therefore with this study, researcher want to find correlation between service quality, complaint handling, Tangibility, Perceived Value, Perceived trustworthiness that affected satisfaction of online shopping in marketplace Tokopedia.

**Keyword:** Consument Online Satisfaction, Online Shop, Service Quality, Complaint Handling, Tangibility, Perceived Value, Perceived Trustworthiness, Online MarketPlace, Tokopedia.

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## 1. INTRODUCTION

Nowadays retail online shopping has become trends in society. There is almost no barriers for doing online shopping. Even now, online shopping is much easier and almost no effort is needed, just by only using smartphone that connecting to internet, peoples can do online shopping. Despite of the easiness in online shopping, there is some element that makes online shopping less convenience because consumers will not be able to feel (see, touch, smell) the real thing, sometimes it is one of the factors that consumers still go to shopping centers to buy things that they want. In addition, in online shopping consumers will not be able to meet or greet sellers, in this case the interaction of buyers and sellers will be reduced. Consumers can reply to a message to the seller if the application supports the chat or short message feature.

Currently the e-commerce business in Indonesia is growing rapidly. Based on the data, it can be seen that competition is becoming increasingly tight among e-commerce companies, everyone wants to make their company the number one company in providing online shopping for Indonesia. This is reflected on this article by Savithri, Agnes. "Sektor E-Commerce Tumbuh, Tokopedia Merajai Pasar Indonesia." Gaya Hidup, 21 Feb. 2018 , [www.cnnindonesia.com/teknologi/20180221105010-185-277674/sektor-e-commerce-tumbuh-tokopedia-merajai-pasar-indonesia](http://www.cnnindonesia.com/teknologi/20180221105010-185-277674/sektor-e-commerce-tumbuh-tokopedia-merajai-pasar-indonesia).

On that article, it is said that Indonesia experienced ecommerce consumer growth of 11 million in 2017. This number makes e-commerce's total consumers become 35 million. The results of a survey conducted by the FT Confidential Research (FTCR) in as many as 1,000 urban consumers show that local ecommerce, Tokopedia, is still superior to Lazada Indonesia. Tokopedia itself won 70% of Indonesia's market share by strengthening its position on Java.

Previous research mostly discusses customer satisfaction that is connected to trust or brand image. In this study, researchers want to examine the factors that influence customer satisfaction in terms of service quality, complaint handling, Tangibility, Perceived Value, Perceived trustworthiness

This study aims to determine what factors influence Tokopedia customer satisfaction as their online shopping provider. Some of the factors that are thought to influence customer satisfaction in this study are perceived product quality, product accuracy, service.

## 2. LITERATURE REVIEW AND RESEARCH HYPOTHESIS

Electronic commerce (e-commerce) refers to transaction processes, such as buying and selling products and services through computer networks, for example the Internet (Chintagunta et al., 2012; Bamfield, 2013; Balabanis et al., 2006). Electronic commerce can be categorized into five categories : business-to-business (B2B), business-to-consumer (B2C), business-to-government (B2G), consumer-to-consumer (C2C) and mobile commerce (Chen et al., 2014). The online, B2C and C2C market operations models show a combination of trends. In detail, can be interpreted as consumers surfing (buying) and buying products or services from websites. Online shopping is almost 20 years old, while offline stores have been built for thousands of years (Hansemark dan Albinson, 2004; Heiner dkk., 2004). Since ancient times, products have been exchanged for commensurate value. Shopping online is the experience of shopping for new models. However, this is becoming increasingly important regarding the flow of market competition with the spread of internet use.

As a new shopping model, online shopping model is different from the traditional shopping experience (Ansari et al., 2008; Kusum dan Farris). First, they are different at the transaction location. Customers tend to choose the closest store when shopping offline while online shopping can be around the world and used anytime (24/7). Second, for online stores there are no physical stores, changes can be made at any time. Can react quickly to changes in market conditions. However, building an offline store costs a lot of time and money. And changes and modifications are difficult. For customers, online shopping has risks because most vendors do not have a physical store and most merchandise cannot be tried until the customer receives it. With offline shopping, consumers can try, see and feel the products before they buy goods. E-commerce does not only pay attention to the function of buying and selling goods and services online, it also facilitates the entire purchase and sales process for both sellers and buyers. In general, e-commerce is a business activity that operates through electronic media such as the Internet.

### 2.1. Online shopping

Online shopping can be interpreted as online shopping, meaning that customers do activities to buy goods through the internet, without having to come to an offline store. Shopping online can save costs and time compared to we shop offline, which requires fees and time to go to an offline store. Shopping online is not limited by time and distance, we can shop whenever and wherever we like. We can also buy goods from abroad.

### 2.2. Service Quality

According to (Parasuraman et al., 1988; 1991), service quality is generally interpreted as a relative range of perspectives between customer expectations and evaluations in relation to the experience of using a service or service.

According to (Cronin and Taylor, 1992; Wolfinbarger and Gilly, 2003), service quality is closely related to customer satisfaction, retention, and loyalty to the company and is the main determinant of a company's success both online and offline.

From previous studies there have been some controversies regarding service quality with a relationship of influence on customer satisfaction such as research conducted by Cristobal et al. (2007), Yang and Fang (2004), and Rod et al. (2009) found that the service quality aspect affects customer satisfaction but vice versa in the research conducted by Devaraj et al., (2002), Lee and Lin (2005), Herington and Weaven (2009) and Kassim and Abdullah (2010), it was found that not all dimensions of service quality affect customer satisfaction. In this research we will focus on service quality at online stores.

H1: Service Quality has a significant and positive relationship to satisfaction

### 2.3. Complaint Handling

There is a high correlation between customer satisfaction and complaints. The existence of complaints has a significant negative effect on customer satisfaction [Oliver 1980; Voorhees & Brady 2005]. Lu et al. [2012] examined how dissatisfaction affects the behavior of complaining customers.

Wu [2013] presents the overall conceptual model for the main drivers of customer satisfaction, how the impact of customer satisfaction is related to complaints about intentions in online shopping, and the interaction effects of perceptions before purchase that have to do with customer satisfaction and complaints. In e-service research, several studies have examined the main effects of pre-purchase perceptions on customer intentions to make complaints [Cho et al. 2002; Huang & Chang 2008; Voorhees & Brady 2005].

Online customers are likely to complain if the product or service is performing worse than he expected before buying [Cho et al. 2002]. The more customers who feel dissatisfied with online services, the more likely complaints will arise. After making a transaction with an online store and receiving the product purchased, customers will need additional services from online retailers.

Services provided by online stores after product delivery are considered after-sale services, which are an important part of electronic services [Parasuraman et al. 2005]. Quality of after-sales service affects customer satisfaction, which in turn affects behavioral intentions [Rigopoulou et al. 2008].

The influence of online retailer purchase and purchase service elements (such as information consistency, system interaction, and delivery) on customer satisfaction and post-purchase behavior has been investigated [Rao et al. 2011; Wu 2013]. [Well et al. 2011] found that signal credibility influenced the relationship between website quality and customer perceptions of product quality. Credibility signals influence customer pre-purchase perceptions and are potential moderators of the relationship between customer satisfaction and OCCI [Wu 2013]. In the post-purchase process, customers have experienced the experience of services provided by online stores and formed their evaluations of online stores.

H2: Complain Handling has a significant and positive relationship to satisfaction

#### **2.4. Perceived quality**

Perceived quality referred to here is the quality of goods perceived by customers based on the perception of what is received and what is given by the customer (Lin et al). Because shopping online cannot feel goods directly, it is important for customers to be able to feel the quality of the product purchased when the item has been received by it. This factor is obtained from the review feature for an item that has been purchased using a 1-5 star rating as a measuring medium, the higher the star is given, the higher the quality perceived by the customer.

H4: Perceived Quality has a significant and positive relationship to satisfaction

#### **2.5. Service Tangibility**

Intangibility refers to the lack of physical evidence and is seen as a single dimension (McDougal, 1987). Recently, Laroche et al (2004) suggested that intangibility consists of three dimensions: physical intangibility, generality, and mental intangibility. The physical dimension is the extent to which a product cannot be accessed by the senses. generality is "customer difficulties in defining or describing a particular product" (Laroche et al., 2004,374). Mental intangibility refers to the difficulty of visualizing a particular product; a product may be physically real, but it is difficult to understand mentally (Laroche et al., 2004). We use the term "tangibility", which is the opposite of "intangibility", meaning that a company can make customers feel the services provided. Offering an informative, effective and even entertaining website will help customers evaluate product functionality and design. In the context of service, customers may be able to almost experience this service or service. For example, many hotels offer virtual tours in their rooms, lobbies and restaurants. Consumers can visualize and develop a sense of facility in and around hotel rooms, helping them inject services. In this context Tokopedia provides a feature so that sellers can enter product photos or even video links of a product, with the aim that consumers can access as much information as possible and visualize products as real as possible while making assumptions about product quality.

H3: Service Tangibility has a significant and positive relationship to satisfaction

#### **2.6. Perceived Trustworthiness**

Trust, is a very important element of basic human feelings (for example, sincerity) in addition to being an element of trust in websites in this digital world. In this case, to enrich consumer trust in a comprehensive virtual environment, electronic service providers or e-stores must also be trustworthy. In fact, online stores that can be trusted themselves can affect consumers' intentions to make online purchases (Winnie wong poh ming, 2014).

Trust in the internet, including merchants in online shops, is important for business-to-business (B2B) or business-to-consumer (B2C) trading. Customers and companies, experience pressure related to economic downturn, terrorism and so on, which makes the transition to buying from the internet so that the most promising business is the business that is on the internet site (Shankara, Urban & Sultan, 2002).

According to (Das and Teng, 2004) trust is obtained and used in 3 different ways, namely perceptions (subjective beliefs), individual aspects and those who follow situations that can lead to very subjective beliefs (antecedent trusts), so it's like things- things that are caused by behavioral trust.

The deficit of consumer confidence in online merchants, e-commerce technology, innovation and security payments made on e-commerce can create significant challenges in conducting e-commerce business to consumers (Patton & Josang, 2004).

Creating and increasing the level of customer trust in new web or new e-commerce is very important so that e-commerce sites can grow and reach consumers both locally and even internationally.

Creative web designers can see social features that are associated with prospective customers so that they can increase the level of trust in e-commerce websites (Sia et al., 2009). The results of previous studies, claiming that methods such as guarantees and protection of money paid by consumers such as money back guarantees will be things that can attract consumers to use e-commerce (Grewal et al., 2003).

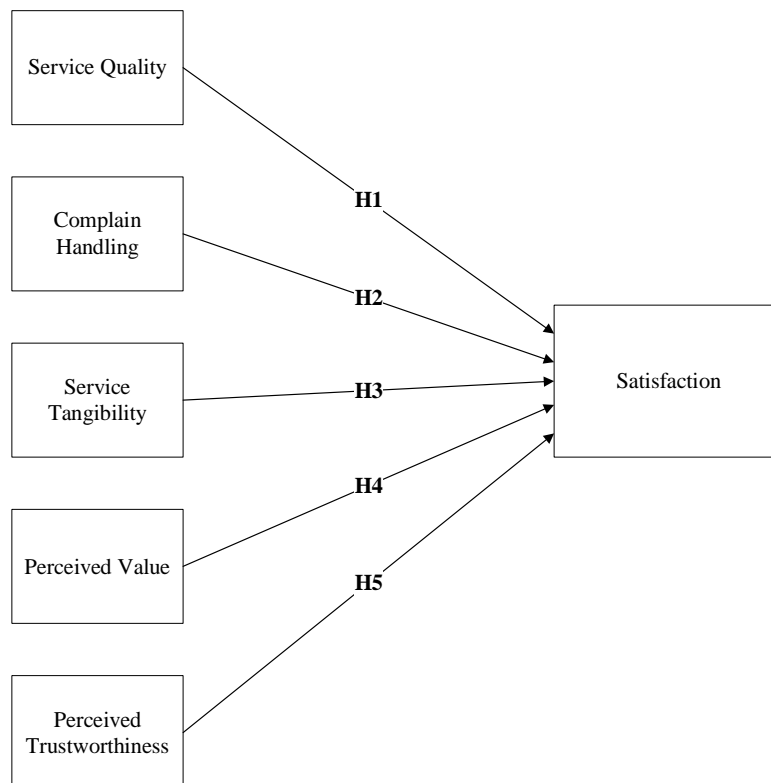
In addition, the level of individual confidence in e-commerce is also an important aspect in increasing trust in using e-commerce (Kee & Sun, 2005). There have been discussions in the literature several times before that businesses that have a solid environment related to individual internal trust in e-commerce make the level of trust increase. Especially related to businesses whose competition includes international markets (Kelley & Huff, 2003).

H5: Perceived Trustworthiness has a significant and positive relationship to satisfaction

**2.7. Satisfaction**

Satisfaction is an evaluation given based on the comparison of expectations felt before consuming and after consuming goods or services obtained from the seller (Oliver, 1981; Ravald Gronroos, 1996). The high level of customer satisfaction usually leads to customer retention of a brand (retention) which usually affects the improvement in income, positive word-of-mouth, and reduced marketing expenditure (Heskett et al., 1997).

The level of value obtained by customers results in different levels of satisfaction (Auh and Johnson, 2005; Ravald and GroEnroos, 1996). The following is an overview of the variables studied with customer satisfaction.



**Figure 1: Research Model relationships that affect satisfaction at online MarketPlace**

### 3. METHODS

#### 3.1. Population and Sampel

The population in this study are people who are domiciled in Indonesia with a sample of only people who have made online purchases at the online market place Pedia Shop at least 1 time.

The method used by the authors is the mixed methods research method. According to Creswell in Sugiyono (2013: 19) that, mixed methods (mixed methods) is a research method that combines or combines quantitative methods and qualitative methods to be used together in a research activity to obtain more comprehensive, valid data , reliable and objective. So it can be said that the mixed method is a combination of quantitative and qualitative research methods in a study. Quantitative research, according to Donmoyer (in Given, 2008: p713), is an approach to empirical studies to collect, analyze, and display data in numerical form rather than narrative. Uma Sakaran & Roger Bougie (2013) said that qualitative data is data in the form of words can be in the form of notes (notes), transcripts of group discussions, transcripts of video recordings, articles.

The research used by the authors is Sequential Explanatory. According to Sugiyono (2011: 409) that the Sequential Explanatory design research model is characterized by conducting data collection and analysis of quantitative data in the first stage, and followed by collecting and analyzing qualitative data in the second stage, to strengthen the results of quantitative research conducted in the first stage

#### 3.2. Type of Data

The type of data used is primary data. Sakaran & Bougie (2013) defines that primary data is data that refers to information obtained from first hand by researchers relating to variables of interest for specific study purposes. Primary data sources were individual respondents, focus groups (focus groups), panel respondents who were specifically made by researchers and expert opinions on specific problems.

In this study we made an online survey then the respondents selected were randomly from all over Indonesia where we shared access to the online survey to respondents in Indonesia.

#### 3.3. Procedures

An online survey was administered to measure all constructs. Participants is around 183 respondents where there were 88 men and 95 women. All participants is given URL location of electronic survey that has several briefing and questions that related to factors that can influence satisfaction on online shopping in marketplace TokoPedia.



Figure 2: Responden berdasarkan jenis kelamin

In the results of the survey, researcher exclude the 33 participants that never used Tokopedia online Marketplace.



Figure 3: Kategori Responden berdasarkan pengalaman berbelanja online

### 3.4. Measurement

In the research we did, the authors adopted questions from the previous journal. This research uses a measurement scale of 1 - 5 (Likerts 1-5) in the form of multiple choices which can be selected through the control combo box. The choices that can be chosen are: Strongly Agree, Agree, Neutral, Disagree, Strongly Disagree.

Error rate as a means of validating measurement results is used 5% according to the recommended method to determine the reliability of the research instrument (Hair et al., 2010)

### 3.5. Data Collection Methodology

Data collection is an important part of a study. In research, of course, the authors collect data and then analyze it further. The method used by the authors included surveys

#### 3.5.1. Survey

Survey is a method of collecting data by distributing questionnaires to be answered by respondents containing questions that are specifically designed around this research. The survey is an electronic survey where we will provide a link for respondents so that respondents can fill out surveys through mobile phones or via tablets or laptops.

We choose online surveys because in addition to being cheaper in terms of cost, this online survey is more efficient and can reach respondents outside of Jakarta. Online survey software made using Microsoft form and selected respondents were not recorded anonymously so that respondents were expected to be more open in filling out the survey.

The following are the questions in the survey filled out by respondents:

**Table 1: Measurement Scale**

Items	Mean	Std. Deviation
<b>Service Quality</b> (1: Strongly Disagree - 5: Strongly Agree)		
I feel safe transacting on Tokopedia	4	.603
In TokoPedia it is easier in the process of purchasing product transactions	4.16	.686
TokoPedia always sends items according to order	4.03	.601
<b>Complaint Handling</b> (1: Strongly Disagree - 5: Strongly Agree)		
I am satisfied with the way Tokopedia handles my complaints	3.77	.778
I am happy by sending complaints to TokoPedia	3.68	.830
Overall I am satisfied with how to handle complaints at TokoPedia	3.81	.711
<b>Tangibility</b> (1: Strongly Disagree - 5: Strongly Agree)		
Website navigation on Tokopedia is easy to use	3.99	.728
The appearance of the website at TokoPedia is interesting	3.89	.773
The website design at TokoPedia is well organized	3.92	.671
<b>Perceived Value</b> (1: Strongly Disagree - 5: Strongly Agree)		
Compared to other online shops, TokoPedia offers more attractive product / service costs	3.59	.913
Compared to other online shops, TokoPedia has better prices for similar products / services.	3.52	.903
Compared to other online shops, TokoPedia provides more free services	3.27	1.014

<b>Perceived Trustworthiness</b> (1: Strongly Disagree - 5: Strongly Agree)		
Traders at TokoPedia are honest with their customers	3.69	.687
Traders at TokoPedia act sincerely in handling customers	3.76	.652
I will not be charged fees outside the sale by the merchant at TokoPedia during the sales transaction	4.10	.565
<b>Satisfaction</b> (1: Strongly Disagree - 5: Strongly Agree)		
Buying on Tokopedia is the right decision	3.79	.717
The experience of shopping at Tokopedia really fits my expectations	3.83	.683
Purchased products are delivered on time	3.77	.680
In general, I am satisfied with the services in Tokopedia	4.02	.585

#### 4. RESULTS

##### 4.1. Measurement Validation

Before conducting a regression analysis and hypothesis testing, the data obtained in this study were tested first to meet the basic assumptions. The classic assumption consists of Normality test, Multicollinearity test, Autocorrelation test and Heteroscedasticity test.

##### 4.2. Result of Normality Test

The normality test aims to test whether the regression model, the confounding or residual variable has a normal distribution. A good regression model is to have a normal or near normal distribution. The following are the results of the normality test with graph analysis, namely histogram and Normal Probability Plot

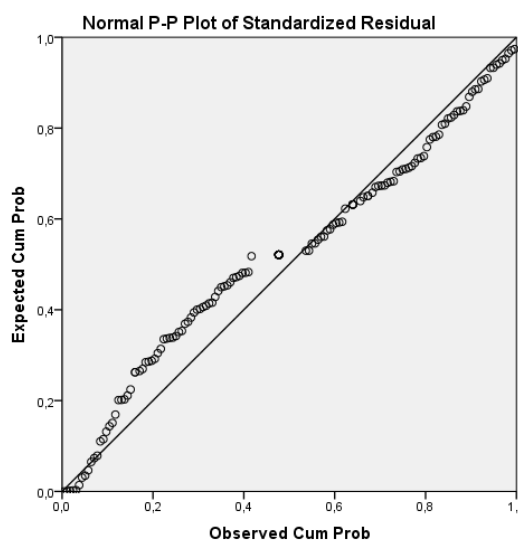


Figure 4: Normal Probability Plot Graphic

Based on the Normal Probability Plot above, it can be seen that the data is spread evenly around the normal line so that it can be concluded that the data is normally distributed.

##### 4.3. Result of Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables or not. To detect the presence or absence of multicollinearity in the regression model can be done by looking at the value of Variance Inflation Factor (VIF). When the VIF value is <10, there is no multicollinearity.



**Table 2: Multikoleniaritas Test Result**

Model	Unstandardized Coefficients		Collinearity Statistics	
	B	Std. Error	Tolerance	VIF
1 (Constant)	,392	,284		
ServiceQuality	,109	,080	,534	1,871
ComplaintHandling	,005	,056	,623	1,604
Tangibility	,147	,069	,499	2,003
PerceivedValue	,091	,044	,759	1,317
PerceivedTrustworthiness	,545	,080	,628	1,593

From the table above, a multicollinearity test can be carried out as follows.

a. Service Quality

H0: There is no multicollinearity in the service quality variable

H1: There is multicollinearity in the service quality variable

Critical area: Reject H0 if the VIF value is greater than 10

Decision: Do not reject H0 because the VIF value = 1,871 which means less than 10

Conclusion: There is no multicollinearity in the service quality variable

b. Complaint Handling

H0: There is no multicollinearity in the complaint handling variable

H1: There was multicollinearity in the complaint handling variable

Critical area: Reject H0 if the VIF value is greater than 10

Decision: Do not reject H0 because the value of VIF = 1.604 which means less than 10

Conclusion: There is no multicollinearity in the complaint handling variable

c. Tangibility

H0: There is no multicollinearity in the tangibility variable

H1: There is multicollinearity in the tangibility variable

Critical area: Reject H0 if the VIF value is greater than 10

Decision: Do not reject H0 because the VIF value = 2.003 which means less than 10

Conclusion: There is no multicollinearity in the tangibility variable

d. Perceived Value

H0: There is no multicollinearity in the perceived value variable

H1: There is multicollinearity in the perceived value variable

Critical area: Reject H0 if the VIF value is greater than 10

Decision: Do not reject H0 because the value of VIF = 1,317 which means less than 10

Conclusion: There is no multicollinearity in the perceived value variable



e. Perceived Trustworthiness

H0: There is no multicollinearity in the variable perceived trustworthiness

H1: There is multicollinearity in the variables perceived trustworthiness

Critical area: Reject H0 if the VIF value is greater than 10

Decision: Do not reject H0 because the value of VIF = 1,317 which means less than 10

Conclusion: There is no multicollinearity in the variables perceived trustworthiness

From the multicollinearity test above, it can be seen that there is no multicollinearity of each of the independent variables. So that the assumption of multicollinearity is fulfilled.

**4.3.1. Result of Heteroscedasticity test**

Heteroscedasticity test aims to find out whether the regression model variance occurs from residuals to one observation to another observation. A good regression model shows no symptoms of heteroscedasticity. Heteroscedasticity tests can use the Durbin Watson test. When the significance value that is formed is more than the alpha value (Sig.> 0.5), then it can be ascertained that the model does not contain symptoms of heteroscedasticity.

**Table 3: Heteroscedasticity Test Result**

Coefficients <sup>a</sup>					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,360	,201		1,790	,076
ServiceQuality	,108	,057	,214	1,916	,057
ComplaintHandling	,009	,039	,022	,216	,829
Tangibility	-,056	,049	-,134	-1,157	,249
PerceiveddValue	-,008	,031	-,023	-,247	,805
PerceivedTrustworthiness	-,088	,057	-,160	-1,556	,122

a. Dependent Variable: ABRES

From the table above, heteroscedasticity tests can be carried out as follows.

a. Service Quality

H0: There are no symptoms of heteroscedasticity in the service quality variable

H1: Symptoms of heteroscedasticity occur in the service quality variable

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Do not reject H0 because of the sig value. = 0.057 which means greater than 0.05

Conclusion: There are no symptoms of heteroscedasticity in the service quality variable

b. Complaint Handing

H0: There are no heteroscedasticity symptoms in the complaint handing variable

H1: Heteroscedasticity symptoms occur in the variable complaint handing

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Do not reject H0 because of the sig value. = 0.829, which means greater than 0.05

Conclusion: There are no heteroscedasticity symptoms in the variable complaint handling

c. Tangibility

H0: There are no symptoms of heteroscedasticity in the tangibility variable

H1: Symptoms of heteroscedasticity occur in the tangibility variable

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Do not reject H0 because of the sig value. = 0.249 which means greater than 0.05

Conclusion: There are no symptoms of heteroscedasticity in the tangibility variable

d. Perceived Value

H0: There are no heteroscedasticity symptoms in the perceived value variable

H1: Heteroscedasticity symptoms occur on perceived value variables

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Do not reject H0 because of the sig value. = 0.805 which means greater than 0.05

Conclusion: There are no heteroscedasticity symptoms in perceived value variables

e. Perceived Trustworthiness

H0: There are no symptoms of heteroscedasticity in the variables perceived trustworthiness

H1: Symptoms of heteroscedasticity occur in variables perceived trustworthiness

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Do not reject H0 because of the sig value. = 0.122 which means greater than 0.05

Conclusion: There are no symptoms of heteroscedasticity in variables perceived trustworthiness

From the heteroscedasticity test above, it appears that there are no symptoms of heteroscedasticity of each of the independent variables. So that the assumptions of heteroscedasticity symptoms are fulfilled.

**4.3.2 Result of Autocorrelation test**

The autocorrelation test aims to test whether a linear regression model has a correlation or not between residuals in period t and residuals in period t-1. To find out whether autocorrelation occurs in a regression model, the Durbin-Watson test is used.

**Table 4: Autocorrelation Test Result**

**Model Summary<sup>b</sup>**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,732 <sup>a</sup>	,536	,520	,36898	1,927

a. Predictors: (Constant), PerceivedTrustworthiness, PerceiveddValue, Tangibility, ComplaintHandling, ServiceQuality

b. Dependent Variable: Satisfaction

In the table above, it can be seen that the value of Durbin Watson is 1.927. From the Durbin-Watson table, the value of dL is 1.6675 and dU is 1.8032. The Durbin-Watson value is between dU and 4-dU, so it can be concluded that there is no autocorrelation between residuals in period t with residuals in period t-1.

**4.4 Regression Model Testing**

The testing model used to test the hypothesis in this study is to use multiple regression analysis. This analysis model is used because it is in accordance with the objectives of the study, namely knowing the relationship between service quality, complaint handling, tangibility, perceived value, and perceived trustworthiness with satisfaction variables

**4.4.1 T-Test**

The T-test is partially hypothesis testing which aims to determine whether each variable service quality, complaint handling, tangibility, perceived value, and perceived trustworthiness influence the satisfaction variable. The statistical test used is the T test. If the significant value of the test is  $t < 0.05$ , it can be concluded that partially there is a significant effect between the independent variables and the dependent variable

**Table 5: T-Test**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,392	,284		1,379	,170
ServiceQuality	,109	,080	,106	1,369	,173
ComplaintHandling	,005	,056	,006	,085	,932
Tangibility	,147	,069	,171	2,134	,035
PerceivedValue	,091	,044	,135	2,071	,040
PerceivedTrustworthiness	,545	,080	,487	6,798	,000

a. Dependent Variable: Satisfaction

Based on the table above, it can be seen that the significance value of the variable service quality and complaint handling is greater than 0.05. So it can be concluded that the variable service quality and complaint has no effect on variable satisfaction.

To get the best model, it is necessary to do a regression analysis using the stepwise method. The following are the results of regression analysis using the stepwise method.

**Table 6: Regression Analysis by stepwise model**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,542	,262		2,070	,040
Tangibility	,195	,057	,227	3,442	,001
PerceivedValue	,098	,043	,146	2,269	,025
PerceivedTrustworthiness	,572	,075	,511	7,639	,000

a. Dependent Variable: Satisfaction

From the table above, a statistical test t can be done as follows.

a. Tangibility

H0: Tangibility variable has no effect on satisfaction variable

H1: Tangibility variable influences variable satisfaction

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Reject H0 because of the sig value. = 0.001 which means smaller than 0.05

Conclusion: Tangibility variable influences variable satisfaction

b. Perceived value

H0: Variable perceived value does not affect variable satisfaction

H1: Variable perceived value influences variable satisfaction

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Reject H0 because of the sig value. = 0.025 which means less than 0.05

Conclusion: Variable perceived value influences variable satisfaction

c. Perceived Trustworthiness

H0: Variables perceived trustworthiness do not affect variable satisfaction

H1: Variables perceived trustworthiness affect variable satisfaction

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Reject H0 because of the sig value. = 0,000 which means less than 0.05

Conclusion: Perceived trustworthiness variables affect variable satisfaction

From the t-test above, it can be concluded that the tangibility variable, perceived value, and perceived trustworthiness influence the satisfaction variable. While the variable service quality and complaint handling does not affect the variable satisfaction.

**4.4.2 Uji F**

The F test here aims to determine whether the tangibility variable, perceived value, and perceived trustworthiness jointly influence the satisfaction variable. The statistical test used is the F test. If the significant value of the F test is <0.05, it can be concluded that the tangibility variable, perceived value, and perceived trustworthiness jointly influence the satisfaction variable.

**Table 7: Uji F**

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	22,397	3	7,466	54,872	,000 <sup>b</sup>
	Residual	19,865	146	,136		
	Total	42,262	149			

a. Dependent Variable: Satisfaction

b. Predictors: (Constant), PerceivedTrustworthiness, PerceivedValue, Tangibility

From the table above, the F test can be carried out as follows.

H0: Tangibility variables, perceived value, and perceived trustworthiness together do not affect variable satisfaction

H1: Tangibility variables, perceived value, and perceived trustworthiness jointly influence the satisfaction variable

Critical area: Reject H0 if the value is sig. smaller than 0.05

Decision: Reject H0 because of the sig value. = 0,000 less than 0.05

Conclusion: Tangibility variables, perceived value, and perceived trustworthiness together have no effect on satisfaction variables

**4.5 Model Regresi**

From the T test and F test that have been done, we get a multiple regression model between tangibility, perceived value, and perceived trustworthiness variables with variable satisfaction.

**Table 8: Double Regression Result**

**Coefficients<sup>a</sup>**

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,542	,262		2,070	,040
Tangibility	,195	,057	,227	3,442	,001
PerceivedValue	,098	,043	,146	2,269	,025
PerceivedTrustworthiness	,572	,075	,511	7,639	,000

a. Dependent Variable: Satisfaction

Regression Model :

$$Sat = 0,542 + 0,195Tang + 0,098PV + 0,572PT$$

Descriptions :

at : Satisfaction  
 Tang : Tangibility  
 PV : Perceived value  
 PT : Perceived Trustworthiness

From the regression model obtained, the value of 0.542 means that if the tangibility variable, perceived value, and perceived trustworthiness are worth 0, then the satisfaction variable is worth 0.542.

The value of 0.195 means that if the tangibility variable value rises by one unit, the satisfaction variable rises by 0.195. This value also means that the tangibility variable has a positive effect on satisfaction variable. This means that the greater the tangibility variable value, the greater the value of satisfaction variables.

The value of 0.098 means that if the value of the variable perceived value increases by one unit, then the satisfaction variable rises by 0.098. This value also means that the perceived value variable has a positive effect on satisfaction variable. This means that the greater the value of the perceived value, the greater the value of the variable satisfaction.

The value of 0.572 means that if the variable value perceived trustworthiness increases by one unit, the satisfaction variable rises by 0.572. This value also means that variables perceived trustworthiness have a positive effect on variable satisfaction. This means that the greater the value of perceived trustworthiness variable, the greater the value of the variable satisfaction.s

**4.6 Koefisien Determination**

The coefficient of determination (R square) aims to measure how far the ability of tangibility, perceived value, and perceived trustworthiness variables in explaining variations in satisfaction variables. The coefficient of determination is between zero and one, the small value of R square means that the ability of tangibility, perceived value, and perceived trustworthiness variables in explaining variable variations of satisfaction is very limited

Table 9: Measurement Scale

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,728 <sup>a</sup>	,530	,520	,36886

Predictors: (Constant), PerceivedTrustworthiness, PerceivedValue, Tangibility

The table above describes that the coefficient of determination (R Square) is 0.530 or 53%. This value means that tangibility variables, perceived value, and perceived trustworthiness can explain variable satisfaction by 53%. While the rest, which is 47%, is explained by other variables not included in this study.

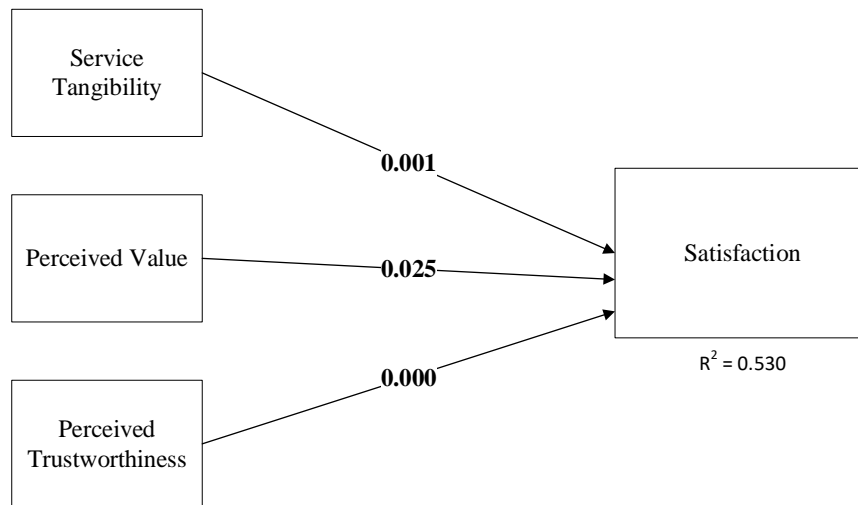


Figure 5: Path Analysis Result

5. DISCUSSION AND IMPLICATION

Variabel tangibility, perceived value, dan perceived trustworthiness berpengaruh pada variabel satisfaction sebesar 53% sedangkan sisanya, yaitu 47% dipengaruhi oleh variabel lain yang tidak diikutsertakan dalam penelitian ini.

In this study, it was examined the effect of service quality variables, complain handling, service tangibility, perceived value, perceived trustworthiness on customer satisfaction by multiple linear regression methods. From the results of the analysis it was found that the variables that influence customer satisfaction are tangibility, perceived value, and perceived trustworthiness variables while the service quality and complaint handling variables have no effect on variable satisfaction.

The regression models obtained are as follows:  $Sat = 0,542 + 0,195Tang + 0,098PV + 0,572PT$  where one describes satisfaction variable, Tang describes Tangibility variable, PV describes Perceived Value variable and PT describes Perceived Trustworthiness variable. The value of 0.542 means that if the tangibility variable, perceived value, and perceived trustworthiness are worth 0, then the satisfaction variable is worth 0.542. The value of 0.195 means that if the tangibility variable value rises by one unit, the satisfaction variable rises by 0.195. The value of 0.098 means that if the value of the variable perceived value increases by one unit, then the satisfaction variable rises by 0.098. The value of 0.572 means that if the variable value perceived trustworthiness increases by one unit, the satisfaction variable rises by 0.572.

From the results of the analysis, it was found that tangibility, perceived value, and perceived trustworthiness variables had a positive effect on satisfaction variables so that the greater the value of tangibility, perceived value, and perceived trustworthiness variables, the greater the value of variable satisfaction

Tangibility variables, perceived value, and perceived trustworthiness have an effect on variable satisfaction of 53% while the rest, 47% are influenced by other variables not included in this study.

## 6. LIMITATION AND FUTURE RESEARCH

In this study, only testing the relationship between customer satisfaction and factors such as service quality, complain handling, service tangibility, perceived value, perceived trustworthiness in the general context used when shopping online at the marketplace.

This study has not discussed the details of the influence of service quality factors, complain handling, service tangibility, perceived value, perceived trustworthiness on customer satisfaction in certain service categories or products. Customer expectations for satisfaction in shopping online for purchases in the service or product category with one another may be different so this provides room for further research that can be focused more specifically on certain categories.

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