THE INFLUENCE OF PRODUCT QUALITY, SERVICE AND WEB DESIGN ON CONSUMER SATISFACTION IN SHOPPING ONLINE THROUGH SHOPEE
(Case Study on Management Study Program Students of Institut Teknologi dan Ilmu Sosial Khatulistiwa)

Endarwita[1), Mai Yuliza[2), Hanisa Kurniawati[3)
Institut Teknologi dan Ilmu Sosial Khatulistiwa[1,2,3]
E-mail: endarwita@gmail.com[1], mai.yuliza@gmail.com[2]

Abstract: This study intends to investigate the extent to which product quality, service, and web design influence consumer satisfaction when buying online via Shopee for students enrolled in the management program at the Institut Teknologi dan Ilmu Sosial Khatulistiwa. This study uses an associative type of research. A total sample of 60 respondents were involved. The data was collected by distributing questionnaires. The results of the study showed that the multiple linear regression equation $Y=9{,}613+0{,}188X1+0{,}227X2+0{,}384X3+e$. From the t-test conducted, it was found that product quality had a significant effect on consumer satisfaction with a significant value of $0{,}030 > 0{,}05$, the service variable obtained results that had a significant effect on consumer satisfaction with a significant value of $0{,}001 < 0{,}05$ and the web design variable also obtained a significant effect on consumer satisfaction with a significant value of $0{,}001 < 0{,}05$. Simultaneously, product quality, service and web design have a significant effect on customer satisfaction with a significant value of $0{,}000 < 0{,}05$. Meanwhile, the coefficient of determination (R^2) obtained a coefficient value of $0{,}325$ (32,5%), which means that the product quality and price affect consumer satisfaction, while the rest is influenced by other variables.

Keywords: *Customer Satisfaction, Product Quality, Service, Web Design*

1. Introduction

The more widespread the impact of the covid-19 pandemic, various government efforts have been made to overcome this phenomenon. One of them is Large-Scale Social Restrictions, with the existence of this policy, the Indonesian people have limited space for movement (Roziqin et al., 2021). Thus, the community must adjust their various activities to stay safe and avoid the dangers of Covid-19. Staying at home is one of the best ways to deal with this virus. To avoid boredom, people rely on the internet as entertainment and carry out other activities, such as WFH (Work from home), studying from home or LFH (Learn from Home), to buying and selling and shopping activities that can be done via the internet (online shopping). Therefore, online shopping activities have increased very significantly, which causes business people to shift their focus to selling their various products through online media such as the Marketplace (He & Harris, 2020). Marketplace is the right place for consumers to be able to find the various products they need (Piranda et al., 2022). Especially consumers among millennials who dominate online shopping.

The most important thing to prioritize for every businessman in order to survive in the competition is customer satisfaction which later from the satisfaction felt by consumers will increase buying interest so that consumers make repeat purchases of products that have been offered previously, so companies can compete, survive and winning the competition Consumer satisfaction is one of the keys to winning the competition as well as the most important goal for businesses to gain the trust of consumers (He & Harris, 2020). Consumer satisfaction can also be interpreted as an indicator to be able to see the success of a company to the extent to which consumers feel satisfied with the company, therefore it is very crucial for a company to always pay attention to its customers whether they feel very satisfied, satisfied or not satisfied at all (Surahman et al., 2020).

According to Kotler & Keller (2014), Consumer satisfaction is the level of consumer feelings of pleasure or disappointment resulting from comparing the perceived product performance (or results) with their expectations. There are several indicators that affect consumer satisfaction, especially consumer services or E-commers applications, including product quality, service and web design that make it easier for consumers to make purchases or transactions.

Product quality refers to the degree to which a good or service fulfills its intended purpose, taking into account factors such as its dependability, durability, convenience value, repair requirement, and other relevant factors. Further, Kotler & Keller (2016) said that "Product quality is the ability of a product to perform its functions, this includes overall durability, reliability, accuracy, convenience, operation and repair of products as well as other product attributes."

The product's quality is a key factor in consumers' final purchasing decisions. The item on sale must be one that has passed all applicable quality assurance tests. Mainly because buyers care most about the product's quality. Products that are of higher quality than alternatives that can satisfy the same needs or wants are more likely to be purchased by consumers. In other words, even if a producer believes that the quality of the things they make is high because of the procedures they use, if those procedures fall short of what consumers want, then the quality of the goods or services produced by those producers is still regarded to be low.

Both the constancy with which production meets community expectations and demands, and the ability to meet consumer standards, are indicators of product quality. Quality evaluations should be continuous and frequent in order to ensure that standards are being met on a consistent basis, as stated in this statement. Some of the above theories suggest that the level of customer satisfaction is associated to the degree to which the product meets the client's own expectations regarding its quality.

In addition to product quality, service also affects consumer satisfaction with services or products from a company. To determine the degree of client satisfaction, one must first understand what service is. If a business is successful in this context, it's because it delivers products and services that satisfy its clients' requirements. High levels of customer satisfaction can be influenced by both product quality and service. According to Hardiyansyah in (Nurhadi, 2016), service is defined as assistance, preparation, and management. Either products or services transferred from one party to another. Also comparable to this duty are devotion and protection. If a service meets consumers' expectations, it can be deemed satisfactory; if it exceeds their expectations, it can be deemed extremely satisfying. Even so, there are sometimes services that do not meet consumer expectations. This service is deemed to be poor if the company is unable to satisfy client desires through its products and services.

Definition of website according to Sidik (2021) said that "Website was originally an information presentation service that used the hyperlink concept to make it easier for surfers, a term for computer users who search for information on the Internet to get information by simply clicking." Web design refers to the practice of applying principles of visual design to digital media, specifically websites, with the goal of improving both the usability and aesthetics of the information available to the general public (Arizona, 2017). By distinguishing web design from web programming and placing an emphasis on a site's functionality, the proposed definition establishes web design as a distinct discipline from web programming. This website's layout puts an emphasis on aesthetics in a roundabout way; yet, it will not compromise the site's primary purpose. in a position to offer extra ease to site guests and readers. Consumers are more likely to be pleased with the purchasing and transactional processes when the websites they visit are well-designed and easy to use.

Figure 1. ranking of e-commerce apps with the most monthly active users

Shopee is in the top position compared to other Marketplaces in Indonesia, with several indicators such as Shopee providing promos every month, free shipping, payment on the spot (COD), interesting games, as well as an easy-to-understand web interface for consumers and various other features. Shopee provides various needs for its consumers, from primary needs to secondary needs and to make it easier for consumers to shop, the shopee neatly arranges its various products into several categories (www.shopee.com). The various facilities that have been provided by Shopee are none other than to be able to attract the maximum market share.

Data on active Shopee users in Indonesia in 2021 reached 127.4 million. Even though the application capacity is quite large, namely 98.57mb, the total number of applications downloaded is more than 100 million, starting from the release of the Shopee application on Playstore on June 4 2015. The last update of the application was on June 28 2021, with the latest version 2.72.16. This is also evident from the ratings given by users, which average 4.56. Among the many Shopee users, there are a number of consumer complaints that we can see from the ratings of Shopee users in the ratings and reviews feature of the Shopee application in the Playstore. In general, Shopee users respond in the form of complaints experienced by their users. As shown in table 1, which is data on complaints from shopee users submitted through the rating and review features of the shopee application in the playstore.

Table 1. Complaints from Shopee users

Name	Complaint
Isti Rahmawati	The shopee application is really slow, even though the signal is smooth
Lempog Art	The application often crashes, the deffloper only updates the 3.3 logo and only twin date events, so moving between stores is difficult
Yuilind	Shopee does not list the expeditions to be selected
Satriakurusetra	Shopee makes it difficult to apply for returns.
Alif k	Logging into the shopee application is complicated, using a puzzle image that can't be moved.
Athaya hufardz	I was disturbed by the many advertisements while playing games on the shopee game
Putrimsrdy	Shopee's actions in handling the process of purchasing a data package take so long, unlike its competitors, which only takes a short amount of time.
M.Firman Nur	Receipt numbers are not updated so that consumers cannot check the whereabouts of the package
Meilani mei	Fill in the Brizzi emoney balance, it hasn't been received for 12 days
M.Ramdan	The item sent does not match the image of the item displayed by the seller
Aldi Nugraha	My order arrived in damaged condition
Arine agustin	Items that arrived were different from my order

Source: user complaints about the rating and review features of the Shopee application in the Playstore

Every day there are quite a lot of interaction complaints from Shopee users. This can be seen from the ratings and complaints from Shopee users in Playstore. Complaint data submitted from

users to the Shopee team is quite diverse, some of these consumer complaints include delivery services, products ordered, features, responses from customer service, order cancellations, slow applications and others. Complaints submitted from shopee users show that there are several factors that cause disappointment to users. Some examples include the high quality of both the products and the service provided by shopee, as well as the ease of use of the website itself. Shopee users frequently voice concerns about the site, including the quality of the products they purchase. In general, consumer complaints regarding product quality are that the product you see in the picture does not match the product sent, this makes consumers feel dissatisfied with the products offered by Shopee. Service that is less than optimal and the slowness of the shopee application also makes consumers feel dissatisfied. With an incomplete web shop design such as selecting expeditions, lots of advertisements and the difficulty of choosing a shop on twin date events.

Seeing the phenomenon of the complaint data and the increasing fondness for online shopping using the shopee application in society, especially students of the management study program of the Equator Institute of Technology and Social Sciences, the authors are interested in conducting research whose object is students of the Equator Institute of Technology and Social Sciences because students his daily activities are inseparable from the internet and often using e-commerce, especially shopee in making product buying and selling transactions online and also experiencing complaints contained in the table above, this is also supported by the author herself who is a student of the Institute of Technology and Science Social and experience the same grievances.

2. Literature Review

2.1. Consumer Satisfaction

According to Kotler (2009), a customer's degree of satisfaction is determined by how well the product performs in comparison to his expectations. Hence, contentment stems from a comparison of actual to imagined outcomes. There are three overarching tiers of customer satisfaction that can be experienced. Customers will be unsatisfied if their needs are not met. The customer will be happy if the delivered results are in line with their expectations. The customer will be extremely satisfied, happy, or satisfied if the service meets or surpasses their expectations.

Customer satisfaction, as defined by Kotler in (Tjiptono, 2015), is the emotional response of a company's purchasers when that company's performance lives up to the purchasers' expectations. Customers are more likely to be content and happy with a product or service if their expectations are not only fulfilled, but also exceeded. People who have a good experience with a business are more likely to recommend it to others, increase their purchases, and be less price sensitive.

Meanwhile, Irawan (2008) suggests five dimensions related to customer satisfaction, including:

      a. Product quality
      b. Product Price
      c. Service quality
      d. Attitude towards Products
      e. Cost and Ease of Obtaining Products

According to Japarianto & Adelia (2020), web design greatly influences consumer satisfaction in online shopping. Designs made by online sellers must be able to make consumers interested and make it easier for consumers to shop. The way of shopping that is recognized by

consumers is one of the advantages and disadvantages of online stores because a practical way of shopping can minimize consumers knowing the original product.

2.2. Product Quality

The quality of the final product should be the first priority for every manufacturer or business. Given the issue of consumer satisfaction with the product's quality. Likewise, businesses conduct marketing operations with customer satisfaction in mind. The product's quality indicates how long it will last and how well it will function. In the context of sales and marketing, "quality" is characterized by how satisfied the customer is with the product. The vast majority of the goods sold or bought fall into one of four categories: poor, average, good, or excellent.

According to Sangadji & Sopiah (2013), there are six elements of product quality and this is used as an indicator of product quality, namely:

(1) Performance

A person's performance (work achievement) refers to the outcomes he produces as a result of his efforts to complete the tasks allocated to him, taking into account his knowledge, expertise, and motivation, as well as the amount of time and resources available.

(2) Reliability

The reliability of a measurement or observation is defined as the degree to which the results remain consistent after being taken multiple times and comparing them to one another. At the same time, tools and methods of measurement or observation play crucial roles.

(3) Feature

One way that a firm can set itself apart from its rivals is through the use of features.

(4) Durability

Some products' value lies in their durability, which is determined by how long they last under typical or extreme use.

(5) Consistency

Consistency is determination and stability in action

(6) Design

The term "design" refers to something much broader than mere aesthetics. Design aesthetics are subjective and open to both innovation and monotony.

As noted above, both Sangadji and Sopiah believe that quality is an indicator used to determine if a product is of high quality. A dependable product's defining feature must be multifaceted, as it must appeal to a wide range of consumers and offer useful meaning.

2.3. Service

Services are something of value that one party provides to another, but which cannot be physically owned (Amir, 2005). Service is also an activity that occurs in direct interaction between one person and another and results in customer satisfaction. Good service is a person's ability to provide satisfaction to customers with predetermined standards. This ability is demonstrated by human resources and facilities and infrastructure (Kasmir, 2016). In the context of an industrial organization, "service" refers to the officer's best efforts to fulfill consumers' wants and demands (Sugiarto, 2002). According to Kotler & Keller (2014) service is any action or activity that can be offered by a party to another party, which is basically intangible and does not result in any ownership. Further, Kotler & Keller (2014) highlight five main service indicators, namely:

1. Tangibility.
In this context, "tangibility" refers to the outward appearance of things like facilities, infrastructure, personnel, and promotional materials.
2. Reliability.
For a service to be reliable, it must be able to deliver the results that were represented in a way that is both compelling and accurate.
3. Responsiveness.
The ability to quickly respond to consumer needs and requests is known as responsiveness.
4. Assurance.
An employee's assurance comes from their own expertise and politeness, as well as their ability to win over their superiors' trust and confidence.
5. Empathy
The desire to invest emotionally in each individual client is a trait of empathy.

2.4. Web Design

Website design is the creativity of a website, especially in terms of beauty and convenience in displaying a content in it, so that it can attract someone not to get bored accessing the website. Website design is very important because if the design is attractive, surely online shop consumers will not get bored easily and access the site. The design of a website page is a very important factor in online shopping activities and also through website design it can also facilitate online shopping.

Shergill & Chen (2005) identified that the design characteristics of the website as the dominant factor influencing consumer perceptions in conducting online shopping activities. With an elegant website design, it will attract and satisfy visitors more.

Ranganathan & Ganapathy (2002) stated that in e-commerce, websites play an important role in attracting and maintaining consumer interest in a site. In line with the opinion of Kotler & Keller (2014) that customers expect websites that have high quality when they shop online. According to Wang in (Tandon et al., 2018) a website is no longer just an information system but also a marketing channel.

The design of an item is crucial to its success; it affects not only how the item looks but also how it performs. Products that are well-designed tend to do very well in the marketplace. Interest may be piqued, performance can be enhanced, production costs can be cut, and the product's competitive edge in the market can be strengthened with the help of good design.

3. Research Method

This research employs an associative methodology, which seeks to establish a connection between variables and explore the influence one variable has on others (Sugiyono, 2017). Associative research allows for the development of a theory that may be used to describe, forecast, and manage an issue. The population in this study were students of the Institut Teknologi dan Ilmu Sosial Khatulistiwa in Management study program who were familiar with visiting and using online buying and selling sites at shopee. Sampling in this study used a non-probability sampling method. Determining the sample using this technique uses several criteria, namely: 1. Students in semesters IV (Four) and VI (Six), 2. Students who know how to visit and use online buying and selling sites at shopee.

We used primary data in this study which obtained or collected directly from the main data source (Sugiyono, 2017). Direct methods, such as questionnaires, are required to acquire primary data for analysis. Likewise, we also utilized secondary data which obtained or collected by from various existing sources (Sugiyono, 2017). Secondary data collection methods were derived from reviews of related literature. The technique for analyzing the data is established on multiple linear regression, and the analysis of the data is determined on the validity and reliability test.

4. Results and Discussion

Research Instrument Test

Validity Test

Validity test is used to measure the validity of a questionnaire. A question item or statement is said to be valid if it has a corrected item-total correlation value greater than 0.30 and vice versa. In this study, the validity test results for all variables are valid because the correlation between the corrected values of each statement item and the total correlation is greater than 0.30.

Reliability Test

The results of the reliability test in the study are presented in the following table

Table 2. Reliability Test Results

Variable	Number of Items	Cronbach Alpha	Information
Y (Consumer Satisfaction)	10	0.809	reliable
X1 (Product Quality)	10	0.878	reliable
X2 (Service)	10	0.816	reliable
X3 (Web design)	10	0.861	reliable

Source: SPSS Processing Results

From the table above, the results of the data reliability test for all the variables used in this study can be seen. Where all variables have a Cronbach's Alpha value above 0.60. The product quality variable Cronbach's Alpha is 0.878, the consumer satisfaction variable is Cronbach's Alpha is 0.809, the web design variable is Cronbach's Alpha is 0.861 and the service variable is Cronbach's Alpha is 0.816. This shows that the instruments used for all these variables are reliable and reliable.

Classic assumption test
Normality Test

Based on the results of the data normality test that has been carried out, a summary of the results is shown in table 3 below:

Table 3. Normality Test Results

Research variable	Asymp sig (2Tailed)	Alpha	Conclusion
Consumer satisfaction (Y)	0.117	0.05	Normal
Product Quality (X1)	0.082	0.05	Normal
Service (X2)	0.097	0.05	Normal
Web design (X3)	0.653	0.05	Normal

Source: SPSS Processing Results

Based on Table 3 it can be seen that all research variables used in this study which include consumer satisfaction, product quality, service and web design have an asymp sig (2-tailed) value above or equal to 0.05. So it can be concluded that all the research variables used are normally distributed, so that the data processing stages can be resumed.
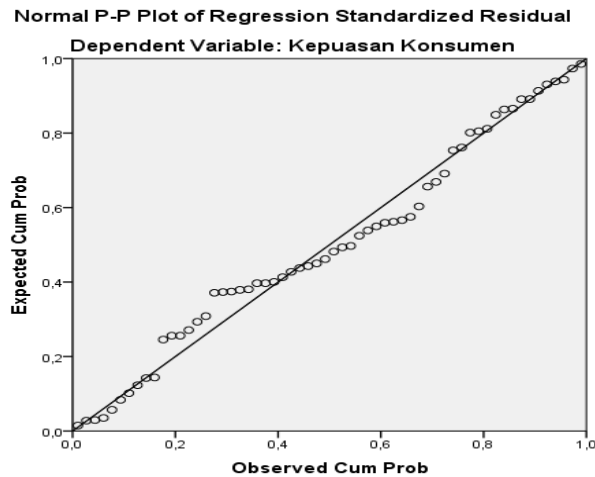
Linearity Test

Figure 2. P-Plot Graph Product quality, service and web design

This linearity test is related to a proof of whether the specified linear line model really fits the situation or not. Based on the graph that was observed, it can be seen that the points move towards the direction of the linear line, so it can be concluded that the regression model of this study is linear.
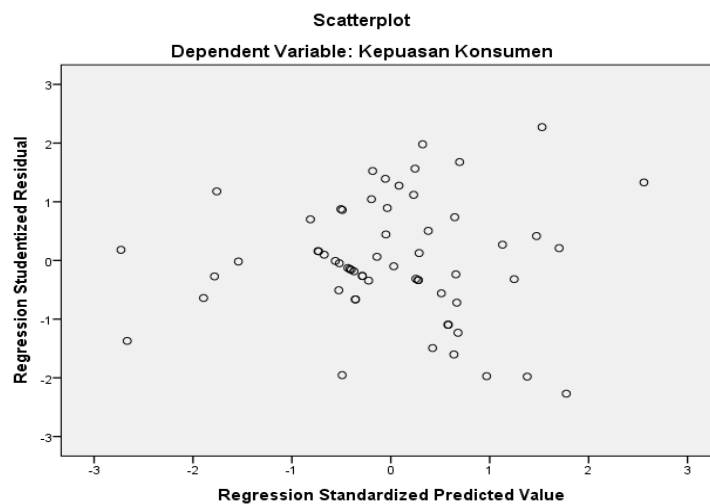
Heteroscedasticity Test

Figure 3. Heteroscedasticity Test

The scatterplot graph shown in Figure 3 is a heteroscedasticity test which shows dots that spread randomly and no clear patterns are formed and in the distribution of these points they spread below and above the number 0 on the Y axis. This indicates that there is no heteroscedasticity in regression model, so that the regression model is feasible to be used to predict consumer satisfaction variable (Y).

Multicollinearity Test

Table 4. Multicollinearity Test

Model	Collinearity Statistics	
1 (Constant)	tolerance	VIF
Product quality	0.337	2,969
Service	0.328	3,053
Web design	0.922	1.085

Source SPSS data processing

Table 4 shows that the above-mentioned product quality, service, and web design variables all have a VIF of less than 10, indicating that the assumption of multicollinearity is not met and allowing for their use in research.

Multiple Linear Regression Analysis

Table 5. Summary of Multiple Linear Regression Analysis Results

Variable	B	Q	Sig	Information
Constant	12,802	2,689	0.009	Significant
Product Quality (X1)	0.263	2,224	0.030	Significant
Service (X2)	0.552	3,431	0.001	Significant
WEBSITE DESIGN	0.550	3,400	0.001	Significant
F	10,401	0.000		
R²	0.476 or 47.6%			

Source: SPSS Processing Results

Based on table 5, it can be seen that each of the research variables used has a regression coefficient which can be converted into a multiple regression equation as follows:

$$Y = a + b_1 X_{1+} X_{2+} X_3 + e$$
$$Y = 12,802 + 0,263X_1 + 0,552X_2 + 0,550X3 + e$$

The above regression equation illustrates the association between the independent variable and the dependent variable, and it can be concluded from this equation that:

1. A constant of 12.802 means that if the variable of product quality, service and web design has a value of zero (0), then consumer satisfaction has a positive value of 12.802.
2. The regression coefficient of the product quality variable (X1) gives a positive value of 0.263 to the dependent variable (Y). If the product quality variable (X1) increases

by 1 unit, consumer satisfaction (Y) will also increase by 0.263 assuming other variables are constant or constant.

3. The regression coefficient of the service variable (X2) gives a positive value of 0.552, which means that it has a positive influence on the dependent variable (Y). constant.

4. The regression coefficient of the web design variable (X3) gives a positive value of 0.550, which means it has a positive influence on the dependent variable (Y). If the web design variable (X2) increases by 1 unit, consumer satisfaction (Y) will also increase by 0.550 assuming other variables fixed or constant.

Based on the product quality variable, the sig value is 0.030. In carrying out the hypothesis testing stage through the t-statistic test, an error rate of 0.05 is used. The results obtained show that a significant value is 0.030 <alpha 0.05. So it can be concluded that the results of product quality have a significant effect on consumer satisfaction.

In testing the second hypothesis, namely about service, a significant value of 0.001 is obtained. In carrying out the stages of testing the hypothesis through the t-statistic test, an error rate of 0.05 is used. The results obtained show that a significant value is 0.001 <alpha 0.05 so it can be concluded that service has a significant effect on customer satisfaction.

In testing the third hypothesis, which is about web design, a significant value of 0.001 is obtained. In carrying out the stages of testing the hypothesis through the t-statistic test, an error rate of 0.05 is used. The results obtained show that a significant value is 0.001 <alpha 0.05 so it can be concluded that web design has a significant effect on customer satisfaction.

Based on table 4 above, it can be seen that the resulting significant value is 0.000. In the testing phase through the F test, an error rate of 0.05 is used. The results obtained show that the significant value is 0.000 < alpha 0.05, so it can be concluded that product quality, service and web design together have a significant effect on Shopee consumer satisfaction.

Based on table 5, it can be seen that the coefficient of determination R Square (R^2) has a value of 0.476, which means that product quality, service and web design can contribute to an increase in shopee customer satisfaction by 47.6%. While the remaining 52.4% is influenced by other variables beyond this study.

Based on the results of testing the first hypothesis, it was found that product quality has a significant effect on customer satisfaction, sig value 0.030 <0.05. Hence, it can be concluded that partially product quality has a significant effect on shopee consumer satisfaction among students of the Equator Institute of Technology and Social Sciences. The results of this study are not in line with previous research conducted by Sidik (2021) entitle "The Influence of Product Quality and E-Service Quality on Shoppe Study User Satisfaction in Students in the City of Bandung." Based on the results of this study, product quality individually has no effect on Shopee user satisfaction, which can be seen from the t-statistic value that is smaller than t-table (1.001<1.664) and the significance value is greater than the value of α:0.05 (0.319>0.05) .

In testing the second hypothesis, namely about service, a significant value of 0.001 is obtained. In carrying out the stages of testing the hypothesis through the t-statistic test, an error rate of 0.05 is used. The results obtained show that a significant value is 0.001 <alpha 0.05 so it can be concluded that partially service has a significant effect on Shopee consumer satisfaction. The results of this study are in line with previous research conducted by Dewi Safitri (2019) entitled "Effects of Product Quality, Price and Service Quality on Customer Satisfaction in Shopping for Fashion Products at Shopee." From the results of the study, it is known that service quality has a positive and significant effect on customer satisfaction when shopping for fashion products at Shopee in Kavleri 6/NK Medan dormitory.

In testing the third hypothesis, which is about web design, a significant value of 0.001 is obtained. In carrying out the stages of testing the hypothesis through the t-statistic test, an error rate of 0.05 is used. The results obtained show that a significant value is 0.001 <alpha 0.05 so it can be concluded that partially web design has a significant effect on Shopee consumer satisfaction.The results of this study are in line with previous research conducted by Adi Kuncoro (2017) with the title "The Influence of Website Design, Quality of Online Services, and Prices on Customer Satisfaction of Plane Tickets Traveloka.com." The results of hypothesis testing show: (1) there is an influence between website design and customer satisfaction with a significance value of 0.001 and a t value of 3.308.

In testing the fourth hypothesis, it was found that product quality, service and web design together had a significant effect on shopee customer satisfaction with a significant value obtained of 0.000. In the testing phase, an error rate of 0.05 was used. The results obtained show that the significant value is 0.000 < alpha 0.05.

5. Conclusion

After looking at and discussing about the results of hypothesis testing, we can come to a few conclusions that are the main results of this study, namely:

1. The results of testing the first hypothesis found that partially product quality has a significant effect on Shopee consumer satisfaction. The results obtained show that a significant value is 0.030 <alpha 0.05.
2. The results of testing the second hypothesis found that service has a significant effect on Shopee consumer satisfaction. The results obtained show that the significant value is equal to0.001<alpha 0.05.
3. The results of testing the third hypothesis found that web design has a significant effect on Shopee consumer satisfaction. The results obtained show that the significant value is equal to0.001<alpha 0.05.
4. The results of the fourth hypothesis testing found that product quality, service and web design together have a significant effect on Shopee consumer satisfaction. The results obtained show that the significant value is 0.000 < alpha 0.

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