THE EFFECT OF WEBSITE QUALITY, PRICE AND SERVICE QUALITY ON CUSTOMER SATISFACTION IN BUKALAPAK E-COMMERCE (CASE STUDY ON MALIKUSSALEH UNIVERSITY STUDENTS)

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Abstract

This study aims to determine how the influence of website quality, price and service quality on Bukalapak e-commerce customer satisfaction in Malikussaleh University students. The data used in this study was primary data obtained by distributing questionnaires to 96 students who used Bukalapak. The questionnaire trial consisted of a validity test and a reliability test using Cronbach's Alpha method. The classical assumption test uses the normality test, the multicollinearity test and the heterokedasticity test. Test the hypothesis using t-test (partial), F-test (simultaneous), and coefficient of determination $R2$. The data analysis technique used is multiple linear regression using the help of SPSS software version 26. The results showed that the website quality variable did not affect the satisfaction of Bukalapak e-commerce customers in Malikussaleh University students. While the price and service quality variables partially have a positive and significant effect on Bukalapak e-commerce customer satisfaction in Malikussaleh University students. Meanwhile, the test results simultaneously show that website quality, price and service quality simultaneously affect the satisfaction of Bukalapak e-commerce customers in Malikussaleh University students. The results of the coefficient of determination test found that Bukalapak e-commerce customer satisfaction in Malikussaleh University students was influenced by website quality, price and service quality by 21.6%, the remaining 78.4% was influenced by variables outside this study.

Keywords: *Website Quality, Price, Service Quality, Customer Satisfaction and E-Commerce*

1. INTRODUCTION

The development of online shopping in Indonesia is also increasing, especially because of the current situation and conditions many people increasingly believe in shopping at online marketplaces or e-commerce. The trend of e-commerce users in Indonesia has grown quite large in recent years (Arum &; Khoirunnisa, 2021). The prediction is that growth will continue to occur in the next few years. For those who also utilize platforms with online-based features, it will certainly facilitate operational activities, such as when receiving orders, serving customers or anyone who orders services or products by utilizing online-based service features on available platforms, both producers and customers can also interact via chat or exchange opinions, wondering by utilizing the comment column which is generally available on several online-based platforms (Sudaryono et al., 2020). Based on data from databox, it can be seen that the e-commerce with the most users is Shopee with 158 million users. However, Bukalapak is at its lowest level in 2023 as it only reaches 18.1 million users. Through this phenomenon, researchers are interested in researching more deeply about customer satisfaction at Bukalapak. Bukalapak is one of the online-based marketplaces, it can also be called an online store or online marketplace that is already leading in Indonesia. Bukalapak is owned and managed by PT. Bukalapak. As befits an online buying and selling service site using a consumer to consumer (C2C) business model. Bukalapak also provides sales facilities from customers to customers anywhere. Not only that, in order to facilitate the activities of SMEs in Indonesia in an effort to market the products offered, without having to have an offline store, Bukalapak facilitates them by providing services for these SMEs so that they can carry out buying and selling transaction activities practically and freely online (Sigit, 2020).

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Researchers use Bukalapak as an object in this study because, quoting from Widyastuti (2023) mentioned that the Indonesian Customer Institute Foundation or YLKI, received many reports of customer complaints regarding online shopping during 2022-2023, in 2022-2023 there were at least 34 cases related to customer complaints against e-commerce services received by YLKI. Of the total number of reports, Bukalapak is the most complained by customers, these complaints are in the form of customer dissatisfaction regarding online shopping services on the platform concerned. Researchers conducted a pre-survey of a number of Malikussaleh University students to evaluate their satisfaction with the Bukalapak e-commerce platform. There are several potential problems related to the quality of the Bukalapak website, including slow access speeds, complex or unintuitive interfaces, or technical problems that affect the user experience. If the quality of the website is inadequate, users may experience difficulties in navigating or making transactions, which can lead to frustration and disappointment. As a result, customers may be reluctant to make repurchases through those platforms. In addition, the price of products in Bukalapak may be considered high by some students at Malikussaleh University, especially if there is a significant price difference with offers from other platforms or offline sellers. The view that prices are not competitive or too expensive can affect the interest of students or other users in the campus environment to shop at Bukalapak. It can also influence their decision to look for alternative e-commerce platforms or different shopping methods. Regarding the quality of service at Bukalapak, there are potential challenges such as slow response to customer inquiries or problems, confusion regarding the ordering or return process, and the possibility of inability to handle complaints effectively. Suboptimal service quality can increase the level of frustration and disappointment among users. This could potentially lead to a loss of trust in the platform, which could ultimately negatively impact customer satisfaction levels.

Literatur Review
Website Quality

Electronic service quality refers to the quality of service that customers get when dealing with e-commerce websites from which they make online purchase transactions of both products and services. According to Rahmaini (2018), website quality is the level expected by website users when using a website. A website can be said to be quality if its users feel that the quality obtained is in accordance with or exceeds what they expect. The criteria for a website to be said to have good quality is that the website must be representative, interactive, attractive design, concise and simple, safe and secure. The quality of a website can affect 16 user satisfaction, thus influencing users to use the website more often.

Price

Kotler & Armstrong in Gofur (2019) price is the amount of money charged for a product or service, or the amount of value that consumers exchange for the benefits of owning or using the product. Consumers often use pricing as a barometer of how valuable a product or service is that they perceive in relation to its cost. Customer satisfaction can decrease if the company's pricing structure does not match the advantages of the product, and vice versa. Price is a component of a flexible marketing mix that can change at any time according to location and time (Sari &; Marlius, 2022).

Quality of Service

Service quality is the expected level of excellence and control over that level of excellence to meet customer desires (Saputra, 2022). Meanwhile, according to Tjiptono in Gofur (2019), service quality is the expected level of excellence and control over that level of excellence to meet consumer desires.

Customer Satisfaction

Kotler & Armstrong in Hidayat (2019) which states that satisfaction is a function of perceived impressions of performance and expectations. If performance is below expectations, then consumers do not feel satisfied, if performance meets expectations, consumers will be satisfied and if performance exceeds expectations, consumers will feel very satisfied.

2. IMPLEMENTATION METHOD

Location and Subject of Research

The object to be used in this study is Bukalapak E-commerce. The location of this study is on the campus of Malikussaleh University.

Population and Sample

The population in this study was unimal students of Bukalapak E-commerce users and the sample amounted to 96 respondents. The technique used for sampling in this study is probability sampling. The sampling method used is Simple Random Sampling.

Data Types and Sources

The type of data used by researchers in this study is quantitative data. Data sources in this study are primary and secondary data.

Data Collection Techniques

Data collection in this study used questionnaires or questionnaires with Likert skla

Analysis Methods

This study uses multiple linear regression analysis with the following equation model:

$y = b1z_1 + b2z_2 + b3z_3 + \ldots\ldots\ldots\ldots\ldots\ldots a$

Where:

Y = Customer Satisfaction

b1 = Regression Coefficient of X1

X_1 = (Website Quality)

b2 = Regression Coefficient of X2

X_2 = Price

b3 = Regression Coefficient of X3

X_3 = Quality of Service

e = Error Distrurbaces

3. RESULTS AND DISCUSSION

Validity Test

Validity Test is a test of the research instrument used in research, whether it can measure what you want to measure or not. To find out the accuracy of the data, a validity test is needed. A valid instrument has high validity and conversely a less valid instrument means it has low validity. To determine the accuracy of the data, validity test techniques are needed. The validity test is used to measure the validity or validity of a questionnaire.

Table 1
Validity Test Results

Variable	Calculate	Tableable	Information
X1.1	0,687	0,3610	Valid
X1.2	0,490	0,3610	Valid

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X1.3	0,615	0,3610	Valid
X1.4	0,614	0,3610	Valid
X1.5	0,683	0,3610	Valid
X2.1	0,834	0,3610	Valid
X2.2	0.671	0,3610	Valid
X2.3	0,753	0,3610	Valid
X2.4	0,838	0,3610	Valid
X3.1	0,881	0,3610	Valid
X3.2	0,807	0,3610	Valid
X3.3	0,831	0,3610	Valid
X3.4	0,911	0,3610	Valid
X3.5	0,717	0,3610	Valid
Y1	0,921	0,3610	Valid
Y2	0,670	0,3610	Valid
Y3	0,811	0,3610	Valid
Y4	0,816	0,3610	Valid
Y5	0,851	0,3610	Valid

Source : Data processed (2023)

In the results of validity testing, it states that the results of the study of all questionnaire statement items from variables (X) and variables (Y) have a correlation value above rcritical which is 0.361 (>0.361) so that it can be said that the questionnaire statement items from the variability (X) and Variable (Y) are declared valid and can be used to measure the variables that have been studied.

Reliability Test

A reliability test is a measuring instrument for measuring questionnaires that are indicators of variables or constructs. A questionnaire is said to be reliable if a person's answers to the available statements are consistent or stable over time (Ghozli, 2018).

Table 2
Reliability Test Results

NO	Variable	Nilai *Cronbach's alpha*	Information
1	Website Quality	0,600	Reliable
2	Price	0,775	Reliable
3	Quality of Service	0,880	Reliable
4	Customer satisfaction	0,873	Reliable

Source : Data processed (2023)

Based on Table 2, it can be seen that the variables of *website* quality (X1), price (X2), service quality (X3) and customer satisfaction (Y) can be seen each variable has a reliable status because the *value of Cronbach Alpha* > 0.60. So that this variable can be used to continue further research.
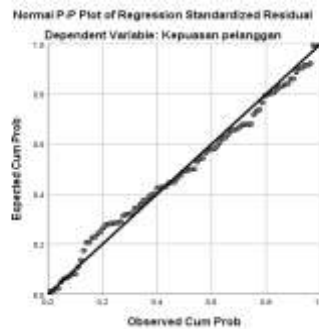
Normality Test

Figure 1
Normality Test Results
Source : Data processed (2023)

Based on the results of the normality testing test, this study shows that the Normal *Probability Plot graph* requires that the distribution of data must be in the diagonal line area and follow the direction of the diagonal line. Based on the picture above, this result has met the requirements of the Normal Probabily Plot. This means that the data in this study came from a normally distributed population.

Multicollinearity Test

The multicollinearity test aims to test whether the regression model found a correlation between independent variables. A good regression model should not have correlations among independent variables. Multicollinearity was tested using *Variance Inflation Factor* (VIF) and *tolerance value*. Free from multicollinearity if the VIF value is less than 10 and the tolerance value is more than 0.10.

Table 3
Multicollinearity Test Results

Type	Collinearity Statistics	
	Tolerance	**VIF**
(*Constant*)		
Website quality	.994	1.006
Price	.665	1.505
Quality of service	.663	1.509

Source : Data processed (2023)

Based on table 3, it can be seen that the results of calculating *the tolerance value* show that each independent variable has a tolerance value of > 0.10 which means there is no correlation between independent variables, and the calculation results of the VIF value also show the same result, namely there is no independent variable that has a VIF value of more than 10. So it can be concluded that there is no multicollinearity between independent variables in this regression model.

Heteroscedasticity Test

The Heterokedasticity test aims to test whether in the regression model there is an inequality of *variance* from the residual of one observation to another observer, if *the variance* from the residual of one observation to another observer is different then it is called Heterokedasticity.

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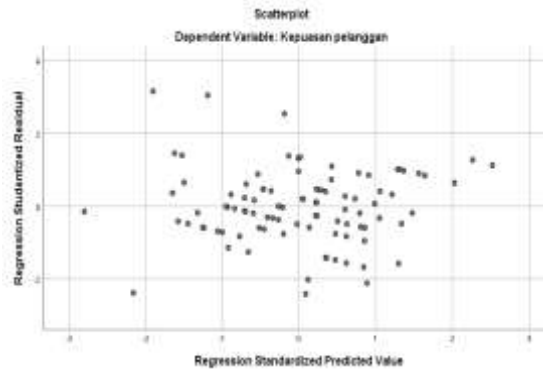*Alfaridho[1] , Chaliraft[2] , Mariyudi[3] , Agustinawatt[4].*

Figure 2
Heteroscedasticity Test Results
Source : Data processed (2023)

Based on figure 2 it is known that the probability value of all independent variables is greater than 0.05, so it can be concluded that there is no heteroscedasticity in the regression model used in this study and from the results of the heteroscedasticity test test it can be seen from the figure above that there is no clear pattern, and the point spreads above and below the number 0 on the Y axis, then it can be concluded that heteroscedasticity does not occur.

Double Linear Regression Analysis

Multiple linear regression testing explains the role of variables for *website* quality (X1), price (X2), service quality (X3) on customer satisfaction (Y). Data analysis in this study used multiple linear regression analysis using SPSS 26. The analysis of each variable is described in table 4 below:

Table 4
Multiple Linear Regression Analysis Test Results

Coefficient					
	Unstandardized Coefficients		*Standardized Coefficients*		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	4.174	4.089		1.021	.310
Website quality	.184	.154	.111	1.199	.233
Price	.346	.172	.228	2.015	.047
Quality of service	.274	.108	.289	2.545	.013

a. *Dependent Variable*: Customer satisfaction

Source : Data processed (2023)

Based on table 4.13 above, the regression equation formed in this regression test is as follows:
$Y = a + b1X1 + b2X2 + b3X3 + e$
$y = 4{,}174 + 0{,}184c1 + 0{,}346s2 + 0{,}274c3 + e$
Information:
And = Customer satisfaction
α   = konstanta
b1   = cophicin regresi X1
b2   = cophicin regresi X2
b3   = cophicin regresi X3

X1   = Quality *website*
X2   = price
X3   = Quality of Service
and   = *standart error*

Hypothesis Testing
Uji Parsial (Uji-t)
        The t-test is used to determine the partial effect of independent variables, namely *website* quality (X1), price (X2), and customer quality (X3) on the dependent variable, customer satisfaction (Y). In this test, partial hypothesis testing (t-test) can be seen in table 5 below:

Table 5
Partial Test Results (t-Test)

			Coefficient		
	Unstandardized Coefficients		*Standardized Coefficients*		
Model	**B**	**Std. Error**	**Beta**	**t**	**Sig.**
(Constant)	4.174	4.089		1.021	.310
Website quality	.184	.154	.111	1.199	.233
Price	.346	.172	.228	2.015	.047
Quality of service	.274	.108	.289	2.545	.013

a. *Dependent Variable*: Customer satisfaction

Source : Data processed (2023)

        From table 5 obtained the calculated value of each independent. By looking at the criteria that have been determined, α = 0.05 ttable (df) = (96 – 3 – 1= 92) obtained a ttable value of 1.661. From this description, several conclusions can be drawn, including:
1.   The *Relationship of Website Quality to Customer Satisfaction*

        The results of website quality testing (X1) on customer satisfaction obtained a calculated value of 1.199 < 1.661 and a significant value of 0.233 > 0.05. So, it can be concluded that the quality of the *website* does not affect customer satisfaction. This shows H0 accepted and H1 rejected which means the quality of the *website* has no effect on customer satisfaction.
2.   Price Relationship to Customer Satisfaction

        The results of price testing (X2) on customer satisfaction obtained a calculated value of 2.015 > 1.661 and a significant value of 0.047 < 0.05. So, it can be concluded that price has a positive and significant effect on customer satisfaction. This shows H2 accepted and H02 rejected which means price has an effect on customer satisfaction.
3.   The Relationship of Service Quality to Customer Satisfaction

        The results of testing service quality (X3) on customer satisfaction obtained a calculated value of 2.245 > 1.661 and a significant value of 0.013 < 0.05. So, it can be concluded that the quality of service has a positive effect on customer satisfaction. This shows H3 accepted and H03 rejected which means the quality of service affects customer satisfaction.

Uji Simultan (Uji F)
        The F test is used to measure the effect of *website* quality (X1), price (X2), and service quality (X3) simultaneously (together) on variables tied to customer satisfaction (Y). In this test, simultaneous hypothesis testing (F-test) can be seen in the following table 6:

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Table 6
Hasil Uji Simultan (Uji F)

	Model	Sum of Squares	df	Mean Square	F	Say.
1	*Regression*	195.548	3	65.183	8.456	.000b
	Residual	709.192	92	7.709		
	Total	904.740	95			

ANOVA

a. *Dependent Variable*: Customer satisfaction

b. *Predictors*: (*Constant*), Quality of Service, Quality *of Website*, Price

Source : Data processed (2023)

Based on the results of simultaneous model testing in table 6, a Fcalculate value of 8.456 can be obtained with a significance of 0.000. Therefore the value of Fcalculate (8.456) > Ftable (2.70) and the resulting signification value of 0.000 and this value is much smaller than α = (0.05), it can be concluded that H0 is rejected and H4 is accepted. This means that the variables of *website quality* (X1), price (X2), and service quality (X3) simultaneously have a significant effect on the variable of customer satisfaction (Y).

Test Coefficient of Determination (R2)
The coefficient of determination test aims to test how far the model is able to explain the variation of the dependent variable. A small R2 value indicates that the ability of the independent variables to explain the dependent variable is very limited. The coefficient value of determination can be seen in table 7 as follows:

Table 7
Test Results of Coefficient of Determination (R2)

Model *Summaryb*

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.465a	.216	.191	2.77644

a. *Predictors*: (*Constant*), Quality of Service, Quality *of Website*, Price

b. *Dependent Variable*: Customer satisfaction

Source : Data processed (2023)

Based on table 7 The value of the coefficient of determination (R2) obtained a value of 0.216, meaning that the variables of *website* quality, price and service quality have an influence on customer satisfaction by 21.6%, the remaining 78.4% is influenced by factors outside this study.

Discussion
The Effect of *Website* Quality on Customer Satisfaction
Website quality does not have a significant effect on Bukalapak *e-commerce* customer satisfaction for Malikussaleh University students. This is indicated by a calculated value of 1.199 < 1.661. This means that tcalculate < ttable with a significant value of 0.233 > 0.05. From the results of the study, it shows that the quality of the *website* does not affect the satisfaction of Bukalapak *e-commerce* customers in Malikussaleh University students. Therefore, the hypothesis stating that *website* quality has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction

in Malikussaleh University students was rejected (H1 was rejected). This means that Malikussaleh University students, the quality aspect of the Bukalapak website is not always the main determining factor in shaping customer satisfaction. Product and price preferences, adaptability to diverse interfaces, and constraints of external factors such as network or device conditions can all further influence students' evaluation of the online shopping experience. Therefore, *website* quality may not always have a direct impact on customer satisfaction, while elements such as ease of transaction and quality of customer service can play a more significant role in this context. The results of this study are contrary to the research researched by Furi Indria (2018) shows that the quality is partial *website* Have a positive and significant effect on customer satisfaction. Furthermore, the results of research from Priscilla &; Priscilla (2020) The results showed that the quality *website* O2O *commerce* Positively affect customer satisfaction. Research conducted by Nur Fauziah *et al*. (2018) Research states that quality *website* positively and significantly affect Bukalapak's customer satisfaction.

The Effect of Price on Customer Satisfaction

Price has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction for Malikussaleh University students. This is indicated by a calculated value of 2.015 >1.661. This means that tcalculate > ttable with a significant value of 0.047 < 0.05. From the study, it shows that price has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction for Malikussaleh University students. Therefore, the hypothesis stating that price has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction in Malikussaleh University students is accepted (H2 accepted). This is evidenced by the price of products offered by *Bukalapak e-commerce* with the same type of goods and brands cheaper prices on other *e-commerce*, so many consumers choose to use *Bukalapak* e-commerce than other *e-commerce*. The results of this study are in line with the results of the study conducted by Sugiarti (2022) Produce research that price variables have a significant effect on consumer satisfaction in the *e-commerce* Bukalapak. This is evidenced by consumers that the products sold by *seller e-commerce* Bukalapak has a more affordable price than *e-commerce* Competitors. Furthermore, research conducted by Octavian & Megawati (2022) produce research that price variables have a significant effect on Customer Satisfaction**.**

The Effect of Service Quality Customer Satisfaction

Service quality has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction for Malikussaleh University students. This is indicated by a calculated value of 2.245 > 1.661. This means that tcalculate > ttable with a significant value of 0.013 < 0.05. From the study, it shows that the quality of service has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction for Malikussaleh University students. Therefore, the hypothesis stating that service quality has a positive and significant effect on Bukalapak *e-commerce* customer satisfaction in Malikussaleh University students is accepted (H3 accepted). This is proven because *Bukalapak e-commerce* is able to provide accurate services regarding product information and transaction flows, provide a quick and responsive response to complaints, provide guarantees for the return of goods or funds when there is an error in delivery, care about consumer desires by providing transaction services up to 24 hours, have an attractive web appearance and ease during transactions. Therefore, it is hoped that Bukalapak *e-commerce* will continue to maintain it so that consumers feel comfortable and loyal to using *Bukalapak* e-commerce. The results of this study are in line with the results of Sugiarti's research (2022) Produce research that service quality factors have a significant effect on customer satisfaction in *e-commerce* Bukalpak. Furthermore, research conducted by Sanny Lonardi *et al.* (2021) produced research that service quality has a partial effect on customer satisfaction. Research conducted by Octavian & Megawati (2022) This study states that service quality variables have a significant effect on customer satisfaction.

4. CONCLUSION

Based on the results of research and discussion, several conclusions can be drawn as follows:
1. Website quality does not affect Bukalapak e-commerce customer satisfaction for Malikussaleh

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University students.

2. Price has a positive and significant effect on Bukalapak e-commerce customer satisfaction for Malikussaleh University students.
3. Service quality has a positive and significant effect on Bukalapak e-commerce customer satisfaction for Malikussaleh University students.
4. Website quality, price and service quality have a positive and significant effect on Bukalapak e-commerce customer satisfaction for Malikussaleh University students.

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