

# THE EFFECT OF SYSTEM QUALITY AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF SHOPEE: STUDY OF UNDERGRADUATE STUDENTS

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## Abstract

Shopee is the first mobile marketplace with free shipping in Indonesia that entered the Indonesian market in May 2015. Shopee was the most frequently visited platform in the third quarter of 2020 in Indonesia. However, Shopee dropped to the 2nd position based on Indonesia's e-commerce visitor data in 2021. Many complaints have been submitted through the @ShopeeCare Twitter account regarding delays in orders or orders not arriving, problems ordering goods, and returning goods. This study aimed to determine the effect of Shopee Indonesia's system quality and service quality on customer satisfaction of undergraduate students. This study used a quantitative approach with a survey design to a sample of 128 students' class of 2018 of the Accounting Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta. The result shows that there is a significant positive effect between system quality and service quality on customer satisfaction of Shopee among the undergraduate students.

**Keywords:** customer satisfaction, e-commerce, service quality, system quality

## 1. Introduction

Science and technology are developing rapidly all the time. This development has influenced the increase in the Industrial Revolution 4.0 which is part of global change. Before the industrial revolution was introduced, Europeans worked using manual tools (Fajariah & Suryo, 2020). The Industrial Revolution had a great impact on human life. The reason is, that all human activities that are carried out manually are now assisted by various developments of modern machines.

In addition to the development of various modern machines, the Industrial Revolution influenced the development of technology. The technological developments that were felt in the Industrial Revolution 4.0 were marked by a blend of technologies that blurred the boundaries between fields, digital and biological, collectively referred to as the cyber-physical system (Cyber-Physical System / CPS) (Relani & Nur Hidayat, 2019). The industrial order in every country has changed, including Indonesia. The Industrial Revolution 4.0 is transforming and influencing various disciplines, economics, and politics. The Industrial Revolution 4.0 has fundamentally changed the way people live, work, and relate to one another.

With the influence of technology, people become very dependent on their presence, especially the ease of accessing the internet where people can easily obtain various information (Asmawan, 2016). The development of increasingly advanced technology makes the internet a medium not only for communicating but also for shopping (Rohmah, 2021). The buying and selling activities carried out online are called e-commerce. E-commerce is a process of buying and selling products electronically by consumers and from company to company with computers as intermediaries for business transactions (Charles in Pradana, 2015).

E-commerce is often used in the era of Industrial Revolution 4.0 because buying and selling activities occur in an unlimited place and time. E-commerce is a business alternative in the modern era which is in line with increasingly dynamic market conditions and competitive competition, resulting in changes in consumer behavior (Widyanita, 2018). In Indonesia, e-commerce has become a trend among the public in obtaining the goods they need. Sellers and buyers can interact and transact through the facilities available on the e-commerce platform. The Government of the Republic of Indonesia also strives for security in Electronic Information and Transactions (ITE) in E-commerce as stated in paragraph 1 article 9 of the 2016 Law of the Republic of Indonesia concerning guarantees of legal certainty for electronic transactions in the form of transaction acknowledgments, information, documents, and electronic signatures.

Two types of e-commerce are developing in Indonesia, namely B2C (Business to Customer) and C2C (Customer to Customer). B2C is a business where the sale of goods and services is carried out directly from the owner of the e-commerce platform as well as the seller to the consumer. Meanwhile, C2C is a business where sales of goods and services are carried out by sales and buyers on other companies' e-commerce platforms. According to data from Iprice, the most frequently visited e-commerce platform in Indonesia in the third quarter of 2020 is Shopee. Shopee is the first mobile marketplace with free shipping in Indonesia that entered the Indonesian market in May 2015 with a new shopping experience. This application facilitates sellers to sell easily and provides buyers with a secure payment process and integrated logistics arrangements (Medina, 2018).

Shopee is a type of e-commerce that focuses on mobile platforms, making it easier for people to search, shop, and sell via mobile phones. The convenience felt by the community has made Shopee increasingly improve the quality of its system and service quality in competing with other e-commerce platforms. The high growth of e-commerce in Indonesia makes many marketplace-based platforms compete to provide good quality for customers. Various e-commerce platforms compete to provide a good quality system and service quality to maintain excellence and provide satisfaction for customers.

Customer satisfaction is the result of a comparison between customer expectations of a product and service to the reality of the product and service received. If the reality is obtained in lower hope, it will cause customer disappointment. If the reality is obtained in on hope it will lead to customer satisfaction (Kotler in Nurfarida, 2015). According to Kotler in a book written by Indrasari (2019), customer satisfaction responses in shopping can be obtained through a system of complaints and suggestions, ghost shoppers, lost customer analysis, and customer satisfaction surveys. Customer satisfaction can be measured through various indicators, namely the suitability of expectations, interest in revisiting, and willingness to recommend (Tjiptono, 2019). Customer satisfaction measures the customer's view of the information provided in the system and the services provided (Pawirosumarto, 2016). Customer satisfaction in shopping can be obtained through system quality and good service quality (Medina, 2018; Widyanita, 2018). If the customer is satisfied with shopping, trust will arise to shop again (Nasution, 2016). E-commerce with a good quality system can make it easier for users to access and carry out activities in it. The perceived ease of accessing e-commerce makes customers get satisfaction in interacting and transacting (Ismawati, 2019). Customer satisfaction with access to system quality can be measured by the ease of accessing websites or applications to shop and get information. According to DeLone & McLean (1992), information is needed by users, namely ease of use, ease of access (flexibility), and system reliability. In addition to good system quality, customers will get satisfaction through the quality of services provided.

Service quality is the satisfaction obtained by site users regarding the services provided. According to Jonathan (2013), service quality can be measured through five dimensions, namely information quality, security, website functionality, customer relationship, responsiveness, and fulfillment (Azizah et al., 2021). Good service quality will create satisfaction for buyers and provide opportunities for buyers to come back to shop. Various efforts have been made by Shopee to maintain its existence, especially its existence in Indonesia. Based on data released by Iprice, Shopee has decreased to rank 2 in the best e-commerce data in Indonesia in 2021 with a total of 126,996,700 visitors in Indonesia, below Tokopedia with 147,790,000 visitors.

Table 2. Indonesia E-commerce Visitor Data 2021

No.	E-commerce	Number of visitors
1.	Tokopedia	147,790,000
2.	Shopee	126,996,700
3.	Bukalapak	29,460,000
4.	Lazada	27,670,000
5.	Blibli	18,440,000
6.	Bhinneka	6,996,700
7.	Orami	6,260,000
8.	Ralali	5,123,300

9.	JD ID	3,763,300
10.	Zalora	3,366,700

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Source: Putri & Devita (2021)

Decreased number of visitors to Shopee in 2021 is due to a decrease in system quality and service quality felt by customers. Because Shopee customers are dominated by users who are dominated by respondents aged 15-25 years, it can be assumed that the dominating occupation is students (Azizah, 2019; Diyanti & Suharyati, 2021). Consumptive behavior of students in shopping considers the benefits of the goods to be purchased and the consideration between the price and the brand of an item (Muliana, 2018). Research conducted by Ismawati (2019) shows that Shopee's service quality has a significant effect on customer satisfaction. In addition, customers are dissatisfied with the services provided by Shopee based on five dimensions of service quality direct evidence (tangible), reliability, responsiveness, assurance, and empathy (Medina, 2018). The dissatisfaction felt by customers among students is carried out through complaints on social media.

Most students submit complaints via Twitter accounts regarding orders that are delayed or not arriving and problems in ordering goods and returning goods. This perceived complaint was submitted via the @ShopeeCare Twitter account. The number of interactions regarding these complaints fluctuates every day. Therefore, Shopee must look at what things need to be considered to handle customer complaints and evaluate the quality of the company (Permana et al., 2018).

Shopee has made efforts to improve service quality by using an integrated and recorded online system. However, based on research conducted by Restiany (2018), it turns out that not a few users complain when submitting a complaint, the system is too formal, such as when the buyer has to wait for a reply from the seller. This of course might lead to a negative impact on satisfaction. This study aims to determine the effect of system quality and service quality on customer satisfaction of Shopee.

## 2. Method

The research method used in this research is quantitative research. The quantitative method is an investigation of social problems based on theory testing consisting of variables, measured by numbers, and analyzed by statistical procedures to determine whether the generalization of the theory's predictions is correct (Creswell, 2014). Quantitative research usually uses an explanatory design, where the object of research is explanatory research by testing the relationship between hypothesized variables (Mulyadi, 2013).

The type of this research is causal-comparative research. Causal comparative is a research activity that seeks to find information about why a causal relationship occurs, and researchers try to trace back the relationship (Sugiyono, 2015). This research is also called *ex post facto* because data collection is carried out after the problem is and has occurred (Sukardi, 2018). Causal-comparative research is causal so that the research has two or more variables for comparison (Sugiyono, 2013).

This study was a survey design conducted online. The population in this study were undergraduate students of the class of 2018 of the Accounting Education Study Program, Faculty of Teacher Training and Education, Universitas Muhammadiyah Surakarta consisting of 189 students. The sampling technique in this research is using the type of purposive sampling. This type of purposive sampling is sampling with criteria that are in accordance with the problem being studied (Sugiyono, 2013). The criteria determined in this study are students who are Shopee users and have made transactions at Shopee at least once. Thus, the sample used is 128 students according to these criteria.

This study used a cross-sectional survey pattern where data is collected at a certain time with a predetermined sample (Creswell, 2014). The cross-sectional study was conducted online through questionnaires using the help of a google form which was distributed to respondents. All data collected is then inputted into Microsoft Excel and a cleaning process is carried out to obtain the required data. The reason for choosing this design is to measure customer satisfaction in using Shopee from samples taken because of the quality of the system and the quality of services provided by Shopee.

A study contains factor variables related to other factors. The definition of a variable provides and guides researchers in how to measure a variable (Nasution, 2018). In this study, there are two independent variables, namely system quality, and service quality, and one dependent variable, namely Shopee customer satisfaction.

Customer satisfaction is the result of customer assessment of what is expected by buying and consuming a product or service. Customer satisfaction referred to in this study is the sense of satisfaction that arises in customers using the Shopee e-commerce application. To test these variables, researchers used a Likert scale based on predetermined variable indicators. The indicators used in the Shopee customer satisfaction variable are the indicators consisting of conformity to expectations, interest in revisiting, and willingness to recommend.

System quality is the ability or performance of the system in providing information according to user needs. These variables were tested using a questionnaire in which there were several questions arranged according to the indicators of each variable. The indicators used in the system quality variable are ease of use, ease of access (flexibility), and system (reliability). In this study, service quality is the independent variable that determines the direction or certain changes in the dependent variable. Service quality is the behavior, actions, and activities provided in meeting customer expectations. Fulfillment of expectations by the company will have a good image for the company and repeat purchases made by customers. The quality of service in this research uses indicators consisting of indicators of information quality, security, website function, customer relationship, fulfillment, and responsiveness.

The data collection technique used in this research was questionnaires. The questionnaire consisted of 24 questions that were adapted from previous research which were then adapted to the research conditions. The questionnaire variable  $X_1$  (system quality) was the result of the adaptation of the questionnaire Ta'arufi (2018) and the questionnaire variable  $X_2$  (service quality) was the result of the adaptation of Widyanita (2018). Furthermore, the Y variable (customer satisfaction) questionnaire was adapted to the two questionnaires on the  $X_1$  and  $X_2$  variables. The questionnaire in this study used a Likert scale in the form of a checklist for each question with five options.

The data analysis technique in this study used validity and reliability tests, analysis prerequisite tests, and hypothesis testing. In the preliminary analyses, the analysis consisted of a normality test, linearity test, multicollinearity test, and heteroscedasticity test. While in the hypothesis test, multiple regression analysis was used.

Validity and reliability tests in this study used SPSS 25. Researchers tested the validity and reliability of 24 statements in the questionnaire first. The results of the instrument validity test on system quality, service quality, and customer satisfaction have a significant correlation value because  $p$  value  $< \alpha$  (0.05) so it can be concluded that all variable items are declared valid. The results of the instrument reliability test on all variables have Cronbach's alpha coefficient is greater than 0.60, so the instrument of all variables declared reliable. Researchers performed preliminary analyses to ensure no violation of the assumptions of normality, linearity, multicollinearity, and heteroscedasticity.

### **3. Results and Discussion**

#### **Data Description**

The total respondents of this study were 128 students consisting of 17 male students and 111 female students in the age range of 20-25 years with the shopping experience at Shopee e-commerce. Figure 1 showed the data description of respondents' shopping experience by gender and monthly pocket money:

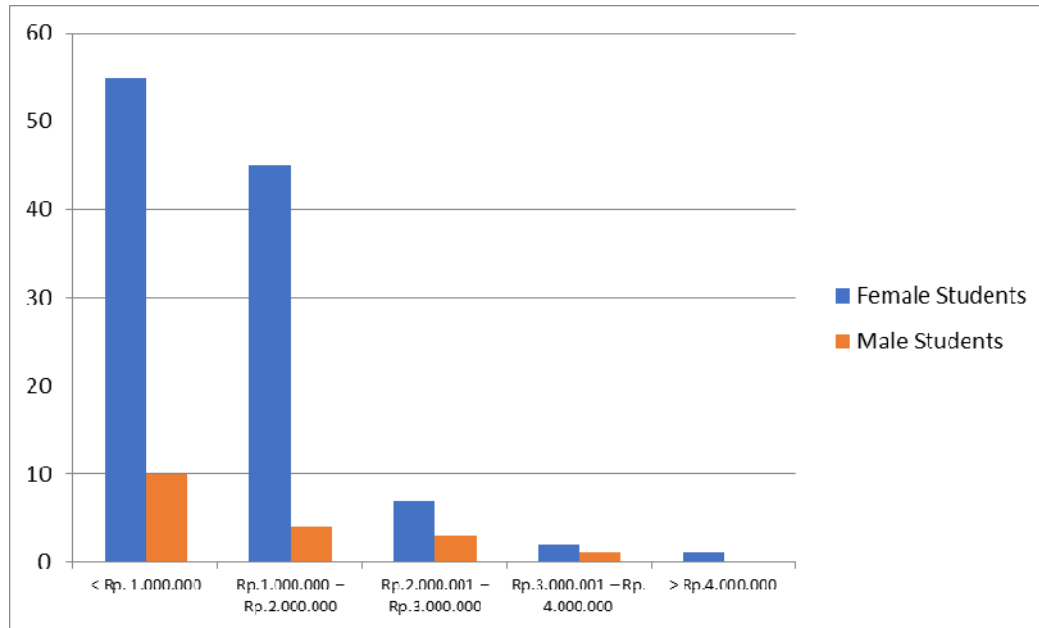


Figure 1. Shopping Experience Diagram at Shopee E-commerce by Gender and Monthly Pocket Money

Based on the diagram, the grouping of students is based on the amount of pocket money per month and gender. Students with monthly pocket money < Rp1,000,000 are 55 female students and 10 male students. Students with monthly pocket money of Rp1,000,000 - Rp2,000,000 are 45 female students and 4 male students. Students with monthly pocket money of Rp2,000,001 - Rp3,000,000 are 7 female students and 3 male students. Students with monthly pocket money of Rp3,000,001 - Rp4,000,000 are 2 female students and 1 male student. A student with monthly pocket money of > Rp4,000,000 is 1 female student. This shows that the Shopee e-commerce platform is well known and used among students of various genders and monthly allowances.

### Multiple Regression Analysis

In this study, there are independent and dependent variables. In testing the effect of the independent variables on the dependent variable, the data in this study were analyzed using multiple regression. The results of testing the data that have been processed using SPSS version 25.0 are listed in Table 2, Table 3, Table 4, and Table 5 as follows:

Table 3. Adjusted R Square

Variable	Adjusted R Square
System Quality and Service Quality	0.673

The results of the coefficient of determination in Table 2 show that the independent variables, namely system quality, and service quality explain 67.3% of the variance in customer satisfaction. Furthermore, the F test is used to measure whether the variables of system quality and service quality together influence Shopee customer satisfaction. Based on the F test through the SPSS version 25.0 program, the results of the test can be seen in Table 3 as follows:

Table 4. F Test Results (Simultaneous)

Variable	F <sub>count</sub>	Sig.
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Dependent Variable: Customer Satisfaction		
Predictors: (Constant), System Quality, and Service Quality	5	131,79
		0.000

Based on Table 3, the F test results show the  $F_{count}$  of 131.795 >  $F_{table}$  of 3.07 while the Sig. value of 0.000 < p-value of 0.05. This can be said that the independent variables, namely system quality, and service quality simultaneously have a significant effect on the prediction of customer satisfaction.

The t test was used to partially test the significant relationship between the X and Y variables. To see how far the influence of the independent variable on the dependent variable using SPSS version 25.0 in this study, it can be seen in the following explanation:

Table 4. t Test Results (Partial)

Variable	$t_{count}$	Sig.
System Quality	3.835	0.000
Service Quality	6.539	0.000

Based on the results of the t-test in Table 4, the  $t_{count}$  value for the system quality variable is 3.835 while the  $t_{table}$  value is 1.657, so the  $t_{count} > t_{table}$ . For the Sig value of 0.000 < 0.05 p-value, it can be interpreted that the system quality variable has a significant effect on customer satisfaction. In addition, the  $t_{count}$  value for the service quality variable is 6.539 while the  $t_{table}$  value is 1.657, so the  $t_{count} > t_{table}$ . For the Sig value of 0.000 < 0.05 p-value, it can be interpreted that the service quality variable has a significant effect on Shopee customer satisfaction.

To find out the equation, Table 5 shows the result of Standardized Coefficients:

Table 5. Standardized Coefficients

Model	Standardized Coefficients
Constant (B of Unstandardized Coefficient)	-0.323
System Quality	0.320
Service Quality	0.546

The equation is:

$$Y = a + b_1X_1 + b_2X_2$$

$$Y = -0.323 + 0.320X_1 + 0.546X_2$$

- In the multiple regression equation, there is a constant of -0.323 and if there is no system quality and service quality, then the value of customer satisfaction is - 0.323.
- The regression equation with the coefficient of the system quality variable ( $X_1$ ) is 0,320. If the quality of the system is increased by one unit, then Shopee's customer satisfaction has increased by 32%. So that the system quality variable affects Shopee customer satisfaction because the coefficient of system quality is positive, which means that there is a positive influence on Shopee customer satisfaction. If e-commerce Shopee has a better system quality than other e-commerce, the greater Shopee customer satisfaction is obtained.
- The regression equation with the coefficient of the service quality variable ( $X_2$ ) is 0.546. If the service quality is increased by one unit, then Shopee customer satisfaction has increased by 54.6%. So that the service quality variable affects Shopee customer satisfaction, because the coefficient of service quality is positive, which means

that there is a positive influence on Shopee customer satisfaction. If e-commerce Shopee has better service quality than other e-commerce, the greater Shopee customer satisfaction will be.

Based on the results of the t test (partial) for testing the hypothesis in this study, it shows that the quality of the system has a positive and significant effect on Shopee customer satisfaction. System quality is a characteristic of the information conveyed by the system and the policies and procedures in the system when providing information to its users (Delone & Mclean, 1992). The characteristics of the quality of the system are shown through the user's perception of a sense of ease and understanding of the system used (Rukmiyati & Budiarta, 2016). This is reinforced by research conducted by Syarifa & Susilawaty (2021) that the quality of the system has a significant positive effect on Shopee e-commerce customer satisfaction so that someone will be interested in using it because of the advantages of the system offered. The advantages of the system can be seen from the ease of use, access, and reliability of the system offered by Shopee e-commerce compared to other e-commerce. In terms of ease of use, access, and reliability of the e-commerce system, Shopee has provided various features that can make it easier to use according to customer needs. All features provided as a form of convenience provided to customers are associated with system quality (Sihombing et al., 2019).

The results of the t test (partial) for hypothesis testing in this study, indicate that service quality has a positive and significant influence on Shopee customer satisfaction. Service quality comes from customer perceptions arising from service excellence in providing the information needed and being responsible for handling consumer complaints (Sunyoto, 2012). Good perceptions arise through the services provided and will provide customer satisfaction in using Shopee e-commerce such as research conducted by Pranasari & Sidqi (2021). In line with the research conducted by Permana et al. (2018), Sastika (2018), and Widyanita (2018) that service quality has a significant effect on customer satisfaction so that someone will be interested in using it because of the superiority of the service it has. From this research, service quality has a strong influence on someone to revisit and recommend someone to shop at Shopee e-commerce. In addition, research conducted by Adika (2021) shows the lower the quality of Shopee's e-commerce services, the lower the level of use. On the other hand, the higher the level of perceived quality of Shopee's e-commerce service results, the more user satisfaction will be. Thus, the more Shopee e-commerce has good service quality, the more customer satisfaction will be obtained.

The results of the F test (simultaneous) for hypothesis testing in this study, indicate that system quality and service quality have a simultaneous positive and significant effect on Shopee e-commerce customer satisfaction. In line with research conducted by Amarin & Wijaksana (2021), system quality and service quality simultaneously affect customer satisfaction in e-commerce. It can be said that the quality of the system and the quality of service from e-commerce, it will affect the satisfaction of customers who use it. In this study, the quality of the system has been found in Shopee's e-commerce through the ease of use, ease of access, and reliability of the system. In addition, Shopee's e-commerce is equipped with quality information, security, customer relationships, responsiveness, and fulfillment in fulfilling the services provided. The integration between the systems and services provided by Shopee e-commerce, it is the result of technological innovation to make it easier for users to use Shopee e-commerce, especially students so that it will be easily accepted. Thus, the system quality and service quality will have a very strong influence in providing customer satisfaction for Shopee.

#### **4. Conclusion**

Based on the results of research and discussion, it can be concluded that there is a significant positive effect between system quality and service quality on customer satisfaction of Shopee among the undergraduate students. It is recommended to further improve the quality of the system and service quality so that customers are more confident and more satisfied in shopping at Shopee e-commerce. With the better quality of the system, customers will feel the ease of use, ease of access, and reliability of the system so that customers will obtain easier, faster, and more precise information in accessing the Shopee application. In addition, the quality of Shopee's e-commerce services can be emphasized on responsiveness. Shopee can provide an immediate response when a customer encounters a problem. With problems that are immediately resolved, it can give customers a sense of convenience in shopping at Shopee e-commerce. Furthermore, for researchers in conducting development, it is necessary to add research variables such as information quality, trustworthiness, and buying decisions. In addition, additional

methods can be used through in-depth interviews with respondents, so that the information obtained is complete and more varied.

## 5. Acknowledgment

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