

ANALYSIS OF THE INFLUENCE OF PRICE AND QUALITY OF ELECTRONIC SERVICES ON CUSTOMER SATISFACTION AMONG SHOPEE APP USERS

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Abstract- The internet could be used as a means of online trading, often called e-commerce (electronic commerce). The increasingly positive e-commerce growth in Indonesia has resulted in a shift in people's shopping patterns towards online or online shopping, thus making marketers learn various strategies so that consumers continue to feel satisfaction when shopping using applications, especially Shopee online shop applications. This research aims to analyze consumer satisfaction as measured by the price and e-service quality. The population in this study are respondents with a minimum age of 15 years who is infinite and has to carry out payment at least 1 time in the last 6 months of Shopee application. The sampling techniques used are non-probability sampling by sampling method i.e. judgmental sampling and obtained as many as 220 respondents. Data collection techniques for this research uses online questionnaire distribution with a Likert scale and the technical analysis of the data used is multiple linear regression. The results of this study show that the price and quality of e-service have a positive and significant influence on customer satisfaction variables in Shopee application users.

Keywords: price, e-service quality, customer satisfaction, Shoppe.

INTRODUCTION

The development of digitalization as it is today in information and technology is so fast, giving rise to intense competition in doing business. So as to make businesspeople think more broadly, innovatively, and creatively towards this development, both in the economic, social, political, and cultural fields. The rapid development of the e-commerce industry in Indonesia is shown by the increasing number of online shops and marketplaces that are appearing aggressively (cnnindonesia.com, 2020).

According to Kotler (2008: 132), e-commerce is the organization of corporate business describing electronic business with the use of electronic tools and basic frameworks. Sales using electronics or the internet means companies that use websites to offer, interact or facilitate the sale of products or services online. According to Rhee'q (2012: 39), olshop (online shop) is a sale carried out using the internet and there are no meetings from sellers or buyers. The method of marketing the products being sold is by using images or videos on the web, social media networks or sales applications. Shopping using an online shop application has advantages and disadvantages. The advantages of shopping using the olshop application (online shop) are not having to leave the house and take advantage of the internet network to look for goods or services to buy, in communicating by using communication tools other than computer technology, for example, such as cellphones. Goods are delivered to the house using a delivery service. While the drawbacks are not being able to see firsthand what quality and materials are used, make payments first, then the goods will be sent to the buyer, and there will be fraud committed by shops who are not responsible for electronic shopping applications, namely quality on a website, especially Shopee can be seen through when consumers are on a site.

Total visits or visits and time of e-commerce visits in 2019, Tokopedia 150.63 M with a total visit and with a visit duration of 04:09. Bukalapak 95.02 M with a total visit and a visit duration of 04:56. OLX 43.18 M with a total visit and with a visit duration of 08:25. Shopee 30.51 M with a total visit and with a visit duration of 08:38 (Andrew, 2019). This incident shows that the total visit to Shopee is still not good compared to other e-commerce such as OLX, Bukalapak, and Tokopedia. Whereas Shopee has the longest visit duration of any other e-commerce. Other things are associated with several problems, for example there are several continuous cases with the quality of electronic services on the Shopee platform on Android and iOS. This could impact the costs incurred by buyers on the Shopee e-commerce application (inet.detik.com, 2019).

Some of the complaint's problems given to Shopee application users. The problem of complaints from Shopee application users who were sampled in this study occurred in 2019, namely on January 3, the complaint was that the seller did not respond and the Shopee transaction did not cancel automatically, on January 10, three times debit and not yet returned, on March 14 2019, namely Shoppe transactions with BCA ATMs, he was billed twice, and on May 3, orders from Shopee were canceled and were still billed on credit cards (NewsDetik, 2019).

Complaints submitted by consumers are related to the quality of electronic services on the Shopee application. These cases are not shocking or viral on social media, but these cases or complaints can indicate that the quality of the electronic service is still lacking and needs to be improved. This can impact the continuity of the company's operations and the quality of electronic services that are not improved. So, the quality of electronic services needs to be improved to achieve consumer satisfaction. There are complaints or cases that need to be examined further to determine whether the quality of electronic services on the Shopee application is good or not. Quoting Shopee was declared as the most popular e-commerce in Southeast Asia in the 2nd Quarter of 2019 in terms of

application activity, number of downloads, and number of transactions in regional markets, and Shopee's superiority beat Lazada, which is an active e-commerce application (Iprice.co.id, 2019).

Consumer satisfaction makes a positive thing that consumers can feel, namely the result of all evaluations of the experience felt by buyers after making purchases (Cronin, et al., 2000). According to Kandulapati & Bellamkonda (2014), there are 2 general concepts so that consumers feel satisfied, namely consumer satisfaction in transactions (individuals/self) and consumer satisfaction in cumulative satisfaction (all consumer consumption experiences). The service you provide will be assessed by customers and it is not impossible to tell other people, so the excellent service provided to customers is able to reduce negative ratings or words from customers, what is discussed behind is only about your good service to them. Customer satisfaction can be used as material for reviewing how much fun they have shopping at the store, so they will know which parts of the service need to be improved so that business development can get even better.

Consumer satisfaction is certainly not only connected with service quality but different factors influencing consumer satisfaction such as price which has become the most important factor influencing purchases (Kotler and Armstrong, 2008: 345). While the price said by Kotler & Keller (2007; 156), price is some amount of money or value used to obtain the chemistry of a product or service that follows it.

Price is one of the differentiating indicators for buyers in the selection of products and services. The similarity of the price given by the company for the selection of products and services will make consumers satisfied. Whereas in some product and service selections, the quality is not much different, but with different prices, buyers want to be inclined to make a choice of goods or services at prices that consumers can afford (media.neliti.com, 2015). According to Swastha and Irawan (2005: 241), a certain amount of value or money is needed to get the required chemistry from products and services. price according to Kotler & Armstrong (2008: 345) is the amount of value or money paid for goods or services. It could also be Oktavianus Chrisnamurti Sabda Putra Mediti. Analysis of the Effect of Price and Quality of Electronic Services on Consumer Satisfaction in Shopee Application Users in the amount of the exchange rate for customers in order to get the benefits of owning goods or services.

According to Parassuraman et.al (2005: 217), electronic service quality or also called e-service quality, such as on websites, provides shopping facilities to deliver effectively and efficiently. The direct impact experienced from the quality of electronic services is a sense of satisfaction or not feeling satisfaction from the services provided. Kotler and Keller, (2009:138 - 139) explain satisfaction, namely the emergence of feelings of pleasure or disappointment because of differentiating the performance that the product thinks of against their desires. According to Sumarwan (2014; 387), satisfaction will encourage consumers to make more purchases of the product or vice versa, when consumers are dissatisfied and disappointed, this causes consumers to stop shopping and their consumption of the product.

This study aims to analyze and discuss the effect of price and quality of electronic services on consumer satisfaction with Shopee application users.

LITERATURE REVIEW AND HYPOTHESIS DEVELOPMENT

Consumer behavior

Sumarwan (2014: 4) explains that consumers behave during the process of searching, purchasing, when using, evaluating, and when consumers spend on products or services that they hope can give satisfaction to what they need. Based on research conducted (Engel et al, 1995), a behavior has a role in the process of obtaining, consuming, and completing products and services, which is preceded by a decision system and then behavior follows. Then consumer behavior is the overall form of activity that is able to provide encouragement to take action in conducting transactions, when using, and also when spending products or services which are then evaluated afterwards. Consumer behavior describes consumer actions in consuming products or services with certain incomes and prices for certain products or services in such a way that consumers achieve their goals.

Price

Based on research conducted by Tjiptono (2018), price is the amount of money and services or goods available to be exchanged by buyers to get a wide selection of products and services provided by sellers. There is no significant difference in the prices of products sold in modern/online and traditional markets. However, in traditional markets, consumers can bargain for products and reach a middle ground with the sellers, while in modern/online markets, consumers cannot do this like in traditional markets because, in modern/online markets, the price is precisely what is stated or what is stated. Set by the seller.

The amount of value or money given to a product, whether goods or services, can be referred to as the price or value the buyer must pay to get the product's benefits (Kotler and Armstrong, 2001). Price is usually intended as an indicator of value or money if the price is related to the benefits or uses received from an item or service. Thus, it can be interpreted that prices in certain standings are when the perceived usefulness of buyers or consumers increases and their value also increases (Tjiptono, 2005). Prices in this study adopted the research of Hermin & Faizi (2017), Faiziyah & Purwadani (2018), Hadita (2019), Noto & Hakim (2016), and Tangguh et.al. (2018), namely price affordability, price compatibility with benefits, price competitiveness, and price compatibility with product quality.

Electronic Service Quality

Electronic service quality (e-service quality) is defined as how far a site or application can provide facilities for shopping activities that consumers do on the website or application that can run smoothly, effectively and efficiently, as well as in terms of product and service delivery. A service that has a comprehensive nature accommodates two things, the first is pre-service and the second is on the website (Parasuraman et al, 2005).

Measurement of the variable quality of electronic services (e-service quality) in this study refers to Hidayat & Setyorini (2018), Awaliyah & Saino (2012), and Setyasworo & Arsanti (2015) which are adjusted to the object under study, namely efficiency

(efficiency), fulfillment, system availability, and privacy. In other words, e-service quality is the overall characteristics of products and services, in their delivery to consumers in serving their shopping, purchasing and distribution activities both efficiently and effectively in order to be able to meet consumer needs.

Consumer Satisfaction

Customer satisfaction is the level of feeling as a form of evaluation from consumers on what has been received for the performance of service products that can force consumers to make repeat purchases or not. Satisfaction is the pleasure or annoyance that arises in differentiating the actual product from consumer expectations (Kotler & Keller, 2009; 138-139). Customer satisfaction has a significant impact on several aspects such as repurchase intention, customer loyalty, complaint behavior, and positive word of mouth behavior (Tjiptono & Chandra, 2012).

Based on the journals taken from this study, the measurement of variables (satisfaction) uses journals from research by Indriyani & Helling (2018), Fiazisyah & Purwidiani (2018), and Hermina & Pauzi (2017) which have been adjusted to the object under study, then this researcher uses indicators of interest in revisiting, repurchasing, creating WOM (word of mouth) and indicators according to expectations. Thus, customer satisfaction is the level of feeling as a form of evaluation from consumers on what is received for the performance of service products that can encourage consumers to reuse or not.

Online Platform Theories

According to the study about the acceptance of online platform services in Indonesia by Handayani and Wahyuni (2020), they concluded that online platform services in Indonesia is focusing on food delivery service food delivery services. The authors discussed the factors that influence consumers' acceptance of online platforms, such as perceived usefulness and ease of use. As also discussed by Pradipta (2019) they reviewed the role of digital platform innovation in Indonesia's economy. The author highlighted the positive impact of digital platforms on Indonesia's economy, such as creating new jobs and increasing productivity. While according to Rahman and Sari (2021) discussed the opportunities and challenges of digital platform-based transportation services in Indonesia. The authors emphasized the importance of government regulation and policies to ensure the safety and security of users and to create a fair competition among digital platform providers, and Wulandari and Putro (2020) studied the factors influencing the adoption of online learning platforms in Indonesia. The authors identified several factors, including perceived usefulness, ease of use, and social influence, that influence the adoption of online learning platforms among Indonesian students.

Relations between Variables

Hermina & Pauzi (2017) said that price partially does not affect consumer satisfaction. Meanwhile, Fiazisyah & Purwidiani (2018) said that in fact the price variable had a significant positive effect on consumer satisfaction, the same as Ezra Hendri Noto (2013), who stated that there was evidence that price had a significant positive effect on consumer satisfaction.

H1: Price has a positive effect on consumer satisfaction.

Hidayati & Setyorini (2013) stated that the electronic service quality variable significantly positively affects satisfaction. Like Setyasworo & Se's research (2012) said, e-service positively affects customer satisfaction. In Awaliyah & Saino (2014) research, the quality of electronic services positively impacts consumer satisfaction. Meanwhile, according to Kandulapati & Bellamkonda's study (2014), e-servqual does not significantly impact satisfaction.

H2: Electronic service quality has a positive effect on consumer satisfaction.

RESEARCH METHODS

This research method describes several types of research, namely causality research. The instrument in this study used a questionnaire with several items that asked for price variables, electronic service quality, and consumer satisfaction with data sources, namely primary data distributed online via WhatsApp, Facebook, and Twitter. The population used in this study is Shopee application users, male and female, aged 15 and over, who have made shopping transactions using Shopee within six months of 1 transaction. The sampling technique in this study used non-probability sampling.

The sampling method used in this study is judgmental sampling, so it has several elements that are the same as the population that has been studied. Respondents in the study here totaled 200 respondents, which was added by 10 percent of the previous 200 respondents to 220 respondents (Malhotra, 2017: 369). This analytical method in the study uses multiple linear regression analysis with hypothesis testing consisting of the F-test, T-test, and coefficient of determination (Ghozali, 2016).

RESULTS AND DISCUSSION

Results Validity and Reliability

The results of the validity and reliability tests in this study can be seen in table 2. The validity test was carried out by distributing a questionnaire to 30 respondents to test the validity of each statement item. The correlation between the statement items and the total value shows the feasibility of each item in question. If $r_{count} > r_{table}$ and the value is positive, then the statement or indicator can be declared valid; the r_{table} with 30 data is 0.361 (Ghozali, 2016: 53). This study resulted in all the items in question having an $r_{count} > r_{table}$ value so that the statement items of this research instrument were valid and could be used for further measurement of results.

The reliability test results in this study were the same for the 30 respondents as the validity test. This research was conducted with the help of the SPSS 23.0 software program by looking for Cronbach alpha results, which can be reliably derived if the Cronbach

alpha value is > 0.70 . (Ghozali, 2016:48). The research produced a value from Cronbach's Alpha for each variable whose value was > 0.70 so that statements made for research instruments were reliable and could be used as measurement tools.

Table 2 shows that the characteristics of the frequency of respondents in the study showed that respondents with a 1-time purchase frequency were 41 (18.6%), 32 (14.5%) 2-time purchase frequencies, and 147 (68.8%) purchase >2 times. Based on the results of these data, respondents with a frequency of >2 times are the ones who dominate.

The characteristics of respondents based on gender showed that 78 (35.5%) of the respondents were male and 147 (64.5%) were females. In other words, female respondents are dominating.

Respondents based on age showed as many as 49 (22.3%) respondents aged 15-20 years, 150 (68.2%) respondents aged 21-25 years, 15 (6.8%) respondents aged 26-30 years, and respondents aged 31 years and over are as many as 6 (2.7%). Thus, the dominant respondents were respondents aged 21-25 years.

Characteristics of respondents based on occupation showed as many as 25 (10.9%) student respondents and as many as 125 (56.8%) student respondents. A total of 4 (1.8) PNS respondents, 43 (19.5) private employee respondents, 14 (6.4%) entrepreneurs respondents, 2 (0.9%) housewives respondents, and 8 (3) .7%) are other respondents. So many respondents dominate the student respondents.

Classical Assumption Test Results

The Normality test in this study was carried out by exploring analysis and normal probability testing (Ghozali, 2016: 154). The explore analysis test uses the Kolmogorov-Smirnov test with a significance level of 0.05. If Significance > 0.05 , then the data is normally distributed. The normality test uses the Kolmogorov-Smirnov test (K-S) and has a value of 0.05 and a significance of 0.200 greater than 0.05. This study shows the results of the Kolmogorov-Smirnov test value of 0.055 with a significance value of 0.200. The significance value is more significant than 0.05. So, the data is normally distributed.

Table 1. VALIDITY AND RELIABILITY TEST

Variable	Item	Score	Cronbach's Alpha
Price (X1)	X1.1	0, 703	0, 834
	X1.2	0, 688	
	X1.3	0, 656	
	X1.4	0, 536	
	X1.5	0, 682	
	X1.6	0, 739	
	X1.7	0, 730	
	X1.8	0, 730	
Electronic Service Quality (X2)	X2.1	0, 552	0, 838
	X2.2	0, 610	
	X2.3	0, 656	
	X2.4	0, 708	
	X2.6	0, 578	
	X2.7	0, 582	
	X2.8	0, 651	
	X2.9	0, 694	
	X2.10	0, 682	
	X2.11	0, 678	
	Consumer Satisfaction (Y)	Y1.1	
Y1.2		0, 798	
Y1.3		0, 640	
Y1.4		0, 793	
Y1.5		0, 753	
Y1.6		0, 769	
Y1.7		0, 742	
Y1.8		0, 772	
Y1.9		0,721	

Source: SPSS 23 output results

The multicollinearity test shows that the tolerance value for the price variable is .602, the quality of electronic service is not less than .602, not less than 0.1, and the VIF value for the price variable is 1.660. The quality of electronic service is 1.660; then there are no more than 10. That is, there is no multicollinearity.

The heteroscedasticity test examines whether there are differences in variance and residuals in the form of regression. Heteroscedasticity testing by looking at the plot graph between the estimated values of the dependent variable, namely ZPRED, and the residual SRESID. If there is a particular pattern, such as the dots that form a specific regular pattern, it indicates heteroscedasticity (Ghozali, 2016; 134). The results of the heteroscedasticity test using the scatterplot graph mean that there is no obvious pattern, and the points spread above and below the linear 0 on the Y-axis. So, there is no heteroscedasticity.

Multiple Linear Regression

The results of multiple linear regression can be expressed in formula (1). A constant value of 2.547 means that if the independent variables are considered constant, then the value of consumer satisfaction in the Shopee application is 2.547. The price regression coefficient is 0.558, meaning that the more prices increase, the more satisfaction will increase. The regression coefficient of electronic service quality is 0.391, which means that every 1,000 increases in electronic service quality can increase consumer satisfaction by 391 times.

$$Y = 2,547 + 0,558X_1 + 0,391X_2 + e \dots\dots\dots (1)$$

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Table 2. RESPONDENTS CHARACTERISTICS

Characteristics of Respondents		Amount	Percentage (%)
Purchase Frequency	1 time	41	18,6 %
	2 times	32	14,5 %
	> 2 times	147	68,8 %
Purchase Frequency	1 time	41	18,6 %
	2 times	32	14,5 %
	> 2 times	147	68,8 %
Age	15-20 years	49	22,3 %
	21-25 years	150	68,2 %
	26-30 years	15	6,8 %
	> 30 years	6	2,7 %
Gender	Male	78	35,5 %
	Female	142	64,5 %
Occupation	Student	24	10,9 %
	College student	125	56,8 %
	Government employee	4	1,8 %
	Employee	43	19,5 %
	Self-employed		
	Entrepreneur	14	6,4 %
Housewife			
	Household	2	0,9 %
Other	8	3,7 %	

Source: Processed data

Statistical Test Results F

The results of the F test mean that the calculated F value is 152.186. In addition, the probability value is 0.000, which means less than 0.05; therefore, it can be interpreted that the price variable and the quality of electronic services simultaneously affect the consumer satisfaction variable.

Statistical Test Results t

The results of the t-test are valid for partially knowing the independent variables' significant effect on the dependent variable. The results of the t-statistical test for the effect of price and quality of electronic services on consumer satisfaction are presented in table 3. The variable t value at price is 0.000, with a probability value of 7.799 greater than 0.05. So, it can be concluded that price positively influences consumer satisfaction, and the calculated T value in the electronic service quality variable is 0.000 with a significant opportunity of 7.194 and greater than 0.05. That is, the quality of electronic services influences or positively affects consumer satisfaction. Electronic service variables' price and quality have proven to affect customer satisfaction for Shopee application users positively.

Table 3. STATISTICAL TEST T

Variable	T	Sig.
Price	7,799	,000
Electronic Service Quality	7,194	,000

Source: SPSS Output 23

Result Coefficient of Determination (R2)

In this study, the coefficient of determination (R2) shows an adjusted R2 value of 0.580. This value indicates that the price and quality of electronic services 0.580 = 58% affect the dependent variable, namely consumer satisfaction using the Shopee application, while the remaining 42% is influenced by other variables which are not presented in this study.

Effect of Price on Consumer Satisfaction

The results of the study show that there is a positive and very significant influence between price and consumer satisfaction. This means that prices are increasing in accordance with the benefits received by consumers; therefore, consumer satisfaction with product prices at Shopee also increases. This shows that hypothesis 1 is proven.

The results of this study are in accordance with the research of Fiazisyah & Purwidiani (2018) which states that price has a positive effect on consumer satisfaction and research by Isfahila, Fatimah, & S (2018) also supports that price has a significant positive

effect on consumer satisfaction. The results of this study do not support the research of Shartykarini, Firdaus, & Rusniati, (2016), which states that price has no significant effect on consumer satisfaction, and also does not support Hadita's research (2019), which proves the negative effect of price on consumer satisfaction.

The research was conducted to measure the price variable (X1) using four indicators: price affordability, price compatibility with product quality, product compatibility with benefits, and price competitiveness. Based on the respondent's answers in the price conformity indicator with product quality, the question item "Product prices vary according to product quality" is the highest answer. This shows that the price at the Shopee is appropriate. Vulnerable female respondents aged 21-25 years are those who are very visible or the most in this study. Female respondents aged 21-25 years who are inclined to rate online shops see the price where the price is in accordance with the quality of the product and its benefits; the respondents tend to be satisfied shopping using the Shopee application.

Respondents with a vulnerable gender aged 21-25 years are those who dominate in this study. Female respondents aged 21-25 years who are inclined to assess online stores from a price point of view where prices are in accordance with product quality and benefits, respondents tend to be satisfied shopping using the Shopee application.

Effect of Electronic Service Quality on Consumer Satisfaction

In the analysis that was carried out by the researchers, the researchers obtained results showing that there was a positive and significant influence between the quality of electronic services and consumer satisfaction using the Shopee application. The results in this study are in accordance with the theory of Parasuraman et al., (2005) that e-service quality is the extent to which a website or application is able to facilitate shopping activities carried out by consumers on the site can run effectively and efficiently, and matters regarding the delivery of products and services. This means that a service has a comprehensive nature that includes both pre-service and post-website aspects. For example, the Shopee application must provide services that can satisfy users, both sellers, and buyers, when using it.

The results in this study have supported Hidayati & Setyorini's research (2013) which stated that the quality of electronic services provided by the post office had fulfilled the customer's needs and Setyasworo & Se's research (2012) which resulted in the quality of electronic services having a positive effect on customer satisfaction. However, the results of this study are in contrast to the results of Candra & Juliani's (2018) study, which failed to prove the effect of electronic service quality on customer satisfaction.

Quality products or services have specifications that match what consumers need so as to be able to make consumers feel satisfied, and this will encourage consumers to feel satisfaction from the quality of electronic services received. For example, Shopee will permanently store and protect any personal data information from Oktavianus Chrisnamurti Sabda Putra Mediti users. An Analysis of the Effect of Price and Quality of Electronic Services on Consumer Satisfaction with Shopee Application Users as a form of the privacy policy that has a real commitment from Shopee and Shopee is always open to criticism and suggestions given by consumers so that Shopee in the future will be even better.

This study measures the quality of electronic service variables on consumer satisfaction using 4 indicators, including efficiency, fulfillment, system availability, and privacy. Based on one of the respondents' answers with efficiency indicators, the question item "Shopee makes it easy for me to find what I need" is the highest answer. This shows that Shopee has a system that aligns with the expectations of consumers who use the Shopee application.

Student respondents aged 21-25 were the dominant ones in this study. These respondents quickly feel satisfied after shopping if their expectations regarding the quality of electronic services and the desired product are appropriate.

CONCLUSION

Price and quality are two key factors that influence customer satisfaction in electronic services. In the case of the Shopee app, the study found that both price and quality of electronic services have a significant impact on customer satisfaction. The results indicate that customers are highly influenced by the prices of products offered on the app. The study also found that customers are highly satisfied with the quality of electronic services provided by Shopee.

Regarding price, the study found that the lower the prices of products offered on the app, the higher the customer satisfaction. This implies that the price of products is a key factor that influences customer satisfaction on the app. Additionally, the study found that promotional activities and discounts offered by Shopee had a positive impact on customer satisfaction.

On the other hand, regarding quality, the study found that the quality of electronic services provided by Shopee significantly influenced customer satisfaction. The study found that customers highly appreciated the quality of the services provided by Shopee, such as the user interface, ease of navigation, product descriptions, and customer service.

In conclusion, the price variable has a positive effect on consumer satisfaction for Shopee application users, and the electronic service quality variable also has a positive effect on consumer satisfaction for Shopee application users. Future research can involve the age group over 31 years, using online and offline questionnaires and interviews to obtain accurate data that aligns with reality and addresses product quality, customer's satisfaction.

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