

Effect of Service Quality, Trust and Price On Online Shop Customer Satisfaction in Kendari City

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Abstract: *This study aims to determine and analyze the influence of service quality, trust and price on online shop customer satisfaction in the city of Kendari. This research was conducted by survey method using a questionnaire and distributed randomly to all internet users in the city of Kendari who had already shop online. The analytical tool used in this study is multiple linear regression analysis. The results showed that service quality, trust and price significantly increased customer satisfaction both simultaneously and partially.*

Keywords: *Service quality, trust, price, customer satisfaction*

Date of Submission: 16-05-2019

Date of acceptance: 01-06-2019

I. Introduction

The use of the internet for business transaction activities is known as Electronic Commerce (e-commerce) (McLeod and Schell, 2004: 49). According to Indrajit (2001: 2), the characteristics of e-commerce consist of the occurrence of transactions between two parties; the exchange of goods, services or information; and the internet as the main medium in the transaction process. In practice, e-commerce transactions can occur between business organizations and fellow business organizations (B2B) and between business organizations and consumers (B2C) (Laudon and Laudon, 2000: 307; Indrajit, 2001: 1; Corbitt et al., 2003; McLeod and Schell, 2004: 50).

At present there are more than twenty e-shops in Indonesia. Products sold are various, such as books, computers, mobile phones, handicrafts, and t-shirts. In 2000, the value of e-commerce transactions in Indonesia reached US \$ 100 million. While the value of e-commerce transactions worldwide reaches US \$ 390 billion. This means that the value of e-commerce transactions in Indonesia is still around 0.026% of the total value of e-commerce transactions in the world (Boerhanoeddin, 2003). When referring to the results of research conducted by Liao and Cheung (2001) in Singapore, at least with the growing number of internet users in Indonesia, it is predicted that it will continue to increase the volume and value of e-commerce transactions.

Mayer et al. (1995) after conducting a literature review and theory development comprehensively found a formula that trust is built on three dimensions, namely ability, benevolence and integrity. These three dimensions are an important basis for building one's trust in trusting a particular media, transaction, or commitment.

According to data from the Ministry of Communication and Information, internet users in Indonesia in 2014 had reached 82 million users or around 30% of the total population in Indonesia. This shows that the Indonesian people have experienced developments from traditional societies towards modern society. By looking at these data, online shop technology will be increasingly crowded because in the next few years, internet users in Indonesia will increase and not only in Indonesia, but throughout the world. Based on this, this study aims to find out and analyze the "Effect of Service Quality, Trust and Price on Online Shop Customer Satisfaction in Kendari City".

II. Literature and Hypothesis Study

Based on the results of the literature searches and several previous studies related and relevant to this study are explained as follows.

1. Effect of Service Quality, Trust and Price on Online Shop Customer Satisfaction in Kendari City

Customer satisfaction is an important factor in winning competition (Yusuf et al., 2014). Customer satisfaction is influenced by service quality (Lukman Khakim et al., 2014; Miftakul Janah and Dewi Urip wahyuni, 2017; Rini Kartika Sari et al. 2016; Dewi Astuti and Febi Nur Salisah, 2016; Ari Setyaningrum and Herlin Hidayat, 2016), trust (Lukman Khakim et al., 2014; Ryan Kusumah, 2015; Nur Laely, 2016), and prices

(Lukman Khakim et al., 2014; IGA Yulia Purnamasari, 2015; Deery Anzar Susanti, 2016; Nur Laely, 2016). Based on this, the first hypothesis proposed in this study is:

Hypothesis 1: Service quality, trust and price have a positive and significant effect on customer satisfaction Online Shop in Kendari City

2. Effect of Service Quality on Online Shop Customer Satisfaction in Kendari City

Service quality is a consumer perspective in the long term and is a cognitive evaluation of service transfers (Lovelock, 2002: 87). In order to produce a quality service a company is expected to be able to measure the services that have been provided to its customers. The dimensions of the quality of electronic services (online) according to Saha and Zhao (2005) are:

- Efficiency: It is the ability of the customer or user to get a website and find information related to their desired needs.
- Reliability: Is the ability of technical functions on a website that can provide information accurately.
- Responsiveness: Is the ability to respond to user problems related to the discovery of desired information and provide services that are fast and nimble to users who are using the service.
- Fullfillment: It is the ability to accuracy of services by providing products within the promised time

Some research results have proven that service quality has a positive and significant effect on customer satisfaction (Lukman Khakim et al., 2014; Miftakul Janah and Dewi Urip wahyuni, 2017; Rini Kartika Sari et al. 2016; Dewi Astuti and Febi Nur Salisah, 2016; Ari Setyaningrum and Herlin Hidayat, 2016). Based on this, the hypothesis 2 proposed in this study is:

Hypothesis 2: Service quality has a positive and significant effect on customer satisfaction Online Shop in Kendari City

3. Effect of Trust in Online Shop Customer Satisfaction in Kendari City

Trust is a psychological area that is a concern to accept what is based on expectations of good behavior from others (Rousseau et al., 1998). Consumer trust is defined as the willingness of one party to accept the risk of the actions of another party based on the expectation that the other party will take important actions for those who believe it, regardless of the ability to supervise and control the actions of trusted parties (Mayer et al, 1995). Trust is very important in building customer satisfaction, where the more appropriate expectations for customer trust in the performance of the company and the company's products, of course, customers will be more satisfied. Some research results have proven that trust can significantly improve customer satisfaction (Lukman Khakim et al., 2014; Ryan Kusumah, 2015; Nur Laely, 2016). Based on this, the hypothesis 3 proposed in this study is:

Hypothesis 3: Price has a positive and significant effect on customer satisfaction Online Shop in Kendari City

4. Effect of Prices on Online Shop Customer Satisfaction in Kendari City

Price is the amount of money that the customer must pay to obtain a product or benefit. Prices that are increasingly in line with customer expectations of the benefits of products received from the results of customer exchanges will make customers more happy with the prices paid so that customers become more satisfied. Some of the results of previous studies have proven that prices have a positive and significant effect on satisfied customer satisfaction (Lukman Khakim et al., 2014; I. G. Yulia Purnamasari, 2015; Deery Anzar Susanti, 2016; Nur Laely, 2016). Based on this, the hypothesis 4 proposed in this study is

Hypothesis 4: Price has a positive and significant effect on customer satisfaction Online Shop in Kendari City

III. Research Methods

This research was carried out with a survey approach to 100 internet users in Kendari who had often done online shopping. Analysis of the data used is multiple linear regression.

IV. Results and Discussion

Multiple linear regression analysis in this study was conducted to be able to answer the proposed hypothesis, namely the influence of independent variables on the dependent variable both simultaneously and partially carried out by multiple linear regression analysis. A summary of the results of the calculation of multiple linear regression analysis in this study can be seen in Table 4.1 as follows:

Table 4.1. Summary of Results of Multiple Linear Regression Analysis

No	Independent Variable	Regression coefficient (β)	t _{Stat}	t _{Sig}
1.	Service Quality	0,283	2,536	0,000
2.	Trust	0,683	2,688	0,000
3.	Price	0,166	2,184	0,001
R = 0,893				
R Square (R ²) = 0,798				
F _{Stat} = 126.429				
F _{sig} = 0,000				
Standar Error = 3.98566				

Source: Data processed 2019

Based on the results of the multiple linear regression analysis shown in Table 4.1 above, the results can be explained as follows:

1. R value of 0.893 or 89.3 percent shows that the correlation between the variables of service quality, trust and price with customer satisfaction is very strong.
2. The coefficient of determination (R²) of 0.798 shows that 79.8 percent of the variation in the dependent variable of customer satisfaction is explained or explained by the independent variable; service quality, trust and price. The value of 0.202 or 20.2 percent is explained by other variables not included in the model.

After the data is analyzed, the regression equation model is obtained as follows:

$$Y = 0,283 X_1 + 0,683 X_2 + 0,166 X_3$$

Hypothesis testing can simultaneously be tested based on calculated F or probability values (FSig.). Based on the results of data analysis shown in Table 4.1, it can be explained that:

Hypothesis 1: Service Quality, Trust and Price Have Positive and Significant Effects on Customer Satisfaction

The test results show that the calculated F value produced is 126,429 with a probability level (sig.) Of 0,000. The probability level (Sig.) Produced is smaller than the level of significant (α) that is set which is equal to 0.05. Research that states service quality, trust and price simultaneously have a positive and significant effect on customer satisfaction online stores can be accepted. This finding can be explained that the better the quality of online services, the trust in the online shop (online shop), and the prices that are more in line with the benefits received by customers, the customers will be more satisfied in shopping online.

The results of this study reinforce the findings of Irma Ayu Noeraini (2016) who found that service quality, trust and price simultaneously had a significant effect in increasing customer satisfaction, where the findings of Irma Ayu Noeraini (2016) stated that the better quality of service, customer trust and price the more suitable the benefits received by customers will make customers more happy and satisfied.

Partial hypothesis testing in research is based on the results of the statistical t test used to test the level of significance partially between the independent variable (X) and dependent (Y). This t test is used to determine the accuracy of the predictions of the regression coefficients obtained, the greater the value of the t test and the smaller the significance value, meaning the more accurate the prediction specified in the regression model. The results of partial hypothesis testing are explained as follows:

Hypothesis 2: Service Quality Has Positive and Significant Effects on Job Satisfaction

The test results show that the calculated t value for the service quality variable is 5.713 with the regression coefficient of 0.283 and the probability value (sig.) Of 0.000. The resulting probability value is smaller than the value of the level of significant (α) that is set at 0.05. These results indicate that the hypothesis which states the variable "Service Quality has a Positive and Significant Effect on Customer Satisfaction", is acceptable.

The results of this study indicate that service quality plays an important role and is an important determinant of attention in increasing customer satisfaction. The quality of service that is important to be considered by online shops in increasing customer satisfaction according to respondents' perceptions is responsiveness where online shops must be able to help customers get the information needed and provide fast service. The results of this study indicate that the dimensions of service quality that have the most influence in increasing customer satisfaction are responsiveness where online shop service sites help provide information and provide fast service. This result is in accordance with the characteristics of respondents based on age which is dominated by respondents aged 31-40 years where age like this is very active so it requires a fast response when interacting especially when making transactions with online stores.

The results of this study indicate that responsiveness is the dimension of service quality that has the greatest role in increasing customer satisfaction, but the findings of this study are contrary to the results of research by Ari Setyaningrum and Herlin Hidayat (2016) where the results of the study found that

responsiveness is not considered by consumers in shopping at the store on line. The results of this study support the results of research by Ari Setyaningrum and Herlin Hidayat (2016); Irma Ayu Noeraini (2016); Moch. Ghozali (2014); which has proven that service quality is an important factor in increasing customer satisfaction

Hypothesis 3: Trust Has a Positive and Significant Effect on Customer Satisfaction

The test results show that the calculated t value for the trust variable is 12,969 with a regression coefficient of 0.683 and a probability value (sig.) Of 0,000. The resulting probability value is smaller than the value of the level of significant (α) that is set at 0.05. These results indicate that the hypothesis which states the variable "Trust Has a Positive and Significant Effect on Customer Satisfaction", is acceptable. Based on this, the findings can be explained that the better customers shop at online stores, the more customer satisfaction will increase.

The results of this study indicate that trust is a driving factor that can increase customer satisfaction in online shopping, especially because customers believe that security controls prepared by vendors are good, privacy controls are good, vendor interventions are good, consumers trust internet shopping and customer perceived risk is good.

Nur Laely's (2016) study found that trust had a strong influence on customer satisfaction, where Nur Laely (2016) explained that by increasing customer trust, customers would be more satisfied and of course that satisfaction would encourage customers to be loyal. The findings of Nur Laely (2016) support the findings of this study which found that if customer trust in online stores for security control prepared by vendors is good, privacy controls are good, vendor integrity is good, consumers trust internet shopping and customer perceived risks the more minimal, the customers will be more satisfied and happy to shop through online stores.

Hypothesis 4: Respect Positive and Significant Influence on Job Satisfaction

The test results show that the value of t count for the price variable is 3.385 with the regression coefficient of 0.166 and the probability value (sig.) Of 0.001. The resulting probability value is smaller than the value of the level of significant (α) that is set at 0.05. These results indicate that the hypothesis which states the variable "Price has a positive and significant effect on customer satisfaction", is acceptable. Based on this, the findings can be explained that the better customer acceptance of the price of online stores, the satisfaction of customer satisfaction will increase.

The results of this study indicate that prices are one of the factors that have an important role in increasing the satisfaction of online store operators. The results of this study when viewed on the characteristics of respondents' data indicate that generally online store customers are people who have worked so that it can be indicated that customers in shopping are very concerned about the prices offered by online stores. Prices that match the benefits received by customers will make customers happy and satisfied in shopping at online stores.

The findings of this study broaden the empirical evidence from the results of research by Lukman Khakin et al (2014) which found that one of the factors that is important to be considered by companies is the price offered because the results of Lukman Khakin et al (2014) find that they are more in line with the benefits perceived by customers customers will be more satisfied and happy to shop online. The results of this study found that prices that were perceived by customers, prices paid in accordance with what was written on the product label, discounts and sacrifices of customers to get products in online stores according to the benefits received by customers will make customers feel satisfied and love shopping online.

The results of this study are in line with several research findings including Nur Laely (2016) and Moch. Ghozali (2014) which shows that the better prices will be able to increase customer satisfaction. The results of this study prove that the better the price perceived by customers will have an impact on the increasing level of customer satisfaction.

V. Limitations and Future Research

The results of this study have been carried out with maximum effort with all the resources owned by the author, but the results of this study still have some limitations. The limitations referred to in this study are:

1. Limitations of this study in the ability to analyze where customer job satisfaction is a very important factor in increasing customer loyalty but has not been able to explain in this study. Therefore the researcher recommends for future research to add or link this research model with the customers.
2. The generalization ability of this research is still limited to those domiciled in the city of Kendari, therefore to improve the generalization ability of this study it is recommended to expand the population from the focus of research, namely online shop customers who dominate areas, especially those with limited access to goods.

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IOSR Journal of Business and Management (IOSR-JBM) is UGC approved Journal with SI. No. 4481, Journal no. 46879.

Benyamin " Effect of Service Quality, Trust and Price On Online Shop Customer Satisfaction in Kendari City". IOSR Journal of Business and Management (IOSR-JBM), Vol. 21, No. 5, 2019, pp. -77-81