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Analysis of Consumer Satisfaction Levels on Online Shopping Intention in the Era of the Covid-19 Pandemic

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Abstract. This study aims to determine the level of consumer satisfaction with online shopping during the corona virus pandemic (COVID-19). The level of consumer satisfaction with online shopping is limited to aspects of consumer behavior, including crowd, anxiety, traffic jams, limited time and limited parking space. Retrieval of data in this study using a questionnaire, while the data analysis used is Pearson Product Moment and Cronbach Alpha Correlation Test. The validity test shows that the validity of the questionnaire satisfaction from the online shopping process test can be declared valid, calculating r all indicators / variables to the total score is greater than table r (0.167) with a significance level of 5%. While testing the reliability with a significance level of 5%, it shows that the satisfaction of the consumer sample questionnaire has a high level of reliability with an Alpha value of 0.264.

1. Introduction

Along with the development of technology, where changes occur in the field of technology and information, namely the internet not only as a means of communication but also as a medium for information seeking that meets human needs in achieving their needs. Online shopping is considered to be the best solution for shopping activities in the midst of the COVID-19 pandemic[1]. With ease and convenience, consumers will choose to transact in E-commerce to meet various goods they need. The development of E-Commerce is growing very rapidly along with the increasing development of Internet technology [2]. The emergence of e-commerce has driven the rapid growth of online commerce, beyond national borders[3]. Online shopping is an alternative for consumers because it is more convenient than offline shopping. As consumers allocate less time to shopping and more to other activities, their attention turns to online shopping[4]. Convenience in online shopping is the main prerequisite for achieving improvements in providing online shopping services in a sustainable manner[4]. Currently shopping through online is familiar and not a difficult thing to do, with the emergence of various marketplace markets in Indonesia, it is even easier to shop online. Online shopping activity is one kind of business that lately much in demand by some people because of its rapid growth as well as easy to use as a promotional and marketing media, especially the current situation of consumers being at the center of a pandemic virus outbreak conditions covid-19. By spending online, the buyers do not bother to go to the store to obtain desired goods. Buyers can view and select

merchandise sold through smartphones. Buyers and sellers do not need to be face to face to make transactions. Buyers just order the desired item, then make a payment by bank transfer or credit card[4]. Since the emergence of COVID-19, especially since social distancing was implemented, people tend to buy basic necessities and anything they need online. This condition will have an impact on consumer satisfaction in online shopping. The current global economic situation is faced with serious problems, the cause of which is the corona virus (COVID-19). The main purpose of this study is to analyze the level of consumer satisfaction with the intention to use online shopping services.

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2. Literature Review

2.1. Customer Satisfaction

Customer satisfaction is one of the factors that can have an impact on customer attitudes, and this will continue to influence buying behavior repeatedly[5]. Perceptions and attitudes have a significant effect on online purchasing decisions, either directly or through motivation during the pandemic[6]. Customer Satisfaction exerts influence on the foundation of any successful business including beauty and cosmetics in a highly competitive market[7][8]. Information quality, convenience, price and product quality simultaneously have a significant effect on online purchases during the Covid-19 pandemic[9].

2.2. Validity

Validity is a test that shows the extent to which the measuring instrument we use is able to measure what we want. Validity test is used to measure whether or not a questionnaire is valid. A questionnaire is said to be valid if the questions on the questionnaire are able to reveal something that will be measured by the questionnaire[10]. The validity test is measured using Pearson Correlation. The criteria for assessing the validity test are:

1. if r count $>$ r table then the questionnaire item is valid.
2. if r count \leq r table then the questionnaire item is not valid.

2.3. Reliability

Reliability is a tool to measure a questionnaire which is an indicator of a construct or variable[11]. A questionnaire is said to be reliable if someone's answer to the statement is consistent over time. The reliability of a measurement states the extent to which the measurement is without error (without refraction). In this study, the measurement of reliability was proven by testing consistency and stability. Cronbach's alpha is a reliability coefficient that shows how well the items in a collection are positively correlated with each other.

2.4. Questionnaire

A questionnaire is a pre-formulated list of written statements in which respondents will record their answers, usually in clearly defined alternatives [11]. In this study, using a Likert Scale, which allows researchers to distinguish consumers in terms of their level of satisfaction with Online Sales, where each respondent includes a number that indicates more or less disagreement, neutrality, or more or less agreement. This study uses quantitative variables, therefore to measure these variables a Likert scale is used. The statements contained in the questionnaire are made using a scale of 1 - 5 to represent the respondent's opinion. The values for the Scale are 5 - Strongly Agree, 4 - Agree, 3 - Hesitating, 2 - Disagree, 1 - Strongly Disagree.

3. Method

3.1. Stages of Research

The research used is a qualitative descriptive analysis approach to processing the primary data obtained.

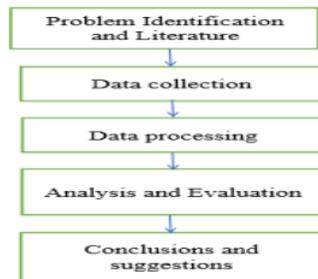


Figure 1. Research Stages

3.2. Samples

The sampling technique used in this study is purposive sampling, which is sampling where the respondents are consumers who have certain characteristics and focus on consumers who shop online during the COVID-19 pandemic. The research data were obtained using a questionnaire that was filled out online by consumers. The Likert Scale Survey method was used in this study, namely by distributing questionnaires to 100 consumers. The data obtained from the questionnaire is presented in the form of tables and diagrams to determine the tendency of consumer satisfaction levels to consumer interactions and online shopping habits during a pandemic.

3.3. Data Collection Methods

Data collected consist of two types, namely:

1. Primary Data, Primary data collected is data obtained from questionnaires that are distributed online via google form to consumers. The type of questionnaire used is a Likert scale questionnaire with a value between 1-5, provided the values are as listed in Table 1.
2. Secondary Data, Secondary data used in this study are articles, journals and literature studies.

4. Result and Discussions

4.1. Data Processing

Respondents taken in this study were 100 people according to the determination of the sample size. The following is a questionnaire on consumer perceptions of online sales of goods.

Table 1. Questionnaire indicators

No	Indicator
1	Consumers tend to buy products in online shops compared to offline stores
2	Shop online on time and on schedule
3	Products that are presented online as needed
4	Shopping online adds to understanding theory and skills
5	Online shopping is safer and more private
6	Online shopping can save money and time
7	The seller gives the opportunity to ask
8	Information provided is timely and up to date on the online shop
9	Online shopping is more flexible wherever and whenever
10	Online shopping makes it easier to interact with sellers

The questionnaire results consumers' perception of interaction in online shopping are presented in the table below:

Table 2. HSRP Packet Loss Redundancy Failover (Standby To StandBy)

Score	Criteria	Frequency									
		Item1	Item2	Item3	Item4	Item5	Item6	Item7	Item8	Item9	Item10
5	Strongly Agree	31	38	32	53	26	16	32	34	46	38
4	Agree	67	59	62	47	74	79	64	61	46	51
3	Hesitating	2	3	5	0	0	5	4	5	8	11
2	Disagree	0	0	1	0	0	0	0	0	0	0
1	Strongly Disagree	0	0	0	0	0	0	0	0	0	0

The results in the form of the table above are then analyzed to determine the percentage of customer satisfaction with each statement item, which is reflected in the diagram below:



Figure 2. Graph of Consumer Perceptions in Online Shopping

4.2. Testing Methods

The questionnaire validity test in this study is a validation test used to measure the accuracy of the questionnaire in determining the level of customer satisfaction in online shopping. Validation in this study is item validation, namely by correlating the item score with the total score.

Butr4	Correlation Coefficient	.025	-.119	.016	1.000	-.010	-.237	.005	-.152	-.463	.104	.141
	Sig. (1-tailed)	.401	.119	.436	.	.460	.009	.480	.055	.000	.151	.081
	N	100	100	100	100	100	100	100	100	100	100	100
Butr5	Correlation Coefficient	.062	-.045	.004	.010	1.000	.158	-.154	-.041	.213	-.171	.325
	Sig. (1-tailed)	.271	.327	.484	.460	.	.058	.063	.343	.017	.045	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Butr6	Correlation Coefficient	-.100	.033	.201	.237	-.158	1.000	.080	-.036	-.047	-.098	.312
	Sig. (1-tailed)	.161	.371	.022	.009	.058	.	.215	.362	.320	.167	.001
	N	100	100	100	100	100	100	100	100	100	100	100
Butr7	Correlation Coefficient	-.101	-.177	-.050	.005	.154	.080	1.000	.027	-.022	-.026	.257
	Sig. (1-tailed)	.159	.039	.310	.480	.063	.215	.	.395	.412	.400	.005
	N	100	100	100	100	100	100	100	100	100	100	100
Butr8	Correlation Coefficient	-.005	.180	-.002	-.152	-.041	-.036	.027	1.000	.313	.093	.415
	Sig. (1-tailed)	.480	.037	.493	.065	.343	.362	.395	.	.001	.178	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Butr9	Correlation Coefficient	-.121	.231	.061	-.463	.213	-.047	-.022	.313	1.000	.058	.388
	Sig. (1-tailed)	.116	.010	.274	.000	.017	.320	.412	.001	.	.284	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Butr10	Correlation Coefficient	.079	-.167	.199	.104	-.171	-.099	-.026	.093	.058	1.000	.355
	Sig. (1-tailed)	.217	.049	.024	.151	.045	.167	.400	.178	.284	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
Jumlah	Correlation Coefficient	.276	.269	.467	.141	.325	.312	.257	.415	.388	.355	1.000
	Sig. (1-tailed)	.003	.003	.000	.081	.000	.001	.005	.000	.000	.000	.
	N	100	100	100	100	100	100	100	100	100	100	100

*. Correlation is significant at the 0.01 level (1-tailed).

Figure 3. Validity test Correlation Test Pearson Product Moment

The data above shows that the correlation value between each item and the total score. From these data it can be seen that the correlation between the ten items is one that is invalid, namely the fourth item, while $r_{table} = 0.167$. So it can be concluded that the nine indicators of customer satisfaction are valid with a significance of 5%. So that the questionnaire is feasible and valid when used to measure the level of satisfaction of online shopping. Of the nine items tested, all of them have rcount greater than $r_{table} = 0.167$, meaning that all of them are valid constructs for the variable BO.

5. Result

In this study, the statistical hypothesis is used

H0 : $P \leq 0$; Allegedly variation for all items together have a negative relationship with the teaching and learning process variable variations.

H1 : $P > 0$; Allegedly variation for all items together have a positive relationship with a variety of teaching and learning process variable.

Reliability tests conducted to determine the degree of reliability or confidence in the results of a measurement. Reliable measurement is a measurement that possess the reliability is high. In theory, the reliability coefficient is between 0 and 1, but in reality there has never been a measurement that reaches a coefficient of 1.

		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

Figure 4. Reliability test using Alpha Cronbach's Test

- ⁹
a. Listwise deletion based on all variables in the procedure.

Cronbach's Alpha	N of Items
.264	9

Figure 5. Reliability Statistics

6. conclusion

The conclusion obtained from this study is based on the results of the calculation of the Validity Test of the Online Shopping satisfaction level questionnaire, there is 1 item or an invalid indicator. Of the ten indicators of the questionnaire, there is one that is not valid, namely the fourth item (online shopping increases understanding of theory and skills). The results of calculations using the Likert scale on the level of consumer satisfaction in online shopping produce $r\text{-count} = 0.264$ (Cronbach's Alpha).

The suggestion given for further research is that the scope of the research should be further

developed by adding a few more variables concerning aspects that affect online shopping outside the variables that have been studied. Can improve the quality of information such as providing accurate, relevant and timely information to increase consumer confidence in doing online shopping.

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