

The Effect of Price, Product Quality and Customer Service Toward Customer Satisfaction on Online Buying at COVID-19 Pandemic

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Abstract. Customer satisfaction is an inseparable part of the company's business goals. It can be said that achieving customer satisfaction is the core of every business besides profit. COVID19 pandemic has changed the way people buy goods online. Research is needed to assess the level of satisfaction with online purchasing habits. This study explores how price, product quality, and service affect customer satisfaction when making online purchases. The sample of respondents was determined as many as 110 scattered in the Jakarta and Bekasi areas, Indonesia, which had the habit of buying online during the COVID-19 pandemic. This study uses structural equation modelling (SEM) and path analysis to test the level of influence of the variables used. The results showed that price, product quality, and service significantly influenced customer satisfaction when making online purchases. This phenomenon opens up opportunities for business ventures to shift the system of selling goods online, considering the terms of price, quality, and services provided.

1. Introduction

During the COVID-19 pandemic, people changed their habits of spending their money. People usually come to Shopping Center to buy some stuff, culinary tour, vacation, or staycation. But, In the Pandemic era, it cannot be done. Jakarta and Bekasi make a policy to reduce the spread of COVID-19. Large Scale Social Restrictions (PSBB) are specific activities of residence in an area suspected of being infected by Coronavirus Disease 19 in such a way as to prevent possible spread. Because of this, schools were closed, and workplace office activities were stopped; limitation of actions in a public place, so people stay at home. [1][2] said that since staying at home, 30% of consumers plan to shop online shopping more. The shopping centre was closed, and just Supermarket opened; people started switching to online shopping because it is safer and maintains the health protocol.

In marketing, customer satisfaction is one of the most examined constructs [3] [4]. People will repeat purchases when they feel pleasure [5] [6]. The company will do everything to loyal customers [7], retain old customers, and introduce new customers. In Business areas, satisfaction [4] is a key to customer decision. When customers feel disappointed about the service [8], they will negatively comment on the page and make a bad reputation [9]. Customers will read a comment on a page before buying something, and it makes a decision [10] to continue or discontinue their purchase.

In e-commerce, The Company uses the internet to promote products [11], selling products, deliver products and services to its customers [12]. The internet provides interaction between seller and buyer; they can have a mutually beneficial relationship without being met, never seen, or talked to. The seller can

sell anything without a buy or rent place and reduce promotion costs [13]. Buyers can purchase anything with their gadget; it's so easy and takes less time. It's called symbiosis mutualism.

The exponential growth in the number of online shopping in recent years has guided the increased role of customer satisfaction [14]. The company realizes that a successful business using e-commerce is website presence and quality of service [15]. Quality of service means that sellers have to deliver the product quickly [4], ensure the goods are safe, an Inconvenience store, the seller has to service customer excellence.

Changing the habits of people today who prefer shopping or buying online [15] will impact the company's business patterns. Only companies that can adapt in conditions. The Covid-19 pandemic by changing the way they do business online [16]. The rise of online business today still must pay attention to business strategies that can create customer satisfaction [8] both through pricing strategies [17], product quality [8] and services provided, [4] satisfied customers will be an essential asset for the company and business continuity [18].

2. Methodology

The method used in this study is a survey with a correlational approach. This is done to reveal the correlation between two independent variables with one dependent variable [19]. This empirical fact was obtained through a field survey in Jakarta and Bekasi.

The respondents were 110 people who were randomly selected and have the habit of buying online, and sampling was carried out in Jakarta and Bekasi, Indonesia. The instrument used in this study was to collect data in a questionnaire compiled by researchers and developed on a Likert scale [20]. To provide clear limits on the preparation of instruments, the following operational definitions of each variable used are presented [21]. After knowing the results of testing the device, the data generated is valid and reliable, the research is carried out data analysis with statistical tests.

The novelty of this research is carried out during the COVID-19 pandemic, where all economic, business and other activities were affected by this pandemic. So that almost all business activities stopped. And the unique object in this research focuses on business people who still survive running a business and loyal customers in consumer goods. This research hypothesizes that H1 = price has a significant effect on customer satisfaction, H2 = product quality is having a substantial impact on customer satisfaction, H3 = customer service has an enormous impact on customer satisfaction.

3. Results and Discussion

Characteristics of respondents who are the object of research are seen from gender and the criteria of goods they buy online. The data shows 37 men and 63 women. Most of these respondents make online purchases more than 20 times a month to be categorized as loyal customers.

The study results explained that during the COVID-19 pandemic, most people had switched from conventional buying to online purchases. Conditions during the COVID19 pandemic stores in Jakarta and Bekasi, Indonesia, were closed due to the lockdown policy. Stores and businesses have implemented a sales strategy using online methods [14]. The use of various online applications such as e-commerce [13] also increases with increasing demand.

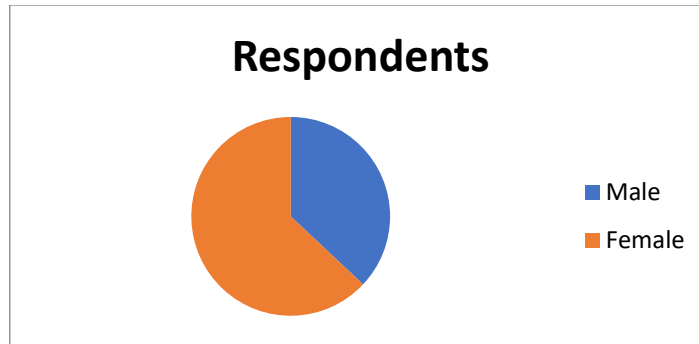


Figure 1. Respondent

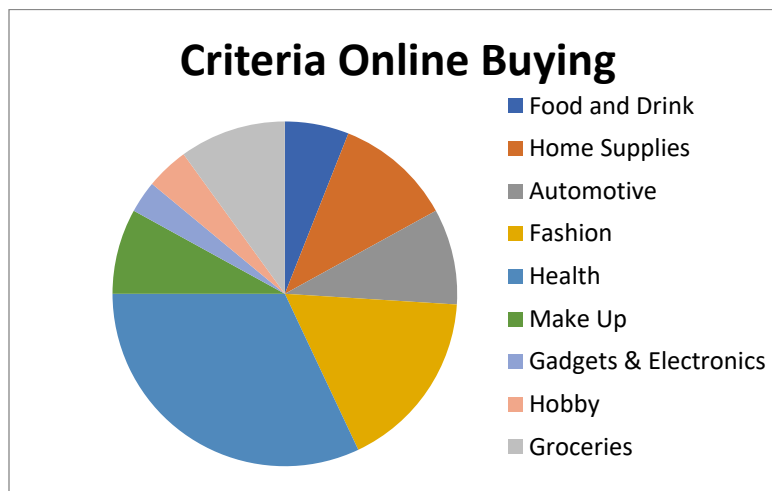


Figure 2. Criteria Online Buying

Every company is required to innovate, trying to maintain its business by changing the policy of selling goods online [15].

This will not be an obstacle for large companies because they have enormous resources, but for small and medium companies, this condition is a challenge. On the other hand, the desire to continue consuming primarily staple goods increased significantly during the COVID-19 pandemic. Figure 2 shows the percentage of online purchases made by people in the Jakarta and Bekasi regions, Indonesia. For purchasing food and beverage products, as much as 32% of respondents do it online. The rest is also made online purchases for goods in clothing, home appliances, vehicles, gadgets and electronics, health services, beauty services, hobbies, and wholesalers whose value is below 20%.

The increasing number of online purchases has led to an increase in demand for goods. The e-commerce market [11] is flooded with orders for goods both between regions and provinces in Indonesia. This is also evident from the frequency of freight forwarding services in Jakarta and Bekasi, Indonesia. Indeed this is very interesting to study responses from online customers about their level of satisfaction when making online purchases. This study focuses on the impact of price, quality of goods, and service on customer satisfaction when making online purchases.

The analysis was conducted to determine the relationship between exogenous variables (price, product quality, and services) with endogenous variables (customer satisfaction). The application of partial analysis will answer the hypotheses that have been proposed at the beginning.

Table 1. Partial Hypothesis Test Results

	Hypothesis	t-table	t-value	Sig.	Summary
H1	Price ==> Satisfaction	1.65882	2.366	.000	accepted
H2	Product Quality ==> Satisfaction	1.65882	39.102	.000	accepted
H3	Customer Service ==> Satisfaction	1.65882	-2.087	.039	rejected

The results of statistical calculations (table 1) show the t-value of each variable. Determination of the influence of the research variables is done by comparing the value of t-count with t-table that is 1.65882, and looking at the significant value at 0.05 degrees. The t-value value of the variable price of 2.366 is greater than the t-table. It has a considerable weight of ≥ 0.05 , so it can be said that customer satisfaction is influenced by price, thus impacting the acceptance of the H1 hypothesis that price significantly affects customer satisfaction. Research [17] [22] also indicates that price factors influence customer satisfaction.

The product quality variable has an at-count of 39.102, well above the t-table of 1.65882, and a significant value of ≥ 0.05 , so that product quality significantly influences customer satisfaction, as in the H2 hypothesis. This result is also the same as research [8] which states that product quality is the main factor determining customer satisfaction. The company will not get customer satisfaction without proven good product quality [1].

The customer service factor does not influence customer satisfaction because the t-value is smaller than the t-table -2.087, and the significant value is above 0.05, so hypothesis H3 is rejected. This result contradicts research [7] [12] [6] which says that the service provided to customers is also a determining factor for customer satisfaction. This might be understood because direct interaction with the customer is limited in the COVID-19 pandemic condition, where all purchases are made online. The customer does not experience accurate service directly. And that is the main reason the service has no significant effect on customer satisfaction in this study.

The result of multiple linear regression analysis shows with linear regression equation models $Y = 14,970 + 0,123 X1 + 2,030 X2 - 0,111X3$, and this means that there is an increase in one score price (X1). Customer satisfaction (Y) will increase by 0,123 assuming the variable product quality (X2) and customer service (X3) are constant, an increase in one score product quality (X2) then customer satisfaction (Y) will increase by 2,030 assuming the variable price (X1) and customer service (X3) are constant, an increase in one customer service (X3) then customer satisfaction (Y) will decrease by -0,111 assuming the variable price (X1) and product quality (X3) are constant.

Table 2. Simultaneous Hypothesis Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9639.318	3	3213.106	550.176	.000 ^a
	Residual	619.055	106	5.840		
	Total	10258.373	109			

Analysis of the influence between variables in this study was also carried out simultaneously by comparing F-counts and F-tables 2.69 and a significance level of 0.05. The results obtained value F-count > F-table and sig value < 0.05, concluded that a strong influence simultaneously (simultaneous) between price, product quality, and customer service on customer satisfaction in online purchases. This result is reinforced by research [7] [4] [8] which mentions factors of price, product quality, and service to customers as a part of creating customer satisfaction.

Table 3. Determinant Test Results

Model	R	R Square	Adjusted R Square	Std. The Error of. The estimate
1	.969 ^a	.940	.938	2.41664

The coefficient of determination (Table 3) is 0.940 means that the influence of price, product quality, and customer service together affect customer satisfaction on buying online are 94%, and the rest of customer satisfaction are influences by other factors not examined in this study.

4. Conclusion

Restrictions on activities (lockdown) during the COVID-19 pandemic have changed the public's buying process from conventional to online. This change has a significant impact on business actors in conducting their business. Research on customer satisfaction is unique during the COVID-19 pandemic. The results showed that customer satisfaction, especially in Indonesia's Jakarta and Bekasi regions, is primarily determined by the price and quality of goods sold. It is natural if every customer wants a relatively low cost with good quality goods. Online purchases still apply the principle "the customer is king", who will always judge the performance of the items they buy online, ultimately creating satisfaction for them. Service does not significantly influence satisfaction because online purchases do not occur in direct physical contact. It is hoped that this research will be subject to study and recommendations to carry out the same analysis with different indicators.

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	<i>Prosiding</i> Internasional	<i>Prosiding</i> Nasional	<i>Prosiding</i> Terindex	
Kelengkapan dan kesesuaian unsur isi <i>prosiding</i> (10%)	1,5			1
Ruang lingkup dan kedalaman pembahasan (30%)	4,5			3
Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4,5			3
Kelengkapan unsur dan kualitas Penerbit (30%)	4,5			3,5
Total = (100%)	15			10,5
Kontribusi pengusul: (contoh: nilai akhir peer X Penulis kedua : dibagi 2 penulis = $13 \times 40\% = 5,2 : 2,6$ (nilai akhir yang diperoleh pengusul)				$10,5 \times 0,13 = 1,365$
Komentar/ Ulasan <i>Peer Review</i> :				
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<p>Kecukupan dan kemutakhiran data/informasi dan metodologi</p>	<p>kecukupan dan kemutakhiran Informasi sudah uptodate. Paper disajikan dalam metodologi terbaru</p>
<p>Kelengkapan unsur dan kualitas Penerbit</p>	<p>kelengkapan unsur dan kualitas penerbit cukup berkualitas. Paper diterbitkan pada Prosiding Internasional terindex Crossref, Aries, Clarivate, Converia</p>

Penilai I



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Kelengkapan dan kesesuaian unsur isi <i>prosiding</i> (10%)	1,5			1,3
Ruang lingkup dan kedalaman pembahasan (30%)	4,5			4
Kecukupan dan kemutakhiran data/informasi dan metodologi (30%)	4,5			3,8
Kelengkapan unsur dan kualitas Penerbit (30%)	4,5			3,8
Total = (100%)	15			12,9
Kontribusi pengusul: (contoh: nilai akhir peer X Penulis kedua : dibagi 2 penulis = 13 X 40% = 5,2 : 2,6 (nilai akhir yang diperoleh pengusul)				12,9 x 0,13 = 1,677
Komentar/ Ulasan <i>Peer Review</i> :				
Kelengkapan kesesuaian unsur	Semua acuan yang ada di pustaka diacu dalam batang tubuh karya ilmiah sesuai dengan bidang keilmuan dan ada bearing merah antara topik - latar belakang - tujuan - metodologi - hasil dan pembahasan - simpulan - pustaka acuan.			

<p>Ruang lingkup dan kedalaman pembahasan</p>	<p>Ruang lingkup dan kedalaman pemahaman pembahasan sudah cukup baik, menjelaskan apa yang diteliti, apa yang telah dilakukan dan dicapai oleh peneliti - peneliti lain serta mengungkapkan kekurangan dari peneliti sebelumnya.</p>
<p>Kecukupan dan kemutakhiran data/informasi dan metodologi</p>	<p>Data dan penggunaan sumber informasi sudah terlihat sangat jelas dan sangat baik sekali dalam penyajiannya, tidak mengulang apa yang sudah diteliti sebelumnya.</p>
<p>Kelengkapan unsur dan kualitas Penerbit</p>	<p>Penerbit : Sciendo tahun = 2021</p>

Penilai 2



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	Hypothesis	t-table	t-value	Sig.	Summary
H1	Price ==> Satisfaction	1.65882	2.366	.000	accepted
H2	Product Quality ==> Satisfaction	1.65882	39.102	.000	accepted
H3	Customer Service ==> Satisfaction	1.65882	-2.087	.039	rejected

The results of statistical calculations (table 1) show the t-value of each variable. Determination of the influence of the research variables is done by comparing the value of t-count with t-table that is 1.65882, and looking at the significant value at 0.05 degrees. The t-value value of the variable price of 2.366 is greater than the t-table. It has a considerable weight of ≥ 0.05 , so it can be said that customer satisfaction is influenced by price, thus impacting the acceptance of the H1 hypothesis that price significantly affects customer satisfaction. Research [17] [22] also indicates that price factors influence customer satisfaction.

The product quality variable has an at-count of 39.102, well above the t-table of 1.65882, and a significant value of ≥ 0.05 , so that product quality significantly influences customer satisfaction, as in the H2 hypothesis. This result is also the same as research [8] which states that product quality is the main factor determining customer satisfaction. The company will not get customer satisfaction without proven good product quality [1].

The customer service factor does not influence customer satisfaction because the t-value is smaller than the t-table -2.087, and the significant value is above 0.05, so hypothesis H3 is rejected. This result contradicts research [7] [12] [6] which says that the service provided to customers is also a determining factor for customer satisfaction. This might be understood because direct interaction with the customer is limited in the COVID-19 pandemic condition, where all purchases are made online. The customer does not experience accurate service directly. And that is the main reason the service has no significant effect on customer satisfaction in this study.

The result of multiple linear regression analysis shows with linear regression equation models $Y = 3,970 + 0,123 X1 + 2,030 X2 - 0,111X3$, and this means that there is an increase in one score price (X1). Customer satisfaction (Y) will increase by 0,123 assuming the variable product quality (X2) and customer service (X3) are constant, an increase in one score product quality (X2) then customer satisfaction (Y) will increase by 2,030 assuming the variable price (X1) and customer service (X3) are constant, an increase in one customer service (X3) then customer satisfaction (Y) will decrease by -0,111 assuming the variable price (X1) and product quality (X3) are constant.

Table 2. Simultaneous Hypothesis Test Results

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	9639.318	3	3213.106	550.176	.000 ^a
	Residual	619.055	106	5.840		
	Total	10258.373	109			

Analysis of the influence between variables in this study was also carried out simultaneously by comparing F-counts and F-tables 2.69 and a significance level of 0.05. The results obtained value F-count \geq F-table and sig value < 0.05 , concluded that a strong influence simultaneously (simultaneous) between price, product quality, and customer service on customer satisfaction in online purchases. This result is reinforced by research [7] [4] [8] which mentions factors of price, product quality, and service to customers as a part of creating customer satisfaction.

Table 3. Determinant Test Results

Model	R	R Square	Adjusted R Square	Std. The Error of. The estimate
1	.969 ^a	.940	.938	2.41664

The coefficient of determination (Table 3) is 0.940 means that the influence of price, product quality, and customer service together affects customer satisfaction on buying online are 94%, and the rest of customer satisfaction are influences by other factors not examined in this study.

4. Conclusion

Restrictions on activities (lockdown) during the COVID-19 pandemic have changed the public's buying process from conventional to online. This change has a significant impact on business actors in conducting their business. Research on customer satisfaction is unique during the COVID-19 pandemic. The results showed that customer satisfaction, especially in Indonesia's Jakarta and Bekasi regions, is primarily determined by the price and quality of goods sold. It is natural if every customer wants a relatively low cost with good quality goods. Online purchases still apply the principle "the customer is king", who will always judge the performance of the items they buy online, ultimately creating satisfaction for them. Service does not significantly influence satisfaction because online purchases do not occur in direct physical contact. It is hoped that this research will be subject to study and recommendations to carry out the same analysis with different indicators.

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Ida Zuniarti S.E, M.M

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