



## Quality Analysis Of Digital Business Services In Improving Customer Satisfaction

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### ABSTRACT

Consumption behavior is changing as the times change, particularly in the technology era. The background problem it is difficult to predict which items or services will be in high demand. The background of this research is number of shuttered stores, malls, and supermarkets demonstrates that the internet era creates a place for consumer democracy. Then there is only one way out, and that is marketing reform. E-commerce (online buying and selling) as research objects has emerged in Indonesia, with one example being Shopee, which is focused on mobile applications and websites. It began as a Singaporean e-commerce platform under the Sea Group in 2015 and has since grown to Malaysia, Thailand, Indonesia, Brazil, et cetera. This study was carried out in order to detect and evaluate consumer behavior in the digital era in order to enhance sales. To depict the buying behavior in genuine words, a qualitative technique was adopted as method. By posing a few random questions on online retail purchases to respondents. To see the symptoms, around 113 people were chosen based on specific criteria. The findings indicate that customers in this day and age are ready for an online shopping strategy. There are gaps in almost every indicator except the first statement indicator from the Compensation dimension. The primary factor is convenience. The results shows that convenience refers to marketing characteristics such as novelty like being able to do it anywhere, saving time and money, reduced rates, flexible payment options, and friendlier service.

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## 1. INTRODUCTION

This level of competitiveness is seen as unusual, making it difficult to deal with in conventional methods. Curiosity must be channeled into new behaviors that match customer expectations. That is, the existing pattern demands alteration, but this is seen

as a less profitable route from the entrepreneur's perspective [1]. They must lose more profits than they must lose a large number of clients. They must be able to perceive quantity as their marketing foundation, even if it means putting in more work and incurring more expenditures. This is evident in online sales, which tend to lose money by offering discounts, reduced pricing, free delivery, a user-friendly platform, and so on [2].

According to the research findings [3], the present trade attitude is digital, hence all traditional conceptions must be gradually replaced with contemporary concepts. Changing the notion of digital marketing does not just imply converting physical or traditional retailers to digital. Business players must understand that the notion of digital marketing for customers is convenience, product quality, competitive pricing, and courteous service, among other things [4] [5]. According to several research, the buzzword for internet sales is ease. As a result, business players will need to provide a thorough translation. It is must truly understand how to dig out information from the customer side, how consumers evaluate the ease of the system, about the purchasing process, facilities, and ways [6].

Pay close attention to the efficiency aspect as well. Begin studying how to cut budgets for both businesses and consumers, begin investing in long-term facilities that may lower operating expenses, and ensure that it operates as it should. According to a scientific research, efficiency is a factor in digital business; businesses must be able to regulate time and expenses, both of which are primary aims in efficiency [7]. Another thing to think about is delivering a competitive value. Many experiences have taught us that, after the product, the price is the most important consideration. This indicates that the price is taken into account by the consumer while making a purchase [8]. Another requirement for a digital marketing wrapper is adaptability. The goal of this flexibility is to give several alternatives or transaction possibilities in sales. In other words, consumers are offered the option of trusting the firm through simple and reliable transactions. Of course, by focusing on service flexibility. That if the company's delivery is good, all of the above will work, and customers will regard it as a price worth trusting in [9].

The growth of e-commerce continues to increase in Indonesia, making Shopee participate in animating the current industrial development. With the Shopee application, you can buy various products, sell multiple products, shop safely with the guarantees provided by Shopee, find out product recommendations, develop business and provide happiness [10]. Shopee is a form of digital business and e-commerce, where it can buy and bussell online [11]. It has made changes to attract customers to make more transactions through the site. Shopee is more focused on the mobile platform so that it is easier for people to search, shop, and sell directly using only their smartphones [12].

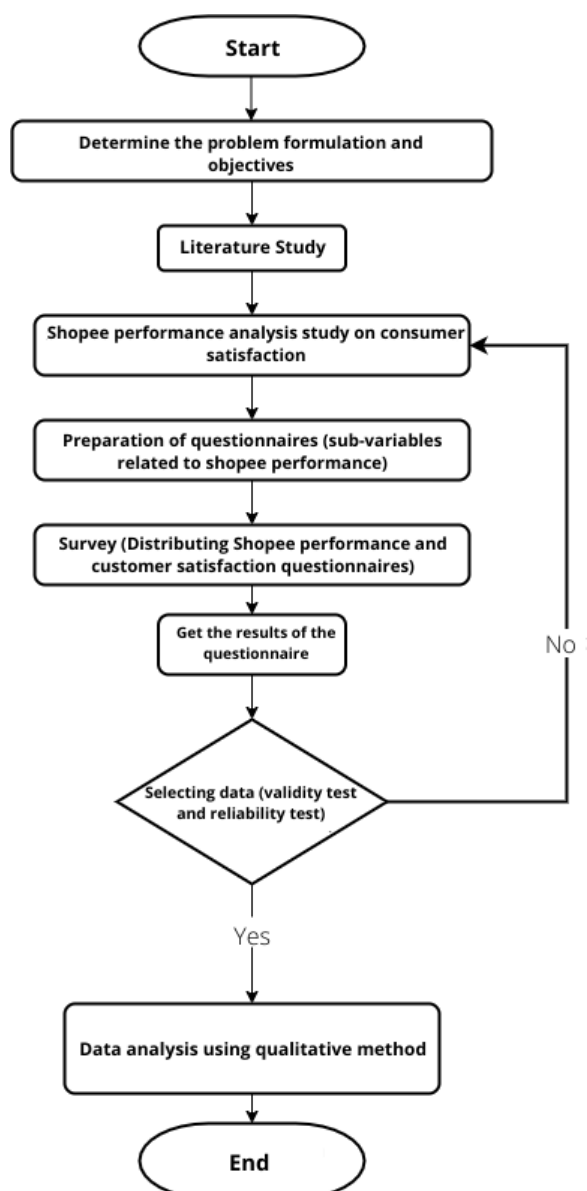
Based on reviews given by Shopee mobile application users, both as sellers and as buyers of the Shopee application, out of a total of 10 million reviews (7 April 2022), Shopee reviews received a 4.6-star rating out of 5 stars. Many studies say that the application is unsatisfactory, especially on the supporting features such as the Shopee wallet, its payment features, order tracking, applications that like errors, and slow access to images that don't appear. From Shopee user reviews, it is known that the Shopee application still needs to be improved in terms of service [13], [14]. For this reason, a study was conducted to see the satisfaction of the people of Tangerang City with the Shopee application through the e-service quality method.

This study aims to analyze the quality of Shopee's e-commerce services in increasing consumer satisfaction and trust in purchasing a product on the Shopee platform in Tangerang City. The approach used to measure service quality uses the qualitative method.

## **2. THE COMPREHENSIVE THEORETICAL BASIS**

### **2.1. Flowchart**

The following is a flow chart that contains the stages carried out in research to select data and analyze Shopee service quality data in increasing customer satisfaction and trust in Tangerang City with the e-servqual model described through a flowchart:



**Figure 1.** Flowchart of research stages

## 2.2. Literature Review

**Table 1.** Literature Review

No.	Name of Researcher	Variable Research	Results
1.	Saut Maruli Tua Pandiangan, Ira Ningrum Resmawa, Owen De Pinto Simanjuntak, Pretty Naomi Sitompul, Riny Jefri [15]	Analyze the effect of the e-satisfaction variable on the repurchase intention variable at shopee	The results showed that the e-satisfaction variable had a positive and significant effect on the repurchase intention variable.
2.	Sao Mai DAM , Tri Cuong DAM [16]	Research data from 299 consumers who bought goods at supermarkets in	Service quality was an antecedent of brand image,

		Ho Chi Minh City, Vietnam, using a convenient sampling technique.	customer satisfaction, and customer loyalty
3.	Waris Ali, Yu Danni, Badar Latif, Rehana Kouser, Saleh Baqader [17]	The study examined the role of perceived CSR in deriving customer loyalty by exploring direct and mediated effects of corporate reputation and customer satisfaction in Pakistan's food chains.	The results revealed a significant positive impact of perceived CSR on customer loyalty, corporate reputation, and customer satisfaction
4.	Rizwan Ullah Khan, Yashar Salamzadeh, Qaisar Iqbal, Shaohua Yang [18]	Structured questionnaires were employed and total 345 questionnaires were distributed among the top management and 217 responses were received	Customer relationship management and corporate reputation have a positive and significant impact on customer loyalty.

### **3. METHOD**

In order to carry out this research, a technique must be chosen, and the author has chosen qualitative. In depth, qualitative research allows researchers to do descriptive research on the topic under investigation in order to develop a policy to take action or an attitude [19]. Of fact, this marketing research is a basic but highly useful step. The focus of this research study is about online retail purchases, and the unit of analysis is female customers who buy online retail items on a regular basis [20].

#### **3.1. Population and sample**

The population chosen by the researcher to be studied will be a limiter which is the accepted research result. This means that a researcher can only conclude the results of his research from the population he has chosen [21]. The people in this study are consumers who have processed transactions at Shopee. The population size is unknown. Meanwhile, the sample selection technique used in this study is purposive sampling, which is a technique that uses its considerations intentionally in selecting population members that are claimed to be appropriate to convey the facts needed. The sample criteria in this study are consumers who have transacted at least three times at Shopee. The sample used in this study amounted to 113 respondents.

#### **3.2. Data collection technique**

The sample size is set at 100 persons, and the procedure is carried out at random using the following criteria:

1. Women were picked since they make the most purchases.
2. Employees who have been chosen based on their purchasing power or purchase intensity.
3. Having a smartphone is necessary to assure the accuracy of online transactions.
4. Installed retail programs (Tokopedia, Shopee, Indomaret, and so on). The customer is the unit of analysis in this study.
5. Set to observe routine purchases at a minimum of twice a month.
6. Media data is collected online and spread at random from friend to friend and group to group (whatsapp, facebook, instagram, telegram) To put the unusual technique for growing sales to the test, five indicators are used: ease, efficiency, price, payment flexibility, and good service.

### **4. RESULTS AND DISCUSSION**

#### 4.1. Expected Value

The formula for calculating the average expected value of Shopee users in Tangerang City used in this study is as follows:

$$THi = \frac{\sum Hi}{N}$$

THi = The value of the waiter's expectation of the service indicator i.  
 $\sum Hi$  = Total respondents' answers to service indicators i.  
 N = Total Respondents

The formula used to calculate the average value of expectations for each dimension of service quality is:

$$Hj = \frac{\sum THi}{nj}$$

Hj = The average value of customer expectations on dimension j.  
 $\sum THi$  = Service expectation value against indicator i.  
 nj = Total Respondents.

Based on the results of the expectation assessment, the first statement indicator of the Privacy dimension is Shopee protecting data related to credit, transaction data, and personal data. Other privacy matters are in quadrant 1, which has the highest expected level value, namely 4.56. Consumers expect Shopee not to spread personal consumer data to other parties that harm consumers [3]. As for the statement indicator with the lowest expectation value, the first statement is the Responsiveness dimension. The Shoppe user interface has a beautiful design. The font on the website is easy and comfortable to read, which is in quadrant four is 3.94. This means that consumers think that this is not a problem for customers if the fonts in Shopee are not too comfortable to read. The dimension of service quality with the highest average is the privacy dimension, which is 4.55. Meanwhile, the Responsiveness dimension has the lowest average value of expectations, which is 4.09.

#### 4.2. Perception Value

The formula can calculate the calculation of the perception value of Shopee users in Tangerang City:

$$TPi = \frac{\sum P}{N}$$

TPi = Value of customer perception of indicators i.  
 $\sum P$  = Total number of respondents' answers.  
 N = Total number of respondents.

Based on the results of consumers' perceptions of Shopee's service quality, the first statement indicator of the privacy dimension, namely Shopee protecting data related to credit, debit cards, detailed consumer privacy data, transaction data, personal data and other privacy matters (S1), has a value highest perception, which is equal to 4.27. This shows that Shopee consumers in Tangerang City have never felt Shopee leaking their consumers' data. As for the fifth statement indicator from the Compensation dimension, namely Shopee providing accountability in the form of refunds or returns of goods that are not the consumer's fault, such as damaged goods or not according to consumer orders (Rs5), has the lowest perceived value, which is 3.54. This shows that most consumers are dissatisfied with Shopee's performance in providing accountability for problems that are not the consumer's fault. Moreover, the dimension with the highest perceived value is the

Privacy dimension, 4.25. Furthermore, the dimension with the lowest perception value is the Responsiveness dimension, with a perceived value of 3.74.

#### 4.3. E-servqual analysis

Based on the results of the E-servqual score, there is a **huge gap** between consumer perceptions and expectations for the Shopee statement indicator to deal with existing problems immediately (Rs4) and Shopee provides responsibility for problems that are not the fault of the consumer (Rs5), with a **gap difference** of - 0.76 [22]. This proves that Shopee is less responsive in handling consumer complaints and is also less responsible in dealing with problems that are not from consumers. As for the user interface design indicator, the font on the website is easy and comfortable to read and has a **positive gap** value of 0.12. This proves that consumers do not expect a user interface design, the fonts on the Shopee website are comfortable to read, but consumers will be delighted if this is done.

#### 4.4. Customer Satisfaction Suitability Analysis

The measurement of the level of satisfaction is carried out by comparing the perception of the service received with what is expected by consumers, so the level of conformity with Shopee's service quality in the form of a percentage will be determined and based on that percentage, priority service will be determined [23]. The average level of suitability of customer satisfaction is 90.13%.

#### 4.5. Analysis of Importance Performance Matrix

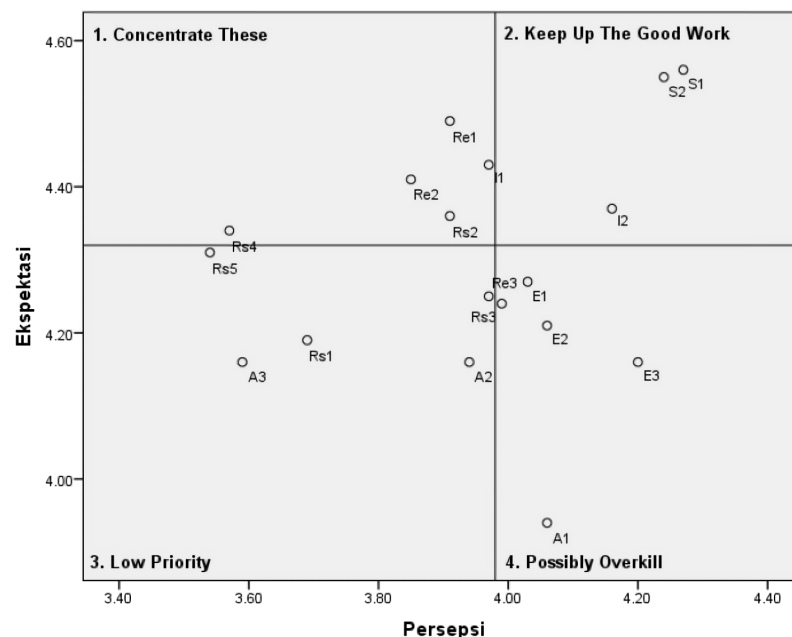


Figure 3. IPA Diagram of Shopee E-servqual Statement Indicators [24]

##### 4.5.1. Quadrant 1 (Concentrate These)

Five statement indicators are in quadrant 1, which are as follows:

1. Shopee handles problems that occur immediately (Rs4). One of the most frequent complaints from consumers is the issue of refunds if the goods received are not appropriate or damaged. Shopee promises that the refund will be made within one week. Nevertheless, it takes longer, and consumers have to contact Shopee often, so it does not take the allotted time.
2. Products are delivered quickly and on time (Re2). According to some consumers, the delivery of goods by Shopee does not match the reality. Consumers often experience very long delays, even past the time given by the system, and then the system will automatically cancel the order.

3. Shopee provides a guarantee that follows what is stated in the product description. (Rs2). Some consumers complain about the quality of expensive products such as watches but do not have a warranty card. In addition to the unavailability of a warranty card, these watch products are very quickly damaged. Consumers regret a watch with a well-known brand that does not have a warranty and breaks quickly.
4. The product is the same as the picture or description on the website or application (Re1). One of the consumer reviews said that the description of the goods written in the review column was about watches that were labelled as original, but after the watch was received, it said the strap was rusty and the colour faded.
5. All product and contact information on Shopee is correct (I1). The information provided by Shopee regarding the product still does not meet the wishes of consumers. Many consumers complain about the condition of the goods that do not match what is written in the product description column.

#### **4.5.2. Quadrant 2 (Keep Up The Good Work)**

Based on quadrant 2, there are three statement indicators that must be maintained, namely as follows:

1. Transactions are safe and trustworthy (S2). In addition to transactions via transfer, Shopee also supports the COD (Cash On Delivery) system. With this COD system, consumers can see the goods directly. If the order is as expected, the customer can pay on the spot. However, if the order is not as desired, the consumer can cancel the transaction.
2. Shopee protects data related to credit, debit cards, transaction data, personal data, and other privacy matters (S1). Consumers are delighted with never spreading personal consumer data to other parties. This indicates that Shopee is very responsible for maintaining essential consumer data such as credit, debit cards, et cetera.
3. Information regarding orders and payments is conveyed clearly (accompanied by pictures that make it easier for customers to digest each stage properly) (I2). Shopee makes ordering and payment steps in order to prevent errors from occurring. In addition, in several consumer reviews of transaction failures, most errors occurred due to system maintenance problems or technical problems and not due to incorrect information provided.

#### **4.5.3. Quadrant 3 (Low Priority)**

There are five statement indicators that are in quadrant 3. The following are the statement indicators.

1. Shopee provides responsibility for problems that are not the consumer's fault (Rs5). According to consumers, Shopee is still not responsible for problems that are not from consumers. From the reviews given by consumers, some errors are often not from consumers, for example, the occurrence of transaction cancellations after payment via transfer. Various reasons were given by Shopee, ranging from running out of stock from vendors to system errors. This should be Shopee's main concern even though it is not too crucial according to consumers.
2. The website page has no annoying ads (A3). The indicators of this statement are considered not so good by consumers and also not so important. This means that consumers feel that there are still a lot of unimportant advertisements and suggestions on the Shopee website. However, consumers feel that the implementation is not too important as long as the item they are looking for can still be found on the Shopee website or application.
3. Shopee handles the return process well (Rs1). Consumers feel that the return process carried out by Shopee is still not good. This is because so many consumers feel that the return process takes a long time to process, then the return shipping costs are borne by the consumer, whether it is about the issue of exchanging goods or the refund process. However, this is not so important in the eyes of consumers.

4. The website display is easy to understand (A2). According to the mapping in the IPA diagram, consumers feel that the appearance on the Shopee site is still not neat or challenging to understand. Even though this is not considered very important, it would be better if the Shopee user interface is improved or improved, considering that consumers are still not satisfied with the website's appearance, which is still less attractive.
5. The number of stocks and descriptions of goods written on the website is always accurate with reality (Re3). Consumers often experience transaction cancellations because the goods ordered are out of stock, but the amount of stock is still there in the application. In addition, consumers also feel that this is less important if Shopee writes a description of the goods and the amount of stock that matches the reality. So that consumers do not feel cheated and experience an order cancellation unilaterally [25].

#### **4.5.4. Quadrant 4 (Possible Overkill)**

Five statement indicators perform well but have low importance.

1. Shopee always provides notifications to consumers when the goods have been shipped.
2. The page on the application or website does not experience errors when processing transactions.
3. The products have been grouped according to their respective categories.
4. The location of the Search column is easy to find.
5. The fonts on the website are easy and comfortable to read.

#### **4.6. Importance Performance Analysis (IPA) Graph**

Based on the mapping through the Importance Performance Analysis (IPA) graph, it can be seen:

- a) The first quadrant contains statement indicators that are a priority for improving performance. This quadrant consists of:
  1. Shopee handles problems that occur immediately (Rs2).
  2. Products are delivered quickly and on time (Re2).
  3. Shopee guarantees to follow what is stated in the product description (Rs2).
  4. The product that comes is the same as the one on the website or application (Re1).
  5. All product and contact information on Shopee is correct (I1).
- b) In the second quadrant, performance needs to be maintained because customers are satisfied with the performance provided by Shopee. This quadrant is occupied by:
  1. Transactions are safe and trustworthy (S2).
  2. Shopee protects data related to credit, debit cards and other privacy matters (S1).
  3. Information regarding orders and payments is conveyed clearly (accompanied by pictures that make it easier for customers to digest each stage properly) (I1).
- c) The indicator of Shopee's service quality statement is dominated by the third quadrant, which is the part that Shopee still has to pay attention to even though it is not too important to do in the eyes of consumers. This quadrant is occupied by:
  1. Shopee provides responsibility for problems that are not consumer's fault (Re5).
  2. The website page has no annoying ads (A3).
  3. Shopee handles the return process well (Rs1).
  4. The website display is easy to understand (A2).
  5. Shopee provides notification to consumers if the goods have been delivered (Rs3).



- d) The fourth quadrant needs to be maintained in terms of service quality even though, according to consumers is not essential. This quadrant consists of:
1. The amount of stock and description of goods written on the website is always accurate with reality (Re3).
  2. The page on the website does not experience errors when processing transactions (E1).

## **5. CONCLUSION**

Based on the results of the expectations and perceptions of the six dimensions of E-servqual, there are gaps in almost every indicator except the first statement indicator from the Compensation dimension. The third statement indicator from the Responsiveness dimension, which is a positive, is that the website's font is easy and comfortable to read (A1), is 0.12. The location of the Search column is easy to find (E3) with a value of 0.04. Meanwhile, the statement indicator about Shopee dealing with existing problems immediately (Rs4) and Shopee providing accountability for issues that are not the consumer's fault (Rs5), became the statement with the most significant gap difference, which was -0.73. When viewed from each E-servqual dimension, the dimension with the highest gap value is the Efficiency dimension with an average value of -0.55. In contrast, the dimension with the lowest gap is the Fulfillment dimension of -0.11.

The average value of the level of suitability for Shopee consumer satisfaction in Tangerang City is 90.13%. This shows that Shopee's services have met 90.13% of customer expectations. The Shopee statement provides responsibility for problems that are not the consumer's fault (Rs5), being an indicator statement that must be the priority in improving Shopee service quality, with a value of 80, 26%. Furthermore, there are statement indicators novelty above the average value of the level of conformity of consumer satisfaction, with the statement font indicator on the website easy and comfortable to read (A1) being the indicator with the highest value, which is 101.08%, means that consumers are satisfied with Shopee services.

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