



The Effect of Price, Product Quality, and Service Quality on Shopee Customer Satisfaction in DKI Jakarta

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Abstract

This study explores the impact of price, product performance, and service quality on the satisfaction of Shopee users in Jakarta. The research context is shaped by three main issues: government plans to restrict imports under IDR 1.5 million, frequent consumer complaints regarding product mismatches, and concerns about Shopee's service quality not substantially enhancing user satisfaction. A quantitative design was employed, with data collected from 100 respondents in Jakarta through structured questionnaires using a Likert scale. Data analysis, conducted with SPSS version 26, involved descriptive statistics, reliability and validity testing, classical assumption assessment, and regression analysis. The results demonstrate that price significantly affects customer satisfaction ($p < 0.05$), while product quality does not show a meaningful positive effect ($p > 0.05$). Furthermore, the combined contribution of product and service quality explains 89% of the variance in customer satisfaction, leaving 11% influenced by other factors beyond the scope of this study.

Keywords: Price, Product, Service Quality, Customer Satisfaction, Shopee

1 Introduction

The development of digital technology has brought significant changes in people's behavior patterns, particularly in shopping activities. While previously shopping activities were carried out conventionally by visiting stores in person, now people can do it online through various e-commerce platforms. This trend is increasing along with increasingly easy internet access, the ease of use of online shopping applications, and the variety of payment methods offered. The We Are Social (2023) report shows that as many as 178.9 million Indonesians have shopped online throughout 2022 to early 2023, and the number of e-commerce users is projected to reach 196.47 million by the end of 2023 and continue to increase until 2027. This data indicates that online shopping has become part of the Indonesian lifestyle.

The growth of e-commerce users has driven intense competition among platform providers. By 2022, there were approximately 22 e-commerce companies in Indonesia, with Shopee being one of the dominant players. Shopee, which began operating in Indonesia in 2015, has become the online shopping platform with the highest number of app downloads and active users. Data shows that Shopee received 158 million visits in the first quarter of 2023, increasing to 167 million visits in the second quarter of

2023 (SimilarWeb, 2023), as seen in Figure 1, outperforming its main competitors, such as Tokopedia. This success demonstrates Shopee's strategy for attracting and retaining users.

Figure 1. Most visited ecommerce applications in 2023

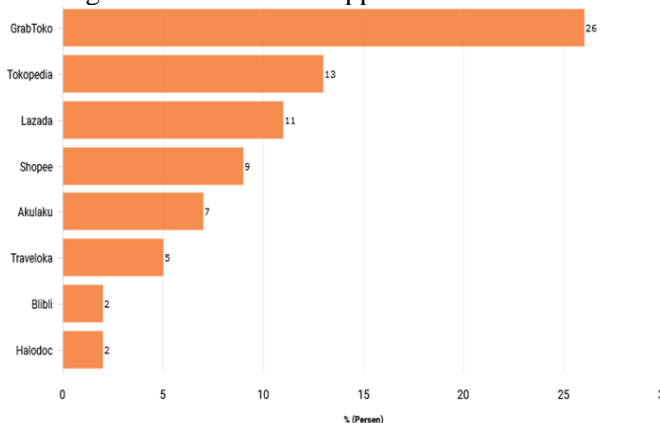


Source: SimilarWeb (2023)

To maintain customer loyalty, Shopee strives to provide satisfaction through various strategies. One of these is offering competitive prices, including imported products at lower prices than offline markets. According to (Alma Buchhari, 2014), price is the amount of money consumers must pay to obtain a product or service. In business, price is a crucial factor influencing product marketing. Price is always a primary concern for consumers when searching for a product. Competitive prices benefit consumers who want to use well-known brands on a budget. However, the government's planned ban on the sale of imported products under US\$100 has the potential to impact price competitiveness on the platform.

Besides price, product variety is also a major draw for consumers. According to Priantono & Soekotjo (2019), a product is the physical state, function, and characteristics of an item that can satisfy consumer tastes and needs, providing value for money. However, data from the Indonesian Consumers Foundation (YLKI) in 2021 showed that Shopee ranked fourth among apps with the highest number of complaints, with 12% of these related to items not meeting orders.

Figure 2. E-commerce app users 2021



Source: YLKI (2021)

Another determinant of customer satisfaction is the quality of services offered. According to Riyadin (2019), service quality plays a crucial role in ensuring customer satisfaction. High service quality positively influences consumer decision-making, fostering trust in a brand or product, which in turn encourages purchase intentions toward the preferred brand or items.

Shopee offers various service features, ranging from easy app access, various payment methods, to customer service that can be contacted through various channels. These services aim to provide convenience while increasing consumer trust. However, recent research shows that Shopee's service quality still does not fully meet customer expectations. This confirms that despite Shopee's superior

user base, the challenge of maintaining product quality, pricing, and service remains a crucial issue that must be addressed.

The purpose of this study is to determine the effect of product quality, price, and service quality on Shopee customer satisfaction in Jakarta, both partially and simultaneously. This study is expected to contribute to the development of digital marketing strategies and serve as an academic reference regarding the competitive dynamics of the e-commerce industry in Indonesia.

2 Research Methods

This research adopts a quantitative descriptive design with multiple linear regression analysis to test the relationship between price, brand image, and purchasing decisions. Quantitative research emphasizes systematic procedures of data collection, analysis, and interpretation to support valid conclusions. Multiple linear regression, as explained by Priono (2016), extends simple regression by incorporating two or more independent variables. Data were collected through questionnaires and processed using SPSS.

Population and Sample

The study population consists of Shopee users in DKI Jakarta, although the exact size is not available. Using the Slovin formula with a 10% margin of error, a sample of 100 respondents was determined. Purposive sampling was applied, selecting active Shopee users who had made at least one transaction within the last three months. This sample size is considered adequate for quantitative studies where population size cannot be precisely identified.

Data collection technique

Here, field research is conducted to obtain information and data related to actual conditions or facts on the ground. The steps taken include:

a) Observation

This is a data collection method that utilizes direct or indirect observation of the research object.

This study employed systematic data collection procedures to obtain valid, reliable, and representative information for analysis on the process of completing the questionnaire.

b) Questionnaire

Data were collected using a structured questionnaire consisting of closed-ended items measured on a Likert scale.

3 Results and Discussion

Validity and Reliability Test

The instrument testing confirmed that all measurement items were both valid and reliable. The validity test showed that each indicator across the four variables—Price (X1), Product Quality (X2), Service Quality (X3), and Customer Satisfaction (Y)—had r-count values exceeding the r-table threshold of 0.197. Furthermore, the reliability test indicated strong internal consistency, with Cronbach's Alpha values of 0.910 for Price, 0.940 for Product Quality, 0.929 for Service Quality, and 0.955 for Customer Satisfaction, all surpassing the minimum requirement of 0.600. These results demonstrate that the research instruments are appropriate for further analysis (Sugiyono, 2017).

Classical Assumption Test

The classical assumption tests conducted in this study confirm that the regression model meets the required statistical criteria. First, the normality test using the Kolmogorov-Smirnov method yielded a significance value of 0.068, which exceeds the threshold of 0.05, indicating that the residuals are normally distributed. Second, the multicollinearity test results show that all tolerance values were greater than 0.10 and all VIF values were below 10, suggesting the absence of multicollinearity among the independent variables. Finally, the heteroscedasticity test using the Glejser method revealed that the significance values of all independent variables were above 0.05, thereby confirming that the model does not suffer from heteroscedasticity. Collectively, these findings demonstrate that the regression model satisfies the classical assumption requirements and is statistically appropriate for further analysis (Sugiyono, 2018).

Multiple Linear Regression Test

Table 1. Multiple Linear Regression Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	,332	1,091		,304	,762
TOTAL_X1	,254	,079	,234	3,218	,002
TOTAL_X2	,094	,065	,129	1,449	,151
TOTAL_X3	,617	,073	,621	8,407	,000

Source: Data processed in 2025

Based on the table above, the multiple linear regression equation can be obtained as follows: $Y = 0.332 + 0.254 (X1) + 0.094 (X2) + 0.617 (X3)$

The results of the linear regression analysis are expressed in the following equation:

$$Y = 0.332 + 0.254X_1 + 0.094X_2 + 0.617X_3$$

1. Constant (Intercept) = 0.332

This indicates that when all independent variables (X1, X2, and X3) are equal to zero, the predicted value of the dependent variable (Y) is 0.332. The constant thus represents the baseline of Y in the absence of any influence from the independent variables.

2. Coefficient of X1 = 0.254 An increase of one unit in variable X1 contributes to an increase of 0.254 in Y, provided that the values of X2 and X3 remain unchanged.

3. Coefficient of X2 = 0.094

A one-unit increase in X2 is associated with a rise of 0.094 in Y, assuming X1 and X3 are constant.

4. Coefficient of X3 = 0.617

An increase of one unit in X3 leads to an increment of 0.617 in Y, under the condition that X1 and X2 are held constant.

t-test

The results indicate that the price variable has a significance level below 0.05, which implies that the proposed hypothesis is accepted. Consequently, it can be inferred that price has a significant influence on purchasing decisions. According to Anwar Mokhammad (2019), price represents an exchange value that can be expressed in monetary terms or other goods, reflecting the benefits obtained from a product or service by individuals or groups at a specific time and location. In this sense, price serves as a financial indicator assigned to a set of goods or services. Similarly, Kotler and Armstrong (as cited in Irawan, 2020) define price as the monetary amount charged for a product or service, or the total value exchanged by customers in order to acquire the benefits of ownership or usage.

Tjiptono (2019, p. 237) further emphasizes that value perceptions vary among customers, shaped by differences in preferences, tastes, knowledge, service experience, purchasing power, and willingness to pay. In line with this, Zeithaml (in Irawan, 2020) highlights that understanding value from the customer's perspective has important implications for pricing strategies, where value may be interpreted as: (1) obtaining products at a low cost, (2) achieving everything desired from a product or service, (3) receiving quality relative to the price paid, and (4) gaining overall benefits compared to what is sacrificed.

Moreover, Sudodo and Yandri (2019) point out that price performs two critical functions in consumer decision-making: the role of allocation, which directs how resources are distributed, and the role of information, which signals quality and guides purchasing choices. Product quality variable with a regression coefficient of 0.094 with a calculated t value = 1.449 and significance = 0.151 (> 0.05). This shows that X2 does not have a significant effect on Y. Although the direction of the effect is positive, its contribution is small (Beta = 0.129) and cannot be statistically explained as having a real effect in the model.

Research has found that several dimensions of digital service quality (e-service quality) have a significant impact on customer satisfaction. These dimensions include:

- Efficiency
- Accessibility
- Privacy & Security
- *Responsiveness*(Quick response to users)

The four dimensions above have been shown to have a positive and significant influence on Shopee customer satisfaction, while fulfillment (order fulfillment) does not show a significant influence (Rinanda, Nurul, & Gunawan, 2022).

Several studies confirm that Shopee's overall service quality has a positive and significant impact on customer satisfaction. Hastuti et al. (2021) used simple regression to find the formula $Y = -10.376 + 0.665X$, with a significance (t-test = 14.256 $> t_{\alpha b_{el}}$) and an R^2 value of 83.8%. Similar results were obtained in the study by Hidayat and Pratama (2024), who also found that service quality significantly influences Shopee customer satisfaction and is key to building customer loyalty.

Furthermore, research by Khoirunnisa (2021), using SEM, reported that service quality has a significant impact on customer satisfaction, with an influence strength reaching 86%. Responsiveness is a Top Priority. Another study using the Customer Satisfaction Index and Importance-Performance Analysis (IPA) approach in Makassar found that overall, customer satisfaction with Shopee's service quality was in the very satisfied category (CSI = 81.57%). However, upon further analysis, the Responsiveness dimension, which is how quickly the platform responds to customer requests or changes, falls into the low-performance but high-importance quadrant. This suggests that responsiveness is a key improvement priority to further enhance customer satisfaction. Syam, Nur, & Rahmawati (2022) support that overall service quality can explain more than 80% of the variation in customer satisfaction. This demonstrates that service is not merely an add-on but a core strategy for maintaining a satisfying user experience on Shopee.

F test

The results of the F-test show that the calculated F value is 267.911, which is substantially greater than the F-table value of 2.76 at a significance threshold of 0.05. With a significance level of 0.000, which is below 0.05, these findings confirm that the regression model is statistically significant. Thus, it can be concluded that customer satisfaction is simultaneously influenced by the variables of price, product quality, and service quality.

Goodness of Fit (R²)

Table 2. Coefficient of Determination
Model Summary

Model	R	R Square	Adjusted R Square	Standard Error of the Estimate
1	,945a	,893	,890	1,689

a. Predictors: (Constant), X3, X2, X1

b. Dependent Variable: Y

Source: Data processed in 2025

Table 2 shows that the R Square value of 0.893 indicates a very strong relationship between the variables of price, product quality, and service quality on customer satisfaction. This indicates that the magnitude of the ability of the variables of price, product quality, and service quality on customer satisfaction is 89.3%, while the remaining 10.7% is influenced or explained by other factors or independent variables not included in this study.

4 Conclusion

The findings of the multiple linear regression analysis, supported by the literature review, reveal that price, product quality, and service quality collectively contribute to customer satisfaction among Shopee users in Jakarta. When examined individually, price demonstrates a positive and significant relationship with satisfaction, suggesting that affordable and value-appropriate pricing enhances user experience. In contrast, product quality shows a positive yet insignificant effect, implying that consumers in Jakarta perceive this factor as relatively consistent and less decisive compared to others. Service quality, however, exerts a significant and dominant influence, indicating that improvements in service delivery play the most critical role in enhancing customer satisfaction. This confirms that service aspects, including efficiency, responsiveness, accessibility, and security, are key factors in the Shopee user experience.

Therefore, to optimally increase customer satisfaction, Shopee needs to emphasize superior service strategies, maintain competitive pricing, and maintain product quality. Focusing on improving service quality, particularly responsiveness to customer requests and complaints, will be a key strategy in strengthening customer loyalty and maintaining competitiveness in the Jakarta e-commerce market.

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