Online Shopping the Satisfaction through Perceived Quality and It's Impact On Customer Loyalty

Nasib[1]Indawati Lestari[2], Khairatun Nazah[3] Cici Handayani[4] Ayu Wirda Ningsih[5]

[12345] *Politeknik Unggul LP3M*
Corresponding Author: Indawati Lestari

ABSTRACT: *The main objectives in this study are 1) to determine the effect of perceived quality on online shopping satisfaction, 2) to determine the effect of perceived quality on customer loyalty through online shopping satisfaction. The method in this study is quantitative research while the population and sample in this study are 100 students of LP3Mwith accidental sampling technique and uses path analysis.The results of the study prove that perceived quality has a positive and significant effect on online shopping satisfaction where the significance value is 0,000 <0.05. Furthermore, perceived quality has a positive and significant effect on customer loyalty through online shopping satisfaction. It is seen that the direct effect between perceived quality on loyalty is 0.219. While the indirect effect between perceived quality on customer loyalty through online shopping satisfaction is 0.410. Suggestion in this research is by using perceived quality,it means it provides service value for online purchasing activities and this is to increase the value of trust in forming customer satisfaction.*
KEYWORDS: *Perceived Quality, Satisfaction, Loyalty*

I. INTRODUCTION

Today the trend of online shopping is inseparable lifestyle, especially for young people or millennial people. The progress of the development information technology has caused many consumers make online purchases. Easy internet access has made many conveniences, especially in making purchases [1]. The high level of competition causes online businesses keep improving in giving satisfaction value to their customers [2]. Online shopping is a new way to do transactions. In this activity buyers and sellers do not meet directly as in the usual sales process. Some benefits such as time efficiency and also effectiveness in the transaction process are things that make consumers interested in shopping online [3].

Loyalty in making online purchases is very important to be studied deeper in obtaining clear sources of information [4].Especially for stakeholders to increase the profitability of the company. Consumer loyalty is the loyalty of consumers to the company, brand and product. Loyalty of a customer has an important meaning for companies where loyal consumers will generally buy the brand even though there are many alternative competing product brands that offer better product characteristics and specifications. When many consumers from one brand can be categorized has these characteristics, it means they have strong brand equity.

One factor that influences customer loyalty is customer satisfaction [5]. Consumer satisfaction is an emotional response to experience the product or service purchased [6]. While consumer satisfaction is the level of one's feelings after comparing performance or results perceived to his expectations. Consumers can experience one of three general levels of satisfaction, namely if the performance is below expectations, consumers will feel disappointed but if the performance is in line with customer expectations will be satisfied and if the performance can exceed expectations, customers will feel very satisfied or happy [7]

Next is the perceived quality of customers for the products and brands they choose [8]. Quality perception is the consumer's perception of the overall quality or excellence of a product or service related to consumers' expectation. The dimension of quality perception consists of 7 criteria which are performance, service, durability, reliability, product characteristics, conformity with specifications and results.

Relationship of Perceived Quality To Loyalty Through Satisfaction

Companies that are able to maximize the customers' satisfaction have more advantages compared to other companies. With this sense of satisfaction customers will sincerely recommend the products or services they consume to their family and closest friends. Based on the results of research conducted by [11] - [12] which states the perception of quality affects the satisfaction and impact on customer loyalty. So it is very important for companies to pay more attention to the expectations of customers.

Based on the description of the background of the problem and the theoretical basis, the conceptual framework in this study is as follows:
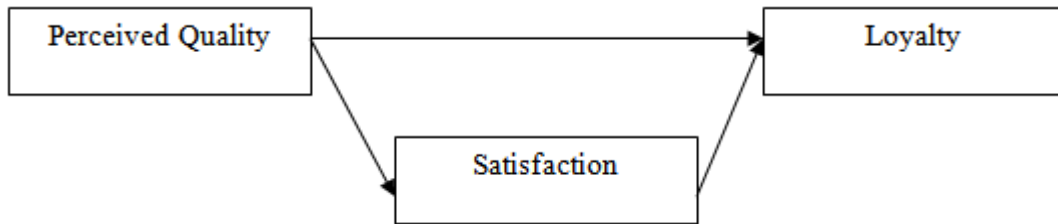
Picture 1: Theoretical Framework

II. RESEARCH METHODS

This study used quantitative research. The population and sample in this study were active students of the LP3M who had made online purchases on lazada.co.id. The technique of taking samples is by accidental sampling. The sample used in this study is 100 respondents. Data collection used a questionnaire with a scale of choice 1: Strongly Disagree (SangatTidakSetuju - STS), 2: Disagree (TidakSetuju - TS), 3: Doubtful (Ragu-Ragu- RR), 4: Agree So Much (SangatSetuju - SS), 5: Strongly Agree So Much (SangatSetujuSekali - SSS). This data analysis uses path analysis.

III. RESULTS

Validity Test Results

Table 1: Validity Test Results

Variable	No Item	Rcount	rtable	Explanation
Perceived Quality	PQ1	0.619	0,196	Valid
	PQ2	0.416	0,196	Valid
	PQ3	0.652	0,196	Valid
	PQ4	0.643	0,196	Valid
	PQ5	0.571	0,196	Valid
Satisfaction	KP1	0.663	0,196	Valid
	KP2	0.493	0,196	Valid
	KP3	0.422	0,196	Valid
	KP4	0.637	0,196	Valid
	KP5	0.702	0,196	Valid
	KP6	0.553	0,196	Valid
	KP7	0.569	0,196	Valid
	KP8	0.669	0,196	Valid
Loyalty	LY1	0.409	0,196	Valid
	LY2	0.416	0,196	Valid
	LY3	0.748	0,196	Valid
	LY4	0.509	0,196	Valid
	LY5	0.603	0,196	Valid
	LY6	0.537	0,196	Valid
	LY7	0.591	0,196	Valid
	LY8	0.509	0,196	Valid

Based on Table 1 above, it is identified the value of the validity of the statement for perceived quality, satisfaction and loyalty are all valid because the value of the total validity is bigger than rtable (n-2 = 100-2 = 98 = 0.196). It is identified that the total value of rcount>rtable. Thus it can be concluded that all items of statement of perceived quality, satisfaction and loyalty are declared valid and can be used in further research.

Reliability Test
The reliability test results in this study are as follows

Table 2: The Results of Instrument Reliability Test

Variabel	Cronbach AlphaValue
Perceived Quality	0,798
Satisfaction	0,894
Loyalty	0,820

Source: Results Processed by Researchers(2020)

Based on table 2 above, it is identified that the Cronbach Alpha value for all variables> 0.6. So it can be stated that the five variables namely perceived quality, satisfaction and loyalty are reliable.

Regression Analysis
The first model of linear regression equation, Y = a + bX + e. The results of the simple linear analysis of the first equation are as follows:

Table 2: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	**17.531**	2.616		6.702	.000
	PQ	**.805**	.118	.566	6.800	.000

a. Dependent Variable: LY

Based on Table 2 above, the first simple linear regression equation in this study is:

KP = 17,531 + 0,805X+ e

1. In this regression model, the constant values is 17.531, it can be interpreted if the independent variable in the model is assumed to be equal to zero, the average of variables outside of the fixed model will show that there is an increase satisfaction value which is at17.531 per unit but if the perceived quality is not increased , then satisfaction value is still (stagnant) at 17,531 units.

2. The value of the regression coefficient β is 0.805, in this study it can be interpreted that the perceived quality variable has a positive effect on satisfaction. It also shows that when perceived quality has increased for one unit value, satisfaction will also increase for 0.805 units.

The second model of multiple linear regression equation, **LY = a + b1X + b2KP + e**. The results of the second linear multiple equation analysis are as follows:

Table 3: Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	**3.607**	2.029		1.778	.079
	PQ	**.311**	.086	.219	3.618	.000
	KP	**.701**	.058	.726	12.024	.000

a. Dependent Variable: LY

Based on Table 3 above, the first multiple linear regression equation in this study is:
LY = 3,607+ 0,311X + 0,701KP+ e

1. In this regression model, the constant value which is stated is 3.607, it can be interpreted that if the independent variable in the model is assumed to be equal to zero, average of variables which is outside of the fixed model will increase the loyalty becomes 3.607 for one-unit but when perceived quality and satisfaction not increased, then the loyalty is still at 3,607 units.

2. The value of the regression coefficient β1 is 0.311, in this study, the value can be interpreted that the perceived quality variable has a positive effect on loyalty. This shows that when perceived quality has increased by one unit, then loyalty will also increase by 0.311 units.

3. The value of the regression coefficient β2 is 0.701, in this study the value can be interpreted that the satisfaction variable has a positive effect on loyalty. This shows that when satisfaction has increased for one unit, then loyalty will also increase by 0.701 unit.

Path Analysis
Path Analysis of Equation 1
1) The coefficient values in the path analysis in the first equation are as follows:

Table 4: Correlations

		PQ	LY
PQ	Pearson Correlation	1	.566[**]
	Sig. (2-tailed)		.000
	N	100	100
LY	Pearson Correlation	.566[**]	1
	Sig. (2-tailed)	.000	
	N	100	100

**. Correlation is significant at the 0.01 level (2-tailed).

The correlation coefficient value (r) is 0.566 (then the correlation coefficient (r) which is 0.566 will be included in the path analysis diagram). Correlation value of 0.566 indicates that the correlation of perceived quality variables has a moderate relationship with customer loyalty.
1) The regression coefficient in the first equation is as follows:

Table 5: Coefficients

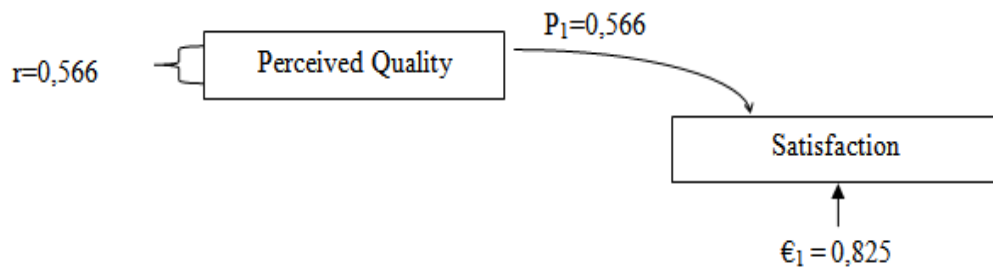| Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	17.531	2.616		6.702	.000
	PQ	.805	.118	**.566**	6.800	.000

a. Dependent Variable: LY

From the table above it can be seen that the coefficient value in the Standardized Coefficients column is the Standardized Coefficients value for the perceived quality variable which the value is 0.566 (then the value is entered into the path analysis).

Table 6: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.566[a]	.321	.314	2.278

a. Predictors: (Constant), PQ

Adjusted R Square value in this study is 0.629. Then this is used to determine the value of the path coefficient with the residual, ie $Pe_1 = \sqrt{1-R^2 1} = \sqrt{1-0,566} = 0,825$ (then this value is included in the path analysis diagram).

Picture 2: Path Analysis Model 1

Path Analysis of Equation 2
a) The regression coefficient in the second equation is as follows:

Table 7: Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.607	2.029		1.778	.079
	PQ	.311	.086	**.219**	3.618	.000
	KP	.701	.058	**.726**	12.024	.000

a. Dependent Variable: LY

From the table above, the coefficient values in the Standardized Coefficients column are as follows:
a) Standardized Coefficients Value for compensation variable is P2 = 0.219 (then the value is entered into the path analysis).
b)Standardized Coefficients Value for compensation variable is P3=0,726 (then the value is entered into the path analysis).

Table 8: Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.853[a]	.727	.722	1.451

a. Predictors: (Constant), KP, PQ
b. Dependent Variable: LY

Adjusted R Square value in this study is 0.727. Then this value is used to determine the value of the path coefficient with the residual, namely $\sqrt{(1 [-R] ^ 2 1)} = \sqrt{(1 [-0.727] ^)} = 0.687$ (then this value is included in the path analysis diagram).
From the table above, we can draw the path analysis for the second equation as follows:
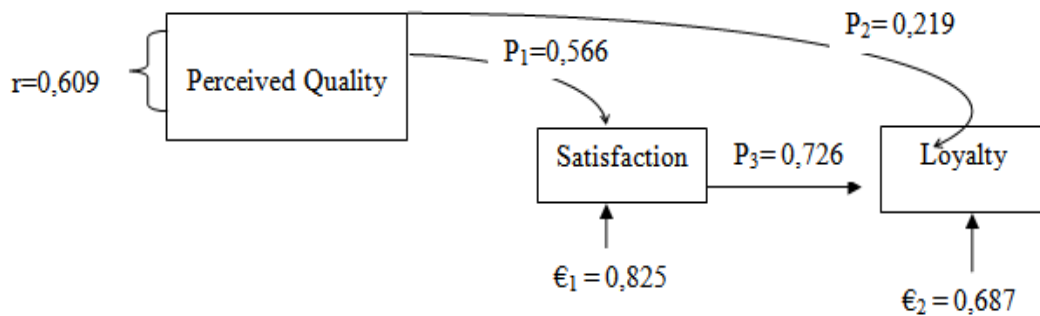
Picture 3: Path Analysis Model 2

The Effect of Perceived Quality on Satisfaction

It is known that the significance value for the perceived quality (0,000) variable is smaller than the alpha of 5% (0.05). Based on the results obtained, it is rejected for H0 and accepted. Ha for the perceived quality variable. Thus, partially, the perceived quality variable has a positive and significant effect on online shopping satisfaction of students. So this research is in accordance with previous research conducted by [12] - [10] - [8] which states that perceived quality has a positive and significant effect on student satisfaction in online shopping. It means that when perceived quality is increased it will increase online shopping satisfaction.

The Effect of Perceived Quality on Loyalty through Satisfaction

The results of this study indicate that:
1) The direct effect of perceived quality on loyalty is by looking at the regression coefficient value of P2 of 0.219
2) The indirect effect of perceived quality on loyalty through satisfaction can be seen through the multiplication betweenthe compensation regression coefficient on job satisfaction with the value of the job satisfaction regression coefficient on lecturer performance namely P1xP3 = 0.566 x 0.726 = 0.410
3) So it can be concluded that the value of the coefficient of indirect effect P1xP3> P2 (0.410> 0.219). This means that job satisfaction has a direct influence on student loyalty online shopping.

From the results of the researchabove, it can stated that this research is in accordance with the results of previous studies conducted by [11] - [12] - [13] which states that perceived quality has a positive and significant effect on loyalty through online shopping student satisfaction. This shows that when students feel satisfied it will have an impact on student loyalty in shopping online.

IV. CONCLUSION

Based on the results of the research and discussion, the conclusion in this study is that perceived quality has a positive and significant effect on online shopping satisfaction and perceived quality has a positive and significant effect on loyalty through online shopping satisfaction. It means that when perceived quality is getting better, it will affect satisfaction and impact on online shopping loyalty. The suggestion in this research is

that perceived quality by providing service value for online purchasing activities. This is to increase the value of trust in forming customer satisfaction.

BIBLIOGRAPHY

[1]. A. Ishak, "Analisis Kepuasan Pelanggan Dalam Belanja Online: Sebuah Studi Tentang Penyebab (Antecedents) Dan Konsekuensi (Consequents)," J. Siasat Bisnis, vol. 16, no. 2, pp. 141–154, 2012.

[2]. J. P. S. Arianto, "Pengaruh Customer Satisfaction, Brand Trust, dan Customer Feedback Terhadap Customer Loyalty Pada Perusahaan Mobil Suzuki," J. Al-Qardh, vol. 1, no. 5, pp. 50–60, 2016.

[3]. H. S. R. Ramdhany, "Pengaruh Intensi Pelanggan Dalam Berbelanja Online Kembali Melalui Media Teknologi Informasi Forum Jual Beli (FJB) Kaskus," J. Inf. Syst., vol. 8, no. 2, pp. 100–112, 2012.

[4]. S. Fauziyah, "Pengaruh Brand Trust Dan Brand Equity Terhadap Loyalitas Konsumen Pada Produk Kosmetik Wardah (Survey Konsumen Pada PT. Paragon Technology And Innovation Cabang Pekanbaru)," J. JOM Fisip, vol. 3, no. 2, pp. 1–9, 2016.

[5]. P. Simanihuruk, "Pengaruh Persepsi Kualitas Dan Kepuasan Terhadap Loyalitas Pelanggan Pada Koperasi Kredit (Credit Union) Mandiri Cabang Medan (Studi Kasus : Pelanggan Koperasi Kredit (Credit Union) Mandiri Cabang Medan)," J. JRAK, vol. 1, no. 1, pp. 73–97, 2015.

[6]. D. Durianto, Strategi Menaklukan Pasar Melalui Riset Ekuitas dan Perilaku Merek Edisi 10. Jakarta: PT Gramedia Pustaka Utama, 2013.

[7]. F. Rangkuti, Teknik Membedah Kasus Bisnis Analisis SWOT Cara Perhitungan Bobot, Rating, dan OCAI. Jakarta: PT Gramedia Pustaka Utama, 2013.

[8]. W. Segoro, "Pengaruh Persepsi Kualitas Pelayanan, Faktor Penambat Dan Kualitas Hubungan Relasional Terhadap Kepuasan Dan Loyalitas Pelanggan: Suatu Penelitian Pada Penyedia Jasa Telepon Selular Di Jawa Barat," J. Telekomun. dan Komput., vol. 2, no. 2, pp. 182–198, 2011.

[9]. F. M. D. H. K. B. Sari;, "Pengaruh Persepsi Kualitas Produk, Persepsi Kualitas Pelayanan dan Trust Pada Kepuasan Konsumen Di Perusahaan Taksi PT. Kosti Solo Farah Mutia S. & Dwi Hastjarja K.B.," J. Fokus Manjerial, vol. 11, no. 2, pp. 183–194, 2012.

[10]. R. Yamin et al., "Persepsi Nilai, Persepsi Kualitas, Dan Citra Terhadap Kepuasan Konsumen Pada Pt. Astra International Daihatsu Di Manado," J. EMBA, vol. 1, no. 3, pp. 1231–1240, 2013.

[11]. H. Faizal and S. Nurjanah, "Pengaruh Persepsi Kualitas Dan Citra Merek Terhadap Loyalitas Pelanggan Dimediasi Kepercayaan Dan Kepuasan Pelanggan," J. Ris. Manaj. dan Bisnis, vol. 4, no. 2, pp. 307–316, 2019.

[12]. H. Al Kanzu and H. Soesanto, "Analisis Pengaruh Persepsi Kualitas Pelayanan Dan Perceived Value Terhadap Kepuasan Religius Untuk Meningkatkan Minat Menabung Ulang (Studi Pada BNI Syariah Semarang)," J. Stud. Manaj. Organ. 13, vol. 13, no. 6, pp. 14–27, 2016.

[13]. I. S. B. Suzanto, "Pengaruh Kepuasan Transaksi Online Shopping Dan Kepercayaan Konsumen Dan Kepercayaan Konsumen Terhadap Sikap Serta Perilaku Konsumen Pada E-Commerce," J. Comput. Bisnis, vol. 9, no. 1, pp. 23–36, 2015.