

## DELIVERING SERVICE CONVENIENCE TO ENHANCE CUSTOMER SATISFACTION: QUANTITATIVE ANALYSYS ON SHOPEE

MEMBERIKAN KENYAMANAN LAYANAN UNTUK MENINGKATKAN KEPUASAN PELANGGAN:  
ANALISA KUANTITATIF PADA SHOPEE

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**Abstract:** Electronic commerce, commonly known as e-commerce or e-shopping, consists of the buying and selling of goods or services over electronic systems such as Internet. One of the biggest e-commerce in Indonesia is shopee. To remain the best in this field, and not less competitive with other e-commerce, in order to maintain loyal customers, shopee has to concern about the customer satisfaction. The purpose of this study is to find out more about the influence of service convenience to increase customer satisfaction on shopee platform. Four variables used in this research, are access convenience, search convenience, transaction convenience and post-purchase convenience. This study employs multilinear regression to investigate the influence of those variables to enhance customer satisfaction. This study conducts with 100 shopee's customer in Manado as the respondents. Findings of this research show that search convenience, transaction convenience and post-purchase convenience significantly influence customer satisfaction when they use shopee application. Meanwhile access convenience cannot increase shopee's customer satisfaction. In order to increase and maintain customer satisfaction, shopee has to improve the quality of the application to make the customer more feel comfort when they used shopee.

**Keywords:** *service convenience, access convenience, search convenience, transaction convenience post-purchase convenience, customer satisfaction, e-commerce.*

**Abstrak:** *Perdagangan elektronik, umumnya dikenal sebagai e-commerce atau e-Shopping, terdiri dari pembelian dan penjualan barang atau jasa melalui sistem elektronik seperti internet. Salah satu e-commerce terbesar di Indonesia adalah Shopee. Untuk tetap menjadi yang terbaik dalam bidang ini, serta tidak kalah saing dengan e-commerce lainnya, guna mempertahankan pelanggan setia, shopee harus peduli tentang kepuasan pelanggan. Tujuan dari penelitian ini adalah untuk mengetahui lebih lanjut tentang pengaruh layanan kenyamanan dalam meningkatkan kepuasan pelanggan pada platform shopee. Empat variabel yang digunakan dalam penelitian ini, adalah kenyamanan meng-akses, kenyamanan pencarian, kenyamanan bertransaksi dan kenyamanan pasca-pembelian. Penelitian ini menggunakan regresi linear berganda untuk menyelidiki pengaruh variabel tersebut dalam meningkatkan kepuasan pelanggan. Penelitian ini dilakukan dengan 100 pelanggan shopee di Manado sebagai responden. Temuan penelitian menunjukkan bahwa kenyamanan pencarian, kenyamanan bertransaksi dan kenyamanan pasca pembelian secara signifikan mempengaruhi kepuasan pelanggan ketika mereka menggunakan aplikasi shopee. Sementara kenyamanan meng-akses tidak dapat meningkatkan kepuasan pelanggan shopee. Dalam rangka meningkatkan dan mempertahankan kepuasan pelanggan, shopee harus menambah kualitas aplikasi untuk membuat pelanggan lebih merasa nyaman ketika mereka menggunakan shopee*

**Kata kunci:** *kenyamanan layanan, kenyamanan mengakses, kenyamanan pencarian, kenyamanan bertransaksi, kenyamanan pasca-pembelian, kepuasan pelanggan, e-commerce.*

## INTRODUCTION

### Research Background

Technological developments have an impact on the e-commerce world by transforming the way customers connect with brands and empowering them to identify the lowest prices. The Internet is mostly used for online shopping these days. Many customers are ordering online from e-commerce websites as they can get anything at their doorsteps. Electronic commerce, commonly known as e-commerce or e-shopping, consists of the buying and selling of goods or services over electronic systems such as the internet and other computer networks. Online shopping is the process whereby customers directly buy goods or services from a seller interactively over the Internet. Nowadays, people prioritize service convenience in their shopping experience. When customer have a good experience the first time they visit a website, they will return to that website, it is because they are satisfied when they are make transaction on the website. Talking about customers, customers are very important for the progress of a business and certainly the role of customers in the business is very important, including creating customer convenience from each company to the customer. Convenience is very influential in future customer activity, when customers get a bad initial response from a company, of course their first thoughts will affect their attitude. Either they will leave and will not return to your company or remain present with a bad review. Therefore, based on the overall description above, researcher is interested to do research about what are the factors that influence customer satisfaction on Shopee.

### Research Objectives

The research objectives are to identify the significant effect of:

1. Access convenience towards customer satisfaction on shopee.
2. Search convenience towards customer satisfaction on shopee.
3. Transaction convenience towards customer satisfaction on shopee.
4. Post-purchase convenience towards customer satisfaction on shopee.
5. Access convenience, search convenience, transaction convenience, post-purchase convenience towards customer satisfaction on shopee simultaneously.

## THEORETICAL REVIEW

### Service Marketing

The American Marketing Association defines “Services marketing as an organizational function and a set of processes for identifying or creating, communicating, and delivering value to customers and for managing customer relationship in a way that benefit the organization and stake-holders.” (Schildge, 2019).

### E-Commerce

Electronic commerce is a powerful concept and process that has fundamentally changed the current of human life. Electronic commerce is one of the main criteria of revolution of Information Technology and communication in the field of economy. (Nanehkaran, 2013).

### Service Convenience

Service convenience is basically the little strength put by the consumers to execute any task (Dai and Salam, 2014). In order to provide high quality service or the service which meets the consumer expectation, the company must have to offer the service convenience to its customers (Leonard, Seiders and Grewal, 2002)

### Access Convenience

Access Convenience is the accessibility of service providers through various ways and availability of service provider at convenient hours are powerfully influencing customer satisfaction (Dai and Salam, 2014)

### Search Convenience

Search convenience is defined as how customer feels about the easiness to search the product by its name, types, functions or stores. The convenience about how customer sights to the layout of the platforms and how convenience of finding products on the website.

### Transaction Convenience

It is the time and effort required by the consumers in order to fulfill the whole process of transaction, it mainly starts when customer reached the site after making decision of purchasing (Jiang, Zhilin, Minjoon 2013).

### Post-purchase Convenience

This convenience is mostly depend on the need of the customers like whether they want to return any product or has to obtain any maintenance service from the company (Kaura, Durga, Sharma, 2015)

### Customer Satisfaction

Customer Satisfaction is a consumer response, either emotional or cognitive or the response occurs at a particular time, during consumption as a process or after consumption, based on accumulated experience as an outcome and the response pertains to a specific consumption experience that includes expectation, importance, and performance (Chang and Polonsky, 2012).

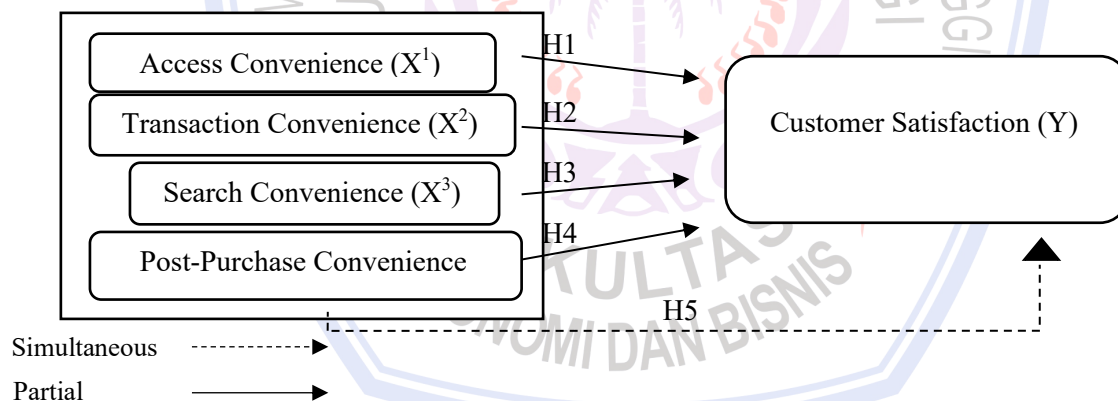
### Previous Research

Syeda and Arsalan (2018) studied about the impact of five types of service convenience namely decision, access, transaction, benefit and post benefit on customer satisfaction in home delivery service of online retailing. The result of the study shows that all the independent variables are having positive and significant impact on customer satisfaction except the one which is access convenience.

Khazaei, *et.al* (2014), the objective of this study was to investigate the effect of service convenience on customer satisfaction and behavioral responses. The results show that service convenience has a positive effect on customer satisfaction and behavioral responses and customer satisfaction has a positive effect on word of mouth communication and intention to switch.

Jiang, Nan, Shixiong (2011), this study identified six major service convenience dimensions – access, search, evaluation, transaction, possession, and post purchase convenience – and their related major sub-dimensions in the context of e-retailing. As a result, profit margin per order is actually very slim and even negative.

### Conceptual Framework



**Figure 1. Conceptual Framework**

*Source: Data Processed, 2019*

### Research Hypothesis

- H1 : Access Convenience have a significant influence on Customer Satisfaction partially.
- H2 : Search Convenience have a significant influence on Customer Satisfaction partially.
- H3 : Transaction Convenience have a significant influence on Customer Satisfaction partially.
- H4 : Post-purchase Convenience have a significant influence on Customer Satisfaction partially.
- H5 : Access Convenience, Search Convenience, Transaction Convenience, Post-purchase Convenience have a significant influence on Customer Satisfaction simultaneously.

## RESEARCH METHOD

### Research Approach

This research is using a quantitative research. Quantitative research is an inquiry into a social problem, explain phenomena by gathering numerical data that are analyzed using mathematically based methods e.g. in particular statistics” (Aliaga and Gunderson, 2002). The researcher will find out the influence of variables through causal analysis in multiple linear regression between access convenience (X1), search convenience (X2), transaction convenience (X3), post-purchase convenience (X4) as dependent variables towards customer satisfaction as an independent variable (Y) on Shopee.

### Population, Sample Size, and Sampling Technique

The population of this research is the people in Manado who have used shopee application. Sample method used for this research is purposive sampling method. The technique of determining the sample used in this research is Non Probability Sampling. The sample size of this research is 100 respondents who has experience in using Shopee Application at Manado.

### Type of Data and Data Source

The primary data of this study were taken from the questionnaires. The questionnaires were distributed to respondents so they can respond directly on the questionnaires.

### Operational Definition of Research Variables

**Table 1. Operational Definitions and Indicators**

Variable	Definition	Indicators
Access Convenience (X1)	Access convenience is a consumer's perceived time and effort expenditures to accessing online shopping.	<ol style="list-style-type: none"> <li>1. Time Flexibility</li> <li>2. Space Flexibility</li> <li>3. Energy Used</li> <li>4. Accessibility of Web sites</li> <li>5. Availability of products and brands</li> </ol> <i>(Jiang, Nan, Shixiong, 2011)</i>
Search Convenience (X2)	Search convenience is a consumer's perceived time and efforts expenditures to search for a product.	<ol style="list-style-type: none"> <li>1. Download Speed</li> <li>2. Web Design</li> <li>3. Number of lists that have to be scrolled down</li> <li>4. Search Function</li> <li>5. Product Classification</li> </ol> <i>(Jiang, Nan, Shixiong 2011)</i>
Transaction Convenience (X3)	Transaction convenience is a consumer's perceived time and effort to effectively complete the trade or purchased	<ol style="list-style-type: none"> <li>1. Purchase completion process</li> <li>2. Payment methods</li> <li>3. Changes in purchase</li> <li>4. Confirmative reply</li> <li>5. Price consistency</li> </ol> <i>(Jiang, Nan, Shixiong, 2011)</i>
Post-Purchase Convenience (X4)	Post-purchase convenience is consumers' perceived time and effort expenditures to contact the supplier after using the service.	<ol style="list-style-type: none"> <li>1. Keep promises</li> <li>2. Customer protection</li> <li>3. Self-protection tips</li> <li>4. Personal data security (e.g., email address).</li> <li>5. Receive all the items that ordered</li> </ol> <i>(Jiang, Nan, Shixiong, 2011)</i>
Customer Satisfaction (Y)	Customer's feelings of pleasure or disappointment resulting from comparing the product's perceived	<ol style="list-style-type: none"> <li>1. Customer response either emotional or cognitive</li> </ol>

performance in relation to customers' expectations satisfied.	2. Customer decision to repurchase
	3. Recommendation
	4. Feeling completely satisfied with the shopping experience at the store
	5. Emergence of trust
	(Jiang, Nan, Shixiong, 2011)

Source: Journals Review, 2019

### Validity and Reliability Test

Validity test is to see the validity of the questions, the researcher use Validity test. It is used to see whether the questions within the questionnaire are valid and in-line with the research. Validity refers to the degree to which evidence and theory support the interpretations of test scores entailed by proposed uses of tests. Reliability test is established by testing for both consistency and stability of the answer question.

### Multiple Linear Regression

According to Sekaran and Bougie (2009), said Multiple Linear Regression is a statistical method used to form a model of the relationship between the dependent variable (the dependent; responses, Y) with one or more independent variables (independent, predictor, X). And also Multiple Linear Regression is a statistical method used to form the influence of variable X to variable Y:

$$Y = \beta_0 + \beta_1X_1 + \beta_2X_2 + \beta_3X_3 + \beta_4X_4 + \varepsilon$$

Description:

Y = Customer Satisfaction

X<sub>1</sub> = Access Convenience

X<sub>2</sub> = Search Convenience

X<sub>3</sub> = Transaction Convenience

X<sub>4</sub> = Post-purchase Convenience

β<sub>1</sub>, β<sub>2</sub>= The regression coefficient of each variable

ε = Error

## RESULT AND DISCUSSION

### Validity and Reliability

Value of correlation index for relationship among variable independents with variable dependent are greater than 0.3 and below the significant level of 5% (0.05). The Correlation between Access Convenience (0.731), Search Convenience (0.904), Transaction Convenience (0.874), Post-purchase Convenience (0.814) with Customer Satisfaction (0.914) show a positive relationship. Therefore, the data is valid. In reliability test, the value of Cronbach's Alpha of 6 items used in this research is 0,816. The data is considered as reliable since the value of Cronbach's Alpha is above the minimum value which is 0.6.

### Multiple Linear Regression Analysis

Table 2. Multiple Linear Regression Result

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	-2.295	1.901			-	.230
Access Convenience	.037	.076	.032		1.207	.627
Search Convenience	.442	.089	.431		4.982	.000
Transaction Convenience	.291	.108	.230		2.704	.008
Post-purchase Convenience	.323	.080	.289		4.031	.000

a. Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2019

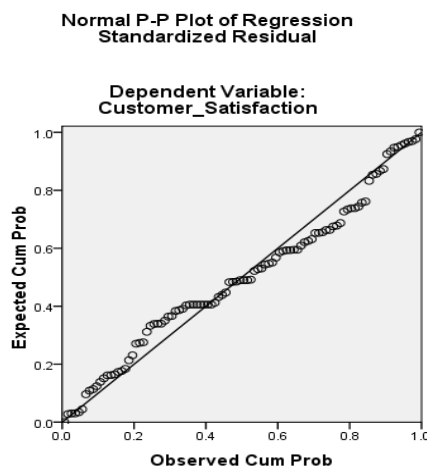
From the result in the table 2 can be shown through the regression equation as follows:

$$Y = (-2.295) + 0.037 X1 + 0.442 X2 + 0.291 X3 + 0.323 X4 + \varepsilon$$

The regression equations can be interpreted as follows:

1. Constant value of -2.295 means that in this condition all the independent variables should be equals to zero.
2. X1' s coefficient value of 0,037. Means that if there is one unit increase in Access Convenience (X1) then the Customer Satisfaction (Y) will improve and increase by 0.037.
3. X2's coefficient value of 0.442 means that if there is one unit increase in Search Convenience (X2) then the Customer Satisfaction (Y) will improve and increase by 0.442.
4. X3's coefficient value of 0.291 means that if there is one unit increase in Transaction Convenience (X3) then the Customer Satisfaction (Y) will improve and increase by 0.291.
5. X4's coefficient value of 0.323 means that if there is one unit increase in Post-purchase Convenience (X4) then the Customer Satisfaction (Y) will improve and increase by 0.323.

### Normality



**Figure 2. Normality Test**  
Source: Data Processed, 2019

This figure shows that the dots are spreading near to the diagonal line and follow the direction of the diagonal line. Therefore, the normality test is accepted which means the data of this research is normally distributed.

### Multicollinearity

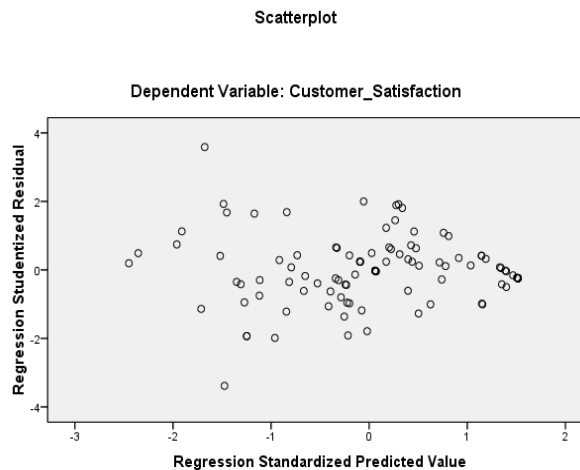
**Table 3. Multicollinearity Test Result**

Model	Collinearity Statistics		Status
	Tolerance	VIF	
Access Convenience	.600	1.666	No Multicollinearity
Search Convenience	.348	2.870	No Multicollinearity
Transaction Convenience	.361	2.769	No Multicollinearity
Post-purchase Convenience	.509	1.963	No Multicollinearity

Source: SPSS Output, 2019

Table 3 shows shows that the tolerance value of Access Convenience is 0.600, Search Convenience is 0,348, Transaction Convenience is 0.361 and Post-purchase Convenience is 0.509 meaning that the tolerance value of each variable is more than 0.1. The VIF value of Access Convenience is 1.666, Search Convenience is 2.870, Transaction Convenience is 2.769, and Post-purchase Convenience is 1.963 meaning that the VIF value of each variable is less than 10. Since all the tolerance values are more than 0.1 and VIF value of each independent variable is less than 10, this research is free from multicollinearity.

**Heteroscedasticity**



**Figure 3. Heteroscedasticity Test**  
 Source: Data Processed, 2019

This figure shows shows that the dots are spreading above and below the number zero (0) in the Y axis. This proves that there is no heteroscedasticity in this regression.

**Testing the Goodness of fit: Coefficient of Multiple Correlation (R) and Coefficient of Determination (R2)**  
**Table 4. Result of R and R2**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.867 <sup>a</sup>	.752	.741	2.204

a. Predictors: (Constant), Postpurchase\_Convenience, Access\_Convenience, Transaction\_Convenience, Search\_Convenience  
 b. Dependent Variable: Customer Satisfaction

Source: SPSS Output, 2019

Table 4 shows that shows the coefficient correlation (R) is 0.867; it means there is a significant relationship between independent variables with dependent variable. In the other words, Access Convenience, Search Convenience, Transaction Convenience and Post-purchase Convenience have strong relationship with Customer Satisfaction.

**Hypothesis Testing**

**F-test**

**Table 5. Simultaneous Test (F-test Output)**

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	1398.442	4	349.610	71.941	.000 <sup>a</sup>
	Residual	461.668	95	4.860		
	Total	1860.110	99			

a. Predictors: (Constant), Post-purchase Convenience, Access Convenience, Transaction Convenience, Search Convenience  
 b. Dependent Variable: Customer Satisfaction

Source:SPSS Output, 2019

Table 5 shows the value of Fcount is 71.941. The value of Ftable is found on the F Distribution Table by determining the degree of freedom 1 (numerator) is 4 and degree of freedom 2 (denominator) is 96 with level of significance is 0.05 ( $\alpha = 0.05$ ) and the level of confidence is 95% then Ftable is 2.47.The result is Fcount

(71.941) >  $F_{table}$  (2.47). Therefore, since  $F_{count}$  is greater than  $F_{table}$ , Hypothesis 5 is accepted which means the independent variables simultaneously influence the dependent variable significantly.

### T-test

**Table 6. Partial Test (t-test output)**

Variable	$t_{count}$	$t_{table}$	Sig	Description
Access Convenience(X1)	0.448	1.660	0.627	<b>Rejected</b>
Search Convenience(X2)	4.982	1.660	0.000	<b>Accepted</b>
Transaction Convenience (X3)	2.704	1.660	0.008	<b>Accepted</b>
Post-purchase Convenience (X4)	4.031	1.660	0.000	<b>Accepted</b>

Source: Data Processed, 2019

The output in table 6 above shows result as follows:

1. The value of t-count of  $X_1$  is 0.448 with the level significant of 0.627. Since the value of  $t_{count} = 0.448 < t_{table} = 1.660$  meaning that  $H_1$  is **Rejected**.
2. The value of t-count of  $X_2$  is 4.982 with the level significant of 0.000. Since the value of  $t_{count} = 4.982 > t_{table} = 1.660$  meaning that  $H_2$  **Accepted**.
3. The value of t-count of  $X_3$  is 2.704 with the level significant of 0.008. Since the value of  $t_{count} = 2.704 > t_{table} = 1.660$  meaning that  $H_3$  **Accepted**.
4. The value of t-count of  $X_4$  is 4.031 with the level significant of 0.000. Since the value of  $t_{count} = 4.031 > t_{table} = 1.660$  meaning that  $H_4$  **Accepted**.

### Discussion

The independent variable are Access Convenience ( $X_1$ ), Search Convenience ( $X_2$ ), Transaction Convenience ( $X_3$ ) and Post-purchase Convenience ( $X_4$ ) affect the Customer Satisfaction ( $Y$ ) as Dependent Variable. The result of this research shows that there is linear relationship between independent and dependent variable simultaneously. It is also shows that not all variables individually have a significant effect. This is consistent with the result of previous studies by Jiang, Nan, Shixiong (2011), Berry (2002) that Search Convenience, Transaction Convenience and Post-purchase Convenience have a positive relationship and influence on Customer Satisfaction while Access Convenience do not have positive and significant effect on Customer Satisfaction.

## CONCLUSIONS AND RECOMMENDATIONS

### Conclusion

Based on this research it can be concluded that Access Convenience as one of independent variables partially have negative and not significant affects on customer satisfaction as dependent variable. While Search Convenience, Transaction Convenience and Post-purchase Convenience partially affects Customer Satisfaction as dependent variable positively. The independent variable which are Access Convenience, Search Convenience, Transaction Convenience and Post-purchase Convenience simultaneously effect Customer Satisfaction as the dependent variable.

### Recommendation

Result of this research, shopee should provide more original brand, improve their web design by following the trend and make the display as simple as it could in order to make the customer easy to use. Customers in Manado really concern about their search convenience when they use shopee, this is proven by the result showed that search convenience and transaction convenience really have a significant effect towards customer satisfaction. Shopee also should make the process of product purchase and the steps of payment method more simple and maintain their quality on keep customers' privacy data, add more voucher and discounts for their product, ensure the products arrived safely and with a good condition to the customer.



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