



The Influence of Price and Product Quality on Consumer Satisfaction with Oppo Smartphones on Shopee

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ABSTRACT

This study aims to analyze the influence of price and product quality on consumer satisfaction with Oppo smartphones on Shopee. The research method used is quantitative, with data collected through questionnaires distributed to university students in Cirebon. The data was analyzed using multiple linear regression with the assistance of SPSS software. The results of the study indicate that both price and product quality significantly influence consumer satisfaction, both partially and simultaneously. Partially, price has a greater influence than product quality. The coefficient of determination (R^2) value of 0.255 indicates that 25.5% of the variation in consumer satisfaction can be explained by price and product quality, while the remaining variation is influenced by other factors. The conclusion of this study emphasizes the importance of competitive pricing strategies and product quality improvements to enhance consumer satisfaction with Oppo smartphones on Shopee.

INTRODUCTION

In today's digital era, e-commerce has become one of the primary choices for consumers to make product purchases, including smartphones. Shopee, as one of the largest e-commerce platforms in Indonesia, offers a variety of smartphone brands with different price ranges and product qualities. OPPO, as one of the popular smartphone brands in Indonesia, offers a wide range of products on Shopee, with prices that vary according to specifications. Based on data from the Shopee e-commerce platform, OPPO is among the top-selling smartphone brands. However, despite its popularity, not all consumers are satisfied with the products they purchase. Some consumer reviews on Shopee express complaints regarding product quality, discrepancies between advertised specifications and received products, as well as prices perceived as not matching the features provided.

According to a report by iPrice (2024), competition in the smartphone market is becoming increasingly fierce, with the emergence of various other brands offering more competitive prices and superior features. This makes consumer satisfaction with specific brands, including OPPO, a crucial factor in maintaining customer loyalty on e-commerce platforms like Shopee.

Based on this phenomenon, this study aims to analyze how price and product quality affect consumer satisfaction with OPPO smartphones purchased through Shopee.

The rapid growth and increasing competition in Indonesia's e-commerce sector have pushed Shopee to actively participate in the online industry. Shopee is one of the mobile-based e-commerce platforms currently expanding in Indonesia. Founded in 2009 by Forrest Li, Shopee was first launched in early 2015 in Singapore as Southeast Asia's first mobile marketplace. Shopee is led by Chris Feng, a former Rocket Internet employee who previously led Zalora and Lazada. Since 2015, Shopee has expanded its operations to several countries, including Malaysia, Thailand, Taiwan, Indonesia, Vietnam, and the Philippines. In 2018, Shopee set a record with 1.5 million transactions in 24 hours, marking a new milestone for e-commerce marketplaces in Indonesia. The convenience offered by the Shopee app is expected to drive wider growth in online shopping transactions across society. (Nafisah & Santoso, 2022)

To compete in a free market at the national level, every online store in Indonesia must be prepared to engage in open competition. In this context, the development of online stores heavily depends on the marketing strategies they employ to respond to changes in the business environment. (Vernando Hera, 2023). Price has an impact on the level of customer satisfaction, where customers will feel satisfied if the prices offered match their expectations. Although Shopee is a leading e-commerce platform in the Indonesian market, this does not automatically guarantee user satisfaction. There are still various complaints regarding service quality, which lead to consumer dissatisfaction and may decrease user loyalty toward Shopee. (Bunga Pertiwi et al., 2022).

Consumer satisfaction refers to the overall attitude shown by customers toward a product or service after using it. (Pelani et al., 2023) This satisfaction is one of the main factors that determine a business's future success. Consumers themselves play an essential role in business continuity, as they are the main reason a company can be established, grow, and survive. Therefore, business actors need to understand consumer behavior in order to meet their expectations. Customer satisfaction also reflects the level of emotional contentment experienced after using a product or service. When customer satisfaction is fulfilled, it can bring various benefits, one of which is the establishment of a harmonious relationship between the business and its customers. (Putri Herdiana et al., 2023)

LITERATURE REVIEW

Price

Price refers to the amount of money that must be paid to acquire a product or the value exchanged for the benefits of owning or using that product. Additionally, price reflects the total cost incurred in the production process of goods or services, including the profit earned by the company. (Septiani Sarah & Prambudi Bono, 2021). From a marketing perspective, price is a measure (including other goods and services) exchanged to gain the right to own or use a good or service. (Firdaus Ruffiansah & Hermani Daryanto Seno, 2020).

Price plays a crucial role in marketing strategy. If the price is too high, the product may become unaffordable for a specific target market or even reduce the perceived value by consumers (level of satisfaction). (Ariani & Oetama, 2023). Price plays a very important role in influencing consumers' purchasing decisions. There are two main functions of price in the consumer decision-making process: as an allocation tool and as an information provider. The allocation function helps consumers determine how to gain the greatest benefit or utility in accordance with their purchasing power. Buyers usually compare the prices of various available alternatives and then decide how much of their funds to allocate. (Rahayu, 2020).

Product Quality

Product quality encompasses various aspects of a good or production output that make it suitable for its intended purpose. Therefore, business actors must be able to offer products that align with consumer needs and preferences. If a product fails to meet customer expectations, the company must immediately respond by developing the product to meet those expectations. (Rizka & Sirait, 2024) A product refers to an attribute—whether tangible or intangible—that provides benefits to fulfill consumer needs. In marketing, products are widely promoted with specific characteristics such as price, name, or color that have been tailored. (Septiani Sarah & Prambudi Bono, 2021).

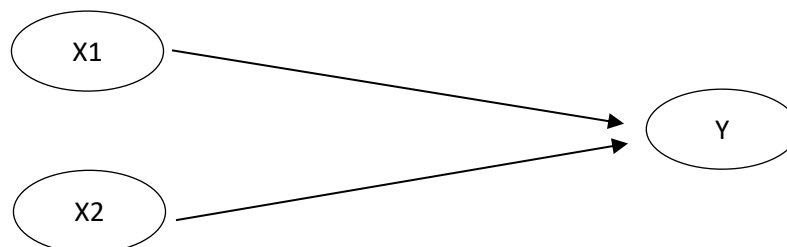
Some people prioritize product quality over simply considering the brand, as long as the product meets the necessary quality standards. However, for others, the brand is viewed as a reliable indicator of high quality. Product quality plays an important role because consumers do not merely buy products – they consider the advantages and long-term benefits of the product, which ultimately contribute to their satisfaction. (Setiawan, 2024).

Consumer Satisfaction

Consumer satisfaction is a feeling that arises based on their initial experience with the service received, by comparing their expectations with the reality that meets their needs. (Liana Yuyuk et al., 2024). Consumers who feel highly satisfied tend to be reluctant to switch preferences, as a high level of satisfaction or pleasure can create an emotional attachment to a particular brand. This is not only based on rational preferences but also emotional factors, ultimately leading to strong consumer loyalty. (Setiawan, 2024).

Satisfaction is an attitude formed from the experience gained. It reflects an evaluation of the characteristics or advantages of a product or service – or the product itself – that provides comfort to consumers in fulfilling their needs. Consumer satisfaction can be achieved through quality, service, and value. The key to building customer loyalty is by providing high value. Consumer satisfaction is a critical focus in marketing orientation that must be continuously implemented. (Firdaus Ruffiansah & Hermani Daryanto Seno, 2020)

Resaearch Framework.



Information

X¹ : Price

X² : Product Quality

Y : Consumer Satisfaction

Research Hypotheses

- H1: There is an influence of price on consumer satisfaction
 - H2: There is an influence of product quality on consumer satisfaction
- H3: There is an influence of price and product quality on consumer satisfaction

METHODOLOGY

Population and Sample

The population in this study includes a group of elements that share specific characteristics and are defined by the researcher for the focus of the study (Sugiyono, 2017). The population in this research consists of university students. A subset of the population is referred to as the sample (Sugiyono, 2017). The sampling method used is non-probability sampling with purposive sampling technique. The sample consists of university students in Cirebon.

Data Collection Techniques

This study utilizes both primary and secondary data as sources of information. Primary data is collected through observations and surveys using questionnaires, while secondary data is obtained through literature review.

Variables and Operational Definitions

1. Variables

Variables are individual values that possess certain characteristics and are the basis for drawing conclusions (Sugiyono, 2017). This study includes two types of variables:

- a. Independent Variables (X):

These are causal variables that influence the outcome (Sugiyono, 2017). The independent variables in this study are *Price* and *Product Quality*.

- b. Dependent Variable (Y):

This variable is affected by the independent variables, resulting in certain outcomes (Sugiyono, 2017). *Consumer Satisfaction* is the dependent variable in this study.

2. Operational Definition of Variables

The operational variables in this study are *Price*, *Product Quality*, and *Consumer Satisfaction*.

- *Fear of Missing Out (FoMO)* describes a condition in which an individual experiences anxiety or fear of being left out or missing moments, information, trends, or lifestyles of others – often triggered by exposure on social media platforms.
- *Price* refers to the amount of money determined by the seller and incurred by the buyer. Price indicators include price affordability, the alignment of price with product quality, price competitiveness, and the correspondence of price with the perceived benefits of the product.

Purchase Decision refers to the buyer's decision to purchase goods or services based on brand selection, choice of purchasing channel, timing of purchase, and purchase quantity.

Price Variables Questionnaire Items

Price Variable

No	Statement	Response
		SA
1	I feel satisfied with the product I use	
2	I feel that the price of products on e-commerce platforms matches the quality offered	
3	I expect the products purchased from e-commerce to be of good quality	
4	I expect the products purchased from e-commerce to always be in good condition	
5	I feel that the products I buy suit my needs	
6	I feel that e-commerce platforms meet my need to shop at any time	

Note: SA = Strongly Agree, A = Agree, D = Disagree, SD = Strongly Disagree

Product Quality Variable

No	Statement	Response
		SA
1	I feel the product I bought is durable	
2	The product I bought has aesthetic appeal	
3	The product I bought has unique features	
4	The product I bought meets my expectations	
5	The product I bought matches the description	
6	The variety of products available on the e-commerce platform gives me many choices	
7	The stock availability displayed always matches the actual stock	

Consumer Satisfaction Variable

No	Statement	Response
		SA
1	I feel satisfied when the product offered is affordable within my budget	
2	I feel satisfied with the availability of promotions or discount coupons that make products more affordable	
3	I feel satisfied because the product I purchased is worth the price	
4	I feel satisfied because the product I purchased matches the image and description	
5	I feel satisfied when the product I bought is competitively priced	

No	Statement	Response
6	I feel satisfied because the e-commerce platform frequently offers discounts that enhance price competitiveness	
7	I feel satisfied with the price of the product I bought because it provides value	
8	I feel satisfied with the ease of payment on the e-commerce platform	

Data Analysis

The collected data is analyzed using the Statistical Package for Social Sciences (SPSS) software. The analytical process includes validity testing, reliability testing, and classical assumption testing. Subsequently, multiple regression analysis is conducted, including:

- F-test to identify the simultaneous effect of the two independent variables on the dependent variable
- t-test to evaluate the individual effect of each independent variable on the dependent variable.

DISCUSSION

Validity and Reliability Test

Table IV.1 Product Moment Validity Test

Variable	Statement	r Count	r Table	Description
Price	1	0.799	0.361	Valid
	2	0.663	0.361	Valid
	3	0.513	0.361	Valid
	4	0.495	0.361	Valid
	5	0.639	0.361	Valid
	6	0.394	0.361	Valid
Product Quality	1	0.497	0.361	Valid
	2	0.716	0.361	Valid
	3	0.585	0.361	Valid
	4	0.497	0.361	Valid
	5	0.423	0.361	Valid
	6	0.638	0.361	Valid
	7	0.647	0.361	Valid

Consumer Satisfaction	1	0.702	0.361	Valid
	2	0.640	0.361	Valid
	3	0.484	0.361	Valid
	4	0.601	0.361	Valid
	5	0.451	0.361	Valid
	6	0.395	0.361	Valid
	7	0.457	0.361	Valid
	8	0.589	0.361	Valid

The purpose of validity and reliability testing in research is to ensure the accuracy and dependability of the research results. Validity refers to the extent to which a measuring instrument accurately measures what it is intended to measure, while reliability concerns the consistency of the instrument in producing data (Sugiyono, 2017). Based on the table above, all items have *r count values* > 0.361, which means all items are valid.

Table IV.2 Cronbach's Alpha Reliability Test

Variable	Alpha Value	Description
Price	0.855	High Reliability
Product Quality	0.794	Acceptable Reliability
Consumer Satisfaction	0.855	High Reliability

The table above shows that all variables have Alpha values greater than 0.70, indicating that all variables are reliable.

Classical Assumption Tests

Normality Test

The normality test is used to determine whether the data follows a normal distribution, as multiple linear regression requires normally distributed data. In this test, the hypothesis is: if the significance value (Sig) > 0.05, the data is normally distributed; if Sig < 0.05, it is not. Based on the SPSS output, the Sig value is 0.200, which is greater than 0.05, indicating that the data is normally distributed.

Linearity Test

This test is conducted to determine whether a linear relationship exists between the independent and dependent variables. A good correlation is expected between them. If Sig > 0.05, the relationship is linear; if Sig < 0.05, it is not. Based on the results, the Sig values are:

- **Price: 0.120 > 0.05**
- **Product Quality: 0.613 > 0.05**

This indicates that both independent variables have a linear relationship with the dependent variable.

Multicollinearity Test

The multicollinearity test examines whether there is a strong correlation between independent variables in the regression model, which can lead to biased or inaccurate estimates. This test uses Tolerance and Variance Inflation Factor (VIF) values.

- If Tolerance > 0.10, there is no multicollinearity
- If VIF < 10, there is no multicollinearity

Results:

- Tolerance (Price & Product Quality): 0.921 > 0.10
- VIF (Price & Product Quality): 1.085 < 10

These values indicate that no multicollinearity exists in the model.

Heteroscedasticity Test

This test checks whether the residual variance remains constant (homoscedasticity) or varies (heteroscedasticity). If Sig > 0.05, there is no heteroscedasticity; if Sig < 0.05, heteroscedasticity is present.

Results:

- Price: Sig = 0.227 > 0.05
- Product Quality: Sig = 0.419 > 0.05

Therefore, the model does not exhibit heteroscedasticity, and the residuals are homoscedastic.

Multiple Regression Analysis

Tabel IV.3 regresi linear berganda

Coefficients ^a						
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
(Constant)	9.182	1.652		5.559	.000	
Total_Quality	.240	.092	.194	2.622	.010	
Total_Price	.453	.081	.415	5.597	.000	

a. Dependent Variable: Total_Satisfaction

Based on the table above, the regression model yields a constant value of 9.182, with Price (X1) having a coefficient of 0.453 and Product Quality (X2) having a coefficient of 0.240. Thus, the multiple linear regression equation is as follows:

$$Y = 9.182 + 0.453X_1 + 0.240X_2$$

Uji T (Uji Parsial)

Tabel IV.4 Uji T (Uji Parsial)

Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.182	1.652		5.559	<.001
	Total_kualitas	.240	.092	.194	2.622	.010
	Total_harga	.453	.081	.415	5.597	<.001

a. Dependent Variable: Total_kepuasan

The partial t-test is conducted to determine the effect of price or product quality on consumer satisfaction individually. The hypothesis for the t-test is as follows: if the Sig value < 0.05, it indicates that price or product quality has a significant effect on consumer satisfaction. Conversely, if the Sig value > 0.05, it means there is no significant effect.

Based on the results of the partial t-test, the **Sig value for price is 0.001 < 0.05**, which indicates that price has a significant effect on consumer satisfaction. Likewise, the Sig value for product quality is 0.001 < 0.05, indicating that product quality also significantly affects consumer satisfaction.

The simultaneous F-test is conducted to determine the combined effect of price and product quality on consumer satisfaction. The hypothesis for the F-test is as follows: if the Sig value < 0.05, it indicates that price and product quality have an effect on consumer satisfaction, while if the Sig value > 0.05, it means that there is no effect of price and product quality on consumer satisfaction. Based on the results of the F-test, the Sig value obtained is 0.001 < 0.05, indicating that both price and product quality have a significant effect on consumer satisfaction simultaneously.

Coefficient of Determination Test (R)

Table IV.6 Coefficient of Determination (R) Test Table

Model Summary^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.505 ^a	.255	.245	3.529

a. Predictors: (Constant), Total_harga, Total_kualitas

b. Dependent Variable: Total_kepuasan

In the table above, the R square value obtained is 0.255 or 0.245, which means that the contribution of the Price and Product Quality variables to Consumer Satisfaction has a direct impact. Meanwhile, the remaining 75.5% is influenced by other variables affecting Consumer Satisfaction.

CONCLUSION

After conducting research titled "The Effect of Price and Product Quality on Consumer Satisfaction of Smartphone Products on Shopee," the following conclusions were drawn:

1. There is an effect of Price on Consumer Satisfaction for Smartphone Products on Shopee.
2. There is an effect of Product Quality on Consumer Satisfaction for Smartphone Products on Shopee.
3. There is an effect of both Price and Product Quality on Consumer Satisfaction for Smartphone Products on Shopee.

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