The Effect of Service Quality and Promotion on Customer Satisfaction in the Blibli.Com Application

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A R T I C L E I N F O

A B S T R A C T

The development of technology and information in the world, especially the internet, is experiencing very rapid development. The internet connects one person to another, provides information, as a means of entertainment, and as a means of communication. This makes the internet a basic need for most people besides the need for food and shelter. One of the growing e-commerce developments in Indonesia today is Blibli.com. With competitive factors and complaints of dissatisfaction with the use of e-commerce in particular, Blibli.com has to increase the value they have in order to minimize users switching to other e-commerce and maintain customer satisfaction. This research aims to analyze customer satisfaction by looking at the influence of service quality and promotions on whether they can influence customer satisfaction at Blibli.com. The population in this study were people who shopped on the Blibli.com application. The sampling technique used was purposive sampling.The questionnaire method is a method for collecting data in this research. The data analysis technique for this research uses Partial Least Square (PLS). The research results show that service quality and promotion have a significant effect on customer satisfaction.

INTRODUCTION

The development of technology and information in the world, especially the internet, has developed very rapidly. The internet connects one person to another, provides information, as a means of entertainment, and as a means of communication. This makes the internet a basic need for most people in addition to food and shelter. The growth of e-commerce in Indonesia today, one of which is Blibli.com

The survey also found that the e-commerce that is considered to provide the most satisfying experience for MSME entrepreneurs is Tokopedia with a percentage of 69%, followed by Shopee 62%, Lazada 11%, Bukalapak 9%, and Blibli 4%. The same source shows that the criteria for e-commerce with the most satisfying service for MSME entrepreneurs, namely Tokopedia 68%, Shopee 61%, Lazada 11%, Bukalapak 11%, and Blibli 6%. This shows that bli bli has a lower level of satisfaction than other e-commerce. In addition, there was a decrease in the first quarter of 2023 on the e-commerce platform in Indonesia, especially on the blibli.com application.

The trend of visits to e-commerce sites in Indonesia declined in early 2023. This happened to the 5 e-commerce sites with the largest visitors, namely Shopee, Tokopedia, Lazada, Blibli, and Bukalapak. According to SimilarWeb data, during February 2023 the Shopee site only received 143.6 million visits. This figure is down about 16% compared to January 2023, even 25% less than the achievement at the end of last year). Just like Shopee, the number of visitors to Tokopedia and Blibli sites also fell for two consecutive months in January-February 2023.

Meanwhile, according to Bank Indonesia (BI), throughout 2022 the value of national e-commerce transactions only reached IDR 476.3 trillion, lower than BI's initial target of IDR 489 trillion. the transaction value fell from the target due to the easing of activity restrictions related to Covid-19, which then encouraged people to return to shopping at conventional stores. This shows that not many people are interested in the blibli application as the e-commerce of choice so that every month, especially in the first quarter of 2023, it decreases continuously.

The downward trend in the level of purchases in e-commerce, especially in the Blibli.com application, cannot be separated from customer dissatisfaction with the products offered therein. Customer complaints are a form of customer dissatisfaction with the company's products or services that can be written or verbal. Therefore, a company must have a procedure devoted to handling complaints.

Customer satisfaction is a feeling of pleasure or disappointment that arises when comparing the performance (results) of the product that is thought against the performance (Kasum & Sularto, 2017: 653). If performance fails to meet expectations, the customer is dissatisfied. If performance exceeds expectations, customers will be very satisfied and feel happy. Satisfaction is a person's feeling of happiness or disappointment that arises after comparing his impression of the performance of a product and his expectations. Therefore,

customer satisfaction is very important for the development of a business, especially a retail business such as a supermarket that sells consumer needs.

Maximum service quality can be launched as a company strategy to increase and strengthen customers. Service quality is the main factor as a form of providing satisfaction for its customers related to word of mouth communication such as complaints, recommendations, and exchanges or transfers, from year to year. Service quality has a positive impact, for example maximising consumer satisfaction and loyalty to make repeat purchases. In order to survive, it is advisable for companies to be able to meet consumer needs by providing maximum service, then consumers feel valued and satisfied, so that these consumers will become loyal consumers.

Promotion is one of the variables of the marketing mix that is very important for companies to implement in marketing their products or services. Promotion is developed to communicate information about the products produced by the company and influence consumers to buy them. Increasingly sophisticated technology causes competition in promotional activities to be sharper, where the use of the internet can expand the reach of advertisements posted because it can be done by utilising social media, websites, YouTube and so on.

This phenomenon is supported by Hendy gunawan and Raymond's research (2020), which states that there is a positive and significant effect of promotion and service quality on customer satisfaction. In line with that, research conducted Daniel Septian and Asron Saputra (2020) also state that there is a positive and significant effect of promotion and service quality on customer satisfaction. Based on the description above, the authors determine the research topic "The Effect of Service Quality and Promotion on Customer Satisfaction on the Blibli.com Application."

THEORETICAL REVIEW
Marketing Management
According to Kotler and Keller in Lusiah (2018). Marketing management as the art and science of selecting target markets and reaching, retaining, and growing customers by creating, delivering, and communicating superior customer value. Meanwhile, according to Priansa (2017) marketing management is a human effort to achieve the desired exchange results and build close relationships with consumers in a way that is profitable for the company.

Service Quality
According to Erpurini (2019), service quality is a series of features and characteristics of a product or service that depend on its ability to satisfy explicit and implied needs and focus on customers. According to the American Society for Quality Control, quality is the overall characteristics and characteristics of a product or service in terms of its ability to meet predetermined or patent needs (Kotler and Keller, 2018). Meanwhile, Pratama et al (2019) according to service quality is a model that describes customer conditions in forming expectations for

services from past experiences, word of mouth, and advertisements by comparing the services they expect with what they receive or feel. One indicator of service quality is empathy, empathy itself is the ability to put oneself in someone else's shoes and live the experience and to see the situation from another person's perspective on how to assess customer satisfaction. In other words, empathy is the ability to live the feelings and emotions of others. In his research, Tjiptono (2014) explains that there are five indicators of service quality consisting of:

1. Reability
   appearance in completing the work provided are in accordance with what is determined so as to create customer confidence in the services provided.
2. Responsiveness
   An ability to help and provide appropriate service to customers, by conveying clear information, not letting customers wait without a clear reason causes negative perceptions in service quality.
3. Assurance
   Guarantee is something that includes knowledge, courtesy and trustworthiness of the company, free from danger, risk or doubt. Insurance is defined as one of the activities of maintaining certainty or guaranteeing the condition of what is guaranteed or an indication of creating a sense of trust.
4. Empathy
   Empathy can be interpreted as expectations that are assessed based on the company's ability to understand and place itself in the situation faced or experienced by customers which includes ease of establishing relationships, good communication, personal attention, and understanding the individual needs of customers.
5. Tangible
   The ability of a company to show its existence to external parties, where the appearance and ability of the company's physical facilities and infrastructure and the surrounding environment are tangible evidence of the services provided by service providers including physical facilities, equipment, employees and means of communication.

Promotion

According to Nurhayati (2017), promotion is a communication from marketers that informs, persuades, and reminds potential buyers of a product in order to influence their opinion or get a response. Meanwhile, Kotler and Armstrong (2018) state that promotion is a communication activity that refers to activities to communicate product advantages and persuade customers. target to buy it. A marketing system that connects with product functions. In the business world, competition always exists, we cannot want products and services to sell by themselves, not wanting to know how much product quality, other than customers understand about it. Promotion has an important function in leading new consumers, and protecting existing procedures

(Ernawati, 2019). The promotion indicators according to (Aprianto, 2016) argue that promotion can be measured through four indicators :

1. Advertising.
   Advertising is a form of indirect communication about the advantages or benefits of a product, which is structured in such a way as to create a sense of fun that will change someone's mind to make a purchase.

2. Personal selling.
   Personal selling is direct or face-to-face communication between sellers and potential customers to introduce a product to potential customers and form customers' understanding of the product so that they will try to buy it.

3. Sales Promotion.
   Sales Promotion is a form of direct persuasion through the use of various incentives that can be arranged to stimulate immediate product purchases or increase the number of items purchased by customers.

4. Public Relations
   Public relations (Public Relations) is a comprehensive communication effort from a company to influence, opinions, beliefs, and attitudes of various groups towards the company. The group of those involved has an interest and can affect the company's ability to achieve its goals.

Customer Satisfaction

According to Rofiah and Wahyuni (2017) satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance (results) of the product that is thought of against the expected performance (or results). Satisfaction is the level of feeling where someone states the results of the comparison of the performance of the service product received with what is expected. Meanwhile, according to Lubis and Andayani (2018) customer satisfaction is the level of a person's feelings after comparing the perceived performance or results compared to his expectations. Customer satisfaction is seen as influencing repurchase intentions and behaviour, which in turn leads to future income. Service quality and customer satisfaction issues have become a focus for all industries including the culinary industry. More and more industries are being forced to assess and improve service quality in an effort to attract customers (Mustikasari, 2020). As for the indicators of customer satisfaction according to Indrasari (2019), there are several indicators as follows:

1. Expectation congruence
   satisfaction is not measured directly but is inferred based on the match or mismatch between customer expectations and actual company performance.

2. Interest in revisiting.
   Customer satisfaction is measured by asking whether customers want to buy or use the company's services again.

3. Willingness to recommend
   Customer satisfaction is measured by asking whether customers would recommend the product or service to others such as family, friends, and others.

The Effect of Service Quality on Customer

The link between Service Quality and Customer Satisfaction is put forward by Enni Sustiyatik's research (2020) which shows that based on the evaluation and analysis carried out, it is known that Service Quality has a significant and positive effect on Customer Satisfaction. Research by Komarudin et al (2020) which shows that Service Quality has a positive effect on Customer Satisfaction. Likewise, research from Ichsan & Karim (2021) states that the Service Quality variable has a positive and significant effect on Customer Satisfaction.

In Erpurini's research (2019) defines service quality as a series of features and characteristics of a product or service that depend on its ability to satisfy explicit or implied needs and focus on customers. The relationship between service quality is very close to the onset of satisfaction. Every e-commerce platform always tries to provide good service quality because the good and bad of an application can be seen from how they provide services to the needs expected by customers, if this is not achieved, customers will feel dissatisfied with the performance of the e-commerce application platform and finally if this happens repeatedly it will make customers switch to another e-commerce application which is considered to have better service than the previous application.

Based on the description above, it can be assumed that service quality is one of the factors that influence a consumer to have satisfaction with a product. This is because customers who get good service quality will feel satisfied with the product purchased. Conversely, if the service is not good, the customer will leave the e-commerce paltform because it is considered not to provide a sense of satisfaction when making purchases in the application.

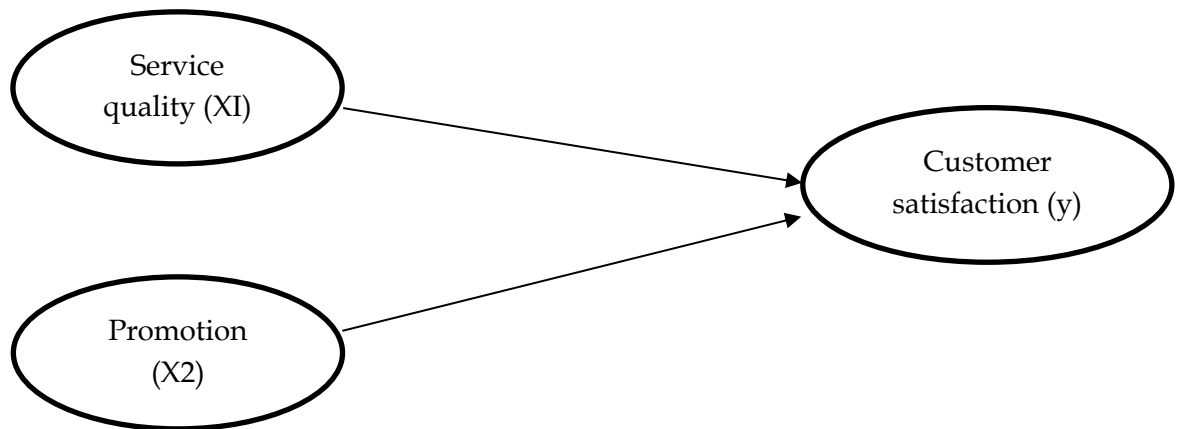## *The Effect of Promotion on Customer Satisfaction*

The link between Promotion and Customer Satisfaction is put forward by Munarsih and Adi Bintang Pratama's research (2022) that Promotion has a significant effect on customer satisfaction. In addition, research conducted by Hendy gunawan and Raymond (2020) shows that promotion has a significantly positive effect on customer satisfaction. As well as in the research of Daniel Septian, and Asron Saputra (2020) also shows that promotion partially has a positive and significant effect on customer satisfaction

Pada In Handoko's research (2017) defines promotion as communication from marketers who inform, persuade and remind potential buyers of a product in order to influence their opinions or obtain a response. The relationship between promotion and satisfaction has a close influence. The existence of a promotion will greatly help the products offered by the

blibli.com e-commerce platform, so that the promotion is expected to make people quickly find out about the products being sold and make purchases. Because the main key for companies to win the competition is to provide value and satisfaction to customers through the delivery of quality products and services.

Based on the description above, it can be assumed that promotion is one of the factors that influence customers in having a sense of satisfaction with a product. Thus, the more promotional strategies used in offering goods or services to customers, the more customer satisfaction will also increase. Conversely, if the promotion carried out decreases, customer satisfaction will also decrease.

The framework of this study is :

Description: Hypothesis:

H1 : Service quality has a positive effect on customer satisfaction on the Blibli.com

H2 : Promotion has a positive effect on customer satisfaction on the Blibli.com application.

METHODOLOGY

This research is classified as quantitative research. The variables selected by the researcher include the dependent variable, namely Customer Satisfaction (Y) and the independent variables, including Service Quality (X1), and Promotion (X2). The sampling technique used in this study was carried out using purposive sampling, which is a method of determining the sample by selecting a sample according to criteria that match the research. This sampling method was chosen to facilitate the implementation of research with the criteria for respondents used, namely people who use Blibli.com to shop on e-commerce. In this study, the data collection method was through distributing questionnaires using 120 respondents as the sample. SmartPLS was used as an

analytical tool in this study, and data analysis was carried out through the use of a component-based SEM (Structural Equation Modeling) approach.

RESULTS

The measurement model in this study uses exogenous variables with reflective indicators, including the variables Service Quality (X1), Promotion (X2), endogenous variables, namely Customer Satisfaction (Y). To measure the validity of indicators, one of them is based on the output of the outer Loading table, namely by looking at the magnitude of the factor loading value, because in this modeling all indicators use reflective, the table used is the Outer Loadings output.

Respondent Characteristics

Of the 120 respondents who answered the questionnaire that was given, the gender of the respondents can be found in the table below.

No	Age	Amount	Presentase
1	13-19 years	27	22,5%
2	20-27 years	68	56,7%
3	28-35 years	22	18,3%
4	>35 years	3	2,5%
	Total	**100**	**100 %**

Outer Loadings

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDEV|)	P Values
X1.1 <- Kualitas Pelayanan (X1)	0.787	0.780	0.059	13.347	0.000
X1.2 <- Kualitas Pelayanan (X1)	0.728	0.717	0.085	8.510	0.000
X1.3 <- Kualitas Pelayanan (X1)	0.722	0.705	0.088	8.239	0.000
X1.4 <- Kualitas Pelayanan (X1)	0.833	0.832	0.030	27.645	0.000
X1.5 <- Kualitas Pelayanan (X1)	0.776	0.775	0.046	16.695	0.000
X2.1 <- Promosi (X2)	0.706	0.702	0.065	10.848	0.000
X2.2 <- Promosi	0.720	0.712	0.056	12.957	0.000

(X2)					
X2.3 <- Promosi (X2)	0.846	0.846	0.029	29.048	0.000
X2.4 <- Promosi (X2)	0.829	0.825	0.041	20.070	0.000
Y1.1 <- Kepuasan Pelanggan (Y)	0.803	0.798	0.048	16.682	0.000
Y1.2 <- Kepuasan Pelanggan (Y)	0.771	0.764	0.062	12.445	0.000
Y1.3 <- Kepuasan Pelanggan (Y)	0.814	0.813	0.035	23.355	0.000

From the table above, the validity of the indicator is measured by looking at the Factor Loading value from the variable to the indicator, it is said that the validity is sufficient if it is greater than 0.5 and or the T-Statistic value is greater than 1.96 (Z value at α = 0.05). Factor Loading is the correlation between indicators and variables, if it is greater than 0.5, it is considered that the validity is fulfilled as well as if the T-Statistic value is greater than 1.96, the significance is fulfilled.

Average Variance Extracted (AVE)

|	Average Variance Extracted (AVE)
Kepuasan Pelanggan (Y)	0.634
Kualitas Pelayanan (X1)	0.593
Promosi (X2)	0.605

The next measurement model is the Avarage Variance Extracted (AVE) value, which is a value that shows the amount of indicator variance contained by the latent variable. Convergent AVE values greater than 0.5 indicate good validity adequacy for latent variables. In reflective indicator variables, it can be seen from the Avarage variance extracted value (AVE) for each construct. (AVE) for each construct (variable). A good model is required if the AVE value of each construct is greater than 0.5.

Composite Reliability

	Composite Reliability
Kepuasan Pelanggan (Y)	0.839
Kualitas Pelayanan (X1)	0.879
Promosi (X2)	0.859

The results of Composite Reliability testing for the Service Quality variable (X1) amounted to 0.879, Promotion Variable (X2) amounted to 0.859, and Customer Satisfaction (Y) amounted to 0.839. These three variables show a Composite Reliability value of more than 0.7. so overall the variables in this study can be said to be realizable.

PLS Model Analysis
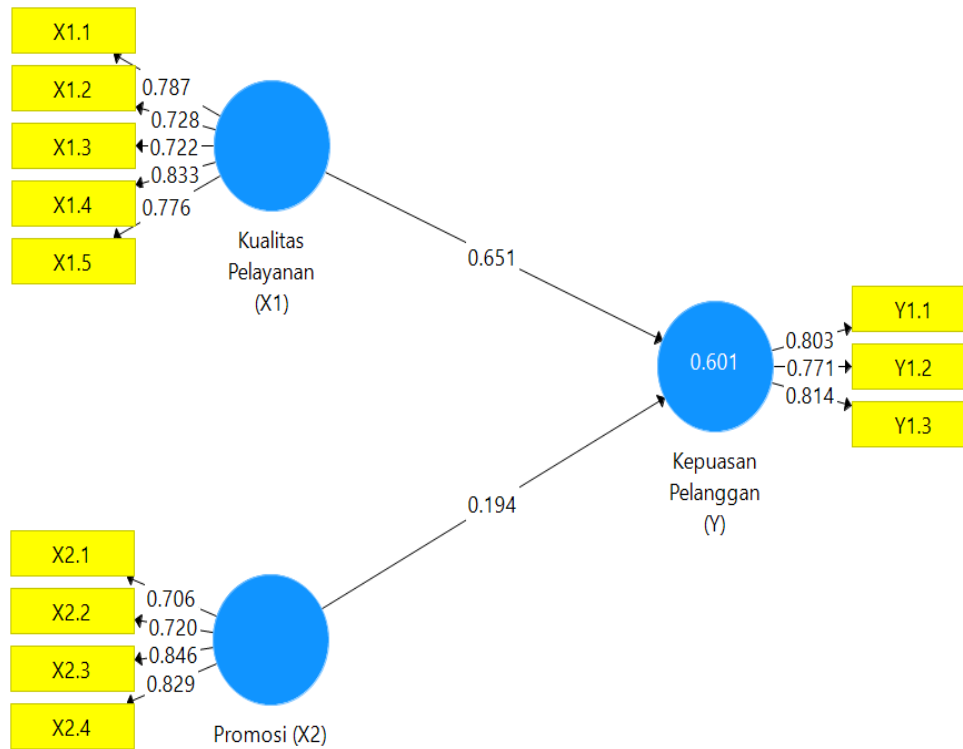
R-Square

	R-Square
Kualitas Pelayanan (X1)	
Promosi (X2)	
Kepuasan Pelanggan (Y)	0.601

R2 value = 0.601. It can be interpreted that the model is able to explain the phenomenon of Customer Satisfaction (Y) which is influenced by independent variables including Service Quality (X1) and Promotion (X2) with a variance of 60.1%. While the remaining 39.9% is explained by other variables outside this study (other than Service Quality and Promotion).

Path Coefficients (Mean, STDEV, T-Values)

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics (|O/STDE|)	P Values
Service Quality (X1) -> Customer Satisfaction (Y)	0.651	0.668	0.103	6.294	0.000
Promotion (X2) -> Customer Satisfaction	0.194	0.187	0.089	2.168	0.031

From the table above, it can be concluded that the hypothesis which states:

Service Quality has a positive and significant effect on Customer Satisfaction **can be accepted** with path coefficients of 0.651 and a T-Statistic value of 6.294> 1.96 (T-table value of α = 0.05), or a P-Value of 0.005 <0.05, then the results are **significant (positive).**

Promotion has a positive and significant effect on Customer Satisfaction, it **can be accepted** with path coefficients of 0.194 and a T-Statistic value of 2.168> 1.96 (T-table value of α = 0.05), or a P-Value of 0.006 <0.05, then the results are **Significant (positive).**

DISCUSSION
Effect of Service Quality on Customer Satisfaction

Based on the results of the research that has been conducted, it is found that Service Quality has a positive effect on Blibli.com Customer Satisfaction and can be accepted, with a path coefficients of 0.651 and a T-Statistic value of 6.294> 1.96 (T-table value of α = 0.05), or P-Value 0.005 <0.05, with significant (positive) results, which means that this influence shows that there is a relationship between service quality and customer satisfaction, the better the service quality has an influence on increasing customer satisfaction.

From the results of the analysis of service quality variables, it shows that the indicator that has the most influence on customer satisfaction is Empathy. This shows that Empathy is a form of the ability to understand buyers such as how to respond to desired needs and how to respond and listen to customer complaints with the aim of improving service siitem from the application and from related e-commerce partners, it will cause a sense of satisfaction because customers feel well responded to and get appropriate handling of existing complaints.

that exists. Therefore, the better the way an application implements services based on feelings of empathy towards its customers, the more satisfied the customers who buy products in the e-commerce will be.

The results of this study are in accordance with research from Ichsan and Karim (2021) that service quality has a positive and significant effect on customer satisfaction, as well as research conducted by Enni Sustiyatik (2020) which also states that service quality has a positive and significant effect on customer satisfaction.

The Effect of Promotion on Customer Satisfaction

Based on the results of research that has been conducted, the results obtained that Promotion has a positive effect on Blibli.com Customer Satisfaction can be accepted, with a path coefficients of 0.194 and a T-Statistic value of 2.168> 1.96 (T-table value of α = 0.05), or a P-Value of 0.006 <0.05, with significant (positive) results. This means that this influence shows that there is a relationship between promotion and customer satisfaction, the better the promotion of a product, the more satisfaction consumers will have with that product.

From the results of the analysis of the Promotion variable, it shows that the indicator that has the most influence on customer satisfaction is Sales Promotion. This shows that sales promotion is an important factor in realizing the sales goals of a company. In addition to providing the right price, the right sales promotion is needed so that consumers feel satisfied. Without promotion, the existence of the product receives less attention from the public or even consumers do not know about the product at all. With an attractive sales promotion, customers who often use e-commerce are satisfied with the promotions offered and will not get tired of shopping at the e-commerce. Therefore, the higher the sales promotion of an e-commerce, the higher the sense of satisfaction felt by the customer for the customer.

CONCLUSIONS AND RECOMMENDATIONS

Based on the results of data testing analysis using PLS and discussion of the research results presented, it can be concluded that Service Quality is able to contribute to customer satisfaction in the Blibli.com application. It can be said that the higher the quality of a person's service to a product because of the various factors offered, the higher the sense of satisfaction felt by the customer to continue buying products on the Blibli.com application. And promotion is able to contribute to customer satisfaction in the Blibli.com application. It can be said that the higher the promotion carried out for a product in the application, the higher the sense of satisfaction felt by the customer to continue buying products in the Blibli.com application.

FURTHER STUDY

The suggestion in this study is that the Blibli.com application is expected to be able to increase empathy in improving service quality and increase promotions by focusing on sales promotions both through print and mass media to build satisfaction with customers who shop at Blibli.com so that customers feel cared for with complaints submitted and ultimately the customer feels satisfied.

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