



The Effect of Information Quality and Service Quality on Tokopedia Marketplace Consumer Satisfaction (Case Study on Students of the Faculty of Economics National University PASIM)

Andri Asoka Sidantara Rosadi¹, Muhamad Alfani^{2*}

PASIM National University, Bandung

Corresponding Author: Muhamad Alfani Muhamadalfani14@gmail.com

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ABSTRACT

Tokopedia.com is a prominent digital buying and selling company in Indonesia, known for rapid growth since its establishment. It operates as a marketplace and online store platform, enabling individuals, small businesses, and brands to manage online stores. In 2015, Tokopedia offered free access to its core services to boost internet development in Indonesia, with a focus on supporting micro, small, and medium-sized enterprises (MSMEs). The company's research uses descriptive and associative methods to assess customer satisfaction, with a strong positive correlation between information quality and customer satisfaction. Information quality and service quality combined account for 87.4% of customer satisfaction, with the remaining 12.6% attributed to unexamined factors

INTRODUCTION

The rapid development of e-commerce has given rise to many marketplaces in Indonesia such as Lazada, Bukalapak, Blibli, Elevenia, Tokopedia, and Shopee. In the third quarter of 2021 report quoted from iPrice, there is a marketplace that has succeeded in dominating the digital market in Indonesia. Based on the application ranking, there are five local marketplaces that occupy the top 10 most used applications in Indonesia, namely Tokopedia, Sociolla, Bukalapak, Blibli, Matahari, and My Hartono. Then for Shopee, the marketplace is one of the applications that ranks first in almost all Southeast Asian countries, and has always managed to become number one as a marketplace since the fourth quarter of 2018 (iPrice, 2021).

Tokopedia.com stands as one of Indonesia's prominent digital commerce enterprises. Since its official inception, PT. Tokopedia has rapidly emerged as one of Indonesia's swiftly expanding internet firms. Through the adoption of a marketplace and online shopping mall business model, Tokopedia empowers individuals, small businesses, and brands to establish and oversee their online stores. From its inception until the close of 2015, Tokopedia offered free access to a basic service for all users. Tokopedia's overarching vision centers on 'Fostering a Better Indonesia Through the Internet.' The company has also introduced an initiative designed to bolster micro, small, and medium-sized enterprises (MSMEs) and individuals in their endeavors to promote their products online, thus facilitating business growth.

The development of technology today makes people can enjoy everything in getting information easily, even to get something sold without having to meet directly with the seller. In conducting online buying and selling, it regulates in Law No. 19 of 2016, Amendments to Law No. 11 of 2008 concerning Electronic Information and Transactions, and also regulates in article 1320 of the Civil Code. In buying and selling online also cannot avoid the mischievous actions of sellers and even buyers, in default behavior (Siregar, 2019).

The information system used in Tokopedia uses a type of C2C (Consumer to Consumer) system. The model began to mushroom in Indonesia at this time. Examples of Tokopedia competitors are Bukalapak.com, OLX and others.

One of the fast-growing e-commerce in Indonesia is Tokopedia. Tokopedia controls 32.04% of e-commerce traffic in Indonesia with the number of monthly visits reaching 126.4 million in the first quarter (January-March) of 2021. Tokopedia is an online shopping platform that provides a variety of necessities ranging from household appliances, electronic goods, mother and child needs, clothing, fashion, beauty products, health products and accessories. Tokopedia strives to encourage equal distribution of the digital economy in various regions, one of which is in Surabaya. The hyperlocal program facilitates the community's efforts to meet their daily requirements, which in turn increases the number of buyers on the Tokopedia app in Surabaya. The number of people who buy things on the Tokopedia app increased by almost 1.5 times in the third quarter of 2021 (Beritasatu.com, 2021). The increase in the number of transactions on Tokopedia in Surabaya, has the potential to lead to consumers feeling dissatisfied with the services provided by the company, such as the choice of

products offered, the quality of the product that is not in line with consumer expectations, late delivery of goods, the length of the process of returning goods after having them, and customer service in response to complaints about the company.

LITERATURE REVIEW

Information Quality

Information quality signifies the caliber of products generated by information systems. Enhanced information quality can significantly impact user decision-making (Raminda and Ardini, 2014).

Information quality denotes the excellence of information, evaluating its precision, completeness, timeliness, source, and its suitability and reliability for utilization (Goyal, 2014, p. 68).

Hypothesis 1 (H1): The Tokopedia Application is influenced by information quality, affecting consumer satisfaction.

Service Quality

Service quality gauges the degree to which a service gratifies customers by meeting their needs, desires, and expectations, as articulated by Fatihudin and Firmansyah (2019, p. 34).

It is emphasized that information system quality must uphold reliability to meet user satisfaction, with user behavior influencing technology utilization (Wirautama in Rahmawati, 2015).

Hypothesis 2 (H2): The Tokopedia Application is influenced by service quality, impacting consumer satisfaction.

Customer Satisfaction

Customer satisfaction encompasses an individual's sense of contentment or disappointment following a comparison between perceived product performance and anticipated expectations (Tjiptono, 2015, p. 146).

Similarly, consumer satisfaction is characterized as a feeling of contentment or disappointment emerging from the comparison between the product's actual performance and its expected performance (Kotler and Keller, 2014, p. 150).

Hypothesis 3 (H3): Information quality and service quality jointly affect consumer satisfaction within the Tokopedia Application.

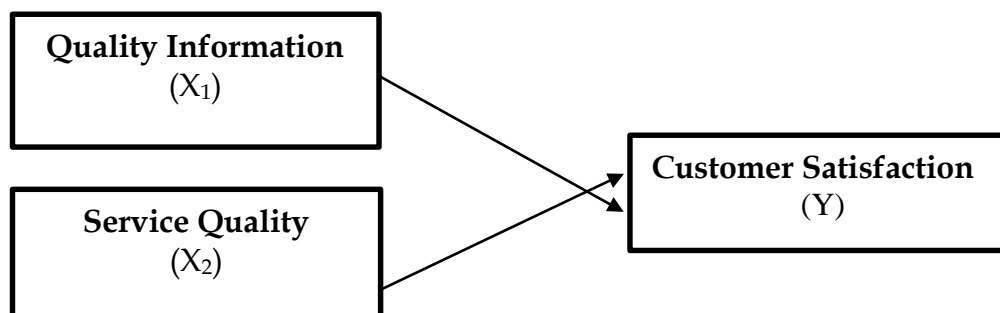


Figure 1. Research Paradigm

METHODOLOGY

Research Design

Stated that research design is an important initial stage in the implementation of research. Research design can be interpreted as a systematic and structured plan of ways to be carried out in obtaining data or information needed to answer research problems Sugiyono (2017: 2).

This research method will be used in research is the descriptive method and the associative method. Descriptive method is a research method conducted to find out and explain the characteristics of the variables of siuasi and the situation in this case regarding the quality of information and service quality to consumer satisfaction.

Population and Sampling Technique

Population

As per Sugiyono's definition in his book "Quantitative, Qualitative, and R&D Research Methods" from 2017 (p. 215), "a population can be defined as a broad category encompassing entities or subjects selected by researchers based on specific qualities and attributes for the purpose of study and subsequent conclusion-drawing. This population extends beyond just humans and can encompass various natural entities and objects. Additionally, the concept of population isn't solely concerned with the sheer quantity of entities within the subject or object under study; it encompasses all the distinctive characteristics and properties possessed by these subjects or objects".

Sample

States that the sample is part of the total and characteristics possessed by a population, in other words the sample is a method in a study conducted by taking a portion of each population that wants to be studied. The sampling method in this study uses a type of Non probability sampling with Purposive sampling techniques Sugiyono (2018: 131).

Non probability sampling is a sampling technique by not giving equal opportunities or opportunities to each member of the population when it will be selected as a sample Sugiyono (2018: 136).

While the Purposive sampling technique according to Sugiyono (2018: 138) "is sampling using certain considerations in accordance with the desired criteria to be able to determine the number of samples to be studied".

Based on the explanation above, because the population in the study amounted to 180 people. Then the authors took 5% with a sample allowance from the existing population of 124 respondents.

Operational Variables

Operational variables play a crucial role in identifying the categories, markers, and measurement scales of associated variables within a study, enabling accurate hypothesis testing using statistical techniques. Research variables encompass the qualities, characteristics, or values found in individuals, organizational elements, or activities that exhibit specific variations as designated by researchers for examination and subsequent conclusion-drawing, as outlined by Sugiyono in his book "Quantitative, Qualitative, and R&D Research Methods" from 2017.

Table 1. Variable Operationalization

Variable	Definition	Dimension	Indicators	Scale	No Item
Information Quality (X1)	Information quality refers to the goodness of information, based on its accuracy, precision, completeness, timeliness and source and refers to its fitness or reliability for use (Goyal, 2014, p. 68).	Timeliness	Quickly provided information	Ordinal	1
			Precise time estimation	Ordinal	2
		Relevance	Corresponding information	Ordinal	3
			The information provided is precise	Ordinal	4
		Adequacy	The information provided is accurate	Ordinal	5
			Product information on Tokopedia is clear	Ordinal	6
		Completeness	Complete Goods in Tokopedia	Ordinal	7
			Available features vary	Ordinal	8
		Vividness	The information on the application is clear	Ordinal	9
			Information is easy to understand	Ordinal	10
Quality of Service (X2)	According to fatihudin and firmansyah (2019, p. 34) Service Quality is the extent to which a service satisfies	Reliability	Provide appropriate service	Ordinal	1
			Employee alacrity in	Ordinal	2

	customers by meeting their needs, desires and expectations.		serving customers		
		Responsiveness	Provide a quick response to complaints	Ordinal	3
Variable	Definition	Dimension	Indicator	Scale	No item
		Guarantee	Security in shipping services	Ordinal	4
			Original Product Guarantee	Ordinal	5
		Empathy	Guarantee if the goods do not match	Ordinal	6
			Communication skills	Ordinal	7
		Physical evidence	Provide information if there are delays	Ordinal	8
			List invoices	Ordinal	9
Customer Satisfaction (Y)	Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing the performance (results) of the product in thought against the expected performance (results) Kotler and Keller (2014, p. 150).	Stay Faithful	Customers are satisfied with the service	Ordinal	1
			Customer makes a repeat purchase	Ordinal	2
		Have products offered	Have ads offered to customers	Ordinal	3
			New features	Ordinal	4
		Recommend Products	Product design	Ordinal	5
			Hatga pieces given	Ordinal	6

	Willing to Pay More	Product quality meets customer expectations	Ordinal	7
		Less satisfied with the results of the service	Ordinal	8
	Give feedback	Apps and websites are having system issues	Ordinal	9
		Notification complaints	Ordinal	10

Source: Created by Researchers, 2023

RESULTS

Descriptive Analysis Results

Based on findings from a study that involved giving questionnaires to 124 participants. There is a standard weight value to describe the data that has been collected. The resulting standard weight value is as follows:

Table 2. Standard Weight Value

Number of Value Scores	Category
124 - 222	Very Not Good
223 - 321	Bad
322 - 420	Enough
421 - 519	Good
520 - 618	Excellent

Source: Process Data, 2023

Table 3. Results of Descriptive Analysis of Job Satisfaction (X_1)

Indicators	SS	S	R	TS	STS	Score	Criterion
	5	4	3	2	1		
Information provided is fast	44	59	14	6	1	511	good
Precise Time Estimation	44	52	18	9	1	501	good
Appropriate Information	45	63	11	5	0	520	Excellent
The information provided is Precise	51	50	19	4	0	520	Excellent
The information provided is Accurate	44	51	20	8	1	501	good
The information provided is clear	54	49	17	3	1	524	Excellent
Guaranteed Data Information	52	55	13	4	0	527	Excellent
Various Available Features	42	60	19	3	0	513	good
Information on the Application is Clear	42	63	15	3	1	514	good
Easy to Understand Information	49	58	10	5	2	519	good

Source: Data Processed by Researchers, 2023

From the outcomes of the descriptive analysis, we can deduce that the Information Quality variable comprises 10 statements, yielding an actual weighted average score of 515. This score falls within the "good" range as it falls within the bracket of 421 to 519. Additionally, among these findings, we observe the lowest actual weight assigned to the statement "The information provided is accurate," which received a score of 501. Conversely, the statement "Guaranteed data information" received the highest actual weight value at 527.

Table 4. Results of Descriptive Analysis of Quality of Service (X_2)

Indicators	SS	S	R	TS	STS	Score	Category
	5	4	3	2	1		
Provide appropriate service	43	47	17	14	3	485	Good
Employee Readiness in Serving Customers	43	56	15	9	1	503	Good
Provide a Quick Complaint Response	52	65	6	1	0	540	Excellent
Shipping Service Security	61	51	10	2	0	543	Excellent
Original Product Guarantee	66	49	9	0	0	553	Excellent
Guarantee if the goods do not match	56	61	6	1	0	544	Excellent
Communication skills	55	63	5	1	0	544	Excellent
Provide information if there is a delay	54	59	9	2	0	537	Excellent
List invoices	46	67	10	1	0	530	Excellent
Listing Receipts	50	65	7	2	0	535	Excellent

Source: Data Processed by Researchers, 2023

Drawing conclusions from the outcomes of the descriptive analysis, it can be determined that the Service Quality variable is comprised of 10 statements, yielding an average actual weight value of 532. This score categorizes it as "very good" since it falls within the range of 520 to 618. Furthermore, within these findings, we observe the statement "Providing appropriate service" receiving the lowest actual weight value of 485. Conversely, the statement "Warranty if the goods do not conform" received the highest actual weight value at 544.

Table 5. Descriptive Analysis Results of Customer Satisfaction (Y)

Indicators	SS	S	R	TS	STS	Score	Category
	5	4	3	2	1		
Customers Satisfied With Service	48	68	6	1	1	533	Excellent
Make a Repurchase	52	70	1	1	0	545	Excellent
Have ads offered	53	69	2	0	0	547	Excellent
New Features	63	59	1	1	0	556	Excellent
Compliant Customers	67	57	0	0	0	563	Excellent
Discounts	67	57	0	0	0	563	Excellent
Product Quality Meets Customer Expectations	55	69	0	0	0	551	Excellent
Less satisfied with the results	49	75	0	0	0	545	Excellent
Apps and web have system issues	49	75	0	0	0	545	Excellent
Notifications Sometimes Don't Appear	49	75	0	0	0	545	Excellent

Source: Data Processed by Researchers, 2023

Analyzing the findings of descriptive processing leads to the determination that the Consumer Satisfaction variable comprises 10 statements, resulting in an average actual weighting value of 550. This places it within the "very good" category, as it falls within the range of 520 to 618. Additionally, among these results, the statement "Customer satisfied with service" registers the lowest actual weight value at 533. Conversely, the statement "Discount" stands out with the highest actual weighted value of 563.

Results of the Effect of Information Quality and Service Quality on Tokopedia Marketplace Consumer Satisfaction

To see the significance results can be seen in the multiple linear regression output results below:

Table 6. Multiple Linear Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.718	1.372		3.438	.001
X1	.227	.055	.250	4.148	.000
X2	.704	.059	.714	11.829	.000

Source: SPSS Software Output Results, 2023

From the table above, it is known that the regression equation formed is as follows:

$$Y = 4.178 + 0.227X1 + 0.704X2$$

Where Y is Customer Satisfaction, X1 is Information Quality and X2 is Service Quality so the regression equation above means that: Each coefficient (0.227 for Information Quality and 0.704 for Service Quality) provides information about how changes in predictor variables (X1) relate to changes in response variables (Y), assuming the regression model is representative and appropriate for the existing data.

Table 7. Simultaneous Determination Coefficient Analysis Results

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.935 ^a	.874	.872	1.24654	1.289

Source: SPSS Software Output Results, 2023

The coefficient of determination of the regression model (R Square) was calculated at 0.874. This shows that the quality of information and service quality in this study collectively affect consumer satisfaction with a coefficient of determination (R² × 100%) or 87.4%.

Table 8. Partial Determination Coefficient Analysis Results

Model		Standardized Coefficients	Correlations
		Beta	Zero-order
1	Information Quality (X1)	0.250	0.854
	Service Quality (X2)	0.714	0.925

Source: Data Processed by Researchers, 2023

The following computations are then performed in order to determine the partial influence on each variable:

1. Information Quality (X_1) : $0.250 \times 0.854 \times 100\% = 0,214$ or 21,4%
 2. Service Quality (X_2) : $0.714 \times 0.925 \times 100\% = 0,661$ or 66%
- Therefore, $0.214 (X_1) + 0.661 (X_2) = 0.874$ (87,4%)

As per the previously mentioned calculations, it becomes apparent that the Information Quality variable (X_1) has an individual R value of 0.214. This suggests that the independent variable of consumer satisfaction contributes to approximately 21.4% of the influence on service quality. Similarly, the service quality variable (X_2) shows a partial R² value of 0.661, indicating that the independent service quality variable can elucidate roughly 66% of the impact on customer satisfaction. These findings are the outcome of a simultaneous determination coefficient test, unveiling an overall explanatory capacity of 87.4%.

Results of the Effect of Information Quality and Service Quality on Tokopedia Marketplace Consumer Satisfaction

After carrying out the regression test and the coefficient of determination test, the hypothesis test is then carried out, namely the t-test and F-test as follows:

Table 9. T-Test Results

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	4.718	1.372		3.438	.001
X1	.227	.055	.250	4.148	.000
X2	.704	.059	.714	11.829	.000

Source: SPSS Software Output Results, 2023

From the table above, it is known that the regression equation formed is as follows: $Y = 4.178 + 0.227X_1 + 0.704X_2$ Where Y is Customer Satisfaction, X_1 is Information Quality and X_2 is Service Quality so the regression equation above means that: Each coefficient (0.227 for Information Quality and 0.704 for Service Quality) provides information about how changes in predictor variables (X_1) relate to changes in response variables (Y), assuming the regression model is representative and appropriate for existing data.

Table 11. F-Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1305.943	2	652.972	420.227	.000 ^b
	Residual	188.017	121	1.554		
	Total	1493.960	123			

a. Dependent Variable: Y

b. Predictors: (Constant), X2, X1

Source: SPSS Software Output Results, 2023

Derived from the data presented in the table above, the calculated F value stands at 420.227. This F value is then compared to the critical F value (F table) at a significance level of 5%, where the degrees of freedom are specified as $v_1 = k$ and $v_2 = n - k - 1$, resulting in $v_1 = 2$ and $v_2 = 121$.

DISCUSSIONS

The Effect of Information Quality on Consumer Satisfaction in the Tokopedia Marketplace

Referring to the SPSS table, we can observe that the standard coefficient beta value for the information quality variable (X1) is 0.250, and the standard zero-order correlation between X1 and Y is 0.854. With these findings in mind, we can proceed to compute the individual impact of each Work Environment variable (X1) on Performance (Y) using the following calculations:

$$\text{Std Beta} \times \text{Std zero order} \times 100\%$$

$$0.250 \times 0.854 \times 100\% = 21,4\%$$

From this calculation it can be concluded that the magnitude of the effect of Information Quality (X1) on Customer Satisfaction (Y) is 21.4%.

The Effect of Service Quality on Consumer Satisfaction in the Tokopedia Marketplace

Referring to the SPSS table, we can ascertain that the standard coefficient beta value for the Information Quality variable (X1) is 0.714, and the standard zero-order correlation between X2 and Y is 0.925. With these two findings in hand, we can proceed to compute the Service Quality variable's (X2) specific influence on Customer Satisfaction (Y) using the following calculations:

$$\text{Std Beta} \times \text{Std zero order} \times 100\%$$

$$0.714 \times 0.925 \times 100\% = 66\%$$

From these calculations it can be concluded that the magnitude of the effect of Service Quality (X2) on Customer Satisfaction (Y) is 66%.

The Effect of Information Quality and Service Quality on Consumer Satisfaction on the Tokopedia Marketplace

Based on the aforementioned calculations, it becomes evident that the Service Quality variable (X2) exerted the most substantial impact, contributing 66% to the overall influence. In contrast, the Information Quality variable (X1) contributed an influence of 21.4%.

This aligns with the SPSS calculations, specifically the coefficient of determination (R²) at 0.874. This indicates that the combined influence of information quality and service quality on customer satisfaction amounts to 87.4%, leaving the remaining 12.6% to be accounted for by unexamined factors in this study.

CONCLUSIONS AND RECOMMENDATIONS

Conclusions

Based on the data obtained and the results of data processing in this study, the following conclusions can be drawn:

1. Information quality falls within the "good" category, but there are still areas where improvements are needed, particularly in terms of timeliness.
2. Service Quality is categorized as "good," yet there are areas that require attention, specifically the reliability of providing appropriate services and the responsiveness of employees or customer service in serving customers.
3. Consumer satisfaction is rated as "very good."
4. Information quality's impact on customer satisfaction is estimated at 21.4%.
5. Service quality has a substantial influence on customer satisfaction, accounting for 66%.
6. The combined influence of information quality and service quality on customer satisfaction is 87.4%, while the remaining 12.6% can be attributed to factors not examined in this study.

Recommendations

The following recommendations can be made based on the foregoing conclusions and the findings, analysis, and discussion in this study, specifically as follows:

1. The Tokopedia marketplace must review the information provided appropriately. Because the quality of information provided has a strong influence on consumer satisfaction. Good information quality will increase consumers' trust in the platform, help them make better purchasing decisions, and ultimately, increase their level of satisfaction with shopping at Tokopedia.Marketplace.
2. Tokopedia must review the provision of appropriate services. Because when customers contact customer service, they do not understand or are not familiar with the complaints given by customers. Basically, providing appropriate service is a key factor in building good relationships with customers and will help build a good reputation, gain

- customer loyalty, and increase their satisfaction in shopping on the Tokopedia platform and increase their satisfaction.
3. Marketplace Tokopedia must review the alertness of employees or customer service in serving customers. Because when we contact customer service about complaints, we have to wait a few minutes because many people make complaint reports. By implementing good customer service agility in the Tokopedia application, it can ensure that customers feel heard, valued, and get the help they need quickly.
 4. Tokopedia marketplace is expected to maintain or improve guaranteed data information. Because maintaining the security and privacy of customer data is very important in building the trust and integrity of a platform like Tokopedia. By prioritizing the security and privacy of customer data, Tokopedia can create a safe and trusted environment for users and build long-term relationships with them.
 5. Tokopedia marketplace is expected to maintain or improve the original product guarantee. Guaranteeing original products on the Tokopedia marketplace is key to building customer trust and maintaining the platform's reputation, by implementing this step Tokopedia can build a reputation as a platform that sells original products and can be relied on by customers. This will strengthen customer trust and support long-term business growth.
 6. Tokopedia marketplace is expected to maintain or increase price discounts. Providing discounts is a commonly used strategy to attract customers and increase sales in the Tokopedia application, by managing discounts wisely, Tokopedia can create opportunities to attract new customers, build loyalty, and increase sales in the Tokopedia application.

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