

## **Influence of Service Quality and Prices on Lazada Customer Satisfaction (Case Study of the Community of RW 10 Galanggang Batujajar Village, West Bandung District)**

Syipa Fauziah<sup>1\*</sup>, Doni Dirgantara Asikin<sup>2</sup>

Universitas Nasional Pasim

**Corresponding Author:** Syipa Fauziah [syifafauziah72293@gmail.com](mailto:syifafauziah72293@gmail.com)

---

### ARTICLE INFO

*Keywords:* Service Quality,  
Price, Consumer Satisfaction

*Received :* 17 April

*Revised :* 19 May

*Accepted:* 20 June

©2024 Fauziah, Asikin: This is an open-access article distributed under the terms of the [Creative Commons Atribusi 4.0 Internasional](https://creativecommons.org/licenses/by/4.0/).



### ABSTRACT

This research was conducted on an online shopping application. This research aims to determine the influence of service quality and price on Lazada consumer satisfaction, both partially and simultaneously. The research uses descriptive and associative methods, the unit of analysis in this research is the people of RW 10, Galanggang Batujajar Village, West Bandung Regency who have used or are currently using Lazada. The sample in this study consisted of 100 respondents. The analytical method for this research uses multiple linear regression analysis. The research instrument uses a questionnaire and tests validity and reliability. The findings of the study indicate that pricing and service quality may have a simultaneous or partial impact on customer satisfaction. The suggestion in this research is that the Lazada application is expected to be able to improve service quality and adjust prices to the quality of services and products so that consumer satisfaction can be met

## **INTRODUCTION**

The development of the times has changed human life to become fast-paced, one thing that has also developed is the business sector. Sales and purchases can now be done online without having to meet face to face. One of the applications used for online shopping is the Lazada application.

Lazada provides the best service to consumers by providing various attractive vouchers, free shipping and discounts, as well as providing easy transactions for consumers, of course this attracts consumers' attention to shop at Lazada. The aim of the service is to create comfort for customers so that customers feel satisfied and receive service as expected (Sulistyawati and Seminari 2015).

Service quality and price are important things in the running of a company, apart from that, service quality and price are also determining factors for consumer satisfaction. The higher the price and service quality, the higher consumer satisfaction. Vice versa, if the price and service quality are lower, the consumer satisfaction will also be lower (Purwaningrum and Sri 2022).

Good service quality will also have a good effect on a company's sales level, because service quality that meets consumer expectations allows consumer satisfaction to be fulfilled so that consumers make repeat purchases. Quality service will encourage consumers to establish close relationships with the company so that consumer satisfaction will be fulfilled and create a healthy company environment (Putri 2022).

Apart from service, price is also a consideration for consumers when making buying and selling transactions. For consumers, price is able to determine purchasing decisions, price is also said to be an indicator that can determine the success of a company in making a profit or not (Afliati and Megasari 2023).

The variety of products sold on e-commerce will give rise to different price views in the eyes of consumers. Consumers will choose products that have prices below market. Apart from looking at prices when shopping on e-commerce, prices can also be influenced by discounts.

The impact of online shopping is also felt by the people of RW 10 Galanggang Village, Batujajar District, West Bandung, with online shopping they feel satisfied without having to leave the house. The aim of this research is to find out how the Service Quality is in Lazada e-commerce, to find out how the Prices are in Lazada e-commerce, to find out how Consumer Satisfaction is in Lazada e-commerce, to find out how much influence Service Quality has on Consumer Satisfaction in e-commerce Lazada commerce, to find out how much influence Price has on Consumer Satisfaction in Lazada e-commerce, to find out how much influence Service Quality and Price have on Consumer Satisfaction in Lazada e-commerce.

## **LITERATURE REVIEW**

(Ngatno 2017:19) defines that: "Marketing management is an effort to plan, implement and supervise and control marketing activities in an organization in order to achieve the goals of an organization."

Service quality is the result of an evaluation process where customers compare their perceptions of the service and its results, with what consumers expect (Firmansyah and Haryanto 2019:12). The dimensions of service quality according to (Firmansyah and Haryanto 2019:15) are:

1. Reliability
2. Responsiveness
3. Guarantee
4. Empathy
5. Being

Price is the value of a good or service which is measured by the amount of money spent by consumers to get a number of combinations of goods or services and services (Indrasari 2019:36). According to (Indrasari 2019:44) there are four price dimensions, including:

1. Affordability
2. Price match with service quality
3. Price match with benefits
4. Prices according to capabilities or price competitiveness

Consumer satisfaction is a response shown by consumers to the service or performance received, then consumers will compare it with the performance they expected (Daga 2017:78). The dimensions of consumer satisfaction according to (Daga 2017:81) are:

1. Re-purchase
2. Creating Word of Mouth
3. Creating a Brand Image
4. Creating purchasing decisions at the same company

## **METHODOLOGY**

### **Research design**

In this research the method used is descriptive and associative.

### **Unit of Analysis**

In this research, the unit of analysis is the people of RW 10 Galanggang Village, Batujajar District, West Bandung Regency who buy products from the Lazada marketplace.

### **Population**

The population in this study was the people of RW 10 Galanggang Village with a population of 1072 residents. Of this population, it is not known exactly how many people use the Lazada marketplace, because RW 10 Galanggang Village consists of small children, adults and the elderly.

### **Sampling Technique**

In this research, researchers used quota sampling, namely determining the sample by determining the initial quota or the number of samples was

determined previously (Sahir 2021:35). Therefore, the researcher's desired target is 100 samples, with certain criteria to produce a representative sample. The criteria determined to become a sample in this research are:

1. Have used the Lazada marketplace.
2. Often use the Lazada marketplace.
3. The respondent lives in RW 10 Galanggang Batujajar Village.

**Method of Collecting Data**

The data used in this research is secondary data and primary data.

**RESULTS AND DISCUSSION**

**Validity Test**

**Validity Test Service Quality (X1)**

Table 1. Test Validity Service Quality (X1)

<b>Statement item</b>	<b><i>r count</i></b>	<b><i>r critical</i></b>	<b>Information</b>
Statement 1	0,674	0,25	Valid
Statement 2	0,505	0,25	Valid
Statement 3	0,609	0,25	Valid
Statement 4	0,588	0,25	Valid
Statement 5	0,663	0,25	Valid
Statement 6	0,574	0,25	Valid
Statement 7	0,642	0,25	Valid
Statement 8	0,644	0,25	Valid
Statement 9	0,660	0,25	Valid
Statement 10	0,622	0,25	Valid

From the above table, it can be seen that all computed *r* values are higher than the crucial *r* value, or mre that 0.25. because te statement items in the aforementioned variables are above the crucial *r* values, this indicates that they are in the valid category.

**Validity Test Price (X2)**

Table 2. Test Validity Price (X2)

<b>Statement item</b>	<b><i>r count</i></b>	<b><i>r critical</i></b>	<b>Information</b>
Statement 1	0,558	0,25	Valid
Statement 2	0,685	0,25	Valid
Statement 3	0,698	0,25	Valid
Statement 4	0,674	0,25	Valid
Statement 5	0,717	0,25	Valid
Statement 6	0,681	0,25	Valid
Statement 7	0,583	0,25	Valid
Statement 8	0,638	0,25	Valid

From the above table, it can be seen that all computed  $r$  values are higher than the crucial  $r$  value, or mre that 0.25. because te statement items in the aforementioned variables are above the crucial  $r$  values, this indicates that they are in the valid category.

**Validity Test Consumer Satisfaction (Y)**

Table 3. Validity Test Consumer Satisfaction (Y)

Statement item	$r$ count	$r$ critical	Information
Statement 1	0,574	0,25	Valid
Statement 2	0,617	0,25	Valid
Statement 3	0,584	0,25	Valid
Statement 4	0,729	0,25	Valid
Statement 5	0,648	0,25	Valid
Statement 6	0,657	0,25	Valid
Statement 7	0,731	0,25	Valid
Statement 8	0,684	0,25	Valid

From the above table, it can be seen that all computed  $r$  values are higher than the crucial  $r$  value, or mre that 0.25. because te statement items in the aforementioned variables are above the crucial  $r$  values, this indicates that they are in the valid category.

**Reliability Test**

**Reliability Test Service Quality (X1)**

Table 4. Service Quality Reliability Test (X1)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,820	10

Based on the table above, the results of the reliability test show that he Cronbach's Alpha value for service quality (X1) is  $0,820 > 0,70$ , meaning it is in the high reliability category. This shows that the quality of the service is stated to be reliable.

**Reliability Test Price (X2)**

Table 5. Price Reliability Test (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,805	8

Based on the table above, the results of the reliability test show that the Cronbach's Alpha value for price (X2) is  $0,805 > 0,70$ , meaning it is in the high reliability category. This shows that the quality of the service is stated to be reliable.

**Reliability Test Consumer Satisfaction (Y)**

Table 6. Reliability Test of Consumer Satisfaction (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
0,803	8

Based on the table above, the results of the reliability test show that the Cronbach's Alpha value for consumer satisfaction (Y) is  $0,803 > 0,70$ , meaning it is in the high reliability category. This shows that the quality of the service is stated to be reliable.

**Classic Assumption Test**

The normality test in this study shows the Probability Plot graphic showing the results with a normal distribution. It is also known that the results of the Kolmogorov Smirnov analysis showed that the Asymp.sig result was greater than 0.05, which means it meets the normality requirements.

There is no multicollinearity between the independent variables, according to the multicollinearity test findings, which also indicates that the tolerance value is more than 0.01 and the VIF value is less than 10. There was no significant multicollinearity other than that.

The heteroscedasticity test of the scatterplot graph shows that there is no clear pattern and the points are spread above and below the number 0 on the Y axis. So it can be concluded that there is no heteroscedasticity in the regression model.

The autocorrelation test shows that in this study it was proven that there was no autocorrelation and could be used for further analysis.

**The Influence of Service Quality on Consumer Satisfaction**

The effect of service quality on consumer satisfaction is obtained by a t count value of  $8.073 > t$  table 1.66055 using a probability of significance for service quality (X1) at the 0.000 level according to the criterion, if the significance value more than  $< 0.05$ , then H0 is rejected and H1 is accepted, which means that service quality partially has a significant effect on Lazada customer satisfaction. This means that if the quality of service gets better, consumer satisfaction will increase.

**The Influence of Price on Consumer Satisfaction**

The effect of service quality on consumer satisfaction is obtained by a t count value of  $8.517 > t$  table 1.66055 using a probability of significance for price (X2) at the 0.000 level according to the criterion, if the significance value more than  $< 0.05$ , then H0 is rejected and H2 is accepted, which means that price partially has a significant effect on consumer satisfaction Lazada. This means that if prices become more affordable and in accordance with the quality of the product and the quality of service offered, consumer satisfaction will increase.

### **The Influence of Service Quality and Price on Consumer Satisfaction**

Based on the results of the simultaneous f test, statistical calculations show F count 183.067 > F table 3.09, significance value 0.000 < 0.05, then H0 is rejected and H3 is accepted, meaning that service quality and price simultaneously have a significant effect on Lazada consumer satisfaction. The correlation coefficient that supports the relationship between service quality (X1) and price (X2) variables simultaneously on consumer satisfaction (Y) is 0.889 or 88.9% with a coefficient of determination of 0.791 or 79.1%.

## **CONCLUSIONS AND RECOMMENDATIONS**

### **Conclusions**

Service quality is found to have a substantial positive impact on 38.3% of Lazada consumer satisfaction, based on the processing outcomes of the data processing outcomes of the data in this study. Prices has a noteworthy positive impact of 40.8% on Lazada consumer satisfaction. Price and service quality both significantly improve Lazada customer satisfaction, which is 79.1%.

### **Recommendations**

Considering the aforementioned conclusions, the researchers are suggestions are, service quality is expected to be improved in order to increase consumer trust and satisfaction in the shopping experience. For example, adding discount vouchers, free shipping and cashback. Prices should be adjusted to market prices, product quality and service quality. For example, product quality that is below average is cheaper. Consumer satisfaction should be increased, for example by providing the best quality products, services and prices.

### **FURTHER STUDY**

In this research there are still many shortcoming and limitations. For further research, it is hoped that researchers can add other variables and research other onlie shopping applications, or researchers can choose other business sectors to research.

### **ACKNOWLEDGMENT**

This research could be completed because of support from many parties. Especially from lecturers, parens and colleagues who have helped in the process of completing this research.

## REFERENCES

- Afliati, Azmi Mumtas, and Aisyah Darti Megasari. 2023. "Pengaruh Kualitas Pelayanan Dan Harga Terhadap Kepuasan Konsumen Pengguna Marketplace Shopee Di Surabaya." *Jurnal Ekonomi, Manajemen Dan Akuntansi*.
- Daga, Rosnaini. 2017. *Citra, Kualitas Produk, Dan Kepuasan Pelanggan*. edited by H. Upu. Makassar: Global Research And Consulting Insitute (Global-RCI).
- Firmansyah, Farid, and Rudy Haryanto. 2019. *Manajemen Kualitas Jasa*. Pamekasan: Duta Media Publishing.
- Indrasari, Meithiana. 2019. *Pemasaran Dan Kepuasan Pelanggan*. Surabaya: Unitomo Press.
- Ngatno. 2017. *MANAJEMEN PEMASARAN*. 1st ed. Semarang: Ef Press Digimedia.
- Purwaningrum, Afikarina, and Maria Agatha Sri. 2022. "PENGARUH HARGA DAN KUALITAS PELAYANAN TERHADAP KEPUASAN KONSUMEN WAHYU FOTOOPY DESA KARANGTALUN KECAMATAN KALIDAWIR KECAMATAN." *Jurnal Economia* 1.
- Putri, Ika Suhaimin. 2022. "Pengaruh Harga Dan Kualitas Pelayanan Terhadap Kepuasan Pelanggan Pengguna Marketplace Shopee (Studi Kasus Pada Mahasiswa Program Studi Manajemen Angkatan 2017 Universitas Hasyim Asy'ari Tebuireng Jombang)." *Journal of Business and Innovation Management* 5.
- Sahir, Syafrida Hafni. 2021. *METODELOGI PENELITIAN*. 1st ed. edited by T. Koryati. Yogyakarta: KBM Indonesia.
- Sulistiyawati, Ni Made Arie, and Ni Ketut Seminari. 2015. "Pengaruh Kualitas Pelayanan Terhadap Kepuasan Pelanggan Restoran Indus Ubud Gianyar." *Jurnal Manajemen Unud* 4.