

# Customer Satisfaction in Buying Product by using Media E-Commerce

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**Keywords:** Social Marketing, E-Commerce, Price, Customer Satisfaction, Purchase Decision

**Abstract:** The study aimed to identify the purchase of products through social media marketing e-commerce and price of, customer satisfaction to know the impact of customer satisfaction, purchase of the decision to understand social marketing through e-commerce, purchase of the decision and to know the customer satisfaction through direct impact of the decision in. online purchases. The result of this research was social marketing through e-commerce on customer satisfaction is positive and significant. Influences the price of customer satisfaction is negative and significant, the influence of customer satisfaction in the purchase of the decision on the line is positive and significant, the influence of social marketing through e-commerce of the decision to buy is positive and significant, the purchase price of the decision is negative and significant.

## 1. INTRODUCTION

In the era of globalization as now, it is competition in the business world to be very strict. The company competes with each other in compete to maintain a venture to be tough in the competition is fierce. Create new customers and retain customers who are long and to increase the volume of sales with the marketing strategy through the internet is the goal the company.

It has since built the internet is something that is already is not going to be a need for at present, but have become weak and helpless an orderly lifestyle and dependability in each of the four people. The development of this very moment becomes more and more fast-paced growth can be after of the internet started can be accessed via cellular phone and come up with to which the name is a smartphone from Apple or a phone smart. Where there are a lot as the facilities that are given to community groups in a smartphone reflected the bank sound assets, chat, email I have got to, browse, as well as the facilities social media.

E-commerce is the process of purchasing, sale or the exchange of goods and services and information via computer network including the internet. For some big firms, e-commerce is a part in the development of, marketing, the sale of, delivery, and the payment of services customers with the support of

the business partner of a network of around the world (Saragih, & Ramdhani,2012).

This study will discuss consumer satisfaction in buying products using e-commerce, and cases that will be used, one of which is online purchasing with Tokopedia. One of the webs or buying and selling sites that currently enliven the Marketplace in Indonesia is Tokopedia.com. The reason for choosing Tokopedia is based on the search that Tokopedia is in terms of because it is based on the search that Tokopedia in terms of security in safer transactions, the transaction process between sellers and buyers requires sellers and buyers to confirm, starting from payment confirmation, delivery confirmation to confirmation that the item has been received and has a total of 8,600,000 visitors. Tokopedia.com that gives trust to consumers both in terms of security and the products offered. Tokopedia.com provides convenience in transactions such as all buying and selling transactions conducted on Tokopedia.com. Through Tokopedia account numbers as escrow-accounts and Tokopedia.com, it also routinely conducts moderation for safer transaction experiences and policies provided by Tokopedia. com (www.tokopedia.com).

The existence of security and the policies given make consumers more trust and not hesitate in making online purchases. Because of the provisions and policy requirements of the company consumers are not worried about fraud

## 2. THEORETICAL FRAMEWORK

### Understanding of social marketing

Based on the definition of the experts, social marketing was mostly an application commercial marketing strategies to sell idea to change society, especially in the management which includes, analysis, planning implementation, and supervision. The application of social marketing is one part of a framework called "doing great by doing good" (Kotler & Keller, 2015). Six choices for doing good cause promotions, cause-related marketing, social marketing, corporate philanthropy, community volunteering. Social marketing is an effort to support the implementation and / or change of community behavior.

The yuan in the encyclopedia of information science and technology said e-commerce is the use of computer network to communicating business and commercial transaction. Then on the website e-commerce net, e-commerce defined as an activity to sell merchandise and services over the internet. All components involved in business practical applied here, like customer service, available products, payment methods, security for products, the promotion and forth.

According to Kotler & Keller (2009) quoted from book marketing management said that consumer satisfaction is feeling glad or disappointed someone who appears performance after comparing products (the) thought to expected performance.

### Understanding of Trust

Consumer confidence is defined as the willingness of one of the parties to accept the risks of other parties based on hope that other parties to take action for the important, who believe in regardless of ability to supervise and control the act of parties believed (Wardoyo & Andini, 2017)

### Understanding of Price

Sangadji & Sopiah (2013), states that "Prices can be used as an indicator of substitute for product quality, with high-value products that can be viewed positively by certain market segments. 6States "Price is the amount of money one must pay to obtain the right to use the product. Price sometimes serves as a signal of quality. Product prices too low might be perceived as having low quality."

### Understanding of Product Quality

Understanding Product Quality According to Kotler & Keller (2011) product quality is the ability of an item to provide results or performance that is even more than exceeds, whereas According to Kotler & Armstrong (2011), product quality is the product's ability to display its function, this includes the time of use of the product, reliability, convenience, use and improvement, and other values.

### Definition of Consumer Purchasing Decisions

Consumer Purchase Decisions, according to Sudaryono (2014), are "a selection of actions from two or more choices." If someone is faced with two choices, namely buying and not buying, then he is in a position to make a decision. In fulfilling their life needs, a consumer must choose the products and services to be consumed.

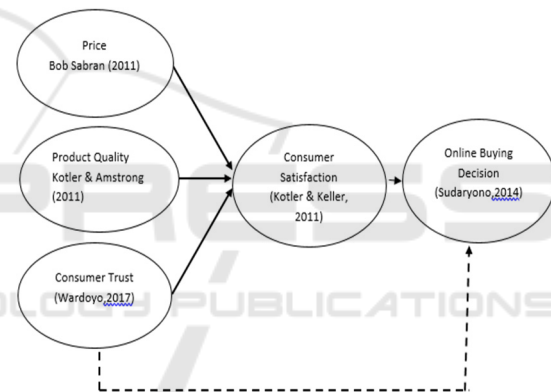


Figure 1: Research Framework

### Formulation of Research Hypotheses

- H1: Price has a positive and significant effect on customer satisfaction
- H2: Product quality has a positive and significant effect on customer satisfaction
- H3: Consumer trust has a positive and significant effect on customer satisfaction
- H4: Prices have a positive and significant effect on the decision to buy online
- H5: Product quality has a positive and significant effect on the decision to buy online
- H6: Consumer trust has a positive and significant effect on buying decisions online

### 3. RESEARCH METHODOLOGY

This type of research is explanatory research using a quantitative approach. According Sugiyono (2016), research according to the level of explanation is research that intends to explain the position of the variables studied and the relationship between one variable and another variable.

In addition, this research is intended to test the hypotheses that have been formulated previously. In the end the results of this study explain the causal relationship between variables through hypothesis testing.

### 4. RESULT

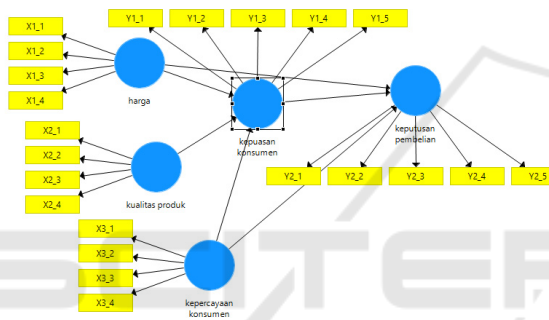


Figure 2: Research Model

The results of the tabulation of questionnaires that have been input using Microsoft Excel software are exported to the SmartPLS 3.0 application for further analysis. The data used is the complete data. Of the total 100 respondents, who provided complete data were 97 respondents. This data of 97 respondents was used for measurement model analysis and structural models.

According to Haenlein & Kaplan (2004) and Petter et al., (2007), if indicators cause the formation of latent variables and those indicators cannot be exchanged, they are called formative scales. This results in no need for reliability and validity testing because the indicators forming latent variables are not related to each other.

If each indicator is interconnected and can be exchanged, then it is called reflective and the level of reliability and validity must be properly tested (Hair, 2014). This research uses reflective indicators, so testing reliability and validity must be done.

Table 1: Research Model Coefficients

Path	Original Sampl...	Sample Mean (...)	Standard Error ...	T Statistics ( O...	P Values
harga -> kepuasan konsumen	0.289	0.291	0.109	2.654	0.008
harga -> keputusan pembelian	0.168	0.161	0.078	2.155	0.032
kepercayaan konsumen -> kepuasan konsumen	0.402	0.400	0.109	3.695	0.000
kepercayaan konsumen -> keputusan pembelian	-0.002	0.002	0.091	0.025	0.980
keputusan pembelian -> kepuasan konsumen	0.666	0.669	0.091	7.316	0.000
keputusan pembelian -> keputusan pembelian	0.188	0.192	0.098	1.918	0.056
keputusan pembelian -> keputusan pembelian	0.119	0.115	0.106	1.118	0.264

The results of the T-test (2-tailed) with a 5% significance level as shown in the table above show that the effect of prices on consumer satisfaction and prices on purchasing decisions, consumer satisfaction with purchasing decisions, proved significant because each had an empirical t value above 1.9852 that is and has a significance value (P Value) <5% (0.05), whereas consumer confidence in product quality on customer satisfaction and product quality on purchasing decisions and quality is not proven significant because each variable has an empirical t value above table value of 1.9852 and significance (P Value) > 5% (0.05).

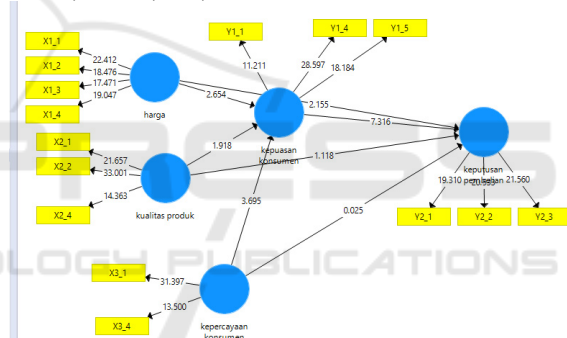


Figure 3: Interpretation of Research Results

Hypothesis testing using the PLS-SEM method is broadly divided into two stages, namely, the analysis of the measurement model and the structural model. Analysis of measurement models can be said as an analysis of validity and reliability, while structural model analysis is used to test hypotheses.

- The effect of prices influences consumer satisfaction
- From the results of the price variable analysis has a significance value of 0.008 below 0.05, it can be interpreted that prices have a positive and significant influence on customer satisfaction. Where the higher the price set by the company for a product, the consumer will be satisfied.
- Effect of product quality on customer satisfaction.
- The influence of consumer confidence affects consumer satisfaction.

- e. Effect of prices on decisions to buy online.
- f. Effect of product quality on online buying decisions.
- g. The influence of trust influences the decision to buy online.

## 5. CONCLUSION

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