

## The Effect of After Sales Service on Online Shop Consumer Satisfaction (Survey of Tokopedia and Shopee Consumers at Kadiri University)

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### *Keywords*

*Online shop, strategy,  
platform, turnover, market*

### *Abstract*

The platforms that are often used in this activity are Tokopedia and Shopee, this is evident from Tokopedia and Shopee being the two most downloaded applications from the Google Play Store. Some of the traders actually experienced an increase in turnover by trading in online stores. This is because online stores have a broad and unlimited market.

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## INTRODUCTION

### 1. Background

The Covid-19 pandemic has had an impact on business activities, especially retail traders, who used to be physically running their business or seen opening shops and displaying their goods, with the current Covid-19 Pandemic, many traders are flocking to online stores. The platforms that are often used in this activity are Tokopedia and Shopee, this is evident from Tokopedia and Shopee, which are the two most downloaded applications from the Google Play Store. Some of the traders actually experienced an increase in turnover by trading in online stores. This is because online stores have a broad and unlimited market. However, there is one thing that has attracted the attention of researchers, namely the

successful strategy of increasing turnover when trading in online stores.

Research on marketing strategies is always interesting to do from year to year, because marketing strategies move dynamically following market conditions. In this context, trade is carried out online, where sellers and buyers do not see each other but can foster a sense of trust until a transaction occurs. If we look at the buyer's side, the buyer can only judge the credibility of the seller from the reviews of buyers who have made a purchase. The thing that can affect the satisfaction is the suitability of the goods that appear visually in the online store with the goods sent. But that's not the only thing that matters. There is one other thing that is more important, namely after-sales service. After-sales service includes service activities after the sale transaction. In it there is a sales return service when the buyer is not satisfied with the goods sent, the speed of response to buyer questions and also the hospitality attitude shown by the seller to the buyer. Researchers are interested in knowing the effect of after-sales service on online store consumer satisfaction in the Kadiri University area. The results of this study are expected to be a reference for beginners who want to do business through online stores. The following is data on online store competition in Indonesia from monthly site visitors per – Quater 2020 & 2021 :

**Table 1.1 Online Store Competition in Indonesia**

2020							
Q1		Q2		Q3		Q4	
Online Store	Visitors	Online Store	Visitors	Online Store	Visitors	Online Store	Visitors
Tokopedia	68.134.000	Tokopedia	72.234.000	Tokopedia	87.545.000	Tokopedia	94.232.000
Shopee	65.534.000	Shopee	70.667.000	Shopee	85.908.000	Shopee	93.442.000
Lazada	28.387.000	Lazada	30.345.000	Lazada	37.776.000	Lazada	41.110.000
Bukalapak	25.800.000	Bukalapak	29.725.000	Bukalapak	32.440.000	Bukalapak	35.878.000
Blibli	10.100.000	Blibli	15.857.000	Blibli	17.880.000	Blibli	19.890.000
2021							
Q1		Q2		Q3		Q4	

Online Store	Visitors	Online Store	Visitors	Online Store	Visitors	Online Store	Visitors
Tokopedia	118.573.000	Tokopedia	120.486.000	Tokopedia	123.639.000	Tokopedia	125.589.000
Shopee	116.909.000	Shopee	118.138.000	Shopee	120.889.000	Shopee	122.800.000
Lazada	30.800.000	Lazada	34.900.000	Lazada	36.882.000	Lazada	41.110.000
Bukalapak	28.445.000	Bukalapak	30.843.000	Bukalapak	35.332.000	Bukalapak	38.668.000
Blibli	25.110.000	Blibli	26.900.000	Blibli	29.880.000	Blibli	31.222.000

It can be seen from the data above in 2019 Q1 to Q4. Tokopedia and Shopee are always first and second. Starting from the product ordered when the item purchased is really real, and very good.

## 2. Problem Formulation

Does after-sales service affect online shop customer satisfaction ?

## LITERATURE REVIEW

### 1. Quality of Service

According to Tjiptono & Chandra (2012) the term quality contains various interpretations, because quality has a number of levels, universal (same everywhere), cultural (depending on the cultural values system), social (formed by individual social classes, in simple terms quality can be interpreted as a product that is free of charge). Defects this manufacturing based definition is not relevant for the service sector. Therefore, the understanding of quality is then expanded to “*fitness for use and conformance to requirements*”.

Parasuraman in Lupiyoadi (2013) says that service quality is how far the difference between reality and customer expectations for the service they receive. Service quality reflects the comparison between the level of service delivered by the company compared to customer expectations. Service quality is realized through meeting customer needs and desires as well as the accuracy of its delivery in balancing or exceeding customer expectations. According to Wyckof in (Tjiptono, 2014) service quality is the level of excellence expected and control over these advantages to meet

customer desired. With words on the other hand, there are two main factors that affect the quality of the expected service and perceived service.

## **2. Product**

Setiyaningrum (2015) states that a product is a collection of physical, psychological, service, and symbolic attributes created to satisfy customer needs and desires. There are three levels of products and services that must be understood by marketers, namely the core values of consumers that will answer the question of what the buyer actually buys the actual product which includes features, design, quality level, brand name and attractive packaging, and product. Additional, which includes delivery and installments, after-sales service, guarantees, and anything that is traded for the purpose of profiting from the creativity of a person, marketing team, or company. According to Tjiptono (2015) conceptually a product is a producer's subjective understanding of something than can be offered as an effort to achieve organizational goal through fulfilling consumer needs and desires, in accordance with the competence and capacity of the organization as well as market purchasing power. In addition, the product can also be defined as consumer perceptions that are described by the producer through the results of their production or operations.

W.J. Stanton in Alma (2016) says *“a product is a set of tangible and intangible attributes, including packaging, color, price, manufacturer's and manufacturer's and retailer, which the buyer may accept as offering want satisfaction”*. Which means that the product is a set of attributes, both tangible and intangible, including color, price, the good name of the factory, the good name of the store that sells it (retailer), and factory services and retailer services, which are received by the buyer to satisfy his desires.

Kotler in Alma (2016) states *“a product is anything that can be offered to a market to satisfy a want or need. Product that are marketed include physical goods, services, experience, events, persons, places, properties, organizations, information, and ideas. Events. This means that*

the product is anything that can be offered in the market to satisfy the needs and wants of consumers. Products consist of goods, services, experiences, place, ownership, organization, information and ideas.

### **3. Price**

According to Alma (2016) price is the value of an item expressed in money. (Kotler & Keller, 2009) states that prices are not just numbers labeled with prices. Prices take many forms and perform many functions. Tuition rent, fees, wages, interest, fees, storage fees, salaries and commissions are all prices paid for goods and services.

According to Utami (2017) price adjustments can be made by retailers by setting a mark down. Mark down is a reduction of the initial retail price, with the premise that a lower price is expected to increase the number of sales. Some of the reasons for carrying out mark downs are warehouse cleaning or promotions. Retailers have traditionally created a set of rules that are free to accept mark downs. The limitations of the approach can be explained as follows:

- a. Treats all units in one product category with the same consistent behavior
- b. Follow a regular schedule

### **4. Buying Interest**

Kotler & Keller (2009) state that consumer buying interest is a consumer behavior where consumers have a desire to choose, use, and consume or even want a product offered. It can be concluded that consumer buying interest is an intention that arises from within a person to make a purchase of a product or service with consideration before the buying process takes place. The indicators of buying interest according to Ferdinand (in Veronika, 2016:24), are:

- a. Transactional interest
- b. Referral interest
- c. Preferential interest
- d. exploratory interest

## **RESEARCH METHODS**

## **RESULTS AND DISCUSSION**

Overall, the findings in this study are in accordance with the results of research that proves that e-service quality has a positive and significant effect on satisfaction, the results of research that prove that customer satisfaction has a positive effect on customer trust. Research by Darsono and Dharmmesta (2005), Zboja and Voorhees (2006), Bouhleb et al. (2009), and Ha et al. (2010) prove that customer trust has an effect on repurchase intention.

The results showed that service quality affects repurchase intention with multiple mediation starting from customer satisfaction and brand trust. Service quality is a determinant of customer satisfaction, trust, and repurchase intentions. The higher the quality of service, the more satisfied customers, their trust and repurchase intentions will be stronger, therefore online shops need to always maintain and improve service quality, service satisfaction to maintain trust and increase their customers' repurchase intentions. Customer satisfaction is maintained from pre-purchase, and post-purchase.

For pre-purchases, the Website/Application should provide complete information, this information can be in the form of information about product specifications, various products, promotions, and payment systems. The online shop must provide services in the form of a means to answer customer questions quickly. When consumer questions can be answered quickly they feel well served so they can be satisfied with the service.

When an online shop must have a site / application that makes it easy for customers when shopping. The level of personalization on the site / application is made according to consumer expectations so that consumers are satisfied, for that it is important to know what consumers want and make personalization according to consumer expectations.

## **CONCLUSIONS AND RECOMMENDATIONS**

The results of this study indicate that service quality has a positive and significant effect on customer satisfaction. Thus, the better the quality of online

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services provided by the online shop, the higher the perceived satisfaction. The results of the study also show that trust brand has a positive and significant effect on repurchase intention. Thus, the higher the level of consumer confidence in the online store, the greater the consumer's repurchase intention.

Based on the results of this study, it can be shown that service quality affects repurchase intentions with multiple mediations ranging from customer satisfaction and brand trust. Service quality is a determinant of customer satisfaction, trust and repurchase intention. The better the quality of service provided by the online shop, the more satisfied customers will be, and the more trust they will have in their repurchase intention to make purchases at the online shop.

Thus, to survive and even win the competition in the online market, every online store must guarantee the quality of service, satisfaction and customer trust to be able to encourage or strengthen their customers' repurchase intentions.

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