

THE INFLUENCE OF WEBSITE QUALITY, PRICE, AND SERVICE QUALITY ON CUSTOMER SATISFACTION OF TOKOPEDIA E-COMMERCE (CASE STUDY ON STUDENTS OF THE FACULTY OF ECONOMICS AND BUSINESS, MALIKUSSALEH UNIVERSITY)

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Received : 01 August 2025
Revised : 11 August 2025
Accepted : 30 August 2025

Published : 20 September 2025
DOI : <https://doi.org/10.54443/ijset.v4i12.1119>
Publish Link : <https://www.ijset.org/index.php/ijset/index>

Abstract

This study aims to analyze the influence of website quality, price, and service quality on customer satisfaction with e-commerce Tokopedia, with a case study on students of the Faculty of Economics and Business, Malikussaleh University. The research method used is a quantitative approach with purposive sampling technique involving 120 respondents. Data was collected through questionnaires and analyzed using multiple linear regression, t-test, F-test, and the coefficient of determination (R^2). The results indicate that partially, website quality, price, and service quality have a positive and significant influence on customer satisfaction. Simultaneously, these three variables also have a significant effect on customer satisfaction, with a coefficient of determination value of 72.3%. These findings suggest that good website quality, competitive pricing, and satisfactory service are key factors in enhancing customer satisfaction with Tokopedia.

Keywords: *Website Quality, Price, Service Quality, Customer Satisfaction, Tokopedia.*

INTRODUCTION

The rapid growth of information and communication technology has transformed consumer behavior and the way businesses interact with their customers. One of the most significant developments is the emergence of e-commerce platforms, which allow consumers to conduct transactions without the constraints of time and place. In Indonesia, Tokopedia has become one of the leading e-commerce platforms, attracting a large user base, including university students. This highlights the importance of understanding the factors that influence customer satisfaction in the context of online shopping (APJII, 2024). In recent years, online shopping trends have shown a substantial increase, with the number of e-commerce users reaching 180.6 million in 2023 and projected to continue growing in 2024 (Tempo.co, 2025). However, despite its position as one of the largest platforms, Tokopedia still faces challenges compared to its main competitor, Shopee, which dominates the Indonesian market. Moreover, the Indonesian Consumers Foundation (YLKI) has received numerous complaints about Tokopedia's services, including issues related to product quality, customer service responsiveness, and transaction reliability (Widyastuti, 2023). These concerns reflect the crucial role of service quality, price competitiveness, and website functionality in shaping customer satisfaction. Field observations and preliminary interviews with students from the Faculty of Economics and Business, Malikussaleh University, indicate that while many are satisfied with Tokopedia's services, several recurring issues remain. These include slow website loading times, less intuitive interfaces, higher product prices compared to competitors, and delayed responses from customer service. Such problems may reduce consumer trust, discourage repeat purchases, and ultimately affect brand loyalty. The objective of this research is to analyze the influence of website quality, price, and service quality on customer satisfaction with Tokopedia among university students. By applying a quantitative research approach with purposive sampling of 120 respondents, this study provides insights into how these variables interact and contribute to consumer perceptions. The findings are expected

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Fitri Faryani Malik et al

to help Tokopedia and similar e-commerce platforms identify strategic priorities for improving customer experience and enhancing competitiveness. Previous literature underscores the significance of these factors. Aufar & Soebiantoro (2022) found that website quality significantly affects customer satisfaction, while Rahayu (2021), Ichsan & Nasution (2022), and Darmawan (2019) demonstrated the positive role of price in influencing consumer perceptions. Similarly, Wulandari et al. (2020) and Putri et al. (2021) highlighted the importance of service quality in shaping overall satisfaction and loyalty. Nevertheless, contradictory findings from other studies suggest that the relationship between these variables and satisfaction may vary depending on context and consumer expectations. In conclusion, the study is both relevant and timely, given the growing reliance on e-commerce in Indonesia and the increasing expectations of digital consumers. By examining the interrelationship between website quality, price, and service quality, this research aims to contribute to the literature on customer satisfaction while offering practical implications for improving e-commerce service strategies, particularly for Tokopedia.

LITERATURE REVIEW

The concept of customer satisfaction has become a central theme in marketing and business research, as it reflects the degree to which a company can meet or exceed consumer expectations. Kotler and Armstrong (2019) define customer satisfaction as a function of the perceived performance of a product or service relative to customer expectations. When performance meets or surpasses expectations, customers are satisfied; otherwise, dissatisfaction occurs. This concept is crucial in the e-commerce context, where customer experiences are shaped not only by product quality but also by digital platforms and service delivery mechanisms.

Website Quality plays an essential role in influencing customer satisfaction in online marketplaces. Rahmaini (2018) argues that a quality website is characterized by clarity of information, ease of navigation, security, and aesthetic appeal. In the e-commerce sector, website quality also includes factors such as transaction simplicity, payment security, and customer service responsiveness (Aufar & Soebiantoro, 2022). Prior studies demonstrate mixed findings—while some researchers confirm that website quality significantly enhances satisfaction (Aufar & Soebiantoro, 2022), others, such as Suryani (2022), suggest that website quality does not always have a direct effect, depending on consumer expectations and competitive alternatives.

Price is another determinant of consumer satisfaction and decision-making. Kotler, as cited in Azman & Bahri (n.d.), defines price as the total value exchanged for a product or service. Empirical studies by Rahayu (2021), Ichsan & Nasution (2022), and Darmawan (2019) consistently indicate that competitive and fair pricing positively influences satisfaction. However, contrasting results exist; for instance, Suwikromo et al. (2022) and Rivai et al. (Panjaitan et al., 2024) found that price did not significantly impact customer satisfaction, suggesting that other variables, such as perceived value or brand trust, may mediate the relationship.

Service Quality is widely recognized as a critical factor in building consumer trust and satisfaction. Indrasari (2019) defines service quality as the gap between customer expectations and actual service performance. Studies by Wulandari et al. (2020), Putri et al. (2021), and Thungasal & Siagian (2019) show that responsiveness, reliability, and empathy in service delivery significantly enhance customer satisfaction and loyalty. These findings align with Tjiptono (2020), who emphasizes that service quality is central to sustaining long-term consumer relationships in service-driven industries, including e-commerce.

Taken together, these three variables—website quality, price, and service quality—form the backbone of consumer evaluation in digital marketplaces. Previous research has mostly examined these factors separately, often focusing on either product pricing or digital platform usability. However, limited studies have integrated all three dimensions comprehensively, especially in the context of Tokopedia, which faces intense competition from Shopee and other platforms. Therefore, this study seeks to address this gap by investigating the simultaneous impact of website quality, price, and service quality on customer satisfaction with Tokopedia among university students in Malikussaleh. By contextualizing the analysis within an academic population that actively engages with digital platforms, this research provides empirical evidence on the multidimensional factors shaping satisfaction in Indonesian e-commerce.

METHOD

This study employed a quantitative research approach using a survey method to examine the influence of website quality, price, and service quality on customer satisfaction with Tokopedia among students of the Faculty of Economics and Business, Malikussaleh University. The design of the research included instrument preparation, respondent selection, data collection, and statistical analysis.

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Fitri Faryani Malik et al

Target Population and Sampling

The population of this study consisted of students from the Faculty of Economics and Business, Malikussaleh University, who had experience using Tokopedia as an e-commerce platform. The sampling technique used was purposive sampling, with criteria focusing on students who had made at least one purchase through Tokopedia. A total of 120 respondents were selected, which was considered sufficient to represent the target population.

Materials and Instruments

The primary research instrument was a structured questionnaire consisting of closed-ended questions measured on a 5-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5). The questionnaire was designed based on indicators from previous theories of website quality (Rahmaini, 2018), price perception (Kotler in Azman & Bahri, n.d.), service quality (Indrasari, 2019), and customer satisfaction (Tjiptono, 2020). Supporting tools included Microsoft Excel for preliminary tabulation and SPSS (Statistical Package for the Social Sciences) version 25 for statistical analysis.

Instrument Design and Validation

Before data collection, the questionnaire was pre-tested on 20 students to ensure validity and reliability. Construct validity was assessed using the Pearson Product Moment correlation, while reliability was measured using Cronbach’s Alpha, with a threshold of ≥ 0.70 considered acceptable for internal consistency.

Data Collection Procedures

Primary data were collected by distributing questionnaires directly to selected respondents. The survey was conducted over a two-week period on campus. Secondary data were obtained from relevant literature, journals, and official statistical reports on e-commerce usage in Indonesia.

Data Analysis Techniques

The data collected were analyzed using multiple linear regression to determine the influence of website quality (X_1), price (X_2), and service quality (X_3) on customer satisfaction (Y). The regression equation used in the model is as follows:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + \varepsilon$$

Where:

- Y = Customer Satisfaction
- X_1 = Website Quality
- X_2 = Price
- X_3 = Service Quality
- α = Constant
- $\beta_1, \beta_2, \beta_3$ = Regression Coefficients
- ε = Error Term

In addition to regression analysis, the study applied classical assumption tests, including normality, multicollinearity, and heteroscedasticity tests, to ensure model validity. The coefficient of determination (R^2) was used to evaluate the explanatory power of the model, while the t-test and F-test were conducted to measure the significance of individual and simultaneous effects of the independent variables.

RESULTS AND DISCUSSION

This section presents the results of data processing, followed by a comprehensive discussion based on theoretical references. The results include descriptive statistics, classical assumption tests, and multiple linear regression analysis to determine the effect of website quality, price, and service quality on customer satisfaction with Tokopedia.

Descriptive Statistics and Respondent Characteristics

Based on the collected data from 120 respondents, the characteristics of Tokopedia consumers varied by gender, age, and study program. The majority of respondents were female (58.3%), aged between 21–25 years (41.7%), with the largest group coming from the Management study program. In terms of shopping frequency, most

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Fitri Faryani Malik et al

students made purchases at least once a month, primarily for daily needs and lifestyle products. This indicates that Tokopedia is widely used by students as a convenient online shopping platform.

Subsection 1: The Influence of Website Quality, Price, and Service Quality on Customer Satisfaction

The results of the multiple linear regression analysis are shown in Table 1.

Table 1. Results of Multiple Linear Regression Analysis

Variable	Coefficient (β)	t-value	Sig. (p-value)
Constant	6,663	7,797	0,000
Website Quality (X1)	0,166	3,776	0,000
Price (X2)	0,275	6,251	0,000
Service Quality (X3)	0,248	6,069	0,000

The regression model indicates that all three independent variables have a positive and significant influence on customer satisfaction. The value of $R^2 = 0.723$ implies that 72.3% of the variation in customer satisfaction can be explained by website quality, price, and service quality, while the remaining 27.7% is influenced by other factors not included in the model. These results confirm that website usability, competitive pricing, and responsive customer service are crucial drivers of satisfaction among Tokopedia users. The significance of website quality ($p = 0.000$) demonstrates that smooth navigation, accurate information, and secure transactions are critical elements in the online shopping experience.

Subsection 2: Implications of Findings and Comparison with Previous Studies

The findings of this study are consistent with AUFAR & SOEBIANTORO (2022), who found that website quality positively affects customer satisfaction, highlighting the importance of digital platform performance in shaping user trust. Similarly, RAHAYU (2021) and ICHSAN & NASUTION (2022) emphasized that price fairness significantly influences consumer satisfaction, particularly in competitive online marketplaces. Moreover, the significance of service quality supports earlier studies by WULANDARI ET AL. (2020) and PUTRI ET AL. (2021), who demonstrated that responsiveness and reliability in service delivery enhance customer loyalty. From a practical standpoint, Tokopedia can leverage these findings to improve its competitive position by optimizing website features, ensuring price transparency, and strengthening customer service responsiveness. Continuous improvement in digital branding, promotional strategies, and customer engagement will help Tokopedia maintain loyalty and reduce switching behavior to competitors such as Shopee. These implications are especially relevant in the context of increasing competition in Indonesian e-commerce, where consumer loyalty is shaped by both functional attributes (e.g., price and website quality) and emotional experiences (e.g., trust and service interactions).

CONCLUSION

This study investigated the influence of website quality, price, and service quality on customer satisfaction with Tokopedia among students of the Faculty of Economics and Business, Malikussaleh University. The results of multiple linear regression analysis revealed that all three variables had a positive and significant effect, both individually and simultaneously, on customer satisfaction. The coefficient of determination (R^2) of 72.3% indicates that the majority of satisfaction levels can be explained by the examined variables, while the remaining 27.7% is influenced by other factors. The findings confirm that website usability, price competitiveness, and reliable customer service are critical drivers of consumer satisfaction in the e-commerce context. These results align with previous studies that emphasize the importance of digital platform quality, fair pricing, and service responsiveness in shaping consumer perceptions and loyalty.

From a practical perspective, Tokopedia should focus on continuous improvement of website design and navigation, maintain transparent and competitive pricing strategies, and enhance the responsiveness of customer service teams. Such strategies are essential to sustain consumer trust and prevent customer switching to competitors in the increasingly dynamic Indonesian e-commerce market. In conclusion, this study contributes to the literature by integrating three fundamental factors—website quality, price, and service quality—into a comprehensive analysis of customer satisfaction in the Tokopedia platform. For future research, it is recommended to expand the scope of respondents beyond university students and include additional variables such as brand trust, promotional strategies, or perceived value to provide a more holistic understanding of consumer satisfaction in e-commerce.

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