



## Analysis of Customer Satisfaction in The Online Shopping for Fashion Product (Case Study: Consumer Online Shopping In Bengkalis)

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### ARTICLE INFO

**Received:** 10 November 2021

**Accepted:** 1 Desember 2021

**Published:** 7 December 2021

**Open Access**

### ABSTRACT

Consumer interest in online shopping will be very high if they are satisfied with the products offered by online stores. The satisfying experience that is felt when buying a certain product will support consumers to buy again. Therefore, the research objectives to be achieved in this study are to determine the factors that affect customer satisfaction in the online shopping system for fashion products, to know the most dominant factors affecting consumer satisfaction in the online shopping system for fashion products, and to know the lowest factors. which affects customer satisfaction in the online shopping system for fashion products. In this study, the study population is all consumers who have experience doing an online shopping system for fashion products in Bengkalis. The method of data collection is carried out by researchers using a survey through a questionnaire instrument. The research questionnaire was presented to respondents through the distribution of questionnaires online in an internet link uploaded by researchers. The total number of samples obtained was 100 respondents overall. The sampling technique used is a non-probability sampling technique with the type of snowball sampling. The results obtained indicate that the cost aspect is the most dominant factor affecting customer satisfaction while product quality is the lowest or less dominant factor affecting customer satisfaction, where both factors are included in the high category. This research has several limitations, namely the difficulty in distributing questionnaires during the COVID-19 pandemic in the City of Bengkalis, so researchers have to distribute questionnaires through social media and the limited sources of information used as reference material. It is hoped that in the future this research can continue to be developed further according to the times.

Keywords: Customer satisfaction, online shop, marketing, analysis

### 1. Introduction

Today's competition in the business world is increasingly fierce, each company will offer its superiority to its potential customers in various ways. These advantages will be responded to by consumers if the company displays things that are interesting, easy, and beneficial to them. The more attractive, easy, and profitable it is offered, it will attract the attention of potential customers. Therefore, the sales system implemented by a company to succeed will be even greater. The sales system adopted by a company must follow current developments. The thing that is growing rapidly now is the application of information technology systems commonly used by companies to support sales success is the application of e-commerce.

E-commerce stands for Electronic Commerce which is the use of the internet and the Web in conducting digital business and e-commerce transactions that can facilitate commercial transactions between organizations and between organizations and individuals. E-Commerce includes the distribution, sale, purchase, marketing, and service of a product that is carried out in an electronic system such as the Internet or other forms of computer networks. The current e-commerce phenomenon that is starting to develop rapidly in Indonesia is with the advent of online shop sites.

Currently shopping online is an activity that is very often done by internet users. Online shopping is the most popular shopping alternative for consumers because they only need to connect to the internet, open an online store, and start choosing products to buy. Consumers do not need to leave the house to visit

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sales places such as shops, boutiques, malls, etc. which causes very limited reach of sellers and buyers (Baskara and Hariyadi, 2014). The online shop which is much favored by teenagers today is a fashion product.

Fashion in Indonesia is now growing along with the flow of modernization. This development makes people selective in determining their lifestyle. Lifestyle is very closely related to fashion because fashion will support one's appearance to become one of the popular activities on the internet (Keisidou et al, 2011) and the number continues to increase (Hill and Beatty, 2011). This, making online stores more popular, is in demand and is adopted as a place for trading or buying and selling of goods on an internet network (Keisidou et al, 2011). This has become be more attractive and become a trend center in society. Fashion products include products that can be consumed in the long run because this product is used with normal use for one year.

Shopping online has one of the reasons why online stores are mushrooming and creating intense competition. Every online store is trying its best to attract consumers and keep the customers they already have. In addition, consumers are also free to choose the online store that they want by the level of satisfaction felt by these consumers. When consumers are not satisfied with one online store, it does not rule out the possibility that consumers will move to another online store.

According to Dwipayani and Rahyuda (2016), purchase intention is a cognitive plan or consumer desire for a particular item or brand. Purchase intention can be measured by asking about buying the advertised product. Interest in online shopping will be very high for consumers if they are satisfied with the quality of products and services from a particular online store system. Consumer satisfaction can be felt during the buying process and after buying a product in one particular online store. A satisfying experience that is felt during the purchase process and after buying a particular site or online store products will support consumers' intention to shop online again at the store.

Based on the results of research Jiang and Rosenbloom (2005) customer satisfaction when shopping online and customer satisfaction after making a purchase (Sukma, 2011) is an indicator where an online store site can retain its customers by increasing the interest in shopping back to the site. According to Saragih and Ramdhani (2012), factors that influence customer intention to return to online shopping are customer satisfaction and trust.

Online shopping is an activity of purchasing goods and services through the Internet media. By shopping through the Internet, a buyer can see in advance the types of goods and services he wants to spend via the web promoted by sellers while helping consumers to save time in shopping.

This study was conducted to analyze consumer attitudes towards fashion products that are expected with this research can help online sellers to be able to develop, improve or maintain product quality so that customers are expected to continue to make regular purchases or customer loyalty. Priansa (2017) defines customer loyalty as a long-term commitment of customers, which is implemented in the form of loyal behaviors and attitudes towards the company and its products, by consuming regularly and repeatedly, so that the company and its products become an important part of the consumption process carried out by customers in which this will affect the existence of the company.

Based on the background of the problems that have been described, the authors are interested in researching the level of consumer satisfaction in the online purchasing system for fashion products with the title of research as follows " Analysis of Customer Satisfaction in the Online Shopping System for Fashion Products (Case Study of Consumers Online Shopping in Bengkalis)".

## **2. Literature Review**

### **2.1 Costumers Satisfaction**

Satisfaction or dissatisfaction is a feeling of pleasure or disappointment from someone who comes from the comparison between his impression of the real /actual product performance with the expected product performance.

Customer satisfaction is the result of the accumulation of consumers or customers in using products and services (Irawan, 2008). One of the factors that influence customer satisfaction is customer perceptions of service quality, and customer satisfaction is also influenced by service quality and is also determined by product quality, value, price, and other factors that are personal and momentary, (Irawan, 2008: 37). According to Zeithaml and Bitner (2005) in Etta and Sopiah (2013), customer satisfaction is "customer evaluation of a product or service in terms of whether that product or service has met their needs and expectations." Consumers who are satisfied with the products/services purchased and used will return to using the services/products offered. This will build consumer loyalty. According to Kotler (2005) in Etta and Sopiah (2013), satisfaction is the extent to which a level of the product is perceived following buyer expectations. Consumer satisfaction is defined as a condition where consumer expectations of a product follow the reality that is accepted by consumers. If the product is far below expectations, consumers will be disappointed. Conversely, if the product meets expectations, consumers will be satisfied. Consumer expectations can be known from their own experiences when using these products, information from other people, and information obtained from other advertisements or promotions.

Consumer satisfaction is measured by how much the customer expectations about products and services according to the actual performance of products and services. Consumer satisfaction is a feeling of pleasure or disappointment that arises after comparing perceptions or impressions with the performance of a product and its expectations (Kotler, 2005 in Etta and Sopiah, 2013). After consuming the product, consumers will feel satisfaction or disappointment. Satisfaction will encourage consumers to buy back products. Conversely, if disappointed, consumers will not buy the same product again in the future.

Consumer satisfaction is a full evaluation where the alternative chosen is at least the same or exceeds consumer expectations. Disappointment arises when the actual performance does not meet consumer expectations.

## 2.2 Factors Affecting Consumer Satisfaction

The factors that influence consumer satisfaction according to Irawan (2004) in Anang (2018), the factors that are driving customer satisfaction are as follows:

1. Product quality, customers are satisfied if after buying and using the product, the quality of the product is good.
2. Price, for sensitive customers, low prices are usually an important source of satisfaction because customers will get high value for money.
3. Service quality, satisfaction with service quality is usually difficult to imitate. Service quality is a driver that has many dimensions, one of which is popular is SERVQUAL.
4. Emotional factor, customers will feel satisfied (proud) because of the emotional value given by the brand of the product.
5. Cost and convenience, customers will be more satisfied if it is relatively easy, convenient and efficient in getting products or services.

Zeithmal and Bitner (2003) in Anang (2018), suggested that satisfaction is a much broader concept than just an assessment of service quality, but also influenced by other factors which can be explained as follows:

1. Quality of service or service, namely consumers will feel satisfied if they get good service or as expected.
2. Product quality, ie consumers will be satisfied if their results show that the products they use are of high quality.
3. Price, which is a product that has the same quality but sets a relatively cheap price will provide higher value to consumers.
4. Situation factors, namely the conditions or conditions experienced by consumers.
5. Personal factors of consumers, namely consumer characteristics that include personal needs.

## 2.3 Online Shopping

According to Aldrich (2011), online shopping was discovered by British entrepreneur Micheal Aldrich in 1979. Furthermore Palmer (2007), Tim Berners Lee was the person who created the first World Wide Web server and browser in 1990, then was opened for commercial purposes in 1991.

Online shopping is part of e-commerce that refers to business activities by utilizing communication technologies such as the internet as a medium (Grant & Meadows, 2008). E-Commerce can be defined as any form of trade transaction or trade of goods and services using electronic media. Within E-Commerce itself, there is trade via the internet such as in business to consumer (B2C) and business to business (B2B) and trade in electronic structured data exchange (Ustadiyanto, 2002).

According to Bajaj & Nag (2000), e-commerce helps to carry out traditional trade through new ways of transferring and processing information, because the information is at the core of all commercial activities. E-commerce refers to the exchange of business information using electronic data interchange, electronic mail, electronic bulletin boards, electronic fund transfers, and other network-based technologies. Information is transferred electronically from computer to computer in an automatic way.

Several factors influence shopping through internet media (Kotler & Armstrong, 2003), namely:

1. Convenience: consumers don't need to wrestle with traffic, don't need to find parking, and walk to the store.
2. Completeness of Information: consumers can interact with the seller's site to find information, products or services that consumers want, then order or download information on the spot.
3. Time: consumers can check prices and order merchandise 24 hours a day from anywhere.
4. Consumer confidence: the effect of purchase remorse and disappointment on the evaluation of the next election, the events and actions of consumers that initiate the actual buying behavior, security of delivery of goods, the confidentiality of personal data including the use of credit cards.

## 2.4 Online Shopping Behavior

Online shopping behavior refers to the process of purchasing products and services via the internet. So online purchases have become an alternative purchase of goods or services. Online sales are growing both in terms of service, effectiveness, security, and also popularity. Nowadays shopping online is no stranger. Consumers do not need to spend a lot of energy when shopping online, just by looking at the website can immediately make a purchase transaction.

According to Liang & Lai (2002), online purchasing behavior is the process of buying products or services through internet media. The online buying process has different steps like physical buying behavior. The specificity of the process of buying through the internet media is when potential customers use the internet and search for information related to the goods or services they need.

One of the factors that influence consumers' online buying behavior is the perception of benefits. According to Kim, Ferrin, & Rao (2008), the perception of benefits is consumer confidence about the

extent to which it will be better than online transactions with certain websites. The concept of the word benefit refers to the extent to which an innovation is considered better to replace existing ideas (Rogers, 1995). For example, the benefits of shopping through a website reflect consumers' recognition that this new shopping method provides certain benefits as an alternative shopping format.

### 3 Research Methodology

This study uses a quantitative descriptive method with data collection techniques using questionnaires distributed to 100 people using the internet. In this study sampel was determined by the Lemeshow is formula (Ridwan, 2004).

$$n = \frac{Z^2 \times p(1-p)}{d^2}$$

Information :

n = Number of samples

Z = score at 95% confidence = 1.96

P = Maximum estimate = 0.5

D = Alpha (0.10) or sampling error = 10%

$$n = \frac{1.96^2 \times 0,5 (1 - 0,5)}{0,1^2} = 96$$

The sample in this study was the people of the Bengkalis sub-district who had made online shopping. In this study, researchers used a Likert scale measurement to measure questioner

## 4. Result and Discussion

### 4.1 Characteristics of Respondents by Gender

From a number of respondents who were sampled in this study, data were obtained about the sex of respondents who shop online for fashion products, can be seen in the following Table 4.1:

Table 1 Characteristics of Respondents by Gender

No	Gender	Frequency	(%)
1	Male	29	29
2	Female	71	71
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Data Processed, 2020

Based on Table 4.1 above shows that the characteristics of 100 respondents who shop online for fashion products in the City of Bengkalis by sex for women are 71%, while the number of respondents for men is 29%. From the results of the number of respondents it can be concluded that this study is more dominated by female respondents compared with male respondents.

### 4.2 Characteristics of Respondents by Age

Characteristics responden by age can be seen in this table:

Table 2 Characteristics of Respondents by Age

No	Age	Frequency	(%)
1	<18 years old	3	3
2	18-22 years old	73	73
3	23-29 years old	21	21
4	> 30 years old	3	3
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Data Processed, 2020

It can be seen that respondents who shop online for fashion products in Bengkalis, the majority are dominated by adolescents aged 18-22 years, totaling 73 respondents or. It can be explained that teenagers shop more online than consumers aged 23-29 years, amounting to 21 respondents, while for ages <18 years and > 30 years have the same amount of 3 respondents.

### 4.3 Characteristics of Respondents Based on Employment

Characteristics of Respondents Based on Employment who shop online for fashion products:

Table 3 Characteristics of Respondents by Occupation

No	Profession	Frequency	(%)
1	Student	82	82
2	Self-employed	3	3
3	Employee	9	9

4	Government employees	1	1
5	Others	5	5
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Data Processed, 2020

#### 4.4 Characteristics of Respondents Based on Revenue

Respondents who shop online base on revenue:

**Table 4 Characteristics of Respondents Based on Revenue**

No	Income	Frequency	(%)
1	0 - < Rp. 500.000	71	71
2	Rp. 500.000 - Rp. 1.000.000	12	12
3	Rp. 1.000.000 - Rp. 2.500.000	13	13
4	Rp. 2.500.000 - Rp. 5.000.000	2	2
5	> Rp. 5.000.000	2	2
<b>Total</b>		<b>100</b>	<b>100</b>

Source: Data Processed, 2020

#### 4.5 Factor driving customer satisfaction when doing online shopping\

Respondents regarding customer satisfaction in the online shopping for fashion products have been classified by using mean value of each factor:

**Table 5 Recapitulation of Respondents' answer to the Determining Factors of Customer Satisfaction when doing shopping online**

No	Indicator	Mean	Rank
1	Costs Aspect	3,83	1
2	Service Quality	3,82	2
3	Price Aspect	3,80	3
4	Emotional Aspect	3,66	4
5	Product Quality Aspect	3,51	5

Source: Data Processed, 2020

Based on table 5, it can be explained that the most dominant factor is the cost aspect factor with a mean value is 3.83 getting the most affecting factor for customers satisfaction when doing online shopping, it indicate that respondents are satisfied shopping online because buying fashion products online through online shopping sites is usually cheaper when compared to conventional shopping at the store directly, the advantage of shopping for fashion products through the online shopping system at online stores is saving time and travel costs to get the products. Second influencing factor for customers satisfaction when doing online shopping is service quality with mean value is 3,82, people consider that service quality offered by the online shopping site trigger people to do shopping online. While the less dominant factor in influencing customer satisfaction is product quality with a mean of 3.51 getting the fifth rank in the high category, this shows that customer satisfaction on the quality of products offered by online stores on online shop.

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