Analysis of the Influence of Efficiency Factors, Requirement Fulfillment, System Accessibility, and Privacy in Establishing Customer Satisfaction and Customer Loyalty on Customer Shopee in Surabaya

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ABSTRACT: With the development of the era, there are more changes that occur in the market, where the name E-Commerce appears. where the understanding of E-Commerce is a future transaction model, where everything is done online and eliminates face-to-face between sellers and buyers. The industry of e-commerce has grown very rapidly in Indonesia. Some e-commerce also have applications that can be installed directly on the cell phone. One of the E-Commerce in Indonesia, which will be discussed in this research is Shopee. In 2015, Shopee was first launched in Singapore and eventually expanded to other countries, including Indonesia The purpose of this study was to determine the effect of efficiency, requirement fulfillment, system accessibility, and privacy in developing customer satisfaction and customer loyalty .The expected benefits of this research is to increase the repertoire of knowledge in the field of management, especially how large the influence of efficiency, requirement fulfillment, system accessibility, and privacy in developing customer satisfaction and customer loyalty for Shopee customers in Surabaya. This study is causal. The method used is quantitative methods of processing the data using AMOS. Data was collected by distributing questionnaires to 123 respondents with the characteristics of male and female respondents aged 18-60 years, and bought at shopee in the last six months. The results showed that efficiency with regression coefficient of 0.97 positive and not significantly affect customer satisfaction; requirement fulfillment with regression coefficient of 0.241, sy stem accessbility with regression coefficient of 0.402, and privacy with regression coefficient of 0.437, positive and significantly affect customer satisfaction; efficiency with regression coefficient of 0.003; requirement fulfillment with regression coefficient of 0.093, system accessbility with regression coefficient of 0.013, and privacy with regression coefficient of 0.041, positive and not significantly affect customer loyalty; customer satisfaction with regression coefficient of 0.557 positive and significan tly affect customer loyalty.

KEYWORDS: Efficiency, Requirement Fulfillment, System Accessibility, Privacy, Customer Satisfaction, Customer Loyalty

I. INTRODUCTION

In general, the market is a place where people treat buying and selling activities. The history of the market for the first t ime in prehistoric times used a barter system where the payment process was carried out by exchanging goods with one another, in its development the barter system experienced many obstacles in it where the value of the goods exchanged sometimes did not match the value of the goods received. With the passage of time, the use of the barter system was considered inefficient in conducting transactions, so that along with the times, money appeared, where money replaced the barter system. With money, people feel more helped because the value obtained is in accordance with the goods being sold or bought, the place where people buy and sell is called the market. In the previous understanding of the market, it can be seen that the characteristics of the market are those that have prospective buyers and sellers, goods or services, supply and demand processes and interactions or transactions between sellers and buyers.

Over time there are changes that occur in the market, where the development of the traditional market into a modern market. The modern market is one type of market whose products can be sold at the right price so that the bargaining process carried out in traditional markets will not occur in modern markets. The products sold in the modern market have been tested for quality and the price has been priced accordingly, and the modern market is located in a comfortable and clean urban area.

Examples of this modern market are Ramayana, Matahari Dept. Store, Carefour, Hypermart, Alfamidi, Indomaret, Alfamart.

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With the development of the times, there are more changes that occur in the market, where the name E-Commerce appears. E-Commerce is an abbreviation of electronic commerce, where the understanding of E-Commerce is a future transaction model, where everything is done online and eliminates face-to-face between sellers and buyers. The industry of e-commerce has grown very rapidly in Indonesia. In 2018, e-commerce in Indonesia had a 78% growth. Of this figure, 17.7% are hotel booking transactions and airline ticket reservations. In addition, purchases of footwear and clothing accounted for around 11.9% while 10% came from health products and also beauty or cosmetic products.

E-commerce is a means for a consumer to make offers of goods or services to the company. Technological developme nts will make this possible. E-Commerce has advantages and disadvantages, the advantages of E-Commerce are: 1. No need for a physical store, to be able to sell products online, no need to rent or build a physical shop. This reduces rent and shopkeeper labor costs. This is the reason why goods or services sold online in e-commerce have lower prices than stores; 2. Easy to develop, this is the implication of the first point. One of the advantages of e-commerce is that it can quickly and easily develop a business, because the costs incurred are not as much as when building an offline store. In addition, the level of practicality provided by e-commerce also makes some consumers prefer to shop online; 3. Do not drop out of contact, when shopping online, buyers will be asked to fill in complete personal data. If the buyer is approved by the customer, the buyer can use this contact as a means of obtaining information about promotions.

In addition, some e-commerce also have applications that can be installed directly on the cellphone. The use of this notification feature is also an effective promotional tool. While the disadvantages of E-Commerce are: 1. Unable to see physical goods, online purchases will make customers unable to see directly the goods or services. That is why there are some customers who are not interested and are less willing to take risks in e-commerce purchases. Even though there is a rating system or testimony provided, some people still feel that this does not guarantee that the goods or services that will be obtained will be of the same quality as promised; 2. Big risk, the lack of e-commerce which is due to the implications of the first point is to have a big enough risk. Especially if you go through unofficial and unsecured e-commerce websites, such as Facebook, Instagram, and Whatsapp.

II. RESEARCH METODELOGY

Population and Sample

The population is a generalization area consisting of certain qualities and characteristics determined by researchers to study and draw conclusions (Sugiyono in Sarwono, 2010). Population theory according to Arikunto (2006) states that the population is the entire subject of research. Hartono (2011) says that there are a finite number of populations with certain characteristics and an infinite number of them. From this understanding, it can be understood that the population is an area that is determined to be studied by studying and drawing conclusions from the results of the study. In this study, the research population was Shopee users in Surabaya.

According by Sugiyono (2010) the sample is part of the number and characteristics possessed by the population. If the researcher conducts research on a large population, while the researcher wants to examine the population and the researcher has limited funds, manpower and time, then the researcher uses a sampling technique, so that generalizations are made to the population being studied. There are two sampling methods, namely probability sampling and non -probability sampling (Sekaran, 2006).
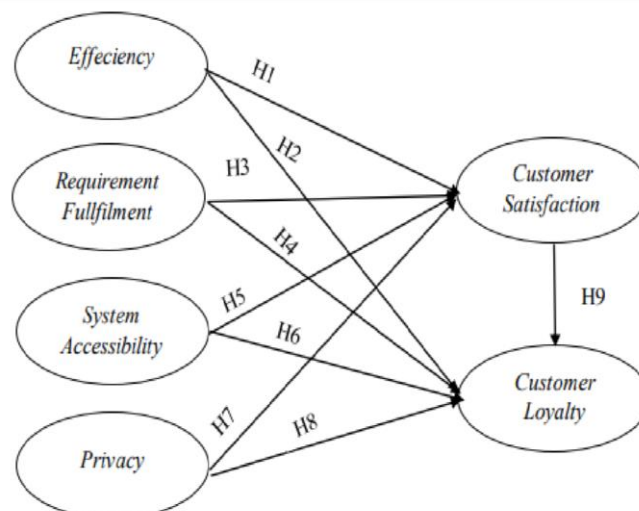

Figure 2.1 Research Model

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1. According to Sedarmayanti (2014) Efficiency is a measure of the level of resource use in a process. Mulyadi (2007) suggests that efficiency is the accuracy of the way (effort, work) in running something without wasting time, effort and money. Efficiency is the ability of an organizational unit to achieve the desired goals, efficiency is always associated with organizational goals that must be achieved by the agency. (Agus Maulana, 2005).

2. According to Parasuraman, et al., (2005) that Requirement Fulfillment is defined as a quality dimension of electronic service fulfillment defined as the level of fulfillment of promises provided by the site. According to Tan, Sukapto and Sitompul (2014) requirement fulfillment is the ability of a service to meet consumer needs.

   Sheng and Liu (2010) define Requirement Fulfillment is a fulfillment that can have a positive influence on Customer Satisfaction, where consumers will feel satisfied when fulfillment on a site is achieved. Requirement fulfillment according to Yang and Fang (2004) is the promises of a site that can be fulfilled. Requirement fulfillment in Santouridis (2012) is the most important factor for assessing an online business, because keeping promises in terms of service and accurate order fulfillment is an element of service quality or dissatisfaction.

3. System Accessibility is the ability of users to access information and services from the web, depending on the content format, hardware and software settings, and internet connection used by the user (Goodwin -Jones, 2001; Hackett & Parmanto, 2009). Wojowasito (1991) system accessibility is something that is easy to achieve, which means that accessibility is not just about the willingness of everything, but also the availability that is easily achieved.

   System Accessibility is the right to access which is a basic travel service. In this case, accessibility must be provided by the government regardless of the use of the transportation capital provided by the community (Bambang Sutantono, 2004). System Accessibility is a measure of the potential or ease of people to reach their destination on a trip (Bambang Sutantono, 2004).

4. According to Dibyo Hartono (1986), privacy is a level of interaction or openness to other people desired by someone in certain situations or conditions. Privacy according to Parasuraman, et al., (2005) is the level of security and protection of customer information offered by a website. Privacy is an individual's ability to obtain, control and use personal information (Flavia'n and Guinalı'u, 2006).

   According to Amos Rapoport (1988), privacy is an ability to control interactions, the ability to obtain choices and the ability to achieve the desired interaction. According to Irwin Altman (1975), privacy is a process of selective control over access to oneself and access to others. According to Alfred Marshall (1981), privacy is a condition that indicates a choice to avoid involvement with other people and their social environment.

5. According to Kotler, et al (2015) customer satisfaction is a person's feelings of pleasure or disappointment arising from comparing the perceived performance of the product (or original) against their expectations. Tjiptono, et al (2015) said that customer satisfaction is the customer's response to the evaluation of the perceived discrepancy between expectations before purchase and the actual performance of the product felt after its use.

   Tjiptono, et al (2015) say that customer satisfaction is a feeling of pleasure or disappointment that a person gets from comparing the perceived performance (or outcome) of a product and its expectations. Customer Satisfaction or customer satisfaction can be defined as the result of the performance of an item or service in meeting customer expectations (Kotler and Armstrong 2012).

6. Priansa (2017) says that customer loyalty is a long-term customer commitment, which is implemented in the form of loyal behavior 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. where it will affect the existence of the company. Tjiptono and Candra (in Priansa, 2017) define customer loyalty as a customer's commitment to a product or service which is reflected in a very positive attitude and repeat purchase behavior made by the customer consistently over a long period of time.

According to Selang (2013), customer loyalty is the strength of the relationship between an individual's relative attitude towards an entity (brand, service, store, or supplier) and repeat purchases. Lupiyoadi (2013) says that customer loyalty is a customer attitude that supports a brand more than several other alternatives and re-subscribes.

III. CHARACTERISTICS OF RESPONDENTS

Respondents in this study were customers who bought shopee products with the conditions as explained above.

Questionnaires have been distributed via Google Form and of the questionnaires filled in 123 and can be processed. Therefore, all questionnaire data processing will use 123 respondent data. The respondents have criteria, namely male and female, who live in

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Surabaya and have made their own purchases of shopee products in the last 6 months. The instrument used in this research is a list of statements (questionnaire). The total number of questions is two five statements consisting of four questions about efficiency, five questions about requirement fulfillment, four questions about system accessibility, three questions about privacy, three questions about customer satisfaction, and four questions about customer loyalty.

Respondents in this study were shopee users in Surabaya. The profile of the respondents in this study will be described by age. The following table profile of respondents obtained from this study:

TABLE 4.1

	Age	Frequency	Percent	Cumulative Percent
Valid	< 18	0	0	0
	18 – 35	90	73	73
	35 – 50	20	16	16
	50 – 60	13	11	11
	> 60	0	0	100
	Total	123	100	

Based ob Table 4.1, It is known That most of the shopee users in Surabaya are 73% or 90 respondents are respondents aged 19-35 years.

Respondents in this study were shopee users in Surabaya. The profile of the respondents in this study will be described by gender. The following table profile of respondents obtained from this study:

TABLE 4.2

	Gender	Frequency	Percent	Cumulative Percent
Valid	Men	58	47	47
	Woman	65	53	100
	Total	123	100	

Based on table 4.2, it is known that most of the sexes of shopee users in Surabaya are 53% or 65 respondents are women while the remaining 47% or 58 respondents are men. So in this study, the majority of shopee users in Surabaya are women.

Reliability test

VARIABEL	INDIKATOR	*FACTOR LOADING (FL)*	FL2	ERROR	*CONSTRUCT RELIABILITY*
Efficiency	X1	0,969	0,938961	0,061039	
	X2	0,924	0,853776	0,146224	
	X3	0,989	0,978121	0,021879	
	X4	0,891	0,793881	0,206119	0,970331455
	X5	0,683	0,466489	0,533511	0,788384064

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Requirement Fullfilment	X6	0,679	0,461041	0,538959	
	X7	0,683	0,466489	0,533511	
	X8	0,624	0,389376	0,610624	
	X9	0,596	0,355216	0,644784	
System Accesbility	X10	0,717	0,514089	0,485911	
	X11	0,721	0,519841	0,480159	
	X12	0,696	0,484416	0,515584	
	X13	0,573	0,328329	0,671671	0,772884139
Privacy	X14	0,84	0,7056	0,2944	
	X15	0,854	0,729316	0,270684	
	X16	0,871	0,758641	0,241359	0,890809741
Customer Satisfaction	Y1	0,717	0,514089	0,485911	
	Y2	0,68	0,4624	0,5376	0,793327704
	Y3	0,845	0,714025	0,285975	
Customer Loyalty	Y4	0,856	0,732736	0,267264	
	Y5	0,916	0,839056	0,160944	
	Y6	0,823	0,677329	0,322671	
	Y7	0,746	0,556516	0,443484	0,903342445

Hypothesis test

Hipotesis	Analisis
H1 : *Efficiency* memiliki pengaruh signifikan terhadap *Customer Satisfaction*	Ditolak
H2: *Efficiency* memiliki pengaruh signifikan terhadap *Customer Loyalty*	Ditolak
H3 : *Requirement Fullfilment* memiliki pengaruh signifikan terhadap *Customer Satisfaction*	Diterima
H4: *Requirement Fullfilment* memiliki pengaruh signifikan terhadap *Customer Loyalty*	Ditolak

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H5 : *System Accesbillity* memiliki pengaruh signifikan terhadap *Customer Satisfaction*	Diterima
H6: *System Accesbility* memiliki pengaruh signifikan terhadap *Customer Loyalty*	Ditolak
H7 : *Privacy* memiliki pengaruh signifikan terhadap *Customer Satisfaction*	Diterima
H8: *Privacy* memiliki pengaruh signifikan terhadap *Customer Loyalty*	Ditolak
H9: *Customer Satisfaction* memiliki pengaruh signifikan terhadap *Customer Loyalty*	Diterima

In testing the hypothesis, the data from the questionnaire results will be processed using SEM (standard Equation Models) analysis techniques. According to Ferdinand (2000) in agung (2006), SEM is a set of statistical techniques that allows testing a series of relatively complex relationships simultaneously. Simultaneous models are formed through more than one dependent variable described by one or several independent variables and where a dependent variable at the same time acts as an independent variable for other tiered relationships. According to Ferdinand (2002), the advantage of the application of SEM is because of its ability to confirm the dimensions of a concept or factor (which is very commonly used in management) and its ability to measure the influence of theoretical relationships.

CONCLUSIONS

This model was developed in the context of customer loyalty shopee research in Surabaya. This research model is formed from the relationship between efficiency, requirement fulfillment, system accessibility and privacy on customer satisfaction and customer loyalty. The formulation of the problem in this study is whether the efficiency variable has a significant effec t on customer satisfaction, the efficiency variable has a significant effect on customer loyalty, the requirements fulfillment variable has a significant effect on customer satisfaction, requirements fulfillment has a significant effect on customer loyalty, system accessibility has a significant effect on customer satisfaction, system accessibility has a significant effect on customer loyalty, the privacy variable has a significant effect on customer satisfaction, the privacy variable has a significant effect on customer loyalty and the customer satisfaction variable has a significant effect on customer loyalty. Based on the data processing carried out, the final result is that of the 9 hypotheses proposed, 4 hypotheses are accepted and 5 hypotheses are rejected.

RECOMENDATION

Looking at the results of existing research where there are still many limitations to the research conducted by the author, the recommendations that can be conveyed by the author are as follows:

1. Seeing the limitations of the research object that only took respondents, namely shopee customers in Surabaya, it is hoped that future research using the same or modified model can be applied to different objects to get more general results on the factors that affect customer satisfaction and customer loyalty

2. Further research is expected to be able to complement the existing variables in this research so that it can further refine the understanding of the factors that influence customer satisfaction and customer loyalty, such as advertising, customer satisfaction, and celebrity endorsements.

3. Further research can be developed by connecting the factors that influence customer satisfaction and customer loyalty based on income levels. Future research can also expand the scope of respondents to be studied, or conduct their research in different areas from the current research. So that further research is carried out to provide a broader picture of customer satisfaction and customer loyalty.

4. In addition, it is also expected to be able to use the Structural Equational Model (SEM) but by using the Lisrel software in further research.
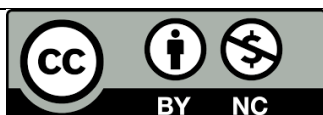
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