

Research Article

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The Influence of Service Quality, Information Quality, and Price on Online Shopping Customer Satisfaction at the Goto Living Brand

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Abstract: *In today's business developments, starting with the number of retail businesses that have emerged, business competition feels increasingly tough. To face this intense competition, businesspeople must be able to compete. One way that can be done is by adding consumers and retaining them so that they become loyal customers. The purpose of this research is to determine the relationship between service quality, information quality and prices on the Goto Living online shopping site. Data collection was obtained through a questionnaire distributed online in January 2024. The author used SPSS with multiple linear regression analysis techniques. To test this research model with a sample size of 100 respondents, with a population of Goto Living customers, the sample was selected using a purposive sampling method with the criteria of male and female respondents who had shopped at Goto Living, aged 17 – 55 years, with coverage of the Jabodetabek area (Jakarta, Bogor, Depok, Tangerang, Bekasi). The results of data processing show that service quality, information quality and price have a significant influence on customer satisfaction. Future research is expected to use broader and more specific respondents with different measurement techniques. To attract new customers, as an online shop it is necessary to develop customer satisfaction by routinely controlling the service so that customers remain satisfied and loyal.*

Keywords: *service quality, information quality, price, customer satisfaction.*

Introduction

E-commerce itself has grown rapidly in recent years. An e-commerce transaction begins when a seller advertises a product on a website or social media, and a customer shows acceptance, evaluating product features, price, and delivery options Mofokeng (2021), when interacting with a store on a marketplace online customers start looking for relevant information before they produce purchase intention or commitment to buy a product Tzeng et al. (2020), customers look for fun and entertainment when shopping online, including by looking for offers and discounts on goods Alavi et al. (2016), as well as comparing prices from various online stores and usually choosing the lowest acceptable competitive price (Pandey et al., 2020).

Service quality is an important aspect in determining customer purchasing decisions, consumers usually compare what they expect and what they get, therefore companies must guarantee that customers can receive the same thing as what they expected. To create and maintain satisfying relationships with customers, service quality is usually seen as an important requirement (Felix, 2017). Goto Living as an online shop always strives to provide the best service for its customers, which has online customer service as a place for information services or complaints. Bagus et al. (2018) argue that the better the quality of the information provided, it will affect customer satisfaction. If the information produced is considered to be of poor quality, then this can have an influence on customer dissatisfaction.

As a company, it is necessary to always provide quality service and quality information in order to provide satisfaction to its customers. In line with this thinking, increasing service satisfaction is expected to be able to maintain the interest of new customers (Harzaviona & Syah, 2020). Apart from that, according

to Mofokeng (2021), consumers realize the importance of quality information as a reference for choosing to buy products online or offline. Meanwhile, according to Kristanto (2018), customer satisfaction is also influenced by how customers assess the price of a product. If customers see that the value obtained from the product exceeds the costs paid, then customers will feel happier if they see a reasonable trade-off between the benefits they get and the costs they pay.

Next in ensuring customer satisfaction is the attitude in which the final process is received when the customer after getting something meets expectations (Ueltschy et al., 2006). The current intense competition means that companies must be able to survive and always try to provide satisfactory service in order to attract the attention and retain their customers (Vranakis, 2012). After consumers buy a product or service, they will assess whether the product or service meets their expectations or not (Putro, 2014). If it meets expectations, consumers will definitely feel satisfied. Conversely, if it does not meet expectations, consumers will feel less or dissatisfied. This shows that consumer satisfaction is closely related to assessments after they make a purchase.

Mofokeng (2021) previous study focused on satisfaction, loyalty and e-commerce experience, the research object was not specifically stated, and previous research was also conducted in Africa, in this research the author tries to see how Goto Living provides quality service to customers and also looks at Has it provided quality and accurate information about the product? Apart from that, the author also wants to know whether the price offered is in accordance with customer needs or the quality of the product being sold.

The main objective of this research is to identify factors that influence service quality, information quality and prices on online shopping sites from the Goto Living brand. It is hoped that by developing a better theoretical understanding of the variables studied, this study can contribute to the scientific layer of marketing management.

Literature Review

Service Quality

The difference between what customers anticipate and what the service actually provides is called service quality (Liu et al., 2020). Berliansyah & Suroso (2018) added that service quality is the level of a company's ability to provide everything that customers expect to meet their needs. Many services require direct interaction between customers and business actors. Differences in service methods between one service provider and another can often be seen from the attitudes and skills of their employees (Wirtz & Lovelock, 2021). Continuous improvement in service quality results in more customer satisfaction and loyalty Chongsanguan et al. (2016), if customers are satisfied with the company's service quality level, the opportunity for repeat purchases increases. Service quality plays a differentiating role among similar services. Superior service quality differentiates the company from its competitors (El Essawi & Abd El Aziz, 2012).

Information Quality

Information quality is a way to produce quality information by referring to the output of a company's information system which aims to provide guidance to users (Vicramaditya, 2021). Information quality is used to measure information produced from an information system with quality that can provide value to users of a particular system with information characteristics that suit user needs (Budiarta, 2016). If the

information provided to customers is of high quality, it will be directly proportional to the customer's high interest in purchasing a product (Fadhillah et al., 2021).

Price

The definition of price itself is an important element in the marketing process of a product or service. Low et al. (2013) define price sensitivity as the extent to which consumers are aware of and respond to changes in the price of a product or service. Price is a very important topic to find out whether customers see prices and price changes as adequate or not (Ryu & Han, 2010). The success of a product can be seen from its price, choosing the price for the product being sold is a crucial decision, because it is said that product purchasing decisions are greatly influenced by predetermined price factors (Roy et al., 2016). Amoako (2022) believes that price is an important factor that influences customer purchases of products or services, considering customers' views on high or low prices in their purchasing decisions.

Customer Satisfaction

Customer satisfaction is a central concept in marketing because it is very important to meet the needs and desires of customers Berliansyah & Suroso (2018), apart from that, modern businesses must be customer-oriented because customer satisfaction is the starting point for excellence and standard performance (Bassan & Kathuria, 2016). Satisfied customers are an advantage for the company because they do not easily switch suppliers Harzaviona & Syah, (2020), while dissatisfied customers may decide not to complain but rather leave the company and switch to competitors. Therefore, service providers must ensure that their customers are satisfied (Asongu et al. 2020).

Hypothesis Development

Relationship between Service Quality and Customer Satisfaction

Service quality is a marketing strategy that can be applied to create customer satisfaction (Naka & Rojuaniah, 2020). Agarwal & Dhingra (2023) noted that customer perception of service quality is a significant variable that determines the level of customer satisfaction. Service quality is one of the factors that greatly influences customer satisfaction (Kalaja et al., 2016). In Rahim (2016) view, service quality also directly influences the way customers assess a company and their desire to continue being customers in subsequent purchasing transactions. Several studies state that service quality influences customer satisfaction (Gorondutse & Hilman, 2014; Rahim, 2016; Agarwal & Dhingra, 2023). Based on the explanation above, the author suspects the initial hypothesis, namely:

H¹: Service Quality has a positive effect on Customer Satisfaction

Relationship between Information Quality and Customer Satisfaction

Product information usually relates to detailed information regarding product features, customer recommendations and service information related to inquiries, promotional notices, order information and delivery information Tzeng et al. (2020), consumers really pay attention to the quality of information in online shopping to help make good purchasing decisions (Kim et al., 2008). Online shopping pages are well designed to help consumers search for and find quality product information relevantly and easily, reducing uncertainty and minimizing effort in providing satisfaction after purchase (Kim et al., 2008; Luo et al., 2010; Low et al., 2013) Research shows that if a brand presents quality information positively and

significantly it will increase customer satisfaction (Sabiote et al., 2012). Based on the explanation above, the author suspects the initial hypothesis, namely:

H²: Information Quality positively influences Customer Satisfaction

Relationship between Price and Customer Satisfaction

Customers' understanding of price has a major impact on how they make a purchase. Usually customers will not pay a high price for a product or service, but some customers are also willing to pay more to get a better product or service (Amoako, 2022). Understanding price influences customer satisfaction Matzler et al. (2007), customers tend to use price information when evaluating their shopping experience on a product or service Ryu & Han (2010) and when price satisfaction is met, customer willingness to buy will increase, and the company will gain long-term profits (Homburg et al., 2005; Srinuan et al., 2013). Varki & Colgate (2001) found that price is significantly related to customer satisfaction. Apart from that, Ali et al. (2016) also supports significantly that price has a positive effect on customer satisfaction. Based on the explanation above, the author suspects the initial hypothesis, namely:

H³: Price positively influences Customer Satisfaction

Based on this framework, the research model includes:

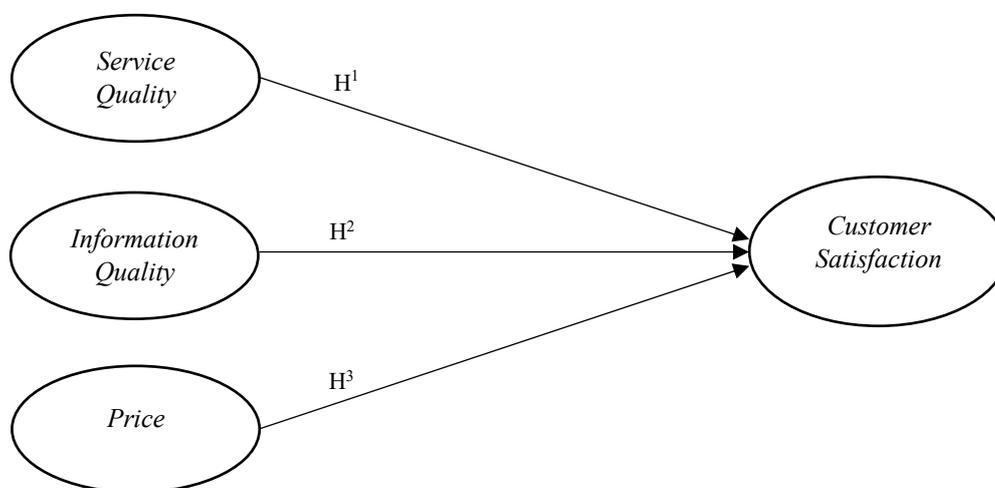


Figure 1. Research Model

Method

In this research, measurements related to the variables studied were adopted from previous research. Where the Service Quality variable is measured with 7 questions adapted from (Chongsanguan et al., 2016; Agarwal & Dhingra, 2023; Tzeng et al., 2020), the Information Quality variable is measured with 6 questions adapted from (Mofokeng, 2021; Tzeng et al., 2020; Sabiote et al., 2012), the Price variable is measured with 3 questions adapted from (Matzler et al., 2007; Ali et al., 2016) and Customer Satisfaction measures 4 questions adapted from (Syah & Olivia, 2022). All items were measured using a Likert scale with 5 scales ranging from 1 (strongly disagree) to 5 (strongly agree). The total measurement amounted to 20 questions.

Data collection in this study used a questionnaire method where the questionnaire link written on Google Form was distributed to respondents online via WhatsApp and Telegram media. The population in

this study were Goto Living customers, then the sampling technique used a purposive sampling method which had sample criteria, namely Goto Living customers aged 17 to 55 years, men and women who had shopped online at the Goto Living brand. The minimum sample size required is 5 times the number of research indicators (Hair et al, 2010). With 20 indicators used, the minimum sample required is 100 respondents.

In validity testing using the Pearson Product Moment correlation technique on the variables of service quality, information quality, price and customer satisfaction. The validity test results show that all statements in the questionnaire are valid with a significant value of <0.05 . This shows that the correlation between these variables is statistically significant. Furthermore, in reliability testing with a Cronbach's alpha value > 0.60 , it was found that the service quality variable (X_1) was 0.750, the information quality variable (X_2) was 0.867, the price variable (X_3) was 0.843 and customer satisfaction (Y) was 0.769. Based on the results of the reliability test, it can be seen that the Cronbach's Alpha value of all the variables tested is above 0.60, so it can be concluded that all the variables in the research are declared reliable.

Result and Discussion

Referring to the results of distributing questionnaires carried out online via Google Form, there were 100 respondents according to the conditions that had been determined. From the data obtained, there were 84% female respondents and 16% male respondents, 19% residing in Jakarta, 5% Bogor, 3% Depok, 68% Tangerang and 5% Bekasi area. All respondents were aged 17 – 55 years with the majority working as private employees at 55%, and students at 26%.

The validity test is used to test whether the instrument used is valid or invalid. The validity test is considered valid if the calculated r correlation value is $> r$ table. The validity test is carried out by comparing the calculated r value with the r table, for degree of freedom (df) = $n-2$, in this case the number of research samples is (n) = 100, so the df value can be calculated as $100-2 = 98$. With $df = 98$ and $\alpha = 0.05$, we get r table = 0.1966 (by looking at r table at $df = 98$ with a two-sided test). The rule that applies is that if the calculated r value is $> r$ table (0.1966), then the statement item in the questionnaire can be said to be valid because it has criteria for all statement items with a calculated r value greater than r table, namely 0.1966. Reliability testing is used to test whether the instrument used is reliable or not. This reliability testing technique uses the Cronbach's Alpha analysis technique. In this reliability test, α is considered reliable if it is greater than 0.60.

The next step is to test the classical assumptions. The first step is to carry out a normality test which aims to test whether in the regression model the residual variables have a normal distribution. In this research, the normality test uses the Normal Probability Plot (P-Plot). Based on the image above, it can be concluded that in the normal p-plot graph you can see that the points are spread out on a diagonal line, and the spread is not too far or wide, so it can be said that the regression model complies with normality and is suitable for use. Apart from that, another statistical test that can be used to test normality is the non-parametric Kolmogorov-Smirnov (K-S) statistical test. If the significance value of the Kolmogorov-Smirnov test is greater than 0.05 then the data distribution is normal. Based on the normality statistical test using Kolmogorov-Smirnov with Asymp. Sig. (2.tailed) 0.200^{c.d} is greater than 0.05 so it can be concluded that the data is normally distributed.

The multicollinearity test aims to test whether in the regression model a correlation is found between the independent variables or independent variables. To find out whether there is multicollinearity in the regression model, you can do it by looking at the tolerance and VIF (Variance Inflation Factor) values. The

value used to indicate the presence of multicollinearity is tolerance > 0.10 or the same as the VIF value < 10 . From the results of the multicollinearity test it can be seen that the tolerance value of the Service Quality variable (X_1) is 0.549, the information quality variable (X_2) is 0.414 and the price (X_3) is 0.560 and the VIF value of the service quality variable (X_1) is 1.823, the VIF value of the information quality variable (X_2) is 2.416 and for the price variable (X_3) it is 1.787. It can be concluded that all independent variables in this study do not correlate with one independent variable with other independent variables.

The Heteroscedasticity Test aims to test whether in the regression model there is inequality of variance from the residuals of other observations. A good regression model is homoscedasticity. To test that the data is free of heteroscedasticity the data will be tested using the Glesjer test, this test is used to provide more detailed figures, if the significance value is less than 0.05 then it can be concluded that the data has heteroscedasticity and vice versa. The results of the heteroscedasticity test show that the significance of the service quality variable (X_1) is $0.200 > 0.05$, the information quality variable (X_2) is $0.291 > 0.05$ and the price variable (X_3) is $0.267 > 0.05$. Thus, it can be concluded that there is no heteroscedasticity in the research data.

At the hypothesis testing stage, it is used to determine whether or not there is an influence between the independent variable and the dependent variable, consisting of the t test (partial test) and the F test (simultaneous test). The t test or partial test is carried out to determine whether or not there is a partial influence of the independent variable on the dependent variable. If the significance value is < 0.05 or t count $> t$ table then H_a is accepted, conversely if sig > 0.05 or t count $< t$ table, then H_0 is accepted. $t \text{ table} = t(\alpha/2 : n - k - 1) = t(0.05/2 : 100 - 3 - 1) = 1.984$.

Based on the results of the t test, the calculated t value for the service quality variable (X_1) is 2.686, while the t table value is 1.984. So it can be seen that t count $> t$ table, with a sig value of $0.009 < 0.05$, thus meaning that the service quality variable has a significant effect on customer satisfaction. The results of the t test obtained by t calculated for the information quality variable (X_2) were 2.632, the t table value was 1.984. So it is known that t count $> t$ table, with a sig value of $0.010 < 0.05$, meaning that the information quality variable has a significant effect on customer satisfaction. Next, the results of the t test show that the calculated t value for the price variable (X_3) is 3.854 with a t table value of 1.984. So it means t count $> t$ table with a sig value of $0.000 < 0.05$. So the price variable has a significant effect on customer satisfaction.

The F test or simultaneous test is carried out to measure the magnitude of the influence of the independent variables together on other variables. If the significance value is < 0.05 or F count $> F$ table, then H_a is accepted. If sig > 0.05 or F count $< F$ table then H_0 is accepted. $F \text{ table} = F(k : n-k) = F(3 : 100 - 3) = F(3 : 97) = 2.70$. Based on the results of the calculated F test obtained is 40.881, while the F table is 2.70, it can be seen that the F calculated is $40.881 > F$ table 2.70 with a sig level. $0.000 < 0.05$, then the regression model can be used for the customer satisfaction variable, thus it can be said that the service quality, information quality and price variables together (simultaneously) influence customer satisfaction.

Multiple linear regression analysis based on the results obtained from the regression coefficients, a regression equation can be created, namely $Y = a + b_1X_1 + b_2X_2 + b_3X_3$ or $Y = 2.461 + 0.174 X_1 + 0.176 X_2 + 0.399 X_3$. From this equation it can be interpreted that the regression coefficient for the Service Quality variable (X_1) is positive, meaning that the influence of service quality on Goto Living customer satisfaction is positive and quite strong. If the level of service quality is high, customer satisfaction will be higher. The regression coefficient for the Information Quality variable (X_2) is positive, meaning that the influence of information quality on Goto Living customer satisfaction is positive and quite strong. If the level of information quality is high, customer satisfaction will be higher. The regression coefficient for the Price

variable (X_3) is positive, meaning that the influence of price on Goto Living customer satisfaction is positive and quite strong.

And then a coefficient of determination test (R^2) is carried out which measures how far the model is able to apply variations in the dependent variable. The results show that the R^2 value is 0.547, this shows that it is 54.7%, which shows that customer satisfaction is influenced by the variables of service quality, information quality and price. The remaining 45.3% is influenced by other variables that have not been examined in this research.

Table 1. Hypothesis Test Results

	Hypothesis	T-Value Count	Sig.	Information
SQ → CS	H ¹	2.686	0.009	The data support the hypothesis
IQ → CS	H ²	2.632	0.010	The data support the hypothesis
PR → CS	H ³	3.854	0.030	The data support the hypothesis

Source: Researcher-processed data findings, 2024

The first hypothesis (H^1) states that the service quality variable influences customer satisfaction. From the results of the t test in the table above, the calculated t value for the service quality variable (X_1) is 2.686, while the t table value is 1.984. So it can be seen that t count > t table, with a sig value of 0.009 < 0.05. So H_0 is rejected and H_a is accepted, thus the service quality variable has a significant effect on Goto Living online shopping customer satisfaction.

The second hypothesis (H^2) states that information quality influences customer satisfaction. From the t test results in table 12, the calculated t value for the information quality variable (X_2) is 2.632, while the t table value is 1.984. So it can be seen that t count > t table, with a sig value of 0.010 < 0.05. So H_0 is rejected and H_a is accepted, thus the information quality variable has a significant effect on Goto Living online shopping customer satisfaction.

Hypothesis three (H^3) states that price influences customer satisfaction. From the results of the t test in the table above, the calculated t value for the price variable (X_3) is 3.854, while the t table value is 1.984. So it can be seen that t count > t table, with a sig value of 0.000 < 0.05, meaning that H_0 is rejected and H_a is accepted, then the price variable has a significant effect on Goto Living online shopping customer satisfaction.

The results of this study prove that service quality has a positive impact on customer satisfaction. This proves that if customer needs are met, the customer will feel satisfied with what they want and the higher the level of customer satisfaction they will have. These results are supported by research by Agarwal & Dhingra (2023) which states that service quality has a positive impact on customer satisfaction. Customers' understanding of service quality is the main factor that influences the extent to which customer satisfaction can be achieved. Customers tend to consider service quality by looking at several indicators such as how the company can handle customer complaints promptly, whether the company or shop sends customer orders on time, and when customers return goods or funds, whether it is made easier by the shop or not. Therefore, there are many opportunities for company growth, but companies must provide the products, services and convenience that customers want (Bashir et al., 2012). The main focus of management's attention must be on customer satisfaction, where service quality is one of the most important factors supporting customer satisfaction, if the service received or felt by customers is in accordance with what they expected, then the service can be said to be good and satisfying, and vice versa, if The service

received is far from consumer expectations, so the quality of service is perceived as poor. Thus, whether a service is good or bad depends on the service provider's ability to meet consumer expectations.

The quality of information plays an important role in determining a person's purchasing decision because it fulfills consumer expectations with the goods provided in the online shop itself. Insufficient information on a product will make consumers feel less confident and worried that it will not meet their expectations when they make a purchase at the Goto Living online shop, where Goto Living is expected to provide information clearly and consistently, so that the quality of the information provides satisfaction for consumers. consumers and consumers can judge that the online shop is able to provide information about the desired product. These results are supported by previous research which states that if a brand provides quality information in a positive and significant way, this will increase customer satisfaction (Sabiote et al., 2012). Product information is usually related to how an online shopping site can provide up-to-date, consistent, complete and easy-to-understand information for its customers. Consumers tend to pay high attention to the quality of information when shopping online, because this will be very helpful in making good purchasing decisions. Apart from that, the product page must be well designed and detailed to help potential consumers search for or find information about the product to be purchased, so that it will reduce dissatisfaction in searching for product information.

Price positively influences customer satisfaction, price is one indicator that has a big influence on customer satisfaction, this is because consumers who want to purchase a product will adjust to the price first, at this time where the rise of online shopping sites is certainly an alternative for looking for the best price comparison, whether through offline stores or online stores, in every purchasing decision process the price becomes a benchmark for potential consumers, several indicators such as the price displayed on a product are in accordance with customer needs or not, apart from that customers also tend to compare prices with the quality of the product to be purchased, this is supported by previous research if customers tend to look for price information when making a decision to purchase a product (Ryu & Han, 2010). Apart from that, according to Ali et al., (2016), price is positively related directly to customer satisfaction. Determining product prices is a strategy for online shops, many online shops are also competing to sell their products at low prices, this will of course lead to price competitiveness which aims to attract consumers to buy it so that it will result in customer satisfaction, this also shows that the suitability of price to service quality and information quality will increase customer satisfaction, and conversely if the price is not appropriate then customer satisfaction will decrease.

Closing

Conclusion

This research proves that the relationship between service quality and customer satisfaction, information quality and customer satisfaction and price has a positive relationship. It can be concluded that the Price variable has the greatest impact on Customer Satisfaction. Generally, customers tend to search for information about product prices first, including a comparison between the price and quality of the product to be purchased, as well as the relevance of the price to the customer's needs. and also customers usually see the discounts offered by the shop. However, service quality also has an impact on customer satisfaction, where customers tend to feel satisfied or happy if their needs are met with the good service provided by Goto Living. Apart from that, information quality has an important role in influencing customer purchasing decisions, where product information is clear and Being consistent about a product can increase customer

satisfaction. Conformity between service quality, information quality and price is an important factor in increasing customer satisfaction.

Limitation

This research has limitations, so it is hoped that they can be improved in future research. First, this research only took samples from the Jabodetabek area, so the results would certainly be different if carried out throughout Indonesia. It is hoped that future research can overcome this limitation by conducting broader research on a regional basis. Second, this research only discusses the variables of service quality, information quality, price and customer satisfaction. It is hoped that future research can discuss broader related variables, such as adding customer loyalty.

Managerial Implications

This research has several managerial strengths to improve employee performance. From the research This research provides managerial implications to further increase customer satisfaction, to attract loyal customers or new customers, the Goto Living online shop needs to develop customer satisfaction by paying attention to service quality by ensuring the service provided to customers is consistent, controlling services related to customer complaints, focusing on customer experience, improving service processes and can also train customer service. Regarding information quality, it is important for Goto Living to provide information that is accurate, relevant and easy for customers to understand, this can mean increasing transparency in product information and timeliness of delivery. Regarding the price variable, Goto Living needs to continue to carry out market analysis to determine prices that are in line with product quality, service and customer needs. This can be related to appropriate promotions, flexible pricing, and also paying attention to customer perceptions of product value. Therefore, this research shows that customer satisfaction is an important factor for online stores, especially Goto Living, to remain able to survive amidst the many competitors.

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