

## Charting the Digital Experience: A Study of What Drives Customer Joy Online

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### Abstract

The development of the business and marketing world is influenced by the increasing development of technology and information. The internet is not only used as a website but also as a source of information, buying and selling products, and providing services online in e-commerce. E-commerce businesses in Indonesia are influential and able to change various consumer behaviors. One of the many behaviors is going from buying things in malls and stores every day to buying online now. This study aims to examine the importance of price perception, service quality perception, convenience perception, and usability perception for e-commerce satisfaction. This study involved 2,500 students of the University of Muhammadiyah Lamongan from semesters 2 to 6. The sample used was 155 students who had met the criteria by applying the purposive sampling technique. The analysis method used SPSS 25. The information for this study was collected through filling out a questionnaire by students of the University of Muhammadiyah Lamongan using Google Forms, which was then disseminated through the social media platform WhatsApp. The results of this study are that the perception of price, the perception of service quality, and the perception of convenience do not have a significant impact on client happiness, while the perception of usability has an effect on consumer satisfaction.

**Keywords:** *Price Perception, Service Quality Perception, Ease of Usability Perception, and Consumer Satisfaction*

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### INTRODUCTION

The development of the business and marketing world is affected by the increasingly rapid development of technology and information (Utami, 2020). The Internet is not only used as a website but also as a source of information, buying and selling products, and providing services online in e-commerce (Safitri, 2021). Many online shopping centers have opened in Indonesia, such as Tokopedia, Shopee, Lazada and Bukalapak that offer various products and services to the public. Online shopping has now become a habit of the Indonesian people, providing an opportunity for traders to set up stalls online in a short and practical time (Satria et al., 2022).

E-commerce businesses in Indonesia are influential and able to change various consumer behaviors. One of the many behaviors you can implement is to go from buying things in malls and stores every day to buying online now. One of

the things that has now become an element of the lifestyle of the Indonesian people is e-commerce. E-commerce has become an inseparable aspect of the lives of the Indonesian people (Whimpie et al., 2021). You can compare and choose the quality and price of the goods you want, making your business easier. It's cheaper than buying directly in a store. In this case, e-commerce buying and selling is an exchange of real estate goods in a situation where the buyer and seller are in separate places (Rafika & Kirana, 2023).

According to the report Kompas (2023), The Lamongan Online Market (POL), which is managed by the Regional Public Company (PERUMDA) and the Lamongan Regency Government (PEMKAB), East Java, was launched in 2020 to ease the people's shopping process. This innovation is organized by the Strengthening of State Institutions and Bureaucratic Reform of the Ministry of State of the Republic of Indonesia and will be part of the Top 99 Public Service Innovation Competition (KIPP) in 2023. Yuhronur stated that the district government wants to study the existence of the implementation of POL, which allows Lamongan residents to buy their daily necessities without having to leave the house. Lamongan residents are asked to immediately use the Lamongan Online Market (POL) online purchase platform when it is released in 2020. In report of Liputan 6 (2021), Yuhronur said the district government would continue to explore the existence of the Pol application. As a developer of the POL application, PD Pasar periodically evaluates and improves. Based on the report Kompas (2023), POL contributed IDR 160 million to the local original income (PAD) in 2021 and 2022.

The Electronic Information and Transaction Law (ITE Law) Number 11 of 2008 designed the development of cyber business. The ITE Law represents two important aspects. First, the law recognizes the legality of electronic transactions and electronic financial data and guarantees legal certainty of electronic transactions. Second, the ITE Law also provides sanctions for violations related to the misuse of computers or information technology.

The determining factor of client satisfaction can come from a number of variables that have the potential to expand and impact, such as: The main reference study is a study conducted by Firdaus and Himawati (2022). The journal is titled "The Influence of Price Perception, Service Quality Perception, and Ease of Use Perception on Shopee e-commerce Consumer Satisfaction in Depok City". Diven and Khoiri (2023), Published in the journal "The Influence of Product Quality, Advertising and Consumer Perception on Purchase Decisions on Shopee". Frimayasa, (2022), published in the journal with the title "The Influence of Perception of Usability and Perception of Comfort on the Choice of Tokopedia OnlineShop Buyers". Satria et al., (2022), published in the journal entitled "Analysis of the Influence of Price Perception and Service Quality on Tokopedia Customer Satisfaction". Sugandi et al., (2022), with the title "The Influence of Perception of Usability, Information Quality on Electronic Satisfaction with Confidence as a Mediator in the Use of the Tokopedia Marketplace in Special Areas published in Yogyakarta Magazine".

The results of the study show that the satisfaction of bookers with services and products can be increased by factors such as price perception, service quality,

convenience, and usability. Given the importance of the happiness of e-commerce clients and their goals, this study examines the importance of price awareness, service quality perception, convenience perception, and usability perception for e-commerce clients in order to realize online shopping and analyze the impact of Business Sustainability Happiness in Lamongan Regency.

The researcher seeks to examine whether each variable has a concrete impact on variable X and variable Y. In addition, it examines whether variable Y and each variable X have a significant influence on each other. This study is different from the previous study because it applies the purposive sampling method, while the previous study applies a random sample or solvin formula. Compared to previous studies, this study applied four X variables, while the previous study applied three X variables. The second similarity is that the survey results are distributed in a questionnaire format.

## METHOD

Quantitative is the mechanism applied in this study. The mechanism of the quantitative approach is a study that follows rational guidelines that are explicit or experience-based, flaktual, valuable, moderate, and methodical. Quantitative mechanisms are also referred to as discovery mechanisms because they can find and develop new scientific technologies using research data equipped with numerical and statistical analysis (Balaka & Abyan, 2022:11). Associative quantitative studies aim to connect existing variables, both through correlational and regression approaches (Mubarak, 2022).

By Rahmawati and Yuliana (2020:53), The population in the quantitative study consists of objects that have properties or characteristics that are identified to be examined and drawn from the results made by the researcher, the population used in this study is all students from 2,500 students at Campuses 1 and 2 of the University of Muhammadiyah Lamongan who use Shopee e-commerce. The purposive sampling technique, a sample collection method based on criteria determined by the researcher, is used as a study sample. The study will use several sampling conditions:

1. Students who have the Shopee platform application exceed 1 month.
2. Students who shop through the Shopee platform exceed 1 month.

This study used multicollinearity, autocorrelation, heteroscedasticity, and normality as test tools. By applying (simultaneous), (partial), and (coefficient of determination) tests, we use multiple linear regression methods to see how independent and dependent factors, namely: price perception, service quality perception, convenience perception, and usability perception, have an impact on consumer satisfaction. This study applies multiple linear regression equations such as:

$$\gamma = \alpha + \beta_1 PH + \beta_2 PKL + \beta_3 PKM + \beta_4 PKG + e$$

$\gamma$	= Consumer Satisfaction
$\alpha$	= Constant Value

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$\beta_{1,2,3,4}$	= Regression Coefficients
PH	= Price Perception
PKL	= Service Quality Perception
PKM	= Ease of Use Perception
PKG	= Usefulness Perception
e	= Error

Here is a conceptual framework image of the influence between independent and dependent variables:

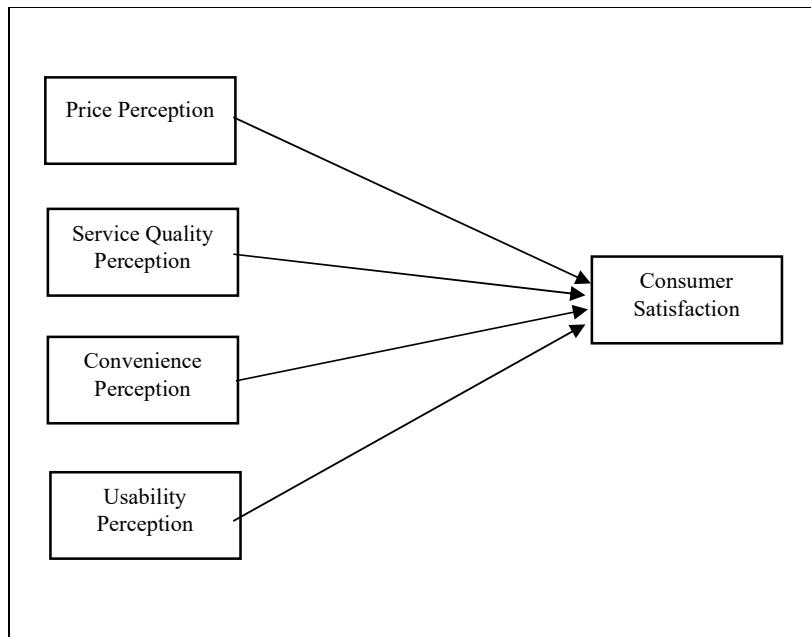


Figure 1. Research Framework

Based on the figure above, it shows that each independent variable has an influence on the dependent variable. Price perception (H1), service quality perception (H2), convenience perception (H3), and usability perception (H4) affect consumer satisfaction (Y).

## RESULTS AND DISCUSSION

### Result

#### *Demographic Information*

This study involved 2,500 students of the University of Muhammadiyah Lamongan from semester 2 to 6. We distributed questionnaires to 357 respondents, but only 155 respondents sent answers. Based on table 2 on the attachment page, it can be seen that of the 155 UMLA student respondents who filled out the questionnaire the most, they were women with a percentage of 76.3% with a

quantity of 118 people while men were only 23.7% or 37 people. Meanwhile, the data results in table 3 in the attachment show that the most respondents are from the Accounting study program with a percentage of 29.6%. The second position is Management with 25.2%, followed by PGSD with a percentage of 14.2%, Nursing 7.2%, Sharia Economics 6.4%, Pharmacy 5.8%. Biology and ARS occupy the seventh and eighth positions with the same percentage of 5.2%, and for the last position, namely the Physics Study Program with a percentage of 1.2%.

### ***Coefficient of Determination***

Table 1. R Square Test

	<b>R Square</b>	<b>Adjusted R Square</b>
Consumer Satisfaction	0,232	0,212

Source: SPSS, data processed by autor

Based on Table 1, it can be seen that the correlation value (R) is 0.482. To obtain the percentage of impact of independent factors over dependent factors, known as the coefficient of determination, the value of R must be squared. As a result, the coefficient of determination (R<sup>2</sup>) of the output was 0.232, which shows that (price perception, service quality perception, convenience perception, and usability perception) together affect (customer happiness) by 23.2%. The remaining 76% were affected by other components that were not covered by the factors studied.

### ***Influence Test***

Table 2. Hypothesis Test

	<b>Original Sample</b>	<b>t-statistic</b>	<b>P-Value</b>	<b>Result</b>
PP - CS	0,101	1,572	0,118	Not Supported
SQP - CS	0,086	1,394	0,165	Not Supported
CP - CS	0,119	1,378	0,170	Not Supported
UP - CS	0,183	1,245	0,006	Supported

Source: SPSS, data processed by autor

Based on Table 2 states that because it has a substantial value of 0.118 or greater than 0.05, it shows that the price has no effect on the client's happiness. The quality of service also has a substantial value of 0.165, proving that the quality of service has no effect because the substantial value is greater than 0.05 or 5%. Furthermore, the convenience factor has a substantial value of 0.170, proving that the convenience also has no effect because the substantial value is greater than 0.05 or 5%. On the other hand, the substantial value usability factor is 0.006, which proves that the usefulness has a concrete effect on the client's happiness, because the substantial value is less than 0.05 or 5%.

## Discussion

### *Price Perception on Consumer Satisfaction*

Based on the multiple linear regression output, the resulting substantial level is 0.118, this is greater compared to the substantial quality of 0.05. In this context, the alternative hypothesis (**H1**) is rejected. Therefore, it can be concluded that based on these results, the happiness of the orderer is not affected by the perception of price owned by e-commerce.

The desired price does not directly affect the purchase decision of an online product. However, consumer judgments about whether the price the seller offers are high, low, or reasonable has a substantial impact on the purchase decision. Therefore, to improve product purchase decisions, it is best to focus on increasing the benefits of the output to match the perception of the given price. For example, ensuring that the output interest is worth the price offered (Sulistyawati et al., 2023). This study is in line with Liana (2021), which reveals that price perception has a non-substantial destructive effect on the happiness of the orderer, as the quantity of the sample and the quantity of the factors make it irrelevant, increasing the quantity of the sample will give different results. This study is also in line with (Mendur et al., 2021) which suggests that price perception does not affect the happiness of the customer.

### *Perception of Service Quality on Consumer Satisfaction*

From the information analyzed in the regression model, the service quality perception factor has a coefficient of 0.086 and a substantial value of 0.165, which is greater than 0.05. Based on these results, the second hypothesis (**H2**) is rejected. This shows that the perception of service quality towards e-commerce does not affect the happiness of customers.

The perception of service quality does not affect the happiness of the booker because after comparing it with other places, they feel that there is no difference between the services provided elsewhere. The service is considered standard and it is the responsibility of the customer to meet their needs (Dinata & Khasanah, 2022). Penemuan ini sejalan dengan Febrianti et al., (2020), and Masruroh (2021) that the booker is not affected by the quality of the service.

### *Perception of Ease of Consumer Satisfaction*

From the information analyzed in the regression model, the convenience perception factor has a coefficient of 0.119 with a substantial value of 0.170, which is greater than 0.05. Based on these results, the third hypothesis (**H3**) is rejected. This means that the perception of convenience does not have a concrete effect on the happiness of the orderer.

This is due to respondents who are included in the category of the millennial generation, namely those who were born when technology developed rapidly, so they are used to using various types of technology. Therefore, ease of use is no longer an important factor or main concern for the millennial generation in using or operating online applications (Ernawati & Noersanti, 2020). This is in line with the study Suryani and Ramdhani, (2022), Because the ease of ordering and hunting for

products that are sold in the online market cannot be a benchmark for whether they will make repeat purchases.

#### ***Perception of Usability to Consumer Satisfaction***

From the analyzed information, the usability perception variable had a value of 0.006, which was lower than the substantial quality of 0.05. This shows that the perception of usability has an impact on the happiness of the orderer, so the fourth hypothesis (**H4 is accepted**, where if the usability increases, the happiness of the orderer also increases. The higher the perceived benefits, the more accurate it is to fulfill the happiness of the orderer through usability when using e-commerce. Orderers are satisfied not only because of the high benefits, but also because of the usability factor they feel from e-commerce. Based on these results, e-commerce must create the highest perceived benefits possible to fulfill the happiness of the orderer. That way, customers will feel confident because it is proven that e-commerce is able to give them happiness and trust (Sugandi et al., 2022).

This is in accordance with TAM's theory that the perception of usability has a concrete and substantial effect because e-commerce provides benefits and convenience for the orderer so that it can increase their happiness and lead to re-ordering (Sugandi et al., 2022). This study is in line with Frimayasa, (2022), and which explains that the perception of usability has a concrete impact on the happiness of e-commerce orderers.

## **CONCLUSION**

### ***Conclusion***

This study was conducted to determine the influence of price perception, service quality perception, convenience perception and usability perception on the happiness of e-commerce customers and to find out which independent factors have the most influence on dependent factors. Based on the identification of the problems that have been proposed and the analysis of the data and discussions that have been presented, several conclusions can be drawn, because price is not important to some people, price perception does not affect the happiness of the customer. High-priced outputs may be considered to be of better quality than cheap outputs. The perception of service quality does not affect the happiness of the booker, because in an emergency situation the booker has no other choice, so they do not have a problem with the quality of the service. The perception of convenience does not affect the happiness of the booker because respondents are familiar with technology and are adaptable to various online applications. Therefore, the ease of use of the app is no longer the main factor that determines their interest in using online applications. Meanwhile, the perception of usability has an impact on the happiness of customers because the ease of accessing online applications encourages customers to make e-commerce purchases again.

### ***Limitations and Suggestions***

Based on the results of the study that has been conducted, there are several limitations in information retrieval such as:

1. Due to the limitations of the study in collecting samples, researchers have distributed 357 questionnaires but only returned 155. It is hoped that the next study will expand the range of objects so that the results of the questionnaire from the respondents are more.
2. Due to the limited criteria in sampling, when conducting reliability tests, there were unreliable factors so the researcher disposed of the indicator.  
Suggestions for further studies add criteria so that when information is unreliable, there are still many other indicators that can be used.

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