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<https://orcid.org/0000-0001-7119-1711>**Determinant of Shopee Xpress consumer satisfaction in Jakarta Greater Area**

Abstract. Logistics plays an important role in facilitating corporate trade by providing the necessary services to deliver goods from producers to consumers. Therefore, it is important to consider consumer attitudes and behaviours related to consumer satisfaction with the services provided by logistics companies. The research aims to analyse the effect of service quality, price perception, and promotion on consumer satisfaction of Shopee Xpress consumers and to determine which variables are the most dominant. The analysis method used in this research was partial least square. The test stages conducted were convergent validity test discriminant validity, composite reliability, Cronbach's alpha, R-square, F-square, predictive relevance, goodness of fit, and path coefficient. The data used in this research were obtained from questionnaire instruments and valid data of 120 respondents were collected. The sampling method in this research is nonprobability sampling with the technique of purposive sampling. The results showed that the variables of service quality and promotion influenced consumer satisfaction, but the variable of price perception did not influence consumer satisfaction and the most dominant variable on consumer satisfaction is the promotion variable. The variables of service quality, price perception, and promotion affected Shopee Xpress consumers around the Jakarta Greater Area simultaneously. The research results prove that the three variables studied determine consumer satisfaction with users of the Shopee Xpress delivery service in the Greater Jakarta area. This research is focused on companies where more people will choose to use the services provided, supported by promotions and the perception of adequate prices, and the results provide practical recommendations for improving the quality of service of these same companies in the future

Keywords: logistic services; promotion; marketing; service quality

INTRODUCTION

As of 2023, there are many services based on applications, one of which is freight forwarding or delivery services. The large number of people shopping for goods determines freight forwarding or goods delivery as increasingly

necessary for today's society, especially for people who undertake the buying and selling process remotely using online media. This causes more freight forwarding services to appear in Indonesia. One of the competing freight

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LITERATURE REVIEW

forwarding service companies is Shopee Xpress in the domestic region of Indonesia.

S. Ahmed *et al.* (2023) noted that both perceived service quality and fairness in pricing exert a direct and substantial impact on consumer contentment. Their research reveals a significant correlation between how pricing fairness is perceived and both consumer delight and loyalty. S.L. Ng *et al.* (2022) determined that the quality of systems and e-service positively contributes to the satisfaction derived from using retail apps, and this satisfaction, in turn, has both direct and indirect positive effects on the intention to continue using these apps. The level of pricing, conversely, negatively influences user satisfaction with retail apps. While the pricing level does not directly affect the intention to continue using retail apps, it does have an indirect influence through user satisfaction. C. Jannah & L. Alhazami (2022) examined the effect of service quality, price perception and product variety on consumer satisfaction. The research object was a CV. Sumber Garuda Mas. A sample of one hundred respondents was used in this research. The respondent-survey method used was a questionnaire. The data analysis method was employed on multiple linear regression analysis, coefficient of determination, classical assumption test (F test), and partial test (T-test). The results showed that there was a significant relationship between studying factors. A.H. Prasetyo *et al.* (2022) conducted a multiple linear regression to analyse the effect of service quality, price perception, and communication ability on consumer satisfaction. According to the research findings, service, price, and communication have a significant effect both simultaneously and partially on consumer purchasing decisions. The variable that has a dominant effect on consumer satisfaction is the communication variable.

N. Bimaria *et al.* (2020) investigated the impact of service quality, price perception, and product quality on consumer satisfaction at Sendy's Swalayan Palangka Raya. They collected data using questionnaires from one hundred respondents. The research results determined that service quality, price perception, and product quality individually exert a significant and partial influence on consumer satisfaction. S.-Y. Tzeng *et al.* (2021) discovered that information quality, product quality, and savings contribute positively to consumer satisfaction during online shopping holidays, while product returns have a negative impact. Enhancing after-sale services can facilitate the product return process, leading to an improvement in consumer satisfaction.

There is still a research gap that encourages this research to be carried out again. The purpose of this study was to analyse consumer behaviour related to services delivered by logistics company Shopee Xpress and at the same time analyse what factors influence what the company has provided. The benefits and contributions of this research are to enrich research models that analyse consumer satisfaction with the performance of logistics companies and provide recommendations for companies regarding what factors still need to be considered to satisfy consumers.

Various theories related to the variables in this research have been presented by many scientists. According to B. Alma (2016), promotion serves as a means of communication aimed at conveying information to prospective consumers regarding a product's ability to fulfil their needs and desires. This, in turn, encourages these potential consumers to make purchases or avail themselves of the product or service. Hence, promotion holds immense significance for a company when it comes to marketing the products or services it offers. The concept of marketing mix, as highlighted by R. Hurriyati (2018), can be understood as comprising internal elements of utmost importance in shaping a company's marketing strategy.

As outlined by P. Kotler & G. Armstrong (2019), the components of marketing include the following: (1) Product management involves planning and developing the appropriate products or services for marketing, which may include modifying existing offerings through additions and other actions that impact various products or services; (2) Price entails the company's management system for determining the initial pricing of products or services and formulating strategies related to discounts, shipping costs, and various other variables; (3) Place involves the selection and management of distribution channels used to deliver products or services, as well as serving the target market. It also encompasses the development of distribution systems for physically transporting products to customers and businesses; (4) Promotion refers to the efforts employed to inform the consumers about the company's new products or services through means such as advertising, personal selling, sales promotion, and publicity.

The issues of consumer satisfaction and loyalty continually attract the attention of researchers. In a study conducted by S. Santi & A. Putra (2021), an investigation was carried out to assess the impact of price perception, promotion, service quality, and the ambience of a café on consumer satisfaction. The research focused on Cafe Bumi customers during the period from October to December 2020, with a total population of 2,250 consumers. The study obtained a sample size of 96 individuals. The research results demonstrated that price perception, promotion, service quality, and the café's atmosphere all jointly exerted a positive and statistically significant influence on consumer satisfaction.

In their study, conducted at UD. Wipra Print Karangasem, N. Yanti & I. Puja (2021) investigated the impact of service quality, pricing, and promotional activities on consumer satisfaction. The research sample comprised one hundred respondents. The findings can be summarized as follows: service quality, price, and promotion all demonstrated a positive and statistically significant influence on consumer satisfaction. This implies that as consumers perceive higher levels of quality in service, more favourable pricing, and effective promotional efforts, their satisfaction with Percetakan UD. Wipra Print Karangasem increases accordingly.

I. Diputra & N. Yasa (2021) determined that consumer loyalty significantly affects client dependability. They led an assessment of the impact of item quality, brand picture, and brand trust on both consumer loyalty and client faithfulness. The examination included 185 respondents from Denpasar City, who bought and utilized Samsung cell phones. Their study employed a purposive sampling method for member choice. The survey information was exposed to explicitly Structural Equation Modelling (SEM). The results of this study demonstrate that item quality has a positive and huge effect on brand picture, brand trust, and consumer loyalty. Moreover, brand picture and brand trust likewise exhibit a positive and tremendous impact on consumer satisfaction.

Y. Suhardi *et al.* (2020) selected product diversity as one of the variables in their research. Their study unveiled the impact of product diversity, price perceptions, and service quality on consumers' purchasing decisions. R.S.D. Saputri (2019) established that both service quality and price affect customer loyalty. A.D. Lestari & I. Hidayat (2019) also investigated the impact of service quality, price, and trust on consumer satisfaction. Their examination analysed clients of PT. Worldwide Fly Express (J&T) at the Jagir Wonokromo branch in Surabaya who had made buys and utilized cargo and reported conveyance benefits over multiple times. The discoveries uncovered that quality and trust meaningfully affected consumer loyalty. S. Subaebasni *et al.* (2019) investigated the effect of brand image, service quality, and price on consumer loyalty. The sample comprised 171 respondents, and structural equation models were employed for data analysis. The results of the analysis indicated that individually, brand image, service quality, and price all had a positive and significant impact on customer loyalty. Moreover, when thought about together, every one of the free factors displayed a positive and huge effect.

MATERIALS AND METHODS

The subjects in this research are consumers who have used and still use freight forwarding services through Shopee Xpress, are at least 17 years old and domiciled in the Jakarta Greater area. The type of data used in this research was primary information using a quantitative approach, obtained through the distribution of online questionnaires using Google Forms through social media such as WhatsApp and Instagram. The questionnaire clearly states that the data and information submitted are used for research purposes only and are confidential. In this research, due to the unknown population size, the sampling formula used was Cochran, according to A. Sugiyono (2018) with the following formula:

$$n = \frac{Z^2 pq}{e^2}, \quad (1)$$

$$n = \frac{(1.96)^2(0.5)(0.5)}{(0.1)^2} = 96.04, \quad (2)$$

where n – number of samples required; Z – the confidence level is 95%, then the Z -value is 1.96; p – correct chance 50%; q – 50% chance of being wrong; e – Sampling error 10%.

So, based on the formula, a sample of 96.04 people was obtained. The instruments in the questionnaire were prepared in the form of statements using the Likert scale method with 5 alternative answers related to the 4 variables being researched. With a scale of Likert, the variables measured are translated into variable indicators. Based on the explanation above, the Likert scale can be seen as follows, Strongly Agree (Score 5), Agree (Score 4), Neutral (Score 3), Disagree (Score 2), Strongly Disagree (Score 1). In this research, respondents must choose one of the five alternative answers available, then the values obtained will be summed and the amount becomes the total value. The data obtained would be calculated and processed using the SmartPLS 4.0 data processing application using the Bootstrapping method which presents a value of P-value.

A partial least squares (PLS) processing method was employed. PLS carried out model measurements together with validity and reliability checks, and structural model testing (hypothesis testing with predictive models) was utilized for causality checks. The relationship between each block of items and its latent variable is shown by the outer model, also known as the outer relation or measurement model. A model's validity and reliability tests are measured using an outer model. Convergent validity, according to I. Ghazali (2016), gauges the strength of the association between constructs and latent variables. The loading factor for each construct indicator reveals the convergent validity test. An optimum loading factor value allows the indicator to accurately measure the constructed value, which is >0.7 . However, for empirical study, a loading factor value of >0.5 to 0.6 is regarded as adequate.

The measuring scale for each variable was determined by the operational definition of variables. Service quality (X1), price perception (X2), promotion (X3), and consumer satisfaction (Y) were the four variables considered in this study. To determine the bottom bound of the construct dependability value, Cronbach's alpha was applied. If both the composite reliability and Cronbach's alpha values are more than 0.7, a variable is considered reliable. To determine the relevance of the dependent construct in the structural model, the R-square, path coefficient values, or T-values for each path were used to evaluate the structural model.

Each endogenous latent variable's R-square (R^2) value served as a measure of the structural model's capacity for prediction. The influence of some external latent variables on endogenous latent variables that have a significant impact can be explained by changes in the value of R-square. The values of R^2 0.75, 0.50, and 0.25 in research on marketing issues, according to M. Sarstedt & J.-H. Cheah (2019), suggest respectively, high, moderate, and weak measures of influence. The better the prediction model of the research model under study, the higher the value of R^2 . According to the F-square (F^2) evaluation, each independent variable must be deemed significant to the dependent variable to be valued for inclusion in the model. If the F^2 value of 0.02 is weak, the value of F^2 0.15 indicates that it has a medium model and the value of F^2 0.35 can be said to have a strong

model. The combination of validation and fitting functions with forecasts of manifest variables and estimation of construct parameters was represented by predictive relevance (Q^2). The results (Q^2) are 0.02 for the weak fit model, 0.25 for the moderate fit model, and 0.35 for the strong fit model in terms of predictive relevance validity. When Q^2 is more than 0, the model is predictively relevant; when Q^2 is less than 0, it is not.

RESULTS AND DISCUSSION

Respondents who were consumers of Shopee Xpress delivery service in the Jakarta Greater Area were 69 men, which comprised 57.5%, and 51 women, comprising 42.5%. Respondents who were consumers of Shopee Xpress delivery service in the Jakarta Greater Area aged 17-25 years were 97 people with a percentage of 80.8%, respondents aged 26-35 years were 21 people with a percentage of 17.5%, and respondents aged >35 years were 2 people with a percentage of 1.7%. Hence, it can be concluded that most respondents who use Shopee Xpress delivery services are aged 17-25 years. Respondents domiciled in Jakarta were 81 people with a percentage of 67.5%, respondents domiciled in Bogor were 11 people with a percentage of 9.2%, respondents domiciled in Depok were 19 people with a percentage of 15.8%, respondents domiciled in Tangerang were 4 people with a percentage of 3.3%, and respondents domiciled in Bekasi were 5 people with a percentage of 4.2%.

The data comprises respondents who utilize Shopee Xpress delivery services in the Jabodetabek area, categorized by their occupations: students (70 individuals, accounting for 58.3% of the total); civil servants (1 person, constituting 0.8% of the respondents); private employees (34 individuals, representing 28.3% of the sample); entrepreneurs (3 individuals, making up 2.5% of the group); housewives (4 individuals, comprising 3.3% of the respondents); others (8 individuals, with a percentage of 6.7%). This can be concluded that most of the respondents who use Shopee Xpress delivery services are students because Shopee Xpress freight forwarding services have many promotions and discounts

such as free shipping that are preferred by students with the capacity of budget so students often use freight forwarding services through Shopee Xpress.

Respondents who are consumers of Shopee Xpress delivery services in the Greater Jakarta area with income/allowance of under Rp 500,000 per month are 15 people with a percentage of 12.5%, respondents with income/allowance of Rp 500,001 – Rp 1,000,000 per month are 20 people with a percentage of 16.7%, respondents with income/allowance of Rp 1,000,001 – Rp 1,500,001 per month are 16 people with a percentage of 13.3%, respondents with income/allowance of Rp 1,500,001 – Rp 2,000,000 per month are 9 people with a percentage of 7.5%, respondents with income/allowance of Rp 2,000,001 – Rp 5,000,000 per month are 37 people with a percentage of 30.8%, and respondents with income/allowance of over Rp 5,000,000 per month are 23 people with a percentage of 19.2%.

The respondents' usage of Shopee Xpress can be categorized as follows:

- less than 3 months – 31 individuals, accounting for 25.8%;
- 3-7 months – 25 individuals, representing 20.8%.
- 8-12 months – 14 individuals, making up 11.7%.
- more than 12 months – 50 individuals, with a percentage of 41.7%.

Respondents with the use intensity of 1-3 times a month were 68 people with a percentage of 56.7%, respondents with the use intensity of 4-5 times a month were 36 people with a percentage of 30%, respondents with the use intensity of more than five times a month were 16 people with a percentage of 13.3%. This can be concluded that most respondents use a lot of Shopee Xpress delivery services with an intensity of use as much as 1-3 times a month because the majority of respondents have an income of Rp 2,000,001 – Rp 5,000,000 per month where the money is divided for daily living needs and also other needs for their interests. Table 1 presents the results of data tests of service quality, price perception, promotion, and consumer satisfaction with the convergent validity value (outer loading) obtained.

Table 1. Convergent validity value (outer loading)

Variable	Indicator	Outer loading	Description
Service quality	X1.2 < X1	0.796	Valid
	X1.3 < X1	0.768	Valid
	X1.4 < X1	0.808	Valid
	X1.5 < X1	0.795	Valid
Price perception	X2.1 < X2	0.830	Valid
	X2.2 < X2	0.879	Valid
	X2.3 < X2	0.802	Valid
	X2.4 < X2	0.837	Valid
Promotion	X3.1 < X3	0.749	Valid
	X3.2 < X3	0.717	Valid
	X3.3 < X3	0.717	Valid
	X3.4 < X3	0.827	Valid
	X3.5 < X3	0.817	Valid

Table 1. Continued

Variable	Indicator	Outer loading	Description
Consumer satisfaction	Y.1 ← Y	0.823	Valid
	Y.2 ← Y	0.818	Valid
	Y.3 ← Y	0.814	Valid
	Y.4 ← Y	0.842	Valid
	Y.5 ← Y	0.848	Valid
	Y.6 ← Y	0.704	Valid
	Y.7 ← Y	0.775	Valid

Source: authors' development

The conclusion can be drawn that all the indicators of the research variables, including service quality, price perception, promotion, and consumer satisfaction, are deemed valid, as they exhibit outer loading values exceeding 0.70.

The results of the data tests for service quality, price perception, promotion, and consumer satisfaction, along with their discriminant validity values (cross loading), can be referred in Table 2 for further examination.

Table 2. Discriminant validity values (cross loading)

Variable	Service quality	Price perception	Promotion	Consumer satisfaction	Average Variance Extracted (AVE)
Service quality					
X1.1	0.668	0.470	0.520	0.579	0.591
X1.2	0.796	0.678	0.586	0.585	
X1.3	0.768	0.630	0.570	0.643	
X1.4	0.808	0.606	0.563	0.604	
X1.5	0.795	0.583	0.546	0.562	
Price perception					
X2.1	0.691	0.830	0.620	0.629	0.701
X2.2	0.703	0.879	0.702	0.696	
X2.3	0.616	0.802	0.674	0.628	
X2.4	0.584	0.837	0.620	0.631	
Promotion					
X3.1	0.528	0.536	0.749	0.659	0.588
X3.2	0.494	0.605	0.717	0.610	
X3.3	0.562	0.578	0.717	0.646	
X3.4	0.543	0.606	0.827	0.703	
X3.5	0.655	0.672	0.817	0.688	
Consumer satisfaction					
Y.1	0.729	0.633	0.679	0.823	0.648
Y.2	0.589	0.636	0.698	0.818	
Y.3	0.554	0.601	0.663	0.814	
Y.4	0.643	0.630	0.719	0.842	
Y.5	0.605	0.636	0.731	0.848	
Y.6	0.615	0.611	0.641	0.704	
Y.7	0.630	0.602	0.725	0.775	

Source: authors' development

It can be deduced that all variables within this study exhibit adequate discriminant validity, as they surpass the threshold of >0.70. Moreover, if the cross-loading value surpasses >0.60, it is considered satisfactory. Additionally, all variables in this research boast an AVE (Average Variance

Extracted) value exceeding 0.50. For a research variable to be considered reliable, both the composite reliability and Cronbach's alpha should exceed >0.70. The values of composite reliability and Cronbach's alpha are available in Table 3. The results of the R-square test are provided in Table 4.

Table 3. Value of composite reliability and Cronbach's alpha

Variable	Composite reliability	Cronbach's alpha	Description
Service quality	0.878	0.825	Reliable
Price perception	0.904	0.858	Reliable
Promotion	0.877	0.823	Reliable
Consumer satisfaction	0.928	0.909	Reliable

Source: authors' development

Table 4. R-square value (R²)

Variable	R-square	R-square adjusted
Customer satisfaction	0.796	0.791

Source: authors' development

It can be concluded that both the R-square value and the adjusted R-square value exhibit a robust influence, with values of 0.796 and 0.791, respectively. This strength is evident as the R-square value of 0.75 signifies a substantial impact. The assessment of the importance of each independent variable about the dependent variable was determined using the F-square value. The

inclusion of an independent variable into the model was contingent upon its level of significance. A weak model is indicated by an F-square value of 0.02, while a medium model is characterized by an F-square value of 0.15. Conversely, an F-square value of 0.35 suggests a strong model. Detailed results of the F-square value test are available in Table 5.

Table 5. F-square value (F²)

Indicator	F-square	Description
Service quality → Consumer satisfaction	0.158	Medium
Price perception → Consumer satisfaction	0.017	Weak
Promotion → Consumer satisfaction	0.590	Strong

Source: authors' development

Table 5 shows that the value of F-square in the service quality variable on consumer satisfaction is 0.158. With such a value, it can be stated to have a moderate model because the value of the substant level is greater than 0.15. The price perception variable on consumer satisfaction is 0.017. It can be stated to have a weak model because the value of the substant level is smaller than 0.02, also in the promotion variable on consumer satisfaction

is 0.590. It can be stated to have a strong model because the value of the substant level is greater than 0.35. It can be concluded that the service quality variable of 0.158 is stated to have a moderate model, the price perception variable of 0.017 is stated to have a weak model, and the promotion variable of 0.590 is stated to have a strong model. The test results of predictive relevance (Q²) can be seen in Table 6.

Table 6. Predictive value relevance (Q²)

Variable	Q ² predict	RMSE	MAE
Consumer satisfaction	0.787	0.483	0.367

Source: authors' development

Table 6 shows that the result of the value of predictive relevance (Q²) is 0.787, which means that the value of predictive relevance (Q²) is greater than 0, which means that it has predictive relevance, and the value has a strong model predictive relevance validity greater than 0.35. Thus, it can be concluded that the model in this research had a relevant predictive value and a strong predictive relevance validity of fit, where the research model could explain the existing information.

The goodness of fit test in this research was used to determine the compatibility in the data distribution of a research model and the test can be seen with the SRMR (Standardized Root Mean Squared Residual) value. The value of goodness of fit with an SRMR value of 0.066 means

that the fit model is good, as the SRMR value below 0.08 indicates that the fit model is categorized as such. The value of goodness of fit with an NFI (Normed Fit Index) value of 0.783 categorizes the fit model as strong due to a base value of NFI being 0.36, which is interpreted as a good model and is categorized as large or strong. It can be concluded that the value of goodness of fit with SRMR and NFI values are respectively categorized as good and strong. A structural model can be prepared consisting of several exogenous variables, namely service quality, price perception, and promotion of endogenous variables, namely consumer satisfaction (Fig. 1).

Hypothesis testing in this research used PLS analysis by looking at the path coefficient contained in Table 7.

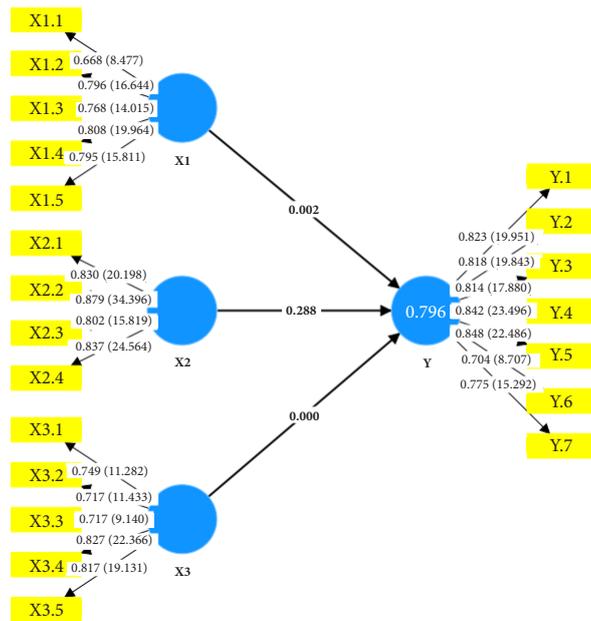


Figure 1. Statistical T-values and P-values structural model of the effect of exogenous variables on endogenous variables

Source: authors' development

Table 7. Path coefficient value

Variable	Path coefficients	Standard deviation (STDEV)	T-statistics	P-values	Description
Service quality → Consumer satisfaction	0.269	0.088	3.066	0.002	Significant
Price perception → Consumer satisfaction	0.107	0.101	1.063	0.288	Insignificant
Promotion → Consumer satisfaction	0.584	0.078	7.475	0.000	Significant

Source: authors' development

Service quality on consumer satisfaction. The path coefficient results reveal a T-statistical value of 3.066, which is greater than 1.96, at a significance level of $\beta=0.05$. Additionally, the P-value is 0.002, which is less than 0.05. These findings indicate that service quality has a direct and significant effect on consumer satisfaction. Moreover, the positive path coefficient value of 0.269 signifies a positive relationship between the service quality variable and consumer satisfaction.

Price perception on consumer satisfaction. The path coefficient results indicate a T-statistical value of 1.063, which is less than 1.96, at a significance level of $\beta=0.05$. Furthermore, the P-value is 0.288, which is greater than 0.05. These results suggest that price perception does not have a direct effect on consumer satisfaction. However, the positive path coefficient value of 0.107 implies a positive direction in the relationship between the price perception variable and consumer satisfaction.

Promotion on consumer satisfaction. The path coefficient findings show a T-statistic value of 7.475, which exceeds 1.96, at a significance level of $\beta=0.05$. Additionally, the P-value is 0.000, which is less than 0.05. These results indicate that promotion has a direct and significant impact on consumer satisfaction. Furthermore, the positive path coefficient value of 0.584 signifies a positive relationship between the promotion variable and consumer satisfaction.

The measurement results for the goodness of fit model, specifically the SRMR and NFI values, are indicative of a strong and satisfactory fit. Referring to Table 7, it's evident that the path coefficient values are significant ($p<0.05$). Consequently, it can be concluded that the independent variables (exogenous variables) in this study, which encompass service quality, price perception, and promotion, collectively influence the dependent variable, namely consumer satisfaction. This determines that the variations observed in the consumer satisfaction variable can be elucidated by these three independent variables. The coefficient of determination, denoted as R-square and detailed in Table 5 with a value of 0.796, falls within the category of strong influence. This implies that approximately 79.6% of the variations in consumer satisfaction can be attributed to the three independent variables, namely service quality, price perception, and promotion. The remaining 20.4% of variability is explained by other independent variables that fall outside the scope of this research.

In light of the consequences of the exploration directed, Table 7 shows that help quality factors to some extent affect customer fulfilment. The service quality variable has a path coefficient value of 0.269 with a T-statistic value of 3.066 >1.96 and a probability value of P-values of 0.002 <0.05 ($p<0.05$). This shows that the help quality variable affects buyer fulfilment. This implies that the nature

of administration has an impact on expanding purchaser fulfilment. This condition follows the aftereffects of the previous studies by C. Jannah & L. Alhazami (2022), which analysed comparable factors in this exploration, in particular the assistance quality to customer loyalty. This shows that the service quality variable has a positive and significant effect on consumer satisfaction and Shopee Xpress consumers in the Jakarta Greater Area are satisfied with the service quality provided by Shopee Xpress freight forwarding services. This outcome additionally upheld the hypothesis that help quality is the most elevated level of command over that level expected and customer loyalty (Tjiptono, 2012). Fulfilment will likewise rely upon item and administration quality. P. Kotler & K. Keller (2016) provided a definition from the American Culture for Quality, which states: "Quality is the entirety of highlights and attributes of an item or administration that bear on its capacity to fulfil expressed or suggested needs". Besides, they have reasoned that the nature of items and administrations, customer loyalty, and company benefit are unpredictably interconnected. In particular, they declare that a more significant level of value brings about a more significant level of consumer satisfaction. This highlights the meaning of conveying great items and administrations to accomplish positive client encounters and eventually upgrade an organization's productivity.

The variable of price perception does not exhibit a partial impact on consumer satisfaction. This is indicated by the path coefficient value of 0.107, with a T-statistic value of 1.063, which is less than 1.96, and a P-value of 0.288, which is greater than 0.05 ($p > 0.05$). These findings suggest that, while there is a positive relationship between the price perception variable and consumer satisfaction, it lacks statistical significance. In essence, price perception does not have a significant influence on enhancing consumer satisfaction. This outcome diverges from the findings of prior research conducted by S. Santi & A. Putra (2021), which explored similar variables, specifically the impact of price perception on consumer satisfaction. In their research, they reported that price perception had a positive and significant effect on consumer satisfaction. However, the results of this study align with the conclusions of previous research conducted by A.D. Lestari & I. Hidayat (2019), which suggested that price had no significant influence on consumer satisfaction. These findings indicate that, based on the data obtained, not all respondents in the Jakarta Greater Area agreed with the pricing structure offered by Shopee Xpress.

Based on the results of data processing, it can be seen that the promotion variable has a partial effect on consumer satisfaction. The promotion variable has a path coefficient value of 0.584 with a T-statistic value of $7.475 > 1.96$ and a probability value of P-values of $0.000 < 0.05$ ($p < 0.05$). This shows that the promotion variable has a positive and significant effect on consumer satisfaction. This means that promotion has the effect of increasing consumer satisfaction. This condition correlates with the results of previous research conducted by N. Sukarsih & G. Suputra (2021), stating that promotion affects consumer satisfaction. This

shows that Shopee Xpress consumers in the Greater Jakarta area agree that promotions carried out by Shopee Xpress in the form of advertisements in various mass media or social media and certain events, make it easier for consumers to get information about the shipping features/services.

The dominant variable is carried out to determine which independent variable has the most effect on the dependent variable (endogenous variable) by comparing other independent variables. Based on the results of the research conducted, Table 7 states that the most dominant and influential variable in this research is the promotion variable with the highest path coefficient value 0.584. This shows that the promotions carried out by Shopee Xpress are in the form of advertisements in various mass media or social media and at certain events, making it easier for consumers to get information about the shipping features/services owned by Shopee Xpress.

CONCLUSIONS

It was observed that Service quality has a significant impact on Shopee Xpress consumer satisfaction in the Jakarta Greater Area. On the other hand, price perception was found to have no direct influence on Shopee Xpress consumer satisfaction in the Jakarta Greater Area. The promotion was found to exert a notable impact on Shopee Xpress consumer satisfaction in the Jakarta Greater Area. When considered together, service quality, price perception, and promotion collectively affect Shopee Xpress consumer satisfaction in the Jakarta Greater Area. Among these variables, promotion emerged as the most dominant and influential factor affecting Shopee Xpress consumer satisfaction in the Jakarta Greater Area. The results of this research proved that service quality, price perception, and promotion were variables that determine consumer satisfaction in Shopee Xpress delivery service in the Jakarta Greater Area. The research implications are as follows: Shopee Xpress in the Jakarta Greater Area has good service quality, and the promotions offered and provided by Shopee Xpress make people, especially in the Jakarta Greater Area, interested because of promos such as vouchers or discounts and free shipping so that consumers feel more satisfied. However, the price perception on Shopee Xpress has no effect on consumer satisfaction, due to the price of shipping options when there is no promotion or event offered by Shopee Xpress has an unaffordable price and is more expensive compared to other goods delivery services, so consumers feel less satisfied with the price perception given. In this research, it is expected that Shopee Xpress freight forwarding service companies located in the Jakarta Greater area to be able to maintain and improve the marketing strategies that have been implemented, such as improving the service quality, especially in physical evidence, empathy, responsiveness, reliability and assurance, so that it can further increase the value of consumer satisfaction and ultimately become a service that is still demanded by consumers. It is hoped that further research can add other variables such as brand image to make the research better and more complete.

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CONFLICT OF INTEREST

None.

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Визначальний фактор задоволеності споживачів Shopee Xpress у Великій Джакарті

Анотація. Логістика відіграє важливу роль у сприянні корпоративній торгівлі шляхом надання необхідних послуг для доставки товарів від виробників до споживачів. Тому важливо враховувати ставлення та поведінку споживачів, пов'язану із задоволеністю послугами, що надаються логістичними компаніями. Метою дослідження є аналіз впливу якості послуг, сприйняття ціни та просування на споживчу задоволеність споживачів Shopee Xpress та визначення того, які змінні є найбільш домінуючими. Метод аналізу, використаний у цьому дослідженні, – частковий метод найменших квадратів. Були проведені наступні етапи тестування: тест на збіжну валідність, дискримінантну валідність, комплексну надійність, альфа Кронбаха, R-квадрат, F-квадрат, прогностичну релевантність, придатність до експлуатації та коефіцієнт шляхів. Дані, використані в цьому дослідженні, були отримані за допомогою анкетування, і було зібрано валідні дані 120 респондентів. Метод вибірки в цьому дослідженні – неімовірнісна вибірка з технікою цілеспрямованого відбору. Результати показали, що змінні якості обслуговування та просування впливають на задоволеність споживачів, але змінна сприйняття ціни не впливає на задоволеність споживачів, а найбільш домінуючою змінною на задоволеність споживачів є змінна просування. Змінні якості обслуговування, сприйняття ціни та просування одночасно впливали на споживачів Shopee Xpress у Великій Джакарті. Результати дослідження доводять, що три досліджувані змінні визначають споживчу задоволеність користувачів служби доставки Shopee Xpress у Великій Джакарті. Це дослідження сфокусоване на компаніях, де більше людей вирішують скористатися послугами, що надаються, підкріплені рекламними акціями та сприйняттям адекватних цін, а результати дають практичні рекомендації щодо покращення якості обслуговування цих самих компаній у майбутньому

Ключові слова: логістичні послуги; просування; маркетинг; якість обслуговування