

Customer Experience Factor Analysis Towards Customer Satisfaction Online Shopping

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Abstract

Keywords:
Customer Experience;
e-Customer Satisfaction;
e-commerce.

Internet based business leads to high intensity of e-commerce usage. One of the strategies that focused on customer service also known by providing WOW Experience can determine satisfaction with service quality. This research was conducted to customers who have made transactions in e-commerce to see how much influence factors of the customer experience towards e-customer satisfaction. The research method was conducted with an explanatory quantitative approach. The results show that the eight dimensions of customer experience that used in this study simultaneously affected 68.7%. The partial test shows that the Personalize dimension is the most dominant. So, the company is expected to be able to give the impression of customers can be recognized by the presence of e-commerce used.

Abstrak

Kata kunci:
Pengalaman Pelanggan;
Kepuasan Pengalaman Online; Penjualan Online

Pesatnya penggunaan internet yang dimanfaatkan dalam dunia bisnis menjadikan e-commerce semakin marak digunakan. Strategi fokus pada pelayanan pelanggan dengan memberikan WOW Experience dapat menentukan kepuasan atas kualitas layanan tercapai. Penelitian ini dilakukan kepada pelanggan yang pernah melakukan transaksi pada e-commerce untuk melihat seberapa besar pengaruh customer experience kepada e-customer satisfaction. Metode penelitian dilakukan dengan pendekatan kuantitatif secara eksplanatori. Hasil yang diperoleh bahwa delapan dimensi customer experience yang digunakan pada penelitian berpengaruh simultan sebesar 68,7% terhadap e-customer satisfaction. Pengujian secara parsial menunjukkan bahwa dimensi Personalize merupakan dimensi yang paling dominan. Sehingga diharapkan perusahaan mampu memberikan kesan bahwa pelanggan dapat dikenali kehadirannya oleh e-commerce yang digunakan.

1. Introduction

Technological development in the world, especially in Indonesia, cannot be denied that it has penetrated all aspects. The industrial revolution 4.0 is the culmination of the incessant use of technology that has entered all activities of human life. Artificial intelligent, Big-Data, Internet of Things, Cyber Physical Systems, are examples of several uses of technology adopted for human activities. Asosiasi Penyedia Jasa Internet Indonesia (APJII, 2019) said that in 2017, Indonesia's population of Internet users reached 143.26 million, or equivalent to 54.68% of the total population in the same year. Even though the number of internet users has reached more than 50% of the population in Indonesia, the use of internet services in the economic sector is still in seventh position.

Concerns about trust in privacy and service fulfillment when doing business online were identified as significant barriers to what online commerce faces and economic growth in digital business (Dhiranty et al., 2017). Opportunities that support industrial growth in 2019 are also very promising, where according to the prediction of economic consultants

McKinsey, in 2020 there will be a growth of eight times the total online spending in Indonesia, which is around USD 55 - 65 billion (Syarizka, 2019).

Basically, the idea of online shopping is to direct customers to a convenient way of shopping. In addition, customers can also save their time and money and get all product information with just a few clicks in just a few minutes. As for things that support online shopping, it can be done anywhere and anytime according to customer preferences. In terms of customer experience, this is something that is very vital for service providers to provide excellent service. Customer experience when conducting virtual transactions is certainly very different from when doing conventional or by making direct contact. Creating an attractive online experience for customers is very important in supporting a company's competitive advantage, especially for companies that have business services on the internet (Novak et al., 2000).

2. Literature Review

The advancement of internet technology has facilitated consumers to online shopping, based on (Turban et al., 2018) electronic commerce (e-commerce) includes the process of buying, selling, transferring, or exchanging products, services or information through computer networks, including the internet. (Ling et al., 2010) defines web shopping as the process through which consumers buy products or services via the internet. The terms online shop, internet shop, web-shop, and online-store are used interchangeably in several existing literatures. When viewed from the previous definition of e-commerce, the use of the terms web shopping, online shop, internet shop, and online store is included in the term e-commerce.

Lemke et al (2011) on his research found eight factors that affect customer experience quality, namely: *Helpfulness, Value for Time, Customer Recognition, Promise Fulfillment, Problem Solving, Personalization, Competence, & Accessibility*. The eight variables that are very influential are: (a) Helpfulness: Consumers' feelings about the ease with which they ask for help; (b) Value for Time: The consumer's feeling that his time is valued by the product provider; (c) Customer Recognition: The consumer's feeling that his presence is known and recognized by the product provider; (d) Promise Fulfillment: Fulfillment of promises by product providers; (e) Problem Solving: Consumer feeling that the problem is being solved by the product provider; (f) Personalization: The consumer's feeling that he is receiving treatment / facilities that make him comfortable as an individual; (g) Competence: The competence of the product provider; (h) Accessibility: The ease with which consumers interact and access products. Customer Experience (CX) has an important role in industries that focus on a particular service (niche market), such as the Telecommunications Industry. The Technical Service and Marketing Teams must work together in providing the Best Customer Experience so as to reduce the churn value (Syahnur et al., 2018).

Customer satisfaction is a feeling or emotional judgment from customers on the use of a product or service where their expectations and needs are met (Fajarwati & Moriko, 2004). Satisfaction is related to a person's feeling of pleasure or disappointment that arises

after comparing the perceived performance of the product or service provided with expectations. If the performance of the product or service does not match expectations, there will be dissatisfaction (Kotler & Keller, 2012). This confirms that without customer satisfaction, the company will find it difficult to survive in the face of competitive competition. (Anderson & Srinivasan, 2003) explained that there is a relationship between e-satisfaction and e-loyalty. Furthermore, he explained that e-satisfaction is customer satisfaction related to previous purchase experiences made to an e-commerce company. These two authors define the e-satisfaction dimension into 6 based items (Oliver, 1980), (Anderson & Srinivasan, 2003) three of them are : (1) *I am satisfied with my decision to purchase from this Website.* (2) *If I had to purchase again, I would feel differently about buying from this Web site.* dan (3) *My choice to purchase from this Web site was a wise one.* Facing increasingly stringent business developments, every company must be able to see the importance of customer satisfaction, one of which is by conducting an assessment based on the Customer Satisfaction Index/CSI. CSI is used to analyze the overall level of customer satisfaction by looking at the level of importance of product / service attributes (Syahnur & Basalamah, 2019).

This study focused on seeing how the effect of the eight customer experience factors on customer satisfaction on online shopping sites. Research conducted by (Mulyono & Djatmiko, 2018) gives the result that the customer experience dimension has a significant effect simultaneously or partially on customer satisfaction at Tokopedia Bandung domicile. Other research by (Mantala, 2016) found that the independent variables of customer experience have a simultaneous effect on customer satisfaction, but only a few variables have a partially significant effect. Research by (Sanjaya, 2013) shows that from the customer experience variable, shown that: promise fulfillment has a positive but insignificant effect on customer satisfaction from the perspective of B2C customers in Surabaya. The research model is presented in Figure 1.

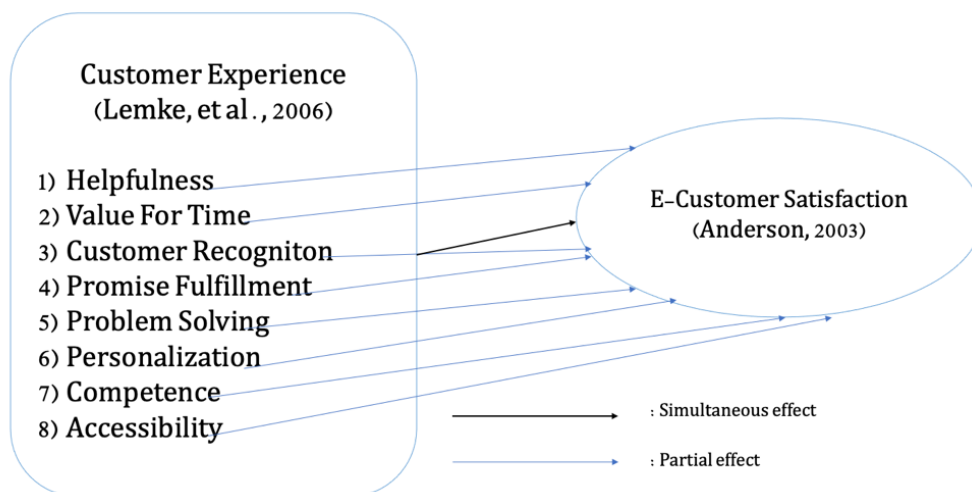


Figure 1. Research model

Based on the research model in [Figure 1](#), the hypothesis that is built is H1: There is an influence both simultaneously and partially. The dimensions contained in the customer experience on e-customer satisfaction.

3. Method

This research is a quantitative study aimed at analyzing the effect of the eight variables of customer experience on customer satisfaction. The eight variables are 1) Helpfulness, 2) Value for Time, 3) Customer Recognition, 4) Promise Fulfillment, 5) Problem Solving, 6) Personalization, 7) Competence, 8) Accessibility. The type of research used is explanatory research, ([Singarimbun & Effendi, 2012](#)) Explanatory research is research that explains the causal relationship between variables through testing the hypotheses that have been formulated, so that we can find out how much the contribution of the independent variable to the dependent variable and the direction of the relationship that occurs.

Sampling in this study using a non-probability sampling technique (*non probability sampling*), because the large probability of the element being selected as the subject is unknown. Meanwhile, the number of samples used was taken based on ([Sugiyono, 2014](#)), proposed the following rules for determining nonprobability sample sizes: (1) Sample sizes greater than 30 and less than 500 are appropriate for most studies; (2) The sample is broken down into subsamples and a minimum sample size of 30 for each category is appropriate; (3) In multivariate research (including multiple regression analysis), the sample size should be several times (minimum 10 times or more) of the number of variables in the study. Based on the explanation, there are 2 research variables consisting of one independent variable and one dependent variable. If you use point 3 above and the researcher sets 50 samples for each variable, the sample in this study uses a calculation of 50 x 2 variables. That way the total sample is set at 100 respondents.

[Malhotra \(2019\)](#) states that if the number of samples or respondents has an unlimited population, it can be calculated by at least four or five times the number of indicators studied. If the sampling technique in this study refers to Maholtra's opinion, it uses a calculation of 5 x 19 indicators, so that the research sample is determined as many as 95 respondents. So based on the above considerations, this study used 100 respondents.

The technique of collecting data in this study used a questionnaire as a data collection tool. The questionnaire was made online and distributed randomly, the additional criteria used in the research data collection were respondents who made purchases on websites or mobile e-commerce applications within the previous six months. who have made a purchase on a website or mobile application.

In this study using variables from the *customer experience* of ([Lemke et al., 2011](#)) and *customer satisfaction* of ([Anderson & Srinivasan, 2003](#)) obtained from previous studies. In detail, the operational variables in this study can be seen in [Table 1](#).

Table 1. Variables description

| Variables | Sub of Variables | Definition | Attributes | Codes |
|---|-----------------------------|---|---|-------|
| Customer Experience (X) (Lemke, et al. 2006) | Helpfulness (X1) | Consumer feelings about the ease for him in asking for help. | "e-commerce that I use makes it easy to ask for help if needed" | X1.1 |
| | | | "e-commerce that I use provides fast responses regarding the handling of my complaints" | X1.2 |
| | Value for Time (X2) | The consumer's feeling that his / her time is valued by the product provider | "The e-commerce that I use provides easy service when placing orders" | X2.1 |
| | | | "The delivery time of the goods is carried out according to the service I paid for" | X2.2 |
| | Customer Recognition (X3) | The consumer's feeling that his presence is known and recognized by the product provider. | "I can automatically login to the e-commerce account I use" | X3.1 |
| | | | "The e-commerce account I use gives me vouchers, shipping discounts or purchase discounts." | X3.2 |
| | Promise Fulfillment (X4) | Fulfillment of promises by service providers | "Information on the product displayed is as needed" | X4.1 |
| | | | "The products that I buy on the e-commerce account that I use match the products I receive" | X4.2 |
| | Problem Solving (X5) | The consumer's feeling that the problem is solved by the service provider. | "I easily get the items I want on the e-commerce account that I use" | X5.1 |
| | | | "I feel that the e-commerce account I use is the right place to get the stuff I want." | X5.2 |
| | Personalization (X6) | The consumer's feeling that he is receiving treatment / facilities that makes him comfortable as an individual. | "That items on the e-commerce account that I use suits my needs" | X6.1 |
| | | | "The price offered by the e-commerce account that I use is more affordable" | X6.2 |
| | Competence (X7) | Competencies possessed by product providers. | "That customer care account is able to provide the problems" | X7.1 |
| | | | "I get a more varied selection of goods on the e-commerce account that I use." | X7.2 |
| | Accessibility (X8) | Ease of consumer interaction and access to products | "account that I use is easy to access" | X8.1 |
| | | | "I can access my account anytime and anywhere I need". | X8.2 |
| E-Customer Satisfaction (Y) (Anderson, 2003) | E-Customer Satisfaction (Y) | Customer satisfaction with respect to previous purchasing experiences provided by electronics companies. | "I am satisfied with my choice of shopping on the e-commerce account that I use". | Y1.1 |
| | | | "I will not feel strange shopping on the e-commerce account that I use again". | Y1.2 |
| | | | "My choice to shop on an e-commerce account that I use is a wise choice" | Y1.3 |

The analytical tool used in this study using the SPSS version 24.00 and Excell application. The analysis technique used is the Multiple Linear Regression analysis which previously tested the validity and reliability, the Classical Assumption Test which consists of Normality Test, Multicolonierity Assumption Test, Heteroscedasticity Assumption Test.

Which aims to determine the condition of the data used in the study. Hypothesis testing is done by means of discriminant analysis, F test, and t test.

4. Results and Discussion

Respondents who were the samples in this study were 100 people. Table 2 showed that the age of most respondents is at the age of 22 - 36 years, which is 46% where this can be categorized as young. At this age is the age where having the desire to try new things is quite high. So that when viewed from the distribution of the questionnaire, one of the implications that occurs is that e-commerce application users in doing online shopping are also dominated by customers with relatively young.

Table 2 Characteristics of the respondent

| Age | Frequency | Percentage |
|--------------|------------|-------------|
| 17 – 21 | 22 | 22% |
| 22 – 36 | 46 | 46% |
| 37 – 51 | 19 | 19% |
| 52 – 65 | 13 | 13% |
| Total | 100 | 100% |

Table 3 showed that the percentage of respondents in choosing the Shopee e-commerce application is the largest choice, which is 35%. A survey conducted by (Fenalosa, 2018) where Tokopedia.com is the e-commerce with the highest number of visitors, which is around 153,639,700 per month. This can be evidence that even though a customer visits an e-commerce, it has not proven that he will complete the transaction on that e-commerce.

Table 3. E-commerce Used by Respondents

| E-commerce | Frequency | Percentage |
|--------------|------------|-------------|
| Tokopedia | 25 | 25% |
| Shopee | 35 | 35% |
| BukaLapak | 10 | 10% |
| Lazada | 7 | 7% |
| JD.id | 8 | 8% |
| Zalora | 10 | 10% |
| Lainnya | 5 | 5% |
| Total | 100 | 100% |

Table 4 showed that the items used in the research questionnaire were valid, this was done by comparing the r count and r tabel values and comparing the Sig. (2-tailed) with a Probability of 0.05. The output results are presented in Table 4.

Table 4. Validity Test

| No Item | r_{xy} | r_{tabel} | Validity |
|---------|----------|-------------|----------|
| X1 | 0.692 | 0.195 | Valid |
| X2 | 0.692 | 0.195 | Valid |
| X3 | 0.557 | 0.195 | Valid |
| X4 | 0.719 | 0.195 | Valid |
| X5 | 0.711 | 0.195 | Valid |
| X6 | 0.478 | 0.195 | Valid |
| X7 | 0.721 | 0.195 | Valid |
| X8 | 0.696 | 0.195 | Valid |
| Y | 0.590 | 0.195 | Valid |

Reliability testing using the basis of the decision that if the value of Cronbach Alpha > 0.60 then the questionnaire or questionnaire is declared reliable or consistent. Reliability test result presented in [Table 5](#).

Table 5. Reliability test

| Cronbach's Alpha | N of Items |
|------------------|------------|
| .828 | 8 |

Classic Assumption Test

Normality Test

The results of the normality test are presented in [Table 6](#). The significance value of Asymp. Sig. (2-tailed) of 0.200 is greater than 0.05, so that the assumptions or normality requirements in the regression model have been met.

Table 6. One sample Kolmogorov Smirnov test

| N | Unstandardized Residual |
|------------------------|-------------------------|
| Asymp. Sig. (2-tailed) | .200 |

Multicolonierity Test

The results of the Multikolonierity test are presented in [Table 7](#). Based on the Output Coefficients alpha table in the Collinearity Statistics section, it is known that all Tolerance values that are > 0.10 while the VIF value is < 10.00 , it can be concluded that there are no multicolonierity symptoms in the regression model.

Table 7. Multikolonierity test

| Model | Collinearity Statistics | | Model | Collinearity Statistics | |
|-------|-------------------------|-------|-------|-------------------------|-------|
| | Tolerance | VIF | | Tolerance | VIF |
| X1 | .693 | 1.443 | X5 | .543 | 1.842 |
| X2 | .848 | 1.179 | X6 | .774 | 1.292 |
| X3 | .633 | 1.580 | X7 | .602 | 1.661 |
| X4 | .644 | 1.552 | X8 | .558 | 1.794 |

Heteroscedasticity Test

To detect the presence or absence of symptoms, it can be done by using the Glejser test based on decision making. If the significance value (Sig.) > 0.05 , the conclusion is that there are no Heteroscedasticity symptoms in the regression model. Conversely, if the significance value (Sig.) < 0.05 , the conclusion is that there is a symptom of heteroscedasticity in the regression model. The results obtained in this study show in [Table 8](#). Based on the results of the Alpha Coefficients Output table in the Sig. known all Sig. > 0.05 , it can be concluded that there are no symptoms of heteroscedasticity in the regression model.

Table 8 Heteroscedasticity Test

| Model | t | Sig. | Model | t | Sig. |
|------------|--------|------|-------|--------|------|
| (Constant) | 2.355 | .023 | X5 | .396 | .694 |
| X1 | .396 | .694 | X6 | 1.376 | .176 |
| X2 | -2.186 | .085 | X7 | 1.082 | .286 |
| X3 | -1.324 | .193 | X8 | -1.405 | .168 |

Determinant Coefficient

The coefficient of determination is used to calculate the amount of influence or contribution of independent variables to the dependent variable. The test results in Table 9 show that the R² (coefficient of determination) is 0.687. This means that 68.7% of the E-Customer Satisfaction variable will be influenced by the independent variables, namely Helpfulness (X1), Value for Time (X2), Customer Recognition (X3), Promise Fulfillment (X4), Problem Solving (X5), Personalization (X6), Competence (X7), Accessibility (X8). While the remaining 32.3% of the E-Customer Satisfaction variable is influenced by other variables which are not discussed in this study.

Table 9. Determinant coefficients

| Model | R | R Square | Adjusted R Square | Std. Error of the Estimate |
|-------|------|----------|-------------------|----------------------------|
| 1 | .829 | .687 | .611 | .385 |

For each additional one independent variable, R² must increase regardless of whether the variable has a significant effect on the dependent variable, it is advisable to see the magnitude of the influence through the adjusted R square (Adj.R²), because the adjusted R² value can increase or decrease if an independent variable added to the model. The author uses adjusted R² to determine the magnitude of the influence of the independent variables on the dependent variable as shown in Table 4.10, which is 0.611, or 61.1%. While the remaining 38.9% is influenced by variables outside the model that are not discussed in this study.

Regression

This regression analysis (see Table 10) is used to calculate the amount of influence between independent variables, namely Helpfulness (X1), Value for Time (X2), Customer Recognition (X3), Promise Fulfillment (X4), Problem Solving (X5), Personalization (X6), Competence (X7), Accessibility (X8) to the dependent variable EC Customer Satisfaction (Y).

Table 10. Regression

| Variables | Unstandardized Coefficients | t results | Sig. | Information |
|--------------------|-----------------------------|-----------|-------|-------------|
| X1 | 0.224 | 2.364 | 0.024 | Significant |
| X2 | 0.068 | 2.260 | 0.027 | Significant |
| X3 | 0.276 | 2.287 | 0.001 | Significant |
| X4 | 0.249 | 2.254 | 0.031 | Significant |
| X5 | 0.295 | 2.061 | 0.012 | Significant |
| X6 | 0.286 | 3.069 | 0.004 | Significant |
| X7 | 0.315 | 2.215 | 0.034 | Significant |
| X8 | 0.314 | 2.078 | 0.023 | Significant |
| R | 0.829 | | | |
| R square | 0.687 | | | |
| Adj.R ² | 0.611 | | | |
| F-Result | 9.066 | | | |
| F-Table | 2.04 | | | |
| Sig.F | 0.000 | | | |
| t- table | 1.986 | | | |
| α | 0.05 | | | |
| n | 100 | | | |

$$\text{Regressions} = 1,579 + 0,224X_1 + 0,068X_2 + 0,276X_3 + 0,249X_4 + 0,295X_5 + 0,286X_6 + 0,315X_7 + 0,314X_8 + e$$

Hypothesis

F Test (Simultaneous)

The results obtained is presented in Table 11. The calculated F value is 9.066 while the F table ($\alpha = 0.05$; db regression = 8; db residual = 92 (100 respondents - 8 variables)) is 2.04. Because $F_{count} > F_{table}$ or $Sig. < \alpha = 0.005$, then the regression analysis model is significant. This means that H_0 is rejected and H_1 is accepted.

Table 11. ANOVA

| Model | Sum of Squares | df | Mean Square | F | Sig. |
|------------|----------------|----|-------------|-------|------|
| Regression | 10.751 | 8 | 1.344 | 9.066 | .000 |
| Residual | 4.892 | 91 | .148 | | |
| Total | 15.643 | 99 | | | |

t Test (Partial)

It is said if $t_{arithmetic} > t_{table}$ or $-t_{count} < -t_{table}$ then the result is significant and means that H_0 is rejected and H_1 is accepted. Meanwhile, if $t_{count} < t_{table}$ or $-t_{count} > -t_{table}$ then the result is not significant and means that H_0 is accepted and H_1 is rejected. The results of the spss output can be seen in Table 12.

Table 12 t Parsial Test

| Model | t | Sig. | Model | t | Sig. |
|------------|-------|-------|-------|-------|-------|
| (Constant) | 2.742 | 0.070 | X5 | 2.061 | 0.012 |
| X1 | 2.364 | 0.024 | X6 | 3.069 | 0.004 |
| X2 | 2.260 | 0.027 | X7 | 2.215 | 0.034 |
| X3 | 2.287 | 0.001 | X8 | 2.078 | 0.023 |
| X4 | 2.254 | 0.031 | | | |

Based on the table above, the value of t count each > 1.986 while the t table ($\alpha = 0.025$; db residual = 91 (100 respondents - 8 variables - 1 constant)) is 1.986. Because $t_{count} > t_{table}$ or $Sig. < \alpha = 0.005$, so each variable tested in the regression analysis model is significant.

It is known that the eight independent variables used in the study have a significant effect on shopping satisfaction both simultaneously and partially. And it is found that the independent variable which has the most dominant influence on shopping satisfaction is the Personalization variable because it has the largest beta coefficient and t count.

The Simultaneous Influence of Customer Experience Variables on E-Customer Satisfaction

The test results show that simultaneously there is an influence on the dimensions contained in the Customer Experience independent variables, namely Helpfulness (X1), Value for Time (X2), Customer Recognition (X3), Promise Fulfillment (X4), Problem Solving (X5), Personalize (X6), Competence (X7) and Accessibility (X8) on E-Customer Satisfaction as the dependent variable (Y). The influence of independent variables on ECustomer Satisfaction can be increased by the company if the company is able to control, know and apply the influence of each dimension for the application of concepts, services, value creation and message delivery to customers. The things that influence consumer behavior are basically very closely related to creating value for consumers. The results of the consumer's assessment can be applied according to the abilities and needs of the online shopping website manager.

The Partial Influence of Customer Experience Variables on Customer Satisfaction

Companies must know the factors that influence consumer behavior. Although these factors are difficult to control, marketers must know about them. Online shopping website managers must improve things related to this, such as:

- a) **Helpfulness** factor. Online shopping website managers need to develop things related to the fulfillment of convenience in providing assistance to consumers if needed. In addition, site managers must also be able to provide quick responses regarding the handling of complaints experienced by consumers, implementing 24x7 customer service is one that can be applied.
- b) **Value for Time** Factor. Regarding providing easy service when placing an order, in other cases, managers can also provide guarantees for goods paid by consumers to arrive at the promised time, so that consumers feel that their time can be appreciated by their online shopping website. Use. Applying a money guarantee can be applied to this variable.
- c) **Customer Recognition** Factors. To increase the effect of this variable, online shopping website managers can implement a strategy of providing vouchers for their consumers who have completed transactions. This can increase the consumer's feeling that his presence is known or recognized by the product provider. Companies can also design services with certain impressions to form an understanding in the memory of their consumers.
- d) The **Promise Fulfillment** factor provides services by fulfilling the promises given to consumers. Online shopping website managers must be able to provide information on products according to what consumers need, strategies by implementing Big Data that can identify the needs of consumers can be applied to the fulfillment of this variable. f) **Problem Solving** Factors where the online shopping website service manager must be able to guarantee that by using the service, the problems from consumers can be resolved. Providing promotion by promoting Problem Solving can be done to fulfill this variable.
- e) **Personalization** factor, in this study, the personalization factor is the dominant factor, companies can apply this factor by increasing the treatment that makes individual consumers feel comfortable in using the application. Some examples of strategies used at Shopee include providing games to consumers who are rewarded with shopping vouchers, delivery vouchers, etc. By adding live features, interactive between sellers and buyers can also be an important strategy in fulfilling this personalization variable.
- f) **Competence** factor, this variable can be fulfilled by providing a more varied choice of goods to consumers, besides that the reliability of Customer Service also plays an important role for consumers so that online shop website service providers are recognized for their competence properly by consumers.
- g) **Accessibility** factor, the accessibility factor is the ease given to consumers in interacting and in accessing products. Several Omnichannel strategies can be applied to fulfill this variable so that consumers can make direct contact with the online shopping website service manager in any way and wherever they want.

The most dominant factor in this study is the personalization factor. This factor becomes dominant because if we can recognize the consumer, the relationship that exists with the consumer can also run well. In line with that, the satisfaction felt by the consumer will also be maximized.

5. Conclusion

Based on multiple linear regression analysis and hypothesis testing, the following conclusions can be formulated:

- a) The simultaneous (joint) effect of each independent variable on purchasing decisions is carried out by means of the F-test. From the results of multiple linear regression analysis, the sig value is obtained. Fcount of 0,000. This means sig. Fcount is smaller than 0.05 so that Ho is rejected, and Ha is accepted, which means that the independent variable has a significant effect simultaneously on purchasing decisions. It can be concluded that the testing of the hypothesis which states that there is a joint (simultaneous) influence on the independent variable on the dependent variable, namely the purchase decision is acceptable.
- b) To determine the effect of the individual (partial) variable Helpfulness (X1), Value for Time (X2), Customer Recognition (X3), Promise Fulfillment (X4), Problem Solving (X5), Personalization (X6), Competence (X7) and Accessibility (X8) to ECustomer Satisfaction is done by t-test. Based on the test results, it is found that all variables have a significant effect on satisfaction in doing online shopping.

Based on the results of the t test, it is found that the Personalization variable has the largest t-value and the beta coefficient. This variable has the strongest (dominant) influence compared to other variables, so the psychological variable has a dominant influence on satisfaction in doing online shopping.

Authors' Declaration

Authors' contributions and responsibilities

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation, and discussion of results. The authors read and approved the final manuscript.

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Availability of data and materials

All data are available from the authors.

Competing interests

The authors declare no competing interest.

Additional information

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