



The Influence Of Product Quality, Service Quality, Price And Brand Image On Shopee Customer Satisfaction

Agus Deprian¹, Afrima Widanti²

^{1,2} Bengkulu University, Faculty of Economics and Business, Management Study Program

Email: ¹agusdeprian2@gmail.com, ²afriawidanti@unib.ac.id

ARTICLE INFO

Research Paper

Article history:

Received: 18 October 2023

Revised: 23 July 2024

Accepted: 30 October 2024

Keywords: customer satisfaction, product quality, service quality, price, brand image

DOI:

<https://doi.org/10.54099/ijmdb.v3i2.771>

ABSTRACT

Purpose – This paper seeks to examine the influence of product quality, service quality, price and brand image on shopee customer satisfaction survey in Bengkulu province. **Methodology/approach** – The data collection method used in this research is the direct or self-administered data collection method, namely the distribution method by distributing online questionnaires to obtain information from respondents. Distribution of questionnaires was carried out by distributing questionnaires online to respondents via social media such as WhatsApp, Instagram and assisted by closest friends in distributing questionnaires. This research collected a sample of 309 respondents. **Findings** – It was found that . Good quality, low prices, good brand image and good service quality can increase the satisfaction of customers who shop at Shopee in the community in the city of Bengkulu and have a positive and significant influence. **Novelty/value** – because product quality, price, brand image and service quality have an influence on customer satisfaction, so it is important for companies to evaluate further the variables that form customer satisfaction to make customers more satisfied. **Keywords** Because product quality, price, brand image and service quality have an influence on customer satisfaction, it is important for companies to evaluate further the variables that form customer satisfaction to make customers more satisfied. **keywords** service quality, product quality, price brand image.

This work is licensed under a Creative Commons Attribution-Non Commercial 4.0 International License.

INTRODUCTION

Along with the development of technology, the field of buying and selling has progressed. One technology that helps advance it is the internet. This development also occurs with the increasing use of e-commerce in Indonesia. E-commerce in Indonesia is currently experiencing rapid development. This development was triggered by technological developments, especially internet technology. Technology allows marketers to sell their products boldly, for example through e-commerce, or through social media such as Facebook, Instagram, etc. According to (Kotler, 2016) buyers (especially brave buyers) have the characteristics of being fun, easy and simple. This means, customers don't need to go

to the store to look for products. They can browse catalogs or company websites from home or the office at any time of the day or night. Furthermore, purchasing (especially purchasing courage) provides easy access and wide choice. This makes it possible to obtain comparative information(Masitoh et al., 2019)

Shopee is a marketplace application for buying and selling easily and quickly. Shopee offers a variety of products ranging from fashion products to products for daily needs. At the end of 2021, Shopee was in first place as the e-commerce most visited by Indonesian people, while for the top of mine, people were ranked first as the e-commerce most remembered by people when shopping online (Irfany et al., 2023; Iskanto, 2021; Iskanto & Gunawan, 2023; Wikipedia, 2022a) Based on The results of a survey conducted by a leading research company, MarkPlus, Shopee e-commerce occupied the first position as the e-commerce brand that first appeared in people's minds (Masitoh et al., 2019) as the new e-commerce that entered Indonesia, namely in 2019. 2015 Shopee became a successful e-commerce champion in Indonesia compared to its predecessors such as Lazada, Tokopedia, and others (Wikipedia, 2022b)).

Shopee's success cannot be separated from the satisfaction of customers who make purchases at Shopee(Rafiah, 2019). There are many ways that companies can increase customer satisfaction, for example by paying attention to price factors, product quality, service and brand image (Delima et al., 2019). According to (Lupyoadi, 2001) there are several factors that influence customer satisfaction, namely product quality, service quality, price and the emotions that customers feel towards the brand or brand image. Customer satisfaction is a factor that must be paid attention to by business people and companies with various factors that influence it. According to (Kotler, 2016) customer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the performance (results) of a product and his expectations. The free market is starting to feel day by day upheaval and also the aroma of increasingly fierce business competition, consumer interests and behavior are changing, information and communication technology is developing rapidly so that producers are competing to manage customer satisfaction (Gusfriyanto & Sihombing, 2024; Herispon & Sudriana, 2023)

Research conducted at Jember University, namely the Influence of Price, Service Quality, Customer Value, and Brand Image on Customer Satisfaction of Telkomsel Cellular Operators in East Java, Indonesia, which provides suggestions for further research, is expected to examine other variables and be carried out on different objects because of different places. usually have different results (Digital Repository Universitas Jember, n.d.). Researchers will make modifications from the journals of (Leonardo et al., 1721) and (Delima et al., 2019) by using different objects, times and places entitled product quality, service quality, price and brand image on Shopee customer satisfaction. So this research aims to determine the influence of product quality, service quality, price and brand image on shopee customer satisfaction in the city of Bengkulu.

LITERATURE REVIEW

1. Customer satisfaction

Customer satisfaction is a post-purchase evaluation or evaluation result after comparing what they feel and their expectations (Yamit, 2010). According to (Kotler, 2016) consumer satisfaction is a person's feeling of happiness or disappointment which comes from a comparison between his impression of the performance (results) of a product and his expectations. (Bailey et al., 2013) customer satisfaction is the fulfillment of pleasure, which means that consumption fulfills some customer's needs, desires, goals or so on and this fulfillment is pleasant.

(Kotler, 2016) argues, satisfaction is a person's feeling of pleasure or disappointment resulting from comparing the perceived product performance (or results) with their expectations. If performance does not meet expectations, customers are dissatisfied. If performance meets expectations, the customer is satisfied. If performance exceeds expectations, the customer is very satisfied or happy. Customer assessment of product performance depends on many factors, especially the type of customer loyalty relationship with the brand. Consumers often form more favorable perceptions of a product with a brand about which they already feel positively.

2. Product Quality

Product quality is defined as a customer's overall evaluation of the goodness of the performance of goods or services (Mowen, 2002; (Budi et al., 2023; Fajarini & Haekal, 2024)). Meanwhile, according to (Kotler, 2016), product quality is the ability of a product to perform its function, this includes overall durability, reliability, accuracy, ease of operation and product repair, as well as other product attributes. Product quality is related to consumers in managing good relationships with product provider companies.

According to (Kotler, 2016), product quality is the product's ability to carry out its function. (Tjiptono, 2015) believes that quality is a direct description of a product such as performance, reliability, ease of use in aesthetics and so on. In the strategic definition, quality is something that is able to fulfill the desires or meet customer needs. From the definitions above, it can be concluded that product quality is everything offered by the seller in the form of goods or services purchased as a means of satisfying needs.

3. Service Quality

According to (Tjiptono, 2015), service quality is the expected level of excellence and control over this level of excellence to fulfill customer desires. According to (Anggreni Made Ria & Suardhika I Made Sadha, 2014) service quality is an absolute must for companies or agencies offering services, because with service quality with customers, companies or agencies can measure the level of performance that has been achieved. Meanwhile, according to (Parasuraman, A., Zeithaml, V. A., & Berry, 1988) service quality can be defined as how far the difference is between reality and customer expectations. Based on the definition above, it can be concluded that service quality is a level of excellence that a person feels about a service which is expected from the comparison between the desires and performance felt by the customer after performing the service (Alexander et al., 2024; Firdaus & Rachmawati, 2024; Herman, 2022).

4. Price

According to Kotler (2016), in a narrow sense, price is the amount charged for a product or service, more broadly, price is the sum of all the values given by customers to gain benefits from owning or using a product or service, while Herviana, (2018), argues that price is the amount of money or value exchanged by consumers to gain benefits from owning or being charged for a product or service. Price is the amount of money that consumers have to pay to get a product or service (Alma, 2007).

According to (Husein, 2000) price is the amount of value that consumers exchange for the benefits of owning or using a product or service whose value is determined by the buyer and seller through a bargaining process, or set by the seller at the same price for all buyers. In business life, price is an important factor that influences the marketing of a product. High and low prices are always the main concern of consumers when they are looking for a product

5. Brand Image

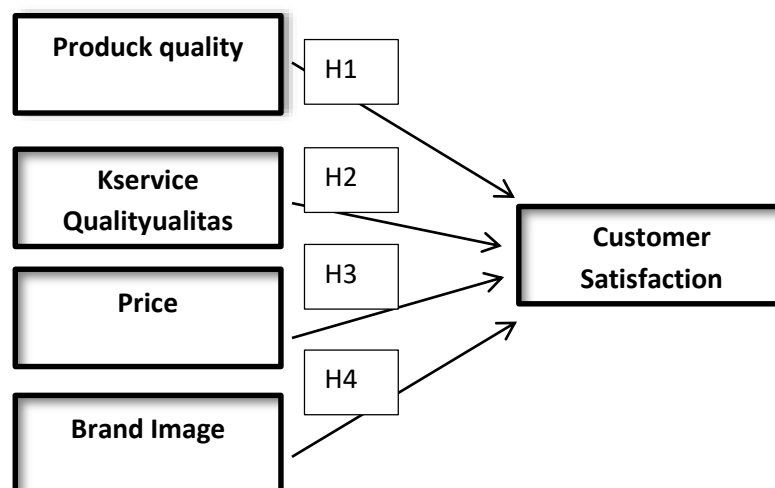
(Kartajaya, 2007) expressed his opinion that what is meant by brand image is the excitement of all associations related to a brand that already exist in the minds of consumers, whereas according to Kotler (2016) brand image is the perception of a brand which is a reflection of consumers' memories. of the association with the brand. Meanwhile, according to (Anggreni Made Ria & Suardhika I Made Sadha, 2014) brand image is a concept created by consumers for subjective reasons and personal emotions.

According to, (Tjiptono, 2015) brand image is a description of consumer associations and beliefs towards a particular brand. Therefore, in this concept consumer perception is more important than the actual situation.

6. Research Framework

The research framework is prepared on the basis of a theoretical review to be carried out as an analysis and solution to the problems put forward by the researcher. The thinking framework is the

basic thinking of the research which is synthesized from facts, observations and research. The framework contains theories, postulates or concepts that will be used as a basis for research. Based on the conceptual framework table in Figure 2.1, it is a modification of (Leonardo et al., 1721) & Delima et al., (2019) where in the Delima research study the dependent variables were product quality, service quality, promotion and in this research, the promotion was changed to brand image and price. also with Leonardo which uses the dependent variable promotion which is replaced with service quality and brand image where the price variable taken from this research is adopted from Leonardo



Gambar 1 kerangka penelitian

METHOD

The type of research used in this research is quantitative research, where in this research there is hypothesis testing. The quantitative approach in this research is data collection carried out through surveys using questionnaires and data analysis carried out statistically using statistical data processing applications. This research uses primary data collection methods. Primary data is data obtained directly to analyze the data and find solutions or problems being studied. This research is used to examine certain populations or samples, data collection uses research instruments, quantitative or statistical data analysis, which aims to describe and test hypotheses that have been determined (Sugiyono, 2013) The population in this study are individuals who live in Bengkulu and have shopped at Shopee. Researchers managed to collect a sample of 315 people. the samples that can be used are 309 people because 6

samples were not filled in completely and correctly. The sampling technique used in this research was convenience sampling technique. According to (Uma Skaran, 2006), the meaning of convenience sampling is the collection of information from members of the population who agree to provide that information.

RESULT AND DISCUSSION

1. Respondent Characteristics

Based on the demographic characteristics of respondents analyzed in this study include gender, age, occupation, and income of respondents. The demographic characteristics of respondents are explained in the following table:

Tabel 1 Respondent Characteristics

No	Demographic Characteristics		Frequency	Percentage
1	Gender	Man	143	46,3%
		Woman	166	53,7%
2	Age	15- 19 years	44	14,2%
		20-24 years	182	58,9%
		25- 29 years	42	13,6%
		30- 35 years	29	9,4%
		> 35 years	12	3,9%
3	Job	Students	186	60,2%
		PNS/TNI/POLRI	30	9,7%
		Private employees	23	7,4%
		Self-employed	1	3,9%
		Housewife	17	5,5%
		etc	41	13,3%
4	Last education	SMA/SMK	249	80,6%
		S1	54	17,5%
		S2	6	1,9%
		S3	0	0%
5	Income	≤ Rp. 1.000.000	142	64%
		Rp. 1.000.001 – Rp. 2.500.000	84	27,2%
		Rp. 2.500.001 – Rp. 5.000.000	49	15,9%
		≥Rp. 5.000.001	34	11%

Table 1 shows that in terms of gender, there are 143 male respondents with a percentage of 46.3%. While 53.75% or 166 people are female respondents. This shows that in Bengkulu Province, women have more respondents than men, these results are in line with a survey conducted by Jakpat showing that Shopee users consist of 54% women and 46% men (trenasia.com, 08/04/2022) Based on age, respondents in the 20-24 age range have the largest

number, namely 182 with a percentage of 58.9%. These results are in accordance with the number of Shopee users who are dominated by young people based on the results of a survey that has been conducted which states that the 20-24 age group has the largest number of visitors (kompas.com./2020/08/04/). When viewed from the characteristics of the respondents' jobs, the dominant ones are students, which is 186 people or 60.2%, so it can be concluded that Shopee customers in Bengkulu Province are dominated by young people who are the most Shopee users. These results are in accordance with a survey conducted by (kompas.com/2020/08/04/).

Based on the last education, the most respondents are people from Bengkulu Province who have a high school/vocational high school education, namely 249 respondents or 80.6%. This shows that Shopee customers domiciled in Bengkulu Province mostly have a high school/vocational high school education. This is also in line with the characteristics of respondents in terms of age and occupation, where the 20-24 year old age group, most of whom are students, have a high school/vocational high school education.

In terms of income, the respondents with the highest income of IDR \leq 1,000,000, namely 142 respondents or 64%. This shows that Shopee customers in Bengkulu Province are dominated by groups with incomes of \leq 1,000,000 because it is undeniable that the products sold by Shopee have prices that are still affordable and have quite good quality.

2. The validity

The validity test is used to measure whether a research questionnaire is valid or not. A research questionnaire can be said to be valid if the questions in the questionnaire are able to reveal something that the questionnaire will measure (Ghozali, 2013). A question is said to be valid if the significance level is below 0.05. from a significance level of 0.05, the variable is declared valid. Meanwhile, if the correlation between variables and the total between the variables as a whole is $>$ greater than the 0.05 significance level, then the variable is invalid, (Ghozali, 2013)

Tabel 2 validity test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.984
Bartlett's Test of Sphericity	Approx. Chi-Square	20366,333
	Df	990
	Sig.	.000

Based on the calculation results in tabel 2 the KMO measures of sampling adequacy (MSA) figure is 0.984 with a significance value of 0.000. The figure 0.984 is above 0.050 and the significant value is smaller than 0.05 so that the factors and data can be declared valid and can be analyzed further.

3. Reliability Test

Reliability shows in one sense that an instrument is trustworthy enough to be used as a data collection tool because the instrument is good . Reliability shows the extent to which an instrument produces results. Consistent measurements when carried out repeatedly on the same symptoms and the same measurements. Reliability measurement can be done in 2 ways, namely

repeated measure (remeasurement) and one shot (measurement only once), in this study the one shot method will be used. The tool for measuring reliability is using Cronbach's alpha, using the SPSS 21.0 for window program, a variable is said to be reliable if Cronbach's alpha is > 0.60 . (Ghozali, 2013)

Tabel 3 Reliability Test

Variabel	Croncbach's Alpha	Ket.
Kepuasan Pelanggan (Y)	0,985	Reliabel
Kualitas Layanan (X1)	0,963	Reliabel
Kualitas Produk (X2)	0,930	Reliabel
Harga (X3)	0,954	Reliabel
Citra merek (X4)	0,951	Reliabel

Based on table 3, it shows that the reliability value of the service quality, product quality, price and brand image variables on customer satisfaction has a high reliability value, namely above 0.60 so it can be concluded, the service quality, product quality, price and brand image variables on satisfaction customers is high and worthy of use in research. The reliable value of the service quality, product quality, price and brand image variables on customer satisfaction has a good reliability value, namely greater than 0.60, so it can be concluded that the service quality, product quality, price and brand image variables on customer satisfaction have reliability. suitable for use in research.

4. Multiple Regression Analysis

The results of multiple linear regression analysis in this research were used to determine the influence of product quality, service quality, price and brand image variables as independent variables and customer satisfaction as the dependent variable using SPSS 21.0 for Windows software which can be seen in table 4.8 below:

Tabel 4 Multiple Regression Analysis

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	-,788	,291		-2,711	,007
Total Kualitas Layanan	,094	,016	,382	5,944	,000
Total Kualitas Produk	,105	,039	,159	2,666	,008
Total Harga	,256	,063	,198	4,085	,000
Total Citra Merek	,213	,050	,247	4,270	,000

a. Dependent Variable: Total Kepuasan Pelanggan

Based on table 4, the results of the multiple linear regression equation can be obtained as follows:

$$Y = 0.788 + 0.105 X1 + 0.094 X2 + 0.256 X3 + 0.213$$

Information :

A = Constant (0.788)

Y = Customer Satisfaction

X₁ = Product Quality

X₂ = Service Quality

X₃ = Price

X₄ = brand image

The interpretation of the regression coefficient results in the equation above is to use standardized conditions in which the variance of the data is the same for all observations. In addition, with standardized variables, ordinary R square can be used:

The product quality regression coefficient has a positive value of 0.159 and a p-value of 0.008 < alpha 0.050, which means that product quality (X₁) has a positive effect on customer satisfaction (Y), meaning that the greater the positive reaction from customers to the quality of products from Shopee, the greater the satisfaction. customers in Bengkulu Province will also increase, so if product quality increases by 1% then customer satisfaction will increase by 15.9%

The service quality regression coefficient has a positive value of 0.382 and a p-value of 0.000 < alpha 0.050, which means that service quality (X₂) has a positive effect on customer satisfaction (Y), meaning that the greater the positive reaction from customers to the service quality of Shopee, the greater the satisfaction with customers in Bengkulu Province will also increase, so if service quality increases by 1% then customer satisfaction will increase by 38.2%

The price regression coefficient has a positive value of 0.198 and a p-value of 0.000 < alpha 0.050, which means that price (X₃) has a positive effect on customer satisfaction (Y), meaning that the greater the positive reaction from customers to the price of goods on Shopee, the greater the satisfaction. customers in Bengkulu Province will also increase, so if prices increase by 1% then customer satisfaction will increase by 19.8%

The brand image regression coefficient has a positive value of 0.247 and a p-value of 0.000 < alpha 0.050, which means that brand image (X₄) has a positive effect on customer satisfaction (Y), meaning that the greater the positive reaction from customers to the price of goods at Shopee, the greater the satisfaction. customers in Bengkulu Province will also increase, so if brand image increases by 1% then customer satisfaction will increase by 24.7%

DISCUSSION

The results of this study indicate that product quality, service quality, price and brand image have a positive and significant influence on customer satisfaction at Shopee in Bengkulu. The quality of products and the quality of services provided by Shopee are good, so the people of Bengkulu will feel satisfied with Shopee. Likewise, the right price and a good brand image will make customers feel satisfied with Shopee. This study is also in accordance with what was said by previous researchers, namely Leonardo et al., (2021), & Delima et al., (2019) who stated that product quality, service quality, price and brand image have an influence on customer satisfaction at online shops.

CONCLUSION

Based on the results of the discussion and analysis in the previous chapter, several conclusions can be drawn: The research results show that product quality has a positive effect on customer satisfaction for customers who shop at Shopee in Bengkulu Province, which means that the higher the level of product quality, the higher the level of satisfaction of Shopee customers in Bengkulu Province. The research results show that service quality has a positive effect on customer satisfaction for customers who make purchases at Shopee in Bengkulu Province, which means that the higher the level of service quality, the higher the level of satisfaction for Shopee customers in Bengkulu Province. The research results show that price has a positive effect on customer satisfaction for customers who make purchases at Shopee in Bengkulu Province, which means that if the price obtained is in accordance with the quality of the product, it will increase customer satisfaction. The research results show that brand image has a positive effect on customer satisfaction for customers who make purchases at Shopee in Bengkulu Province, which means that the better the Shopee brand image, the higher the level of satisfaction of Shopee customers in Bengkulu Province.

REFERENCES

- Alexander, Widiyanesti, S., & Indrawati, I. (2024). Customer adoption of Chat GPT for web development and programming assistance in the Zimbabwe tech industry. *Adpebi Science Series*, 2(1), Article 1. <https://doi.org/10.54099/ass.v2i1.415>
- Alma, B. (2007). *Majemen Pemasaran dan Pemasaran Jasa*. Alfabeta.
- Anggreni Made Ria, & Suardhika I Made Sadha. (2014). Pengaruh kompensasi dan lingkungan kerja Terhadap kinerja karyawan pada cv. Berkat Anugrah. *E-Jurnal Akuntansi Universitas Udayana*. 9.1 (2014), 1(ISSN: 2302-8556), 27–37.
- Bailey, M. T., Moorhouse, A. M. L., Byrom, A. J., & Kershaw, S. (2013). Applications for Hydrous Ferric Oxide Mine Water Treatment Sludge—A Review. *Reliable Mine Water Technology: Proceedings of the International Mine Water Association Annual Conference 2013, Vols I & II*, 63, 519–524.
- Budi, Y. S., Nofirda, F. A., & Hardilawati, W. L. (2023). The Influence of Web Design Quality, Perceived Ease of Use And Trust on Purchase Intention: A Case Study on Lazada. *International Journal of Management and Business Applied*, 2(2), Article 2. <https://doi.org/10.54099/ijmba.v2i2.678>
- Delima, A., Ashary, H. M., & Usman, O. (2019). Influence of Service Quality, Product Quality, Price, Brand Image, and Promotion to Consumer Satisfaction Affecting on Consumer Loyalty (Online Shop). *SSRN Electronic Journal*, 1–15. <https://doi.org/10.2139/ssrn.3308707>
- Digital Repository Universitas Jember*. (n.d.).
- Fajarini, N., & Haekal, J. (2024). The Reassessment of CAPM Relative Accuracy Comparative Study with Actual Price Movement in Indonesian (2019-2022). *International Journal of Management and Business Applied*, 3(1), Article 1. <https://doi.org/10.54099/ijmba.v3i1.743>

- Firdaus, M. Y. A., & Rachmawati, I. (2024). The Influence of E-Service Quality on Customer Loyalty Through Customer Satisfaction Among Livin' by Mandiri Users. *International Journal of Social Science and Business*, 8(1), Article 1. <https://doi.org/10.23887/ijssb.v8i1.69777>
- Ghozali, I. (2013). *Aplikasi Analisis Multivariate dengan Program SPSS*. Edisi Ketujuh. Universitas Diponegoro.
- Gusfriyanto, H., & Sihombing, P. (2024). The Impact of Financial Ratios and Growth Opportunity on Capital Structure A Moderation Role of Firm Size. *International Journal of Digital Marketing Science*, 1(1), Article 1. <https://doi.org/10.54099/ijdms.v1i1.865>
- Herispon, H., & Sudriana, P. (2023). The Impact of Pricing, and Product Quality on Purchasing Decisions: Role Digital Marketing as a Moderating. *International Journal of Islamic Business and Management Review*, 3(2), Article 2. <https://doi.org/10.54099/ijibmr.v3i2.808>
- Herman, H. (2022). Impact of Service Quality on Customer Satisfaction: A Case Study in Educational Institutions. *ADPEBI International Journal of Business and Social Science*, 2(1), Article 1. <https://doi.org/10.54099/aijbs.v2i1.104>
- Husein, U. (2000). *Metodegogi penelitian*. PT. Gramedia Pustaka Utama.
- Irfany, M. I., Khairunnisa, Y., & Tieman, M. (2023). Factors influencing Muslim Generation Z consumers' purchase intention of environmentally friendly halal cosmetic products. *Journal of Islamic Marketing*, 15(1), 221–243. <https://doi.org/10.1108/JIMA-07-2022-0202>
- Iskamto, D. (2021). Investigation of Purchase Decisions Based on Product Features offered. *ADPEBI International Journal of Business and Social Science*, 1(1), Article 1. <https://doi.org/10.54099/aijbs.v1i1.1>
- Iskamto, D., & Gunawan, R. I. (2023). Impulse Purchase Behaviour on The Shopee Platform and The Role of Real-Time Commerce Marketing. *Jurnal Manajemen Bisnis*, 10(2), Article 2. <https://doi.org/10.33096/jmb.v10i2.623>
- Kartajaya. (2007). *Positioning, Differensiasi dan Brand*. gramedia pustaka utama.
- Kotler, P. and G. A. (2016). *Prinsip prinsip pemasaran* (13th ed.). Erlangga.
- Leonardo, B. R., Wenas, R. S., & Poluan, J. G. (1721). PENGARUH KUALITAS PRODUK, PROMOSI DAN HARGA TERHADAP KEPUASAN PELANGGAN DI MARKETPLACE SHOPEE PADA SAAT PANDEMI COVID-19 (STUDI PADA MAHASISWA FAKULTAS EKONOMI DAN BISNIS UNSRAT) THE INFLUENCE OF PRODUCT, PROMOTIONS AND PRICES ON CUSTOMER SATISFACTION IN . In *Jurnal EMBA* (Vol. 9, Issue 3).

- Lupyoadi, R. (2001). Manajemen pemasaran jasa. *Language*, 26 cm.
- Masitoh, M. R., Wibowo, H. A., & Ikhsan, K. (2019). Pengaruh Kualitas Pelayanan , Kepuasan Pelanggan , dan Kepercayaan Merek Terhadap Loyalitas Pelanggan Pada Pengguna Aplikasi Mobile Shopee. *Jurnal Sains Manajemen*, 5(1), 101–119.
- Mowen, J. C. D. M. M. (2002). *Perilaku Konsumen*. Erlangga.
- Parasuraman, A., Zeithaml, V. A., & Berry, L. (1988). SERVQUAL: A Multiple-Item Scale For Measuring Consumer Perceptions Of Service Quality. *Journal Of Retailing*, 64(1), 12–40.
- Rafiah, K. K. (2019). Analisis Pengaruh Kepuasan Pelanggan dan Kepercayaan Pelanggan terhadap Loyalitas Pelanggan dalam Berbelanja melalui E-commerce di Indonesia. *Al Tijarah*, 5(1), 46. <https://doi.org/10.21111/tijarah.v5i1.3621>
- Sugiyono, D. (2013). Metode penelitian pendidikan pendekatan kuantitatif, kualitatif dan R&D. *Alfabeta*.
- Tjiptono, F. (2015). *Strategi Pemasaran* (4th ed.). Andi offset.
- Uma Skaran. (2006). Research Methods For Business. In *Selemba empat*.
- Wikipedia. (2022a). 2022/01/31//hasil-research-ipsos. Ipsos.
- Wikipedia. (2022b). <https://history-shopee>, 08 March 2022. History-Shopee.