

THE INFLUENCE OF APPLICATION SYSTEM QUALITY PERCEPTIONS, EASE OF TRANSACTIONS AND SALES PROMOTION ON TOKOPEDIA CUSTOMER SATISFACTION (SURVEY OF TOKOPEDIA CUSTOMERS IN JABODETABEK)

Oleh

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Abstract

Currently, information technology can be used to support the sales system of E-Commerce. One type of E-Commerce that is currently overgrowing in Indonesia is Tokopedia. The marketing strategy for increasing sales must be considered to influence customer satisfaction. Therefore, this study aims to simultaneously and partially analyze the effect of Perceived System Quality, Ease of Transactions, and Sales Promotion on Tokopedia Customer Satisfaction in Jabodetabek. This research was carried out using a quantitative approach method by distributing questionnaires to 300 respondents as a sample of the sample results collected from 300 respondents, which could be used in this study. The population of this research is Tokopedia customers in Jabodetabek. This sampling can be based on the non-probability sampling method. Secondary data was taken using literature studies, such as journals, papers, e-books, and magazines. The primary data was analyzed using multiple linear regression analysis with SPSS 26 software. The results of the classical assumption test show that the regression model meets the assumptions: the residuals are normally distributed, there is no heteroscedasticity, and there is no multicollinearity. The results of multiple regression analysis show that the regression model can be used to predict customer satisfaction, and based on the t-test, it can be concluded that the Perceived Quality of Application Systems, Ease of Transactions, and Sales Promotion has a significance value below 0,050, so the hypothesis is accepted. This study concludes that perceptions of application system quality, ease of transaction, and sales promotion positively and significantly influence Tokopedia customer satisfaction (survey of Tokopedia customers in Jabodetabek¹).

Keywords: *Perception of Application System Quality, Ease of Transaction, Sales Promotion, User Satisfaction.*

PENDAHULUAN

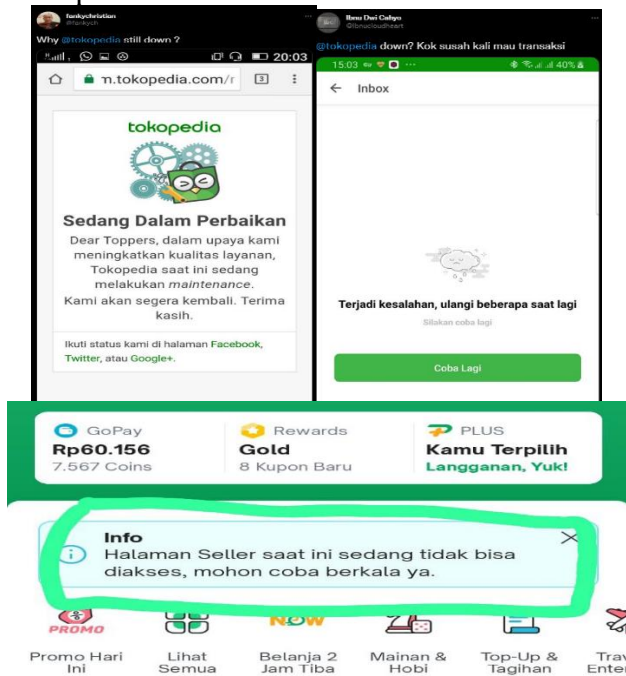
The rapid advancement of technology and information has significantly impacted humans. The Internet has rapidly developed into a modern business support tool. According to Opiida (Triyanti et al., 2022), an e-marketplace is an internet-based digital media that provides a place or place for sellers and buyers to carry out a series of business activities ranging from product marketing, product offerings, and communicating between

sellers and buyers. Thereby creating a profit between the seller and the buyer. In Indonesia, various e-marketplace companies are growing and developing, including Lazada, Shopee, Bukalapak, Tokopedia, Zalora, and others. The survey results put forward by Iprice in the first quarter of 2019 show that Tokopedia is one of the e-marketplaces quite attractive to Indonesia's general public. In Hanif Taruna Bumi (2020), ease of transaction is an essential factor affecting customer satisfaction.

¹ Jabodetabek = Jakarta, Bogor, Depok, Tangerang dan Bekasi.

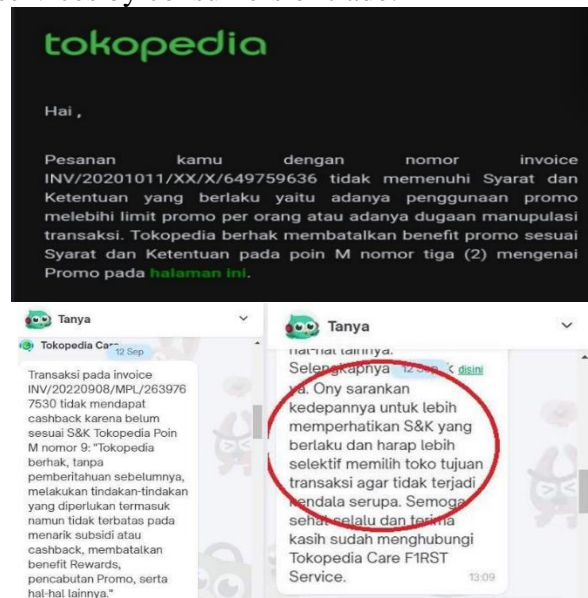
Tokopedia provides convenience in transactions with the following steps: selecting the product to be purchased, putting it in the shopping basket, making a payment, and the buyer waits for the product to be received.

Put forward by Jodiyanto in Dian Septiayu Fendini, Kertahadi & Riyadi (2013), explained that "System quality is used to measure the quality of the technology system itself." Another opinion from Chen in Dian Septiayu Fendini, Kertahadi & Riyadi (2013), is that "System quality is a measure of the processing of the information system itself." The system's quality offered by Tokopedia certainly positively impacts customers, such as making transactions faster and more efficient because everyone does not need to carry cash everywhere to make transactions. However, there are also negative things or problems experienced by Tokopedia customers; sometimes, they still experience errors when customers want to place an order or make a transaction, and the customer cannot log in to their Tokopedia account because Tokopedia is down.



(Twitter.com @Tokopedia, October 2022)
Figure 1 Tokopedia Customer Complaints in System Quality

The following important factor is sales promotion. According to Kotler and Keller (2016: 622), Sales Promotion is the primary key in marketing campaigns, consisting of a collection of incentive tools, most of which are short-term in nature, designed to stimulate faster or more purchases of specific products or services by consumers or trade.



(Source: Mediakonsumen.com, accessed October 2022)

Figure 2 Tokopedia customer complaints in sales promotions

From the customer complaints above, many transactions do not include cashback or are even cancelled, and that makes Tokopedia make its application not by the seller's promotion, namely the cashback that customers will get; Tokopedia cannot even provide a detailed explanation of the difference between the two the transaction under the pretext of internal validation by the Tokopedia Care Team. Based on the background and phenomena that occur above, the authors decided to analyse further in the thesis with the title "The Influence of Application System Quality Perceptions, Ease of Transactions and Sales Promotion on Tokopedia Customer Satisfaction (Survey of Tokopedia Customers in Jabodetabek)."

LITERATURE REVIEW System Quality

The information system success model put forward by DeLone and McLean in Mirna Indriani & Reza Adryan (2009) states that system quality is a measure of technical success, information quality is a measure of semantic success, customer satisfaction describes individual and organizational influences, which is a measure of success effectiveness. Jogyanto 2007 (Dian et al., 2013) explain that "System quality is used to measure the quality of the technology system itself." Another opinion that expresses the exact definition is Chen 2010 (Dian et al., 2013) that "System quality is a measure of the processing of the information system itself." Based on the opinions of several experts, system quality is a measure of the information system itself and focuses on the interaction between the customer and the system.

Nelson et al. in Dian Septiayu Fendini, Kertahadi & Riyadi (2013) explained that system quality could be measured through five dimensions, including a. System reliability, which measures the system's reliability. b. System flexibility, the system can adapt to various customer needs and changing conditions. c. System integration, the system makes it easy to combine data from various sources to support business decision-making. d. System accessibility, ease of accessing information, or ease of generating information from a system. e. System response time assumes a fast or timely system response to system requests.

2.2. Ease of Transactions

According to Trisnawati, and Suroso in Supartono (2022), ease of transaction occurred when a person feels that there is no need to expend a lot of effort and energy in order to be able to use new technology, usually or normally. According to Rahayu in Supartono (2022) convenience is a condition where consumers believe technology is accessible and does not require significant effort. According to Wardoyo, Andi in Supartono (2022), ease of transaction is the most essential thing that online

providers or sellers must consider; the level of convenience can vary depending on the customer or buyer himself. According to Davis in Adhitya & Fauziah (2023), the convenience indicators are:

- a. easy to use
- b. easy to learn
- c. clear and understandable
- d. controllable
- e. easy to become skillful
- f. flexible

2.3. Sales Promotion

Sales promotion is a one-way flow of information or persuasion to direct a person or organization to an action that creates an exchange in marketing (Kotler & Keller, 2016). According to Armstrong, Adam, Denize, Volkov & Kotler (2018: 340), promotion is not a single tool but a mixture of several tools. According to Tjiptono in Garaika & Winda Feriyan (2018), promotion is a form of marketing communication meaning marketing activities that seek to disseminate information, influence or persuade and or remind the target market for the company and its products to be willing to accept, buy and be loyal to the products offered by the company concerned. According to Kotler & Keller in Gracia (2020), sales promotion is a variety of short-term incentives to encourage trial or purchase of products or services, including consumer promotions (such as samples, coupons, and premiums), trade promotions (such as advertising and display allowances), and business and sales force promotions (contests for salespeople).

According to Tjiptono in Gracia (2020), sales promotion is any short-term offer or incentive for buyers, retailers, or wholesalers. It is designed to elicit a specific and immediate response. According to Cummins and Mullin in Gracia (2020), sales promotion is a marketing effort to encourage potential buyers to buy more often. Based on the above understanding and adapted to this research, the authors summarize that sales promotion is a communication activity



between companies and consumers to influence consumers in purchasing activities according to their wishes and needs. According to Kotler and Armstrong in Leni Anggriani & Hamali Yusuf (2020), the dimensions of sales promotion consist of a. consumer Promotion Tool, b. Trade Promotion Tool, c. Business Promotion Tool.

2.4. Customer Satisfaction

According to Bahrudin, M., and Zuhro, S. in NS Ramadhini (2022) stating customer satisfaction is an evaluation of choices caused by certain purchasing decisions and experiences in using or consuming goods or services, according to Tjiptono in NS Ramadhini (2022). It conceptualizes customer satisfaction as a feeling that is the output of an assessment of the experience of using a product or service. According to Kotler and Keller (2016: 153), customer satisfaction is a feeling of pleasure or disappointment that results from comparing a product or service with perceived performance as expected. Based on some of the definitions from the experts above, customer satisfaction results from a comparison between expectations of the performance obtained in using a product or service. According to Zeithaml, Bitner, and Gremler in H Havilah(2019), customer satisfaction has several dimensions: a. Product and service features b. Customer emotions c. Attribution for customer success or failure d. Perceptions of equality and fairness.

METHOD

The study used in this research is formal. A formal study begins with a hypothesis or research question and involves proper procedures and specification of data sources. The object of this research is the Quality of Application Systems, Ease of Transactions, and Sales Promotion. The subjects in this study are Customer Satisfaction and Tokopedia. The data collection method used in this study is the communication method. The researcher submitted a questionnaire containing several questions posed to the research object, namely Tokopedia customers in Jabodetabek. The author conducted research based on a sample

and distributed questionnaires using Google Forms. The Google Form link is provided to Tokopedia users via Whatsapp.

This study uses an ex post facto study because researchers cannot manipulate variables, so researchers only report what has happened or what is happening. This research uses causal research or causal research. This study analyzed the influence of Application System Quality, Ease of Transactions, and Sales Promotions on Tokopedia Customer Satisfaction in Tokopedia payments in Jabodetabek. The time dimension used in this study is cross-section. Data collection will only be done once when distributing the questionnaire to Tokopedia customers in Jabodetabek. Judging from the research environment, this research is included in field conditions. Because this research was conducted by distributing questionnaires to consumers who had used the Tokopedia Application for more than one Tokopedia payment

Based on the limitations of the problem to be studied, three variables in this study will be used for analysis: Application System Quality, Ease of Transactions, Sales Promotion, and Satisfaction using Tokopedia for Tokopedia payments. The data collection technique used was a communication technique with questionnaires distributed to respondents with questions about system quality, promotion, and customer satisfaction. The type of questionnaire used is a closed question. The questionnaire was prepared using a Likert scale. The types and sources of data used in this study are primary data. The data source uses primary data, which is formed from answers to questionnaires distributed to respondents who have used Tokopedia for Tokopedia payments.

The sampling technique or sampling technique used in this study is non-probability sampling by distributing questionnaires using Google form tools to respondents to Tokopedia application customers who have used the Tokopedia application from one time in Jabodetabek and made transactions using Tokopedia in the last three months. To measure



the sample size to be studied, the researcher used the Slovin formula, and the number of samples used was = 300 Tokopedia customers. To analyze the data, the authors use the SPSS 26 program to simplify the calculation process. The data analysis techniques used by the authors to help analyze the data support the results of this study, including Descriptive Statistical Analysis provides an overview or description of data seen from the average value (mean), standard deviation, variance, maximum, minimum, sum, range, kurtosis, and skewness; Test the validity and reliability of the questionnaire; Classical assumption test includes normality test, multicollinearity test, heteroscedasticity test; Multiple Regression Analysis measures the strength of the relationship between two or more variables; F test aims to test whether all independent variables influence the dependent variable; T-test (partial) to show how far the influence of an independent variable individually in explaining the variation of the dependent variable; the coefficient of determination (R^2) measures how far the model's ability to explain the variation of the dependent variable.

HASIL DAN PEMBAHASAN

4.1. Descriptive Analysis

The following is an overview of the respondents with a total sample of 300 respondents; this can be seen in terms of gender, age, occupation, and income;

a. Characteristics of Respondents Based on Gender

Table 1

No	Description	Total	Percentage (%)
1	Male	112	37,3
2	Female	188	62,7
Total		300	100

Respondents Based on Gender

Source: Primary Data at Sports

Based on the results of identification of data that totaled 300 respondents, in this study it can be seen that the frequency of respondents

based on male gender was 37,3% (112 people) and 62,7% (118 people) were female. Thus, the number of female respondents in this study was more dominant (62,7%).

b. Characteristics of Respondents by Age

Table 2
Respondents Based on Age

No	Age	Total	Percentage (%)
1	15-23 years	67	22,3
2	24-32 years	119	39,7
3	33-41 years	74	24,7
4	42-50 years	33	11,0
5	>50 years	7	2,3
Total		300	100

Source: Primary Data in Sports

Based on the results of identifying data that totaled 300 respondents, in this study it can be seen that the frequency of respondents is based on age with a percentage of 22,3% (67 people) aged 15-23 years, 39,7% (119 people) aged between 24-32 years, 24,7% (74 people) aged between 33-41 years, 11,0% (33 people) aged 42-50 years and 2,3% (7 people) over 50 years old. Thus, the number of respondents aged between 24-32 years in this study was more dominant (39,7%), with a total of 119 people.

c. Characteristics of Respondents Based on Occupation

Table 3
Respondents by Occupation

N	Occupation	Total	Percentage (%)
1	Housewife	41	13,7
2	Employees	55	18,3
3	Civil Servants	66	22,0
4	Students	62	20,7



5	Entrepreneur	76	25,3
Total		300	100

Source: Primary Data in Sports

Based on the results of identification of data that totaled 300 respondents, in this study it can be seen that the frequency of respondents based on work was 13,7% (41 people) Housewives, 18,3% (55 people) status as employees, 22,0% (66 people) are civil servants, 20,7% (62 people) are students and 25,3% (76 people) are self-employed. Thus, the number of respondents who work as entrepreneurs in this study is more dominant with a percentage (25,3%).

d. Characteristics of Respondents Based on Income

Table 4
Respondents Based on Income Level

No	Income (Million)	Total	Percentage (%)
1	< Rp. 1.000.000	10	3,3
2	Rp. 1.000.000 – Rp. 3.000.000	110	36,7
3	Rp. 3.000.000 – Rp. 5.000.000	116	38,7
4	>Rp. 5.000.000	64	21,3
Total		300	100

Source: Primary Data in Sports

Based on the results of identification of data that totaled 300 respondents, in this study it can be seen that the frequency of respondents based on income level was 3,3% (10 people) with income < Rp. 1,000,000, 36,7% (110 people) had an income of Rp. 1,000,000 – Rp. 3,000,000, 38,7% (116 people) with an income of Rp. 3,000,000 – Rp. 5,000,000, 21,3% (64 people) have income > Rp. 5,000,000. Thus it can be argued that the number of respondents with an income of Rp. 3,000,000 – Rp.

5,000,000 in this study is more dominant in percentage (38,7%).

4.2. Research Instrument Test

In testing this validity, the writer distributed questionnaires to 300 respondents who were used as samples.

a. Validity Test

Researchers conducted a validity test on 300 respondents. The results of the validity test of the statement indicators for each variable are valid with $r_{count} > r_{table}$ (0,113) and can be entered as questionnaire statement items.

b. Reliability Test

The following are the results of reliability testing for the research variables of system quality, ease of transaction, sales promotion, and customer satisfaction while the results of the tests are as follows:

Table 5
Reliability Test Results

No	Variable	N of Items	Cronbach's Alpha	Decision
1	System Quality	9	0,940	Reliable
2	Ease of Transaction	8	0,938	Reliable
3	Sales Promotion	7	0,917	Reliable
4	Customer Satisfaction	10	0,951	Reliable

Source: SPSS output

The results of the Reliability Test of the overall Cronbach's alpha value for each variable show that the Cronbach's alpha value is greater $\geq 0,6$, it can be stated that all of these variables are reliable and can be continued for further testing



4.3 Variable Analysis

- a. Assessment of System Quality Perception Variable Indicators

There are eight indicators for the variable Perceived System Quality in the questionnaire. Each indicator is calculated by conducting a descriptive analysis with the overall average result for the Perceived Quality of the System variable, which is 4,30. If you look at it from a scale range of 1 to 5, number 4,30 is worth 21,5 % of the total 100% Satisfaction.

- b. Evaluation of Ease of Transaction Variable Indicators

There are eight indicators for the Ease of Transaction variable in the questionnaire. Each indicator is calculated by conducting a descriptive analysis, with the overall average result for the Ease of Transaction variable being 4,31. If viewed from a scale range of 1 to 5, the number is 4,31. worth 21,55% of the total 100% Satisfaction.

- c. Evaluation of Sales Promotion Variable Indicators

There are seven indicators for the Sales Promotion variable in the questionnaire. Each indicator is calculated by conducting a descriptive analysis, with the overall average result for the Sales Promotion variable being 4,23. If you look at it from a scale range of 1 to 5, the number is 4,23 worth 21,15% of the total 100% Satisfaction.

- d. Evaluation of Customer Satisfaction Variable Indicators

There are ten indicators for the variable Customer Satisfaction in the questionnaire. Each indicator is calculated by conducting a descriptive analysis, with the overall average result for the Sales Promotion variable being 4,33. If you look at it from a

scale range of 1 to 5, the number is 4,33 worth 50,9% of the total 100% Satisfaction.

4.4 Classic Assumption Test

- a. Normality Test
- b. Table 6
- c. Kolmogorov-Smirnov Normality Test Result

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		300
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.20479053
	Most Extreme Differences	
	Absolute	.032
	Positive	.032
	Negative	-.024
Test Statistic		.032
Asymp. Sig. (2-tailed) ^c		.200 ^d

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: SPSS output

Based on Table 6 above, the significance value is 0,200 > 0,05. So the regression model used has been fulfilled, or the data is usually distributed.

- d. Multicollinearity Test

Table 7
Multicollinearity Test Result

Model	Unstandardized Coefficients	Standardized Coefficients	t	Sig.	Collinearity Statistics
	B	Standardized			Tolerance
		Beta			VIF



1	(Constant)	.457	.819	.558	.577
	Kualitas Sistem	.425	.058	.370	7.266
	Kemudahan Bertransaksi	.296	.067	.231	4.399
	Promosi Penjualan	.548	.063	.382	8.639

a. Dependent Variable: Kepuasan Pelanggan

Source : SPSS output

From the results of the multicollinearity test in Table 7, the tolerance value for the variable system quality is 0,123, ease of transaction is 0,116, and sales promotion is 0,164. Out of the three variables, all tolerance values are more significant than > 0,10, and the VIF value for the three variables is less than < 10. This can be interpreted as there are no symptoms of multicollinearity, and it can be concluded that the regression model used does not contain symptoms of multicollinearity.

e. Heteroscedastic Test

Tabel 8

Heteroscedastic Test Result

Model	Coefficients ^a		t	Sig.
	Unstandardized Coefficients	Standardized Coefficients		
	Std. Error	Beta		

1	(Constant)	.715		3.843	.000
	Kualitas Sistem	.028	-.022	-.170	.865
	Kemudahan Bertransaksi	.014	-.016	-.272	.786
	Promosi Penjualan	.035	-.076	-.584	.560

a. Dependent Variable: Abs_RES

Source : SPSS output

From the results in Table 8, all variables have a sig value greater than 0,05. In this study, there were no symptoms of heteroscedasticity.

4.5 Multiple Linear Regression Analysis

Table 9

Multiple Linear Regression Result Coefficients^a

Model		Unstandardized Coefficient		Standardized Coefficients	t	Sig.
		B	Std. Error			
1	(Constant)	.457	.819		.558	.577
	Kualitas Sistem	.425	.058	.370	7.266	.000
	Kemudahan Bertransaksi	.296	.067	.231	4.399	.000
	Promosi Penjualan	.548	.063	.382	8.639	.000



a. Dependent Variable: Kepuasan Pelanggan

Source : SPSS Output

Based on Table 9 above, the results of the regression equation are as follows:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 0,457 + 0,425 X_1 + 0,296 X_2 + 0,548 + e$$

Information :

Y = Customer Satisfaction
Dependent Variable (0,457)

A = Constant (0,457)

β_1 = System Quality Regression Coefficient (0,425) **4.6**

β_2 = Ease of Transaction Regression Coefficient (0,296)

β_3 = Sales Promotion Regression Coefficient (0,548)

X_1 = System Quality

X_2 = Ease of Transaction

X_3 = Sales Promotion

e = Standard Error

By the regression line equation obtained, the regression model can be interpreted as follows:

- a. The constant is 0,457, meaning that if the system quality (X_1), ease of transaction (X_2) and sales promotion (X_3) are zero, then customer satisfaction (Y) is 0,457.
- b. The value of the system quality regression coefficient (X_1) $\beta_1 = 0,425$ is positive. This shows that for every increase in system quality by one time or 1%, customer satisfaction will increase by 0,425 or 42,5%, assuming that other variables have a fixed value.
- c. The value of the regression coefficient of ease of transaction (X_2) $\beta_2 = 0$, is positive, indicating the regression coefficient of ease of transaction on customer satisfaction. This shows that every increase in ease of transaction is one time or 1%. Then customer satisfaction will increase by 0,296 or 29,6%,

assuming other variables have a fixed value.

- d. The value of the sales promotion regression coefficient (X_3) $\beta_3 = 0,548$ is positive. This shows that every sales promotion increase is one time or 1%. Then customer satisfaction will increase by 0,548 or 54,8%, assuming other variables have a fixed value.

Hypothesis Test

- a. T-test (Partial)

The following are the results of testing the partial t-test hypothesis:

- 1) Effect of System Quality (X_1) on Customer Satisfaction (Y)

The t value is $7,266 > 1,968$, and the significance value is $0,000 < 0,05$. It can be concluded that H_0 is rejected and H_a is accepted, which means system quality (X_1) positively and significantly affects customer satisfaction (Y). System Quality Perception Variable (X_1) Has a calculated t value of 7,266 with t table = 1,968. So t Count > t table shows that variable X_1 contributes to variable Y. As for seeing the magnitude of the influence of Perceived System Quality on Customer Satisfaction, is to look at the value in the Beta table in the Standardized Coefficients column. From the table above, the beta value for the Perceived Quality of the System variable is 0,370 or 37%. This means that the magnitude of the influence of perceived system quality on customer satisfaction is 37%. This value shows a positive and significant value,



which means that if the Perception of System Quality increases, Tokopedia Customer Satisfaction in Jabodetabek will Increase.

2) Effect of Ease of Transaction (X_2) on Customer Satisfaction (Y)

The t value is $4,399 > 1,968$, and the significance value is $0,000 < 0,05$. It can be concluded that H_0 is rejected and H_a is accepted, which means that ease of transaction (X_2) positively and significantly affects customer satisfaction (Y). System Quality Perception Variable (X_2) has a calculated t value of 4,339 with t table = 1,968. So t Count > t table, it can be concluded that variable X_2 contributes to variable Y. As for seeing the magnitude of the influence of Ease of System Transactions on Customer Satisfaction, you can look at the value in the Beta table in the Standardized Coefficients column. From the table above, the beta value for the Ease of Transaction variable is 0,231 or 23,1%. This means that the magnitude of the effect of ease of transaction on customer satisfaction is 23,1%. This value shows a positive and significant value, which means that if the Ease of Transactions increases, Tokopedia Customer Satisfaction in Jabodetabek will Increase.

3) Effect of Sales Promotion (X_3) on Customer Satisfaction (Y)

The t-value is $8,639 > 1,968$, and the significance value is $0,000 < 0,05$. So it can be concluded that H_0 is rejected

and H_a is accepted, which means that sales promotion (X_3) positively and significantly affects customer satisfaction (Y). System Quality Perception Variable (X_3) has a calculated t value of 8,639 with t table = 1,968. So t Count > t table, it can be concluded that variable X_3 contributes to variable Y. As for seeing the magnitude of the influence of Sales Promotion on Customer Satisfaction, you can look at the value in the Beta table in the Standardized Coefficients column. From the table above, the beta value for the Sales Promotion variable is 0,382 or 38,2%. This means that the magnitude of the influence of sales promotions on customer satisfaction is 38,2%. This value shows a positive and significant value, which means that if the Perception of System Quality increases, Tokopedia Customer Satisfaction in Jabodetabek will Increase.

b. F Test (Simultaneous)

The Anova test or F test obtains a calculated F of 943,902 while a table F value of 2,635 is obtained by looking at the F table with degrees $df_1 = k-1$ ($4-1 = 3$) and $df_2 = n-k$ ($300-4 = 296$) at the significance level 0,000. Because the probability level is smaller than 0,05, this shows that F count ($943,902$) > F table (2,635), which means H_0 is rejected. H_a is accepted, or it can be said that System Quality (X_1), Ease of Transaction (X_2), and Sales Promotion (X_3) together (simultaneous) have a significant effect on the variable Customer Satisfaction (Y).

c. Determination Coefficient Test

The R Square value is 0,904. This means that 90,4% of the variable Customer Satisfaction (Y) can be explained by the variables System Quality (X_1), Ease of Transactions (X_2), and Sales Promotion (X_3). In comparison, the remaining 9.6% is explained by other variables. This shows that the variables System Quality (X_1), Ease of Transactions (X_2), and Sales Promotion (X_3) play a role in explaining Tokopedia Customer Satisfaction in Jabodetabek.

DISCUSSION

This research was conducted to determine the effect of perceptions of system quality, ease of transaction, and sales promotion on Tokopedia customer satisfaction in Jabodetabek. Therefore, it will be explained more broadly again the results of the research above, especially the level of influence of the independent variables on the dependent variable.

5.1 Analysis of System Quality Perceptions

The results of the t-test on the variable Perceived System Quality or X_1 obtained a sig value $(0,000) < \alpha (0,05)$, meaning that Perceived System Quality has a significant effect on Customer Satisfaction. The system quality perception variable has a t count 7,266 with a t table = 1.968. So t Count > t table, the variable Perceived Quality of the System contributes to customer satisfaction. The system quality perception variable has an average score of 4,30, 65,1% of the total 100% satisfaction. So it can be said that the Perception of the Quality of the Tokopedia Application System in Jabodetabek has a good rating. This means that if the Perception of Application System Quality increases, Tokopedia's customer satisfaction in Jabodetabek will experience an increase. Good, fast, precise, and reliable system quality is essential for Tokopedia in making policies or business decisions that will be implemented in

fulfilling Tokopedia's customer satisfaction because the quality of the operating system is Adaptability, Availability, Response time, Usability, and Reliability. Will be able to combine customer satisfaction data, ease of access to information, and adjust customer needs appropriately. This research is in line with research conducted by Supatrono (2022), where the results of his research show that the Perceived System Quality variable affects customer satisfaction.

5.2 Transactions Ease Analysis

The results of the t-test on the Ease of Transaction variable or X_2 obtained a sig value $(0,000) < \alpha (0,05)$, meaning that the Ease of Transaction has a significant effect on Customer Satisfaction. System Quality Perception Variable has t count 4,399 with t table = 1.968. so t Count > t table, the Ease of Transaction variable has a contribution to customer satisfaction. The ease of transaction variable has an average score of 4,31 where this figure is 371,4% of the total 100% satisfaction. So it can be said that the ease of transacting the Tokopedia application in Jabodetabek has a good rating. This means that if the Ease of Transactions in the Tokopedia Application is getting in line with expectations, then Tokopedia customer satisfaction in Jabodetabek will experience an increase. With the ease of transactions at Tokopedia, of course, it can increase loyalty because customers are satisfied with the ease of transactions but are supported by a secure system that protects customers for their purchases. This research is in line with research conducted by Gracia(2020), where the results of her research show that the Ease of Transactions Variable influences Customer Satisfaction.

5.3 Sales Promotion Analysis

The results of the t-test on the Sales Promotion variable or X_3 obtained a sig value $(0,000) < \alpha (0,05)$, meaning that Sales Promotion has a significant effect on Customer Satisfaction. The sales Promotion Perception Variable has a t count of 8,639 with t table = 1.968. So t Count > t table, the Sales Promotion variable contributes



to customer satisfaction. The system quality perception variable has an average score of 4,23, 311.3% of the total 100% satisfaction. So it can be said that the Tokopedia Application Sales Promotion in Jabodetabek has a good title. This means that if Tokopedia offers more Sales Promotions, then Tokopedia customer satisfaction in Jabodetabek will experience an increase. The implication for Tokopedia is that sales promotion is a short-term incentive to increase customer satisfaction. This research is in line with research conducted by NS Ramadhini (2022), where the results of his research show that the Sales Promotion variable affects customer satisfaction.

5.4 Customer Satisfaction Analysis

The customer satisfaction variable has an average score of 4,33 or 50,9% of the total 100% satisfaction, so it can be said that Tokopedia Customer Satisfaction in Jabodetabek has a good rating.

6. Conclusion

Based on the results of the analysis and testing of the hypothesis regarding The Influence of Application System Quality Perceptions, Ease of Transactions, and Sales Promotion on Tokopedia Customer Satisfaction (survey of Tokopedia customers in Jabodetabek), the following conclusions are obtained:

- a. There is a significant influence between the variable Perceived Quality of the System on the variable Customer Satisfaction. This indicates that the better the Tokopedia System will increase Customer Satisfaction. This influence is shown by the Tokopedia System indicator, which rarely experiences disturbances. This makes the System Reliability dimension has the highest value, and Tokopedia is consistently required to maintain a good, fast, and reliable system quality because system quality is an essential factor for

Tokopedia in gathering information and making business decision policies that will be applied to meet Tokopedia's customer satisfaction.

- b. There is a significant influence between the Ease of Transaction system variable on the Customer Satisfaction variable. This shows that the easier it is for customers to transact in Tokopedia, the more satisfied Tokopedia customers will be. This influence is shown by the existence of a payment system in Tokopedia that is easy to use. Tokopedia should develop easy transactions with a secure payment system and protect customers from purchases.
- c. There is a significant influence between Sales Promotion variables on Customer Satisfaction variables. This shows that if Tokopedia often provides promotions or cashback, it will increase customer satisfaction. The indicator shows this effect. Customers get special discounts when shopping at specific merchants when using Tokopedia; this makes the Premiums dimension have the highest value. In this case, it should be a regular and permanent sales promotion so that Tokopedia always provides the best.
- d. The magnitude of the influence of Perceived System Quality, Ease of Transactions, and Sales Promotion on Tokopedia Customer Satisfaction in Jabodetabek is 90.4%. This value indicates the relatively high relationship between Perceived System Quality, Ease of Transactions, and Sales Promotion to Tokopedia Customer Satisfaction in Jabodetabek. Therefore, in terms of supporting a product or service, companies must prioritize meeting the needs of their customers. This

application will require companies to pay attention to several factors, each of which can affect the value of Perceived System Quality, Ease of Transactions, and Sales Promotion.

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