

ABSTRACT

Shopping online can help everyone and business owners to build and manage their online store easily and free of charge, and offers a safe, complete and convenient online shopping experience. One of them can be done at Tokopedia. With this, all e-commerce in Indonesia and internationally are competing to be the best so as to create customer satisfaction.

As one way to increase customer satisfaction, Tokopedia pays attention to price and service quality so as not to experience a decline or get a negative reaction. This research was conducted to determine the price perception of product at Tokopedia, service quality at Tokopedia, Tokopedia customer satisfaction, the effect of price perception and service quality partially and simultaneously on Tokopedia customer satisfaction.

The method used in this research were descriptive analysis and multiple linear regression analysis with the variables used were price perception, service quality and customer satisfaction. The data obtained in this research were collected by distributing questionnaires via google form, this questionnaire was addressed to Tokopedia customers. This type of research was quantitative and uses a sample of 384 respondents. Researchers used IBM SPSS 26 software to assist in data processing.

The results showed that based on descriptive analysis, the perception of product prices at Tokopedia had a percentage of 81.18% which entered the agree category, service quality at Tokopedia had a percentage of 81.59% which entered the agree category, and Tokopedia customer satisfaction had a percentage of 79, 11% which enter the category agree. Based on multiple linear regression analysis, partially price perception had a t-test significance value less than 0.05 ($0.017 < 0.05$), partially service quality had a t-test significance value less than 0.05 ($0.000 < 0.05$), simultaneously price perception and service quality had a significance value of F test less than 0.05 ($0.000 < 0.05$).

From the results of the research it can be concluded that the price perception of product, service quality, and Tokopedia customer satisfaction had the agree category, price perceptions had a partial effect on customer satisfaction, service quality had a partial effect on customer satisfaction, price perceptions and service quality had a simultaneous effect on customer satisfaction. Suggestions for companies are expected that Tokopedia can increase the speed of response to help center complaints and suggestions for further research can add several new variables such as brand image, trust, promotion and perceived value.

Keywords: Customer Satisfaction, E-Commerce, Marketplace, Price Perception, Service Quality