

Comparative Analysis of E-Commerce: Customer Satisfaction for Shopee and Tokopedia E-Service Quality

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Abstract. *This research aims to find out how the comparison of e-commerce consumer satisfaction for e-service quality of Shopee and Tokopedia in Mataram city. This type of research is descriptive comparative. The population in this study were consumers of e-commerce Shopee and Tokopedia in the city of Mataram. The data collection method used is a survey sample. The samples used in this study were 43 samples. The sampling technique uses non-probability sampling techniques with a purposive sampling approach. Data collection techniques used were questionnaires and interviews. The measurement of consumer satisfaction uses the consumer satisfaction index (CSI), and to find out whether there is a significant difference in customer satisfaction on e-service quality of Shopee and Tokopedia, a paired sample t-test is used.*

Keywords: Satisfaction, E-Service Quality, E-Commerce.

Abstrak. Penelitian ini bertujuan untuk mengetahui bagaimana perbandingan kepuasan konsumen e-commerce atas e-service quality Shopee dan Tokopedia di Kota Mataram. Jenis penelitian ini adalah deskriptif komparatif. Populasi dalam penelitian ini adalah konsumen e-commerce Shopee dan Tokopedia yang berada di Kota Mataram. Metode pengumpulan data yang digunakan adalah sampel survei. Sampel yang digunakan dalam penelitian ini sebanyak 43 sampel. Teknik pengambilan sampel menggunakan teknik non-probability sampling dengan pendekatan purposive sampling. Teknik pengumpulan data yang digunakan adalah angket dan wawancara. Pengukuran kepuasan konsumen menggunakan indeks kepuasan konsumen (IKK), dan untuk mengetahui ada tidaknya perbedaan yang signifikan pada kepuasan konsumen atas e-service quality Shopee dan Tokopedia maka digunakan uji paired sample t-test.

Kata kunci: Kepuasan, E-Service Quality, E-Commerce.

INTRODUCTION

Online shopping has become an interesting activity because it provides a new shopping experience for consumers. This is one of the reasons some consumers who previously had to go to the market to buy an item (offline), are now starting to switch digitally by only visiting shopping sites.

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Based on the data above, the number of e-commerce consumers continues to increase. The highest increase was experienced in 2014 to 2015, namely 3 previously reaching 4.6 million people to 7.9 million people. Then the prediction of the number of e-commerce consumers in Indonesia for 2016 is 8.7 million people.

Meanwhile, the Indonesian BPS (Central Statistics Agency) in the 2016 Economic Census found that the numbers of e-commerce in Indonesia had reached 26.2 million (m.liputan6.com). The large numbers of e-commerce in Indonesia can have an impact on high competition and high bargaining power of buyers based on the five forces model as a tool for analyzing the industrial competitive environment by Porter in Boyd, et al (2000: 110). Kotler, et al. (2000: 46) argues that companies can face competition better if they can switch from product and sales philosophy to customer and marketing philosophy. The way to be able to attract customers and outperform their competitors is to meet and satisfy customer needs.

Companies that want to excel in the market today must observe consumer expectations, company performance as perceived by consumers, and consumer satisfaction. It is not surprising that the advantages possessed are fully handed over to consumers to convince consumers that they can provide the highest satisfaction compared to other competitors.

E-commerce companies are electronic service companies that facilitate sellers and buyers to transact. To measure e-commerce consumer satisfaction, we can use their satisfaction with the quality of electronic services (e-service quality). Because the quality of electronic service is one of the factors that influence e-commerce consumer satisfaction (Irawan, 2003: 35).

The quality of electronic services can be determined by the platform used by e-commerce companies. Whether the platform used is good or bad can be seen from the application. Therefore, we need to at least know which company has the best application in Indonesia by looking at the ranking achieved.

Shopee is an e-commerce company under the auspices of Garena (changed its name to SEA Group), an internet company in Southeast Asia. They run a C2C mobile marketplace business, Shopee was officially introduced in Singapore in 2015 followed by Malaysia, the Philippines, Taiwan, Thailand, Vietnam and Indonesia. Meanwhile,

Tokopedia is an online shopping center in Indonesia that carries a marketplace business model. Tokopedia enables individuals, small shops and brands to open and manage online stores. Since its launch until the end of 2015, Tokopedia's basic services can be used by everyone free of charge (Wikipedia.org).

Shopping online requires good internet network facilities, adequate payment devices and facilities, as well as good logistics facilities and access so that the online shopping process becomes as smooth and easy as it should be.

In the city of Mataram, which is the provincial capital of West Nusa Tenggara, internet access is fairly good and can be found anywhere because competing providers are increasingly multiplying and expanding their networks from urban areas to rural areas throughout West Nusa Tenggara region. Also, in the city of Mataram, besides the people using personal cellular data, they can also access the internet using wifi networks which are now widely available everywhere. Starting from educational institutions, offices, government, large restaurants or restaurants and small shops, even to community housing on a family-scale basis.

Apart from the internet, access to logistics delivery to the city of Mataram is also very good. This is supported by the existence of shipping service companies which are also starting to compete a lot in Lombok. Jalan Nugraha Ekakurir (JNE) is a freight forwarding service company as well as number one in shipping services used by most e-commerce in Indonesia. In particular, JNE Mataram experienced 30% growth in 2017 compared to the previous year and that came from e-commerce (Marketeers.com).

Kominfo in 2016 research found that 28.3% of people in urban areas use the internet for e-commerce, and the proportion of people who use e-commerce in rural areas is 18.3%. Then the use of the internet for e-commerce based on work results in people who work as PNS/TNI/POLRI at 31.6% get the largest percentage, followed by private employees at 20.8% and self-employed people at 28.2%, and students namely 15.7%. This is in accordance with many community professions found in the city of Mataram. Based on the background above, the researcher is interested in raising the title "Comparative Analysis of E-Commerce Consumer Satisfaction on E-Service Quality Shopee and Tokopedia in Mataram City".

Based on the background above, the main issues that will be discussed in this study are: 1) what is the level of consumer satisfaction with e-service quality Shopee and Tokopedia in Mataram City? 2) What is the comparison between consumer satisfaction with Shopee's e-service quality and consumer satisfaction with Tokopedia's e-service quality in Mataram City? Based on the background of these problems, the aims of this study were to: 1) determine the level of consumer satisfaction with e-service quality Shopee and e-service quality Tokopedia in Mataram City and 2) determine the comparison between consumer satisfaction with e-service quality Shopee and consumer satisfaction with e-service quality Tokopedia in Mataram City.

THEORITICAL FRAMEWORK

Consumer Satisfaction

Marketing has two objectives: to attract new customers by promising superior value and to keep existing customers by providing satisfaction. Consumers whose needs and desires are fulfilled will be satisfied. Consumer satisfaction has an important role in marketing Kotler, et al. (2009). According to Levitt in Tjiptono (2008), the conditions that must be met by a company in order to be successful in competition are trying to achieve the goal of creating and retaining consumers. So, one of the main keys to win the competition is to provide customer value and satisfaction.

Malthouse, et al. (2003) added that customer satisfaction has also been shown to increase future profitability and increase the availability of customers to pay higher prices. While the consequences arising from the inability to meet consumer demand can lead to decreased consumer satisfaction. Decreasing consumer satisfaction has negative impacts such as bad word of mouth recommendations that can reduce the company's image, can lead to decreased customer loyalty so that customers switch to competitors. If it is not handled immediately, in the long term, the company's profit will decrease because customers have switched to competitors.

Service quality

Service quality is one of the factors that influence customer satisfaction. So, in this study, consumer satisfaction is measured by measuring their satisfaction with the quality of service provided by the company that is used as the object. There are several definitions of service quality.

In the online context, service quality is also known as electronic service quality (e-service quality). According to Zeithaml, Parasuraman and Maholtra (2002) that E-service quality is the ability of a site to provide effective and efficient facilities for online shopping, online purchases, and in obtaining goods or services. E-service quality is also defined by Santos (2003) as general evaluation and assessment given by consumers based on the good or bad quality of a service delivered in virtual form.

E-Commerce

Vermaat (2007: 83) defines that e-commerce is a business transaction that occurs in an electronic network such as the internet. Anyone who has access to a computer, has a connection to the internet, and has a way to pay for the goods or services they buy, can participate in e-commerce.

Humdiana & Indrayani (2006: 353) argues that many companies are now involved in or sponsoring three basic categories of e-commerce applications, namely: Business to Business (B2B), B2C (Business to Consumer), C2C (Customer to Customer). Meanwhile, according to Humdiana & Indrayani (2006: 355), there are several important components of e-commerce, namely: a) EDI (Electronic Data Interchange), b) Digital Currency, c) Electronic Catalogs (E-Catalogs), and d) Intranet and Extranet. In order for a trade between buyers and sellers to be carried out, there must be a certain process. The e-commerce transaction process can include the following stages according to Suyanto (2003: 46): a) Show, b) Register, c) Order, d) Payment, e) Verification, and f) Deliver.

RESEARCH METHODS

The type of research used in this research is descriptive comparative. In this study, a comparison was made regarding e-commerce consumer satisfaction with the quality of Shopee's electronic services and the quality of Tokopedia's electronic services by describing consumer satisfaction in each e-commerce. The object of this research is the people in the city of Mataram who have access to the internet. The reason the researcher took this object was because the city of Mataram is the capital of the province of West Nusa Tenggara so that this area is the center of education and the center of government administration, so that there are lots of students, university students and employees who live in the city of Mataram. These professions on average require a higher level of activity due to the existing system compared to ordinary people in general, so they have a

tendency to shop online due to the little free time they have. Apart from that, they also tend to shop at Shopee and Tokopedia.

Data collection techniques in this study were questionnaires and interviews. Meanwhile, the types of data used in this study are qualitative and quantitative data. The data sources in this study are primary data derived from interviews or the results of filling out questionnaires and secondary data obtained from certain institutions or other people regarding previous research which is used as a reference and data regarding the companies studied in this study taken from other parties.

RESULTS AND DISCUSSION

Description of Respondents' Characteristics

The object of this research is the people in the city of Mataram who have access to the internet. The population in this study were Shopee and Tokopedia e-commerce consumers in Mataram City. Administratively, Mataram City is divided into six districts, namely Ampenan, Cakranegara, Mataram, Sandubaya, Selaparang, and Sekarbela Districts. The number of respondents in this study were 43 people. The description of the respondents in this study is presented as follows.

a) Gender

Table 1. Characteristics of Respondents by Gender

Gender	Frequency (Person)	Percentage
Man	12	28%
Woman	31	71%
Total	43	100%

Source: Primary data processed (2021)

Based on the table above, it can be seen that female consumers dominate the respondents with a total of 30 people, namely 0.71%. Meanwhile, there were 12 male consumers or 0.28% of all respondents. Based on the results of interviews with several female respondents, online shopping is triggered by the variety of goods sold online and with various models, especially in terms of fashion. In addition, the items sold online are

very up-to-date and complete compared to offline stores. Young women who dominate the respondents have the perception that being different with a look (look) that is different from others increases self-confidence, so they need fashion with various models.

They are also more free to choose the items they want and give more time to consider which one they will choose just by looking, reading item descriptions, asking for item details, and reviews from other buyers on the available sites. Often shopping offline makes consumers unable to choose goods for a long time even though they can have direct contact with these items. On the grounds that store owners or store employees are always watching, it is considered disturbing and makes consumers uncomfortable. Often shopping offline makes consumers unable to choose goods for a long time even though they can have direct contact with these items. On the grounds that store owners or store employees are always watching, it is considered disturbing and makes consumers uncomfortable. Often shopping offline makes consumers unable to choose goods for a long time even though they can have direct contact with these items. On the grounds that store owners or store employees are always watching, it is considered disturbing and makes consumers uncomfortable.

Then based on the results of interviews with male respondents. The act of shopping online is because often the items you are looking for are not available in offline stores but are easy to find in online shops on e-commerce. The necessities that are most often searched for online are electronic goods in the form of smartphones, vehicle needs, and others which are sometimes difficult to find offline. The specifications of the goods obtained also tend to be the same and there is also a guarantee for electronic goods. One of the differences between male and female consumers lies in the purpose of online shopping as described above and the duration for shopping. Male consumers tend not to spend too much time shopping and only look for products that are generally the same without any special different models.

b) Age

Table 2. Characteristics of Respondents by Age

Age	Frequency (Person)	Percentage
-24	34	79%
-34	8	19%
-44	1	2%
Total	43	100%

Source: Primary data processed (2021)

From the table above it can be seen that most of the respondents came from ages in the range of 15-24 years as many as 34 people or 79%. Then there were 8 respondents with an age range of 25-34 years, and only 1 respondent with an age range of 35-44 years. The age range of 15-24 years is the average age for college students. So that most of the respondents in this study were students and the rest came from other professions.

In addition, the Snapcart research institute in January 2018 quoted from Kompas revealed that the millennial generation (25-34 years) and generation Z (15-24 years) are the most spenders in the e-commerce sector, namely as much as 80%. The characteristics of the two generations are attached to technology which is then used by e-commerce companies for promotion. The millennial generation and Z generation dominate online consumers because the millennial generation is the generation that sees the internet as a great invention and changes everything, while the Z generation is the generation that was born when the internet and social media have become everyday (lifestyle.kompas.com).

c) Work

Table 3. Characteristics of Respondents by Occupation

Work	Frequency (Person)	Percentage
Student	32	74%
civil servant	1	2%
Teacher	1	2%

Self-employed	3	7%
Private employees	3	7%
Honorary	1	2%
Chef	1	2%
Housewife	1	2%
Total	43	100%

Source: Primary data processed (2021)

From the table above, it can be seen that most of the respondents work as students with a total of 32 people and the rest come from other professions. Based on the results of interviews with several respondents, by shopping online, consumers can more easily compare the prices of the same goods from various sellers and compare the reviews as well. This is useful for finding cheap goods with good quality. As we know that students focus more on studying so that many of them are not working and have their own income. So, you have to set aside money from your parents. This reason makes students look for good prices according to the goods they want. Various promotions and discounts can be easily monitored every day. Then,

Frequency of shopping at Shopee and Tokopedia

Table 4. Frequency of respondents shopping at Shopee and Tokopedia

Shopping Frequency	Frequency of Shopping at Shopee		Frequency of Shopping on Tokopedia	
	Shopping at Shopee (Person)	Shopee percentage	Shopping on Tokopedia (Person)	Tokopedia percentage
< 1 time	3	7%	23	53%
> 1 time	40	93%	20	47%
Total	43	100%	43	100%

Source: Primary data processed in 2021

The data in the table above shows that respondents tend to shop at Shopee more than once with the percentage of respondents who shop more than once as much as 93% of all respondents. The results of interviews with several respondents, the postage subsidy program is Rp. 20,000, - with a certain nominal shopping amount (Rp. 90,000 - Rp. 120,000 and above) at one seller at Shopee, making Shopee often the top choice for shopping. The postage subsidy applies only once a day for one check out at one seller. Discounts on shipping costs certainly provide benefits to consumers because the cost of obtaining goods is reduced than it should have been. This is suitable for those who have not worked or who are already working to save costs.

In contrast to the frequency with which consumers shop at Shopee, as many as 53% of respondents shop at Tokopedia with a frequency of one time, and fewer respondents shop more than once, namely as many as 47%.

Respondents who are consumers of both (Shopee and Tokopedia) certainly choose and compare in advance which one provides more benefits between the two before making a purchase. Both in terms of the price offered by the seller between the two as well as the shipping costs and discounts they will get. Most of the respondents were first attracted to the daily Shopee shipping subsidy described above. While on Tokopedia what is seen is its reputation and speed of access. So, most are more interested in re-shopping or shopping more than once at Shopee where subsidized shipping costs make the cost of goods cheaper.

Comparison of Consumer Satisfaction on E-service Quality Shopee and Tokopedia

Table 5. Comparison of IKK Shopee and Tokopedia

Dimensions of E-Service Quality	IKK Shopee	Satisfaction Category	IKK Tokopedia	Satisfaction Category
Efficiency	81.02%	Very satisfied	79.72%	Satisfied
Reliability	68.37%	Satisfied	71.94%	Satisfied
Flexibility	75.70%	Satisfied	75.81%	Satisfied

Guarantee or Trust	73.49%	Satisfied	73.49%	Satisfied
Security or privacy	81.86%	Very satisfied	79.07%	Satisfied
Price knowledge	81.55%	Very satisfied	77.21%	Satisfied
Site design	72.25%	Satisfied	73.02%	Satisfied
responsiveness	71.01%	Satisfied	72.71%	Satisfied
Compensation	70.23%	Satisfied	72.71%	Satisfied
Average KPI Value Per Dimension	75.05%	Satisfied	74.33%	Satisfied

Source: Primary data processed (2021)

From the table above, it can be seen that the average consumer is satisfied with the quality of service at Shopee and Tokopedia. However, Shopee's IKK value is greater than Tokopedia's IKK value, although it does not show a large enough difference. The average Shopee IKK score is 75.05% and the average Tokopedia IKK score is 74.33%.

On the efficiency dimension, which relates to the ease/ability of customers to access the Shopee and Tokopedia sites, it shows different levels of satisfaction. At Shopee, consumers are "very satisfied" with an IKK score of 81.02%. Meanwhile, at Tokopedia, consumers were "satisfied" with a CCI value of 79.72%. The average respondent chooses to shop at e-commerce for reasons of ease of access and transactions. The service features in the Shopee and Tokopedia applications are almost the same because both are forms of customer to customer (C2C).

Some respondents thought that Tokopedia's access speed was better than Shopee, but they were more familiar with Shopee because they shopped at Shopee more often. This is evidenced by the greater frequency of shopping at Shopee compared to Tokopedia as shown in table 4.12. They often shop at Shopee because of the shipping fee subsidy that they can get every day for a certain shopping amount. Meanwhile, subsidies or free shipping at Tokopedia are only available during promotions, for example, national online

shopping days, holidays, and others, which are generally in the form of coupons. Apart from that, there are also cashback and other discounts that are also offered by Shopee and Tokopedia.

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Differences in satisfaction also exist in the dimensions of security or privacy, namely those relating to consumer confidence that Shopee and Tokopedia are safe from threatening interference and that there is protection for consumers' personal information. Regarding security from Shopee and Tokopedia, consumers are "very satisfied" with security at Shopee with an IKK score of 81.86%, and consumers feel "satisfied" with Tokopedia with an IKK score of 79.07%. Services for consumer privacy are also almost the same and even tend to be the same between the two. Consumers' personal information about what they are looking for, what they buy and which stores they visit are protected by the system at Shopee and Tokopedia.

In addition to the dimensions of efficiency and security, differences in customer satisfaction are also found in the dimensions of price knowledge. Price knowledge relates to price transparency at the time of the transaction or the level of consumer knowledge of the prevailing prices. The IKK value on Shopee is 81.55%, which means consumers feel "very satisfied", while the IKK value on Tokopedia is only 77.21%, which means consumers feel "satisfied". The difference between online and offline stores also lies in price clarity. In e-commerce, the prices of goods and their shipping costs are very easy to find because they are automatically printed on the items displayed in the window. Whereas in offline stores, sometimes the price of goods is listed but also cannot be listed so that it is easier for consumers to check prices when shopping online.

Looking at the different levels of customer satisfaction at Shopee and Tokopedia on the dimensions above, we can see that Shopee gets higher satisfaction than Tokopedia on the dimensions of efficiency, security and price knowledge. In addition to the dimensions above, higher consumer satisfaction at Shopee and Tokopedia is also seen in the compensation dimension. Even though consumers both feel "satisfied", the IKK values are different. Where Shopee gets an IKK of 70.23%, while Tokopedia only gets an IKK of 68.99%.

After describing the comparison of consumer satisfaction with e-service quality between Shopee and Tokopedia above, the results of the following paired sample ttest will be shown to determine the significance of the different levels of customer satisfaction between Shopee and Tokopedia. Look at table 4.18 below.

Table 6. Paired Sample T-test results for Shopee and Tokopedia IKK values

	N	Means	t-count	t-table	df	Sig. (2-tailed)
IKK Shopee	9	0.750533	0.496	2,364	8	0.633
IKK Tokopedia	9	0.746622				

Source: Primary data processed (2021)

From the table above, it is produced that the probability (p)/sig, > 0.05 or $t_{count} < t_{table}$, namely $0.633 > 0.05$ or $0.496 < 2.364$. These results indicate that there is no significant difference between consumer satisfaction at Shopee and Tokopedia, Mataram City.

Based on the information from the respondents, they considered that the electronic service facilities offered by Shopee and Tokopedia tended to be the same. The features on the platform also tend to be the same because both carry a business in the form of a marketplace where the service is in the form of C2C (customer to customer). Each of the two e-commerce has its own advantages in different aspects that actually make it complementary. So, the satisfaction they feel with the quality of Shopee and Tokopedia's electronic services is also not much different. This is also shown by the results of measuring respondents' satisfaction using the consumer satisfaction index (IKK) in the

previous discussion, where the average IKK value of Shopee and Tokopedia does not show a large difference.

CONCLUSION

Conclusion

Based on the results and discussion of the research, the following conclusions can be drawn: 1) The Shopee IKK score indicates that in general consumers are "satisfied" with the quality of Shopee's electronic services. Likewise, the value of Tokopedia's IKK shows that in general consumers feel "satisfied" with the quality of service at Tokopedia. 2) If seen from the average, Shopee's IKK score is higher than Tokopedia's with a score of 75.05% and Tokopedia's 74.33%. However, both of them get the category of "satisfied". 3) The results of the paired sample t-test (two-sample paired t-test) show that there is no significant difference between consumer satisfaction at Shopee and Tokopedia in Mataram City.

Suggestion

Based on the results of the research and conclusions above, there are several suggestions that can be used as material for consideration, including:

1. At Shopee, it is hoped that there will be an improvement in the system for returning goods and the availability of several ways to return goods to suit consumer conditions and they are more flexible in choosing how to return goods. This item is the 12th item which is an indicator of the dimension of flexibility with the lowest percentage among all items. In addition, it is hoped that there will be a provision or system that ensures that the availability of goods from sellers is always monitored because even though it is in the "quite satisfied" category, the percentage (item 6th dimension of reliability) is the second lowest among the other items. Both the 12th item and the 6th item both get the satisfaction category "quite satisfied" so that it is hoped that there will be improvements in the service so that consumer satisfaction increases.
2. The satisfaction felt by consumers towards Shopee and Tokopedia tends to be the same. So it can be said that the two companies provide almost the same satisfaction. Therefore, both Shopee and Tokopedia or other companies need to have a competitive advantage in order to excel in competition, especially since

there are many similarities in the services offered and the number of similar companies in the e-commerce industry. Companies that provide the highest satisfaction to consumers have the opportunity to excel in competition.

3. This research is only descriptive in nature, so future researchers are expected to conduct research that is associative in nature or to analyze more about the factors that influence consumer satisfaction with e-service quality (electronic service quality) Shopee and Tokopedia or other e-commerce.

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