

E-Commerce Consumer Satisfaction Analysis: A Study on the Shopee Platform

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Abstract

In this modern era, people have a desire for something very diverse, and to fulfill this desire Shopee is here to answer existing problems. Basically, customer satisfaction is a sign of the company's success, so it is important and cannot be underestimated. This research was made with the aim of testing the effect of Price, Discount, and Service Quality on E-commerce Consumer Satisfaction on the Shopee Application. The sample method used in this study was obtained by means of a questionnaire, and got 31 respondents from the questionnaire that had been distributed. The analytical method used was multiple linear regression and processed using SPSS. The results showed that only the price and quality of service were positive for shopee application consumer satisfaction.

Keywords

E-Commerce; consumer satisfaction; shopee

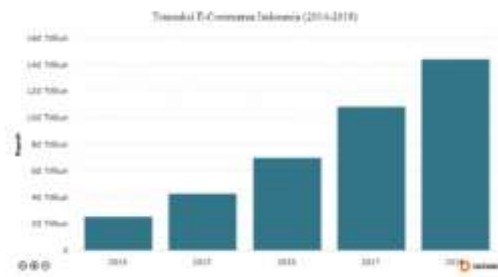


I. Introduction

Tight competition in online business cannot be separated from the increasing number of online start-up companies based on applications to sell goods both locally, nationally and internationally with various scales and segments. This competition causes businessmen in this field to always be the leading application and the customer's first choice. Every company that uses an online system is required to create the best competitive strategy because competition is the key to the success or failure of the company.

Shopee was founded with the aim of making it easier for sellers and buyers to meet in one marketplace platform also aims to make it easier for consumers to meet their needs, with the hope that in the future their business will experience rapid development and progress, and obtain maximum profits, while the target market of shopee is internet users.

Consumer Satisfaction According to Philip Kotler and Kevin L Keller (2016, 153) states that: Satisfaction is a person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations. Where a person's feelings of pleasure or disappointment arise because of comparing the perceived performance of the product (or outcome) against their expectations. If performance fails to meet expectations, customers will be dissatisfied. If performance matches expectations, customers will be satisfied. If performance exceeds expectations, the customer will be very satisfied or happy. Customer rating.

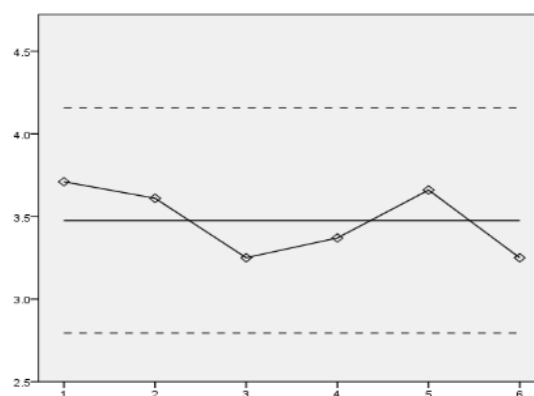


Source: databoks.katadata.co.id

Figure 1. Indonesian E-Commerce Transactions (2014-2018)

Every year, e-commerce transactions in Indonesia continue to increase. According to Katadata's research results, Indonesia's e-commerce transactions have increased by 500% in the last 5 years. The magnitude of the increase is certainly tempting for business activists to start really pursuing their business online.

In consumer satisfaction, problems often occur when expectations do not match reality, where at the time the calculation value is greater than the results obtained by business actors. By applying this example in e-commerce.



Source: google

Figure 2. Decreased customer satisfaction

In the graph above is presented data that decreases customer satisfaction, this can happen due to various things, both external and internal factors of the company because in practice it will not be entirely in accordance with the theory created or obtained.

The many factors that influence consumer satisfaction make research on consumer satisfaction very much done, both nationally and internationally. So in this study the researchers took several influences for this study which at least could greatly affect consumer satisfaction, including:

Prices according to Philip Kotler and Armstrong(2014, 76)Price is the amount of money customers must pay to obtain the product. Ford calculates suggested retail prices that its dealers might charge for each Escape. The meaning is the amount of value that consumers exchange for the benefits of having or using a product or service whose value is determined by the buyer and seller through bargaining, or is set by the seller for the same price to all buyers.

Discounts according to Kotler quoted by Molan (2005:299) stated that the notion of discount is a direct reduction of the price of goods on purchase during a stated time period. Meanwhile, according to Tjiptono(2008) Discount is a discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasant for the seller (Budiyanto 2018). Discounts are basic price adjustments to reward customers for certain reactions, such as early bill payments, volume purchases, and Kotler off-season purchases.(2008)

Quality of Service Lovelock and Wirtz(2010) provides a definition of service as an economic activity that one party can offer to another. Often time-based, their performance brings about the desired result for the recipient of the object, or other asset for which the buyer is responsible. In exchange for money, time and effort, service customers expect value from access to goods, labour, professional skills, facilities, networks and systems. But they usually do not take ownership of any of the physical elements involved.

Table 1. Comparison

No	DESCRIPTION	RATIO
1	(Budiyanto 2018) The Influence of Price Perception, Price Discounts, and Service Quality on Consumer Satisfaction at Giant Supermaket Rungkut Surabaya.	Comparison in previous research lies in the object of research and the variables studied. In previous research, the object of research is Giant Supermarket Rungkut Surabaya, which is not an e-commerce while in the research made by the author the object of research is e-commerce shopee. Differences also appear in the variables studied. The difference between the variables in previous studies is the perception of price, but in the research made by the author, the variable is price.
2	(Sintya et al. 2018) The Effect of Price and Service Quality on Customer Satisfaction of Go-Jek Online Transportation Services on Students of Feb Unsrat Manado.	Comparison in previous research lies in the object of research and the variables studied. In previous research, the object of research was Go-Jek Online Transportation Service users for Feb Unsrat Manado Students, while in research made by the author the object of research was e-commerce shopee. Differences also appear in the variables studied. The difference between the variables in previous studies is the price and quality of service on customer satisfaction. but in the research made by the author the variables are customer satisfaction, price, discount, and customer satisfaction
3	(Medina 2018) Analysis of Customer Satisfaction Levels at Shopee's Online Shop (Case Study on Muhammadiyah University Students, North Sumatra).	Differences appear in the variables studied. Differences in variables in previous studies only used one variable in this study, namely Northern Customer Satisfaction. but in the research made by the author the variables are customer satisfaction, price, discount, and customer satisfaction

4	(Hariyanto 2020) The Effect of Discounts on Purchase Decisions and Online Business Customer Satisfaction.	Comparison in previous research lies in the object of research and the variables studied. In previous studies, the object of research was not specific to one object, while in the research made by the author, the object of research was e-commerce shopee. Differences also appear in the variables studied. The difference between the variables in previous research is price cuts and purchasing decisions. but in the research made by the author the variables are customer satisfaction, price, discount, and customer satisfaction
5	(Arie Sulistyawati and Seminary 2015) The Effect of Service Quality on Customer Satisfaction Indus Restaurant Ubud Gianyar.	Comparison in previous research lies in the object of research and the variables studied. In previous research, the object of research was Indus Ubud Gianyar Restaurant Customers. While in the research made by the author the object of research is e-commerce shopee. Differences also appear in the variables studied. The differences in the variables in previous studies are customer satisfaction and service quality. but in the research made by the author the variables are customer satisfaction, price, discount, and customer satisfaction
6	(Wibisono and , 2016) The Effect of Service Quality on Customer Satisfaction.	Comparison in previous research lies in the object of research and the variables studied. In previous research, the object of research was JNE Bandung customers, while in the research made by the author, the object of research was e-commerce shopee. Differences also appear in the variables studied. The difference between the variables in previous research is Service Quality and Customer Satisfaction, but in the research made by the author the variables are customer satisfaction, price, discount, and customer satisfaction.

Based on the above background, the researchers are interested in conducting a study entitled, "E-Commerce Consumer Satisfaction (Case Study: Shopee Application)"

II. Review of Literature

Marketing is the key to the success of a business, where marketing by paying attention to the desires and needs of fulfilling customers to achieve a satisfaction to have a positive impact on a company in business competition in today's era william (2021). Because of this, consumer satisfaction is a concern, in this study to meet consumer wants and needs. Complete customer satisfaction is not only giving to what we think they want, but what they really want and when and how they want it.

Marketing is a process of planning and execution, starting from the conception stage, pricing, promotion, to the distribution of goods, ideas and services, to make exchanges that satisfy the individual and his institutions (Dianto in Asmuni *et al*, 2020). According to Tjiptono in Marlizar (2020) marketing performance is a function that has the greatest contact with the external environment, even though the company only has limited control over the company's environment. In the world of marketing, consumers are assets that must be maintained and maintained their existence in order to remain consistent with the products we produce (Romdonny and Rosmadi, 2019).

For consumers, price alone is not the main value to measure customer satisfaction, but the suitability of the price with the benefits obtained by a product is what makes the price affect the customer satisfaction. Then the discount that consumers get on every purchase can make customers have satisfaction. As well as good service quality on the application will create a sense of comfort and security for customers as a result resulting in their own satisfaction. This customer satisfaction is very important for the life of a company, because without consumers, there will be no buying and selling process in it. For this reason, customer satisfaction must be the main value for the sustainability of a company.

Because these things are the researchers' attention, several hypotheses were created in this study. The hypotheses used are:

H1 = Price (X1), has a significant effect on Consumer Satisfaction (Y)

H2 = Discount (X2), has a significant effect on Consumer Satisfaction (Y)

H3 = Service quality (X3), has a significant effect on customer satisfaction (Y)

III. Research Method

The type of research used in this research is quantitative research with a descriptive approach. This study uses a descriptive approach with the aim of describing the object of research or research results. The research according to Sugiyono(2016)Descriptive method is a research method used to describe or analyze a research result but without the intention of making broader conclusions. The verification research method is a research method that aims to determine the relationship between two or more variables.

Meanwhile, according to Sugiyono, quantitative research methods(2018)can be interpreted as a research method based on the philosophy of positivism, used to research on a particular population or sample. The sampling technique is generally done randomly, data collection uses research instruments, and data analysis is quantitative/statistical with the aim of testing predetermined hypotheses.

In this study, the types of variables used consisted of independent variables and related variables. These variables are independent variables include price, discount, and service quality. Meanwhile, the related variable is customer satisfaction. Analysis of the data used is multiple linear regression analysis using the SPSS application.

IV. Research Method

In this study, the authors obtained a sample of 31 respondents. Questionnaires were distributed to consumers who have used Shopee through the Google Form application.

4.1 Respondent's Gender

From the source of the questionnaire made, the average gender listed in the shopee questionnaire is as follows:

Table 2. Research Respondents

Tabel 1			
Shopee Respondent Gender			
No	Gender	Total	Percentage
1	Male	14	45.2%
2	Female	17	54.8%
Total		31	100%
<i>Sumber: Data kuisisioner Responden aplikasi Shopee</i>			

Source: Questionnaire data for Shopee Application Respondents

In the table above, it is known that for the gender of the respondents the majority are women, as many as 17 people (54.8%). then male respondents as many as 14 people (45.2%). This shows that the female gender group is a more potential consumer in purchasing Shopee products.

4.2 Respondent Age

From the source of the questionnaire, the average age listed in the shopee questionnaire is as follows:

Table 3. Research Respondents

Tabel 2			
Usia Responden shopee			
No	Age	Total	Percentage
1	< 20 Year	5	16.1%
2	20-30 Year	24	77.4%
3	30 < Year	2	6.5%
Total		31	100%
<i>Sumber: Data kuisisioner Responden aplikasi Shopee</i>			

Source: Questionnaire data for Shopee Application Respondents

In the table above, it can be seen that for the age of the respondents the most are 20 - 30 years, namely as many as 24 people (77.4%). The next largest number of respondents were under the age of 20 years as many as 5 people (10%). And the least amount is between 30 years and over (6.5%). This shows that respondents who have the age of 20 - 30 years are potential consumers on the shopee application.

4.3 Respondent's Job

From the sources of the questionnaires made, the average jobs listed in the shopee questionnaire are as follows:

Table 4. Research Respondents

Tabel 3			
Shopee Respondent Job			
No	Age	Total	Percentage
1	Work	16	51.6%
2	Student	14	45.2%
3	Not yet working	1	3.2%
Total		31	100%

Source: Shopee application Respondent's questionnaire data

Source: Questionnaire data for Shopee Application Respondents

In the table above, it can be seen that the majority of respondents' jobs are working, as many as 16 people (51.6%). The next most respondents were students, as many as 14 people (45.2%). And the least amount is 1 person has not worked (3.25). This shows that respondents who have worked are potential consumers on the shopee application.

4.4 Respondent's Statement

From the source of the questionnaire that was made, stating that he had used the online shop application before, as stated in the shopee questionnaire, were as follows:

Table 5. Research Respondents

Tabel 4			
Respondents Users of online shop applications			
No	Gender	Total	Percentage
1	Online shop application users	31	100%
2	Never use Online shop app	0	0%
Total		31	100%

Source: Questionnaire data for Shopee application respondents

Source: Questionnaire data for Shopee Application Respondents

Based on the information in the table above, it can be concluded that all of the respondents involved in loading this questionnaire were all users of the online shop application (100%).

4.5. Validity Test

This validity test aims to measure the number of validity of a study. This valid statement can be determined with the following conditions:

The calculated r value in this study is 0.5 .

If the arithmetic value > r table then the research is valid

If the arithmetic value < r table then the research is not valid

Table 6. Validity test

Variable	Indicator	Corrected Item Total Correlation	Description
Price (x1)	P1	0.569	Valid
	P2	0.567	Valid
	P3	0.503	Valid
	P4	0.501	Valid
Discount (X2)	P5	0.460	Invalid
	P6	0.745	Valid
	P7	0.637	Valid
Service Quality (X3)	P8	0.634	Valid
	P9	0.583	Valid
	P10	0.586	Valid
	P11	0.796	Valid
	P12	0.600	Valid
Consumer Satisfaction (Y)	P13	0.236	Invalid
	P14	0.824	Valid
	P15	0.817	Valid
	P16	0.795	Valid
	P17	0.662	Valid

Source: Results of SPSS data processing

The results of the calculation of the validity test using SPSS, it can be concluded that there are 2 invalid questions, namely question P5 on the discount variable (X2), and question P13 on the consumer satisfaction variable (Y). While for the other questions it can be declared valid because the value of $r_{count} > r_{table}$.

4.6. Reliability Test

This reliability test was made to measure how much the value of Cronbach's Alpha on research. It can be determined as follows:

If Cronbach's Alpha value > 0.6 then it is declared reliable or if Cronbach's Alpha < 0.6 then this research is declared unreliable

Table 7. Reliability Test

Cronbach's Alpha	N of Items
0.896	17

Source: Results of SPSS data processing

The results of the reliability test that can be seen in the table using SPSS can be concluded that the results are reliable because the Cronbach alpha value 0.06 (larger).

4.7. Multicollinearity Test

This multicollinearity test is part of the classical assumption test that functions to determine whether or not there is a correlation value in each of the independent variables in multiple regression. To determine the correlation value in a study, it can be seen by taking into account the following things:

If the tolerance value is > 0.1 and the Variance Inflation Factor (VIF) < 10 , it can be concluded that there is no correlation in the study or there is no multicollinearity.

Table 8. Multicollinearity Test

Model	Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Collinearity Statistics Tolerance	VIF
(Constant)	1.106	2,820		0.392	0.698		
PRICE	0.536	0.197	0.374	2,724	0.011	0.717	1.396
DISCOUNT	0.145	0.223	0.098	0.650	0.521	0.598	1,671
SERVICE QUALITY	0.433	0.135	0.478	3,210	0.003	0.609	1,643

Source: Results of SPSS data processing

From the table above, it can be concluded that the multiple regression model does not have multicollinearity or perfect correlation between the independent variables, because the tolerance value is > 0.1 (each variable) and the VIF value is < 10 (each variable).

4.8. Normality Test

This normality test is one part of the classical assumption test. This normality test is made to determine whether the research is normally distributed or not. With the following conditions:

If the value of sig. > 0.05 of the probability value can be declared normally distributed

If the value of sig. < 0.05 of the probability value can be declared not normally distributed

Table 9. Normality test

			Unstandardized Residual
N			31
Normal Parameters, b	mean		0.0000000
	Std. Deviation		1.94971659
Most Extreme Differences	Absolute		0.126
	Positive		0.126
	negative		-0.094
Test Statistics			0.126
asympt. Sig. (2-tailed)			.200c,d

a. Test distribution is Normal.

b. Calculated from data.

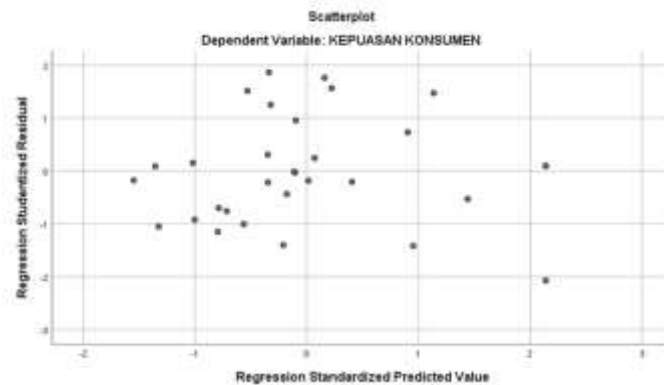
Source: Results of SPSS data processing

Judging from the table above, it can be concluded that it shows product quality, price, location and purchasing decisions with Asymp Sig. $0.200 > 0.05$ which means that the variable is normally distributed.

4.9. Heteroscedasticity Test

Heteroscedasticity test is one of the classical assumption tests. This heteroscedasticity test aims to test whether the research made has an inequality of variance from the residuals of one observation to another observation. It can be seen that good research does not occur heteroscedasticity in this study.

Table 10. Heteroscedasticity Test



Source: Results of SPSS data processing

In the table shown above, it can be stated that the dots are spread out and irregular, so it can be concluded that the regression model is homoscedastic or there is no heteroscedasticity in this study.

4.10. Multiple Linear Regression Analysis Test (T Test)

Multiple regression can be defined as the effect between more than two variables, consisting of two or more independent variables and one dependent variable and also used to build equations and use these equations to make predictions. Ahmaddien and Syarkani(2019).

Table 11. Multiple Linear Regression Analysis Test

Model		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.
1	(Constant)	1.106	2,820		0.392	0.698
	PRICE	0.536	0.197	0.374	2,724	0.011
	DISCOUNT	0.145	0.223	0.098	0.650	0.521
	SERVICE QUALITY	0.433	0.135	0.478	3,210	0.003

Source: Results of SPSS data processing

The Regression Equation becomes $Y = (1,106)a + 0,536 X_1 + 0,145 X_2 + 0,433 X_3$
From the multiple linear equation above, it can be seen that:

1. The value of the regression coefficient of the price variable is 0.536, which is positive and has the greatest meaning if the perception of price is getting better, customer satisfaction will increase.
2. The value of the regression coefficient of the discount variable of 0.145 is positive, meaning that if the perception of service quality is getting better, customer satisfaction will increase. But compared to the price and quality of service, the effect is the least.
3. The regression coefficient value of the Service Quality variable of 0.536 is positive and it means that if the perception of price is getting better, then customer satisfaction will increase.

This t-test is used to determine whether the hypothesis made is correct, this t-test is used to show how far the contribution of the explanatory variable will explain the related variable.

1. The results of the t test of Price on Consumer Satisfaction obtained a value (sig. 0.0011 < 0.05) stated that the significance value is smaller than the probability value and t arithmetic against t table (2.724 > 1.98) can be stated that the price individually or partially, significantly affect customer satisfaction.
2. The results of the t-test of Discounts on Consumer Satisfaction obtained a value (sig. 0.521 < 0.05) stated that the significance value is greater than the probability value and t count against t table (0.650 < 1.98) can be stated that the discount individually or partially, significantly has no effect on customer satisfaction.
3. The results of the t-test of Service Quality on Consumer Satisfaction obtained a value (sig. 0.003 < 0.05) stated that the significance value is smaller than the probability value and t count against t table (3.210 > 1.98) can be stated that the service quality individually or partially, significantly affect customer satisfaction.

4.11. Simultaneous Hypothesis Testing (F Test)

This f test aims to determine the simultaneous effect of independent variables on related variables in the research that has been made by the researcher.

Table 12. Simultaneous Hypothesis Testing

Sum of Squares	df	Mean Square	F	Sig.
198,732	3	66,244	15,684	.000b
114,042	27	4,224		
312,774	30			

Source: Results of SPSS data processing

It can be seen from the table above that the value (sig. 0.00 < 0.005) and the value of f table to f count (3,516 < 15,684). It can be stated in this study that there is a simultaneous influence between the variables Price, Discount, Quality of service on the consumer satisfaction variable, meaning that the independent variable can significantly be explained by the independent variable.

4.12. Coefficient of Determination (Adjusted R)

This coefficient of determination aims to measure the percentage of the influence of all independent variables in the linear regression model on the dependent variable.

Table 13. Coefficient of Determination Test

R	R Square	Adjusted R Square	Std. Error of the Estimate
.797a	0.635	0.595	2.055

Source: Results of SPSS data processing

Based on the table listed above, it can be stated that the value of r is 0.635. the effect of price, discount, quality of service of 63.5% and the remaining 36.5% can be explained by other factors not examined. As a result, there can be a decrease in customer satisfaction caused by price, service delivery and quality.

Based on the data analysis made. The following results can be obtained:

1. Correlation Coefficient (R)
2. Coefficient of Determination (R Square)
3. R value which explains the independent value of the dependent variable

From the data obtained, the value of the correlation coefficient r is 0.797 or (79.7%). This means that the relationship between the variable x to the variable y in the strong category. R square states the size of the y variable caused by the x variable obtained from the R square value of 0.635 or (63.5%).

The coefficient of determination is used to determine how much influence the variable x has on the variable y . The value of R Square is 63.5%, which means that consumer satisfaction in the Shopee application is influenced by prices, discounts, and service quality. And the remaining 36.5% % can be explained by other factors not studied.

The results of multiple linear regression are:

$$Y = (1.106)a + 0.536 X_1 + 0.145 X_2 + 0.433 X_3$$

Y = Customer satisfaction (related variable)

X_1 = Price

X_2 = Discount

X_3 = Service Quality

a = Constant

b = Regression Coefficient

4.13. Discussion

a. Effect of Price, Discount, and Service Quality simultaneously on consumer satisfaction

Based on the test results using the f test, it is known that the value of the independent variables Price, Discount, and Service Quality have a simultaneous influence on the dependent variable, namely customer satisfaction,

It is proven by the value (sig. $0.00 < 0.005$) and the value of f table to f count ($3,516 < 15,684$). It can be concluded that the multiple linear regression model is feasible to use for the research model made by the researcher

Based on the hypothesis test, it can be concluded that the value of the multiple correlation coefficient R is 79.7% from the data obtained shows that the value of the independent variables namely Price, Discount, Quality of service has a considerable influence on customer satisfaction in the Shopee application.

Based on the hypothesis test, it can also be concluded that the value of the coefficient of multiple determination R Square is 63.5%. It can be interpreted that consumer satisfaction in the shopee application is influenced by prices, discounts, and service quality. And the remaining 36.5% % can be explained by other factors not studied.

b. Partial Effect of Price on Customer Satisfaction

The results of the t test of Price on Consumer Satisfaction obtained a value (sig. $0.0011 < 0.05$) stated that the significance value is smaller than the probability value and t count against t table ($2.724 > 1.98$) it can be concluded that the price individually or partially significantly influences to customer satisfaction. This means that every increase and decrease in customer satisfaction is influenced by an increase or decrease in price.

by Philip Kotler and Armstrong(2014, 76) states that the 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 bargaining, or is set by the seller for the same price to all buyers.

c. The Effect of Partial Discount on Customer Satisfaction

The results of the t -test of Discounts on Consumer Satisfaction obtained a value (sig. $0.521 > 0.05$) stated that the significance value is greater than the probability value and t

count against t table ($0.650 < 1.98$) it can be concluded that individual or partial discounts are not significantly affect customer satisfaction. It can be interpreted that every increase and decrease in customer satisfaction is not influenced by discounts.

Discounts according to Kotler quoted by Molan (2005:299) stated that the notion of discount is a direct reduction of the price of goods on purchase during a stated time period. Meanwhile, according to Tjiptono(2008) Discount is a discount given by the seller to the buyer as a reward for certain activities from the buyer that are pleasing to the seller.

d. Partial Influence of Service Quality on Customer Satisfaction

The results of the t-test of Service Quality on Consumer Satisfaction obtained a value (sig. $0.003 < 0.05$) stated that the significance value is smaller than the probability value and t count against t table ($3.210 > 1.98$) it can be concluded that the price individually or partially significantly affect customer satisfaction. It can be concluded that every increase and decrease in customer satisfaction is influenced by the quality of service by shopee.

Quality of Service Lovelock and Wirtz(2010) provides a definition of service as an economic activity that one party can offer to another. Often time-based, their performance brings about the desired result for the recipient of the object, or other asset for which the buyer is responsible. In exchange for money, time and effort, service customers expect value from access to goods, labour, professional skills, facilities, networks and systems. But they usually do not take ownership of any of the physical elements involved.

V. Conclusion

From the results of the existing analysis and discussion, several conclusions can be drawn from this research. Among them:

1. Prices simultaneously affect customer satisfaction. With a significance value of 0.0011, it is smaller than 0.05.
2. Discounts simultaneously have no effect on customer satisfaction. With a significance value of 0.521, it is greater than 0.05.
3. Service quality simultaneously has a significant effect on customer satisfaction. With a significance value of 0.003 less than 0.05

Suggestion

Suggestions that can be given by researchers:

1. In order to become the number one e-commerce in Indonesia, shopee must be able to provide prices that are in accordance with the quality obtained.
2. To be able to excel in the market competition, the Shopee application must be easily accessible and used by all circles.
3. Because too often using discounts in the application makes it a relatively common thing for consumers. So it's better to use it on certain occasions

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