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An Analysis Of The Influence Of Marketplace And E-Wom Features On Shopee Online Buyers' Satisfaction Among Dehasen University Students In Bengkulu City

Adam Ardiansyah [1], Karona Cahya Susena [2], Yudi Irawan Abi
[1) Universitas Dehasen, Bengkulu
Email: [1) adamardiasah469@gmail.com ,[2) Karona.cs@unived.ac.id ,[3 yudiirawanabi@unived.ac.id

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ABSTRACT

This research aims to analyze the influence of marketplace features on the satisfaction of Shopee online buyers, the students at Dehasen University, Bengkulu City. The type of this research is quantitative. The data analysis method used is multiple linear regression and the sample data collection method uses convenience sampling with 100 samples. The results of the marketplace feature have a significantly negative effect on Shopee Online Buyers Satisfaction among the Students at Dehasen University, Bengkulu City. This is proven by the results of the t test showing that the t value shows -3.850 and a significant value of 0.00 < 0.05 means Ha is accepted and H0 is rejected. E-wom has a significant effect on Shopee Online Buyers Satisfaction of Dehasen University Students, Bengkulu City. This is proven by the results of the t test showing that the t value is greater than t table (8.680 > 1.984) with a significant value of 0.000 < 0.05, meaning that H0 is rejected and Ha is accepted. The Marketplace (X1), E-wom (X2) features, together have a significant effect on Shopee Online Buyers (Y) Satisfaction of Dehasen University Students, Bengkulu City, this is proven by the F test showing the value of Fcount > Ftable (38.281 > 3, 09) with a significant value of 0.000. Based on the results of the multiple linear regression test, there is a coefficient of determination (R2) of 0.441 or 44.1%. This explains that the large variation in the dependent (Satisfaction) and independent variables (Marketplace and E-WOM Features) is (100%-44.1% and the result is 55.9%) online buyers' satisfaction is influenced by other variables not analyzed in this research.

INTRODUCTION

According to Mujiyana and Elisa (2013: 143-152) Online buying and selling shopping media is a process where consumers directly buy goods interactively and in real time, at this time there are many marketplaces available with unique and interesting features to facilitate and attract many users. Because of the many interesting features of this marketplace, online sellers on the shopee marketplace patfrom should be more creative and innovative in order to compete to

maintain their online stores, and at this time buyers are more careful and smarter in sorting and choosing goods or stores that they want to visit to make purchases.

According to Karen et, al (2013: 2426-2441) states that features are attributes of a product in order to meet the level of satisfaction of consumer needs and desires, through products, use and utilization of products. It can be said that the more complete and easier to access a feature owned by a product, the greater the opportunity for consumers to decide to make a purchase through that product. And vice versa, if a feature on the product is incomplete and difficult to access, there will be fewer enthusiasts for the product.

According to Cahya (2021: 503-510) Market is a place that is a means of selling and marketing a product or service with internet-based online media while Place is a place. According to Marco and Ningrum (2017: 49) marketplace is an information system between buyers and sellers communicating information electronically. So it can be concluded that the Marketplace Feature is a differentiator between the company and its competitors which is made as attractive as possible in order to attract many customers or users of a marketplace and an attribute in a marketplace Platfrom to be used by online buyers to make purchases with a variety of interesting choices in it, in this study the marketplace feature in question is shopee.

E-wom or better known as electronic word-of-mouth is a communication medium used to exchange information about a product or service communicated by consumers according to what they experience even though they do not know each other or meet beforehand. Kotler and Keller (2016: 148) in considering buyer decisions, initially consumers will dig up information about the product to be purchased through the reviews they read, call online friends or even see directly the online store of interest to finally make a purchase decision. And then buyers or what are often called online buyers on shopee will give an assessment of their satisfaction in the platform's comments column which will become the next buyer's review and consideration.

Online buyers' satisfaction or consumer satisfaction in a shopee marketplace is one of the priorities of sellers, because the satisfaction of online buyers on shopee will affect the assessment rating and comments on the company or product. Online buyers are someone who buys their needs through the website of a marketplace platform that they make users feel satisfied.

According to Kotler and Keller (2016: 33) consumer satisfaction can be defined as the emotions expressed by them such as pleasure and disappointment after the results of a performance and product that they think about the results they feel. And according to Jayanti, Utomo and Murwani (2013: 60-94) satisfaction and dissatisfaction are part of the customer experience they feel with a product offered. Shopee is a commercial electronic site based in Indonesia's neighboring country, Singapore, which is owned by sea limited or formerly Garena, which was originally founded in 2009 by Forrest Li, Shopee was first released on February 5, 2015 in Singapore and then continued to expand to neighboring countries in Southeast Asia including Indonesia. Shopee entered Indonesia on December 1, 2015, Chris Feng, who is also the founder of shopee, has apparently targeted Indonesia because of the large population of Indonesians and has great potential for the progress of shopee itself, and sure enough reported by Kompas.com on research firm Momentum Works released a report entitled "Ecommerce In Southeast Asia 2023" recently, revealing that shopee is the largest marketplace currently in Indonesia in 2022. According to the E-commerce In Southeast Asia 2023 data, Indonesia has a GMV with a total of 51.9 billion US dollars or if in Rupiahkan amounted to 773.7 Trillion in that year. From the total data above, Shopee contributed 36% and became the most popular marketplace in Indonesia.

This is very reasonable because it has been quoted in the journal in the work of Phyta Rahima and Irwan Cahyadi entitled "The Effect of Shope Payleter on Consumer Consumptive Behavior of Mataram University" that the shopee parent company, sea group released a financial report on Tuesday (17/5/2022). In the financial report, this marketplace-based e-commerce application recorded an acceleration of US $ 1.5 billion in the first quarter of 2022, this revenue

increased 64% from the previous year in the first period. Nowadays things like online shopping are common because with the development of technology and the creation of new innovations, one of which is the shopee marketplace, it is only natural that nowadays people choose to shop online. Apart from cheaper prices, shopping can be done anytime without wasting time and energy. Based on the phenomena that occur, researchers want to analyze the influence of current developments on the satisfaction of online buyers shopping in the shopee marketplace by looking at reviews of previous buyer experiences, therefore researchers are interested in conducting research with the title "Analysis of the influence of Marketplace Features and E-Wom on the Satisfaction of Online Buyers Shopee Students of Dehasen University, Bengkulu City".

LITERATURE REVIEW

Features are elements of a product that are considered important by consumers, basically the marketplace feature on shopee provides products or services to the public to get attention, be sought after and purchased to meet human needs, by using the shopee application people can buy and sell in the shopee marketplace. According to Tjiptono (2016: 103) features can influence the consumer decision process to buy a product, because a product is very closely attached to a product and is often used by consumers to be a consideration for buying or not the goods offered. Careful consideration is very important because it will affect whether or not they are satisfied with the goods or services they want.

Features On Shopee

The following features are attractively packaged to support users to get services or products by feeling satisfaction in the shopee marketplace according to exrush.com
1. Free shipping
   This feature is one of the mainstay features of the shopee marketplace, with the presence of this free shipping feature it is very easy and attracts many people to use shopee as a destination for online buyers today.
2. Cashback and vouchers
   This feature provides a discount when making a purchase. There are two types of cashback in this feature, namely in the form of shopeepay and shopee coins.
3. Shopee coins and shopeepay
   Related to the previous feature, shopee has shopee pay and shopee coins. Shopee pay is electronic money owned by shopee to make transactions while shopee coin is a reward when getting cashback vouchers when playing shopee games.
4. C.O.D (Cash on Demand) Service
   This feature was created by shopee where someone will pay when the goods arrive, this feature definitely makes online buyers feel safe from fraud, shopee held this feature in collaboration with JNT to run the service.
5. Shopee Game
   This unique feature created by shopee is by inviting users to play games which will later get a discount from shopee.
6. Review and Increase Sales
   Users can read reviews and see ratings from sales to be considered before making apurchase.
7. Returns or Return Goods
   Users can return items when the package does not arrive, the product is incomplete or empty, the item does not match the expectations and the buyer submits a product return.

Marketplace Feature Indicators

Marketplace indicators according to Dewi and jatra (2016: 90) there are 4 indicators on a product feature (Marketplace), among others:

1. Feature completeness

   Completeness in a marketplace feature is generally very useful for retailers and buyers in selling or searching for products, in order to remain relevant and attract users, of course, a marketplace will continue to innovate by creating new and interesting features.

2. Feature needs

   A marketplace will continue to try to meet the needs of its customers, the needs and preferences of each customer must be different therefore a marketplace will continue to innovate for the satisfaction of its users.

3. Feature interest

   Interest in a product feature or marketplace application is very preferential between individuals, so in product development or marketplace applications it is very important to understand the target user according to the needs of what is expected. Such as security, customer satisfaction, and ease of use.

4. Ease of Use

   Ease of use refers to the extent to which a feature created can be used easily by customers. And this feature is designed to be as easy and safe as possible for customers to have a positive experience.

Electronic Word Of Mouth (E-Wom)

Social media is currently the most popular means of selling, because it is effective and has a very wide reach. Even for when marketing-based companies have managed social media professionally and not a few of them pay artists or influencers to promote their products. According to Henning-Theurau et al, quoted from Widyanto et al. (2017: 94-101) electronic word of mouth (e-WOM) is the communication of an assessment in a marketing which contains positive or negative statements made by a potential customer whether it is a current or former customer on a product or company.

Electronic Word Of Mouth (E-Wom) Indicators

According to Abubakar (2017: 220-227) there are four indicators in e-WOM, namely:

1. Consumer reviews are negative or positive statements expressed by other consumers.
2. Online recommendation is a statement from other consumers to recommend using a product or service.
3. Positive information from online reviews is information written on the social media company page of the product or service provider.
4. Confidence in online reviews is a review in the form of a convincing statement about the
5. review that was stated.

Shopee Online Buyers Satisfaction

Online Buyers or can be interpreted as buyers by online, at this time people prefer shopping via online, in addition to the many choices people can choose goods with good quality with many price variants offered. Customer satisfaction according to Tjitono and Chandra (2016: 204) consumer satisfaction is a consumer response to the evaluation or perception between initial perceptions and the results they get after getting the product or service. Customer satisfaction is several factors that create a customer loyalty that will help contribute to developing marketing by building relationships with product providers in the long term, or we can interpret it as a subscription to the online store.

The Indicators Of Satisfaction

according to Tjiptono in Indrasari (2019: 92), namely:

1. Expectation match

A level between the quality of the product desired by consumers and what consumers feel.It can be stated that new consumer satisfaction can be assessed after they get the product they want.

2. Interest in visiting again
   Represents the willingness of consumers to return to visit or make purchases of related products. Because when customers are satisfied with the quality of a product or company they will definitely make another purchase to meet their needs.

3. Willingness to recommend
   Is a picture of customer satisfaction with the product that has been felt, usually this willingness to recommend occurs because customers are satisfied with the quality of a product or service as expected.

METHODS

This study was conducted to analyze the effect of marketplace features on the satisfaction of online buyers Shopee, Dehasen University students, Bengkulu City. The type of research used is quantitative. The data analysis method used is multiple linear regression and the sample data collection method uses convennience sampling with 100 samples.
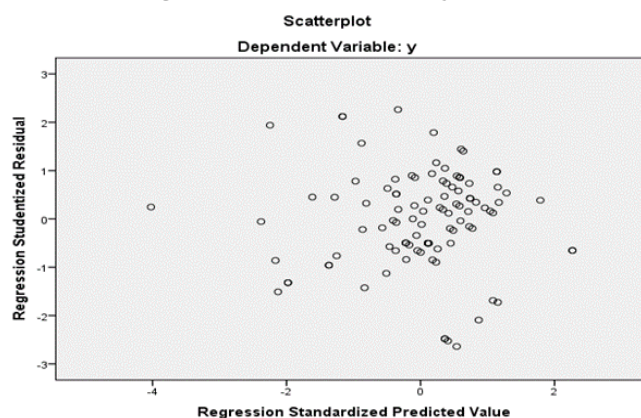
Figure 1 Normality Test
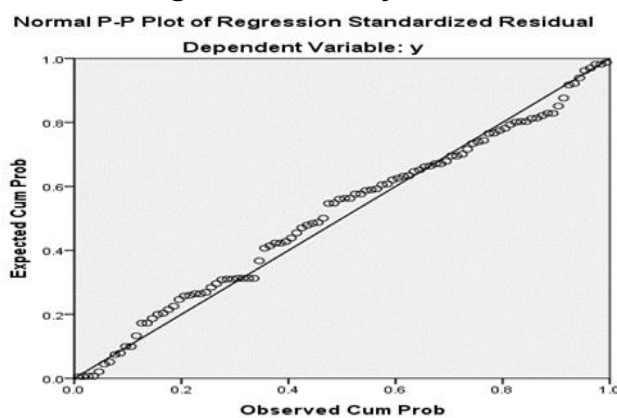
Source Of Research Results , 2023

Based on the graph above, it appears that the data spreads around the diagonal line and follows the line direction, it can be concluded that this regression fulfills the classic assumption of normality.

Figure 2 Heterosdaticity Test

Source Of Research Results , 2023

Based on the picture above, it is known that the scatterplot forms points that spread randomly without forming a clear pattern, this indicates that there is no problem of heteroscedasticity or no heteroscedasticity.

Table 1 Multiple Linier Regression

Coefficientsª

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	24.588	5.183		4.744	.000
x1	-.356	.094	-.305	-3.805	.000
x2	.639	.074	.695	8.680	.000

a. Dependent Variable: y

Source Of Research Results , 2023

From the calculation of the results above, the regression equation is obtained:

Y= 24.588+-0,356X1+0,639X2+5.183

Based on the regression equation above, it can be explained as follows:

1. The constant value of 24.588 means that if the marketplace feature variable (X1), the E-WOM variable X2, is considered equal to ZERO (0), the satisfaction variable (Y) will remain at 24.588.
2. The effect of Marketplace features (X1) on Satisfaction (Y), the regression coefficient value of variable X1 (marketplace features) is -0.356 with the assumption that if X1 (Marketplace features) increases by one unit, then Y (Satisfaction) also increases by -0.356.
3. The effect of E-WOM (X2) on Satisfaction (Y), the regression coefficient value of the X2 (E-WOM) variable is 0.639 with the assumption that if X2 (E-WOM) increases by one unit, then Y (Satisfaction) also increases by 0.639.

Table 2 F Test (Simultaneous)

ANOVAª

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	894.786	2	447.393	38.281	.000b
	Residual	1133.654	97	11.687		
	Total	2028.440	99			

a. Dependent Variable: y

b. Predictors: (Constant), x2, x1

Source of research results , 2023

From the Anova table, the value (Sig) is 0.000. A significant value of 0.000 <0.05 which means that if the significant probability value <5% (0.05) then all independent variables, Marketplace Features (X1), E-WOM (X2) have a significant effect on related variables, Online buyers satisfaction (Y).

Table 3 T Test (Partial)

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
(Constant)	24.588	5.183		4.744	.000
x1	-.356	.094	-.305	-3.805	.000
x2	.639	.074	.695	8.680	.000

a. Dependent Variable: y
Source of research results , 2023

Based on the table above, the partial test results regarding the effect of each independent variable on the dependent variable can be described as follows.
1. Variable X1 (Marketplace Features)
   The test results for variable X1 (Marketplace Features) show a significant value of 0.000 <0.05 because the significant value is less than 0.05, Ha is accepted and Ho is rejected. Artinysa Marketplace Features have a significant effect on Satisfaction (Y) online buyers Shopee at Dehasen Students Bengkulu City.
2. Variable X2 (E-WOM)
   The test results for variable X2 (E-WOM) show a significant value of 0.000 <0.05, because the significant value is less than 0.05, Ha is accepted and Ho is rejected. This means that E-WOM (X2) has a significant effect on satisfaction (Y) online buyers Shopee for Dehasen students in Bengkulu City.

Table 4 Test Coefficient Determination (R2)

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.664^a	.441	.430	3.419

a. Predictors: (Constant), x2, x1
b. Dependent Variable: y
Source of research results , 2023

Based on the results of multiple linear regression tests, there is a coefficient of determination (R2) of 0.441 or 44.1%. This explains that the large variation of the dependent (Satisfaction) and independent variables (MarKetplace Features and E-WOM) is (100%-44.1% and the result is 55.9%) online buyers' satisfaction is influenced by other variables not used in this study.

RESULTS AND DISCUSSION
The Effect Of Marketplace Features (X1) On Online Buyers' Satisfaction (Y)
Based on the results of the t (partial) test on the regression model, the significance of the Marketplace Features variable is 0.000> 0.05 (5% significance level). So that H1 is accepted, meaning that partially the Marketplace Features variable affects the satisfaction of Online Buyers for students at the Faculty of Economics and Business, Dehasen University, Bengkulu. If the Marketplace Feature is significant, it means that when the Marketplace Feature is not in accordance with consumer desires and is difficult to understand, the level of satisfaction will decrease. Likewise, when the Marketplace features develop according to consumer desires and are easy to understand, the level of satisfaction will also increase. Marketplace features that are in accordance with the wishes of Online Buyers and are easy to understand tend to increase

Online Buyers' satisfaction. Marketplace features of an application relate to the characteristics of an application that distinguish one application from another and preferences for an application. It will be very beneficial for companies that have a Marketplace Feature in an application that varies with the wishes of Online Buyers and is easy to understand because it is a way to increase the satisfaction of the Online Buyers themselves.

Effect Of E-Wom (X2) On Online Buyers' Satisfaction (Y)

Based on the results of the t test (partial) on the regression model, the calculated t value is 68.680 and the significance value of the product quality variable is 0.000 <0.05 (5% significance level). So that H2 is accepted, meaning that partially the E-wom variable has a significant effect on Online Buyers' Satisfaction for Students at the Faculty of Economics and Business, Dehasen University, Bengkulu because the significant value is smaller than 0.05. This illustrates that the more in accordance with the facts on E-wom, the Online Buyers Satisfaction will increase. Likewise, when it is not in accordance with the facts on E-wom, Online Buyers' Satisfaction will also decrease. E-wom is an online communication media where previous buyers who have felt the benefits will pour out a review that can be taken into consideration and increase the trust of an Online Buyer in deciding to purchase an item that is expected to be in accordance with their wishes and expectations. By maintaining online communication media to always comment positively, sellers must maintain the quality of their goods and services to maintain customer trust in order to get a large enough profit, because consumers prioritize their satisfaction in purchasing goods.

Effect Of Marketplace Features (X1), E-Wom (X2), On Online Buyers Satisfaction (Y)

Marketplace Features (X1), E-wom (X2) together between the influence of independent variables on the dependent, namely using the F test, through the F test it was found that there was a significant simultaneous influence of all independents used including Marketplace Features (X1), E-wom (X2). This is evidenced by the results of the F test Marketplace Features (X1), E-wom (X2) obtained a significance value of 0.000 less than 0.05 (0.000 <0.05), so the regression model can be used to increase satisfaction by looking at the advantages of Marketplace Features (X1), considering reviews on E-wom (X2) simultaneously (together) statistically significant effect on Online Buyers Satisfaction. The independent variables on the dependent variable together can be seen from the test results of the coefficient of determination (R2) and the results of the F test or simultaneous test. Table 11 shows the determination (R2) of 0.41.1 or 41.1%. This explains that the large variation of the dependent (Satisfaction) and independent variables (MarKetplace Features and E-WOM) is (100%-37.6% and the result is 58.9%) online buyers' satisfaction is influenced by other variables not used in this study.

CONCLUSION

Based on the results of research that has been conducted on the Analysis of the Effect of Marketplace Features, E-wom, on the Satisfaction of Online Buyers Shopee Students of Dehasen University, Bengkulu City, it can be concluded as follows:
The multiple linear regression results have an equation

Y= 24,580+-0,356X1+0,639X2+5,183

1. Because the direction of the regression is positive, it means that if the Marketplace Features,E-wom increase, the Satisfaction of Online Buyers Shopee Students of Dehasen University Bengkulu City will also increase. E-wom has a greater effect than Marketplace Features on Online Buyers' Satisfaction because the E-wom regression value of 0.639 is greater than the Marketplace Features regression value.

2. Marketplace features have a significantly negative effect on Shopee Online Buyers Satisfaction of Dehasen University Students in Bengkulu City, this is evidenced by the results of the t test showing the tcount value is greater than the ttable (-3.850> 1.984) and a significant value of 0.00> 0.05, meaning that Ha is accepted and H0 is rejected.
3. E-wom has a significant effect on Shopee Online Buyers Satisfaction of Dehasen UniversityStudents, Bengkulu City. This is evidenced by the results of the t test showing the tcount value is greater than the ttable (8.680m> 1.984) with a significant value of 0.000 <0.05, meaning that H0 is rejected and Ha is accepted.
4. Marketplace features (X1), E-wom (X2), together have a significant effect on Shopee Online Buyers' Satisfaction (Y) Shopee Students of Dehasen University Bengkulu City, this is evidenced by the F test showing the value of Fcount> Ftable (29.285> 3.09) with a significant value of 0.000.

SUGGESTION

Based on the results of the research, discussion and conclusions obtained, the following suggestions can be given:
1. E-wom has a significant positive influence and makes a significant contribution to the satisfaction of Online Buyers Shopee Dehasen University, Bengkulu City, so the Seller or Online shop owner at Shopee must pay attention to online communication factors through the available review features.
2. The results of the study can be used for the development of marketing management science, especially Marketplace Features, E-wom, Marketplace Features, E-wom, Against Online Buyers Satisfaction Features to Online Buyers Satisfaction.
3. In this study, what was studied was only limited to analyzing the effect of Marketplace Features, E-wom, on Shopee Online Buyers Satisfaction Meanwhile, other factors that also affect Online Buyers Satisfaction have not been revealed how much influence they have, hopefully in further research can discuss other factors that have not been examined in this study.

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