

The Correlation of Value Chain, Service Quality, and Web Quality on Consumer Satisfaction

Mirza Abdi Khairusy¹, Ratih Hurriyati², Puspo Dewi Dirgantari³, Yogi Suprayogi⁴
^{1,2,3,4} Universitas Pendidikan Indonesia
E-mail: mirza@upi.edu

ABSTRACT

The development of online shopping platforms is increasing day by day. This is evidenced by the number of online stores. Shopee is one of the commercial online sites in Indonesia with various attractive offers to its consumers, both in the form of discounts on expedition fees to discounts on food prices. This phenomenon attracted the attention of researchers to find out how much influence Value Chain, Service Quality and Web Quality had on Customer Satisfaction on the Shopee application at Sultan Ageng Tirtayasa University. This type of research uses a quantitative approach. The sample in this study was 170 consumer respondents and used multiple linear regression. These results are obtained that the hypothesis of the three variables can be accepted. In addition, this study can also provide excellent input for the development of the Shopee application business. The limitations of the study are that the respondents obtained as many as 170 and were conducted at the University of Sultan Ageng Tirtayasa. It is recommended that further research increase the significance of sampling by expanding the sample size and conducting surveys in a wider geographic area.

Keywords: Service, customer, web quality.

INTRODUCTION

The development of progress in the era of globalization and the increasing use of technology has required companies to re-examine their strategies. The delivery of high-quality services is the key to success in the service industry, especially in today's era of intense competition, monitoring and improving service quality is very important to develop efficiency and business volume (Murfield, Boone, Rutner, & Thomas, 2017). In the service industry, quality improvement is the main factor that affects consumer satisfaction, especially in the context of online business (Murfield et al., 2017). Retail as a function is the center of all economies, it serves to bridge the diverse needs of consumers with special offers from producers (Narteh, 2018). In essence, this retail function consists of building merchandise logistics, transactions with consumers, providing general information and communication, and providing additional services (Keshavarz & Jamshidi, 2018). Traditionally, today's online business has taken on the function most of the time (Chen, Yu, & Jin, 2018; Ulanat & Jacob, 2017). This means that the presence of an online business has made it easy for consumers to access information related to what they need through smartphones anytime and anywhere. Therefore, (Won, 2019) argues that online stores are seen as part of the retail value chain.

In basic form, this value chain includes producers, retailers, and consumers concerning agents whose sole or primary income comes from service providers (Pakurár, Haddad, Nagy, Popp, & Oláh, 2019). In the retail value chain, the role of the provider is required to provide better services so that consumers are satisfied with the services purchased. In addition to service,

the role of the website in online business is also a factor that can provide satisfaction. (Grace, Girsang, Simatupang, Candra, & Sidabutar, 2021) stated that the ease of access, security, and convenience on the site has provided satisfaction for consumers themselves. . (Chaerudin & Syafarudin, 2021) define that web quality is defined as the beauty, comfort, and convenience of a site that is on the web itself. In the context of the e-commerce industry, the quality of website design plays an important role in determining the success of a service and platform because more customers prefer the convenience of digital shopping and delivery of orders through applications (Novianty, 2010). The availability of more and better information about a product, choice, and price transparency are factors in determining purchasing decisions. Previous research has stated that service quality influences consumer satisfaction (Ravichandran, Mani, Kumar, & Prabhakaran, 2010; Shi, Prentice, & He, 2014) but the literature on value chains that can explain satisfaction is still relatively small. Therefore, the purpose of this study is to review the factors that can affect consumer satisfaction by examining the value channel variables, service quality, and web quality (Othman et al., 2019).

Creating satisfaction for consumers is a goal for a marketer. However, despite the practice, it is still found that consumers are disappointed with a service provided online, especially in the Shopee online shopping application (Febriani & Ardani, 2021). Although the presence of technology provides convenience for consumers, it certainly cannot be separated from its shortcomings, resulting in decreased satisfaction. Based on the data obtained, several complaints are often experienced as follows:

Table 1.
Factors that Reduce Satisfaction in Online Business

Factors	Percentage
Delays in delivery	52
System is busy	27
Slow response	13
Maintenance	8

If the company gets a lot of negative responses, then customer satisfaction is decreasing day by day. It is important to maintain customer satisfaction so that businesses remain competitive, this research is proposed to find out how big the value chain, service quality, and web quality variables are in explaining consumer satisfaction, especially for Shopee application users among students at Sultan Ageng Tirtayasa University in Banten City.

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The concept value chain is a business process as a chain of activities that can provide value to consumers and ultimately create customer value and satisfaction (L.Macreadya et al., 2020). The purpose of the value chain itself is to identify competitive advantages and competitors' weaknesses from several sides where this will lead to customer service itself (Reinartz, Wiegand,

& Imschloss, 2019). The value chain describes the complete set of activities performed by the service provider involved in bringing the product to its final use by the consumer. This includes activities such as design, production, marketing, and distribution. Activities that make up a value chain can be accommodated in one actor or shared among different actors (de Regt, Barnes, & Plangger, 2020). The value chain has focused primarily on delivery where value is delivered (timeliness, product safety, and product conformity). Most commonly, a value chain is thought of as the set of activities and actors along the supply chain, and what and where value is added in the chain for and by these activities and actors. The essence of the value chain is to create and build value at every step as the product is delivered (Nagy, Oláh, Erdei, Máté, & Popp, 2018).

Michael Porter first described the value chain in the 1980s as a way to identify how and where value can be increased in a business chain. Porter defines the value chain as the main activities and support activities. The main activities involve delivery and processes in delivery, marketing, and sales as well as service. Support functions, which are included in the value chain are human resources, technology, procurement, and delivery. This support activity, which is often underestimated, can change the value of the product with the quality of the service. Both main activities and support activities allow companies or businesses to add value to create satisfaction for consumers (Focacci, Meo, & Paletto, 2018). Previous research found that the value chain can influence consumer satisfaction and trust. Therefore, the hypothesis is proposed as follows: H1. The value chain has a positive effect on customer satisfaction.

Service quality, the high competition in the e-commerce business has demanded business people to improve the quality of services better. (Rather & Camilleri, 2019) mentions that service quality is an important component in building consumer perceptions. Service quality is defined as a comparison of the results of the consumer's view between expectations and perceived reality (Hamari & Koivisto, 2017). The criteria in determining the quality of the service itself are perceived by consumers. According to (Makanyeza & Chikazhe, 2017) service quality is centered on efforts to fulfill customer needs and desires and the accuracy of delivery to balance expectations. Another definition says that service quality is the expected level of excellence and control over that level of excellence to meet needs (Lien, Cao, & Zhou, 2017). (Korfiatis, 2019) emphasizes to include service quality as an important measure of performance effectiveness to ensure the quality of services provided apart from the product. Thus, if service providers are trained to listen, understand, and know about user concerns, service quality can be improved and can lead to a positive experience in terms of satisfaction (Bouranta, Psomas, Suárez-Barraza, & Jaca, 2019). (Eboli, Forciniti, & Mazzulla, 2018) mentions that service quality includes; reliability, responsiveness, competence, access, communication, credibility, and security. The purpose of service quality itself is as a means of fulfilling customer satisfaction. Previous research stated that the quality of services provided to consumers can have a significant influence on consumer satisfaction, especially in using online services. Therefore, the second hypothesis is proposed as follows: H2. Service quality has a positive effect on customer satisfaction.

Web quality, the concept of website quality has attracted great attention to researchers and practitioners in understanding e-commerce business today. Website quality is defined as the overall superiority or effectiveness of the website in conveying the intended message to the audience or consumers (Diegmann, Dogan, Brandt, Basten, & Rosenkranz, 2018). However, this definition of website quality has been criticized by Chang and Chen for not considering customer evaluations so that many customers feel uncomfortable with the website. (Liang, 2018) defines it as the evaluation of the user whether the website features meet the user's needs and reflect the

overall superiority of the website or not. As quoted in (Aakash & Aggarwal, 2019) a service provider website with an online retail store has to rely on various website attributes to make purchasing decisions. In addition, (Soni, 2021) suggested that online social network members will repurchase through websites that they are emotionally connected to. In the context of the e-commerce industry, the quality of website design plays a very important role in determining the success of a company (Priscillia & Budiono, 2020). This is not only because websites can play an important role in establishing and implying customer satisfaction, but also because websites act as a communication tool that acts as a bridge between sellers and buyers. (Chan, Vipulakom, & Wu, 2020) state four factors that influence the improvement of website design. These factors can be described into four dimensions, namely; display, navigation, content, and processes. Previous studies stated that web design can directly affect consumer satisfaction. Based on this, the third hypothesis is proposed as follows: H3. Web quality has a positive effect on consumer satisfaction.

Customer satisfaction is one of the main determinants of achieving company goals, has a major influence on customer retention (Džupina, Schlosserová, & Čulíková, 2019). To date, the most recognized and accepted definition of customer satisfaction supports the notion of customers as affective beings (Ebrahimi, Zarei, & Bahrami, n.d.). The term effective is representative of certain mental processes that include emotions, feelings (ie pleasure/displeasure, satisfaction/frustration), moods, and customer attitudes (Chaerudin & Syafarudin, 2021). Emotion is psychology that grows from the consumer's mind, which is influenced by previous experiences (Raharjo & Amboningtyas, 2017). For companies, customer satisfaction is an important factor in the company's profits through purchasing schemes. Customer satisfaction is one of the important keys for online stores (Septiano & Sari, 2020). Studies have shown that customer satisfaction can influence purchase intention (Gunawan & Jabbar, 2019). Therefore, in the case of online stores, customer satisfaction plays an important role in the decision to repurchase.

METHOD

In this study, the object of research to be investigated is the effect of Value Chain, Service Quality, and Web Quality variables on Customer Satisfaction. The research was conducted by descriptive verification using the explanatory method where this method intends to explain the position of the variables studied and have a causal relationship between one variable and another. The questionnaire is carried out online by sharing a network link that will direct respondents to a page that displays several questionnaire questions. Furthermore, researchers selected respondents with a population of 296 people from UNTIRTA students and were selected incidentally who had met the criteria. Using the Slovin formula, a sample of 170 respondents was obtained. The data collection method used in this study is to distribute questionnaires using a Likert scale of 1 to 5. A questionnaire is said to be valid if the questions on the questionnaire can reveal something to be measured. Data analysis was carried out using multiple linear regression with the equation $Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$. Using software SPSS 23.

RESULT AND DISCUSSION

Based on the results of data acquisition in this study, the following results were obtained:

Table 2.
Respondent Profile

	Respondent Profile	Percentage
Gender	Male	34%
	Female	66%
Age	18 – 23 y.o	47%
	24 - 29 y.o	37%
	30 - 35 y.o	16%
Faculty	Management	43%
	Accountancy	18%
	Economic development	39%
Expense per Month	Rp 2.000.000 s/d 5.000.000	56%
	Rp 5.000.000 s/d Rp 8.000.000	25%
	>Rp 8.000.000	19%

Source: Data processed 2021

Data from the responses of 170 respondents showed that 66% were women and 34% were men. The largest number of respondents in this study were respondents aged 18 - 23 years. Student majors are dominated by respondents from Management majors. The profile of respondents with the highest frequency of spending per month is with a value of Rp. 2,000,000 to Rp. 5,000,000. The results of the descriptive analysis test of respondents' responses to the Value Chain, Service Quality, Web Quality, and Customer Satisfaction variables can be seen in the table below:

Table 3.
Descriptive analysis results

No	Variable	Avarage of Score	Standar Deviation	Interpretation
1	Value Chain	3,9	0,2327	Good
2	Service Quality	4,0	0,1768	Good
3	Web Quality	3,7	0,1969	Good
4	Customer Satisfaction	3,9	0,3494	Good

Source: Data processed 2021

In Table 3, the results show that the respondents' responses to each variable indicate that the results of the descriptive analysis are in a good category.

Normality Test Data

A normality test is a test carried out to assess the distribution of data on a group of variables whether the distribution of the data is normally distributed or not. The results of the Kolmogorov-Smirnov test give Sig. Test Statistic of $0.200 > 0.05$ (α 5%). This means that the data is normally distributed.

Multicollinearity Test

The presence or absence of multicollinearity in the research results can be assessed based on the tolerance value and the resulting VIF. In this study, the tolerance value of the three variables is 0.582; 0.681; 0.754 where all three are > 0.1 . Meanwhile, the VIF values of the three variables are 1.718; 1,468; 1,326 of which all three < 10 . It can be concluded that there is no strong correlation between the independent variables in this study.

Table 4.
Estimation Results of Linear Regression Coefficient

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	6,284	1,560		4,028	,000
	Value	,228	,068	,283	3,372	,001
	Service	,151	,077	,151	2,954	,012
	Web	,211	,059	,264	3,578	,000

a. Dependent Variable: Satisfaction

The following are the results of the linear regression equation in the table.

$$\text{Customer Satisfaction} = 6,284 + 0,228_{\text{Value Chain}} + 0,151_{\text{Service Quality}} + 0,211_{\text{Web Quality}}$$

Coefficient of Determination Test (*Adjusted R Square*)

Based on table 5, the value of Adjusted R Square is 0.468 which means that the ability of the three independent variables including Value Chain, Service Quality and Web Quality in explaining the dependent variable of Customer Satisfaction is 46.8%. While the other 53.2% are influenced by other variables outside the research variables. Furthermore, the R value of 47.5% shows a strong relationship between the three independent variables and the dependent variable.

Table 5.
Correlation Value And Determination Coefficient

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,689 ^a	,475	,468	1,918

a. Predictors: (Constant), Web, Service, Value

b. Dependent Variable: Satisfaction

Partial Hypothesis Test

The t value of the Value Chain variable is 3.372, supported by a significance value of $0.001 < 0.05$. Therefore, the Value Chain variable is said to have a significant positive effect on Customer Satisfaction. Furthermore, the t-count value for the Service Quality variable is 2.954 and is supported by a significance value of $0.012 < 0.05$. Here it can be interpreted that Service Quality has a significant positive influence on Customer Satisfaction. For the Web Quality variable, the t-count value is 3.578 and is supported by a significance of $0.000 < 0.05$, so it can be interpreted that the Web Quality variable has a positive influence on Customer Satisfaction.

DISCUSSION

The Correlation of Value Chain on Customer Satisfaction

The value chain has several strategies, namely competitive advantage, cost advantage, and differentiation. In this case, the value chain is very possible to improve relations with other entities, one of which is the consumer (Son, Kim, & Kim, 2021). In this study, responses to questions regarding the value chain have a high average value. Respondents agreed with the Value Chain factor in influencing Customer Satisfaction. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the Value Chain variable shows that H_0 is rejected and H_1 is accepted, meaning that Customer Satisfaction is strongly influenced by the Value Chain factor.

The Correlation of Service Quality on Customer Satisfaction

Good Service Quality is an important role in creating Customer Satisfaction (Ariyanto, 2020). Customer Satisfaction can be obtained if the services provided to consumers can meet the needs, desires, and expectations of consumers (Triyadi, 2020). In this study, responses regarding Service Quality have a high average value. This indicator states that most respondents agree that Service Quality has a significant influence on Customer Satisfaction. Based on the results of partial hypothesis testing or the t-test that has been carried out, it can be concluded that the Service Quality variable shows that H_0 is rejected and H_1 is accepted.

The Correlation of Web Quality on Customer Satisfaction

Web Quality can be felt by consumers directly (Aakash & Aggarwal, 2019). User Interface experience can be obtained by consumers if Web Quality has an easy-to-use display with attractive colors. The quality of interaction between consumers and sellers through Web Quality can affect Customer Satisfaction. In this study, responses regarding Web Quality have a

high average value. Based on the results of partial hypothesis testing or t-test that has been carried out, it can be concluded that the Web Quality variable has a significant influence on Customer Satisfaction and shows that H0 is rejected and H1 is accepted.

CONCLUSION

The results of this study reveal that variables such as Value Chain, Service Quality, and Web Quality can affect Customer Satisfaction. Value Chain with its various strategies can attract more consumers. So far, Shopee has implemented a cost advantage strategy, if we look at Shopee, it has given many discounts to its customers and increased Customer Satisfaction. The needs and desires of consumers have been more or less fulfilled with the good Service Quality offered by Shopee. An informative and attractive appearance of a Web makes the Customer Satisfaction variable increase because of its ease of operating the Web. To have a wider market share and continue to attract consumers. Shopee must be able to maintain and even improve the quality of Value Chain, Service Quality, and Web Quality. Changes in the consumer's perspective on online platforms will continue to grow and become a challenge for researchers and of course for Shopee to be able to continue to develop its services. The variables tested in the study provide an overview of Customer Satisfaction at Shopee. This research is only limited to Service Quality, Value Chain, and Web Quality variables in determining the level of Customer Satisfaction. There may be other variables that can affect Customer Satisfaction, such as Customer Loyalty and Trust. The limitations of this study are the relatively small number of samples due to the limitations of the researcher. For further research, it is expected to add more about the sample, or even provide moderating variables that can affect Customer Satisfaction.

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