

THE EFFECT OF TRUST, SECURITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION (A Case Study on E-commerce Users in the Central Jakarta Area)

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Abstract - This research aims to determine the effect of trust, security and price perceptions on consumer satisfaction (a case study of e-commerce users in the Central Jakarta Region). Consumer satisfaction as the dependent variable, while trust, security and price perception are independent variables. This research uses an associative research type with a quantitative approach, which is analyzed with a survey approach, namely data collection and respondent assessment using a questionnaire and using smart PLS 3.0 software. The population of this research is the e-commerce users in Central Jakarta. The sample of this research is based on non-probability sampling method with purposive sampling method, with a sample of 65 respondents. In this study using primary data. The data collection technique used a questionnaire. Hypothesis testing using the t test and the coefficient of determination (R²). The results prove that trust has no effect on customer satisfaction, security has no effect on customer satisfaction and price perceptions have a significant effect on consumer satisfaction with e-commerce users in Central Jakarta.

Keywords: Trust, Security, Price Perception and Consumer Satisfaction

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I. Introduction

The development of technology in modern times is getting faster every year. What is most felt at this time is the development of technology in the field of information. One of the most striking examples of the development of information technology is the use of the internet. The Internet is an electronic means used for various activities such as communication, research, business transactions and others.

According to the Indonesian Internet Service Providers Association (APJII), data on the growth of internet users in Indonesia by the end of 2018 reached 171.17 million users, an increase quite drastically compared to 2017 as many as 143.26 million users (APJII, 2018). The development of internet users has an effect on people's changing lifestyle due to the influence of these technological developments, including one of them in doing business. Business facilities are limitless because they can be done online anywhere and anytime, this activity is usually called buying and selling online. This is of course a good business opportunity for some parties, making this opportunity by creating an online store as part of e-commerce.



Picture 1. The main reasons for using the internet in Indonesia (website of the Indonesian Internet Service Providers Association, 2020)

This figure shows the results of a survey conducted on internet users in Indonesia that those who access or use the internet for business purposes, trade and search for goods online are in the 9th, 10th and 13th positions, which are only around 10.44 million people or 6.1%. out of a total of 171.17 million internet users in Indonesia, the reason is that Indonesians prefer to buy or sell goods by direct or offline transactions because they do not trust online businesses. This shows that there is still a lack of Indonesian society in taking advantage of the development of technology which causes the lack of e-commerce growth in Indonesia.

The thing that is the risk of e-commerce users, both buyers and sellers, the risk of buyers causing a lack of trust is the fear of fraudulent goods that are not sent after money transactions to sellers and which cause a lack of security because of fear of misuse of personal data when making

THE EFFECT OF TRUST, SECURITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION (Case Study of E-commerce Users in Central Jakarta).

transactions online. Where e-commerce contains more uncertainty and risk, compared to non-online or conventional purchases.

This causes disruption of consumer rights as regulated in Article 4 of Law no. 8 of 1999 concerning consumer protection, states that consumers are entitled to protection of rights that should be owned such as security, privacy, actual information about products and the right to advocacy and protection, while the seller's risk that occurs if a lack of trust and security is a product. their merchandise that is sold online will not be sold (Setyawati et al, 2017).

In addition, the payment method is one of the important things that is often taken into consideration for consumers to transact online. In payment, e-commerce users in Indonesia prefer to use the dominant credit and debit card payment methods in Indonesia when shopping online. Followed by bank transfer and digital wallet. This is proven through a survey conducted by JP.Morgan on Indonesia's E-commerce Payments Trends.

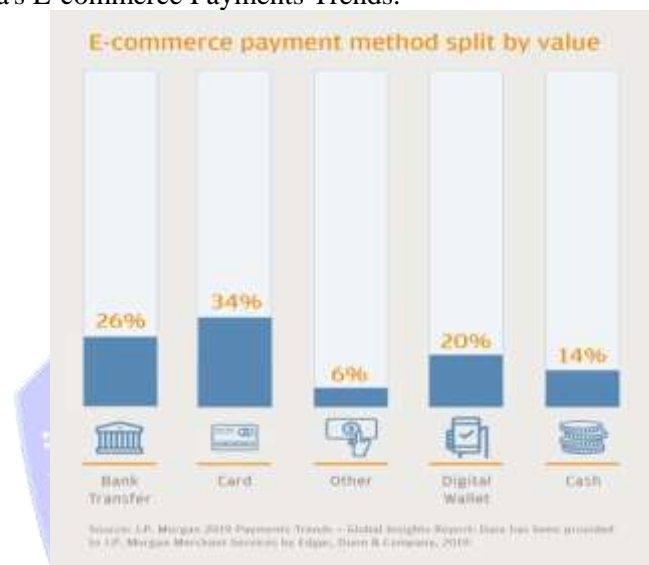


Figure 2. Indonesia E-commerce Payments Trends (jpmorgan website, 2020)

The results of a survey conducted by JPMorgan show that credit / debit cards are the dominant payment method in Indonesia today for online shopping getting a figure of 34%, cards will continue to hold the leading position in the market, growing at a compound annual growth rate to 39% year on year. 2021. Then bank transfer is the second most widely used e-commerce payment method in Indonesia, accounting for 26% of sales. This method is expected to decline slightly to take a share of the market by 2021, by which time it will be taken over by digital wallets. And currently the third most widely used e-commerce payment method is the digital waallet which is gaining popularity quickly gaining 20%. Assisted by increased smartphone penetration, digital wallets are used for all online shopping consumers in Indonesia (www.jpmorgan.com, 2020). Therefore trust, security and price perception for users are important factors that must be considered for the advancement of e-commerce.

So, based on the description of the phenomena previously described, the researcher is interested in conducting research. This research is entitled "The Effect of Trust, Security and Price Perception on Consumer Satisfaction (Case Study on E-commerce Users in Central Jakarta)".

II. THEORETICAL BASIS

Marketing

The American Marketing Association defines marketing as an organizational function and a set of processes for creating, communicating, and providing value to customers, as well as managing customer relationships in a way that benefits the organization and shareholders (Hery, 2019). Important sources of information from a company can be obtained from financial reports. The

definition of marketing provided by Philip Kotler is as follows: marketing is a human activity directed at efforts to satisfy wants and needs through exchanges (Warnadi and Triyono, 2019).

Another definition, namely marketing is a process and managerial that makes individuals or groups get what they need and want by creating, offering and exchanging products of value to other parties or all activities related to the delivery of products or services from producers to consumers (Shinta , 2011).

Consumer Purchasing Behavior

According to Swastha and Handoko in Sunarto (2018) defines consumer behavior as the action of individuals who are directly involved in obtaining and using economic goods and services including decision-making activities. Meanwhile, consumers can be divided into two, namely individual consumers and industrial consumers. Individual consumers or end consumers are individuals who make purchases to meet personal needs or household consumption. Meanwhile, business or institutional consumers are individuals or groups of individuals who make purchases on behalf of and for institutional use. In this case institution can mean companies, government agencies, and other institutions.

Factors Affecting Consumer Behavior

According to Kotler and Armstrong in Sunarto (2018), consumer behavior can be influenced by several factors, including:

a Cultural Factors

Includes:

1. Culture is the most basic determinant of one's desires and behavior. Marketers are always trying to recognize cultural shifts to find new products that they want.
2. Sub Culture, is the identification and socialization that is unique to the behavior of its members. Four types of sub-culture can be distinguished, namely: national groups, religious groups, racial groups and geographic areas.
3. Social class, is a group that is relatively similar and survives in a society, which is arranged in an order of levels, and members at each level have the same values, interests and behavior.

b Social Factors

Includes:

1. Group, individual attitudes and behavior are influenced by many small groups. Groups that have a direct influence on individuals are called membership groups. Reference groups appear as direct or indirect references in shaping a person's attitudes and behavior. The aspirational group in their name does not include members but has the desire to participate / follow. Groups usually have opinion leaders who are people in the reference group who because of their skills, knowledge, personality, or other special characteristics have an influence on other members.
2. Family, family members greatly influence buyer behavior. The family is still the most important consumer purchasing organization in society.
3. Role and Status, Each role carries a status that reflects the general appreciation given to the role by society. Role and status are not constant variables. Many marketing and sales professionals make mistake judgments regarding the role and status of the prospect.

c Personal Factors

Includes:

1. Age and Life Cycle Stage, Type of goods and services purchased by consumers change with increasing age. Marketers often define the market targets based on the cycle / life cycle, and develop products and marketing plans which is suitable.

2. Work, work affects goods and services purchased by a person / consumer. Marketers try to identify groups jobs that have above average interest for products and services. Even making specializes in manufacturing products for work certain.
 3. Economic Situation, Marketers need observe the trends that concern personal income, savings, and interest rates. When economic indicators show a recession, they can design and reposition, as well change the price of their product.
 4. Lifestyle, The dimension of self-orientation makes three kinds buying approach to buyers, namely: *principle oriented*, who bought based on views regarding how state it should be, oriented *on status* who to base purchases on actions and opinions of others and oriented *action*, driven by desire to activity, variety, and risk.
 5. Personality and Self-concept, is a psychological characteristic the differentiator that shows the response that is relatively individual, consistent, and lasting to the environment. Personality can be useful when analyzing consumer behavior a wide selection of products and brands.
- d Psychological Factors
- Includes:
1. Motivation, is a need that drives someone to seek satisfaction or need.
 2. Perception, represents every action of someone who motivated will be influenced by their perceptions to certain situations. Perception is a process select, organize / organize, and interpret input information.
 3. Learning, includes changes in a person's behavior that arise from experience. Learning theorists believe that learning is produced through a combination of the work of stimulation, action, response, and reinforcement.
 4. Beliefs and Attitudes, Beliefs can shape product and brand images, and consumers will act on those images. Consumers often maintain easily visible beliefs about brands or products based on their country of origin.

Buying decision

According to Kotler in Sunarto (2018), the decision to buy made by consumers is a collection of a number of decisions. Every buying decision has a structure consisting of several components, including: decisions about the type of product, decisions about the shape of the product, decisions about brands, which brands consumers will choose to buy, decisions about the seller, where the products are purchased and at what stores , Decisions about the number of products, the number of products to be purchased, decisions about when to purchase and decisions about how to pay.

E-Commerce

E-commerce is the result of information technology which is currently developing so rapidly towards the exchange of goods, services and information through electronic systems such as the internet, television and other computer networks (Romindo et al., 2019). Meanwhile, e-commerce can be defined as an arena for transactions or information exchange between sellers and buyers in cyberspace (Rerung, 2018). Meanwhile, according to Sidharta and Suzanto, (2015) E-commerce is a process of transactions of goods or services through information systems that utilize information technology.

Customer Satisfaction

Customer (customer) satisfaction is a major concept both in theory and in marketing practice, and is a central goal for all business activities (Nuralam, 2017). Meanwhile, according to Wiedyani and Prabowo, (2019) consumer satisfaction is the level of a person's feelings after comparing the perceived performance with his expectations.

According to Kotler and Keller, (2012) the key to retaining customers is customer satisfaction. Consumer satisfaction indicators can be seen from:

1. Repurchase, where the customer will return to the company to find goods / services.
2. Creating word of mouth, in this case customers will say good things about the company to others.
3. Creating a brand image, customers will pay less attention to brands and advertisements than competitors' products
4. Creating purchasing decisions, customers will make purchases more easily against the company than making purchases to competitors.

Trust

Trust is defined as a subjective probability where consumers expect the seller to make certain transactions in accordance with the expectations of consumer confidence (Romindo et al, 2019). Wiedyani and Prabowo (2019) state that customer trust is a customer's response to evaluating the perceived mismatch between expectations and actual performance in their use.

According to Nguyen et al (2014) the indicators used in the trust variable are as follows:

1. *Trustworthy*, that is, considers another trusted party to do a job.
2. *Benefits*, namely believing that an activity will bring benefits.
3. *Promise*, that is, trusting that the other party can keep promises.
4. *Job Right*, that is, trusting that the other party can do the job right.

Security

Security is the ability of e-commerce to control and maintain security for data transactions in the online buying and selling process (Sulistiyawati and Nursiam, 2019). Meanwhile, according to Emmywati, (2016) security is a state of being free from danger. This term can be used in connection with crime, all forms of accidents, and products in a company both in the form of goods and in the form of services.

According to Laudon & Traver (2014), there are 6 dimensions of e-commerce security that are used as indicators in research, namely:

1. Integrity, the ability to ensure that the information displayed on the website or sent or received via the internet has not been changed in any way by unauthorized parties. This is a precaution against unauthorized data modification.
2. Nonrepudiation Prevention, the ability to ensure that one party does not renege on the agreement after a transaction.
3. Authentication, the ability to identify someone's identity or find out who you are dealing with on the internet.
4. Confidentiality, the ability to ensure that messages and data are available only to those authorized to view them.
5. Privacy (Privacy), the ability to control the use of information about yourself.
6. Availability (Availability), the ability to ensure that e-commerce sites are available to function according to existing functions.

Price Perception

According to Wiedyani and Prabowo, (2019) price perception is related to how price information is fully understood by consumers and provides deep meaning to them. Meanwhile, the price perception according to Chulaifi and Setyowati (2018) is the sum of all values provided by customers to benefit from owning or using a product, both goods and services.

Chulaifi and Setyowati (2018) state that perception Price is formed by 2 (two) main dimensions, namely: Perceived Quality, customer perceptions of the quality of a product are influenced by their perceptions of the brand name, store name, warranty provided (after sale services) and the country that produces the product and Perceived Monetary Sacrifice, in general, customers

THE EFFECT OF TRUST, SECURITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION (Case Study of E-commerce Users in Central Jakarta).

think that price is a cost incurred or sacrificed to get a product. However, customers have different perceptions of the costs incurred even for the same product.

According to Kotler and Keller (2009), indicators that can characterize price perception are as follows:

1. Affordability, affordable prices are what consumers expect before they make a purchase. Consumers will look for products whose prices they can reach
2. Price compatibility with product / service quality, for certain products, usually consumers do not mind if they have to buy at a relatively high price as long as the quality of the product is good. However, consumers prefer products with low prices and good quality.
3. Price competitiveness, the company sets the selling price of a product by considering the price of the product sold by its competitors so that its products can compete in the market.
4. Price match with benefits, consumers sometimes ignore the price of a product but are more concerned with the benefits of the product.

Hypothesis Development:

1. Trust affects consumer satisfaction of e-commerce users in the Central Jakarta area.
2. Security affects consumer satisfaction of e-commerce users in the Central Jakarta area.
3. Price perception affects consumer satisfaction of e-commerce users in the Central Jakarta area.

Research Conceptual Framework:

Based on the description above, we can create a framework as follows:

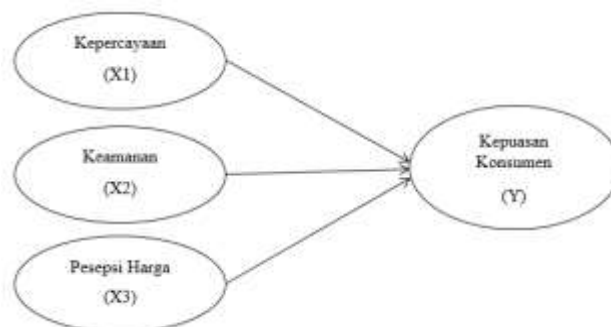


Figure 3. conceptual framework

III. RESEARCH METHODS

Research Population

Population is a generalization area covering objects or subjects that have certain qualities and characteristics and are determined by the researcher to be studied and then draw conclusions. In this study, researchers determined all e-commerce users in Central Jakarta as a population in the study whose number was unknown.

Research Samples

The sample is a limited number of these elements should be representative of the population. This sampling comes from a predetermined population and decides to use purposive sampling technique, which is a sampling technique using certain considerations. The considerations that will determine the sample used in the study are as follows:

1. E-commerce users in Central Jakarta, Cempaka Putih Barat Village
2. Users aged 20 to 25 years

3. Users who have made purchase transactions at least three times a month using several e-commerce.

Based on the established technique, the sample to be used in this study was 65 respondents who had fulfilled the researcher's considerations.

Data and Data Collection Methods

The data used in the penelitian is quantitative data, the type of data used is primary data, in the form of questionnaire data. Retrieval of data used by distributing questionnaires online with google form media. Respondents who are e-commerce users in the Central Jakarta area.

Data analysis method

The data obtained from the questionnaire will be processed using data analysis software, namely Partial Least Square using SmartPLS 3.0. The data in the questionnaire will be tested by validity test and reliability test.

Validity test

This study uses a validity test. Sarjono and Julianita (2015) state that validity is evidence that the instrument, technique or process used to measure a concept actually measures the intended concept. The validity test aims to measure whether or not an item statement is valid. Meanwhile, according to Sugiyono (2017), it explains that a valid instrument means that the measuring instrument used to obtain (measure) the data is valid. Meanwhile, the indicator is considered valid if it has a correlation value above 0.70.

Reliability Test

According to Sarjono and Julianita (2015) reliability is a measurement that shows the extent to which these measurements can be made without bias (error free). The reliability test aims to measure whether a person's answer is consistent or not to the question items in a questionnaire.

Table 1. Reliability Level Based on Alpha Value

Alpha	Reliability Level
0.0 - 0.20	Less Reliable
> 0.20 - 0.40	Somewhat Reliable
> 0.40 - 0.60	Quite Reliable
> 0.60 - 0.80	Reliable
> 0.80 - 1.00	Very Reliable

Source: Usman and Sobari (2013)

Hypothesis test

Partial Significance Test (t test)

The statistical test used is the t statistic or t test. Basically, t test can show how far the influence of an independent variable individually in explaining the variation in the dependent variable. For taking decisions based on a significance level of 5% or 0.05. The hypothesis for the t test is as follows:

- a. Trust variable affects customer satisfaction.
H0: $\rho_1 = 0$, meaning that trust has no effect on customer satisfaction.
H1: $\rho_1 \neq 0$, meaning that trust has an effect on customer satisfaction.
- b. Security variables affect Customer Satisfaction
H0: $\rho_1 = 0$, meaning that security has no effect on customer satisfaction.
H1: $\rho_1 \neq 0$, meaning that security has an effect on customer satisfaction
- c. Price perception variable affects consumer satisfaction
H0: $\rho_1 = 0$, meaning that price perception has no effect on consumer satisfaction.
H1: $\rho_1 \neq 0$, meaning that price perception affects consumer satisfaction

THE EFFECT OF TRUST, SECURITY AND PRICE PERCEPTION ON CUSTOMER SATISFACTION (Case Study of E-commerce Users in Central Jakarta).

The decision to accept and reject the hypothesis will be based on the criteria as following:

1. The basis for making the decision is based on the comparison of the tcount and ttable:
 - a. If $t_{count} < t_{table}$, then H_0 is accepted and H_1 is rejected (no effect)
 - b. If $t_{count} > t_{table}$, then H_0 is rejected and H_1 is accepted (effect)
2. The basis for making decisions is based on the probability value (significant):
 - a. If the probability value $Sig < 0.05$, then H_0 is rejected (H_a accepted) which means significant.
 - b. If the probability value $Sig > 0.05$, then H_0 is accepted (H_a is rejected) which means it is not significant.

Analysis of the Coefficient of Determination (R^2)

Ghozali (2014) states that the analysis of the coefficient of determination (R^2) is used to measure how far the ability of the model to explain variations in the dependent variable in this case customer satisfaction. If the coefficient of determination in the regression model gets smaller or closer to zero, the smaller the effect of the independent variable on the dependent variable. Conversely, if the coefficient of determination is closer to 100%, the greater the influence of the independent variable on the dependent variable (Purwanto and Sulistyastuti, 2017).

IV. RESEARCH RESULT

Validity test

Convergent Validity Test

Table 2. Outer Factor Model

	Customer Satisfaction (Y)	Trust (X1)	Security (X2)	Price Perspection (X3)
KK 1	0.734			
KK 2	0.756			
KK 4	0.790			
KK 7	0.779			
KK 8	0.801			
KP 3		0.842		
KP 4		0.815		
KP 8		0.744		
KA 2			0.787	
KA 5			0.722	
KA 6			0.745	
KA 7			0.767	
KA 8			0.838	
KA 9			0.720	
KA 10			0.853	
KA 12			0.727	
PH 1				0.764
PH 2				0.802
PH 3				0.852
PH 4				0.863
PH 5				0.775
PH 7				0.887
PH 8				0.877

Source: Outer Loading Factor Output SmartPLS 3.0

Table 2 above shows all the results of the loading factor values of more than 0.70 for each instrument on the indicators for each variable. With the smallest value found on the KA 9 statement instrument which has a loading factor value of 0.720. Then, the largest loading factor value is found in the PH 7 statement instrument which has a loading factor value of 0.887. With this it is concluded that the results of the indicators in this study are valid or have met the requirements of the convergent validity test

Discriminant Validity Test

The discriminant validity test is conducted to measure how accurate the variables in the study are. The output of SmartPLS 3.0 software. obtain Fornell-Lacker Criterium value and AVE value for each statement instrument on the variable indicators of trust, security, price perception, and consumer satisfaction. There are two tables used to ensure that the variables in this study can be declared valid.

Table 3. Fornell-Lacker Criterium

	Security (X2)	Trust (X1)	Customer Satisfaction (Y)	Price Perception (X3)
Security (X2)	0.771			
Trust (X1)	0.678	0.801		
Customer Satisfaction (Y)	0.675	0.631	0.773	
Price Perception (X3)	0.781	0.699	0.730	0.833

Source: Output SmartPLS 3.0

If the fornell-lacker criterium has a value above 0.6, it can be declared valid. Table 3 above shows that discriminant validity in the fornell-lacker criterium table, the safety variable (X2) has a value of 0.771, trust (X1) has a value of 0.801, consumer satisfaction (Y) has a value of 0.773 and perceived price (X3) has a value of 0.833. So it is concluded that trust, safety, price perception and customer satisfaction are valid and have met the requirements of the discriminant validity test.

Another method that can be used to see discriminant validity is to see the Average Variance Extracted (AVE) value.

Table 4. Average Variance Extracted

	Average Variance Extracted (AVE)
Security (X2)	0.595
Trust (X1)	0.642
Customer Satisfaction (Y)	0.597
Price Perception (X3)	0.693

Source: Output SmartPLS 3.0

Average Variance Extracted (AVE) value >0.50 then it can be said to be valid. From these results it can be concluded that the instrument from the indicators regarding the variables of trust, security, price perception, and customer satisfaction is valid, because the AVE value is >0.50 and has met the test requirements.

Reliability Test

In addition to using the validity test, this study used a reliability test with two criteria, namely composite reliability and Cronbach's alpha.

Table 5. Composite Reliability

	<i>Composite Reliability</i>
Security (X2)	0.921
Trust (X1)	0.843
Customer Satisfaction (Y)	0.881
Price Perception (X3)	0.940

Source: Output SmartPLS 3.0

In table 5 above shows that the value of composite reliability >0.70 . For the construct value of the highest composite reliability is price perception with a value of 0.940, while the lowest value is trust with a value of 0.843. However, all constructs of the composite reliability value in table 5 above can be said to meet the criteria because all of them have a value >0.70 . This shows that all variables are very reliable for their respective constructs because they have a value $>0.80 - 1.00$.

The reliability test can then be strengthened by the results of Cronbach's alpha, as follows:

Table 6. Cronbach's Alpha

	<i>Cronbach's Alpha</i>
Security (X2)	0.902
Trust (X1)	0.725
Customer Satisfaction (Y)	0.831
Price Perception (X3)	0.926

Source: Output SmartPLS 3.0

The requirement that it be declared reliable on Cronbach's Alpha is >0.70 . Table 6 above shows the results of the lowest Cronbach's Alpha value, namely the confidence construct of 0.725, while the highest value is in the perceived price construct of 0.926. So this shows that all variables are very reliable for their respective constructs.

R-Square

R-Square results from the output of the PLS 3.0 smart software. namely as follows:

Table 7. R-Square

	R-Square
Customer Satisfaction (Y)	0.577

Source: Output SmartPLS 3.0

Based on the results of table 7 above, it shows that the value of R-Square (R^2) for customer satisfaction is 0.577. These results indicate that the variability and variety of constructs can be explained by the variables of trust, security and price perception towards customer satisfaction is 57.7% and 42.3% which is influenced by other latent variables outside of this study.

Fit Model

Model Fit Results from *software outputsmart* PLS 3.0. are as follows:

Table 8. Fit Model

	Saturated Model	Estimated Model
NFI	0.667	0.667

Source: Output SmartPLS 3.0

Model Fit is done to find out how well the model being studied and the fit model is seen from the NFI value. The NFI value ranges from 0 to 1, the NFI value is getting closer to 1, so it can be declared fit aknow well. Based on table 8 above shows that the magnitude of the NFI value is 0.667. Then these results indicate that the NFI value is almost close to 1 and it can be stated that the model is FIT or good.

Hypothesis testing

Statistical t test

The statistical t test is used to determine whether or not there is a significant influence between trust (X1), security (X), perceived price (X3) on customer satisfaction (Y). It is known that $t_{table} = 1.999$ which is obtained from the formula $df = n - k$ or $df = 65 - 4 = 61$, then it is connected with the confidence degree of 5% or 0.05.

Based on the results of processing the significance test data (t test), the results are:

Table 9. Result of t-statistic test

	T Statistics (O/STDEV)	P Values
Security (X2) -> Customer Satisfaction (Y)	1,875	0.061
Trust (X1) -> Customer Satisfaction (Y)	1,618	0.106
Price Perception (X3) -> Consumer Satisfaction (Y)	4,350	0,000

Source: Output SmartPLS 3.0

From table 9 above shows the t-statistic results as follows:

- The test results on the trust variable on customer satisfaction show the t value of $1.618 < t_{table} 1.999$ and a significant value of $0.106 > 0.05$, this shows that the trust variable has no effect and is not significant to customer satisfaction.
- The test results on the security variable on customer satisfaction show the t value of $1.875 < t_{table} 1.999$ and a significant value of $0.061 > 0.05$, this shows that the security variable has no effect and is not significant to customer satisfaction.
- The test results on the variable price perception on customer satisfaction show the t value of $4,350 > t_{table} 1.999$ and a significant value of $0.000 < 0.05$, this indicates that the perceived price has a significant effect on customer satisfaction.

Research Findings

The Effect of Trust on Customer Satisfaction

From the test results on the trust variable, it is obtained the results of statistical t-test data processing from Partial Least Square analysis which shows the t value of $1.618 < t_{table} 1.999$ and a significant value of $0.106 > 0.05$ H_0 is accepted or H_a is rejected, meaning that trust has no effect on customer satisfaction. e-commerce users in Central Jakarta, Cempaka Putih Barat Village. This means that it can be said that e-commerce has succeeded in giving trust to consumers so that consumers no longer consider bad things that will happen when making transactions in an e-commerce. But there are other factors that are more considered besides trust.

It can also be interpreted that the indicators of trust used in research such as trustworthiness, benefits, promises and job rights have convinced e-commerce in creating consumer satisfaction.

The results of the study are in line with research conducted by (Chulaifi & Setyowati, 2018) and (Budaya & Syofya, 2019) which states that trust has no effect on consumer satisfaction.

Effect of Security on Customer Satisfaction

From the test results on the security variable, it is obtained the results of statistical t test data processing from the Partial Least Square analysis which shows the calculated value of $1.875 < t_{table} 1.999$ and a significant value of $0.061 > 0.05$ H_0 is accepted or H_a is rejected, meaning that security does not affect user consumer satisfaction. e-commerce in Central Jakarta, Cempaka Putih Barat Village. This means that it can be said that e-commerce has succeeded in convincing its consumers about security. So that consumers no longer worry about the security of the transaction process or the security of consumer personal data when making transactions on an e-commerce. But there are other factors that are more considered besides security.

It can also be interpreted that the security indicators used in research such as integrity, prevention of denial, authenticity, confidentiality, privacy and availability have convinced e-commerce in creating consumer satisfaction.

The results of this study contradict research conducted by (Emmywati, 2016) which states that security affects customer satisfaction.

The Effect of Price Perception on Consumer Satisfaction

This means that it can be said that the price perceptions that arise in the minds of consumers related to price fixing by e-commerce must be paid more attention so that e-commerce players can maintain the perception that the price offered for each product or service sale is in accordance with the quality of the product needed by consumers and is useful and also Consumers consider the prices offered by e-commerce to be more appropriate than those offered by offline sales. So that if e-commerce offers a price that is in accordance with quality, it will increase customer satisfaction.

It can also be interpreted in indicators of price perception such as price affordability, price compatibility with product or service quality, price competitiveness, price compatibility with benefits that can affect consumer satisfaction. From the existing indicators in this study, each e-commerce must have and apply it in creating customer satisfaction. The results of respondents' answers show that the highest value of the price perception statement items made by e-commerce users is an indicator of price suitability and benefits.

The results of the study are in line with research conducted by (Wiedyani & Prabowo, 2019), (Hamidah, 2019) and (Liman et al, 2016) which states that price perceptions have a significant effect on consumer satisfaction.

V. CONCLUSIONS AND SUGGESTIONS

Conclusion

Based on the results and discussion that has been done in this study, it can be concluded as follows:

- a Trust variable has no effect on customer satisfaction e-commerce users in Central Jakarta, Cempaka Putih Barat Village. This means that it can be said that e-commerce has succeeded in giving trust to consumers so that consumers no longer consider bad things that will happen when making transactions in an e-commerce.
- b The security variable has no effect on customer satisfaction e-commerce users in Central Jakarta, Cempaka Putih Barat Village. This means that it can be said that e-commerce has succeeded in convincing its consumers about security. So that consumers no longer worry about the security of the transaction process or the security of consumer personal data when making transactions on an e-commerce.
- c Price perception variable affects customer satisfaction, meaning that Price perceptions that arise in the minds of consumers regarding price fixing by e-commerce must be paid more attention. The results of the respondent's answer show the highest value of the price perception statement items on the price and benefit suitability indicator. Where e-commerce players must maintain the perception that the price offered for each sale of a product or service is in accordance with the quality of the product needed by consumers and is useful.

Suggestion

Based on the results of the research conclusions above, the next writer wants to make suggestions or suggestions, as follows:

- a. E-commerce players are expected to have more attention and consideration regarding price perception and other factors besides trust and security. For e-commerce users, they must be more optimal in finding information obtained based on experience regarding the price of goods

- / services to be purchased in order to obtain an appropriate price perception in the minds of consumers.
- b. Suggestions for future researchers are expected to be able to examine more deeply related to customer satisfaction, able to add research variables In addition to the variables used in this research, so that they can explore more with other variables in order to produce varied research and researchers can compare and find out what obstacles there were at the time of the research.

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