

THE EFFECT OF PERCEIVED QUALITY, PERCEIVED SACRIFICE AND PERCEIVED VALUE ON CUSTOMER SATISFACTION IN TOKOPEDIA

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Abstract - The research objective was to determine the effect of perceived quality, perceived sacrifice, and perceived value on customer satisfaction. The population in this study were online buyers of Tokopedia Electronic products in the RW area. 07

Cakung Barat. This research strategy uses an associative strategy. Data collection

using a questionnaire as many as 230 respondents. The sampling technique using convenience sampling technique.

The method of statistical analysis is the coefficient of determination and hypothesis testing using SPSS (Software Product and Service Solution) Version 25.0.

Perceived quality has no direct effect on customer satisfaction significantly. Perceived sacrifice has no direct effect on customer satisfaction significantly. Perceived Value has a significant direct effect on customer satisfaction. Perceived quality, perceived sacrifice, perceived value have a significant effect on customer satisfaction simultaneously.

Keyword : Perceived Quality, Perceived Sacrifice, Perceived Value, Customer Satisfaction

I. INTRODUCTION

The development of the world of information and communication is now increasing. Where the world is made easier to carry out various activities using the internet. There are several uses of the internet such as accessing information, sending e-mails, means of communication, and means of entertainment. The internet allows users to connect to one another without any restrictions on time and place as long as the user is connected to an internet connection. In Indonesia, the development of the internet cannot be separated from the very high

penetration of smartphones.

The development of the internet has also led to the formation of a new arena called cyberspace. One of them causes changes in trade. Electronic commerce (E-commerce) is the distribution, buying, selling, marketing, goods and services through electronic systems by means of electronic funds transfers.

Electronic commerce is also part of the electronics business but the scope of the electronics business is broader.

The number of online shops in Indonesia currently encourages consumers to be more selective in choosing companies that provide online shopping services. Online stores in Indonesia only became popular in 2006, at the end of 2008 the number of online stores had increased tens to hundreds of percent from the previous year. The supporting factor is the increasing number of internet users with a population of 253,609,643 Indonesia's population of 71,190,000 internet users. The second factor that causes this is the easier and cheaper internet connection in Indonesia. Third, there is more education and training for online shop creation at very affordable prices. Some online stores have Web data that always provides up-to-date product information and clear contact information, but other online stores have data that is not updated, some have no clear contact information, and incomplete e-commerce services.

Several names such as Tokopedia, Blibli, Berrybenka, Lazada and Zalora are online markets that are currently being used by consumers in Indonesia. This page sells similar products, such as clothes, shoes, bags, beauty tools, and accessories, for women and men. On average, their target market is among young people such as students, school children, and employees, as well as housewives. The existence of connectivity between the internet and social networks makes it easier for consumers to find out about existing online store products. Online store owners can influence consumer decisions in choosing products offered by conducting special promotions that can only be accessed by these consumers so that consumers can see and choose according to their needs and end with the buying process.

Based on the background described, it raises the author's curiosity in increasing customer satisfaction on Tokopedia. Given that Tokopedia is the e-commerce with the highest monthly active users in Indonesia. And electronics are items that are often sought after by customers, where many promos are issued by e-commerce when there is a national shopping day being held.

II. LITERATURE REVIEW

2.1. Research Review

The first research from the Faculty of Administrative Sciences, Universitas Brawijaya Malang, Volume 64, No. 2 November 2018, ISSN: 1141-2973, No. 34 / E / KPT / 2018, 15 September 2018. By Mila and Abdillah. With the title "The influence of E-Service Quality, on Perceived Value, and its impact on Customer

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Satisfaction (a survey of undergraduate students of the Faculty of Administrative Sciences Universitas Brawijaya who made online purchase transactions with the Lazada.co.id website)". The purpose of this study is to explain the effect of E-Service Quality on Perceived Value, the effect of Perceived Value on Customer Satisfaction, the influence of E-Service Quality on Customer Satisfaction. The result of the indirect effect is 0.295 and this figure shows that the variable perceived value plays a role in the relationship between the E-Service Quality and Customer Satisfaction variables.

The second research is from the Faculty of Administrative Sciences, Brawijaya University Malang. Volume 38. No. 2 September 2016, ISSN: 2337-3792, No. 43 / EKPT / 2016, 10 June 2016. By Bimo, et al. With the title "The Effect of E-Service Quality and Perceived Value on customer satisfaction and customer loyalty (Survey on Brawijaya University Undergraduate Students who made online purchase transactions with the Tokopedia Mobile Application)". This study uses probability sampling, the respondents used are 115 respondents who are active in making online purchases on the Tokopedia Mobile Application. The analysis was carried out by path analysis. The study population was conducted on undergraduate students of Brawijaya University Malang who made online purchase transactions at Tokopedia mobile application. The results of this study indicate that the E-Service Quality variable has a direct and significant effect on the customer satisfaction variable, the Perceived Value variable has a direct and significant effect on the customer satisfaction variable, the E-Service Quality variable has a direct and significant effect on the Customer Loyalty variable, the perceived value variable has a direct effect. and significant to the customer loyalty variable, the customer satisfaction variable has a direct and significant effect on the customer loyalty variable.

The third research is from the Business Management Program, Management Study Program, Faculty of Economics, Petra Christian University. Volume 7, No. June 1, 2019, ISSN 1693-5241. No. 30 / E / KPT / 2018, 24 October 2018. By Hermawan da Karina, with the title "The Effect of Perceived Value on Repurchase Intention through Customer Satisfaction as an intervening variable in Shopee". The purpose of this study was to determine the effect of perceived value on repurchase intention through customer satisfaction at shopees. This type of research is a quantitative survey method. The sample in this study were 100 respondents who were taken using non probability sampling technique, namely purposive sampling. The data processing technique uses the Smart PLS 3.0 program by using some data processing, namely validity and reliability tests. The test results show that perceived value has a significant positive effect on repurchase intention because buyers feel the benefits of perceived value felt by buyers so that buyers decide to buy goods back at the same store / seller. Perceived value has a positive significant effect on customer satisfaction at

shopees. Because buyers feel the benefits that match or exceed buyer's expectations so that buyers feel satisfied or very satisfied when shopping at Shopee, so they decide to go back to shopping at Shopee. Perceived value has a positive effect on customer satisfaction through repurchase intention, because the perceived value that buyers perceive is very beneficial to them and matches or even exceeds buyers' expectations so that they feel very, that is what makes perceived value an important factor that companies must pay attention to. And there is a significant influence on perceived value towards repurchase intention through customer satisfaction.

The fourth research from the Faculty of Economics and Business, University of Mulawarman Samarinda, volume 19, No. 1 of 2017, ISSN 1411-1713, No. 21 / E / KPT / 2018, 9 July 2018. By Mohammad Wasil. With the title "The Influence of Brand Loyalty and Perceived Quality on Customer Satisfaction at JD.Id". The research aims to determine and analyze the influence of Brand Loyalty and Perceived Quality on customer satisfaction of Handed Galaxy based on Samsung Galaxy and to find out which of the two variables Brand Loyalty and Perceived Quality have the most dominant influence on customer satisfaction of Samsung Galaxy phones based on Android by students of the Faculty of Economics, University. Mulawarman, Samarinda. This study uses multiple linear regression using the SPSS 17.0 series auxiliary program. Based on the results of the analysis, it shows that from the results of multiple linear regression analysis, an equation is obtained, where from this equation it can be seen that the variables Brand Loyalty (X1) and perceived quality (X2) together have a positive effect on customer satisfaction (Y) in purchasing mobile phones. Samsung Galaxy, which means that if the variables of brand loyalty and perceived quality are improved, customer satisfaction will increase. From the R value obtained through calculations, it can be concluded that all independent variables, namely the variable brand loyalty (X1) and Perceived quality (X2), have a moderate relationship with the purchase satisfaction variable (Y). After the F test is carried out, the test value $F_{count} > F_{table}$ can be concluded that H_0 is rejected and H_a is accepted, this means that brand loyalty and perceived quality together have a significant effect on customer satisfaction for Samsung Galaxy mobile phones. Based on the t test or partial test, it can be seen that the dominant variable is the perceived quality variable by comparing the t-count and t-table values, the t-test value $> t_{table}$, thus H_1 is accepted and H_2 is rejected, so it can be concluded that perceived quality has a dominant influence compared to the variables others.

The fifth research from STEI Perbanas Surabaya, Volume 3, No. 2 November 2017, ISSN 2088-7841, No. 23 / U / KPT / 2019. By Maretia and Soni, with the title "The Effect of Price, Value Benefits and Quality on Blackberry Mobile Customer Satisfaction in Surabaya". Research study on Bilibli.com. The results of the study aimed to determine whether there was a relationship between partial prices and customer satisfaction on Blackberry, the value prepared, and

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Blackberry customer satisfaction, and the quality and satisfaction of Blackberry customers in Surabaya. In addition, this study also reveals whether there is a relationship between price, perceived value and quality simultaneously and the satisfaction of Blackberry customers in Surabaya. The analysis used multiple linear regression analysis with SPSS 16.0. The sample consisted of 100 respondents obtained in Surabaya with a sample of Blackberry users who have used Blackberry for at least 6 months. The sampling technique is convenience sampling. The results show that price significantly affects customer satisfaction, perceived value has no effect on customer satisfaction. However, quality significantly affects customer satisfaction. Simultaneously, price, perceived value, and quality affect customer satisfaction.

The sixth study from the Journal Of Knowledge Management, Economics and Information Technology Necmettin Erbakan University. Volume VII Issue 6, December 2017, ISS 2013-0953. By Kazim Karaboga, with the title "A Study on Online Shopping Sittes from Perspective of Perceived Value and Perceived Customer Satisfaction". This study uses the SPSS program in data analysis. To test the reliability of the scale used in the research before analysis, the Cronbach Alpha value becomes an indicator of internal consistency. Then used frequency analysis, correlation, and multiple regression in the data analysis. Respondents in this study were 204 people. The results of the study were to determine the efficiency in customer satisfaction from the perceived value in online shopping. With the aim of measuring the success in keandala and measuring the concept of research scale. In order to advance the respondent participation level for the assessors of the scale formed in the study, the researcher matched the Friedman test and the participation rate. The results of a positive relationship between received customer value and perceived customer satisfaction. When examining the relationship by means of sub-dimensions, it appears that there is a significant relationship in a positive direction between perceived customer value and perceived trust and service quality as a sub-dimension of perceived customer satisfaction. Because online shopping requires an active work model and customer satisfaction in order to develop a successful work model, customer value can offer an edge over sectoral competition.

Seventh study from the University of Brighton's Brighton Business School, Volume 33, Issue 6 December 2017, ISSN: 0268-4012. By Pauray Shukla. With the title "Effect of Perceived Sacrifice, Quality, Value on Customer Satisfaction in the Services Environment". This study aims to conceptualize the perceived effect of sacrifice, the perceived service quality, the perceived value of customer satisfaction. Respondents in this study were 302 people with the survey method. By using Lisrel 8.70. The results of this study explain that, the perceived effect of sacrifice has a positive effect on customer satisfaction, perceived service quality has a positive effect on customer satisfaction, perceived value has a

positive effect on customer satisfaction, perceived value has a positive effect on customer satisfaction, as well as the effect of perceived sacrifice, quality, perceived service, perceived value on customer satisfaction together have a direct effect.

The eighth study by the Sauder School of Business University of British Columbia, Vol. 8 No. 1 March 2018, EISSN 2071-1050. By David Xu Izak. With the title "The Effect Perceived Service Quality, Perceived Sacrifice and Perceived Service Outcome on Online Customer Satisfaction". Customer satisfaction is the main driver of financial performance in service organizations. Researchers analyzed the research model using at least squares partial structural equation modeling (PLS), a component-based approach. PLS allows simultaneous testing of measurement models and structural model estimates. Researchers used the SMART PLS 2.0 software to perform the analysis. This study investigates whether online customer loyalty can be increased through improving perceived service quality, reducing perceived sacrifices and improving perceived service outcomes in the context of online services with the possibility of providing direct assistance service technology. The results show that, online customer satisfaction increases with higher perceived service quality, lower perceptions of sacrifice and better perceived service outcomes, perceptions of service quality positively affect perceived service outcomes while perceived sacrifice negatively affects perceived service outcomes. , subscribed product knowledge negatively affects perceived service outcomes, greater product knowledge weakens customer relationships and product knowledge positively moderates the relationship between perceived sacrifice and online customer satisfaction.

2.2. General Understanding of Customer Satisfaction

According to Tjiptono (2012: 218) defines consumer satisfaction as a conscious evaluation or cognitive assessment regarding whether the product's performance is relatively good or bad or whether the product is suitable or not with its purpose or use.

2.3. Indicator Customer Satisfaction

According to Westbrook and Reilly in Ramadan and Harry (2017: 185) there are four indicators of customer satisfaction:

1. Conformity of expectations
Is a combination of the capabilities of a product or service and a reliable promotion, so that a product that is produced can match customer expectations.
2. Willingness to recommend
Is a customer's willingness to recommend a product or service to friends or family.
3. Perceived performance
Is a cognitive assessment of the product or service performance that has been

felt by customers.

4. Feelings of liking (Emotion)

Is a customer response to experiences related to a product or service after they have obtained and felt it.

2.4. *Perceived Quality*

According to Zeithaml (2012: 126) identifies perceived quality as a component of brand value where high quality perceptions will lead consumers to choose the brand compared to competing brands. Perceptions of quality that are perceived by consumers affect the willingness of these consumers to buy a product. This means that the higher the value perceived by the consumer, the higher the consumer's willingness to finally buy.

2.5. *Indicator Perceived Quality*

Parasuraman et al. in Ayu Rahman (2019: 220) states that there are four indicators of Perceived Quality, namely: Efficiency, Fulfillment, System Availability, Privacy.

1. *Efficiency*, namely the ease and speed of accessing and using the website.
2. *Fulfillment*, namely the ability of websites to fulfill their promises regarding product availability and product delivery to consumers.
3. *System Availability*, namely the accuracy of the technical functions contained in the website.
4. *Privacy*, namely website security and protection of consumer information.

2.6. *Perceived Sacrifice*

According to Zeithmal and Bitner, 1996 in Sutanto, 2010: 122) the perception of sacrifice are things that consumers think must be given or sacrificed to get a product, both financial and non-financial. The sacrifice in question can be divided into material and non-material sacrifices, material sacrifices not only around the purchase price but also other costs for obtaining the product.

2.7. *Indicator Perceived Sacrifice*

In general, there are 3 indicators of perceived sacrifice proposed by Kotler in Sutanto 2010: 114, namely:

1. Financial Sacrifices

Sacrifices made by consumers to get the goods or services they want.

2. The Sacrifice of Time

Queue up first

3. Sacrifice of Energy

Physical sacrifices, for example, driving to the place yourself or using public transportation.

2.8. Perceived Value

According to Stanson in Sangadji (2013: 105), perceived value is an overall evaluation of the utility of several products based on consumer perceptions of the total benefits to be received. Perception is a meaning that has a bond with the past through stimuli received through the five senses.

2.9. Indicator Perceived Value

Indicators for measuring perceived value according to Tjiptono (2016: 141), which consists of four indicators:

1. Emotional Value

The relaxed feeling that customers feel when shopping, and the feeling of being happy to visit the unity of the place.

2. Social Value

Feel proud to have visited and can share experiences with others.

3. Quality/Performance Value

Quality standards are acceptable in accordance with customer expectations and quality is carried out consistently.

4. Price/Value of Money

Prices are reasonable, and prices are in accordance with the quality received by customers.

2.10. Relationship Between Variables

To find out how consumers perceive the value of a product or service, there are many factors, but the ones used in this research are perceived quality, perceived sacrifice and perceived value. By knowing the perceived quality, perceived sacrifice and perceived value, Customer satisfaction will occur.

III. RESEARCH METHODS

The research strategy used in this study based on the characteristics of the main research problem is an associative strategy. Associative research is research that aims to determine the effect of two or more variables, in order to provide an explanation of the effect of perceived quality (X1), perceived sacrifice (X2), perceived value on customer satisfaction. The research method used in this research is a survey method. Where this research chooses quantitative analysis, takes from a population and uses a questionnaire as a data collection tool. The survey method was chosen to determine the effect of the variables on perceived quality, perceived sacrifice, perceived value, and customer satisfaction as data to obtain information.

Looking at the unit of analysis above, the sampling in this study is a convenience sampling technique, which is a sample selection technique when the researcher does not have data about the population in the form of a sampling frame and the researcher then selects the sample based on the principle of ease of taking / selecting samples. In this study, data collection was carried out to obtain

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the information needed to limit the problem in the study, while the methods used were as follows:

1. Survey
2. Observation
3. Questionnaires
4. Libraries

In this study, a questionnaire was used. Respondents' answers will be measured using a Likert scale, where each instrumental answer is made into 4 (four) gradations from very positive to very negative, where each answer is used to measure people's attitudes and perceptions about the research currently being carried out. With a Likert scale, the measurable variables are translated into variable indicators. Then the indicator is used as a point which is translated into a variable indicator. Then the indicator is used as a measuring point for feeding instrument items which can be a statement. The answer to that statement will be processed to produce conclusions.

IV. RESEARCH RESULTS AND DISCUSSION

4.1. Respondent Data

In this study, data collection used a questionnaire given to 230 respondents. How to distribute questionnaires by giving questionnaires to the community in the RW area. 07 Cakung Barat who buys electronic products on Tokopedia. The respondent's description includes gender, as follows:

Table 4.1. Respondent Description

Number	RT Name	Number of Respondents
1	RT. 01	13
2	RT. 02	13
3	RT. 03	14
4	RT. 04	15
5	RT. 05	12
6	RT. 06	12
7	RT. 07	13
8	RT. 08	13
9	RT. 09	12
10	RT. 010	15
11	RT. 011	12
12	RT. 012	15
13	RT. 013	11
14	RT. 014	11
15	RT. 015	12
16	RT. 016	12

17	RT. 017	12
18	RT. 018	13
Total		230 Respondents

Source : Processed data (2020)

Table 4.2. Respondent Identity Based on Age

Age					
Frequency			Percent	Valid Percent	Cumulative Percent
Valid	<20	37	16,1	16,1	16,1
	20-30	108	47,0	47,0	63,0
	30-40	73	31,7	31,7	94,8
	>40	12	5,2	5,2	100,0
	Total	230	100,0	100,0	

Source : Processed data (2020)

Table 4.3. Respondent Identity Based on Gender

Gender					
Frequency			Percent	Valid Percent	Cumulative Percent
Valid	Men	80	34,8	34,8	34,8
	Woman	150	65,2	65,2	100,0
	Total	230	100,0	100,0	

Source : Processed data (2020)

Table 4.4. Respondent Identity Based on Education

Education					
Frequency			Percent	Valid Percent	Cumulative Percent
Valid	High School	87	37,8	37,8	37,8
	D3	46	20,0	20,0	57,8
	S1	90	39,1	39,1	97,0
	>S2	7	3,0	3,0	100,0
	Total	230	100,0	100,0	

Source : Processed data (2020)

Table 4.5. Respondent identity based on the number of times shopping online at Tokopedia

Online Shopping

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Frequency			Percent	Valid Percent	Cumulative Percent
Valid	2 kali	103	44,8	44,8	44,8
	3 kali-5	88	38,3	38,3	83,0
	>5 kali	39	17,0	17,0	100,0
	Total	230	100,0	100,0	

Source : Processed data (2020)

4.2. Data Description

The data used in this study were obtained from filling out questionnaires on a Likert scale by consumers who buy electronic products at Tokopedia in the RW area. 07 Cakung Barat, as many as 230 respondents. The research variables used are three independent variables, namely *perceived quality* (X1), *perceived sacrifice* (X2), *perceived value* (X3) and one dependent variable, namely *customer satisfaction* (Y).

4.3. Results of Testing Research Instruments a. Validity Test

The validity test is a test of each statement item on the variables studied in this study. To find out whether a statement is valid or not through a questionnaire, to make it easier to process data, the author uses the SPSS version 25.0 program. The following are the results of the instrument validity test per item for the Customer satisfaction (Y) variable which consists of 9 (nine) statements:

Table 4.6. Instrument Validity per Item for Customer Satisfaction (Y)

No. Pernyataan	rhitung	rtabel	Keputusan
1	0,692	0,129	Valid
2	0,730	0,129	Valid
3	0,459	0,129	Valid
4	0,690	0,129	Valid
5	0,503	0,129	Valid
6	0,591	0,129	Valid
7	0,490	0,129	Valid
8	0,699	0,129	Valid
9	0,611	0,129	Valid

Source : Processed data (2020)

Table 4.7. Instrument Validity per Item for Perceived Quality (X1)

No. Pernyataan	rhitung	rtabel	Keputusan
1	0,746	0,129	Valid
2	0,760	0,129	Valid

3	0,756	0,129	Valid
4	0,661	0,129	Valid

Source : Processed data (2020)

Table 4.8. Instrument Validity per Item for Perceived Sacrifice (X2)

No. Pernyataan	rhitung	rtabel	Keputusan
1	0,795	0,129	Valid
2	0,750	0,129	Valid
3	0,763	0,129	Valid

Source : Processed data (2020)

Table 4.9. Instrument Validity per Item for Perceived Value (X3)

No. Pernyataan	rhitung	rtabel	Keputusan
1	0,627	0,129	Valid
2	0,609	0,129	Valid
3	0,486	0,129	Valid
4	0,636	0,129	Valid
5	0,658	0,129	Valid
6	0,627	0,129	Valid
7	0,630	0,129	Valid

Source : Processed data (2020)

b. Reliability Test

Reliability test aims to see the extent to which a measurement tool can be trusted or relied upon. The reliability test was carried out using the one shot method with the Cronbach's Alpha (α) statistical test using the help of the SPSS

25.0 program provided that it is said to be reliable if the Cronbach's Alpha value is > 0.60 .

Table 4.10. Value of Customer Satisfaction Reliability Test (Y)

Reliability Statistics	
Cronbach's Alpha	N of Items
,786	9

The test results on the reliability of the questionnaire resulted in a Cronbach's Alpha number greater than 0.60, which is 0.786. Based on these results it can also be concluded that all statements of the *customer satisfaction* variable (Y) have tested their reliability.

Table 4.11. Value of Perceived Quality Reliability Test (X1)

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Reliability Statistics	
Cronbach's Alpha	N of Items
,700	4

The results of testing the reliability of the questionnaire resulted in a Cronbach's Alpha number greater than 0.60, which is equal to 0.700. Based on these results it can also be concluded that all statements from the variable *perceived quality* (X1) have their reliability tested.

Table 4.12. Value of Reliability Test of *Perceived Sacrifice* (X2)

Reliability Statistics	
Cronbach's Alpha	N of Items
,650	3

The results of testing the reliability of the questionnaire resulted in a Cronbach's Alpha number greater than 0.60, which is 0.650. Based on these results it can also be concluded that all statements from the variable *perceived sacrifice* (X2) have their reliability tested.

Table 4.13. Value of Reliability Test *Perceived Value* (X3)

Reliability Statistics	
Cronbach's Alpha	N of Items
,714	7

The test results on the reliability of the questionnaire resulted in a Cronbach's Alpha number greater than 0.60, which was 0.714. Based on these results it can also be concluded that all statements from the *perceived value* (X3) variable have their reliability tested.

Table 4.14. Instrument Reliability Test Results

No.	Indikator	Cronbach's Alpha	>	Keterangan
1	<i>Customer Satisfaction</i> (Y)	0,786	0.60	Reliabel
2	<i>Perceived Quality</i> (X1)	0,700	0.60	Reliabel
3	<i>Perceived Sacrifice</i> (X2)	0,650	0.60	Reliabel

4	<i>Perceived Value (X3)</i>	0,714	0.60	Reliabel
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Source : Processed data (2020)

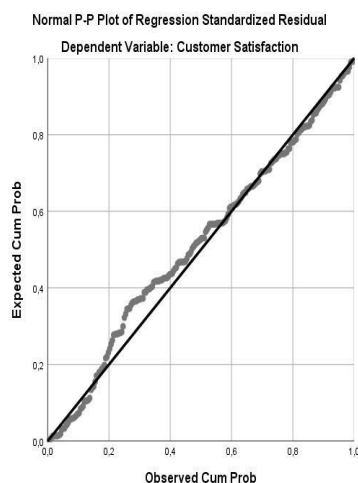
From table 4.14. above, it can be seen that the variables above have Cronbach's Alpha > 0.60, thus it can be concluded that all items in the indicator are reliable.

c. Classic assumption test

Normality

The normality test in this study is to determine whether the residual distribution follows or approaches the normal distribution. A good regression model is a residual distribution or close to normal. The following is the normality result data as presented in Figure 4.5 below:

Picture 4.5. Normal P-P Plot of Regression Standardized Residual



Source : Processed data (2020)

Based on the picture above, it can be seen that the data spreads across the diagonal lines and follows the direction of the diagonal lines on the histogram graph, this shows that the distribution pattern is normal. So it can be concluded that based on the P-P Plot graph, the regression model fulfills the normality assumption.

Multicollinearity Test

This test is used to test whether there is a perfect or definite linear relationship between some data or all independent variables from the regression model. This test is used to test whether there is a regression model where there is a strong correlation between the independent sub-variables. The following are the results of the multicollinearity test as presented in table 4:39 below:

Table 4.39. Multicollinearity Test Results

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Coefficients ^a			
Model	Collinearity Statistics		
		Tolerance	VIF
1	(Constant)		
	<i>Perceived Quality</i>	,556	1,799
	<i>Perceived Sacrifice</i>	,563	1,776
	<i>Perceived Value</i>	,528	1,893
a. Dependent Variabel : <i>Customer Satisfaction</i>			

Source : Processed data (2020)

Based on the multicollinearity test results in the table above, it can be explained that the Variance Inflating (VIF) value on the variable perceived quality (X1) is 1.799 <10.00 and the Tolerance value is 0.556 > 0.10, and the value for perceived sacrifice (X2) is 1.776 <10.00 and Tolerance value 0.528 > 0.10. It can be interpreted that the independent variables in this study did not find any multicollinearity symptoms.

d. Multiple Linear Regression

Multiple linear regression analysis is used by researchers in order to determine the effect of perceived quality, perceived sacrifice, and perceived value on customer satisfaction. Following are the results of multiple linear regression:

Table 4.40. Regression Testing Results

Coefficients ^a			
1	Model	Unstandardized Coefficients	
		B	Std. Error
	(Constant)	18,48	2,341
	<i>Perceived Quality</i>	,034	,223
	<i>Perceived Sacrifice</i>	-,271	,290
	<i>Perceived Value</i>	,471	,142
a. Dependent Variabel: <i>Customer Satisfaction</i>			

Source : Processed data (2020)

Based on the results of regression testing in table 4:40. above, then the regression equation can be obtained, which is as follows:

$$Y = a + \beta_1 X_1 + \beta_2 X_2 + \beta_3 X_3 + e$$

$$Y = 18,481 + 0,034X_1 + -0,271X_2 + 0,471X_3 + e$$

From the multiple linear regression equation it can be explained as follows:

1. A constant value of 18.481 can be interpreted that if the variable *perceived quality*, *perceived sacrifice*, and *perceived value* are not there or constant, then the value of the *customer satisfaction* variable is 18.481.
2. The regression coefficient (β_1) for the *perceived quality* variable is ($\beta_1 =$

- 0.034). This shows that if the *perceived quality* is improved it will increase *customer satisfaction* for electronic product buyers on Tokopedia.
3. The coefficient value (β_2) for the variable *perceived sacrifice* is ($\beta_2 = 0.271$). This shows that *perceived sacrifice* has decreased in *customer satisfaction* for electronic product buyers on Tokopedia.
 4. The coefficient value (β_3) for the *perceived value* variable is ($\beta_3 = 0.471$) this shows that if the *perceived value* is adjusted to the *perceived quality*, the benefits obtained and the purchasing power of consumers will increase *customer satisfaction*. The significant result is 0.001, this means that the *perceived value* variable has a positive influence on *customer satisfaction* for electronic buyers on Tokopedia.

e. Coefficient of Determination

The results of data processing for the coefficient of determination are as follows:

Table 4.41. Coefficient of Determination

Model Summary				
			Adjusted R	Std. Error of
1	,260 ^a	,068	,055	3,998
a. Predictors: (Constant), <i>Perceived Value</i> , <i>Perceived</i>				

Source : Processed data (2020)

The coefficient of determination of the effect of perceived quality, perceived sacrifice, perceived value together on customer satisfaction is 55%. So it can be interpreted that the effect of perceived quality, perceived sacrifice, perceived value on customer satisfaction is 55%, the rest is influenced by other variables (apart from variables not examined in this study).

f. Hypothesis Test

Partial hypothesis testing (test t)

The results of hypothesis testing (t test) for the variable perceived quality (X1), perceived sacrifice (X2), and perceived value (X3) on customer satisfaction (Y) are as follows:

Table 4.42. Hypothesis Results (test t)

Variable	T		sig		Conclusion
	thitung	ttabel	Result	$\alpha = 5\%$	
Constant	7,896		,000		

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<i>Perceived Quality (X1)</i>	0,153	<1,970	0,879	>0,05	H0 be accepted Ha rejected,Has No Significant Effect
<i>Perceived Sacrifice (X2)</i>	-0,935	<1,970	0,351	>0,05	H0 be accepted Ha rejected,Has No Significant Effect
<i>Perceived Value (X3)</i>	3,322	>1,970	0,001	<0,05	H0 rejected Ha be accepted,Significant Effect

Source : Processed data (2020)

a. Interpretation of Research Results

Based on the provisions of the analysis in the table in statistics using the t test. Then the rejection of H0 is carried out if $t_{count} > t_{table}$. With $df = 230 - 3 - 1 = 226$ and $Sig \alpha = 5\%$ or $0.879 > 0.05$, then the t table is obtained of 1.970 and the results of hypothesis testing are obtained together as follows:

1. The effect of perceived quality (X1) on Customer Satisfaction (Y)

Hypothesis test partially, based on the results of the calculation of SPSS 25.0 in table 4.42. indicates that the t value obtained is 0.153 with a significant t value of 0.879. So it can be concluded that H0 is accepted Ha rejected that $0.153 < 1.970$ and $Sig \alpha = 5\%$ or $0.879 > 0.05$. This proves that there is no significant effect between perceived quality and customer satisfaction.

2. Effect of Perceived Sacrifice (X2) on Customer Satisfaction (Y)

Hypothesis test partially, based on the results of the calculation of SPSS 25.0 in table 4.42. indicates that the t value obtained is - 0.935 with a significant t value of 0.351. Then it can be concluded that H0 is accepted, H1 is rejected, that is $-0.935 < 1.970$ and $Sig \alpha = 5\%$ or $0.351 > 0.05$. This proves that there is no significant effect between perceived sacrifice and customer satisfaction.

3. The Effect of Perceived Value (X3) on Customer Satisfaction (Y)

Hypothesis test partially, based on the results of the calculation of SPSS 25.0 in table 4.42. shows that the t value obtained is 3.322 with a significant t value of 0.001. So it can be concluded that H0 is rejected, Ha is accepted that $3.322 > 1.970$ and $Sig \alpha = 5\%$ or $0.001 < 0.05$. This proves that there is a significant influence between perceived value on customer satisfaction.

Simultaneous Hypothesis Testing (Test-F)

Hypothesis testing (F-test) is to determine whether each independent variable consisting of perceived quality (X1), perceived sacrifice (X2), perceived value (X3) has a significant effect on the dependent variable customer satisfaction (Y) if done together.

Table 4.43. Hypothesis Results (Test-F)

Variable	F		sig		Conclusion
	Fhitung	Ftabel	Result	$\alpha = 5\%$	
<i>Perceived Quality (X1), Perceived Sacrifice (X2), Perceived Value (X3)</i>	5,476	2,64	0,001	<0,05	H0 rejected Ha be accepted, Collectively significant effect

Source : Processed data (2020)

Based on the results of calculations with SPSS 25.0 in table 4.43. shows that the Fcount is 5,476, the significant value of F is 0.001. Meanwhile, the value of Ftable with $df1 = 3$ and $df2 = 230-3-1 = 226$ is 2.64. Thus, it can be said that the value of $F_{count} = 5.476 > F_{table} = 2.64$. Conclusion H_0 is rejected and H_a is accepted, because F is significantly smaller than the real level $\alpha = 5\%$ or $0.001 < 0.05$. This proves that simultaneously there is a significant effect between perceived quality, perceived sacrifice, and perceived value on customer satisfaction of buyers of electronic products at Tokopedia in the RW area. 07 Cakung Barat.

V. CONCLUSIONS AND SUGGESTIONS

5.1. Conclusion

Based on the description of the research results above, it can be concluded as follows:

1. Perceived quality has no effect on customer satisfaction.
2. Perceived sacrifice has no effect on customer satisfaction.
3. Perceived value affects customer satisfaction.
4. Perceived quality, perceived sacrifice, perceived value have a simultaneous effect on customer satisfaction.

5.2. Suggestion

Based on the conclusions that the researcher has described, several suggestions can be made as follows:

1. For the variable perceived quality, the question with the lowest score is "Tokopedia's website is able to protect my personal information". Tokopedia should evaluate the consumer's personal data system so that consumers will feel protected by using the Tokopedia site when making online purchases.
2. For the variable perceived sacrifice, the question with the lowest score is "I don't need more effort to get Electronic products on Tokopedia". Tokopedia should improve and improve services in the process of consumers buying Electronic products. Where the provision of fast and safe delivery for all stores that work with Tokopedia.
3. For the variable perceived value, the question with the lowest score is "I feel Tokopedia is run with consistent quality". Therefore, researchers suggest that Tokopedia must always maintain product quality and product value according

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to the sacrifices that consumers have made, so that consumers have a good experience of shopping at Tokopedia and in the end consumers have strong or good satisfaction with Tokopedia.

4. For the customer satisfaction variable, the question with the lowest score was “Tokopedia responds to customer requests quickly”. Therefore, researchers suggest Tokopedia to further improve customer service, so that consumers feel spoiled by Tokopedia and customer satisfaction will always be maintained.
5. This research is only limited to the free variable perceived quality, perceived sacrifice, perceived value. For further research, other variables can be used in research to examine customer satisfaction, because in addition to the variables that researchers have used, there are still other variables that can affect customer satisfaction. Another example of variables that can affect customer satisfaction is corporate image.

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