ANALYSIS OF THE INFLUENCE OF SERVICE QUALITY, TRUST, PRICE AND TOKOPEDIA CUSTOMER SATISFACTION
(A Case Study of Users on Compass Palmerah Employees)

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Abstract - *Information technology brought an ease process of communication in order to user does not need a long time for sending a message, even in a short time user had gotten needs what they want. The research purpose is to know how much influence service quality, trust, and price with consumer satisfaction of Tokopedia.*

Strategy of this research is associative research to know connectivity of two variable or more. Data collected with giving questioner as prime data for being processed as objective of research. From questioner could be researched connectivity of two variable or more about service quality, trust, and price wuth consumer satisfaction.

Data processing used software SPSS version 22.0 to ease in data processing. Whereas presentation of ths research is with table and pricture in order to ease understanding.

Keywords: Quality, Consumer Satisfaction, Market Place, Service

Abstrak– Teknologi informasi memberikan kemudahan dalam proses komunikasi sehingga penggunaan tidak perlu menunggu lama akan penyaluran pesan, bahkan dalam waktu yang singkat saja pengguna sudah mendapatkan kebutuhan yang diinginkan. Tujuan penelitian ini untuk mengetahui seberapa besar pengaruh kualitas pelayanan, kepercayaan, dan harga dengan kepuasan konsumen di Tokopedia.

Strategi dengan menggunakan penelitian asosiatif untuk mengetahui hubungan dua variabel atau lebih. Data diperoleh dengan memberikan kuesioner sebagai data primer untuk dapat diolah sebagai obyek penelitian. Dari kuesioner dapat diteliti hubungan dua variabel atau lebih mengenai hubungan kualitas pelayanan, harga, kepercayaan dengan kepuasan konsumen.

Pengolahan data menggunakan software SPSS Versi 22.0 untuk mempermudah dalam melakukan pengolahan data. Sedangkan penyajian data dalam penelitian ini adalah berupa tabel dan gambar supaya lebih mudah dimengerti dan dipahami.

Kata kunci : Kualitas, Kepuasan Konsumen, Market Place, Pelayanan

I. PRELIMINARY

Information technology is currently experiencing very rapid development in all industrial fields. Almost all fields have experienced an increase in services in terms of information technology, such as education, trade, economy, development, transportation to culture. Information technology provides convenience in the communication process so that users do not have to wait long for message distribution, even in a short time the user has got the desired needs.

Online shop open business opportunities in various fields of products on the internet which mostly target teenagers and office employees as consumers. The advantages of an online shop business are not only easy to carry out promotions, but also very efficient because it only requires internet subscription fees to be able to run the business.

It is undeniable that the factor of consumer confidence in online shops currently remains a major problem for online business people. Indonesian market trust in online shops is still low. One of them may be influenced by the rampant fraud committed by irresponsible people. In fact, the level of consumer confidence is the key to the success of an online shop. Testimony is a statement of testimony or consumer response to the use of a product or service, related to the level of satisfaction conveyed orally and in writing to the seller.

Customer satisfaction, `` customer's evaluation of a product or service in terms of whether that product or service has met their needs and expectations (Zeithaml and Bitner, 2000: 75). " Consumers who are satisfied with the products / services purchased and used, then consumers will return to using the services or products it offers. This will build customer loyalty.

1.1.   Formulation of the problem

Based on the background of the problems above, the problem formulation in this study is: "How is the relationship between service quality, trustworthiness, price and satisfaction? consumers on Tokopedia? "

Based on the formulation of the main problem above, the specifications of the research problem are as follows:

1. Does service quality have a strong influence on customer satisfaction on Tokopedia?
2. What is the effect of trust on consumer satisfaction in Tokopedia?
3. What is the effect of price on consumer satisfaction on Tokopedia?
4. What are the effects of service quality, trust, and price together with customer satisfaction on Tokopedia?

1.2.   Research purposes

Based on the formulation of the problems that have been determined, this study aims to:

1. To find out how much influence the quality of service has on consumer satisfaction in Tokopedia.
2. To find out how much influence between trust and consumer satisfaction in Tokopedia.
3. To find out how much influence price has on consumer satisfaction on Tokopedia.
4. To find out how much influence service quality, trust, and price have on customer satisfaction on Tokopedia.

II.   LITERATURE REVIEW
2.1.   Service quality

Meanwhile, according to Lewis and Booms (Fandy Tjiptono, 2011: 121) suggests that service quality is a measure of how good the level of service provided is in accordance with customer expectations. Service quality can be realized through the fulfillment and desires of customers and the accuracy of delivery to match customer expectations.

2.2.   Price Perception

Perceived price is an exchange rate that can be equated with money or other goods for the benefits obtained from a good or service for a person or group at a certain time. The term price is used to give financial value to a product or service

2.3.   CUstomer trust

Moorman, Deshpande, and Zaltman in Dharmmestha (2011: 57) define trust as a person's willingness to depend on another party involved in the exchange because he has confidence in the other party, trust is a common hope that an individual has. that the other's words were reliable. Trust is trust and have confidence in partners in a relationship.

2.4. Consumer satisfaction

(Fandy Tjiptono, 2014: 353) Satisfaction comes from the Latin "Satis" which means good enough, adequate and "Facio" which means doing or making. In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate.

2.5. Relationship between Research Variables

To facilitate the introduction of research problems, the research classifies the research variables into two parts, namely the independent variable and the dependent variable.

1. Independent variables are variables that can explain and influence other variables. In this study, the independent variables are service quality (X1), trust (X2), perceived price (X3), on Tokopedia.
2. The dependent variable is the variable that is influenced by the independent variable. In this study, the dependent variable (Y) is satisfactionconsumers on Tokopedia.

The results of research conducted by Widiyanto Bangun Prasetyo (2013) from the influence of service quality, trust, and satisfaction on customer loyalty show that there is a significant influence between service quality on customer loyalty, meaning that if service quality increases, customer loyalty will increase. There is a significant influence between customer trust on customer loyalty, meaning that if customer trust increases, customer loyalty will increase. There is a significant influence between customer satisfaction and customer loyalty, meaning that if customer satisfaction increases, customer loyalty will increase. From the results of the research it can be seen that F counted for 66.904 with a significance level of 0.000 <0.05. Thus the decision taken is rejecting Ho and accepting Ha. This means that all the independent variables are able to influence the dependent variable on customer loyalty significantly.

2.6. Research Conceptual Framework
2.6.1. The relationship between service quality and customer satisfaction

(Kotler & Keller, 2012: 153) Product and service quality, customer satisfaction and company profitability are closely related. Higher customer satisfaction results in higher customer satisfaction, which helps to increase prices and reduce spending.

According to Cronin and Taylor (Tjiptono, 2014: 295), one of the possible relationships that many agree on is that satisfaction helps consumers revise their perceptions of service quality or service.

The results of research that have been conducted are the variable relationship between service quality and customer satisfaction at M-One Hotel & Entertainment, there is a strong enough relationship between service quality and customer satisfaction. The variable relationship between service quality and customer satisfaction has a significant relationship (Eva Setyawati. Journal of Management Research, 2017).

2.6.2. The relationship between price perception and customer satisfaction

Price is a medium of exchange in making transactions. Price factors can also affect consumer purchases. If the price is what you want, consumers will feel satisfied in shopping online.

The results of research that have been carried out are the variables of website quality, trust, promotion, and price simultaneously or together have a significant influence

on consumer satisfaction variables (Fury Indriyani and Lydia Salvina Helling. Management Research Journal, 2018).

Apart from the quality seen from a product, the price factor is also a very important consideration, namely by looking at the suitability of needs with the costs incurred. There is a special satisfaction if the price issued is considered in accordance with the needs and good quality.

2.6.3   Trust relationship with customer satisfaction

The attitudes shown by consumers are based on their view of the product and the learning process either from experience or others. The online shop realizes that for competitive advantage and to win the current increasingly competitive competition from every online shop that also issues similar products, namely by increasing trust in consumers. With the trust of consumers, consumers will think positively about the online shop and it will lead to satisfaction from consumers. Therefore, the attitude of consumer confidence in an online shop will affect consumer satisfaction.

2.7.   Research Framework

Based on the conceptual description above, the research hypothesis is formulated, namely that it is suspected that there is a direct relationship between customer quality, trust, and price and satisfaction. consumers on Tokopedia, either partially or simultaneously.
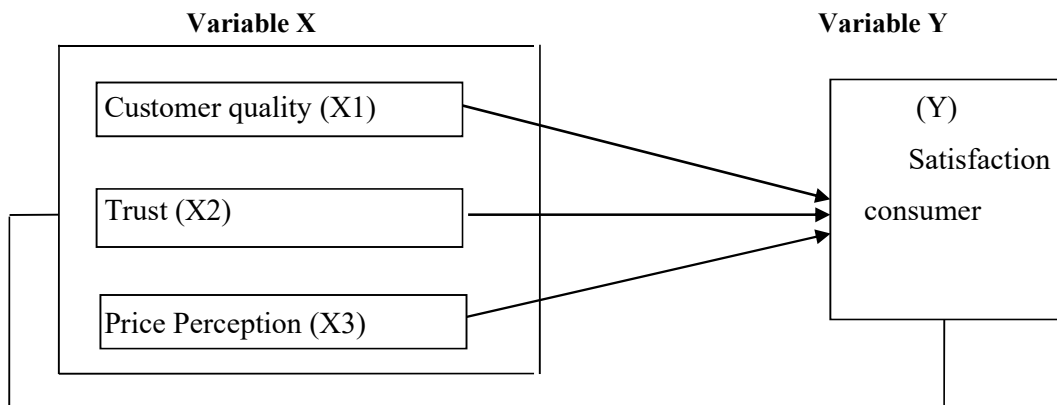
Variable X   **Variable Y**

Figure 2.1. The relationship between research variables

Figure 2.1. shows the relationship between the research variables, namely service quality, trust, and price which influence customer satisfaction.

III.   RESEARCH METHOD

3.1. Research Strategy

The strategy used in this study is to use an associative research strategy. Associative strategy is a method in researching an object whose purpose is to determine the relationship between two or more variables. This strategy was chosen in order to explain and describe the relationship between service quality, price, trust and customer satisfaction

The researcher's method in this research is to provide a questionnaire as primary data to be processed as an object of research. From the questionnaire it can be investigated the relationship between two or more variables regarding the relationship of service quality, price, trust with customer satisfaction

3.2. Population and Sample

"Population is a generalization area consisting of objects / subjects that have certain characteristic qualities. Determined by researchers to be studied and then drawn to conclusions "(Sugiono, 2012: 115). The population in this sense is all 135 employees of Kompas Palmerah.

This sample was taken from Tokopedia consumers who met the following criteria:

Age more than 17 years old, with an adult age, it is expected that respondents can make an objective assessment of the questions in the questionnaire related to the research variables. Have made transactions on Tokopedia. Respondents play a role as a source of decision making in determining transactions. The number of respondents taken is 100 sample respondents and these respondents act as sources of data obtained.

1. Thus, the number of samples in this study was 100 people in Tokopedia. This research took place by distributing questionnaires to respondents who met the criteria in the purposive sampling technique

3.3. Data analysis method
3.3.1. Data processing methods

The data collected from the questionnaire is tabulated, then processed using data processing software SPSS Version 22.0 is used to facilitate data processing, so that the results are faster and more precise. And the data is presented in table form for the purpose of making the data easy to read and understand.

3.3.2. Method of presenting data

Presentation of data in this study are in the form of tables and pictures. The purpose of using this data presentation method is to make it easier to understand and understand.

3.3.3 Analysis data statistics

Statistical analysis is intended to calculate the data that has been presented in answering the problem formulation, and perform calculations to test the research hypothesis. The data analysis methods used in this study are as follows:

1. Partial correlation coefficient analysis

Partial correlation coefficient analysis is an analytical tool that can be used if there is more than one variable in a study. Partial correlation coefficient is calculated to determine the relationship between certain independent variables and the dependent variable with the assumption of other independent variables.

a. Partial correlation between X1 and Y (X2 and X3 constant)

$$r_{Y1.23} = \frac{r_{Y1}-(r_{Y2}.r_{Y3}.r_{123})}{\sqrt{(1-(r_{Y2})^2).(1-(r_{Y3})^2).(1-r_{123})^2)}} \text{............... (3.4)}$$

b. Partial correlation between X2 and Y (X1 and X3 constant)

$$r_{Y2.13} = \frac{r_{Y2}-(r_{Y1}.r_{Y3}.r_{123})}{\sqrt{(1-(r_{Y1})^2).(1-(r_{Y3})^2).1(-r_{123})^2)}} \text{............. (3.5)}$$

c. Partial correlation between X3 and Y (X1 and X2 constant)

$$r_{Y3.12} = \frac{r_{Y3}-(r_{Y1}.r_{Y2}.r_{123})}{\sqrt{(1-(r_{Y1})^2).(1-(r_{Y2})^2).1(-r_{123})^2)}} \text{...... .... (3.6)}$$

Information:

r_{Y1} = Simple correlation coefficient between X_1 with Y

$$= \frac{\sum x_{1i}y_i}{\sqrt{\sum x_{1i}^2}\sqrt{\sum y_i^2}} \text{... .... (3.7)}$$

r_{Y2} = Simple correlation coefficient between X_2 with Y

$$= \frac{\sum x_{2i} y_i}{\sqrt{\sum x_{2i}^2} \sqrt{\sum y_i^2}} \quad …........ …………………… ..... …… .... (3.8)$$

r_{Y3} = Simple correlation coefficient between X3 and Y

$$= \frac{\sum x_{3i} y_i}{\sqrt{\sum x_{3i}^2} \sqrt{\sum y_i^2}} \quad ……… .. ………………….. ……… .. (3.9)$$

$r123$ = Simple correlation coefficient between X_1, X2 with X3

$$= ……………… .... ………… .. (3.10) \frac{\sum x_1 x_2 x_3}{\sqrt{\sum x_1^2} \sqrt{\sum x_2^2} \sqrt{\sum x_3^2}}$$

$x1 = X1i - \overline{X}_1$

= difference in score of service quality variable item i (X1i) with the average score of service quality variable $\overline{X}_1$

$x2 = X2i - \overline{X}_2$

= the difference in the price variable score (X2i) with the average score of the price variable $\overline{X}_2$

$x3 = X3i - \overline{X}_3$

= the difference in the score of the trust variable in item i (X3i) with the average score for the trust variable $\overline{X}_3$

$yi = Yi - \overline{Y}$

= the difference in the score of the Consumer Satisfaction variable item 1 (Yi) with the average score for the Consumer Satisfaction variable $\overline{Y}$

$$\overline{X_1} = \frac{1}{n} \sum_{i=1}^{n} X_{1i}$$

= Average score of service quality variable (X1)

$$\overline{X_2} = \frac{1}{n} \sum_{i=1}^{n} X_{2i}$$

= Average score of the price variable (X2)

$$\overline{X_3} = \frac{1}{n} \sum_{i=1}^{n} X_{3i}$$

= Average score of Trust variable (X3)

X_1 = Quality of Service

X_2 = Price

X_3 = Trust

Y = Customer Satisfaction

2. Multiple simultaneous correlation coefficient analysis

Simultaneous correlation coefficient analysis is used to determine the relationship between service quality, price, trust, and customer satisfaction simultaneously.

$$rY123 = ..\ ......\ .... (3.11) \sqrt{\frac{(r_{Y1})^2 + (r_{Y2})^2\,(r_{Y_3}) - 2(r_{Y1}.r_{Y2}.\ r_{Y3})}{1 - (r_{123})^2}}$$

Information:

rY123 = Correlation between variablesX1, X2, X3 together with the variable Y

rY1 = Product Moment Correlation betweenX1with Y

rY2 = Product Moment Correlation betweenX2 with Y

rY3 = Product Moment Correlation betweenX3 with Y

rY123 = Product Moment Correlation betweenX1, X2 and X3

Correlation coefficient values range from - 1 to 1. The interpretation of a given correlation coefficient (r) is:

1. If r approaches 1, then the relationship between variable X and variable Y is getting stronger and positive.
2. If r approaches -1, the relationship between variable X and variable Y is getting stronger and negative.
3. If r approaches 0, then the relationship between variable X and variable Y has no effect or is very weak.

To determine whether there is a strong, moderate or weak relationship between the three variables based on the r value (correlation coefficient), the following interpretation or interpretation of numbers is used:

Table 3.3. Interpretation of Correlation Coefficient Value

No.	Coefficient Interval	Relationship Level
1.	0.00-0.199	Very weak
2.	0.20-0.399	Weak
3.	0.40-0.599	Moderate
4.	0.60-0.799	Strong
5.	0.80-1,000	Very strong

Source: (Sugiyono, 2013: 132)

1. Hypothesis test

Hypothesis testing is used to determine the significance of the influence of the independent variables on the dependent variable partially or simultaneously. The steps of testing the hypothesis in the study are:

1. Partial hypothesis testing

(a) X1 and Y relationship

Ho: $\rho1 \leq 0$ (Partially there is a relationship direct positive and significant between service quality and customer satisfaction).

Ha: $\rho1 > 0$ (Partially there is no positive and significant relationship between service quality and customer satisfaction).

(b) X2 and Y relationship

Ho: $\rho2 \leq 0$ (partially there is a positive and significant direct relationship between prices and consumers).

Ha: $\rho2 > 0$ (partially there is no positive relationship between price and customer satisfaction).

(c) X3 and Y relationship

Ho: $\rho3 \le 0$ (Partially there is a positive and significant direct relationship between trust and customer satisfaction).

Ha: $\rho3 > 0$ (partially there is no positive relationship between trust and customer satisfaction).

To test the relationship between changes in independent variables and changes in the dependent variable partially, it can be seen from the P-value compared to the real level α (5% = 0.05) with the following criteria:

1) Ho is rejected, if the P-value <0.05
2) Ha is accepted, if the P-value is ≥ 0.05

2.   Simultaneous hypothesis testing

Hypothesis testing of ρ is used to determine the significant relationship between the independent variables and the dependent variable simultaneously.

The steps of testing the hypothesis in this study are:

a.   Formulate a hypothesis

Ho: $\rho1, \rho2, \rho3 \le 0$ (Simultaneously there is no positive and significant relationship between service quality, price, trust with customer satisfaction).

Ha: $\rho1, \rho2, \rho3 > 0$ (Simultaneously there is a positive and significant relationship between service quality, price, trust with customer satisfaction).

Determining the real rate (α) or the level of confidence (1-α)

The real rate (α) used is 5% (0.05) with a confidence level (1-α) of 95%

b.   Testing criteria

Ho is rejected, if significant F <0.05

Ha is accepted, if significant F 0> 0.05

c.   Significant value calculation

The calculation of the significant value of F in this study uses support for the SPSS program version 22

a.   Conclusions and interpretation.

IV.   RESULTS AND DISCUSSION

4.1.   Description of Research Object

Tokopedia is an Indonesian technology company with a mission to achieve digital economic equity. Since its founding in 2009, Tokopedia has transformed into an influential unicorn not only in Indonesia but also in Southeast Asia (https://id.wikipedia.org/wiki/Tokopedia).

Tokopedia has a leading marketplace business in Indonesia that allows individuals, small shops, and brands to open and manage online stores. Until now, Tokopedia has become the most visited marketplace by Indonesians. Since its launch, Tokopedia's basic services can be used by everyone for free.

With the vision of "Building an ecosystem where anyone can start and discover anything," Tokopedia has empowered millions of merchants and consumers to participate in the future of the economy. Tokopedia consistently supports Micro, Small and Medium Enterprises (MSMEs) and individuals to develop their businesses by marketing products online.

This effort is also evident from the various programs created or initiated by Tokopedia in collaboration with the Government and other parties. One of the collaborative programs initiated by Tokopedia is the annual MAKERFEST event which has been held since March 2018. The event, which is held in various cities in Indonesia, is a celebration

stage for local creations that aims to encourage the growth of the domestic creative industry.

Since 2018, Tokopedia has also presented the Tokopedia Center. This experience center has been launched in several cities in Indonesia, two of which are Boyolali and Padang. Through the Tokopedia Center, visitors can make online-to-offline (O2O) transactions, pay bills, buy tickets, get information about how to use the Tokopedia application, shop interactively, and even look for inspiration to start an online business for free.

Tokopedia makes it easy for all Indonesian people from Sabang to Merauke to get their needs. Apart from acting as the first marketplace to implement an escrow or joint account system in Indonesia, Tokopedia is also the first technology company in Indonesia to introduce instant add-on through partnerships with online transportation companies. This allows consumers to get goods quickly.

4.2. Respondent Description

PeneThis litian took a sample of Tokopedia customers who were more than 17 years old. Sample selection is done by first verifying the sample of customers who make a purchase. As a result of preliminary research, instrument testing was carried out where all the variables used were valid and reliable using the pre-test of 30 people in chapter III. The following will provide an overview of the characteristics of the respondents which are stated in tabulated form of the respondent's identity as many as 100 samples of respondents. Presentation of data regarding the identity of the respondent to provide an overview of the respondent's condition.

Characteristics of respondents based on Gender

Table 4.1. Characteristics of respondents based on Gender

Gender	total	Percent
Male	61	61%
Women	39	39%
total	100	100%

Based on the table above, it has been found that out of 100 respondents, there were 61 (61%) male respondents, and 39 (39%) female respondents. This illustrates that consumers are dominated by men.

Characteristics of respondents based on age

Table 4.2. Characteristics of respondents based on age

Age	total	Percent
21-30 years	47	47%
31 - 40 years	45	45%
41 -50 years	8	8%
total	100	100%

Source: Researcher processed data

Based on the table above, it is found that out of 100 respondents there are 47 people (47%) of respondents aged between 21 and 30 years, 45 people (45%) of respondents aged between 31 to 40 years, and obtained 8 people (8%) of respondents aged 41-50 years.

Respondent characteristics based on occupation

Table 4.3. Characteristics of respondents based on education

Education	total	Percent
Employees	100	100%
total	**100**	**100%**

Source: Researcher processed data

With the table above, it has been found that out of 100 respondents as a whole (100%) are employees, thus it can be said that all respondents in this study work and have an income.

Characteristics of respondents based on income

Table 4.4. Characteristics of respondents based on worker status

Income	total	Percent
.> Rp. 3000,000	100	100%
total	**100**	**100%**

Based on the table above, it is found that out of 100 respondents it was found that all respondents (100%) of respondents with a monthly income above Rp. 3,000,000, so it can be said that the respondents in this study have a fairly good ability financially.

4.3.   Results of Testing Research Instruments
4.3.1. Result Instrument Testing

This study uses primary data. The data were collected using a questionnaire distribution technique, namely by giving written statements to the test respondents as many as 30 people. Furthermore, the respondent gave a response to the statement given. This questionnaire is closed in nature where the answers are readily available. Before a questionnaire is a widely used research instrument, it is first tested the respondent to measure the validity and reliability of the measuring instrument.

The validity of a measuring instrument shows the extent to which the measuring instrument measures what the measuring instrument should measure, so that validity shows the extent to which the measuring instrument fulfills its function. While the reliability test points to an understanding that an instrument can be trusted enough to be used as a data collection tool because the instrument is good.

Validity testing criteria:

If rcount>critical (0.30) = Valid

If rcount <critical (0.30) = Not valid

Table 4.9. Results of Testing the Validity Test Instrument

No.	Statement	rhitung Variable X1	rhitung Variable X2	rhitung Variable X3	rhitung Variable Y	critical	Decision
1	Q1	, 770 **	, 876 *	, 829 **	, 802 **	0.30	Valid
2	Q2	, 804 **	, 875 **	, 867 **	, 809 **	0.30	Valid
3	Q3	, 855 **		, 844 **	, 815 **	0.30	Valid
4	Q4	, 843 **				0.30	Valid

Source: processed data from SPSS (2019)

Based on the results of the validity test that has been carried out, the results show that of all the statements tested, all of them have a value of rcount greater than critical, namely 0.30. Based on these results it can be said that all statement items in this study are declared valid.

4.3.2.   Reliability Test Results

Reliability test (reliability) is a measure of stability and consistency of respondents in answering matters relating to questions which are the dimensions of a variable and arranged in the form of a questionnaire. The reliability of the question is said to be good if it has a Cronbach's Alpha value> 0.60. Cronbach's Alpha is a reliability test using the Cronbach Alpha technique which is carried out for interval / essay data types. From the results of data processing using SPSS version 24 to answer questions, the following outputs are obtained:

The guideline table for the level of reliability can be seen in the table below:

Reliability Index	Interpretation of items
0.51 - 1	Very high
0.61 - 0.50	High
0.41 - 0.60	Enough
0.21 - 0.40	Low
0 - 0.20	Very low

(Arikunto, 2001: 225)

Table 4.10. Results of Testing the Reliability Test Instruments

Variable	*Alpha* **Cronbach**	> / <	**Resolutions**	**Information**	**Category**
Quality of Service (X1)	.832	>	0.60	*Reliable*	*Very high*
Price (X2)	.695	>	0.60	Reliable	High
Trust (X3)	.802	>	0.60	*Reliable*	*Very high*
Customer Satisfaction (Y)	.739	>	0.60	*Reliable*	*High*

Source: SPSS Processed Data (2019)

Based on the reliability test table above, it can be seen that the Cronbach alpha value from the calculation of all variables obtained an alpha value> 0.6 (standard value). From these data, it can be seen that all Cronbach alpha values are high in price and customer satisfaction variables and very high on service quality and trust variables, so it can be said that the instruments used are very reliable, so the instrument can be used for measurement in the context of data collection.

Based on the results of previous validity and reliability tests, it can be concluded that it has been declared valid and reliable, so the questionnaire is appropriate to be distributed to respondents and can be used further in this study.

4.4.   Statistical Analysis of Data
4.4.1. Partial Determination Coefficient Analysis

Partial coefficient analysis is used to determine the degree or level of the linear relationship between one variable and another, namely Service Quality (X1), Customer Satisfaction (X2) and Trust (X3) on Customer Loyalty (Y). The results can be said to have a correlation if obtaining a significance value <0.05.

Table 4.11. Service Quality Partial Determination Coefficient (X1)

Correlations

Control Variables				service quality	customer satisfaction
price & trust	service quality	Correlation		1,000	.180

		Significance (2-tailed)	.	.076
		df	0	96
	customer satisfaction	Correlation	.180	1,000
		Significance (2-tailed)	.076	.
		df	96	0

Relationship of Service Quality (X1) partially to Customer Satisfaction (Y) obtained a correlation value of 0.180 with a significance value of 0.076> 0.05 so that it can be said that there is a positive relationship between service quality (X1) and customer satisfaction (Y) although it is not statistically significant (> 0.05). Therefore,then the coefficient of determination of service quality on customer satisfaction can be calculated as follows:

$$KDY1.23 \quad = rY1.23^2 \times 100\%$$
$$= 0.180^2 \times 100\%$$
$$= 3.24\%$$

These results indicate that the contribution of service quality to customer satisfaction for the coefficient of determination is 3.24%.

Table 4.12. Price Partial Determination Coefficient (X2)

Correlations

Control Variables			customer satisfaction	price
trust & service quality	customer satisfaction	Correlation	1,000	.236
		Significance (2-tailed)	.	.019
		df	0	96
	price	Correlation	.236	1,000
		Significance (2-tailed)	.019	.
		df	96	0

The effect of the price factor (X2) partially on customer satisfaction is 0.236 with a significance value of 0.019 <0.05 so it can be said that there is a significant positive relationship between price and customer satisfaction.Therefore, then the coefficient of determination of service quality on customer loyalty can be calculated as follows:

$$KDY2.13 \quad = rY1.13^2 \times 100\%$$
$$= 0.236^2 \times 100\%$$
$$= 5.56\%$$

These results indicate that the contribution of price to customer satisfaction for the coefficient of determination is 5.56%.

Table 4.13. Partial Trust Coefficient of Determination (X3)

Correlations

Control Variables			customer satisfaction	trust
service quality & price	customer satisfaction	Correlation	1,000	.320
		Significance (2-tailed)	.	.001

			0	96
	trust	Correlation	.320	1,000
		Significance (2-tailed)	.001	.
		df	96	0

The effect of the Customer Trust factor (X3) partially on customer satisfaction is 0.320 with a significance of 0.001 <0.05 so it can be said that there is a significant positive relationship between trust and customer satisfaction.This shows that if Trust (X3) experiencing an increase in consumer satisfaction will increase. Therefore,then the coefficient of determination of customer trust on customer loyalty can be calculated as follows:

$$KDY3.12 = rY3.122 \times 100\%$$
$$= 0.320^2 \times 100\%$$
$$= 10.24\%$$

These results indicate that the contribution of customer trust to customer satisfaction for the coefficient of determination is 10.24%.

4.4.2. Multiple Coefficient Analysis

This analysis is used to determine whether there is an influence between the independent variables and the dependent variable, namely the intermediate influence Service quality, Price and Trust in Tokopedia's customer satisfaction. The coefficient of determination test is used to determine the percentage contribution of the influence of the independent variable to the dependent variable. The coefficient of determination in essence measures how far the model's ability to explain the variation of the dependent variable. The coefficient of determination can be obtained by squaring the correlation coefficient or R Squared (R2).

Table 4.14. Multiple Correlation Coefficient

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.688a	.473	.457	2.21542

a. Predictors: (Constant), trust, price, quality of service

The results of data calculations using SPSS version 25.0 obtained multiple correlation coefficient (ry12) of 0.473, which means that service quality, price and trust affect customer satisfaction by 47.3%, while the remaining 52.7% is influenced by other factors not examined in this study.

4.4.3. Hypothesis testing

Individual or partial test analysis (T test) is needed to find out that the independent variable partially has a significant effect on the dependent variable. Decision making in this test is based on a significance level of 10% or 0.1. The results of the T test can be seen in the table below:

Table 4.15. Partial Test

Coefficientsa

Model		Unstandardized Coefficients		Standardized Coefficients		
		B	Std. Error	Beta	t	Sig.
1	(Constant)	2,681	.648		4,140	.000
	service quality	.144	.081	.204	1,794	.076
	price	.310	.130	.240	2,381	.019
	trust	.289	.088	.344	3,305	.001

a. Dependent Variable: customer satisfaction

4.4.3.1. Partial hypothesis testing

1. Service quality (X1)

   H0: ρy1.2.3> 0   (partially Service quality no significant effect on customer satisfaction Tokopedia.).

   Hα: ρy1.2.3 ≤ 0   (partially Service quality significant effect to Tokopedia's customer satisfaction).

   Based on the results of calculations using SPSS version 25.0, the significance t of the Service Quality variable was obtained (X_1) of α(0.076 <0.1). Conclusions are rejected or accepted.$H_0 H_a$ This shows partially, Service quality has no significant positive effect on Tokopedia customer satisfaction.

2. Price (X2)

   H0: ρy1.2.3> 0   (partially price does not have a significant effect on consumer satisfaction tokopedia).

   Hα: ρy1.2.3 ≤ 0   (partially price has a significant effect on consumer satisfaction tokopedia).

   Based on the results of calculations using SPSS version 25.0, the significance t of the price variable (X_2) of α(0.019 <0.1). Conclusions are rejected or accepted$H_0 H_a$ This shows partially, Price significant positive effect on Tokopedia customer satisfaction

3. Trust (X3)

   H0: ρy1.2.3> 0   (partially Trust has no significant effect to Tokopedia's customer satisfaction.).

   Hα: ρy1.2.3 ≤ 0   (partially Trust has a significant effect towards Tokopedia's customer satisfaction loyalty).

   Based on the results of calculations using SPSS version 25.0, the significance t of the trust variable (X_3) of α(0.001 <0.1). Conclusions are rejected or accepted.$H_0 H_a$ This shows partially, Trust significant positive effect on tokopedia's customer satisfaction

4.4.3.2. Simultaneous correlation coefficient hypothesis testing

The F / simultaneous test is known as the simultaneous test to see how all the independent variables simultaneously influence the dependent variable. Simultaneous test (F test) aims to show whether all independent (free) variables affect the dependent variable (bound) simultaneously or simultaneously. This test can be done by observing the significance value at level a used. In this study, the level of a used is 10%, where the variable X is said to have a simultaneous effect on variable Y if the significance value is <0.01. The results of the F test can be seen in table 4.3

Table 4.16. Simultaneous Test

ANOVAa

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	423,573	3	141,191	28,767	.000b
	Residual	471,177	96	4,908		
	Total	894,750	99			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), trust, price, quality of service

Based on the results of calculations using SPSS version 25. obtained a significance F of 0.000, the conclusion is rejected or accepted because the significance F is smaller than the real level = 10% or 0.000 <0.1. $H_0 H_a \propto$ This shows simultaneously Service quality (X1), Price (X2), Trust (X3), has a significant effect on Tokopedia customer satisfaction

4.4. Findings Results

On the main research problem in Chapter 1, it has been suggested whether there is an influence between Service Quality, Price, Trust, and Customer Satisfaction. in Tokopedia. In testing the hypothesis it can be seen that partially Service Quality has a significant effect on Customer Satisfaction in Tokopedia, while the Price variable has a significant effect on Customer Satisfaction in Tokopedia, also the Trust variable has a significant effect on Customer Satisfaction in Tokopedia.

4.4.1. The Effect of Service Quality on Customer Satisfaction

Service Quality has a significant direct influence on Customer Satisfaction in Tokopedia, the coefficient of determination of Service Quality and Customer Satisfaction is very strong. Based on the results of hypothesis testing in this study, the researcher found partially that there was a significant direct influence between the Service Quality variable and Customer Satisfactionin Tokopedia. This means that Tokopedia consumers consider Service Quality to measure their Customer Satisfaction in using its services. Then the positive service quality can influence consumers to become consumer satisfaction.

Usually, new consumers who want to use Tokopedia's services must first hear reviews from other consumers who have used the service. Positive service quality will also give a good impression to new customers who want to use Tokopedia.

4.4.2. Price Influence on Consumer Satisfaction

Price has a significant direct effect on customer satisfaction in Tokopedia, the coefficient of determination of price and consumer satisfaction is very strong. Based on the results of hypothesis testing in this study, researchers partially found that there was a significant direct effect between prices on Customer Satisfaction to measure their Customer Satisfaction in using Tokopedia. Then Price affordable prices can influence consumers to use Tokopedia.

By feeling satisfied that consumers use Tokopedia, Tokopedia makes consumers feel satisfied and not disappointed with the services provided, which will later become consumer satisfaction. This means that consumers decide to use Tokopedia because they are satisfied using Tokopedia.

4.4.3. The Effect of Trust on Customer Satisfaction

Trust has a significant direct effect on customer satisfaction in Tokopedia, the coefficient of determination of Trust and Customer Satisfaction is very strong. Based on the results of hypothesis testing in this study, the researcher found partially that there is a significant direct effect between trust and customer satisfaction to measure their customer

satisfaction in using Tokopedia. So that positive trust can influence consumers to be satisfied using Tokopedia.

With the trust of customers using Tokopedia, Tokopedia makes consumers trust and feel satisfied with the services it provides, which will become consumer satisfaction. This means that consumers decide to use Tokopedia because they already believe in using Tokopedia.

V. CONCLUSIONS AND SUGGESTIONS
5.1. Conclusion

After conducting research based on the results of calculations and data analysis, it can be concluded that on the partial results of the study, the variables of service quality, price, and trust have a partial positive effect on Tokopedia customer satisfaction. Meanwhile, based on the regression results, these three variables indicate that the service quality variable shows the dominant influence on satisfaction in Tokopedia.

The variables of service quality, price, and trust simultaneously, the three independent variables greatly affect customer satisfaction at Tokopedia. In this study, consumers of Tokopedia in selecting a product saw the price side, store services, as well as reviews of several consumers who wrote on a store.

The influence of service quality, price, and trust variables on Tokopedia's customer satisfaction is very strong with a positive or unidirectional relationship. If service quality, price, and trust increase, customer satisfaction will increase. Likewise, vice versa, if the quality of service, price, and trust decreases, then Tokopedia's customer satisfaction will decrease.

The level of satisfaction of Tokopedia's consumers in this study agrees that Tokopedia's service is good. There are a few shops in Tokopedia that provide poor service in a small number. The minimal promotional interaction on social media is also conveyed by consumers, this of course can be increased again by promotion on social media.

5.2 Suggestion

Based on the results of research and analysis, it is hoped that this research can be taken into consideration in taking future policies or strategies in increasing Tokopedia's consumer satisfaction, where the quality of Tokopedia's service can be further improved in terms of overcoming consumer complaints and providing clearer information in the buying and selling process. between buyers and sellers. This needs to be done, to minimize any complaints or questions from consumers regarding the purchase process until the goods are received.

The relationship between service quality and customer satisfaction can be improved because it is still not very good. Consumer trust can certainly also be Tokopedia's focus by taking firm action against shops that provide unsatisfactory services.

The price presented by Tokopedia has also gone well, it's just that there are a number of stores that provide unreasonable prices so there are no buyers. To maintain consumer loyalty, Tokopedia must be proactive in programs that are profitable in terms of sellers and buyers so that maximum satisfaction is created.

Customer satisfaction in Tokopedia should be improved in terms of convincing consumers who will use purchasing services and providing the best service to consumers to buy back by providing cashback promos or free shipping in purchases.

In addition, Tokopedia must also increase consumer confidence in order to feel safe and comfortable when using purchase services on Tokopedia.

5.3. Research Limitations

Researchers realize that this study has several limitations, including:
1. The time span for data collection in distributing questionnaires is limited, with a maximum time limit of one month.

2. Tokopedia's consumers consist of millennials and not all Kompas employees are millennials.

5.4. Further Research Limitations

Further researchers are advised to carry out research development as follows:

1. The next researcher is expected to be able to collect data with a longer time span in order to maximize the research.
2. Future researchers are expected to reduce the sample of consumers studied.

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