

The Influence of Product Quality on Shopee Consumer Satisfaction Among Students of the Faculty of Teacher Training and Education Universitas Muhammadiyah Sumatera Utara

Dian Novianti Sitompul¹, Anisa²

^{1,2} Faculty of Teacher Training and Education, Universitas Muhammadiyah Sumatera Utara, Indonesia

¹diannovianti@umsu.ac.id, ²anisaaaa412@gmail.com

Abstract

The rapid growth of e-commerce has transformed consumption habits, particularly among university students. Shopee, as a leading e-commerce platform, offers products with varying quality levels which significantly affect consumer satisfaction. This study aims to analyse the influence of product quality on consumer satisfaction of shopee user among students of the Faculty of Teacher Training and Education at Universitas Muhammadiyah Sumatera Utara (UMSU) class of 2021. This quantitative research involved a sample of 80 respondents, with data collected through questionnaires and analysed using simple linear regression with the aid of SPSS 25. The results demonstrate a positive and significant effect of product quality on consumer satisfaction. The findings suggest that improving product quality is essential for enhancing consumer satisfaction and loyalty on e-commerce platforms.

Keyword : Product Quality, Consumer Satisfaction.



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1. INTRODUCTION

Advances in information and communication technology have had a significant impact on consumer shopping behavior. The development of e-commerce, an innovation in the trade sector, has led many people, especially students, to turn to online shopping platforms like Shopee. Shopee has become a popular e-commerce platform in Indonesia, offering easy access, a wide selection of products, and competitive prices. This makes the platform highly sought after by students seeking convenience and efficiency in shopping. Online shopping, particularly through platforms like Shopee, is gaining popularity due to its various advantages, such as time and energy savings, a wide selection of products, and more competitive prices. (Sudiantini, Dian. Jacynda, Sityowati, & Efendy, 2023)

In the context of online shopping, product quality is a key factor determining consumer satisfaction. According to Arinawati & Suryadi (2021:164), product quality is the totality of features and characteristics of a product or service that have the ability to satisfy needs (Hidayah & Santoso, 2024). College students tend to seek high-quality products at affordable prices.

Product quality encompasses various aspects, such as: how well the product functions as expected, additional characteristics or features that differentiate the product from competitors, consistency of product performance over time, the extent to which the product meets established standards or specifications, product lifespan, or how long the product can be used before it breaks, the product's physical appearance, design, and visual appeal, brand reputation, and overall perceived quality. Despite the perceived convenience of online shopping, college students face difficulties assessing product quality before purchasing due to the inability to see or try the product in person. Accurate product information, such as comprehensive product descriptions, clear photos, and customer reviews, is crucial in building consumer confidence in purchasing quality products. Competition among e-

commerce platforms is very tight, so maintaining the quality of products and services is very vital for Shopee to pay attention to and increase user satisfaction.

There are several factors that influence product quality, including: Raw Materials, the quality of the raw materials used greatly affects the quality of the final product. Low-quality raw materials will result in low-quality products. Careful inspection and selection of raw material suppliers is very important. Production Process, an efficient and controlled production process will produce high-quality products. The use of appropriate technology, clear procedures, and strict supervision are required in the production process. Human Resources, The skills and knowledge of employees involved in the production process greatly affect product quality. Regular employee training and development are needed to improve product quality. Technology, the use of appropriate technology can increase efficiency and accuracy in the production process, thus producing high-quality products. Investment in technology relevant to the type of product produced is very important. Quality Control, strict quality control is needed to ensure that the products produced meet the established quality standards. Periodic product inspection and testing are needed to identify and correct product defects. Management, good management is needed to coordinate all factors that affect product quality. Management must establish clear quality standards, supervise the production process, and ensure that all employees understand and follow these standards. Function of a product, the function for which the product is used or intended. External appearance: The external factors present in a product are not only visible in its shape but also in its color and packaging. Modern methods and information relate to how to control machines and maintain production processes.

Product quality is not only assessed in terms of function and features, but also encompasses durability, aesthetic appearance, and product conformity to consumer expectations. Consumer satisfaction is the result of comparing product expectations and the actual experience after consumption. Kotler & Keller (2021) define customer satisfaction as a feeling of pleasure or disappointment that arises after comparing the perceived performance (outcome) of a product with the expected performance (or outcome) (Maulidiah, Survival, & Budiantono, 2023). Satisfied customers tend to be loyal and are likely to recommend the product to others.

The indicators of consumer satisfaction (Tjiptono, 2018) in (Angliawati & Mutaqin, 2023) include: Satisfaction, which refers to the consumer's expression of satisfaction or dissatisfaction when receiving good service and quality products from a company. Consistent product purchase, which refers to the consumer's continued use and purchase of a product if it meets their expectations. Recommendation to others, which refers to consumers who are satisfied after using a product or service, telling others about it and potentially creating new customers for the company. Fulfilled consumer expectations, which refers to whether or not the quality of a product or service after purchase meets the consumer's expectations.

Various previous studies have shown that product quality has a positive and significant effect on consumer satisfaction levels on e-commerce platforms, but the context of the UMSU Faculty of Teacher Training and Education students still requires further study. The University of Muhammadiyah North Sumatra provides a representative population with diverse backgrounds that can provide an overview of the influence of product quality on Shopee consumer satisfaction.

According to Sugiyono (2017:215) in (Husen, 2023), a population is a generalized area consisting of objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. Therefore, this study aims to determine the effect of product quality on Shopee consumer satisfaction among students of the Faculty of Teacher Training and Education, UMSU. Through quantitative data obtained from 80 respondents of FKIP UMSU students, this study is expected to provide academic

and practical contributions in the development of e-commerce marketing strategies, especially in the context of education and students as digital consumers.

2. METHOD

This research used a quantitative approach using a questionnaire. According to Sugiono (2014) in (Dr. Arif Rachman, Dr. E. Yochanan, 2024), a questionnaire is an efficient data collection technique if the researcher knows precisely which variables to measure and what to expect from respondents. The study population was 391 students from the Faculty of Teacher Training and Education, University of Muhammadiyah Surakarta (UMSU). Sampling used the Slovin formula with a 90% confidence level, resulting in a sample size of 80 respondents.

The data collection instrument was a questionnaire with a scale of 1-4, consisting of indicators of product quality and customer satisfaction. The instrument's validity and reliability were tested using product-moment correlation and Cronbach's alpha. Data analysis was performed using simple linear regression with SPSS version 25 to examine the effect of product quality on customer satisfaction. Additionally, tests of classificatory assumptions, such as normality and heteroscedasticity, were conducted to ensure the validity of the regression model. The hypothesis was tested using a partial t-test, with a significance level of 5%.

3. RESULT

Table 1. Validation Test Calculation Results

No. Pernyataan	r hitung	r tabel	Keterangan
P1	0,780	0,312	Valid
P2	0,618	0,312	Valid
P3	0,626	0,312	Valid
P4	0,766	0,312	Valid
P5	0,669	0,312	Valid
P6	0,825	0,312	Valid
P7	0,683	0,312	Valid
P8	0,695	0,312	Valid
P9	0,742	0,312	Valid
P10	0,672	0,312	Valid
P11	0,535	0,312	Valid
P12	0,776	0,312	Valid
P13	0,732	0,312	Valid
P14	0,675	0,312	Valid
P15	0,688	0,312	Valid
P16	0,636	0,312	Valid
P17	0,634	0,312	Valid

The validity test shows that all statement items in the questionnaire are valid with a calculated r value greater than r table at a significance level of 0.05.

Table 2. Reliability Test
Reliability Statistics

Cronbach's Alpha	N of Items
.930	17

Based on the reliability test results table above, the Cronbach's Alpha value was 0.930 \geq 0.60. Therefore, it can be concluded that the research instrument used is reliable and can be used in research.

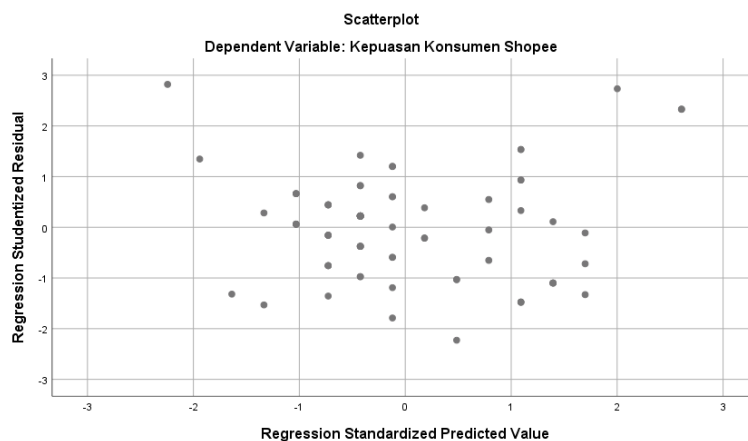
Table 3. Normality Test Results
One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		80
Normal Parameters ^{a, b}	Mean	.0000000
	Std. Deviation	1.67266338
Most Extreme Differences	Absolute	.087
	Positive	.087
	Negative	-.076
Test Statistic		.087
Asymp. Sig. (2-tailed)		.200 ^{c, d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Based on the results of the normality test, the significance value of 0.200 is greater than 0.05, thus concluding that the residuals are normally distributed.

Figure 1. Heteroscedasticity Test



Based on the results obtained, no clear pattern is apparent, with the points randomly distributed above and below the zero line. The distribution of the points also shows no particular pattern. This indicates that the regression model used in this study does not exhibit heteroscedasticity and meets the basic assumptions of simple linear regression.

Table 4. Simple Linear Regression Results Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.677	1.813		5.337	.000
	Kualitas Produk	.365	.057	.584	6.356	.000

a. Dependent Variable: Kepuasan Konsumen Shopee

Based on the simple linear regression table, the results of the t-test at the significance level show the following regression equation:

$$Y = 9,677 + 0,365X$$

It can be explained that: A positive constant of 9.677 indicates a positive influence from the independent variable, namely product quality. This means that if product quality increases, consumer satisfaction also tends to increase. The regression coefficient for the product quality variable is 0.365. This means that if product quality (x) increases, consumer satisfaction (y) will increase by 0.365, or 36.5%.

Table 5. Perial Test (T-Test) Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	9.677	1.813		5.337	.000
	Kualitas Produk	.365	.057	.584	6.356	.000

a. Dependent Variable: Kepuasan Konsumen Shopee

Based on the t-test results, to determine whether the null hypothesis (Ho) is accepted or rejected, the first step is to determine the t-table value to be used. This t-table value is determined based on the degrees of freedom (df) and a significance level of 5%.

Through analysis using SPSS version 25, a significance value of 0.000 was obtained, which is less than 0.05, and a calculated t-value of 6.356, which is greater than the t-table value of 1.991. Based on these results, it can be concluded that the research hypothesis is accepted, meaning that the product quality variable (X) has a positive and significant influence on the customer satisfaction variable (Y).

Thus, it can be concluded that product quality has a significant positive influence on Shopee customer satisfaction among students of the Faculty of Teacher Training and Education, UMSU..

4. DISCUSSION

This study shows that product quality is a primary factor influencing consumer satisfaction in the context of online purchases on Shopee. This is consistent with Armstrong's theory (2018: 230) in (Yurianti, 2022), which states that product quality is the characteristics of a product or service that support its ability to satisfy customer needs.

Windarti (2017) in (Lay, 2019) states that "consumer satisfaction is the extent to which a product or service is perceived to meet customer or buyer expectations."

The students of the Faculty of Teacher Training and Education at the State University of Muhammadiyah Surakarta (UMSU) who participated in this study prioritized product durability, features, and performance when shopping on Shopee. These factors directly contribute to their perceived quality and purchase satisfaction. Because they cannot physically see the product, product descriptions and reviews become important sources of assessment.

Good product quality can reduce the risk of post-purchase disappointment. With this improved quality, students feel satisfied, which in turn has the potential to increase loyalty and trust in the Shopee platform as an online shopping platform.

This finding aligns with previous research showing a positive relationship between product quality and consumer satisfaction in e-commerce (Sudiantini, Dian, Jacynnda et al., 2023). However, this study is more specific to the context of students, who have unique needs and limited budgets, making product quality a critical consideration before purchasing.

Furthermore, product quality influences not only satisfaction but can also impact positive reviews and recommendations from students, which play a significant role in enhancing the reputation and platform.

While price and service are also important factors, students' primary focus as digital consumers is on product quality assurance, given the inability to directly inspect products during online transactions. This study also underscores the importance of improving honest and detailed product information by sellers on Shopee to support accurate quality perceptions and avoid consumer disappointment.

Overall, businesses and e-commerce platforms need to innovate in maintaining product quality and providing transparent information services as an effective way to increase consumer satisfaction and loyalty, especially among the student segment..

5. CONCLUSION

Based on the data analysis, this study demonstrates that product quality has a positive and significant impact on Shopee customer satisfaction among students at the Faculty of Teacher Training and Education, University of Muhammadiyah Surakarta (UMSU). This indicates that the higher the product quality consumers receive, the higher their satisfaction with their shopping experience on the Shopee platform.

Good product quality encompasses aspects of durability, features, design, and performance that meet consumer expectations. Students, as a digital consumer segment, tend to pay close attention to product quality before making a purchase because they cannot physically inspect the item. Therefore, accurate and clear product information is crucial for building a positive perception of product quality.

The results also indicate that consumer satisfaction is influenced not only by the product itself but also by the trust formed from the consistent, high-quality product offering. High consumer satisfaction contributes to loyalty and positive recommendations to other potential buyers, which can indirectly enhance the reputation of the seller and the e-commerce platform.

However, this study is limited in its scope of variables, focusing solely on product quality as a determinant of consumer satisfaction. Therefore, it is recommended that further research consider other factors such as service quality, price, and user experience to obtain a more comprehensive picture of the aspects that influence consumer satisfaction on e-commerce platforms.

Overall, this study emphasizes the importance of improving product quality as a strategic effort for Shopee sellers and managers to win the competition and meet consumer expectations, particularly students. This effort will positively impact business sustainability and the development of e-commerce platforms in the increasingly competitive digital era.

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