



The Effect of Marketplace on Consumer Satisfaction of Shopee Platform in Jember District, Indonesia

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ABSTRACT

Marketplace is a new business model that develops along with the evolution of IT infrastructure (Information Technology). The existence of a marketplace makes consumptive people prefer to spend their money to buy a desired product quickly and easily. This has something to do with consumer satisfaction, consumer satisfaction is the level of one's feelings after comparing the expected performance or product results with expectations. Shopee is a marketplace with monthly visitors which from the 3rd quarter of 2019 to the fourth quarter of 2020 experienced a continuous increase. However, in the first quarter of 2021, shopee experienced a decrease in monthly visitors from 129.3 million visitors to 127.4 million visitors. This made Tokopedia one rank above Shopee with 135.1 million visitors. This survey was conducted to determine the influence of the marketplace on consumer satisfaction on the Shopee platform in Jember District. This was quantitative research with the type of survey research. The population used was the people of Jember District, with purposive sampling technique, while the formula used to determine the number of samples was using the Cochran formula. The data collection used questionnaire method and measuring variables with a Likert scale. Analysis of research data with inferential tests include t test (partial), F test (simultaneous), R2 test (coefficient of determination), and multiple linear regression test. This research concluded that 1) The marketing mix had no significant effect on consumer satisfaction, the value of tcount was $1.857 < t_{table} 1.980$. 2) Human resources did not have a significant influence on consumer satisfaction, the tcount value was $1.557 < t_{table} 1.980$. 3) Information technology had a significant influence on consumer satisfaction, the value of tcount was $2,040 > t_{table} 1,980$. 4) Expedition had a significant effect on consumer satisfaction, the tcount value was $3.735 > t_{table} 1.980$. 5) The marketing mix, human resources, information technology, and

expeditions simultaneously had a significant effect on customer satisfaction with the $F_{count} 28.505 > F_{table} 2.47$, the R Square value was 0.545 or 54.5%.

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INTRODUCTION

Along with the development of information technology in Indonesia, the competition in the business world is getting tougher, and people are required to always innovate, work and create new ideas to be more creative. The technology that has been created by human hands, in addition to making work easier, can also be used in the marketing field, namely the marketplace so that it can save time in serving customers.¹ Marketplace is a new business model that develops along with the evolution of IT infrastructure (Information Technology). Marketplace is an application similar to a website that provides facilities for online buying and selling activities from various sources and can directly meet the sellers and buyers.²

The owner of the buying and selling application or website does not own any products, where their business only facilitates other people for buying and selling activities by presenting or promoting their products to users of their buying and selling applications.³ Marketplace is different from e-commerce, if the marketplace can be said to be a virtual market, then e-commerce is a virtual store. Because in the marketplace there are many vendors or brands, while in e-commerce there is only a single vendor. If the marketplace uses the B2B (Business to Business) and B2C (Business to Customer) business model, then in e-commerce only B2C (Business to Customer).

The existence of a digital market or marketplace makes consumptive people prefer to spend their money to buy the products they want quickly and easily. However, this does not always lead to the satisfaction obtained. This is because some people sometimes receive goods with disappointment because of the incompatibility of the goods that come with the ordered goods. This proves that online buying and selling transactions also have several drawbacks, such as the product cannot be tried, the standard of the goods does not match, expensive shipping or expedition costs, and also the risk of fraud.

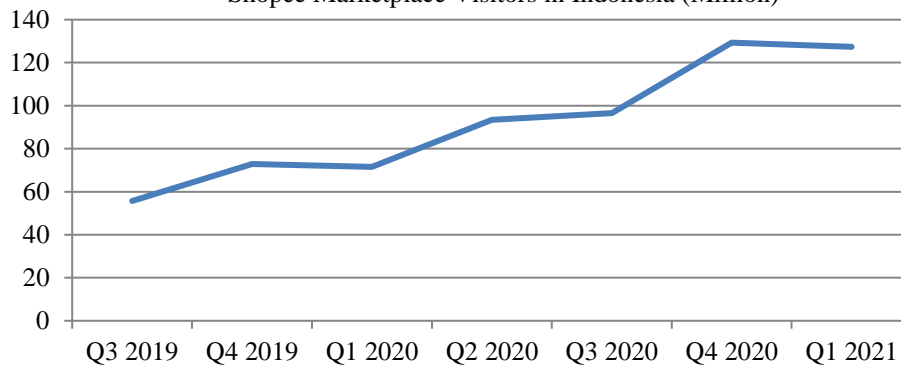
¹ Rini Yustiani and Rio Yunanto. "Peran Marketplace Sebagai Alternatif Bisnis di Era Teknologi Informasi." *Jurnal Ilmiah Komputer dan Informatika (KOMPUTA)* 6.2 (October, 2017), 43.

² Mela Anggilia, Joko Hadi Purnomo, and Niswatin Nurul Hidayati "Islamic Business Ethics: How to Apply it on Hikma Collection Group (HCG) Management at Pondok Pesantren Miftahul Hikmah Parengan Sub-District, Tuban District, East Java" *Journal of Sharia Economics* 3, no. 2 (December 2021): 137-159. 2021. <https://doi.org/https://doi.org/10.35896/jse.v3i2.262>

³ <https://www.pahlevi.net/pengertian-marketplace/> (accessed on May 18, 2021)

Satisfaction is the level of feeling after comparing product performance and expected results. The level of satisfaction is a function of the difference between perceived performance and expectations. According to Kotler and Keller, consumer satisfaction is a feeling of pleasure or disappointment that comes after comparing the performance of a product, either a product, a service or an item, against the expected performance⁴ Shopee is one of the marketplaces with high monthly visitors from the 3rd quarter of 2019 to the fourth quarter of 2020, the data shows an increase in the user and consumer satisfaction of shopee platform users in meeting their needs.

Table 1. Graph of the Development of Shopee Marketplace Visitors in Indonesia (Million)



Source: <https://databoks.katadata.co.id/> (accessed on June 05, 2021)

The reason for choosing shopping on e-commerce or marketplaces is because it has several advantages, including attractive promos, many options or choices, very easy payment methods, and of course shopping can be done from home. According to the community themselves, the marketplace can be trusted, there are free shipping facilities, discounts, flashsales, the ordering and payment process is very easy, and the application is very easy to use.

Bank Indonesia noted that online shopping transactions in East Java had reached Rp. 8.43 trillion. KPBI (Bank Indonesia Representative Office) will continue to encourage non-cash transactions, as this offers security, convenience, and can provide discounts. East Java Province continues to encourage people to make online buying and selling transactions, as evidenced by the JATIM BEJO (Jawa Timur Belanja Online/East Java Online Shopping) program, to encourage MSMEs during the COVID-19 pandemic. However, only a few regencies/cities are still part of JATIM BEJO, including Kediri, Gresik, Malang, Batu, Lumajang, Jember, Lamongan, Bondowoso, Situbondo, Sidoarjo, Probolinggo, and Madiun.

⁴ Wahyu Murti, dan Fikri Septiadi. "Pengaruh Harga Dan Promosi Terhadap Kepuasan Konsumen Seta Dampaknya Pada Loyalitas konsumen PT. Campina Es Krim Industri (Kantor Perwakilan Cakung)" *Jurnal Manajemen FE-UB* 6.2 (October, 2018), 34.

East Java Province itself continues to encourage people to make online buying and selling transactions, this is evidenced by the JATIM BEJO (East Java Online Shopping) program. This program is carried out to encourage MSMEs during the COVID-19 pandemic. However, only a few regencies/cities are still part of JATIM BEJO, including Kediri, Gresik, Malang, Batu, Lumajang, Lamongan, Bondowoso, Situbondo, Sidoarjo, Probolinggi, and Madiun.⁵

Several SMEs in Jember District are engaged in the shopee platform, one of which is GBS Shop, one of the SME shops in Gumukmas Sub District which is engaged in selling at shopee. In addition to opening an online store, GBS shop also opens an offline store. These productive people do not want to be left behind by the times, this is done in order to make their customers feel safe, trust, and get satisfaction.

METHOD

This research used a quantitative approach with the type of survey research. While this type of research was a survey research type. This research was conducted by asking several people (respondents) or distributing questionnaires to respondents. This research aimed to analyze the influence of the marketplace on shopee consumer satisfaction. This method was chosen because it was the most appropriate method for measuring marketing mix variables, human resources, information technology, and also expeditions.

The population used was the people of Jember District. While the sampling technique or sampling technique in this research used non-probability sampling, this technique was a sampling technique that did not provide equal opportunities to every member of the population. The sampling technique that was suitable for this research was purposive sampling in which the technique of determining the sample was by using certain considerations, while the formula used to determine the number of samples is using the Cochran formula. Data collection used the questionnaire method and variable measurement with a Likert scale. Analysis of research data with inferential tests included t test (partial), F test (simultaneous), R² test (coefficient of determination), and multiple linear regression test.

RESULTS AND DISCUSSION

1. Testing Research Instruments

a. Validity Test

⁵<http://bpkad.lamongankab.go.id/2021/02/25/gubernur-jatim-belanja-online-catat-transaksi-rp-11-miliar-belanja-barang-dan-jasa-pemda-dari-pelaku-usaha-mikro-dan-kecil/> (accessed on May 25, 2021)

Before analyzing the data from the results of the questionnaire answers that had been distributed, validity testing was carried out to see whether the items were feasible to measure the variables that had been set. The results of the validity test in this research were as follows:

Table 2. Marketing Mix Variables (X1)

No	Variable	Statement Item Correlation	<i>Pearson coorelation</i>	Sig. (2-tailed)	Description
1	Product (X1.1)	X1.1.1	0.613	0.000	Valid
2		X1.1.2	0.602	0.000	Valid
3	Price (X1.2)	X1.2.1	0.678	0.000	Valid
4		X1.2.2	0.763	0.000	Valid
5	Promotion (X1.3)	X1.3.1	0.644	0.000	Valid
6		X1.3.2	0.684	0.000	Valid
7	Place (X1.4)	X1.4.1	0.678	0.000	Valid
8		X1.4.2	0.729	0.000	Valid

Source: SPSS 16 Data Analysis Results

Table 3. Human Resources Variables (X2)

No	Variable	Statement Item Correlation	<i>Pearson coorelation</i>	Sig. (2-tailed)	Description
1	Physical Evidence (X2.1)	X2.1.1	0.670	0.000	Valid
2		X2.1.2	0.680	0.000	Valid
3	Reliability (X2.2)	X2.2.1	0.536	0.000	Valid
4		X2.2.2	0.808	0.000	Valid
5	Response (X2.3)	X2.3.1	0.712	0.000	Valid
6	Assurance (X2.4)	X2.4.1	0.776	0.000	Valid
7		X2.4.2	0.782	0.000	Valid
8	Emphaty (X2.5)	X2.5.1	0.778	0.000	Valid

Source: SPSS 16 Data Analysis Results

Table 4. Information Technology Variables (X3)

No	Variable	Statement Item	<i>Pearson coorelation</i>	Sig. (2-tailed)	Description
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		Correlation			
1	Speed (X3.1)	X3.1.1	0.768	0.000	Valid
2		X3.1.2	0.708	0.000	Valid
3	Consistenct (X3.2)	X3.2.1	0.688	0.000	Valid
4		X3.2.2	0.637	0.000	Valid
5	Accuracy (X3.3)	X3.3.1	0.613	0.000	Valid
6		X3.3.2	0.592	0.000	Valid
7	Reliability (X3.4)	X3.4.1	0.666	0.000	Valid
8		X3.4.2	0.771	0.000	Valid

Source: SPSS 16 Data Analysis Results

Table 5. Expeditionary Variables (X4)

No	Variable	Statement Item Correlation	<i>Pearson coorelation</i>	Sig. (2-tailed)	Description
1	Quality (X4.1)	X4.1.1	0.841	0.000	Valid
2		X4.1.2	0.839	0.000	Valid
3	Ontime Delivery (X4.2)	X4.2.1	0.804	0.000	Valid
4		X4.2.2	0.859	0.000	Valid
5	Fee (X4.3)	X4.3.1	0.689	0.000	Valid
6		X4.3.2	0.672	0.000	Valid
7	Information and communication technology (X4.4)	X4.4.1	0.736	0.000	Valid
8		X4.4.2	0.584	0.000	Valid

Source: SPSS 16 Data Analysis Results

Table 6. Consumer Satisfaction Variables (Y1)

No	Variable	Statement Item Correlation	<i>Pearson coorelation</i>	Sig. (2-tailed)	Description
1	Remain loyal (Y1.1)	Y1.1.1	0.837	0.000	Valid
2	Products offered (Y1.2)	Y1.2.1	0.860	0.000	Valid
3	Recommending (Y1.3)	Y1.3.1	0.873	0.000	Valid
4		Y1.3.2	0.775	0.000	Valid
5		Y1.3.3	0.724	0.000	Valid

6	Willing to pay more (Y1.4)	Y1.4.1	0.677	0.000	Valid
7	Giving Feedback (Y1.5)	Y1.5.1	0.798	0.000	Valid
8		Y1.5.2	0.817	0.000	Valid

Source: SPSS 16 Data Analysis Results

It could be explained from the table above that all instrument items had rcount value greater than 0.30, it could be stated that all of the instrument items could be declared valid. So that the items of the instrument could be used to measure a variable that had been set by the researcher.

b. Reliability Test

In reliability testing, the formula used by the researcher was the Alpha formula. The results of the calculation were as follows:

Table 7. Reliability Test

No	Variable	Value α	α . Stipulation	Description
1	Marketing Mix	0.816	0.6	Reliable
2	Human Resources	0.866	0.6	Reliable
3	Information Technology	0.826	0.6	Reliable
4	Expedition	0.888	0.6	Reliable
5	Consumer Decision	0,912	0.6	Reliable

Source: SPSS 16 Data Analysis Results

From the table above showed that the value of α was greater than α that has been set. So, the researchers concluded that all research instruments were reliable.

2. Inferential Test

a. T Test (Partial)

From the results of this analysis, it would be compared with the t table. When t count was greater than t table then H_a could be accepted and H_0 was rejected, on the other hand if t table was smaller than t arithmetic then H_a was rejected and H_0 was accepted.

Table 8. t test (partial)
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.624E-15	.069		.000	1.000
Zscore(X1R)	.187	.101	.187	1.857	.066
Zscore(X2R)	.152	.097	.152	1.557	.123
Zscore(X3R)	.219	.107	.219	2.040	.044
Zscore(X4R)	.332	.089	.332	3.735	.000

a. Dependent Variable: Zscore(Y1R)

Source: SPSS 16 Data Analysis Results

The results of the t test (partial) in the table showed:

1) t-test of Marketing Mix Variables (X1)

In the table above it Was known that sig. the X1 variable was $0.066 > 0.05$ and the tcount was $1.857 < t_{table} 1.980$. From the results above, it can be concluded that H_{a1} was rejected and H_{01} was accepted, which means that the marketing mix did not have a significant effect on consumer satisfaction on the shopee platform in Jember District.

2) t-test of Human Resources Variable (X2)

In the table above it was known that sig. On the X2 variable was $0.123 > 0.05$ and the tcount was $1.557 < t_{table} 1.980$. From these results it could be concluded that H_{a2} was rejected and H_{02} was accepted, which meant that human resources did not have a significant influence on consumer satisfaction on the shopee platform in Jember District.

3) t test of Information Technology variable (X3)

In the table above it was known that sig. on the X3 variable that was $0.044 < 0.05$ and the tcount value was $2,040 > t_{table} 1,980$. From these results it could be concluded that H_{a3} was accepted and H_{03} was rejected, which meant that information technology had a significant influence on consumer satisfaction on the shopee platform in Jember District.

4) t-test of Expeditionary Variable (X4)

In the table above it was known that sig. On the X1 variable was $0.000 < 0.05$ and the tcount was $3.735 > ttable$ was 1.980. From these results, it could be concluded that Ha4 was accepted and H04 was rejected, it meant that the expedition had a significant influence on consumer satisfaction of the shopee platform in Jember District.

b. F Test (Simultan)

The F test (Simultaneous) was used to test the relationship between the dependent variables (X1, X2, X3, and X4) together or can be called simultaneous with the independent variable (Y1), whether there was a significant effect or not. The results of Fcount would be consulted with F table, where dk in the numerator = k and dk in the denominator = (n-k-1) and the error rate was set at 5%, for example. So, in this case a provision would apply, if Fcount had a value greater than Ftable then the multiple correlation coefficient being tested was significant. The Ftable values in this research were: $n - k - 1 = 100 - 4 - 1 = 96$. So, the Ftable in this research was 2.48.

Table 9. F Test (simultan)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.004	4	13.501	28.505	.000 ^a
	Residual	44.996	95	.474		
	Total	99.000	99			

a. Predictors: (Constant), Zscore(X4R), Zscore(X1R), Zscore(X2R), Zscore(X3R)

b. Dependent Variable: Zscore(Y1R)

Source: SPSS 16 Data Analysis Results

From the analysis results showed that the value of sig. on the effect of X1, X2, X3, and X4 on Y (consumer satisfaction) was $0.000 < 0.05$ with Fcount $28.505 > Ftable$ 2.47. So it could be concluded that Ha5 was accepted and H05 was rejected, meaning that the variables of the marketing mix, human resources, information technology, and expeditions have a simultaneous (joint) effect on consumer satisfaction with shopee platforms in Jember District.

c. R² Test (Coefficient of Determination)

The coefficient of determination is used to find out how much (percent) the influence given by the X variable which in this research included the marketing mix, human resources, information technology, and expeditions together (simultaneously) on the consumer satisfaction variable (Y).

Table 10. R² Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.739 ^a	.545	.526	.68821690

a. Predictors: (Constant), Zscore(X4R), Zscore(X1R), Zscore(X2R), Zscore(X3R)

Source: SPSS 16 Data Analysis Results

From the table above shows that the value of R Square was 0.545. This could be interpreted by the influence of the independent variables (X1, X2, X3, and X4) together (simultaneously) on the dependent variable (Y) with an R Square value of 54.5%. So, the information contained in the data was 54.5% which could be explained by variables X1 to X4, while the remaining 45.5% was explained by other variables, such as trust variables, customer values or others that are not examined by researchers. .

d. Multiple Linear Regression Test

Multiple regression analysis would be used by researchers to predict if the researcher intended to predict the condition (rising and falling) of a dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value).

Table 9 : Multiple Linear Regression Test
Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.624E-15	.069		.000	1.000
Zscore(X1R)	.187	.101	.187	1.857	.066
Zscore(X2R)	.152	.097	.152	1.557	.123
Zscore(X3R)	.219	.107	.219	2.040	.044
Zscore(X4R)	.332	.089	.332	3.735	.000

a. Dependent Variable: Zscore(Y1R)

Source: SPSS 16 Data Analysis Results

From the results above, it showed that (constant) was 1.624. That meant the independent variables (marketing mix (X1), human resources (X2), information technology (X3), expedition (X4) had a positive influence on the dependent variable. In this way, the following multiple regression equation model would be obtained:

$$Y : a + b_1X_1 + b_2X_2 + b_3X_3 + b_4X_4$$

$$Y : 1,624 + 0,187 + 0,152 + 0,219 + 0,332$$

$$Y : 2,514$$

1) $a = 1,624$

The constant value of 1.624 indicated the level of customer satisfaction on the shopee platform was 1.624 if the variables of the marketing mix (X1), human sources (X2), information technology (X3), and expedition (X4) were 0 (zero).

2) $b_1 = 0,187$

The X1 regression coefficient was 0.187, meaning that every increase in one marketing mix unit (X1) would increase the shopee platform consumer satisfaction by 0.187. And conversely, every

decrease in the marketing mix unit (X1), would reduce customer satisfaction on the shopee platform by 0.187, assuming the other dependent variables remained.

3) $b_2 = 0,152$

The X2 regression coefficient was 0.152, meaning that every increase in one unit of human resources (X2) would increase the shopee platform customer satisfaction by 0.152, and conversely, every decrease in the human resource unit (X2), would reduce customer satisfaction on the shopee platform by 0.152, assuming the other dependent variables remained.

4) $b_3 = 0,219$

The X3 regression coefficient was 0.219, meaning that every increase in one unit of information technology (X3) would increase the shopee platform consumer satisfaction by 0.219, and conversely, every decrease in the information technology unit (X3), would decrease the shopee platform consumer satisfaction by 0.219, assuming the other dependent variables remained.

5) $b_4 = 0,332$

The X4 regression coefficient was 0.332, meaning that every increase in one expedition unit (X4) would increase shopee platform customer satisfaction by 0.332, and conversely, every decrease in the expedition unit (X4), would reduce customer satisfaction on the shopee platform by 0.332, assuming the other dependent variables remained.

3. Hypothesis Testing

From the results of the t test (partial) and the F (simultaneous) test in the above data analysis, the results of hypothesis testing can be explained below:

a. First Hypothesis (H1)

H01 : Marketing mix had no significant effect on customer satisfaction on the shopee platform

Table 10: Testing the first hypothesis (H1)

Independent Variable	Dependent Variable	<i>Coefisien Standardlize</i>	t-count	R ²	<i>P-value/sig.</i>	Description
Marketing Mix	Consumer Satisfaction	0,187	1,857	0,545	0,066	Not significant

Source: SPSS 16 Data Analysis Results

From the results of the t-test of the marketing mix variable (X1), it was known that sig.

on the X1 variable was $0.066 > 0.05$ and the tcount was $1.857 < t_{table} 1.980$. So it could be concluded that H_{a1} was rejected and H_{01} was accepted, which meant that the marketing mix did not have a significant effect on consumer satisfaction on the shopee platform in Jember District.

b. Second Hypothesis Testing (H2)

H_{02} : Human resources had no significant effect on customer satisfaction on the shopee platform

Table 11: Second Hypothesis Testing (H2)

Independent Variable	Dependent Variable	<i>Coefisien Standardlize</i>	t-count	R ²	<i>P-value/sig.</i>	Description
Human Resources	Consumer Saisfaction	0,152	1,557	0,545	0,123	Not significant

Source: SPSS 16 Data Analysis Results

From the results of the t-test of the human resources variable (X2), it was known that sig. on the X2 variable was $0.123 > 0.05$ and the tcount was $1.557 < t_{table} 1.980$. So it could be concluded that H_{a2} was rejected and H_{02} was accepted, which meant that human resources did not have a significant influence on customer satisfaction on the shopee platform in Jember District.

c. Third Hypothesis Testing (H3)

H_{a3} : Information technology had a significant effect on consumer satisfaction of the shopee platform

Table 12: Third Hypothesis Testing (H3)

Independent Variable	Dependent Variable	<i>Coefisien Standardlize</i>	t-count	R ²	<i>P-value/sig.</i>	Description
Teknologi Informasi	Kepuasan Konsumen	0,219	2,040	0,545	0,044	Sigmifikan

Source: SPSS 16 Data Analysis Results

From the results of the t-test of the information technology variable (X3), it was known that sig. on the X3 variable that was $0.044 < 0.05$ and the tcount value was $2,040 > t_{table} 1,980$. So it could be concluded that H_{a3} was accepted and H_{03} was rejected, it meant that information technology had a significant influence on consumer satisfaction of the shopee platform in Jember District.

d. Fourth Hypothesis Testing (H4)

Ha4 : Expedition had a significant effect on customer satisfaction on the shopee platform

Table 13 Testing the Fourth Hypothesis (H4)

Independent Variable	Dependent Variable	<i>Coefisien Standardlize</i>	t-count	R ²	<i>P-value/sig.</i>	Description
Ekspedition	Consumer Satisfaction	0,332	3,735	0,545	0,000	Sigmificant

Source: SPSS 16 Data Analysis Results

From the results of the t-test of the expedition variable (X4), it was known that sig. on the X1 variable was $0.000 < 0.05$ and the tcount was $3.735 > t_{table}$ was 1.980. So it could be concluded that Ha4 was accepted and H04 was rejected, it meant that the expedition had a significant influence on consumer satisfaction of the shopee platform in Jember District.

e. Fifth Hypothesis Testing (H5)

Ha5 : Marketing mix, human resources, information technology, and expeditions simultaneously influenced the shopee platform consumer satisfaction.

Table 14: Testing the Fifth Hypothesis (H5)

ANOVA^b

Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	54.004	4	13.501	28.505	.000 ^a
	Residual	44.996	95	.474		
	Total	99.000	99			

a. Predictors: (Constant), Zscore(X4R), Zscore(X1R), Zscore(X2R), Zscore(X3R)

b. Dependent Variable: Zscore(Y1R)

Source: SPSS 16 Data Analysis Results

From the results of the F (simultaneous) test of marketing mix variables (X1), human resources (X2), information technology (X3), and expeditions (X4), it was known that the sig. on the effect of X1, X2, X3, and X4 on Y was $0.000 \leq 0.05$ with Fcount $28.505 > F_{table}$ 2.47. So it could be concluded that Ha5 was accepted and H05 was rejected, meaning that the variables of the marketing mix,

human resources, information technology, and expeditions have a simultaneous (joint) effect on consumer satisfaction with shopee platforms in Jember District.

a. Effect of Marketing Mix (X1) on Consumer Satisfaction (Y1)

The first hypothesis (H01): marketing mix (X1) had no significant effect on consumer satisfaction (Y). Based on the analysis of the data obtained, it showed that the value of Sig. on the X1 variable was $0.066 > 0.05$ and the tcount was $1.857 < t_{table} 1.980$. From these results it could be concluded that Ha1 was rejected and H01 was accepted, which meant that the marketing mix did not have a significant effect on consumer satisfaction on the shopee platform in Jember District.

The marketing mix itself had been implemented by the shopee platform, and was able to reach a wide market. However, very tight price competition makes consumers preferred to shop at the cheapest prices, even though they did not know whether the goods that come were of good quality or not. In addition, the distance from the location was also one of the factors, goods that have good quality were located far from the consumer's place so that the postage payment became more expensive than the price of the goods purchased.

The marketing mix was a tool for a marketer who has several elements of a marketing program that need to be considered in order to implement the strategy that had been set running successfully. This theory was not in accordance with what was in the field. This was in line with research conducted by Rosalina which showed that the marketing mix variable had no significant effect on increasing the income of SMEs in Yogyakarta with the value of ttable being greater than tcount.⁶

b. The Effect of Human Resources (X2) on Consumer Satisfaction (Y1)

The second hypothesis (H2): human resources (X2) had a significant effect on consumer satisfaction (Y). Based on the analysis of the data obtained, it showed that sig. on the X2 variable was $0.123 > 0.05$ and the tcount was $1.557 < t_{table} 1.980$. From these results it could be concluded that Ha2 was rejected and H02 was accepted, which meant that human resources did not have a significant influence on customer satisfaction on the shopee platform in Jember District.

Human resources who provide quality service to marketplace consumers have insignificant value, because consumers cannot experience the services provided by marketplace shopee directly. Even

⁶ Evi Rosalina Widayanti. "Pengaruh Marketplace Terhadap Peningkatan pendapatan Pada UKM (Studi Pada UKM Di Daerah Istimewa Yogyakarta)." *Optimum: Jurnal Ekonomi dan Pembangunan* 9.1, 2019. 13.

the skills, energy, and other benefits cannot be felt by shopee marketplace consumers. Human Resources are all the potential that exists in humans in the form of thoughts, skills, energy, emotions, and so on that can be utilized for themselves, as well as for companies or organizations. This theory is not like what is in the field, in fact human resources directly play a virtual role, so it cannot be felt by shopee marketplace consumers. This is in line with research conducted by Afida, which shows that the quality of human resources (X1) has no significant effect on the timeliness of financial reporting with a value of $t_{count} -0.626 < t_{table} 1.994$.⁷

c. The Effect of Information Technology (X3) on Consumer Satisfaction (Y1)

The third hypothesis (H3): information technology (X3) had a significant effect on consumer satisfaction (Y). Based on the analysis of the data obtained, it showed that sig. on the X3 variable that was $0.044 < 0.05$ and the t_{count} value was $2,040 > t_{table} 1,980$. From these results it could be concluded that H_{a3} was accepted and H_{03} was rejected, which meant that information technology had a significant influence on consumer satisfaction on the shopee platform in Jember District.

This was in the use of shopee which cannot be separated from the use of information technology such as cell phones. Cell phones are a type of information technology that is now widely used, from the young to the old. As the years go by, cell phones also have developments, if in the past there were no Android and IOS. In this day and age it is rare to find people who do not have an android.

In the Oxford dictionary it is explained that IT (information technology) is the study or use of electronic devices, especially computers that are used to analyze, store, and distribute any information including words, numbers, and images.⁸ This is in line with research conducted by Harun Ar-Rasyid which shows that the use of information technology has a positive effect on consumer satisfaction for Go-Jek customers..⁹

d. The Effect of Expedition (X4) on Consumer Satisfaction (Y1)

The fourth hypothesis (H4): expedition (X4) had a significant effect on consumer satisfaction (Y). Based on the analysis of the data obtained, it

⁷Anggrelia Afrida. "Faktor-Faktor Yang Mempengaruhi Ketepatanwaktuan Pelaporan Keuangan dan Keandalan Pelaporan Keuangan Pemerintah (Studi Empiris Di Pemerintah Daerah Kabupaten Ogan Ilir)." *Balance: Jurnal Akuntansi dan Bisnis* 1.1. 2016. 9.

⁸ Deni Darmawan. "Mengenal Teknologi Informasi." *Tersesia: http://e-majalah.com/deni0608.html [27 September 2011]*, (December, 2008). 8.

⁹Harun Al Rasyid. "Pengaruh Kualitas Layanan dan Pemanfaatan Teknologi Terhadap Kepuasan dan Loyalitas Pelanggan Go-Jek." *Jurnal Ecodemica* 1.2. 2017. 210.

showed that sig. on the X1 variable was $0.000 < 0.05$ and the tcount was $3.735 > t_{table}$ was 1.980. From these results it could be concluded that H_{a4} was accepted and H_{04} was rejected, it meant that the expedition had a significant influence on consumer satisfaction of the shopee platform in Jember District.

This was in the use of expeditions for delivery of goods carried out by shopee marketplace sellers. The expedition itself has a very influential role in the sustainability of the marketplace or virtual market. Because without a marketplace expedition it is impossible to run. Marketplace has a very wide market reach, so it requires expeditions to deliver orders that are far from its reach.

Donald Walters said that shipping is a function that moves and stores materials (goods) during their journey from the initial sender through the supplier to the final customer.¹⁰ This was in line with research conducted by Imran and Ernawati which showed that the quality of logistics services has a positive influence on customer satisfaction. This was indicated by the calculated value greater than the table value ($4.267 > 1.9185$) with a significance value of 0.000.¹¹

- e. Effect of Marketing Mix (X1), Human Resources (X2), Information Technology (X3), Expedition (X4) simultaneously (together) on Consumer Satisfaction (Y1)

The fifth hypothesis (H5): marketing mix (X1), human resources (X2), information technology (X3), expedition (X4) had a simultaneous (joint) effect on consumer satisfaction (Y1). Based on the analysis of the data obtained, it showed that sig. on the effect of X1, X2, X3, and X4 on Y was $0.000 < 0.05$ with Fcount $28.505 > F_{table}$ 2.47. So it could be concluded that H_{a5} was accepted and H_{05} was rejected, meaning that the variables of the marketing mix, human resources, information technology, and expeditions have a simultaneous (joint) effect on consumer satisfaction with shopee platforms in Jember District.

Achieving customer satisfaction will make consumers continue to shop at the shopee marketplace. The shopee marketplace itself already has a lot of consumers, and has even occupied the marketplace with the most visitors, but with that does not mean all consumers have the same level of satisfaction. By improving continuously will achieve every satisfaction of these consumers.

¹⁰<https://adjitranslogistik.com/pengertian-ekspedisi-menurut-ahli/> (diakses pada tanggal 25 Juni 2021)

¹¹Imran dan Sri Ernawati. "Pengaruh Logistik Service E Quality Terhadap Kepuasan Konsumen Pada Produk CV Mulia di Kota Bima." *Pelita: Jurnal Penelitian dan Karya Ilmiah* 20.2. 2020. 130.

According to Kotler and Keller, customer satisfaction is a person's feeling of pleasure or disappointment that arises after comparing the performance and results of a product that is thought to be against the expected performance. This was in line with research conducted by Widyayanti which showed that the marketing mix, human resources, information technology, and expeditions had a significant effect simultaneously on increasing the income of SMEs. With the value of F_{count} greater than F_{table} , it was $16.647 > 2.46$.¹²

CONCLUSION

Based on the results of the analysis of the research, hypothesis testing, and the discussion described in the previous chapter, the conclusions of this research were The marketing mix had no significant effect on shopee customer satisfaction in Jember Ditsrict. It was shown that the first hypothesis (Ha1) which stated that the marketing mix had a significant effect on shopee consumer satisfaction in Jember Regency was rejected, while H01 which stated that the marketing mix had no significant effect on shopee consumer satisfaction in Jember District was received. This was because, the marketing mix itself had been implemented by the shopee platform, and can reach a wide market. However, very tight price competition makes consumers preferred to shop at the cheapest prices, even though they did not know whether the goods that come have quality or not. In addition, consumers also rarely got discounts when there were new products, this was evidenced by the statement item which says I always get a discount when there was a new product, consumers choose more hesitant answers, it was 33 answers and 17 disagreed answers, it meant consumers rarely get a discount when there was a new product.

Human resources had no significant effect on shopee consumer satisfaction in Jember District. It was shown that the second hypothesis (Ha2) which stated that human resources had a significant effect on shopee consumer satisfaction in Jember District was rejected, while H02 which stated human resources had no significant effect on shopee consumer satisfaction in Jember District was acceptable. This is because, human resources that provided quality service to marketplace consumers had insignificant value, because consumers could not directly experience the services provided by the shopee marketplace. Even the skills, energy, and other benefits cannot be felt by shopee marketplace consumers. This was also evidenced in the statements in the human resources variable questionnaire, which was also widely chosen by the respondents, it was as many as 112 answers out of 800 answers.

Information technology had a significant effect on shopee consumer satisfaction in Jember District. It was shown that the third hypothesis (Ha3) which stated that information technology had a significant effect on shopee consumer satisfaction in Jember District was accepted, while H03 which stated that information technology had no significant effect on shopee consumer satisfaction in Jember District was rejected. This was because, the use of shopee cannot be separated from the use of information technology such as cell phones. Cell phones are a type of information technology that is now widely used, from the young to the

¹²Evi Rosalina Widyayanti. "Pengaruh Marketplace Terhadap Peningkatan pendapatan Pada UKM (Studi Pada UKM Di Daerah Istimewa Yogyakarta)." *Optimum: Jurnal Ekonomi dan Pembangunan* 9.1, 2019. 13.

old. As the years go by, cell phones also have developments, if in the past there were no Android and IOS. In this day and age it is rare to find people who don't have Android. From the respondents' own answers, it can be seen that the speed and ease of use of the Shopee platform from Android or IOS.

Expedition had a significant effect on shopee consumer satisfaction in Jember District. This was indicated by the fourth hypothesis (Ha4) which stated that expeditions had a significant effect on shopee consumer satisfaction in Jember District, while H04 which stated that expeditions had no significant effect on shopee consumer satisfaction in Jember District was rejected. This was because, the use of expeditions for delivery of goods was carried out by shopee marketplace sellers. The expedition itself had a very influential role in the sustainability of the marketplace or virtual market. Because without a marketplace expedition it was impossible to run. Marketplace had a very wide market reach, so it required expeditions to deliver orders that are far from its reach.

The marketing mix, human resources, information technology, and expeditions had a simultaneous effect on shopee consumer satisfaction in Jember District. This was indicated by the fifth hypothesis (Ha5) which stated that the marketing mix, human resources, information technology, and expeditions had a simultaneous effect on shopee consumer satisfaction in Jember District. accepted, while H05 which stated that the marketing mix, human resources, information technology, and expeditions did not simultaneously affect shopee consumer satisfaction in Jember District was rejected.

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