

Factors Affecting Customer Satisfaction at Online Grocery

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ABSTRACT

This study aims to analyze customer satisfaction in shopping online. Customer activity in making online purchases is reviewed from the performance of the companies that serve, the safety of consumers in transactions, and the payment models offered by the company can affect satisfaction in making repeated purchases on online stores. The hypothesis test was carried out using data obtained from respondents who frequently shopped online in the last three years. Respondents were domiciled in the city of Semarang and obtained 164 questionnaires that could be processed by multiple linear regression analysis. The test results show that the company's performance in maintaining customer service satisfaction online is influenced by three important factors. First, there is a well-communicated customer service performance and quick response. Second, the availability of easy choice of transaction models that are well informed with customers. Third, in transactions, there is a guarantee of security of both data and transaction value, so that it can increase trust in both data and punctuality with customers.

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1. INTRODUCTION

Indonesian government policies related to the existence of covid 19 regulate various restrictions on trading activities in the community. This policy causes changes in the behavior of Indonesian people in maximizing trade through online media (Shaw et al., 2022). Its development over time is at contemporary cumulative rapidly, because online media has no restrictions on time, reach, or movement when consumers purchase products (Pratiwi, 2020). The various facilities offered by companies to sell online have attracted a large number of customers (Kartika et al., 2022). This shift has resulted in companies trying to conduct various research and development of online sales to be able to fulfill consumer desires (Adiyono et al., 2021; Prasetyo, 2023). Sellers try to make customers always come back to buy products or services in their online stores. Sellers try to make various innovations to be able to maintain customer convenience in transactions and shopping (Sindiah, 2023). Online sellers maximize e-commerce and sell products and services that also cause customers to feel satisfied with transactions made online, as when are making offline transactions (Daroch et al., 2021; Komala & Merry Moy, 2023).

Indonesia is one of the countries that has experienced considerable changes. Based on the results of research that has been conducted, 35% of customers want to buy in person and 65% of customers prefer to use delivery services to purchase products or services (Abu Bakar et al., 2021; Ramon & Kenny, 2024). The shift from traditional purchasing methods to internet-based retail

purchasing has become a trend (Changalima et al., 2023; Jain & Sharma, 2020). Therefore, retailers and online shop entrepreneurs are now required to find effective strategies to use to grow their websites (Ahmad et al., 2024; Amsl et al., 2023). In addition, online retailers and entrepreneurs also need to have insight into the psychology of online shoppers, especially regarding factors that can affect online purchase satisfaction (Parikshith & Dr. Gobi, 2023). This is given that customer fulfillment plays an important role in the managerial process of online customers and the potential for increased repeat obtaining (Cuong, 2022).

Companies or online stores providing services must adapt to the conditions of society and innovate with various technological developments that are increasingly rapid (Rozak et al., 2021). Sellers will make more efficient investments, especially in the face of economic, technological, and information developments (Bhat & Darzi, 2020). Selling companies face increasingly fierce competition, so that the investment spent is not in vain and is used as well as possible, the seller must be able to keep his customers so that they continue to use his services or buy his products in the future (Hardiningsih et al., 2024).

This study examines customer satisfaction factors, specifically in sales delivery performance, transaction security, and choice of payment model (Mittal et al., 2023). One of the factors influences the overall level of consumer happiness, which can trigger people to continue using online services in the future (Rozak et al., 2023). This study uses Droogenbroeck & Van Hove's, Unified Theory of Adoption and Use of Technology (UTAUT) in which variable indicators include sales delivery performance, transaction security, and choice payment model in using online grocery delivery services. Zehir and Narckara also mentioned the importance of e-service quality and e-recovery as drivers of perceived value and intention to be loyal which is in line with the findings of Droogenbroeck and Van Hove (Nguyen et al., 2024). Also stated that in online grocery retail businesses, order fulfillment, which includes inventory management, last-mile delivery management, and returns management, is a driving factor for behavioral intentions. One of the greatest advantages when utilizing an online grocery shopping service is the quality of delivery service (Kartika et al., 2022; Kartika et al., 2020).

The satisfaction of customers is the most significant and most studied component in the management of marketing. In the context of online shopping, satisfaction among customers is the most critical issue that leads to consumer acquisition, retention, and the sustainable progress of online stores (Manandhar & Timilsina, 2023). The level of customer satisfaction is based on the level of consumer expectations and consumer experience. The level of satisfaction is achieved when the experience equals or exceeds customer expectations (Kumari, 2024).

Research aimed at determining the factors that influence customer satisfaction are crucial as they become an anchor to evaluate the successful operation and expansion of a company and as a set of recommendations for future tactics (Zakhidov, 2024). Several studies have focused on identifying factors that result in customer satisfaction (Suryawardana & Nurdeagraha, 2020). Wang et al. (2023) define customer satisfaction is defined as a customer's intention to choose the original product or service whenever they repurchase it. Resulting in repeat purchases of the same brand without being affected by the surrounding environment (Miao et al., 2021).

The marketing approach for the level of satisfaction of online customers is determined by the difference between what they want and what they get (Sayem et al., 2024). If the online customer's expectations are positively confirmed, they will trust the online retailer they purchased the product from more and repurchase from the same retailer (Moliner & Tortosa-Edo, 2024). However, they may not purchase any more products from the same retailer if their expectations are not met. Ashiq and Hussain (2024) and Sugiharti et al. (2023) suggest that product and service quality will also directly affect customer satisfaction, in addition to their expectations. Research Nguyen et al. (2024) about customer satisfaction with their online purchases. They argue that because there is no standard for measuring customers' expectations before interacting with an online business, the expectation mismatch theory cannot be used to explain customer satisfaction with online businesses. This permits further scientists to help the possibility that e-administration quality itself is a significant inspiration for consumer loyalty.

Late writing on internet shopping conduct observed that the degree of online consumer loyalty is impacted by elements, for example, comfort, web composition, data, transmission speed, and reaction time (Saoula et al., 2023). Further, Intani and Rojuaniah (2024) show that consumer expectations have a positive effect on their level of satisfaction. The degree of contentment can rise with a larger level of anticipation, whereas the level of satisfaction will fall with a lower level of

expectation (Kurniasari & Sugiyanto, 2020). Consequently, in an online setting, client happiness influences online decision-making and encourages repeat business (Abdallah, 2021). Online merchants need to have a thorough awareness of the factors that lead to customers being satisfied in the online environment in order to further improve business performance and enhance customer satisfaction levels (Rahmadhani et al., 2024).

Recognizing the differences between the typical retail context as well as the online buying environment (Abdallah, 2021). The primary factors influencing consumer satisfaction may also vary. According to Jamilah et al. (2024), convenience is an important consideration in the reasons individuals purchase online. explored the aspects of online service quality and discovered that customer satisfaction is beneficial with both website content and web service quality. Ashfa and Ishak (2023) empirically analyzed customer satisfaction in an online shopping environment and confirmed that the availability of more extensive and better-quality quality information on retail websites leads to higher levels of customer satisfaction (Ristianawati et al., 2021; Taswan et al., 2023). The richness of product information on a website has been found to have a consequence on customers' opinions concerning shopping convenience. For shoppers to feel fulfilled, which is the premise of client maintenance and unwaveringness, certain elements should be available in the web-based climate. Online sellers can benefit from identifying what consumers predict from the history of online buying things, according to Lefiani and Wibasuri (2021).

2. RESEARCH METHODS

The object of this examination is the web-based deals business, especially consumers who have purchased products online. The population in this study is Indonesian people who have experience buying products through the Internet. Considering that the population of this study is very large, the researcher limited this research area to Semarang. Sample City to 100 which has been by the minimum sample limit (Hair et. al, 1998).

Research data collection was carried out using a questionnaire which was an adaptation of the previous research instrument. Before data collection, the questionnaire was first tested for validity and reliability, using 35 respondents who were not included in the data analysis. Based on the validity and reliability test, there are two invalid statements, one on the delivery performance dimension variable and one on the payment mode variable. Meanwhile, other statements on each variable are valid and reliable in this study. This research focuses specifically on these elements.

Delivery services performance

The effectiveness of the delivery or logistics partner and the speed of delivery were significant considerations in online shopping post-purchase review. Several research demonstrates that the primary components leading to online shoppers' fulfillment are delivery service and efficiency (Ajit et al., 2024). His research shows that delivery performance is one of the key dimensions in online shopping that leads to high levels of customer satisfaction among online shoppers (Mofokeng, 2021). Likewise revealed that delivery performance affects customer satisfaction in online shopping. Eviani and Hidayat (2021) highlight reverse logistics as trustworthy and quick delivery partners as factors influencing consumer fulfillment. Therefore, the hypotheses proposed in this study are:

H1: Delivery Performance has a positive impact on shopper satisfaction.

Security of transaction

The most significant aspect influencing online buyers' pleasure is transaction security (Gusnita & Widodo, 2021). Li et al. (2021) and Wilson et al. (2021) which examine the relationship between perceived security risks and satisfaction with services show that strong security features increase the level of consumer satisfaction in online shopping (Sugiharti, 2023). Research conducted by Yusuf et al. (2024) shows that security issues when doing online shopping have a significant impact on the level of customer satisfaction. The hypothesis proposed in this research is:

H2: Transaction security has a positive impact on shopper satisfaction.

Payment model

In general, online websites offer many options for payment. The results of a study conducted by Fadli (2021) show that making online transaction payments is an imperative feature in growing the level of purchaser satisfaction. The hypothesis proposed in this research is:

H3: Payment models have a positive impact on shopper satisfaction

3. RESEARCH RESULTS

Based on the multiple linear regression analysis calculations between delivery performance, payment mode and security, and customer satisfaction, the following results can be obtained:

Table 1. Statistical Test of Results

Type	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	1.712	1.240		1.381	.170
Payment model	.272	.086	.279	3.166	.002
Security	.128	.059	.198	2.166	.033
Delivery Performance	.316	.090	.306	3.528	.001

a. Dependent Variable: customer satisfaction

Source: data processing

The three hypotheses suggested in this study, all three are proven based on the results above. This is indicated by the t value and significance level of each regression which is greater than the minimum value of 1.96 and 5%. Overall, this shows that there is an influence between delivery performance, security, and payment mode on customer satisfaction.

The regression coefficient value of the delivery performance variable of 0.306 is positive, which means that if the delivery performance is perceived as very good by customers, customer satisfaction will be higher. Meanwhile, the payment mode variable has a positive regression coefficient value of 0.279, indicating that increased customer satisfaction will result from customers seeing the payment method as outstanding. The same thing happens with the safety factor. The security variable has a positive regression coefficient value of 0.198. This means that if customers have a very safe perception of making transactions in online retail, then customer satisfaction will be higher.

The purpose of this study is to examine delivery performance, security, and payment mode on customer satisfaction. The results of the data analysis show that the three independent variables (delivery performance, security, and payment mode) have a significant positive effect on the dependent variable (customer satisfaction). The following is a discussion of the results of data analysis;

The hypothesis (H₁) of this study states that delivery performance has a significant positive effect on customer satisfaction. The results showed that H₁ was accepted. This means that the higher the delivery performance, the higher the customer satisfaction. The results showed that high delivery performance has proven to be able to increase customer satisfaction (Salim et al., 2022). This study shows that the timeliness of goods arriving at the hands of customers is something that greatly affects customers (Taswan et al., 2023). Conversely, delays in receiving goods are intolerable and often easily lead to their disappointment. Thus, the results of this study are the results of research from Abdallah (2021); (Ashfa & Ishak, 2023; Jamilah et al., 2024)

The hypothesis (H₂) of this study states that security has a significant positive effect on customer satisfaction. The results showed that H₂ was accepted. This means that the higher the level of security, the higher the customer satisfaction (Praptitorini et al., 2021). The findings showed that an elevated level of security improves client satisfaction. Thus the results of this study are the results of research from Gusnita and Widodo (2021) which shows that security issues when responsible online shopping have a substantial effect on the level of shopper satisfaction.

The hypothesis (H₃) of this study states that the payment model has a significant positive effect on customer satisfaction. The results showed that H₃ was accepted. This means that the more customer perceptions of the payment mode implemented by online retail, the higher customer satisfaction. The results showed that the perception of a high payment model will increase customer satisfaction. Many customers want to purchase products through online retailers because it can provide a lot of convenience to them when transacting. Therefore, when the payment model in the transaction does not meet their expectations, they will feel disappointed. Thus, the results of this study are the results of research. which shows that making online transaction payments is an important factor in growing the level of shopper satisfaction.

4. CONCLUSION

The study's objective is to determine the factors that contribute to online shopping satisfaction. The study's suggested factors include delivery performance, transaction security, and payment model choice. Based on the results of the study, several conclusions can be drawn as follows: 1) delivery performance has a significant influence on customer satisfaction, 2) payment models have a significant influence on customer satisfaction, and 3) security significantly has an influence on customer satisfaction. Thus, if online retailers want to increase their customer satisfaction with the hope that customers in the future can make repurchases through their online retail, they must show their seriousness to customers in terms of efforts to ensure delivery performance, and security during transactions. In addition, online retailers must also strive to improve the quality of the payment model, which is a payment method that makes it easier for customers to transact with them.)

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