

Analysis Of The Implementation Of Marketing Mix On Customer Satisfaction Of Shopee

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Abstract

This research aims to find out how the marketing mix is applied to consumer satisfaction on the Shopee platform in DKI Jakarta. The sample used in this research was 117 respondents with the criteria of being at least 15 years old, residing in DKI Jakarta and using the Shopee platform. This research uses four dimensions, namely product, price, promotion and place. This research uses descriptive analysis methods, Customer Satisfaction Index, Importance Performance Analysis and Gap Analysis. The results of the research show that implementing the marketing mix can provide satisfaction to Shopee platform consumers in DKI Jakarta. Based on the Importance Performance Analysis, there are three things that need to be improved, that is price with product quality, promotional safety so that there is no manipulative behavior and accuracy in product delivery. Based on Gap Analysis, it shows that the product and promotion dimensions need to be improved.

Keyword: Marketing Mix, Customer Satisfaction, Customer Satisfaction Index, Importance Performance Analysis, Gap Analysis, E-commerce

1. Introduction

Along with the rapid growth of technology, the online business or e-commerce sector has responded by having and developing applications as a strategy to compete with other e-commerce companies. Reporting from Databoks, Shopee is one of the e-commerce sites that has the most users in Indonesia. This shows that Shopee is the most downloaded application and has the highest number of monthly active users in Indonesia.

Table 1.1 Data pengunjung E-commerce 2024

<i>E-commerce</i>	Semester I 2021	Semester II 2021	Semester III 2022	Semester IV 2022	Semester V 2023	Semester VI 2023
Tokopedia	38.930.000	149.600.000	157.200.000	158.300.000	128.100.000	106.400.000
Shopee	33.750.000	115.000.000	132.770.000	191.000.000	171.300.000	161.200.000
Bukalapak	12.830.000	26.540.000	3.100.000	30.000.000	20.000.000	51.232.000
Lazada	11.220.000	25.190.000	24.680.0002	25.190.000	91.200.000	70.700.000
Blibli	9.642.000	19.410.000	17.290.000	16.330.000	28.600.000	26.100.000

Source: Databoks 2024

In the fifth and sixth semesters, Shopee experienced a significant decline. Shopee visitors fell from 191,000,000 to 171,300,000 and continued to fall to 161,200,000 in semester 6. This decline may be caused by consumers choosing other e-commerce as their online shopping platform, reflecting the existence of factors that influence satisfaction. Shopee received several complaints from consumers because several features such as payment options, shipping and others had not reached optimal levels. The service quality of an e-commerce business has a significant impact on consumer satisfaction. According to Kurnia & Suwiknyo (2018), customer satisfaction is a person's emotional response that arises after comparing the performance of a service with their expectations. The importance of customer satisfaction is an interesting topic to be discussed, especially from a marketing management perspective in forming a company structure using a marketing attribute approach. Marketing mix is a tool utilized by organizational management in the business world to ensure their continuity in the context of global competition, Halim et al., (2021).

Analyzing the marketing mix is very important to align market needs with the products offered, Farida (2016). The marketing mix used in this research is product, price, promotion and place. When shopping online, consumer expectations for the products they buy are high, so there is a need to match the quality and function of the product. Price and promotion are important aspects that consumers consider when making purchases, so consumers will not switch to other e-commerce that has more competitive prices. The location

aspect also needs to be considered in the distribution of goods until they are received by consumers.

Based on this, the purpose of this research is to determine the application of consumer satisfaction on the Shopee platform with the research title "**Analysis of the Application of Marketing Mix on Consumer Satisfaction on the Shopee Platform in DKI Jakarta.**"

2. Literature Review

2.1 User Satisfaction

According to Setyawardani (2021), customer satisfaction is to know which product performance is considered to be in line with buyer expectations. If the product's performance is deemed not to meet customer expectations, the customer will feel disappointed. However, if the product performance is assessed in accordance with customer expectations, then the customer will feel satisfied. According Mondir et al., (2023), the dimensions and indicators used in evaluating consumer satisfaction on e-commerce are:

- a) *Product*, is something that can be offered to the market so that it can be consumed, cared for, used or owned so that it can fulfill needs and satisfy wants. There are three indicators in the product dimension, including product suitability, product quality and product benefits.
- b) *Price*, is the amount of money charged for a product or service provided by customers for the benefits they obtain from using the service or product. There are four indicators in the price dimension, including affordable prices, suitability of prices to product quality, suitability of prices to product functions and competitive prices.
- c) *Promotion*, can be interpreted as a form of dissemination of information that persuades customers to carry out transactions. There are three indicators in the promotion dimension, including no hidden information, no manipulative behavior and no fraud.
- d) *Place*, shows how a product, both goods and services, is presented until it is received or reaches the customer's hands. There are three indicators in the place dimension, including no unnecessary delays, confidence in distributing products and not imposing costs on customers.

2.2 Marketing Mix

According to Lestari et al., (2019), Marketing mix is the practice of combining marketing techniques to fulfil the needs of each company. The marketing mix concept allows companies to attract the attention of potential buyers in competition through four main elements, namely product, price, place and promotion, as well as three additional elements, namely people, process and physical evidence.

3. Material and Method

3.1 Design Study

This study is quantitative research using survey method and questionnaire method, involving 117 respondents. The questionnaire was administered online through Google Forms,

as it is a convenient medium for respondents to provide their information according to their needs.

Population

The population in this research are Shopee platform users in DKI Jakarta.

Sample

Sample is a small group that is analyzed and studied with the aim of producing conclusions that reflect the original population, Juhria et al., (2021). This research applies a non-probability sampling method. The main focus of the non-probability sampling method is to ensure that the sample selected has the desired criteria. The criteria that will be tested in this research are:

- a. Respondents are in the DKI Jakarta area
- b. Respondents aged 15 years and over
- c. Respondents are consumers who have made purchases on the Shopee platform.

To determine the sample size to be studied, researchers utilized Hair's theory. According to Setiawan & Bahrin (2023), the ideal number of samples taken is 5-10 times the total indicators applied to all variables. The number of indicators in the research is 13 indicators x 9. So, the number of samples in this research is 117 respondents.

3.2 Data Analysis

This research uses descriptive analysis. Descriptive analysis is a research approach that interprets objects by exploring data. The process includes in-depth description and interpretation of research results which aim to answer the formulated research questions, Fajrina et al., (2021). This approach was taken to observe the variables that influence consumer satisfaction on the Shopee platform through a marketing mix approach. Descriptive data for this research were collected using a questionnaire distributed to 117 respondents who used the Shopee platform. The information obtained from respondents' responses to this questionnaire provides a general overview of the company's condition related to the research variable, namely the implementation of the marketing mix on Shopee consumer satisfaction. Through the analysis carried out, the following assessment criteria were found:

Table 3.1 Criteria Score

Criteria Score	Importance (PE+SPE)	Satisfaction (PU+SPU)
0% - 25%	Very Not Important	Very Not Satisfied
26% - 50%	Not Important	Not Satisfied
51% - 75%	Important	Satisfied
76% - 100%	Very Important	Very Satisfied

Source: Nurrohim (2020)

3.3 Customer Satisfaction Index (CSI)

The Customer Satisfaction Index (CSI) is an index used to comprehensively assess the level of customer satisfaction, with an approach that takes into account the level of importance of the product or service attributes being assessed, Widodo & Sutopo (2018). In this research, CSI is used to determine the application of each dimension and indicator of the marketing mix to consumer satisfaction on the Shopee platform. The following is the processing used in the Customer Satisfaction Index (CSI) method according to (Fadillah et al., 2020):

1. Calculate Mean Importance Scores, by adding up the importance values and dividing them by the number of respondents.
2. Calculate Mean Satisfaction Scores, by adding up the satisfaction scores and dividing them by the number of respondents.
3. Calculate the Weight Factor, change the average importance level value into a percentage number of the total average importance level value for all attributes, using the formula:

$$WF = \frac{MIS_i}{\sum_{i=1}^p MIS_i} \times 100\%$$

Informastion:

WF = Weight Factor

MIS_i = Improtance Average of i

$\sum_{i=1}^p MIS_i$ = Total of importance average from i to p

4. Calculate the Weight Score, determine the multiplication value between the average satisfaction level of each attribute and the WF of each attribute:

Formula: $WS_i = WFi \times MSS$

Informastion:

WS = Weight Score

WFi = The factor of i

MSS = The average of satisfaction

5. Determine *Customer Satisfaction Index* (CSI)

$$CSI = \frac{\sum_{i=1}^p WS_i}{HS} \times 100$$

Information:

$\sum_{i=1}^p MIS_i$ = The total average importance score of -i to -p

HS = *Highest Scale* (maximum scale used)

There are four levels of customer satisfaction in calculations using the CSI method, namely:

Table 3.2 Satisfaction Level

No.	Score	Importance Level P+SP	Satisfaction Level P+SP
1.	0% – 25%	Very Not Important	Very Not Satisfied
2.	26% – 50%	Not Important	Not Satisfied
3.	51 – 75 %	Important	Satisfied
4.	76% – 100%	Very Important	Very Satisfied

Source: Nurrohim (2020)

3.4 Importance Performance Analysis (IPA)

Importance Performance Analysis (IPA) is an analytical technique used to identify performance factors that are crucial for an entity in ensuring the satisfaction of its service users or consumers, Rizkilawati et al., (2019). In Importance Performance Analysis, the interaction between interests and perceptions of customer satisfaction is depicted through a Cartesian diagram which is divided into four quadrants, bounded by two perpendicular lines (x and y axes). The x-axis reflects the average of perceived performance scores, while the y-axis reflects the average of importance ratings, Pawennari et al., (2021). Then, these elements will be described in the Importance Performance Analysis diagram.

3.5 Gap Analysis

GAP analysis is a method for identifying differences between the current and desired conditions in a company, where the results are used to develop implementation strategies and improve performance, Mutmainah et al., (2022). This model, known as gap analysis, is a comparison or distance between importance and satisfaction, so that the difference or gap between the current condition (status quo) and the desired or expected condition can be identified. Gap Analysis calculation formula according to Wibisono (2019) is:

$$\text{Gap Analysis} = \text{Satisfaction Score} - \text{Importance Score}$$

4. Result and Discussion

4.1 Validity Test

The results of the r-count calculations have been tested using SPSS software and the significance level is set at 5%. So, the value of r-table = 0.3061 based on n-2 in determining r-table can be seen in the following table:

Table 4.1 Validity Test Result

No	Dimension	Attribute	r-count Importance	r count Satisfaction	r tabel	Status
1	Product	Product suitability	0,628	0,654	0,3061	Valid
2		Product quality	0,887	0,716	0,3061	Valid
3		Product benefits	0,687	0,683	0,3061	Valid
4	Price	An affordable price	0,813	0,691	0,3061	Valid
5		Price match with product quality	0,648	0,784	0,3061	Valid
6		Price match with product function	0,686	0,681	0,3061	Valid
7		Competitive prices	0,748	0,550	0,3061	Valid
8	Promotion	No information is hidden	0,736	0,666	0,3061	Valid
9		Tidak ada perilaku manipulatif	0,592	0,640	0,3061	Valid
10		No fraud	0,676	0,781	0,3061	Valid
11	Place	No unnecessary delays	0,665	0,699	0,3061	Valid
12		Trust in distributing products	0,709	0,754	0,3061	Valid
13		Does not charge customers any fees	0,728	0,822	0,3061	Valid

Source: Data processed by researchers (2024)

Based on Table 4.1, no indicators were omitted and all indicators were declared valid, because both indicators based on importance and indicators based on satisfaction were > 0.3061 (rtable), so the calculated $r > r$ table and attributes were suitable for use for research.

4.2 Reliability Test

The reliability test aims to assess the consistency and stability of the measuring instrument using the Cronbach's Alpha method. This analysis has been carried out using SPSS software with a significance level of 5%. A questionnaire is considered reliable if the Cronbach's Alpha value reaches or exceeds 0.60.

Table 4.2 Reliability Test Result

	<i>Cronbach's Alpha</i>	Information
Importance	0,917	Reliabel
Satisfaction	0,913	Reliabel

Source: Data processed by researchers

Based on table 4.7, interest has a result of 0.917, while satisfaction has a result of 0.913. By evaluating the results of the instrument's reliability testing, it can be concluded that the instrument can be considered reliable, because the test value exceeds 0.60.

4.3 Descriptive Analysis of Product Dimensions Regarding Importance and Satisfaction

Table 4.3 Descriptive Analysis of Product Dimensions Based on Level of Importance and Satisfaction

No.	Statement	Importance Percentage (PE+SPE)	Satisfaction Percentage (PU+SPU)
1.	Products on Shopee are in accordance with the information provided	95,7%	74,4%
2.	Products on Shopee have good quality	96,6%	89,8%
3.	Products on Shopee have no damage	94,1%	55,6%
	Average Percentage	95,5%	73,2%

Source: Data processed by researchers (2024)

The results of product dimension analysis based on importance and satisfaction, it is known that consumers have high expectations regarding product suitability, product quality and

product benefits because the average interest percentage is 95.5% which is declared "very important" in the criteria score. However, for satisfaction, the average percentage reached 73.2% who said they were "satisfied", so there is a difference between consumer interest and satisfaction.

4.4 Descriptive Analysis

Based on the results of the analysis per dimension, the application of the marketing mix can provide satisfaction to Shopee platform consumers supported by the price dimension with a percentage of 84.5%, with the statement that consumers are very satisfied with the affordability of prices on Shopee, the suitability of prices with product functions and competitive prices. with other e-commerce. Then the place dimension which has a percentage of 81.5% can also provide convenience to consumers by not charging fees. So it is known that consumers are most satisfied with the price of the product on the Shopee platform and its suitability for the product's function. Apart from that, the price on the Shopee platform is competitive with other e-commerce and there are no shipping costs.

Based on the results of the importance and satisfaction analysis, it can be concluded that consumers consider each dimension very important and are very satisfied. Each dimension is very important and consumer satisfaction based on the marketing mix is also stated to be very satisfied. Supported by importance which received an important and very important percentage of 96.4% and satisfaction which received an average percentage of satisfied and very satisfied of 81%. Based on the weight of the criteria scores, both are included in the Very Important and Very Satisfied categories (76%-100%).

4.5 Customer Satisfaction Index

The following are the results of processing using the Customer Satisfaction Index method based on respondents' answers via questionnaire:

Table 4.4 Descriptive Analysis of Product Dimensions Based on Level of Importance and Satisfaction

Dimension	Indicator	Importance Level		Satisfaction Level		WF	WS	CSI
		Score Total	MIS	Score Total	MSS			
<i>Product</i>	Product suitability	411	3,51	345	2,95	7,70	22,69	66.05
	Product quality	420	3,59	354	3,03	7,86	23,79	
	Product benefits	397	3,39	308	2,63	7,43	19,57	
<i>Price</i>	An affordable price	408	3,49	372	3,18	7,64	24,29	94.32
	Price match with product quality	417	3,56	350	2,99	7,81	23,36	
	Price match with product function	389	3,32	358	3,06	7,28	22,29	
	Competitive prices	401	3,43	380	3,25	7,51	24,38	
<i>Promotion</i>	No information is hidden	410	3,50	354	3,03	7,68	23,23	72.14
	No manipulative behavior	412	3,52	353	3,02	7,71	23,27	

	No fraud	433	3,70	370	3,16	8,11	25,64	
Place	No unnecessary delays	414	3,54	324	2,77	7,75	21,47	70.42
	Trust in distributing products	415	3,55	357	3,05	7,77	23,71	
	Does not charge customers any fees	414	3,54	381	3,26	7,75	25,24	
Score Average			3,51		3,03		23,30	76%
Total			45,65		39,37		302,92	

Source: Data processed by researchers (2024)

The product dimension gets a percentage of 66.05% in the Customer Satisfaction Index analysis, so based on the weight of the criteria it is declared satisfied. This can mean that there are several indicators that still require improvement, such as product suitability, quality and function. Consumers consider this dimension important, but the satisfaction they feel is still not very significant. The price dimension has a percentage of 94.32%, so it is stated that consumers are very satisfied with the prices on the Shopee platform. Affordability of prices, conformity with product quality and competitive prices are the main factors that make consumers feel satisfied. The importance of this dimension is also high enough so that it is balanced with the level of satisfaction.

The promotion dimension has a percentage of 72.14%, so it is said that consumers are satisfied with the promotions carried out by Shopee. Whether it's in terms of flash sales or certain discounts given. However, there are several things that need to be improved to maximize consumer satisfaction, namely ensuring that there is no manipulation in the promotions carried out so that consumers feel safe and comfortable when buying products that are on sale. The place dimension has a percentage of 70.42% so that consumers are declared satisfied with the product distribution process carried out by Shopee. However, there is an indicator that has the lowest level of satisfaction, namely delivery delays. This is the focus for Shopee to improve their delivery estimates because based on importance, distribution is considered very important by consumers.

These results state that the CSI gain several indicators for consumers on the Shopee platform in DKI Jakarta is 76%. In this research, the CSI score is described in four ratings from very dissatisfied to very satisfied. Based on the respondents' assessment of each indicator in the questionnaire, it is stated that the level of consumer satisfaction is at number 4 with a CSI value range of between 76-100%, so it can be said that consumer satisfaction with the Shopee platform based on the implementation of the marketing mix is very high.

4.6 Importance Performance Analysis (IPA)

After processing the data based on table 4.4, the average total level of importance of 3.51 is used as the Y axis and the average total level of satisfaction of 3.03 is used as the X axis. The following are the results of the Importance Performance Analysis:

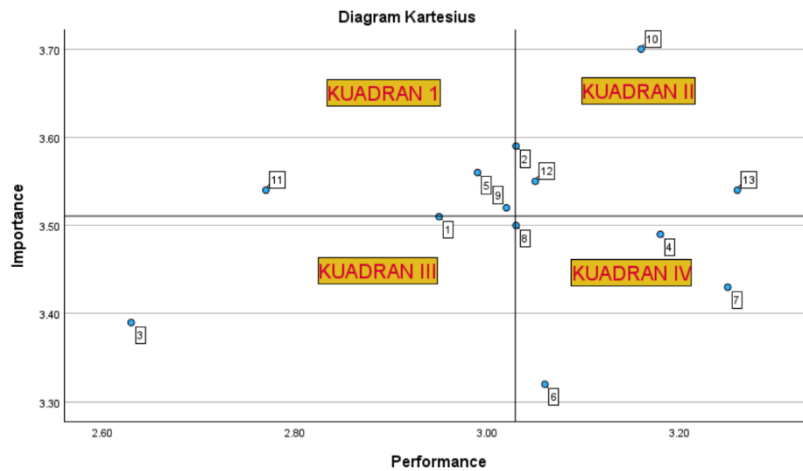


Image 4.1 Cartesian Importance Performance Analysis (IPA) Diagram

Source: SPSS, Data Processed by Researchers (2024)

- Quadrant I means that there are indicators that are priority improvements for the company, where in this quadrant the indicators are not in line with consumer expectations and have a high level of importance (high expectations), but the level of (actual) satisfaction is considered low. Based on the indicators located in quadrant I, namely indicators 5,9 and 11, it is necessary to improve pricing so that it matches the quality of the product, provides a sense of security to consumers so that there is no manipulation in promotions and improves delivery services so that they arrive according to estimates.

- Quadrant II

This quadrant has a high level of importance (expectations) and a good level of satisfaction (actual). The indicators in this quadrant are in accordance with consumer desires and must be maintained by the Shopee platform to make it better in the future. In quadrant II there are indicators 10, 12 and 13. So it is stated that consumers are satisfied with the lack of fraud on the Shopee platform, they also feel safe when Shopee distributes products and delivery can be done easily without any additional costs. Therefore, these three indicators need to be maintained.

- Quadrant III

This quadrant has a low level of importance (expectations) and the level of satisfaction (actual) is not felt well by users, so the Shopee platform does not need to prioritize or pay much attention to these indicators. There is one indicator in this quadrant, namely indicator 3, which states that the benefits of the product are not something that is of high importance to consumers.

- Quadrant IV

In this quadrant, indicators are considered to have a low level of importance (expectations), but the level of satisfaction (actual) is considered very good by consumers. These three indicators are considered less important by customers and the Shopee platform does not need to improve the performance of these attributes. In quadrant IV there are three indicators, namely 4, 6 and 7. This is because consumers are not too concerned with price affordability but are satisfied with product prices on the Shopee platform, as well as the suitability of prices to product functions and price competition with e-commerce other.

Intersect:

a) Indicator 2, namely product quality is in quadrants I and II, illustrating that these attributes are considered important by customers but still do not meet expectations (quadrant I), while the others already have good performance (quadrant II). In this case, companies need to analyze further the factors in product quality that need to be improved and maintain those that are considered good by consumers.

b) Indicator 1, namely product suitability, is in quadrants I and III, illustrating that there are attributes that are considered important by some consumers, but there are also attributes that have good performance but are considered less important by others. In this analysis, it is important for the company to ensure that the products sold are in accordance with the information provided. Consumers consider product suitability to be less important, but Shopee must maintain this attribute so that consumer satisfaction does not decrease.

c) Indicator 8, namely no hidden information, is in quadrants III and IV. This illustrates that there are several attributes that have good performance but are considered less important by customers. So Shopee only needs to maintain it by not hiding information regarding products, transactions and others.

4.7 Gap Analysis

The following is a gap analysis for each attribute used in this research:

Tabel 4.5 Gap Analysis

No	Attribute	Importance Average	Satisfaction Average	Gap
1	Product suitability	3,51	2,95	-0,56
2	Product quality	3,59	3,03	-0,56
3	Product benefits	3,39	2,63	-0,76
4	An affordable price	3,49	3,18	-0,31
5	Price match with product quality	3,56	2,99	-0,57
6	Price match with product function	3,32	3,06	-0,26
7	Competitive prices	3,43	3,25	-0,18
8	No information is hidden	3,50	3,03	0,47
9	No manipulative behavior	3,52	3,02	-0,50
10	No fraud	3,70	3,16	-0,54
11	No unnecessary delays	3,54	2,77	-0,77
12	Trust in distributing products	3,55	3,05	-0,50
13	Does not charge customers any fees	3,54	3,26	-0,28
	Total rata-rata	3,51	3,03	-0,40

Source: Data processed by researchers (2024)

Judging from the product dimensions, there is a high gap because it is above average. This shows the need for improvements in product suitability, quality and benefits. Then the price dimension has an advantage because the three indicators have a small gap supported by product prices on the Shopee platform which are affordable, in accordance with their function, and can compete with other e-commerce. However, there is one indicator that has a high gap, namely the suitability of price to product quality.

The promotion dimension has a high gap, so Shopee needs to improve it, especially regarding promotional security, it is necessary to reduce manipulation and fraud. Meanwhile, in the place dimension, there is a high gap in delivery delays and distribution trust, but it is necessary to maintain one indicator because it has a small gap, which is not charging fees. So it can be concluded that the prices on the Shopee platform are considered quite good in terms of affordability, suitability of price to function and competitive prices. However, improvements are needed to narrow the gap, especially in the product and promotion dimensions.

5. Conclusion

Based on the results of research data analysis regarding "Implementation of Marketing Mix on Shopee Platform Consumer Satisfaction in DKI Jakarta", it can be concluded:

1. In the descriptive analysis, it is known that the results of the analysis per dimension, the application of marketing mix can provide satisfaction to consumers of the Shopee platform, supported by the price dimension with a percentage of 84.5%, with the statement that consumers are very satisfied with the affordability of prices on Shopee, the suitability of prices with function products and prices that are able to compete with other e-commerce.
2. From the results of research using the Customer Satisfaction Index (CSI) method, the application of the marketing mix can provide satisfaction to Shopee platform consumers in DKI Jakarta, because they get "very satisfied" results which are supported by the price dimension.
3. Based on the results obtained using the Importance Performance Analysis (IPA) method, it can be concluded that price compliance with product quality, no manipulative behavior and no delivery delays are Shopee's main priorities. There is no fraud, trust in distributing products and not charging fees needs to be maintained by Shopee because it is an advantage and is able to provide satisfaction to customers. Product benefit indicators do not need to be prioritized because they have a low level of importance.
4. Gap Analysis shows that there is a low gap in the price dimension, precisely in the statement that product prices on the Shopee platform are affordable, in accordance with their function, and can compete with other e-commerce. Then for the place dimension, product delivery does not impose costs on consumers. However, Shopee needs to improve its product and promotion dimensions because of the high gap between interest and satisfaction. This concerns product suitability, quality and benefits, as well as safety in promotions.

6. Implication

This research uses marketing mix theory to find out how consumer satisfaction is on the Shopee platform in DKI Jakarta. The dimensions used in this research are product, price, promotion and place. In this research, several analytical methods were used, including descriptive analysis, Customer Satisfaction Index (CSI), Importance Performance Analysis (IPA) and Gap Analysis.

The results of this research can be used as a reference for e-commerce in Indonesia, especially Shopee, to improve their performance. Shopee can use the results of this research to identify aspects of products and services that need to be improved, namely prioritizing

improvements in product and place dimensions because there are several indicators that have quite a large gap between interest and satisfaction.

7. Recommendation

Based on the conclusions presented previously, the following are some recommended suggestions for further research:

- a) Researchers need to ensure that the sample of respondents selected reflects the geographic variations and types of employment within the target population. Researchers may consider conducting in-person surveys in underrepresented areas or employment sectors and increase social media use accordingly.
- b) Future researchers can add several other marketing mix variables such as people, process and physical evidence.
- c) Applying qualitative methods such as interviews can provide in-depth insights into user satisfaction and expectations with services, which may not be identified through quantitative surveys.

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