

Analysis Customer Satisfaction Levels on the Sociolla Application

Hanifah Rahmawati¹ , Sholikhah² , Nofriska Krissanya³

¹

Department of Digital Marketng, Universitas Negeri Jakarta, Indonesia

²

Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia

³

Department of Digital Marketing, Universitas Negeri Jakarta, Indonesia

Abstract

The development of e-commerce is currently growing rapidly, there are many different types of e-commerce according to increasingly diverse needs, one of which is sociolla is e-commerce with a focus on beauty in Indonesia. In the midst of intense competition, it is important for sociolla to understand the level of customer satisfaction in DKI Jakarta, an area with large market potential. This study aims to determine the level of customer satisfaction on the Sociolla application in DKI Jakarta. This study uses a quantitative approach with a purposive sampling technique. While the data analysis techniques used are descriptive analysis, customer satisfaction index, importance performance analysis, and GAP analysis. The dimensions in this study use the end user computing satisfaction (EUCS) model, namely the dimensions of content, accuracy, format, ease of use, and timeliness. In the results of the study using the descriptive analysis method, the level of importance of several aspects for the Sociolla application is "very important" which is supported by the dimensions of ease of use, timeliness, and content, and at the level of satisfaction with the Sociolla application, customers are already "very satisfied" which is supported by the dimensions of content, ease of use, and accuracy. The results of the customer satisfaction index method showed that customers felt "very satisfied" which was supported by the dimensions of content, and ease of use. In the results of the importance performance analysis method, there are several areas that need to be improved and maintained.

Keyword: customer satisfaction, customer satisfaction index, importance performance analysis, Socoliolla

1. Introduction

In the period from 2022 to 2023, there was an increase of 10 million internet users in Indonesia, indicating an increase of around 5.2% in that period. Various technological innovations have enabled drastic changes in the way businesses and economies operate (Mahendra, 2023). The phenomenon of online shopping will grow rapidly and become the choice of most people because shopping through cyberspace can save time without having to visit shopping locations (Putra et al., 2020).

The development of application-based e-commerce has also grown rapidly, with many types of e-commerce applications according to the focus of increasingly diverse needs, which used to sell various product categories in one e-commerce application, has now developed by focusing more on sales in each product category separately. This aims to optimize the time used by consumers in the shopping process, which is currently known as the beauty e-commerce application such as the Sociolla application (Nguyen, 2020).

Reported from Similarweb, in 2023 Sociolla was ranked 2nd as the most visited beauty application in Indonesia with a total of 1.3 million visits, while in first place was Female Daily with 2.2 million visits, followed by Sephora in 18th place with 194.7 thousand visits, and Beauty Haul in 22nd place with 139.4 thousand visits. This data shows how each beauty e-commerce application drives users to achieve their goals, including making transactions (Salsabila & Zakaria, 2020). Sociolla is an e-commerce service that focuses on cosmetics and skincare, becoming the most complete and trusted beauty e-commerce in Indonesia. Sociolla also has an application-based platform, SOCO by Sociolla, which is available for Android and iOS users.

According to Purwanto & Deden (2020), there are five dimensions to measure customer satisfaction in an application: content, accuracy, format, ease of use, and timeliness. These factors help determine the main components in measuring the level of customer satisfaction. In this study, the researcher wants to know the level of customer satisfaction on the Sociolla application, which ultimately leads to the level of final customer satisfaction.

2. Literature Review

2.1 Customer Satisfaction

. Customer satisfaction is very important for the e-commerce industry. Amidst fierce competition, maintaining customer satisfaction is a strategy to increase sales and ensure long-term success. Customer satisfaction measures the extent to which a company's products and services meet or exceed consumer expectations (Anindya & Mindhayani, 2021).

According to Rahayu et al., (2019), customer satisfaction is a psychological condition that arises due to emotions that arise when expectations are not met, coupled with feelings formed from shopping and consumption experiences. Satisfaction is an ongoing assessment of the experience of obtaining and using a product. Customer satisfaction is related to previous purchasing experiences from a particular e-commerce (Singh et al., 2019). According to Benaglia et al. (2023), customer satisfaction is a subjective post-consumption evaluation, consisting of feelings of pleasure or disappointment based on emotional responses to experiences compared to expectations.

Customer satisfaction is the level of feeling after comparing what they receive with their expectations. Satisfaction occurs after purchasing or using products and services. It is

important for e-commerce companies to continue to improve their services so that customers continue to use their services. Overall customer satisfaction is the level of feeling after comparing what they receive with their expectations. Satisfaction occurs after the purchase or use of products and services. It is important for e-commerce companies to continue to improve their services so that customers continue to use their services.

According to Satriadi et al. (2021), there are five main factors to determine the level of customer satisfaction that companies must pay attention to: product and service quality, service quality, emotional, price, and cost.

2.2 Customer Satisfaction Index

In this study, the level of customer satisfaction on the Sociolla application was measured using the Customer Satisfaction Index (CSI) method. According to Dwi et al. (2022), CSI is a general method for measuring the extent to which consumers are satisfied with services based on certain indicators. CSI helps researchers identify the overall level of consumer satisfaction based on perceived performance and desired expectations.

3. Material and Method

3.1 Design Study

The approach taken in this research is a quantitative approach using a survey method via social media. Quantitative research meets scientific principles, namely, theoretical, empirical, retestable, open to criticism, objective, measurable, rational, consistent, and systematic. This research is used for proof or confirmation involving the use of statistical analysis to solve research problems (Sihotang et al., 2023).

The population of this study is Sociolla e-commerce consumers in DKI Jakarta who have made transactions. In this study, the sampling method used was non-probability sampling, with a purposive sampling technique. The sample size is determined using the Hair formula because the population size is uncertain, with the number of samples based on indicators multiplied by 5–10 (Saputro & Jalari, 2023). The Hair formula produces a minimum sample of 128 respondents.

3.2 Data Analysis

Customer Satisfaction Index

According to Rastryana et al. (2022), the customer satisfaction index analyzes customer satisfaction by assessing performance and expectations regarding the attributes of goods or services. According to Kartikasari et al., (2020) the level of customer satisfaction can be assessed based on the criteria for the level of consumer satisfaction. The highest satisfaction is achieved when the customer satisfaction index in the consumer satisfaction criteria shows a range of 100%. According to Iqbal (2021), there are several stages in measuring the customer satisfaction index, the following are several stages of CSI measurement:

- a. Determine the Mean Importance Score (MIS) by adding up the importance values and dividing by the number of respondents.
- b. Determine the Mean Satisfaction Score (MSS) by adding up the performance values and dividing them by the number of respondents.

- c. Calculating Weight Factor (WF) or weighted factor

$$WF = \frac{y_i}{\sum y_i}$$

Description : y_i : rata – rata tingkat kepentingan terhadap atribut ke i

$\sum y_i$: jumlah rata – rata tingkat kepentingan terhadap atribut ke i

- d. Calculating Weight Score (WS)

$$WS = WF \times x_i$$

Description : WF: Weight Factor

x_i : average level of performance against attribute i

- e. Calculating Weighted Total

$$WT = \sum WS$$

Description : $\sum WS$: Average Weight Score

- f. Calculating Customer Satisfaction Index (CSI)

$$CSI = \frac{WT}{HS} \times 100\%$$

Description : WT: Total Weight

HS: Maximum scale used

The following are four levels of customer satisfaction using the CSI method:

Table 1. customer satisfaction index scale

No.	Criteria Score	Satisfaction Level
1	0% - 25%	Sangat Tidak Puas
2	26% - 50%	Tidak Puas
3	51% - 75%	Puas
4	76% - 100%	Sangat Puas

Importance Performance Analysis

Importance Performance Analysis identifies effective policies based on attribute importance and satisfaction, and maps customer perceptions of the importance and effectiveness of the application system (Rahayu et al., 2019). The key step of IPA is to map satisfaction attributes into a four-quadrant Cartesian diagram based on satisfaction and importance, which helps determine policies and strategies (Sampurno & Sharif, 2020). There are four quadrants in the IPA method:

Table 2. quadrans importanc performance analysis

Kuadran I	Indikator yang menjadi prioritas perbaikan
Kuadran II	Indikator yang sebaiknya dipertahankan
Kuadran III	Indikator yang kurang prioritas
Kuadran IV	Indikator yang bisa dikatakan berlebihan

GAP Analysis

According to Mutmainah et al. (2022), GAP Analysis is a general method for identifying gaps between the current organizational situation and the desired condition, used to design implementation plans and improve organizational effectiveness. According to Rozali (2023), the GAP Analysis calculation is formulated as follows:

$$\text{GAP Analysis} = \text{Performance} - \text{Importance}$$

4. Result

This study uses SPSS to test the validity, transmitting the validity of the measurement instrument. A survey is valid if the calculated r is greater than the table r_t . With 128 respondents ($N-2 = 126$), the table r is 0.1736.

Table 3. Validity Test

No	Dimensi	Item	R Hitung Kepentingan	R Hitung Kepuasan	R Tabel	Status
1	<i>Content</i>	Item 1	0,399	0,658	0,1736	Valid
2		Item 2	0,427	0,710	0,1736	Valid
3		Item 3	0,372	0,714	0,1736	Valid
4		Item 4	0,497	0,653	0,1736	Valid
5	<i>Accuracy</i>	Item 5	0,349	0,762	0,1736	Valid
6		Item 6	0,544	0,581	0,1736	Valid
7		Item 7	0,463	0,700	0,1736	Valid
8	<i>Format</i>	Item 8	0,384	0,607	0,1736	Valid
9		Item 9	0,394	0,656	0,1736	Valid
10		Item 10	0,551	0,711	0,1736	Valid
11	<i>Ease of Use</i>	Item 11	0,388	0,745	0,1736	Valid
12		Item 12	0,397	0,625	0,1736	Valid
13		Item 13	0,451	0,698	0,1736	Valid
14	<i>Timeliness</i>	Item 14	0,457	0,616	0,1736	Valid
15		Item 15	0,323	0,730	0,1736	Valid
16		Item 16	0,415	0,666	0,1736	Valid

The result table 3, all indicators are valid with a calculated r value greater than 0.1736 (r table). Attributes with dimensions of content, accuracy, format, ease of use, and timeliness are suitable for use in research.

Table 4. Reliability Test

	<i>Cronbach's Alpha</i>	Keterangan
Kepentingan	0,697	Reliabel
Kepuasan	0,919	Reliabel

This study uses Cronbach's alpha to calculate the reliability test, with high reliability approaching 1. According to Syaiful (2021), a variable is said to be reliable if the Cronbach alpha value is > 0.60 . The closer to 1, the higher the reliability of the data. Reliability analysis in table 4 shows the importance value of 0.697 and satisfaction of 0.919. With Cronbach alpha > 0.60 and approaching 1, the statement attributes in the questionnaire are considered reliable.

4.1 Customer Satisfaction

The study customer satisfaction index involves several steps: determining the mean importance score (MIS), mean satisfaction score (MSS), weight factor (WF), weight score (WS), and finally the customer satisfaction index (CSI).

Table 5. customer satisfaction index analysis

No	Atribut	Tingkat Kepentingan		Tingkat Kepuasan		WF	WS	CSI
		Jumlah Nilai	Nilai MIS	Jumlah Nilai	Nilai MSS			
1	Kesesuaian Informasi	439	3,43	401	3,13	6,16	19,30	97,87%
2	Kelengkapan Infomasi	444	3,47	394	3,08	6,23	19,18	
3	Relevansi	437	3,41	398	3,11	6,13	19,07	
4	Kegunaan	456	3,56	415	3,24	6,40	20,75	
5	Keakuratan Sistem	441	3,45	384	3,00	6,19	18,57	70,46%
6	Efektivitas	447	3,49	382	2,98	6,27	18,72	
7	Keakuratan Informasi	444	3,47	392	3,06	6,23	19,08	
8	Kemudahan fitur	419	3,27	368	2,88	5,88	16,90	67,54%
9	Estetika	417	3,26	393	3,07	5,85	17,97	
10	Kejelasan fitur	454	3,55	385	3,01	6,37	19,16	
11	Kemudahan penggunaan	456	3,56	381	2,98	6,40	19,05	76,05%
12	Kemudahan Akses	467	3,65	427	3,34	6,55	21,86	
13	Kesesuaian Kebutuhan	459	3,59	396	3,09	6,44	19,93	
14	Ketepatan waktu	439	3,43	374	2,92	6,16	18,00	71.72%
15	Kecepatan Informasi	445	3,48	396	3,09	6,24	19,32	
16	Responsif	462	3,61	396	3,09	6,48	20,06	
Total		55,67		49,08		306,91		
Rata-Rata Skor		3,48		3,07		19,18		76,73%

The calculation results in table 5 show an average importance score of 3.48 and a satisfaction score of 3.07. The weighted score (weighted score) is 19.18, and the customer satisfaction index (CSI) of the Sociolla application reaches 76.73%, which is included in the "very satisfied" category.

The attribute with the lowest importance score is aesthetics (3.26), and the highest is ease of access (3.65), indicating ease of access as an important aspect. Responsiveness (3.61) and suitability of needs (3.59) are also considered important.

In the satisfaction score, the lowest attributes are ease of features (2.88) and timeliness (2.92), indicating areas that need to be improved. The highest attributes are ease of access (3.34) and usability (3.24), indicating customer satisfaction in ease of access and usability of the application. Overall, customers are very satisfied with the Sociolla application, especially in the content dimension, which shows information according to customer needs.

4.2 Importance Performance Analysis

Based on table 5, the average level of importance of 3.48 is used as the X axis, and the average level of satisfaction of 3.07 is used as the Y axis.

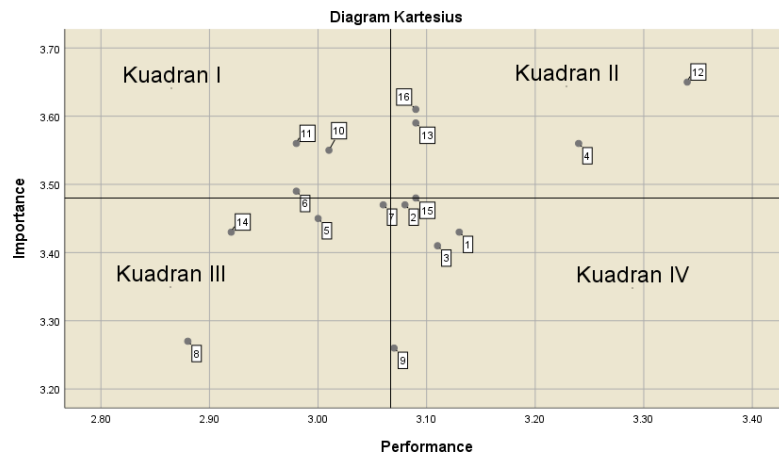


Figure 1. Cartesian Diagram Importance Performance Analysis (IPA)

The results of the identification of figure 1 are described as follows:

Kuadran I

This quadrant shows priority areas for improvement because they are important to Sociolla customers but their performance is not yet satisfactory. The attributes in this quadrant are (6), (10), and (11). Therefore, the company needs to improve the accuracy of the application, clarity of features, and ease of use to improve the online shopping experience.

Kuadran II

This quadrant shows areas that Sociolla must maintain because they are important to customers and their performance is already good or exceeds expectations. The attributes in this quadrant are (4), (12), (13), and (16). Therefore, the aspects of information usefulness, ease of access, suitability of applications to customer needs, and speed of response to complaints must be maintained as Sociolla's advantages.

Kuadran III

This quadrant shows areas that are less of a priority due to low performance or satisfaction and are considered less important by customers. The attributes in this quadrant are (5), (7), (8), and (14). Sociolla does not need to prioritize the accuracy of the feature system, information, ease of features, and timeliness, but must still meet minimum customer standards.

Kuadran IV

This quadrant shows areas of high satisfaction but low importance to customers. The attributes in this quadrant are (1), (2), (3), and (9). Sociolla does not need to focus on further improvements, but should monitor developments to ensure there are no significant changes in customer preferences.

Intersecting

Indicator (15) in quadrants II and IV shows that the Sociolla application has a high level of importance and good performance, indicating high satisfaction from consumers.

4.3 GAP Analysis

GAP analysis measurement is conducted to determine the gap between performance and customer expectations. The following is the GAP analysis conducted for each indicator:

Table 6. GAP Analysis Result

No	Atribut	Importance	Performance	GAP
1	Kesesuaian Informasi	3,43	3,13	-0,30
2	Kelengkapan Infomasi	3,47	3,08	-0,39
3	Relevansi	3,41	3,11	-0,30
4	Kegunaan	3,56	3,24	-0,32
5	Keakuratan Sistem	3,45	3,00	-0,45
6	Efektivitas	3,49	2,98	-0,51
7	Keakuratan Informasi	3,47	3,06	-0,41
8	Kemudahan fitur	3,27	2,88	-0,40
9	Estetika	3,26	3,07	-0,19
10	Kejelasan fitur	3,55	3,01	-0,54
11	Kemudahan penggunaan	3,56	2,98	-0,59
12	Kemudahan Akses	3,65	3,34	-0,31
13	Kesesuaian Kebutuhan	3,59	3,09	-0,49
14	Ketepatan waktu	3,43	2,92	-0,51
15	Kecepatan Informasi	3,48	3,09	-0,38
16	Responsif	3,61	3,09	-0,52
Total Rata-Rata		3,48	3,07	-0,41

Based on the Gap Analysis, consumers feel that it is good in terms of content dimensions and indicators such as ease of features, aesthetics, ease of access, and speed of information, which have a gap below average. However, dimensions with gaps above the average, such as accuracy, format, ease of use, and timeliness, indicate that these attributes still require improvement because their performance does not meet customer expectations.

In conclusion, the content dimensions and attributes of ease of features, aesthetics, ease of access, and speed of information are considered good, while the dimensions of accuracy, format, ease of use, and timeliness still require improvement.

5. Discussion

This study, based on Doll and Torkzadeh's information system theory (Purwanto & Deden, 2020), shows that the dimensions of content, accuracy, format, ease of use, and timeliness are relevant to analyzing customer satisfaction. These results make these dimensions effective tools in customer satisfaction research and are relevant to this day. This study uses information system theory to analyze customer satisfaction in applications. The five dimensions of this theory underlie the development of customer satisfaction analysis and can be a reference for similar research in the future.

6. Conclusion, Implication, and Recommendation

Conclusion

Based on the research results using the customer satisfaction index (CSI) method, it can be seen that customer satisfaction with the quality of the Sociolla application in DKI Jakarta which is calculated using CSI shows that customers feel "very satisfied" with the quality of the Sociolla application which is supported by the content and ease of use dimensions.

Based on the results obtained by the importance performance analysis (IPA) method, it can be concluded that the attributes of effectiveness, clarity of features, and ease of use are the most important things for improving Sociolla. The attributes of usability, ease of access, suitability of needs, and responsiveness need to be maintained by Sociolla because they are advantages for customers. The attributes of system accuracy, information accuracy, ease of features, and timeliness obtained a value of importance below average and can be ignored.

In conclusion, the research results show that customers are “very satisfied” with the Sociolla application, but there are several areas that need to be improved and maintained to continue to increase customer satisfaction.

Implication

This study uses information system theory to analyze application customer satisfaction. The five dimensions of this theory underlie the analysis of satisfaction and can be a reference for similar research in the future. The results of this study regarding the level of customer satisfaction on the Sociolla application in DKI Jakarta, it can be concluded that the dimensions and indicators used can form the level of satisfaction on Sociolla.

The practical implications of this study can be input for e-commerce companies in Indonesia, especially Sociolla. The study shows a negative tendency in the attributes of system accuracy, effectiveness, ease of features, clarity of features, ease of use, and timeliness. Sociolla needs to prioritize improvements in attributes in quadrant I in the importance performance analysis and those with gap values above average.

Recommendation

Based on the research results, Sociolla can improve application performance by referring to the four quadrants in the importance performance analysis (IPA) method. Attributes that need improvement are in quadrant I, because they have a high level of importance but low performance, which affects customer satisfaction. Further research is suggested to use a more comprehensive approach, covering various aspects of e-commerce customer satisfaction. This can be done by expanding the research framework to include more relevant variables, thus capturing the variation of customer experiences more fully.

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