

Customer Satisfaction Analysis On Tokopedia Marketplace Services In Jakarta Area

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Abstract

This research aims to determine the satisfaction factors of Tokopedia marketplace users in Jakarta. This research uses a quantitative approach with descriptive analysis methods. The population in this study includes individuals who currently or have used the Tokopedia marketplace. In this study, samples were taken using no-probability purposive sampling and distributing questionnaires online via Google Form. The sample used in this research was 240 respondents. The sample criteria in this research consist of individuals who live in the Jakarta area, aged 17-45 years and users of the Tokopedia marketplace. This research uses validity and reliability tests as research instrument tests. This research only uses two analytical techniques, namely descriptive analysis with the aim of describing or illustrating Tokopedia marketplace user data and then classifying it so that later it can be formulated to get a clear picture of the problems that cause customers to feel satisfied. Then there is the factor analysis technique or Exploratory Factor Analysis which aims to form new factors to support customer satisfaction. This research uses the e-service quality dimension as a measurement of customer satisfaction. There are seven indicators in this research, namely, Efficiency, Fulfillment, Reliability, Privacy, Responsiveness, Compensation, Contact. The results of this research say that by using the EFA analysis technique, three factors have been formed to support customer satisfaction, the names of these three factors are: service reliability and security, customer service quality, customer comfort and efficiency.

Keyword: customer satisfaction; e-commerce; service quality; Exploratory Factor Analysis; marketplace

1. Introduction

The development of technology in Indonesia is growing rapidly. According to a survey conducted by the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia reached 215.63 million users in 2022-2023. With the development of the internet, changes in people's shopping behavior have shifted to using e-commerce. Indonesia has 5 well known e-commerce sites that are often used by the Indonesian people, one of which is Tokopedia. Tokopedia is known as a marketplace that implements a focus on customers who always want to create better services and experiences for its customers. Tokopedia also makes customer service the best friend of customers who can listen, understand, and solve all user problems when using Tokopedia services. In addition to being the best friend who is always ready to help, the operational team at Tokopedia always tries to provide the best to ensure joint solutions with the product and technology teams to provide solutions from the most basic things. This is Tokopedia's way of building trust and satisfaction with Tokopedia users. The level of customer satisfaction can be determined from the quality of service because customers tend to compare the performance of a service with previous expectations about how the service they receive is more or less than those expectations. With this factor, Tokopedia provides the best quality of service. However, Tokopedia has poor service quality according to its customers. This is evident from comments written by customers on the X @Tokopediacare account, as well as several reviews on the Playstore. In addition, the service rating on Tokopedia can be seen on the Indonesiareview.com website page where Tokopedia received a rating of 3.8 for the service category. This is because the service provided by Tokopedia, especially the Tokopedia customer care service, is very slow in handling problems. Not in accordance with its slogan that customer service is the best friend for customers. Indonesia Review. Based on the description above, the researcher wants to know what factors influence Tokopedia customer satisfaction. The title of this study is "Analysis of Customer Satisfaction on Tokopedia Marketplace Services in the Jakarta Area"

2. Literature Review

2.1 Customer Satisfaction

Agreeing to Kotler and Keller, fulfillment may be a person's feeling of delight or disillusionment since comparing the performance (or comes about) of a item that's seen with their desires. On the off chance that execution comes up short to meet desires, clients will be disappointed, and if performance surpasses desires, clients will be fulfilled. Client fulfillment is additionally an evaluation of the characteristics or highlights of a item or benefit that gives

a level of client joy related to assembly client utilization needs. Client fulfillment depends on the quality of benefit given from the maker to the shopper. How can the maker give a wonderful and fulfilling encounter when buying a item so that it gives great input to the client. At that point client fulfillment is one of the foremost vital variables in moving forward the promoting execution of a company with the fulfillment felt by customers, it'll increment the acquiring control of clients (Nurhikmah et al., 2022). And by making ideal fulfillment, it'll construct devotion within the hearts of fulfilled clients. And client fulfillment is an imperative component in conveyance administrations to get it and fulfill shopper needs and wants, which is able at that point increment showcase esteem since of rehash buys and referrals.

Dimensions and Indicators of Customer Satisfaction in the Quality of Marketplace Electronic Services. Electronic service quality is different from the quality of service directly to consumers. Service quality or (service quality), service is an intangible experience received by consumers along with tangible products from a product that has been purchased. While quality or quality is a measure used to measure a company's ability to meet the needs of its consumers. So that service quality is the ability of a company to provide services to meet consumer needs (Widya & Elisabet, 2022). The definition of e-service quality according to Parasuraman in Wibowo et al. (2019) defines it as the extent to which a website facilitates efficient shopping, purchasing and shopping and effective delivery.

E-service quality has seven dimensional elements, namely (Widayanti et al., 2023):

- a. Efficiency: is the ability of customers to find information related to products and the ease of accessing and leaving the website.
- b. Fulfillment: is the perfection of the product and the provision of timely and correct services needed by customers
- c. Reliability: is the ability to perform promised services accurately and reliably.
- d. Privacy: is to ensure the security of customer data and transactions safely and without giving it to other parties that can harm customers.
- e. Responsiveness: is the ability to provide accurate information to customers when problems arise and has a warranty mechanism.
- f. Compensation: provides compensation to customers if there is an error or system failure.
- g. Contact: is when customers need information related to products and services, the company can provide convenient communication between customers and employees online or by telephone.

Customer Satisfaction Measurement Tools, according to Harjadi et al. (2021) according to Kotler's opinion, several methods can be used to measure customer satisfaction, namely:

1. Complaint and suggestion system

The media system that can be used in this case is a suggestion box placed in strategic places, a comment card facility that can be filled in directly or sent by post, telephonelines and others, this method tends to be passive so it is difficult to get a complete picture of customer satisfaction or dissatisfaction, because not all dissatisfied customers will convey their complaints.

2. Ghost Shopping

Carried out by using several people who pretend to be customers or potential buyers of the company's or competitors' products. They will then convey findings about the strengths and weaknesses of the company's and competitors' products. In addition, they also observe and assess how the company and competitors answer customer questions, including the methods used in handling each complaint.

3. Lost Customer Analysis

The company contacts customers who have stopped buying or who have changed suppliers to understand why this happened. Not only exit interviews are necessary but monitoring the customer loss rate is also important. The increase in the customer loss rate indicates the company's failure to satisfy its customers.

4. Customer Satisfaction Survey

Through the survey, the company will obtain direct feedback from customers while giving a positive impression that the company cares about its customers.

3. Material and Method

This research was conducted online through Google from platform by distributing questionnaires to Tokopedia users in the Jakarta area. The time of this research was conducted from January 2024 to July 2024 by distributing questionnaires online. The population in this study were Tokopedia users in the Jakarta area who had made transactions and shopped at least 3 times in the last six months. The number of samples in this study was 240 which was obtained from using the Hair formula (2016), where the sample size depends on the number of question instruments used, so the number of samples can be calculated by multiplying 5 to 10 by the number of question instruments. So the number of questions is 24 times 10 ($24 \times 10 = 240$). By using calculations based on this formula, the number of samples obtained from this study was 240 respondents (Aulia, 2023). A validity test is a test that functions to see whether a measuring

instrument is valid or not. The measuring instrument referred to here is the questions in the questionnaire. A questionnaire is said to be valid if the questions in the questionnaire can reveal something that is measured by the questionnaire (Jannah, 2021). The decision-making method for validity testing based on a loading factor value greater than 0.7 is said to be valid. According to Hair (2016) in Yurianto (2020) said that the loading factor value where the loading factor value is 0.5 to 0.7 is considered sufficient and valid. Reliability testing is a test carried out to assess or understand a measurement object and reliability is the standard for measurement reliability. If the accuracy value obtained is high, it means that the research can be relied on. It can be declared valid if the reliability coefficient value ≥ 0.60 means that the object that has been measured has high validity, so it can be trusted and relied on. If the Cronbach's Alpha value or the reliability coefficient value is ≥ 0.60 , it indicates that the tested variables have high validity and can be relied on (Ambiya & Faddila, 2020).

3.2 Design Study

This research employs a quantitative approach utilizing a survey method. The quantitative approach involves empirical research where the data is represented in countable forms. Quantitative research focuses on the collection and analysis of numerical data (Abdullah et al., 2023). The survey method is a technique for gathering data by using a tool to collect responses from participants about the sample (Hamida, 2020). In this study, the survey was conducted online using a Google Forms questionnaire. The researchers opted for Google Forms as the platform for administering the questionnaire due to its ease of distribution to research subjects. Online distribution of the questionnaire was deemed more efficient as it is convenient, time-saving, and cost-effective. The questionnaires were distributed via social media platforms such as Instagram, Facebook, and WhatsApp, due to their broad reach, which facilitates the distribution process.

3.3 Data Analysis

This study employs two types of data analysis: descriptive analysis and factor analysis. According to Sugiyono, as cited in Kusuma & Mahardi (2021), descriptive analysis is used to present a detailed description of data characteristics based on the data analysis results, without drawing broad conclusions. This method aims to illustrate or summarize the collected data, categorize it, and present it in a way that provides a clear understanding of the issue being investigated.

On the other hand, factor analysis is a multivariate technique used to explore the relationships between variables within a specific context, revealing underlying relationship patterns (Ihsan et al., 2023). Exploratory Factor Analysis (EFA) specifically involves using factor analysis to identify the underlying factors that influence a set of variables or measurements. The goal of EFA is to analyze patterns or characteristics within the data (Zuraidah, 2022).

The following are the stages in exploratory factor analysis, namely (Zuraidah, 2022):

1. KMO and Barlett Tests

The KMO test is used to ensure that the data is said to be feasible and can be continued for factor analysis. The KMO value must be 0.5 to be declared feasible and meet the requirements.

The Barlett test is used to test the hypothesis that variables are not correlated with each other in a population. The relationship between variables is needed because factor analysis connects several variables into one factor. The purpose of the Barlett test is to determine the form of the identity matrix.

2. Measure of Sampling Adequacy (MSA)

The purpose of the MSA examination is to determine whether the indicators can be used for factor analysis. The MSA value criterion is if the MSA value = 1 the variables used can be predicted very well and can be used for further analysis. If the MSA value > 0.5 the variable can still be used in the analysis and if the MSA value < 0.5 the variable cannot be used (Ihsan et al., 2023)

3. Factor Extraction

Factor extraction aims to determine the number of factors formed from the existing data, by looking at the eigenvalues that are more than 1. The arrangement of eigenvalues is sorted from the largest to the smallest value (Ihsan et al., 2023).

4. Factor Rotation

The purpose of this factor rotation is to obtain a simpler factor structure so that it is easy to interpret. In factor rotation, the factor matrix is transformed into a simpler matrix. The factor rotation formed is Orthogonal rotation with the varimax method. The varimax method is an Orthogonal rotation method to minimize the number of indicators that have high loading factors on each factor. If the loading factor value is greater than 0.40 and is grouped in one factor, then it can be said that the indicator used is valid and can measure a variable (Ihsan et al., 2023).

5. Factor Interpretation Factor interpretation can be said to be naming a factor. All new factors formed are named based on the characteristics that

represent the variables that form the factor. The factors formed are a combination of several variables and are named according to the dominant variables in the factor (Zuraidah, 2022).

4. Result

4.1 Respondent Characteristics

The conclusion of the Tokopedia user respondent profile states that the most users of Tokopedia are male with a frequency of 190 and a percentage of 79.2%. Then for the most dominant age category at the age of 26-30 with a frequency of 90 and a percentage of 37.5%. For the transaction duration category, the most dominant is in the category of 7-10 times shopping at Tokopedia with a frequency of 154 and a percentage of 64.2%. In the domicile category, East Jakarta is the highest area with a frequency of 75 and a percentage of 31.3%, and finally in the most dominant job category in the private employee category with a frequency of 77 and a percentage of 32.1%.

Table 1. Respondent Characteristics

Respondent Characteristics		Frequency	Percentage
Gender	Female	190	79,2%
	Male	50	20,8%
Age	17-20	24	10%
	21-25	75	31,3%
	26-30	90	37,5%
	31-35	35	14,6%
	35>	16	6,7%
Transaction duration	3 times	37	15,4%
	4-6 times	49	20,4%
	7-10 times	154	64,2%
Domicile	Nort Jakarta	40	16,7%
	East Jakarta	75	31,3%
	Central Jakarta	38	15,8%
	West Jakarta	39	16,2%

	South Jakarta	48	20%
Work	Student	32	13,3%
	Private employees	77	32,1%
	Civil servants	7	2,9%
	Entrepreneurial	73	30,4%
	Other	51	21,3%

4.2 Validity Test

After conducting a validity test on the data obtained using SPSS 29 software, it can be seen in Table 2 that all statement items in one variable are said to be valid. This is in accordance with the provisions of the loading factor value if it is 0.5 to 0.7 is considered sufficient and valid (Yuritanto, 2020).

Table 2. Validity Test

Item	Factor loading	Information
E1	.713	Valid
E2	.666	Valid
E3	.722	Valid
F1	.729	Valid
F2	.720	Valid
F3	.694	Valid
R1	.738	Valid
R2	.741	Valid
R3	.762	Valid
R4	.697	Valid
P1	.776	Valid
P2	.820	Valid
P3	.796	Valid
P4	.824	Valid
P5	.764	Valid
RS1	.774	Valid
RS2	.729	Valid

RS3	.732	Valid
CM1	.813	Valid
CM2	.744	Valid
CM3	.736	Valid
C1	.713	Valid
C2	.697	Valid
C3	.689	Valid

4.2 Validity Test

Table 3. Realibility Test

Dimensions	N	Cronbach's Alpha
<i>e-service quality</i>	240	.962

Based on Table 3, it can be concluded that the results of the reliability test on one dimension in this research instrument can be stated as reliable and trustworthy because Cronbach's Alpha measurement results are more than 0.6.

4.3 Expolatory Factor Analysis

a. KMO&Barlett Test

Table 4. KMO and Barlett Test

<i>Kaiser-Meyer-Olkin Measure of Sampling Adequacy</i>		0,943
<i>Bartlett's Test of Sphericity</i>	<i>Approx. Chi-Square</i>	5529,901
	<i>df</i>	276
	<i>Sig.</i>	0,000

Based on the data in Table 4, the results of the KMO and Barlett tests in this study, the data used can be said to be feasible for factor analysis. The results of the KMO test, namely 0.943, are declared feasible because the KMO value is > 0.5. The results of the Barlett test have a significant value of <0.001 and can be declared feasible because the significant value is <0.05, which means that there is a fairly large correlation between the indicator items to carry out exploratory factor analysis (Ardiansyah et al., 2023).

b. Measure of Sampling Adequacy (MSA)

Table 5. MSA Test

<i>Anti-Image Corellation</i>	<i>Item</i>	<i>MSA</i>
	E1	0,920
	E2	0,955
	E3	0,944
	F1	0,951
	F2	0,952
	F3	0,948
	R1	0,930
	R2	0,956
	R3	0,952
	R4	0,932
	P1	0,971
	P2	0,973
	P3	0,930
	P4	0,955
	P5	0,958
	RS1	0,937
	RS2	0,922
	RS3	0,935
	CM1	0,946
	CM2	0,921
	CM3	0,940
	C1	0,940
	C2	0,928
	C3	0,943

Based on the data in Table 5, it can be concluded that the sample adequacy testor MSA on the indicator items in this study has been fulfilled to carry out further factoranalysis. This is based on the MSA value seen in the Anti-Image Correlations showing >0.5.

c. Factor Extraction

Table 6. Factor extraction

Component	Initial Eigenvalues		
	Total	% of Variance	Cumulative %

1	13,226	55,107	55,107
2	2,751	11,461	66,568
3	1,162	4,841	71,409

Based on the data in table 6, from the results of the factor extraction that has been carried out there are three factors that have been formed. Based on the 24 existing indicator items, three factors have been formed which have Eigenvalues >1 . It can be concluded that based on the total variance explained table, these three factors are able to explain a total of 71.409% of the variation. However, at this stage it is still difficult to carry out interpretation, therefore it is necessary to carry out the next stage, namely factor rotation.

d. Factor Rotation

Table 7. Factor rotation

Item	Faktor		
	1	2	3
5	.962		
P3	.880		
P2	.765		
P1	.754		
P4	.684		
F3	.663		
R4	.628		
R3	.493		
F2	.449		
C1		.958	
C2		.944	
RS3		.912	
C3		.903	
RS2		.835	
RS1		.738	
CM3		.667	
CM1		.609	
CM2		.553	
E1			.907

E3			.844
E2			.837
R1			.721
R2			.575
F1			.436

Based on the data in Table 7, the indicators are grouped into one factor. The table displays indicator items that have a loading factor value of >0.4 grouped into one factor.

e. factor interpretation

Based on the factor rotation that has been carried out, it can be concluded that there are three factors formed with factor components having factor loading values >0.4 . The first factor consists of indicator items P5, P3, P2, P1, P4, F3, R4, R3, F2. The second factor consists of indicator items C1, C2, RS3, C3, RS2, RS1, CM3, CM1, CM2. The third factor consists of indicator items E1, E3, E2, R1, R2, F1.

After knowing what items are grouped into one factor, the next step is to give the factor a name. In the process of giving names based on characteristics that represent the variables that form the factor or giving names according to the dominant variables in the factor (Zuraidah, 2022).

Faktor		Item	Value
	P5	I feel safe and confident that the personal information I provide	.962
Service Reliability and Security		will not be misused by thirdparties	
	P3	I feel safe when making transactions using protected Tokopedia	.880
	P2	I feel Tokopedia offers sufficient online security	.765
	P1	I feel that Tokopedia can provide guarantees for the personal data information that I provide	.754
	P4	I feel that payments on Tokopedia are safe	.684

	F3	Tokopedia's delivery service is always on time	.663
	R4	Tokopedia provides a complete choice of payment me	.628
	R3	Tokopedia always provides information regarding delivery of goods	.493
	F2	Tokopedia provides various types of delivery services	.449
Service Quality	C1	Tokopedia provides various types of delivery services	.958
	C2	Tokopedia consistently behaves politely towards customers	.944
	RS3	24-hour customer service is available to facilitate customer complaints	.912
	C3	Tokopedia provides contacts to resolve problems/complaints such as by telephone, email, and others	.903
	RS2	Delivery of customer goods is carried out on time	.835
	RS1	Customer service responds quickly to customer complaints	.738
	CM3	Tokopedia is able to provide a 100% refund service if the goods do not reach their destination	.667
	CM1	Delivery of goods on Tokopedia according to payment receipt	.609
		Tokopedia offers returns or exchange of goods when the goods	

	CM2	are not suitable	.553
	E1	I find Tokopedia easy to use	.907

Customer Convenience and Efficiency	E3	I feel that Tokopedia has speed in accessing the site	.844
	E2	I find registering on Tokopedia very easy	.837
	R1	Tokopedia is available all the time (accessible)	.721
	R2	Tokopedia always provides information regarding payment transactions	.575
	F1	Tokopedia provides accurate product information	.436

As for giving names to the three factors, namely, the first factor is given the name "Service Reliability and Security". This is because the statement indicator items dominate the first factor, followed by the reliability and fulfillment indicator items, each of which in these three indicator items covers various aspects that focus on the operational reliability of the Tokopedia marketplace in providing delivery services, platform availability and information transparency. transactions, as well as security aspects which include the protection of users' personal data and the security of online transactions. This factor is important because customer satisfaction is very dependent on the reliability and security of services provided by e-commerce platforms, one of which is Tokopedia.

The second factor is given the name as "Customer Service Quality". This factor covers various aspects that focus on how Tokopedia handles interactions with its customers, starting from responding quickly to customer complaints, as well as on time delivery and an easy returns policy. This factor is very important because the level of customer satisfaction can be created by service quality.

The third factor is named "Customer Convenience and Efficiency". The factors include various aspects that focus on how users feel comfortable and efficient in using the Tokopedia e-commerce platform, from ease of registration and use of the site, speed of access, to the reliability of information and delivery services.

5. Discussion

This research analyzes customer satisfaction with Tokopedia marketplace services in the Jakarta area. This research is equipped with one dimension, namely, electronic service quality with the aim of identifying the characteristics of Tokopedia customers who live in the Jakarta area and to identify the factors that shape Tokopedia customer satisfaction. Therefore, this research has the following bottom-line conclusions:

- A. The characteristics of Tokopedia customers are that the majority of Tokopedia customers are men aged around 26-30 years who work as private employees and live in East Jakarta. And the transaction duration has exceeded three transactions.
- B. This research has found three new factors that shape customer satisfaction. These three factors were formed by conducting Exploratory Factor Analysis, these three factors are called reliability and security, customer service quality, and customer comfort and efficiency. In this way, these three factors have shaped customer satisfaction.

6. Conclusion, Implication, and Recommendation

a. Conclusion

This study makes a significant theoretical contribution, particularly within the realm of the technology acceptance model. The findings of this research provide evidence that, within the context of continuing to use ERP Gamification for learning, the TAM model, with a specific focus on perceived ease of use, plays the most substantial role in influencing an individual's intention. Nonetheless, it's worth noting an important aspect of this research's contribution, which is that perceived usefulness does not positively impact this intention.

b. Implication

1. Theoretical Implications

The theoretical implications of this research show that electronic service quality with seven supporting elements such as efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact can be implemented to determine customer satisfaction with Tokopedia marketplace services.

2. Practical Implications

The practical implication of customer satisfaction at Tokopedia is that the responsiveness section needs to be improved, which is a form of action to respond to customers if customers experience difficulties. So, in this case, Tokopedia needs to improve and innovate again, especially in customer service features so that 24 hour service is provided. Apart from that, the compensation section is the company's

responsible action if an error occurs on the company's part and harms customers. This needs to be further improved by the company trying to offer returns or exchange of goods if the goods are not suitable when delivered. Furthermore, in the contact section we have innovated to provide online telephone features so that customers can easily contact them. This is a factor that will shape customer satisfaction, because customers will feel that if a problem occurs and the company responds quickly or the company is ready to take responsibility. So, customers will not hesitate to return to visit again one day.

c. Recommendation

1. For business actors

- a. Efficiency: to increase operational efficiency by speeding up the ordering and delivery process.
- b. Fulfillment: To improve stock management and logistics systems to ensure timely delivery and products in good condition.
- c. Reliability: to be more consistent in fulfilling promises. By providing accurate and honest information regarding products or services to maintain customer trust.
- d. Responsiveness: To provide various communication channels via live chat, email and telephone. Apart from that, for the Tokopedia team to respond quickly again
- e. Compensation: To offer refunds, discounts or vouchers as a form of responsibility and an effort to get closer to customers
- f. Contact: Make sure the contact information on the website and application matches the company
- g. Privacy: Be even stricter in protecting customer personal data, so that there is no leakage, and it can be misused by irresponsible parties.

2. For further researchers

Based on research that has been conducted regarding Customer Satisfaction Analysis on Tokopedia Services in the Jakarta area, the following researchers provide recommendations and suggestions for further research.

- a. It is hoped that further research will expand the scope of the research area to obtain more accurate data results that can be implemented in real situations.
- b. It is hoped that further research can enrich customer satisfaction theory by using different theories or dimensions so that this can support the results of customer

satisfaction analysis research.

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