

(Artikel Penelitian/ Ulasan)

# The Influence of Service Quality, Price, and Promotion on Customer Satisfaction: A Study on Shopee E-Commerce Users in the Sugio Region

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**Abstract:** This study aims to examine the influence of service quality, price, and promotion on customer satisfaction in the context of Shopee e-commerce users in the Sugio region. Employing a quantitative descriptive approach with a case study design, primary data were collected from 100 respondents using structured questionnaires distributed online. The data were analyzed using SPSS version 26 through multiple linear regression, t-test, F-test, and coefficient of determination ( $R^2$ ). The findings reveal that price and promotion have a significant and positive influence on customer satisfaction, while service quality does not show a significant effect. Among the variables, price emerged as the most dominant factor, suggesting that customers in Sugio are more price-sensitive in their online purchasing decisions. The study concludes that implementing competitive pricing and engaging promotional strategies are crucial to enhancing customer satisfaction on e-commerce platforms, particularly in semi-rural markets.

**Keywords:** Customer Satisfaction; Service Quality; Price; Promotion; E-Commerce; Shopee

## 1. Introduction

The rapid advancement of information and communication technologies has significantly transformed various aspects of life, including how people shop. In today's digital era, e-commerce has emerged as a key solution for consumers seeking convenience and efficiency in their purchasing behavior. The growing interest in online shopping continues to intensify, as evidenced by the accelerating use of e-commerce platforms across Indonesia.

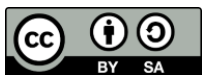
Received: April 26, 2025

Revised: May 10, 2025

Accepted: May 24, 2025

Published: May 27, 2025

Curr. Ver.: May 27, 2025



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## JUMLAH PENGGUNA E-COMMERCE DI INDONESIA PERIODE 2020-2029\*

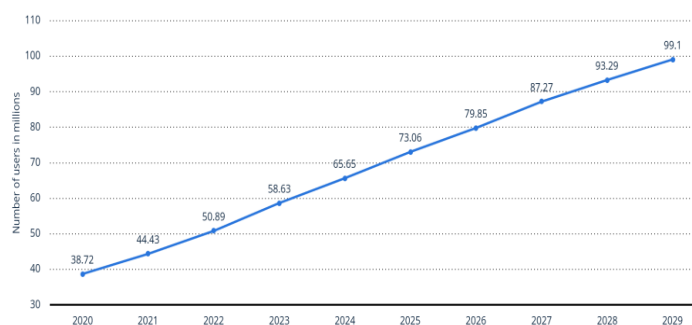


Figure 1. Number of E-Commerce Users in Indonesia (2020–2029)

Source: Statista (processed by PDSI, Ministry of Trade)

According to data presented in Figure 1.1, the number of e-commerce users in Indonesia has shown a consistent upward trend since 2020, reaching approximately 58.63 million users

by 2023. This number is projected to grow further, potentially reaching 99.1 million users by 2029 (Statista, as cited in Ministry of Trade, 2024). Akbar and Alam (2020) define e-commerce as the buying, selling, and marketing of goods and services through electronic systems such as television, radio, and the internet. Anyone with internet access can engage in e-commerce activities, prompting many companies to establish online storefronts to seize emerging business opportunities.

Online shopping has become a prevalent lifestyle in Indonesia, as e-commerce platforms offer an accessible and efficient alternative to traditional purchasing behaviors (Oktaviani et al., 2022). Among these platforms, Shopee stands out due to its user-friendly mobile application. Shopee enables consumers to purchase a variety of products—ranging from fashion to electronics and daily necessities—through their smartphones, eliminating the need for desktop devices. Its popularity stems from features such as clear product pricing, frequent promotions, discounts, free shipping, and multiple payment options (Handayani, 2022).

Customer satisfaction refers to the emotional response—either positive or negative—resulting from a comparison between a customer's expectations and the actual performance of a product or service. When services meet or exceed expectations, customers report satisfaction, often sharing their experiences with others (Refiyanti, 2021). Service quality, as conceptualized by Salsabila et al. (2022), is the customer's evaluation of how well a service meets their expectations. The ability of service providers to consistently meet or exceed these expectations directly determines the perceived service quality.

Price also plays a crucial role in shaping customer perceptions and satisfaction. According to Kotler and Armstrong (2019), price is the amount of money charged for a product or the value exchanged for the benefits of owning or using it. In e-commerce, price not only influences purchasing decisions but also affects customers' perceived value. Competitive pricing, particularly on platforms like Shopee, can significantly enhance customer satisfaction.

Furthermore, promotion is an essential factor in influencing satisfaction. It is widely recognized as a strategic tool used to communicate the value of a product and persuade consumers to make purchases (Kotler & Armstrong, 2019). Effective promotional strategies can amplify consumer interest and boost purchasing decisions.

This study focuses on the Sugio region, which possesses a distinctive market profile compared to urban areas. As digitalization progresses, Sugio offers a compelling setting to explore unique consumer behaviors. Employing a quantitative research approach, this study utilizes SPSS for data analysis, including instrument testing and multiple linear regression to ensure statistical reliability and significance. Data were gathered through questionnaires, allowing the study to capture insights into consumer technology usage, shopping habits, and preferences, thereby providing a nuanced understanding of rural consumer behavior.

Additionally, this research investigates the influence of service quality, price, and promotion on customer satisfaction with Shopee in a local market context. Unlike previous studies that often emphasize urban markets, this research contributes a localized perspective by offering region-specific marketing strategies. These insights are particularly valuable for e-commerce firms seeking to optimize their services and promotions in rural settings. By aligning marketing strategies with local market characteristics, the study aims to deepen understanding of how these key variables affect customer satisfaction.

To this end, this study titled “The Effect of Service Quality, Price, and Promotion on Customer Satisfaction: A Case Study on Shopee E-Commerce Users in the Sugio Region,” seeks to generate actionable recommendations for e-commerce businesses aiming to enhance customer satisfaction in rural markets.

## **2. Literatur Review**

### **2.1. Consumer Behavior**

Consumer behavior is the study of how individuals, groups, or organizations select, purchase, use, and evaluate goods, services, ideas, or experiences to satisfy their needs (Kotler & Keller, 2009, as cited in Zusrony, 2021). Three primary approaches to understanding consumer behavior include microeconomic, psychological, and anthropological theories. The economic theory assumes that consumers act rationally to maximize utility. The psychological theory highlights the role of motivation, perception, and attitude in decision-making. Meanwhile, the anthropological theory emphasizes the influence of culture and social norms.

## 2.2 Manajemen Pemasaran

According to Kotler and Keller (2016), marketing management is the process of designing marketing activities to create valuable relationships with target customers. The main functions of marketing management include market analysis, segmentation, target market selection, market positioning, and strategic marketing planning (Assauri, 2013; Tjiptono, 2014, as cited in Pratama et al., 2023). The objectives include demand creation, profit maximization, customer satisfaction, and brand image development.

## 2.3 Kualitas Layanan

According to Abdullah and Tantri (2019), service quality encompasses the attributes that influence the ability of a product or service to meet customer needs. The dimensions of service quality used refer to the SERVQUAL model (Parasuraman et al.), which includes reliability, responsiveness, assurance, empathy, and tangible evidence.

## 2.4 Harga

Price is the amount of value exchanged by consumers to obtain the benefits of a product (Kotler & Armstrong, 2019). Indicators used to evaluate price include affordability, alignment of price with quality and benefits, and price competitiveness.

## 2.5 Promosi

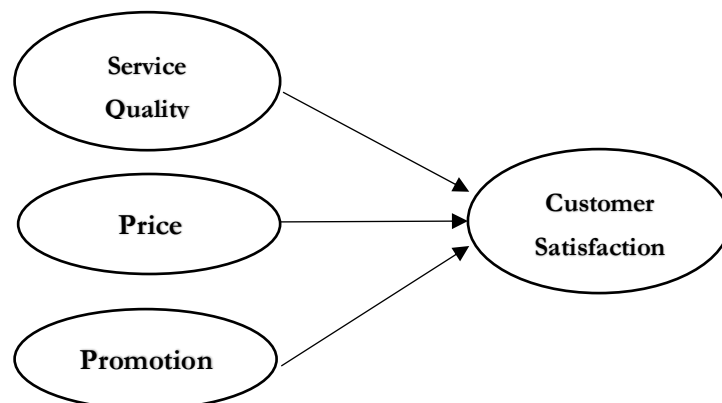
Promotion encompasses all marketing communication efforts aimed at delivering product value and influencing consumer purchasing decisions (Kotler & Armstrong, 2019). The indicators used in this study include advertising, sales promotion, and public relations.

## 2.6 Kepuasan Pelanggan

Customer satisfaction is the result of the comparison between expectations and the actual performance of a product (Edwin Setyo, 2017, as cited in Salsabila et al., 2022). Its indicators include feelings of satisfaction, purchase loyalty, willingness to recommend, and fulfillment of expectations after purchase.

## 2.7 Research Model And Hypothesis

A hypothesis can be defined as a tentative answer proposed to address the research problem that will be tested. By considering the research problem formulation, research objectives, relevant theoretical frameworks, and findings from previous studies, the hypotheses in this study are as follows:



**Figure 2.** Research Model And Hypothesis

H1: It is hypothesized that service quality has a significant effect on customer satisfaction in the Sugio area.

H2: It is hypothesized that price has a significant effect on customer satisfaction in the Sugio area.

H3: It is hypothesized that promotion has a significant effect on customer satisfaction in the Sugio area.

H4: It is hypothesized that service quality, price perception, and promotion effectiveness simultaneously have a significant effect on customer satisfaction in the Sugio area.

### 3. Methodology

#### 3.1 Research Design

This study adopts a quantitative descriptive approach with a case study design, specifically targeting Shopee e-commerce users in the Sugio subdistrict. The quantitative method allows the collection and statistical analysis of numerical data to test hypotheses regarding the relationships between variables. The descriptive approach enables the researcher to explain observed phenomena without manipulating variables, while the case study design allows for an in-depth analysis of consumer behavior within a specific regional context, which is crucial for understanding localized e-commerce dynamics.

#### 3.2 Operational Definitions and Variable Measurement

The primary variables investigated include service quality, price, and promotion as independent variables, and customer satisfaction as the dependent variable. Each variable was operationalized using established theoretical indicators. Service quality was measured based on five SERVQUAL dimensions: reliability, responsiveness, assurance, empathy, and tangible elements. Price was assessed using indicators such as affordability, price–quality congruence, perceived value, and competitiveness. Promotion was measured using advertising, sales promotion, and public relations as key indicators. Customer satisfaction was evaluated through satisfaction level, repeat purchases, recommendation behavior, and fulfillment of expectations. All variables were measured using a five-point Likert scale, ranging from 1 (Strongly Disagree) to 5 (Strongly Agree).

#### 3.3 Population and Sampling

The population of this study consisted of residents in the Sugio subdistrict, totaling 63,255 individuals based on official demographic data from the Central Bureau of Statistics (BPS) of Lamongan Regency. The sample size was determined using Slovin's formula with a 10% margin of error, resulting in a final sample of 100 respondents. A purposive sampling technique was employed to select individuals who met specific criteria: respondents must be Shopee users residing in Sugio, have made at least three purchases on Shopee within the past year, and be at least 18 years old to ensure sufficient understanding of the variables under investigation.

:

$$n = \frac{N}{1 + N (e)^2} \quad (1)$$

Where:

n = Sample size

N = Total population

e = Margin of error (10% or 0.10)

In this study, the total population (N) in Sugio Subdistrict is 63,255 individuals. By applying a 10% margin of error (e = 0.10), the calculation proceeds as follows:

$$\begin{aligned} n &= \frac{N}{1 + N e^2} \\ n &= \frac{63.255}{1 + 63.255 (0,01)^2} \\ n &= \frac{63.255}{1 + 63.255 (0,01)} \\ n &= \frac{63.255}{63,55} \\ &= 99,842 \end{aligned}$$

After rounding, the final sample size is 100 respondents. This sample size is considered sufficient to represent the population with an acceptable level of precision for this quantitative study.

### 3.4 Data Collection and Analysis Techniques

Primary data were collected through a structured online questionnaire distributed via Google Forms. The questionnaire included closed-ended statements designed to measure respondents' perceptions in alignment with the operational indicators of each variable. In addition, secondary data were obtained from academic journals, books, and official publications to support theoretical foundations and contextual analysis.

The collected data were processed and analyzed using SPSS version 26, beginning with validity and reliability testing of the questionnaire items. The analysis continued with descriptive statistical analysis, followed by classical assumption testing, including normality, multicollinearity, and heteroscedasticity tests. The core analysis involved multiple linear regression to examine the simultaneous and partial effects of the independent variables on customer satisfaction. To test the hypotheses, t-tests were used for partial significance, and F-tests were conducted to determine simultaneous significance. Furthermore, the coefficient of determination ( $R^2$ ) was calculated to assess the explanatory power of the regression model.

## 4. Results and discussion

### 4.1 Statistik deskriptif

Descriptive statistics were employed to illustrate the general characteristics of respondents and provide an initial overview of data distribution for each research variable. This section presents respondent profiles based on age, gender, shopping frequency, and domicile. It also includes the perception of respondents toward the variables: Service Quality (X1), Price (X2), Promotion (X3), and Customer Satisfaction (Y). The descriptive analysis was conducted using SPSS version 26.

**Table 1.** Respondents by Age Group

Usia (Tahun)	Jumlah Responden	Presentase %
18-20	25	25%
21-25	48	48%
26-35	27	27%
Total	100	100%

*Source: Data processed, 2025*

Most respondents (48%) were aged 21–25, indicating the dominance of young, digitally active users in the Shopee marketplace. Respondents aged 18–20 represented 25%, while those aged 26–35 contributed 27%, reflecting more financially stable users. These findings suggest that Shopee users in Sugio primarily fall within a productive and tech-adaptive age range.

**Table 2.** Respondents by Gender

Jenis Kelamin	Jumlah Responden	Presentase %
Perempuan	61	61%
Laki-Laki	39	39%
Total	100	100%

*Source: Data processed, 2025*

Female respondents dominated the sample (61%), suggesting their higher engagement in online shopping—particularly for products such as fashion, cosmetics, and household items. Male respondents (39%) also formed a significant proportion, indicating Shopee's reach across diverse customer segments.

**Table 3.** Shopping Frequency on Shopee in the Last Year

Jenis Kelamin	Jumlah Responden	Presentase %
1-3 kali	18	18%
4-6 kali	30	30%

<b>&gt; 6 kali</b>	<b>52</b>	<b>52%</b>
<b>Total</b>	<b>100</b>	<b>100%</b>

*Source: Data processed, 2025*

The majority of respondents (52%) shopped on Shopee more than six times per year, indicating a high level of online shopping engagement. Another 30% shopped 4–6 times, and 18% only 1–3 times, suggesting occasional or needs-based purchases.

**Table 4.** Respondents by Domicile

No	Desa	Jumlah Responden	Presentase %
1	Bakalanrejo	7	7%
2	Bedingin	4	4%
3	Daliwangun	4	4%
4	Deketagung	4	4%
5	German	5	5%
6	Gondanglor	4	4%
7	Jubelkidul	5	5%
8	Jubellor	6	6%
9	Kalipang	4	4%
10	Kalitenggah	4	4%
11	Karangsambigalih	4	4%
12	Kedungbanjar	4	4%
13	Kedungdadi	4	4%
14	Lawangan Agung	4	4%
15	Lebak Adi	4	4%
16	Pangkatrejo	3	3%
17	Sekar Bagus	7	7%
18	Sidobogem	5	5%
19	Sidorejo	4	4%
20	Sugio	12	12%
21	Supenuh	2	2%
<b>Total</b>		<b>100</b>	<b>100%</b>

*Source: Data processed, 2025*

Respondents were distributed across 21 villages in Sugio subdistrict. Sugio village contributed the largest share (12%), followed by Bakalanrejo and Sekar Bagus (7% each). Supenuh had the fewest respondents (2%), indicating diverse yet uneven usage intensity across locations.

**Table 5.** Perception of Service Quality (X1)

Indikator	Skala Nilai					Total
	SS	S	N	TS	STS	
X1.1	68	29	3	0	0	100
	68%	29%	3%	0%	0%	100%
X1.2	55	39	6	0	0	100
	55%	39%	6%	0%	0%	100%
X1.3	62	34	4	0	0	100
	62%	34%	4%	0%	0%	100%
X1.4	65	31	4	0	0	100
	65%	31%	4%	0%	0%	100%
X1.5	64	31	5	0	0	100
	64%	31%	5%	0%	0%	100%

*Source: Data processed, 2025*

All five indicators of service quality received high positive responses. The proportion of “Strongly Agree” responses ranged from 55% to 68%, and “Agree” from 29% to 39%. There were no responses of disagreement, and only a small percentage remained neutral (maximum 6%). This reflects consistent and highly favorable perceptions toward Shopee’s service quality.

**Table 6.** Perception of Price (X2)

Indikator	Skala Nilai					Total
	SS	S	N	TS	STS	
X2.1	64	32	4	0	0	100
	64%	32%	4%	0%	0%	100%
X2.2	58	37	5	0	0	100
	58%	37%	5%	0%	0%	100%
X2.3	58	37	5	0	0	100
	58%	37%	5%	0%	0%	100%
X2.4	58	37	5	0	0	100
	58%	37%	5%	0%	0%	100%

*Source: Data processed, 2025*

Respondents expressed strong agreement with price-related statements: “Strongly Agree” ranged from 58% to 64%, and “Agree” from 32% to 37%. Only 4–5% remained neutral. This indicates that users perceive Shopee’s pricing as competitive and value-aligned.

**Table 7.** Perception of Promotion (X3)

Indikator	Skala Nilai					Total
	SS	S	N	TS	STS	
X3.1	59	37	4	0	0	100
	59%	37%	4%	0%	0%	100%
X3.2	60	35	5	0	0	100
	60%	35%	5%	0%	0%	100%
X3.3	60	36	4	0	0	100
	60%	36%	4%	0%	0%	100%

*Source: Data processed, 2025*

Promotion received consistently high scores across all three indicators, with 59–60% “Strongly Agree” and 35–37% “Agree.” There were no disagreeing responses. This affirms the effectiveness of Shopee’s promotional strategies such as discounts, free shipping, and cashback in attracting and retaining customers

**Table 8.** Perception of Customer Satisfaction (Y)

Indikator	Skala Nilai					Total
	SS	S	N	TS	STS	
X1.1	61	35	4	0	0	100
	61%	35%	4%	0%	0%	100%
X1.2	60	36	4	0	0	100
	60%	36%	4%	0%	0%	100%
X1.3	63	34	3	0	0	100
	63%	34%	3%	0%	0%	100%
X1.4	60	36	4	0	0	100
	60%	36%	4%	0%	0%	100%

*Source: Data processed, 2025*

Customer satisfaction indicators scored very highly, with 60–63% “Strongly Agree” and 34–36% “Agree.” There were no negative responses. Respondents indicated satisfaction with Shopee’s usability, service delivery, promotional offerings, and overall shopping experience.

**Tabel 9.** Hasil Uji Statistik Deskriptif

Variable	N	Min	Max	Mean	Std. Deviation
Service Quality (X1)	100	16	25	22.92	2.191
Price (X2)	100	12	20	18.19	1.824
Promotion (X3)	100	9	15	13.66	1.401
Customer Satisfaction (Y)	100	14	20	18.29	1.742

*Source : data processed by SPSS Version 26*

The mean values for all variables are close to their maximum possible scores, while the standard deviations are relatively low, indicating consistent and favorable perceptions among respondents:

- Service Quality (X1) has a mean of 22.92 out of 25, with a standard deviation of 2.191, indicating strong appreciation of Shopee's services.
- Price (X2) scored an average of 18.19 out of 20, suggesting respondents perceive Shopee’s prices as fair and competitive.
- Promotion (X3) has a mean of 13.66 out of 15, indicating a high and uniform positive perception of promotional efforts.
- Customer Satisfaction (Y) recorded a mean of 18.29 out of 20, reflecting a high level of satisfaction and positive user experience.

#### 4.1 . Uji Instrumen Data

##### 4.1.2 Uji Validitas

The validity test was conducted by examining the value of the Corrected Item-Total Correlation for each item in the research instrument. An item is considered valid if its correlation coefficient (r-count) exceeds the r-table value. For this study, with  $n = 100$  and  $\alpha = 0.05$ , the critical value of r-table is 0.1966.

**Table 10.** Validity Test Results

No	Indikator / Variabel	r - <i>hitung</i>	r – <i>tabel</i>	Keterangan
1	Kualitas Layanan			
	X1.1	0,772	0.1966	VALID
	X1.2	0,761	0.1966	VALID
	X1.3	0,755	0.1966	VALID
	X1.4	0,780	0.1966	VALID
	X1.5	0,743	0.1966	VALID



2	Harga			
	X2.1	0,697	0.1966	VALID
	X2.2	0,820	0.1966	VALID
	X2.3	0,773	0.1966	VALID
3	Promosi			
	X3.1	0,811	0.1966	VALID
	X3.2	0,787	0.1966	VALID
	X3.3	0,816	0.1966	VALID
4	Kepuasan Pelanggan			
	Y1.1	0,703	0.1966	VALID
	Y1.2	0,785	0.1966	VALID
	Y1.3	0,796	0.1966	VALID
	Y1.4	0,785	0.1966	VALID

Based on the results in Table 4.10, it is evident that all indicators have correlation values (r-count) greater than 0.1966. Therefore, all questionnaire items for each variable—Service Quality, Price, Promotion, and Customer Satisfaction—are declared valid. This means each item reliably measures the intended construct and can be used in subsequent analysis.

#### 4.1.3 Uji Reliabilitas

The reliability test was conducted to evaluate whether the questionnaire used in this study consistently measures the variables being analyzed. A construct is considered reliable if it has a Cronbach's Alpha value greater than 0.60 (Nunnally, 1994). The reliability scores were calculated using SPSS version 26.

**Table 11.** Reliability Test Results

Variable	Cronbach's Alpha	Reliability Status
Service Quality	0.819	Reliable
Price	0.780	Reliable
Promotion	0.727	Reliable
Customer Satisfaction	0.766	Reliable

The **results** indicate that all variables have Cronbach's Alpha values above 0.60, confirming that the instrument is reliable for further statistical analysis

#### 4.2 Classical Assumption Tests

**Table 12.** Normality Test

Variable	Tolerance	VIF
Service Quality	0.356	2.807
Price	0.258	3.877
Promotion	0.329	3.040

To ensure the data followed a normal distribution, a Kolmogorov-Smirnov test was performed. The significance value (Asymp. Sig. 2-tailed) was 0.065, which is greater than 0.05, indicating that the residuals are normally distributed.

#### 4.4.2 Multicollinearity Test

The multicollinearity test was conducted using tolerance and Variance Inflation Factor (VIF) values. According to Gujarati and Porter (2009), a model is considered free from multicollinearity if the tolerance values are above 0.10 and the VIF values are below 10.

**Table 13.** Multicollinearity Test Results

Variable	Tolerance	VIF
Service Quality	0.356	2.807
Price	0.258	3.877
Promotion	0.329	3.040

#### 4.4.3 Heteroscedasticity Test

To detect heteroscedasticity, the Glejser test was applied. The significance values for all independent variables were above 0.05, suggesting no heteroscedasticity in the regression model.

**Table 14.** Heteroscedasticity Test Results

Variable	Sig. Value
Service Quality	0.791
Price	0.483
Promotion	0.177

#### 4.5 Multiple Linear Regression Analysis

Multiple linear regression analysis was used to examine the effect of the independent variables—Service Quality (X1), Price (X2), and Promotion (X3)—on the dependent variable, Customer Satisfaction (Y). Based on the SPSS output, the regression equation is formulated as follows:

$$Y = 2.403 + 0.087X_1 + 0.531X_2 + 0.309X_3$$

The regression equation can be interpreted as follows:

1. The constant value (2.403) indicates that if all independent variables are assumed to be zero, the baseline level of customer satisfaction is 2.403. This suggests that there are other factors outside the model that may influence customer satisfaction.
2. The coefficient for Service Quality (X1) is 0.087, indicating that a one-unit increase in service quality (holding other variables constant) results in a 0.087 unit increase in customer satisfaction. While this is a positive effect, its magnitude is relatively small, suggesting that in the context of Shopee users in Sugio, service quality may be less influential compared to other factors.
3. The coefficient for Price (X2) is 0.531, signifying that a one-unit increase in price effectiveness leads to a 0.531 increase in customer satisfaction, assuming other variables are held constant. This implies that price is the most influential factor in determining satisfaction levels, highlighting the importance of competitive pricing strategies.
4. The coefficient for Promotion (X3) is 0.309, showing that a one-unit increase in promotional effectiveness is associated with a 0.309 unit increase in customer satisfaction. Promotional campaigns such as discounts, free shipping, and cashback appear to significantly enhance customer engagement.

#### 4.6 Hypothesis Test

##### 4.6.1 t-Test (Partial Significance Test)

The t-test evaluates the individual significance of each independent variable. The critical t-value at a 5% significance level with degrees of freedom ( $n - k - 1 = 96$ ) is 1.98498.

**Table 15.** t-Test Results

Variable	t-value	Sig.	Interpretation
Service Quality	1.265	0.209	Not significant ( $H_0$ accepted)
Price	5.454	0.000	Significant ( $H_0$ rejected, $H_2$ accepted)
Promotion	2.750	0.007	Significant ( $H_0$ rejected, $H_3$ accepted)

Service Quality (X1):  $t = 1.265 < 1.98498$ ; Sig. =  $0.209 > 0.05 \rightarrow$  No significant effect on Customer Satisfaction. Price (X2):  $t = 5.454 > 1.98498$ ; Sig. =  $0.000 < 0.05 \rightarrow$  Significant positive effect on Customer Satisfaction. Promotion (X3):  $t = 2.750 > 1.98498$ ; Sig. =  $0.007 < 0.05 \rightarrow$  Significant positive effect on Customer Satisfaction. Thus, hypotheses  $H_2$  and  $H_3$  are accepted, while  $H_1$  is rejected.

#### 4.6.2 F-Test (Simultaneous Significance Test)

The F-test evaluates whether all independent variables together significantly affect the dependent variable. The critical F-value for ( $k = 3$ ,  $n - k = 97$ ) at  $\alpha = 0.05$  is 2.70.

**Table 16.** F-Test Results

F-statistic	Sig.
92.219	0.000

Since the calculated F-value ( $92.219 > F\text{-table } (2.70)$  and Sig. =  $0.000 < 0.05$ , it is concluded that Service Quality, Price, and Promotion simultaneously have a significant effect on Customer Satisfaction. Therefore,  $H_5$  is accepted.

#### 4.6.3 Coefficient of Determination ( $R^2$ Test)

The  $R^2$  test measures how well the independent variables explain variations in the dependent variable.

**Table 17.** Coefficient of Determination

R	R Square	Adjusted R Square
0.862	0.742	0.734

The R Square value is 0.742, which means that 74.2% of the variance in customer satisfaction can be explained by the three independent variables: Service Quality, Price, and Promotion. The remaining 25.8% is explained by other factors not included in this model.

## 4. Discussion

This section provides an in-depth discussion of the research findings obtained through statistical analysis, aimed at addressing the research questions formulated earlier. The findings are also compared with previous studies to highlight consistencies or discrepancies in the results.

### 4.1 The Influence of Service Quality on Customer Satisfaction

The results of the multiple linear regression analysis indicate that service quality (X1) has a regression coefficient of 0.087 with a significance value of 0.209 ( $>0.05$ ). This suggests that service quality does not have a statistically significant effect on customer satisfaction in the Sugio region. In other words, despite improvements in Shopee's service quality, these do not translate into a meaningful increase in customer satisfaction. These findings contradict those of Refiyanti (2021) and Trenggana & Suprihadi (2020), which demonstrated that service quality significantly affects customer satisfaction. The discrepancy may be attributed to the unique characteristics of Shopee's customers in Sugio, who may prioritize price and promotional offers over service quality. Additionally, customer expectations for e-commerce

services tend to be more flexible than for face-to-face services, potentially diminishing the relative impact of service quality.

#### 4.2 The Influence of Price Perception on Customer Satisfaction

The study reveals that price (X2) has a regression coefficient of 0.531 with a significance value of 0.000 ( $<0.05$ ), indicating a positive and significant effect of price perception on customer satisfaction. The more competitive Shopee's pricing, the higher the level of customer satisfaction in Sugio. This result aligns with studies by Lesnussa et al. (2021) and Rahayu & Syafe'i (2022), which emphasized the critical role of price in determining customer satisfaction in the e-commerce sector. Shopee is well-known for offering attractive pricing schemes, such as discounts and free shipping, which serve as major customer incentives. Therefore, maintaining a competitive pricing strategy is essential to sustaining high levels of customer satisfaction.

#### 4.3 The Influence of Promotion on Customer Satisfaction

Based on the analysis, promotion (X3) has a regression coefficient of 0.309 and a significance value of 0.007 ( $<0.05$ ), indicating that promotion has a positive and significant effect on customer satisfaction in the Sugio area. This implies that more effective promotional strategies lead to greater customer satisfaction. These findings are consistent with studies by Akbar & Engkur (2020) and Karundeng & Istikomah (2024), which found that promotion plays a vital role in enhancing customer satisfaction. Shopee frequently offers a variety of promotions, including cashback, flash sales, and substantial discounts, which encourage continued shopping activity. Consequently, maintaining an aggressive promotional strategy is recommended to ensure Shopee remains a top choice among consumers in Sugio.

#### 4.4 The Most Dominant Factor Influencing Customer Satisfaction

Among the variables analyzed, price (X2) emerges as the most dominant factor influencing customer satisfaction, with the highest regression coefficient of 0.531. This indicates that, within the context of e-commerce, customers prioritize pricing over other aspects. This result is in line with the findings of Wibowo & Rahayu (2021), who stated that price is the primary factor in purchasing decisions on e-commerce platforms. Customers are more inclined to choose platforms that offer the best value for money, rather than those that focus solely on service quality or promotions. Thus, Shopee must continue to offer competitive pricing and appealing deals to remain the preferred platform for customers.

#### 4.5 The Simultaneous Influence of Service Quality, Price Perception, and Promotion on Customer Satisfaction

The F-test results show that service quality, price, and promotion collectively have a significant influence on customer satisfaction, with an F-statistic of 92.219 and a significance value of 0.000 ( $<0.05$ ). This indicates that these three variables jointly account for a substantial portion of the variance in customer satisfaction in Sugio. These findings are consistent with the studies of Arafah & Khalid (2022) and Rahayu & Syafe'i (2022), which demonstrated that the combination of service quality, price, and promotion significantly impacts customer satisfaction in the e-commerce industry. Although service quality did not show a significant partial effect in this study, its inclusion alongside the other variables still contributes to the overall customer satisfaction. Therefore, to enhance customer satisfaction in the Sugio region, Shopee should optimize its pricing strategies and promotional efforts while maintaining service quality in line with customer expectations.

### 5. Conclusion

Based on the results of this study regarding the influence of service quality, price, and promotion on customer satisfaction with Shopee in the Sugio region, the following conclusions can be drawn. Service quality does not have a significant effect on customer satisfaction. This indicates that other factors are more heavily considered by customers when determining their level of satisfaction. Price has a positive and significant effect on customer satisfaction. The more competitive the prices offered, the higher the level of customer satisfaction. Promotion also has a positive and significant effect on customer satisfaction. Promotional strategies such as discounts, cashback offers, and free shipping contribute to

increasing customer satisfaction. Among the three variables studied, price has the most dominant effect on customer satisfaction, suggesting that customers prioritize price over service quality and promotional efforts. Simultaneously, service quality, price, and promotion significantly affect customer satisfaction. This highlights the important role that the combination of these three factors plays in shaping customer satisfaction with Shopee in the Sugio region.

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