

Antecedents of Customer Satisfaction on Tokopedia: An Investigation Using a Combination Method

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ABSTRACT

Customer satisfaction is formed from a comparison between customer expectations of a product or service and the actual performance they experience. Feelings of pleasure or displeasure arise based on this evaluation (Saputri, et al;2023) If a customer continuously buys and uses a product or service, and even recommends it to others, this indicates that they are satisfied with the product or service (Saputri, et al;2023). Consumer trust in online marketplace companies is a major concern of academics. Trust is considered the key to success in building long-term business relationships and a source of competitive advantage (Chen 2019). In the midst of an uncertain online marketplace ecosystem, trust is an important element to lower consumers' risk perception (Kitsios, et al;2022; Pappas, 2016) Numerous studies have shown that consumer trust is crucial in online business as transactions are conducted without a direct meeting between the seller and the consumer (Sullivan and Kim, 2018). According to Satria (2018) we define ease of use as the extent to which individuals believe using technology will be free from effort. Referring to Djan et al, (2020) Convenience refers to the time, space, and effort made by consumers, if consumers use something conveniently, then an activity will be carried out easily. Website as a medium of interaction between customers and sellers is considered important in shaping consumer trust. The quality of a website is determined by how easy it is for users to operate (Kim, dan Peterson, 2017; Qalati, et al, 2021). If a website is difficult to use, consumers will feel frustrated and may switch to another website, which has a potential negative impact on the company. Reputation is often used by customers as a positive indication of a product to reduce risk. Therefore, this study aims to investigate the role of three factors: perceived ease of use, customer experience, and company reputation in shaping customer trust in one of the largest online marketplaces in Indonesia, Tokopedia. These three factors are essential to study because various previous studies have revealed their influence in shaping consumer behavior. In addition, this study will also investigate the effect of trust on customer satisfaction.

Keywords: Ease of use, online shopping experience, reputation, trust, and satisfaction