

Influence of Website Characteristics to Customer Satisfaction on Online Stores

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Abstract — The development of online business is very rapidly in now days. Therefore, the online business requires a lot of effort compete with similiar business. To be surviving inthe online business can be done by providing maximum satisfaction to consumers and maintaining belief in the products offered both in terms of price and quality of goods by using a good website. The characteristics of the website will be a major concern fot the consumers when they are shopping online, the characteristics website consist of : the convenience of shopping, the site design, informative information, security and communication. The purpose of this study is to determine the effect of Website Characteristics to Consumers Satisfaction. The research methode in case study at Accounting Management Study Program at Polytechnic State of Malang. The data collected using purposive sampling and Slovin formula. The hypothesis of this research is tested by multiple linier regression. The research results showed that the variable site design, informative, security and communication have a partialy significant effect to the online shopping customer satisfaction, while the convenience of shopping variable is not significant. This understandable because each online store has different system and procedure that incovenience for consumers.

Keywords — *Charactristic Website, Customers Satisfsaction, Business Online*

1. Introduction

The growth of electronic commerce sector (e-Commerce) is quite good in the last year that makes this sector still a prima donna of investors in 2018. Based on data from the Investment Coordinating Board (BKPM), the value of investment in e-Commerce sector in 2017 reached more than US \$ 5 billion, making it one of the most strategic sectors of the economy. Seeing this growth Shopback as an eCommerce cashback platform analyzes some things that will become the trend of e-Commerce sector in 2018, that is, more and more offline merchants are switching to online, Mobile wallet is increasingly widespread, the same day delivery service becomes the main choice, sellers on Instagram are switching to online stores and online ticket sales are increasing [18].

The development of this increasingly sophisticated technology brought the change of Indonesian society in terms of people's lifestyle with the trend of online shopping through the internet. Man in this case is no longer concerned about limits, distance, space and time. In everyday life, it is rare for people who make face-to-face or verbal conversation, but have shifted their conversation in writing. We know the development of communication tools for now is very remarkable, in addition to mobile phones that can be used to send messages in a very short time, now the Internet also has a very big role as a source of information that even the network has spread across all parts of this earth. With the increasing number of Indonesian population of course this will also increase the use of the internet in Indonesia, thus online based business opportunities will increase as well.

Today the internet has become a lifestyle. Internet is a requirement of the community because by using the internet we can access and find all kinds of information we need.

The increasing number of internet users, has attracted various business ventures to market its products through the internet. The Internet can provide channels to market products or services online. With online shop, then the marketers will be able to easily buy and sell transactions without requiring a certain time. We can do transaction process at any time.

Online shopping activity is a new way of doing transactions. In this activity buyers and sellers do not meet in person as well as the normal sales process. Time saving is one of the factors that consumers choose to shop online. The number of sellers offering online products gives consumers the opportunity to choose before deciding to buy a particular product. Sellers will display the sites they own as online stores by using the internet to offer all kinds of products to consumers. Then consumers will see through the site to choose and buy products offered, without having to come directly and meet directly with the seller. By shopping over the internet, buyers can see firsthand the goods and services offered through the promoted web. The look of the website is very important to attract consumers, an attractive website, easy to access, the availability of product information is clear, safe in the transaction process

and ease of payment, then this will support the success of an online store.

To get the trust of the consumer, the satisfaction factor is one of the stages that must be achieved by an online store. Consumer satisfaction in conducting online shopping transactions indicated to influence consumer confidence and ultimately will influence consumer attitudes in buying to the same online store [4]

Lots of factors that influence consumers satisfaction in order to decide to buy online. Each consumer has their own consideration in deciding on an online purchase. Factors that consumers consider in deciding to buy online can be grouped into a socio-cultural environment, psychology, marketing stimuli and vendor control systems.

Based on the above description, the authors conducted a study with the title "Influence of Website Characteristics on Customer Satisfaction At Online Store". The purpose of this study is to determine the effect of website characteristics (convenience, site design, informatis, security and communicative) to Customer Satisfaction On Online Stores.

2. Theoretical Review

2.1 Online Shopping

Through the website, a complex trade can be completed by using internet information technology tools. With the internet, all the products that will be sold, the price list and how the payment can be accessed by buyers from all over the world in a very short time. Almost all business companies now have websites. Currently all kinds of transactions conducted by a company, institutions, organizations and individuals to convey information, negotiate or deal business can be done through the internet.

Online shopping is a form of transaction using electronic devices that allow consumers to buy goods or services from the seller via the internet. Other names of the activities are: e-web, e-shop, e-toko, web-shop, web-store, online store and virtual store. Currently online shopping is getting more sophisticated because shopping can be done by using a communication tool such as cellphone.

The success of a Retail is no longer all about building physics, as this is evidenced by an increase in retailers offering online storefronts to consumers. With the growth of online shopping, then the store will have a great opportunity to meet the market demand from various regions both domestically and abroad [17].

Characteristics of the website is defined as the attribute that consumers consider in doing the assessment on the website of an online store. Website characteristics are measured using five dimensions [1] :

a. Shopping Convenience.

In shopping through online media, consumers expect that the process of purchasing will be at ease. The convenience will cause consumers to feel comfortable with the use of a site or web from a particular online store. The convenience of consumers in shopping through online media can be measured with indicators namely feeling comfortable when shopping, time-saving, pick up easy procedures, does not require help from other people or companies, procedures to access online business website is easy, the system used is simple, and able to buy products in retail.

b. Site Design

Sites with attractive designs will be preferred by consumers. This indicates that the company should be able to design corporate website with more interesting display. Site design can be measured with indicators among others: online business website design is visually appealing, Website of online business has a professional appearance, Fast and easy in online business transactions, Online business website design is easy to grasp, online business display products clearly, and online business has a consistent website design.

c. Informative

Information presented in a website should be able to provide detailed information about the products sold, procedures to use and so forth. Informative dimensions can be measured by indicators: Online business provides a lot of information, Online business provides accurate information, Online business provides a variety of information (payment, delivery), Online business provides information well, and Online business provides useful information.

d. Safety

When making a purchase through online media, there are some consumer data that are known to the seller. Therefore, the seller is required to maintain the confidentiality of the buyer's identity. Security dimensions can be measured with indicators among others: Feel secure in transactions with online business, Online business maintains consumer privacy in transactions, Online business does not misuse consumer's personal information, Online business does not provide consumer information to other sites without permission, Online business prevents credit card leak information , online business prevents customer email leakage, and online Business keeps the accuracy of payment transactions

e. Communication

During buying process, consumers sometimes need information directly with the seller. Based on the above, the address or telephone number of the seller should be easy to contact. The communication dimension can be measured by the indicators among others: Consumers are free to talk about ideas or complaints with online business, Online business has a good FAQ, Active customers

can review products sold in online business, Online business provides freedom of exchange of opinion between customers, and Online business provides email and company addresses clearly.

Website design has been studied from usability perspective [7]. Nielsen (2000) in Jifeng Lou, (2012) defines website usability as the ease with which users can navigate through a site. Website download speeds affect usability, as does the manner in which information is structured and integrated with the graphic design layout. Moreover, a well-designed website signals the retailer's ability to consumers: online purchase are higher at a high-investment website than at a low-investment website [10]

2.2 Media for Online Shop

Online business does have a medium for selling and promotion that is very diverse. Starting from the website, social media to business networking. During this time people are still hesitant to do business online because they fear of not having a safe selling media and a lot of promotional media. Though online media it is very easy to use and has a very wide range. Online media gives us the opportunity to do anything very easily and quickly, including for business matters. Media that is often used for Online Shop are:

a. Facebook

Facebook is still the top choice to be used as a business promotion medium. Besides already familiar with us as a social media, Facebook is considered very easy to use for business purpose. Not a few online stores are active in using the website as it is also an active promotion on Facebook, even most of them start an online business from Facebook.

b. Instagram

Instagram, through social media especially photography or image our online business will be easier to grow. They have a social media account Facebook and Twitter, it is certain to have an Instagram account. Even more also from those who claimed to start an online business from Instagram. In addition to easy to use, Instagram is also closer to our target market. Through the uploaded photos and product details written down, their customers are closer to the online store owner.

c. Kaskus

Kaskus is a social media and also a market place that is widely used to sell online. Kaskus is still believed to be a powerful social media for doing business. Especially there are features that are designed for online business community. Kaskus complements the online business owners to promote. Not easy indeed to promote products in Kaskus, because often we hear a lot of scams from online business that started from Kaskus.

d. Blog

Blog is a free web service where a business actor uses a blog as an online shop that he has to sell while promoting goods and services he offers to potential customers. Because of its easy to customize by its users, the online shop through the blog media is quite risky because the buyer would quite have difficulties to know the reputation of the seller. Usually the seller uploads the proof of transfer he has as a form of assurance to the customer that he is a trusted seller.

e. Situs Web

There are many websites that provide online shop services both local and international web. Usually there is a shopping cart, where prospective buyers can choose products to be purchased. In addition to shopping carts, buyers can also directly contact the seller to make direct transactions via phone or email. There are many things that can be done in online shopping services via the web, among which are well-known auctions. Auction is an online shopping activity in which the buyer sets the lower limit of a price to be auctioned off, then the interested buyer can bid (commonly called bidding) in accordance with the proposed multiple. Auctions are usually limited to a certain period thus the buyer with the highest nominal is declared entitled to buy the goods he wants according to the price he proposed.

2.3 Consumers' Satisfaction

There are some experts who define customer satisfaction/dissatisfaction. According to Engel, [16] stated that customer satisfaction is a post-purchase evaluation in which the chosen alternative is at least equal or exceeds the customer's expectation, while dissatisfaction occurs when outcomes do not meet expectations. Meanwhile, according to Wilkie defined as an emotional response on the evaluation of the consumption experience of a product or service. Kotler [16] asserted that customer satisfaction is the level of a person after comparing the performance (outcome) that he felt compared to his expectations.

The concept of customer satisfaction can be seen in the picture below:

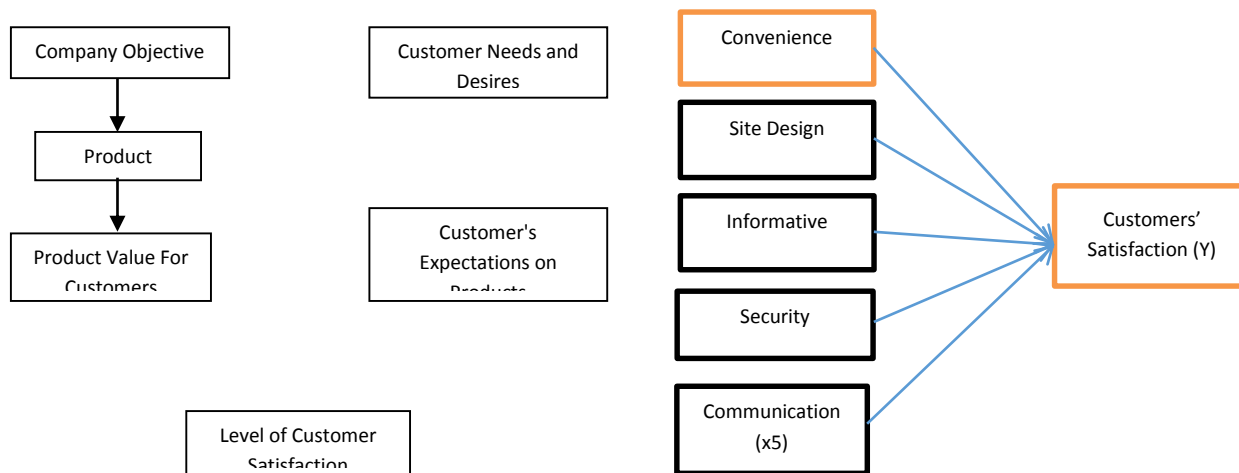


Figure 1. Customer Satisfaction Concept
Source: Tjiptono (2008:25)

Method to measure customer satisfaction according to Kotler [16] ie:

- a. Complaints and suggestions system
A customer-focused company makes it easy for its customers to provide advice and complaints. For companies, information is a good source of ideas that convince companies to act quickly to solve problems.
- b. Customer satisfaction survey
Research shows that while customers are not satisfied with one of each place of purchase, less than 5% of dissatisfied customers will complain. If therefore, companies cannot use the number of complaints as a measure of customer satisfaction.
- c. Stealth Shopping
Companies can pay people to act as potential buyers to report their findings about the strengths and weaknesses they experience when buying a company's products and competitors' products.
- d. Missing customer analysis. Companies should contact customers who stop buying or change suppliers to learn why.

2.4 Conceptual Framework

Model of relationship between characteristics of the website with customer satisfaction can be described into a research model as follows:

2.5 Hypothesis

As for the hypothesis in this study, they are as follows:

- H1 : Convenience of online retail shopping will be positive and significant impact on customer satisfaction
- H2 : Design of online retail sites will have a positive and significant impact on customer satisfaction
- H3 : Informative online retailing will have a positive and significant impact on customer satisfaction
- H4 : Online retail security will have a positive and significant impact on customer satisfaction.
- H5 : Online retail business communications have a positive and significant impact on customer satisfaction.

3. Research Method

Based on the research objectives to be achieved, this type of research is explanatory research, which according [12] explanatory research is a research that highlights the relationship between research variables and test hypotheses that have been formulated previously. The explanation to be studied is explanation in nature of associative.

According [14] population is a generalization region consisting of objects/subjects that have certain qualities and characteristics set by the researchers to be studied and then drawn conclusions. Meanwhile, according [2] population is the overall subject of research. As for the population in this study is a Level 1 Students of Accounting Management Department Politeknik Negeri Malang amounted to 210 students.

In this study, the sampling unit was not selected by chance but using purposive sampling. Selection of purposive sampling was because the

population would be considered heterogeneous according to a characteristic. The criteria used in this study are consumers who have made online purchases more than once. Sampling was done using Slovin formula [15] follows:

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

Note:

- n = Total Sample
- N = Total Population
- e = Tolerance Limit of Error

From the calculation result by using Slovin formula obtained the number of samples as many as 138 students who meet the criteria determined.

The method used to find the data used in this study was conducted by questionnaire. Questionnaire is a data collection technique that is done by giving a set of questions or written statement to the respondent to be answered. One of the most commonly used ways of determining scores is by using a Likert scale. According [13] that "Likert Scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena. Likert scale can be seen below:

1. Strongly disagree
2. Disagree
3. Neutral or hesitate
4. Agree
5. Strongly agree

3.1 Classic Assumption test

There are four classical assumptions:

1. Normality Test

According [5], normality test aims to test whether within the regression model, intruder or residual variable has a normal distribution.

2. Heterosdacity Test

Heteroscedacity test aims to test whether in capital regression variance inequality occurs from one observation residual to another observation. While the value of p-value on t-test results there is a regression coefficient greater than alpha value 0.05, it can be said that residual value does not occur symptoms of heteroscedacity [5].

3. Autocorrelation Test

According [5], autocorrelation test aims to test whether in the linear regression model there is a correlation between the

confounding error in period t with the intruder error in period t-1 (previously).

4. Multicollinearity Test

Multicollinearity occurs when there is a perfect or definite linear relationship between some or all of the explanatory variables of all regression models. The common cut off value used to indicate the presence of multicollinearity is the tolerance value <0.10 or equal to VIF > 10 [5]

4. Results And Discussion

4.1 Results

Interpretation of Validity Test and Reliability

Testing of research instruments both in terms of validity and reliability to all respondents obtained that the results of research instruments used are valid where the correlation value has a significance value (p) smaller than alpha 0.05 (Masrun [14], and an instrument (questionnaire) is said to be reliable if it has a coefficient of convenience shopping convenience of 0.6 or more [3]. For more details it can be seen in the table as follows.

Table 1. Test of Research Instrument Validity by using Pearson correlation

| Variable | Item | Validity | | Decision |
|----------|------|----------------|---------------|----------|
| | | Corelation (r) | Significanc e | |
| X1 | X1.1 | 0.868 | 0.000 | Valid |
| | X1.2 | 0.851 | 0.000 | Valid |
| | X1.3 | 0.836 | 0.000 | Valid |
| | X1.4 | 0.765 | 0.000 | Valid |
| | X1.5 | 0.815 | 0.000 | Valid |
| | X1.6 | 0.867 | 0.000 | Valid |
| | X1.7 | 0.862 | 0.000 | Valid |
| X2 | X1.1 | 0.785 | 0.000 | Valid |
| | X1.2 | 0.861 | 0.000 | Valid |
| | X1.3 | 0.887 | 0.000 | Valid |
| | X1.4 | 0.822 | 0.000 | Valid |
| | X1.5 | 0.900 | 0.000 | Valid |
| | X1.6 | 0.884 | 0.000 | Valid |
| X3 | X3.1 | 0.895 | 0.000 | Valid |
| | X3.2 | 0.849 | 0.000 | Valid |
| | X3.3 | 0.827 | 0.000 | Valid |
| | X3.4 | 0.870 | 0.000 | Valid |
| | X3.5 | 0.876 | 0.000 | Valid |
| X4 | X4.1 | 0.839 | 0.000 | Valid |
| | X4.2 | 0.890 | 0.000 | Valid |
| | X4.3 | 0.899 | 0.000 | Valid |
| | X4.4 | 0.862 | 0.000 | Valid |
| | X4.5 | 0.884 | 0.000 | Valid |
| | X4.6 | 0.846 | 0.000 | Valid |
| | X4.7 | 0.899 | 0.000 | Valid |

| | | | | |
|----|------|-------|-------|-------|
| X5 | X5.1 | 0.892 | 0.000 | Valid |
| | X5.2 | 0.827 | 0.000 | Valid |
| | X5.3 | 0.829 | 0.000 | Valid |
| | X5.4 | 0.852 | 0.000 | Valid |
| | X5.5 | 0.872 | 0.000 | Valid |
| Z | Z1 | 0.915 | 0.000 | Valid |
| | Z2 | 0.914 | 0.000 | Valid |
| | Z3 | 0.871 | 0.000 | Valid |

Based on the above table it can be explained that all items of the instrument have a significance value smaller than alpha 0.05 (Valid, $p < 0.05$), thus all items of the instrument can be said to have fulfilled the validity test requirements.

As for the coefficient of reliability with the calculation by the formula, then interpreted by reference to the reliability criteria proposed by [3] that the reliability criteria for the observed variables are considered adequate if the coefficient of Alpha 0.60-0.70. About the criteria of the reliability coefficient index it can be seen in Table 2.

Table 2. Criteria of Reliability Coefficient Index

| No. | Reliability Index Interval | Criteria |
|-----|----------------------------|-----------|
| 1 | < 0.200 | Very low |
| 2 | 0.200-0.399 | Low |
| 3 | 0.400-0.599 | Fair |
| 4 | 0.600-0.799 | High |
| 5 | 0.800-1.00 | Very high |

Based on the above table it can be explained that all items of the instrument have a significance value smaller than alpha 0.05 (Valid, $p < 0.05$), thus all items of the instrument can be said to have fulfilled the validity test requirements.

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Table 3. Test of Reliability of Research Instrument

| Variable | Alpha Cronbach (based on standardized items) | Note |
|----------|--|--------------------------|
| X1 | 0.929 | Reliability is very high |
| X2 | 0.928 | Reliability is very high |
| X3 | 0.915 | Reliability is very high |

| | | |
|----|-------|--------------------------|
| X4 | 0.949 | Reliability is very high |
| X5 | 0.908 | Reliability is very high |
| Z | 0.883 | Reliability is very high |

Source: attachment of analysis results of instrument reliability test

Before doing multiple regression analysis, it is necessary to test the data assumption, which is the following four classical assumptions:

a. Data Normality Test

According [9], to know the normality of data distribution and homogeneity of various data can be done by testing the normality of data and homogeneity of the variety of standardize residual (error). If the value of Asymp. Sig. > 0.05 = normal distributed data. In SPSS output results show the significance value for unstandardize residual of all independent and dependent variables to be tested for 0.261 which is greater than alpha 0.05, so H_0 is accepted. Thus it can be concluded that all independent and dependent variables used in the test have a normal distribution, so it can be done further testing because the assumption of normalized data has been met.

b. Heteroscedacity Test

According [9], a major assumption of a good linear regression model is that the disturbance that appears in the regression must be homogeneous (homoscedasticity) and no heteroscedasticity occurs. In other words, the variance of one residual observation to the other observations of the independent variables tested is the same. Based on the results of spearman correlation test of the 5 independent variables above are shopping convenience (X_1), Site design (X_2), Informative (X_3), Security (X_4), and Communication (X_5) obtained value of significance of 0.878, 0.811, 0.726, 0.904, and 0.720 which is above alpha 0.05, then this can be interpreted that the variance (variety) of all independent variables are not significantly different (significant). In other words the variety (variance) for the independent variable is homogeneous (no heteroscedasticity occurs), thus further testing can be done, since no assumption of heteroscedasticity has been fulfilled.

c. Autocorrelation test

Detection of Autocorrelation (the occurrence of the relationship between independent variables itself or self-correlated), with the hypothesis:

Ho: $\rho = 0$, there is no autocorrelation between errors
 H1: $\rho > 0$, occur autocorrelation between errors
 Statistic test used is Durbin Watson.

Test criteria [9].

$DW < -2$ = positive autocorrelation

$-2 < DW < +2$ = no autocorrelation

$DW > +2$ = negative autocorrelation

Based on the output result spss obtained dw value is between +2 and -2 or that

$-2 < 1.921 < +2$. It can be concluded that the error of observation values is independent (there is no autocorrelation).

Interpretation of Multiple Regression Test Results

1) Correlation Test

Prior to regression analysis, correlation test using Product Moment Pearson correlation is needed to know the relationship between Website Characteristic which include shopping convenience (X₁), Site Design (X₂), Information (X₃), Security (X₄), and Communication X₅ with consumer satisfaction.

Table 4 Correlation Test of Product Moment Pearson

| Variable | | Validity | |
|----------|----------------|-----------------|----------|
| | | Correlation (r) | Sig. (p) |
| Y | X ₁ | 0.432 | 0.000 |
| | X ₂ | 0.637 | 0.000 |
| | X ₃ | 0.641 | 0.000 |
| | X ₄ | 0.622 | 0.000 |
| | X ₅ | 0.635 | 0.000 |

Note:

X₁ = Shopping Convenience,

X₂ = Site Design,

X₃ = Security,

X₄ = Security,

X₅ = communication,

Y = customers' satisfaction

Based on the above table it shows that the significance value of the 5 independent variables is smaller than alpha 0.05, so it can be concluded that there is a positively significant relationship between the characteristics of the website consisting of shopping convenience ($R_{X_1}=0.432$ with $p=0.000$), site design ($R_{X_2}=0.637$ with $p=0.000$), Informative ($R_{X_3}=0.641$ with $p=0.001$), security ($R_{X_4}=0.622$ with $p=0.000$), and communication ($R_{X_5}=0.635$ with $p=0.000$) with consumers' satisfaction (Y). This means an increase in the characteristics of websites that include shopping convenience (X₁), site design

(X₂), Informative (X₃), security (X₄), and communication (X₅), which will significantly improve consumer satisfaction (Y). Vice versa.

2) Multiple Regression Testing

Based on the test results, then the regression results can be arranged in the form of table as follows:

Based on the test results, then the regression results can be arranged in the form of table as follows:

Table 5 Regression Analysis Result

| Variable | Regression coefficient (b) | Std. Error | Beta | t _{hitung} | Sig. | Note |
|---|----------------------------|------------|-------|---------------------|-------|-----------------|
| Constants | -1.913 | 0.950 | | -2.014 | 0.046 | Significant |
| X ₁ | 0.055 | 0.031 | 0.108 | 1.777 | 0.078 | Not significant |
| X ₂ | 0.129 | 0.041 | 0.232 | 3.154 | 0.002 | Significant |
| X ₃ | 0.153 | 0.052 | 0.223 | 2.948 | 0.004 | Significant |
| X ₄ | 0.089 | 0.034 | 0.188 | 2.590 | 0.011 | Significant |
| X ₅ | 0.176 | 0.047 | 0.259 | 3.717 | 0.000 | Significant |
| R (Multiple R) = 0,787 R Square = 0,619 R Square (Adjusted) = 0,604 F _{hitung} = 42,843 F _{tabel} = (df regresi, df residual) = (5,132) = 2.283 Sign. F = 0,000 t _{tabel} = (0,05/2, 132) = 1.978 α = 0,05 | | | | | | |

Based on the above table it shows the value of determination coefficient (= R square) amounts to 0.619, while the corrected coefficient of determination of the error factor or bias with the aim to be closer to the accuracy of the model in the population then used *Adjusted R Square* (=R²) amounting to 0.619, which states the magnitude of influence of the characteristics of the website with consumer satisfaction. This means that 61.9% of the diversity of consumer satisfaction is influenced by the characteristics of the website that includes shopping convenience (X₁), site design (X₂), Informative (X₃), Security (X₄), and Communication (X₅). While the rest 38.1% is determined by other factors outside the variables studied.

3) Hypothesis test

Based on the above table the hypothesis is done with the F test of simultaneous test (simultaneous) shows the significance value of 0.000 ($p < 0.05$), so it can be concluded there is a significant influence simultaneously from variable of shopping convenience (X₁), Site design (X₂), Informative (X₃), Security (X₄), and Communication (X₅) influence Consumer Satisfaction. In other words, the resulting regression model is feasible to be used to make predictions in the future.

Based on the above table by taking a real level (significance) of 5% (0.05), for the constants obtained significance value (p) of 0.046 is smaller than 0.05, it can be concluded that the constant significantly influence the regression model. For

shopping convenience variable (X_1), Site design (X_2), Informative (X_3), Security (X_4), and Communication (X_5) indicates a significant value of significance of 0.078, 0.002, 0.004, 0.011, and 0.000. Thus it can be seen that Site design (X_2), Informative (X_3), Security (X_4), and Communication (X_5) which has a significance value smaller than alpha 0.05, but shopping convenience variable (X_1) with significance value 0.078 is bigger than 0.05, it showed that shopping convenience variable (X_1) not significant to customer satisfaction.

4.2 Discussion

Influence of Shopping Convenience Variable on Customer Satisfaction on Online Stores

The shopping Convenience Variable has not a positive and significant influence on the customers on online store. These results indicate that Shopping convenience variable not suitable with consumer expectation so the consumer will not satisfaction in online shopping. This shows the customer satisfaction in the transaction not only seen from the product or service offered and the convenience of shopping, but also in terms of ease in transactions so that the consumer will feel comfortable.

The results of this study is in accordance with research conducted by Dedi Rianto Rahadi [8] entitled Influence of Website Characteristics Against Customer Satisfaction gives the result that the variable of Security significantly influence customer satisfaction.

Influence of Site Design Variable To Customer Satisfaction on Online Store

Site design variables have a positive and significant influence on customer satisfaction on online stores. These results show that the better the look of Site design given on online stores will increase customer satisfaction. By giving the look of a professional site, the look of an interesting site then of course this will be able to encourage consumers to be interested in making purchases on that online stores. The results of this study is in accordance with research conducted by Asmai Isaac [6] entitled Analysis of Customer Satisfaction on Online Shopping (A study on Causes (Antecedents) and Consequents (Consequents), gives results that Site Design factor significantly influence customer satisfaction.

Influence of Informative Variable on Customer Satisfaction on Online Store

Informative variable has a positive and significant influence on customer satisfaction on online stores. These results indicate that the better the online business provides more information,

providing accurate information, providing a variety of information (payments, deliveries), providing information well, and providing useful information, will certainly make satisfied consumers already make purchases online. Because by getting ease in terms of information required of course consumers will not hesitate to make purchases through the online shop. This research is supported by research conducted by Syed Syah Alam [11] entitled An Investigation into Antecedents of Customer Satisfaction of Online Shopping, also yield the same conclusion that Informative variable has positive and significant influence to customer satisfaction.

Influence of Security Variable on Customer Satisfaction on Online Store

Security variable has a positive and significant influence on customer satisfaction on online stores. These results indicate that the better level of Security in transactions on online store then the consumer will be more satisfied in doing transactions through the online shop. Because by feeling secure in transactions with online businesses, maintaining consumer privacy in transactions, not misusing consumer personal information, not providing consumer information to other sites without permission, preventing leakage of customer credit card information, and maintaining the accuracy of payment transactions then this will increase the rate of customer satisfaction at an online store. Thus the customer will not move to another online store, thus later they will conduct transactions back on the online store and will even invite other consumers. The results of this study is in accordance with research conducted by Dedi Rianto Rahadi [8] entitled Influence of Website Characteristics Against Customer Satisfaction gives the result that the variable of Security significantly influence customer satisfaction.

Influence Of Communication On Customer Satisfaction on Online Store

Communication Variable has a positive and significant influence on customer satisfaction on online stores. These results indicate that the better Communication that is interwoven with the customers in transactions on the online store will be able to increase the level of customer satisfaction in the online store. By giving freedom of expression then this will be able to maintain relationships with consumers, consumers are free to talk about ideas or complaints with online business, , Active customers can review products sold in online businesses, and Online business provides clear email and corporate addresses. Well-established communication will increase customer satisfaction with online stores. The

results of this study is supported by research conducted by Asmai Isaac [6] entitled Analysis of Customer Satisfaction in Online Shopping (A study on Causes (Antecedents) and Consequents (Consequents), gives results that Communication factors significantly influence customer satisfaction.

During the research in addition to convenience factor, Site design, Informative, Security and Communication, researchers found other factors that encourage consumers to make purchases online. These factors are the invitation of friends to make purchases online, the existence of certain moments namely Harbolnas, discounts offered, many variations of products offered to consumers is also one factor that causes consumers interested in making purchases online. Besides the distance factor, for people who live far from the shopping centers then online shopping is one way to overcome it.

5 Conclusion And Suggestion

5.1 Conclusion

The research results showed that the variable site design, informative, security and communication have a partially significant effect to the online shopping customer satisfaction, while the convenience of shopping variable is not significant. This understandable because each online store has different system and procedure that inconvenience for consumers.

5.2 Suggestion

Based on the results of research and discussion it can be given suggestions as follows: 1) as perpetrators of E-Commerce should always make improvements in the service of online shopping in terms of convenience, Site design, informative, Security and Communication factors so that consumers will feel satisfied in shopping through online shopping, and also must always maintain the trust of the consumers 2) for further researchers they should use other variables other than those used in research.

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