

# An Influence of Price and Ease of Purchasing on Tokopedia e-commerce on Consumer Satisfaction during the Covid–19 Pandemic

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**Abstract:** The number of COVID–19 cases in Indonesia, which continues to show a significant increase, requires the Government to issue physical distancing and social distancing policies. One of the ways that people do to minimize leaving their homes is by shopping online. The ease of purchase factor specifically dominates consumer satisfaction shopping online. This study verifies the effect of price and ease of purchase on E-commerce Tokopedia on consumer satisfaction, either partially or simultaneously. The kind of research used is causality with a quantitative analysis approach. The sampling technique was taken by selecting the subject based on the specific criteria that had been determined, namely the respondent's domicile the number of purchases in the last six months. The number of samples set in this study was 100 respondents. Multiple regression analysis was used in this study, starting with testing the validity of the data and testing the classical assumptions. Research on consumer satisfaction in E-commerce Tokopedia is known that the price factor has a strong enough affect on consumer satisfaction; the effect of ease of purchase is also influential on consumer satisfaction. This study suggests that companies formulate competitive and affordable pricing for consumers, maintain price stabilization, and provide clear information regarding the convenience of shopping at Tokopedia, especially for new consumers.

**Keywords:** consumer satisfaction, ease of purchase, price.

## Introduction

The era of globalization is characterized by intense competition between countries, especially for developing countries such as Indonesia with a high population and significant economic

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and business growth trends (Hana, 2019). The emergence of competition along with advances in the business world and increasingly sophisticated technological developments will impact various changes in various aspects. The use of technology in various parts of the world has been unavoidable in Industry 4.0 for individual actors and organizations since the last five years (Sarwani & Husain, 2021). The internet has become an information technology medium that has an impact on business patterns and trading activities and has developed very rapidly to date. The internet can be used as a means to carry out various activities such as transactions, communications, research and development and other activities which have the impact of many choices for consumers to use certain goods or products which also indirectly increases competition between companies.

Survey results in the 2019-2nd quarter/2020 period from the Indonesian Internet Service Providers Association (APJII) reported that 196.7 million internet users in Indonesia, and 8.9 million of them were users in the Jakarta area, it can be understood that the majority of users cannot be separated from the influence of the internet in everyday life (Tim APJII, 2020). The presence of the internet is really needed to support business people in order to achieve competitive advantages. This technology functions to increase capacity and expand the marketing network as a medium that is not limited by time and space for users to increase the company's quantity in terms of sales. People use the internet to support their routine activities, which is the background to their curiosity in using it as a medium for product promotions and facilitating buying and selling transactions (online) (Saragih & Husain, 2012). The internet makes it easier for users comprehensively in the context of e-commerce to provide services, specification of needs based on information, price comparisons, even places between buyers and sellers without having to meet face to face when making transactions.



**Figure 1 Indonesian E-commerce Activities 2020**

**Source:** <https://datareportal.com/reports/digital-2020-indonesia>

From Indonesian E-commerce data (Figure 1), it can be seen that 93 percent of searches for information on products or services are dominated by visitors, and 90 percent of them only visit retail stores online. At the age of 16 to 64 years, 88 percent of them buy products or

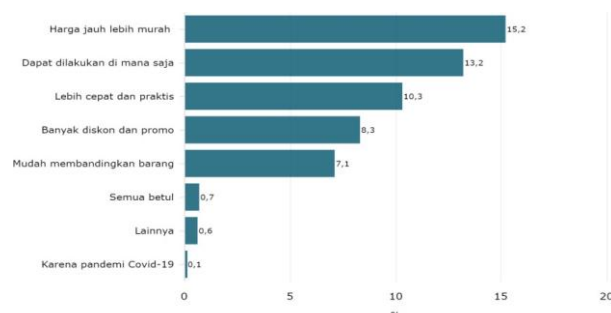
services online and 80 percent make purchases using a cellphone or tablet and 25 percent make purchases via laptop or PC.

Many parties take advantage of the opportunity to run an online business in Indonesia using the internet. According to Madcoms (2013), e-commerce can be defined as purchasing products, services and information that utilizes the internet network (Naif, 2017, hal. 4). Furthermore, e-commerce can be understood as a concept that describes the sales and purchase process of exchanging products and services as well as information via computer networks including internet media. (Turban, et al., 2018, hal. 38). Indonesia, which is a country with quite high e-commerce development, certainly has differences in terms of legal instruments, consumer behavior and regulations or policies. Recently, there has been the emergence of many e-commerce sites in Indonesia, such as online shops at Shopee, Lazada, Bukalapak, Tokopedia, and other shops which easily provide services based on searching for types of goods or categorizing them to consumers. On the other hand, since the outbreak of Covid-19 in 2020, the number of cases has continued to increase significantly until now in Indonesia, where the Government has made physical and social distancing policies by requiring people to continue to stay at home and maintain distance which has a direct impact on the pattern of public consumption in order to reduce activities outside the house, one of the ways people use is by shopping online.

The rise of companies in Indonesia that apply the e-commerce concept has become a new phenomenon, especially during the Covid-19 pandemic, which has given people preferences to be more critical in choosing e-commerce or online sales websites to search for or buy a product. Each marketplace will of course compete to win the hearts of consumers in order to get as many visitors and transactions as possible. Companies will of course seek profits from differences or margins in the context of business continuity as well as meeting consumer needs (Herdioko & Widya, 2019).

Tokopedia is one of the websites in Indonesia that applies the e-commerce concept with an online mall and marketplace business model which in its transactions provides a place and buying and selling transactions without any administration fees being charged since Tokopedia was launched on August 17 2009 until the end of 2015. The main service is with the site [www.tokopedia.com](http://www.tokopedia.com) with the business entity PT. Tokopedia was initiated by William Tanuwijaya and Leontinus Alpha Edison (Zaifi, 2019, hal. 6-7). At Tokopedia, consumers can purchase a wide selection of products using computers and smartphones connected to the internet, purchases using computer devices by accessing the Tokopedia website, while on smartphones users can use the Tokopedia application. The increasing number of e-commerce visitors and consumers certainly has an impact on changing shopping patterns from conventional to technology-based patterns and applications downloaded from smartphones.

According to the Institute for Development of Economics and Finance (INDEF) in its research reported by [katadata.co.id](http://katadata.co.id), Nailul Huda stated that there are similarities in consumers who are rational regarding price comparisons and obtaining discounts from each generation in Indonesia which is focused on shipping costs, prices and activities. promotions such as cashback. Consumers are also starting to pay attention to security aspects in their business transactions, which recently has seen a rise in cases of fraud, some customers tend to determine their shopping preferences on e-commerce platforms in stores or official websites. The more official shops, the more visitors can increase (Setyowati & Burhan, 2020). According to Resha Dwi Prabowo, Head of Hi-tech, Property and Consumer Goods Industry MarkPlus Inc, added that the promotional concept also motivates consumers to use e-commerce and visit it to make transactions apart from the comfort and security aspects of using the service. The release of a survey from MarkPlus in the period July to September 2020, involving 500 respondents, showed that the majority of respondents chose the Tokopedia and Shopee marketplace platforms during the Covid-19 pandemic due to several promotional offers. According to Adisti Latif, changes in consumer behavior are not caused by the attractiveness of company promotions but rather changes in consumer behavior in searching for products to buy on these services (discovery led) (Kusumawardhani, 2020).



**Figure 2 Reasons Consumers Shop Online**

Source: [databoks.katadata.co.id](http://databoks.katadata.co.id)

Figure 2 above presents the release of research results from APJII for the November 2020 period which concludes several backgrounds to consumer preferences in shopping for their needs online. The majority of consumers, 15.2 percent, reasoned that prices were cheaper, 13.2 percent reasoned that shopping could be done anywhere, 10.3 percent said it was faster and more practical, 8.3 percent said it was because there were lots of discounts and promos and 7.1 percent include ease of comparing goods, and less than 1 percent for other reasons.

**Table 1 Rating of E-Commerce Applications January 2021**

Application	Rating Google Playstore	Rating Apple App Store
Lazada	4,5	4,8
Shopee	4,7	4,7
Tokopedia	4,6	4,8

Akulaku	4,2	4,5
JD.ID	4,4	3,1

A rating with a high value indicates that there is good consumer satisfaction. Tokopedia has a good rating and this indicates that many consumers are satisfied when using the Tokopedia application. Apart from that, there is a review regarding the advantages and disadvantages of E-commerce Tokopedia which states that:

**Table 2 Advantages and Disadvantages of Tokopedia E-Commerce**

Application	Advantages	Disadvantages
1	The application on the marketplace has a simple appearance and is easy to use	Discomfort in shopping in the marketplace or selling due to maintenance frequency issues felt by customers
2	In short, loading time is when store visitors access a web page in order to search for products for sale	Errors resulting from frequent maintenance on marketplace applications and official website pages
3	The product list page can be seen clearly with various categorizations including wholesale price features	After maintenance is carried out, sometimes errors still occur which take up to a day or two and with other disturbances
4	The total price estimate feature provided by Tokopedia for payments made by consumers, such as the total price including multiples and alternative distribution services as well as estimated shipping costs	'Price wars' in the marketplace are often carried out by sellers so that there is a chance that the product in demand is less than the product being sold

Source: [beritateknologi.com](http://beritateknologi.com)

Tokopedia is one of the e-commerce sites that has good consumer satisfaction with a high rating and has several advantages, namely the Tokopedia application is easy to use, the total price estimation feature is also provided by Tokopedia which consumers have to pay, and others and also has disadvantages, namely too frequent maintenance so that activities selling and shopping on the marketplace can be hindering. In addition, 'price wars' often occur between sellers so that there is a chance that the product in demand is less than the product being sold.

Factors that influence consumer satisfaction with Tokopedia users are studied in this research in the context of price, where price is a technique used by a seller to differentiate its offerings compared to its competitors. The marketing function in product differentiation also considers pricing factors, where it is very relative for a buyer to get the same opportunity to purchase goods or services at a lower price (Zulaicha & Irawati, 2016). Another important factor that has an impact on online purchasing activities is the ease of purchasing when shopping.

The presence of internet media makes it easier for users in aspects of daily life, without exception in buying and selling activities which are currently online provided that there is an internet connection. Users who will make online purchases wherever and whenever consumers can easily execute their transactions. Consumer satisfaction in online shopping in previous research produced a significant influence with the highest contribution to the price factor for Grabfood customers (Yudha, Arifin, & Hufron, 2019) and student consumers shop at Shopee (Asmawati, Jonathan, & Siswa, 2020), However, the price factor has the lowest contribution and is not statistically significant on consumers using Grab Online Ojek transportation (Rivai P., Suneni, & Febrilia, 2019).

Another important factor in shaping consumer satisfaction is ease of purchase, which in previous research produced a significant influence with a fairly high contribution to Shopee e-commerce users (Haqiqi, Lasiyono, & Prabowo, 2020), but the perceived ease of use factor does not have a significant effect on Agoda.com users (Jauw & Purwanto, 2017) and produces the lowest contribution compared to other factors such as CRM and service quality for DANA E-wallet users (Dirnaeni, Handrijaningsih, Mariani T.R, & Anisah, 2021). Of course, very tight competition means that e-commerce companies will compete with each other to gain market share and their own positioning in the e-commerce industry category. The reality is that the level of visits to a competitor's website can potentially take over Tokopedia's market share.

Research from (Oktabriantono, Sulindawati, & Dewi, 2017) on e-banking products shows that perceived usefulness, security factors, and ease of use have a positive and significant effect on the use of e-banking. Research from (Jauw & Purwanto, 2017) on Agoda.com users which shows that the perceived ease of use factor has no significance on user satisfaction. Research from (Joan & Sitinjak, 2019) on the Go-Pay digital payment service which shows that perceived usefulness and ease of use have a positive effect on interest in use. Research (Rivai P., Suneni, & Febrilia, 2019) on the Grab online motorcycle taxi transportation service which proves that the price factor does not show a significant influence on consumer satisfaction. Research from (Yudha, Arifin, & Hufron, 2019) on GrabFood customers shows that ease of use and price factors have significance in customer satisfaction. Research from (Husain, 2019) in evaluating student satisfaction with Google Scholar services, it shows that perceived interactivity is considered effective in evaluating student satisfaction based on the quality of information, systems and services. Research (Asmawati, Jonathan, & Siswa, 2020) Shopee consumers show that price, trust and service quality have a significant effect on online shopping satisfaction, both simultaneously and partially. Research from (Haqiqi, Lasiyono, & Prabowo, 2020) on the use of Shopee e-commerce which shows that the overall benefits, convenience and perceived risks have a significant positive effect on online shopping satisfaction.

Therefore, this research aims to examine the partial or simultaneous influence of price and ease of purchase on Tokopedia E-commerce on consumer satisfaction. It is hoped that the benefits of this research will be a contribution, recommendation and benefit for companies and other online business players considering that online marketing and establishing web-based marketing strategies will continue to develop in the future.

## Research Method

The type of research used is causality with a quantitative analysis approach. Quantitative research emphasizes research data in analysis and figures using a statistical approach (Sugiyono, 2018, hal. 07). The operationalization of the research variable, namely price, is constructed using 4 (four) dimensions, namely price affordability, price suitability to product quality, price competitiveness, and price suitability to benefits, where each dimension is reduced to 2 (two) indicators. The Perceived Ease variable is constructed using 4 (four) dimensions, namely ease to learn, ease of use, understandable and clear, and become skilful, where each dimension is reduced to 2 (two) indicators. The Consumer Satisfaction variable is constructed through 5 (five) dimensions, namely product quality, price, service quality, emotional factors and cost and ease of obtaining a product or service, where each dimension is reduced to 2 (two) indicators. The alternative hypothesis in this research is stated as follows:

H1: There is a partial influence of the Price variable on the Consumer Satisfaction variable

H2: There is a partial influence of the Ease of Purchasing variable on the Consumer Satisfaction variable

H3: There is an influence of the Price variable and Perceived Convenience on the Consumer Satisfaction variable simultaneously

Research using non-probability techniques is a sampling technique that does not provide a chance or equal opportunity for members of the population to be part of the sample (Sugiyono, 2018, hal. 84). Sampling was determined by selecting subjects based on certain criteria, namely the respondent's domicile was in East Jakarta, having made a minimum of 2 (two) purchases in the last 6 months and a minimum age of 16 years. The final sample size for this study was 100 respondents, where the population size is unknown with the following calculation 1:

$$= \left( \frac{Z(a; 2)}{e} \right)^2 p(i - p) \quad (1)$$

Where as:

n = Sample

p = estimated population proportion



$Z$  = adjusted value estimates based on confidence intervals

$e$  = *error term*

Source: Kountur (Novitasari, 2018, hal. 54)

The data collection technique for this research was carried out by distributing questionnaires online using Google Form, namely by sharing links with respondents via e-mail and Whatsapp so that they could reach all respondents in the East Jakarta area and data analysis was carried out by formulating a multiple linear regression model.

Data analysis methods to prove alternative hypotheses can be developed from several stages, and created using a structured approach such as models in multivariate analysis (Husain, Ardiansyah, & Fathudin, 2021). Multiple regression analysis was used in this research which began with the stages of testing the validity of the data and testing classical assumptions. Hypothesis testing is carried out using the coefficient of determination test, F-test (simultaneous) and t statistical test (partial) provided that if sig. > 0.05 means it does not have a significant influence on the independent variable on the dependent variable while if sig. < 0.05 means it has a significant effect (Ghozali, 2018).

## Result and Discussion

The respondents determined in the sample calculation for this research were 100 (one hundred). This research uses the IBM SPSS Ver25.0 application (Ghozali, 2018). The majority of respondents are women compared to men at 54 percent with an age range of 17 to 24 years at 63 percent. Based on the latest educational background, high school and equivalent is 61 percent with student employment at 58 percent. Monthly expenditures from respondent data vary quite widely, ranging from IDR 500,000 to IDR 1,000,000 or more than IDR 3,000,000 each month.

Well-prepared tables and or figures must be of significant feature of this section, because they convey the major observations to readers. Any information provided in tables and figures should no longer be repeated in the text, but the text should focus on the importance of the principal findings of the study. In general, journal papers will contain three-seven figures and tables. Same data can't be presented in the form of tables and figures. The results of the study are discussed to address the problem formulated, objectives and research hypotheses. It is highly suggested that discussion be focused on the why and how of the research findings can happen and to extend to which the research findings can be applied to other relevant problems.

Data validity testing uses data validity using corrected item-total correlations, which requires the r-count result > r-table value so that the statement item can be declared valid or valid.



With 100 respondents involved as samples in this study (n = 100), an r-table value of 0.165 was obtained.

**Table 3 Data Validity And Instrument Reliability Test Results**

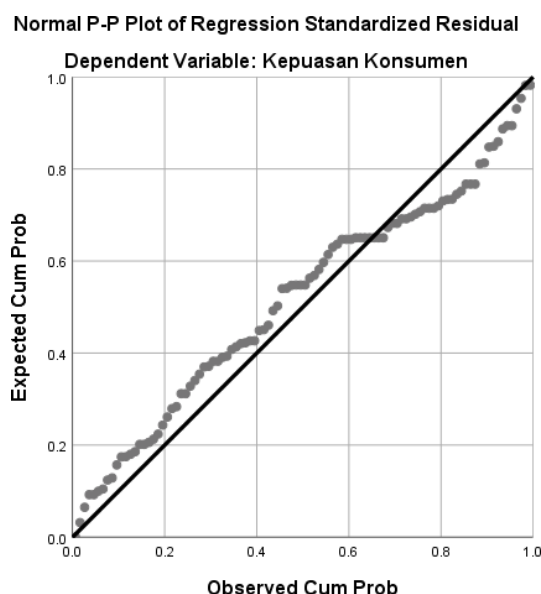
Variable   Statement Items		R-Score	Conclusion of Test Results
Price (X <sub>1</sub> )	P1 Product prices on Tokopedia e-commerce are relatively affordable for consumers	0.445	valid
	P2 There is a choice of products on Tokopedia E-commerce with prices varying from the cheapest to the most expensive	0.518	valid
	P3 Product prices on E-commerce Tokopedia are in accordance with the quality desired by consumers	0.618	valid
	P4 The more expensive the prices on Tokopedia E-commerce, the better the product quality	0.267	valid
	P5 Prices on E-commerce Tokopedia are competitive prices	0.578	valid
	P6 Consumers often compare the price of a product with other products on Tokopedia E-commerce	0.546	valid
	P7 The benefits of a product are in accordance with the costs incurred by Tokopedia E-commerce consumers	0.538	valid
	P8 The benefits of the product are in line with the expectations of Tokopedia E-commerce consumers	0.585	valid
<b>Nilai Cronbach's Alpha</b>		<b>0.729</b>	<b>Reliable</b>
Ease of Purchase (X <sub>2</sub> )	P1 Tokopedia E-commerce consumers find it easy to learn how to pay for the products they purchase	0.681	valid
	P2 Tokopedia E-commerce consumers find it easy to learn product information	0.717	valid
	P3 Tokopedia E-commerce consumers can easily access the application or website	0.703	valid
	P4 Tokopedia E-commerce consumers easily make payments for purchased products	0.738	valid
	P5 The product information provided is easy for Tokopedia E-commerce consumers to understand	0.693	valid
	P6 Delivery time is clear and easy to understand for Tokopedia E-commerce consumers	0.643	valid
	P7 Easily and skillfully make purchases using the Tokopedia E-commerce application	0.705	valid
	P8 Consumers have become accustomed to using Tokopedia E-commerce to make purchases	0.711	valid
<b>Nilai Cronbach's Alpha</b>		<b>0.906</b>	<b>Reliable</b>
Consumer Satisfaction (Y)	P1 E-commerce Tokopedia provides satisfaction with the quality of the products sold	0.737	valid
	P2 E-commerce Tokopedia provides satisfaction by always maintaining the quality of the products it sells	0.771	valid
	P3 E-commerce Tokopedia provides satisfaction through a choice of products that have the same quality at relatively cheap prices	0.714	valid
	P4 E-commerce Tokopedia provides satisfaction with the discounted prices or discounts given to customers	0.668	valid
	P5 E-commerce Tokopedia provides satisfaction through services in line with consumer expectations	0.748	valid
	P6 The products ordered can be received by Tokopedia E-commerce consumers well without any damage	0.527	valid
	P7 Shopping on E-commerce Tokopedia gives a sense of	0.648	valid

Variable   Statement Items		R-Score	Conclusion of Test Results
	pride and satisfaction	0.775	valid
P8	Customers make repeat purchases on E-commerce Tokopedia and are still satisfied	0.777	valid
P9	Consumers can save time to get the desired product	0.818	valid
P10	E-commerce Tokopedia provides satisfaction in the ease of payment procedures		
<b>Nilai Cronbach's Alpha</b>		<b>0.931</b>	<b>Reliable</b>

Source: Author's (2022)

The test output in Table 3 above, all items in the variables Price (X1), Ease of Purchasing (X2) and Consumer Satisfaction (Y) obtained an r-count that was greater than the r-table, meaning that each statement item used to compile the instrument can be declared valid. In addition, the reliability of the instrument is stated to have very good reliability for the variables Price Value (X1), Ease of Purchasing (X2) and Consumer Satisfaction (Y) with Cronbach's alpha values of 0.729, 0.906 and 0.931 respectively (greater than 0.6), meaning that the research instrument is declared reliable.

To carry out data processing which begins with classical assumption testing which requires that the best linear unbiased estimator must meet the criteria in the regression equation before testing the research hypothesis. The first classical assumption begins with testing the normality of the data which requires that the data distribution must follow a normal curve. The data processing output is presented in Figure 3 below:

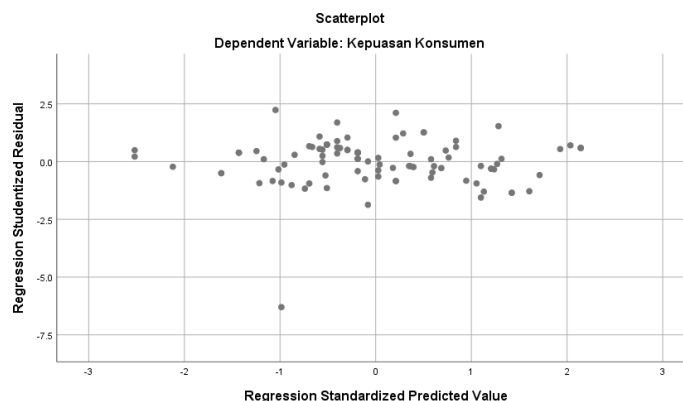


**Figure 3 Distribution of P-Plots: Normality Test**

Source: Output from the Program (2022)

Figure 3 above shows the data distribution around the diagonal line and follows the function of the diagonal line, so it can be concluded that the normality assumption has been fulfilled for the distribution in the regression model. The classical assumption is that heteroscedasticity

testing is then carried out to identify symptoms of heteroscedasticity by looking at certain patterns in the distribution of points on the scatterplot of the regression model. If the dots spread out and form an unclear pattern around the number 0 on the Y axis then there is no heteroscedasticity problem resulting from data processing. presented in Figure 4 below:



**Figure 4 Scatterplot Graph: Heteroscedasticity Test**

Source: Output from the Program (2022)

Figure 4 above shows that the points spread out and form an unclear pattern in the regression model, so the symptom of heteroscedasticity does not occur under this classic assumption. The classic assumption is then tested for multicollinearity to detect whether or not there is a relationship between the independent variables in this assumption based on the tolerance value and variance inflation factor (VIF). If the tolerance value obtained is greater than 0.10 and the VIF value is less than 10, then it can be concluded that multicollinearity does not occur.

**Table 4 Multicollinearity Test Results**

Independent Variable	Tolerance Score	VIF Score
Price ( $X_1$ )	0.534	1.87
Ease of Purchase ( $X_2$ )	0.534	1.87

Source: Output from the Program (2022)

The results of the multicollinearity test presented in Table 5 above show that the two independent variables produced a tolerance value of 0.534 (greater than 0.1) and a VIF value of 1.87 (less than 10), this can be explained that there is no relationship between independent variables or symptoms of multicollinearity.

After the three test results meet the requirements of the classical assumptions, then hypothesis testing can be carried out which includes correlation and determination coefficient tests, individual parameter significance tests (t-test) and simultaneous tests (F-test).

**Table 5 Test Results of Correlation Coefficient (R) And Determination Coefficient (R<sup>2</sup>)**

R <sub>Score</sub>	R <sup>2</sup> <sub>Score</sub>	Conclusion of R and R <sup>2</sup> Test Results
0.732	0.536	- The R score is declared 'Strong' (in the interval 0.600 – 0.799) - R <sup>2</sup> Score: The contribution of Y is influenced by X1 and X2 by 0.536

Source: Output from the Program (2022)

The correlation coefficient and determination coefficient test results presented in Table 6 are known to have a correlation coefficient (R) value of 0.732, meaning that the Price and Ease of Purchasing variables have a strong level of relationship to Consumer Satisfaction. The contribution of the Price variable and the Ease of Purchasing variable is 0.532, meaning that 53.2 percent are determined to influence consumer satisfaction, the remaining 46.8 percent are influenced by other factors.

**Table 6 Summary Of Simultaneous Test Results And Individual Parameter Significance Tests**

<b>Variable (Direction of Influence)</b>	<b>Coefficient</b>	<b>.Sig</b>	<b>Conclusion of Test Results</b>
<i>Constant</i>	1.262	0.748	
H1: Price → Consumer Satisfaction	0.429	0.010	H1 Accepted
H2: Ease of Purchase → Consumer Satisfaction	0.736	0.000	H2 Accepted
H3: Price and Ease of Purchasing → Consumer Satisfaction	-	0.000	H3 Accepted

**Source:** Output from the Program (2022)

Price (X1) is known based on the results of partial statistical hypothesis testing to have a significant effect on Consumer Satisfaction. This means that the higher the price influence, the greater the impact on consumer satisfaction. These findings are in line with research (Yudha, Arifin, & Hufron, 2019) and (Asmawati, Jonathan, & Siswa, 2020) which shows that the price fulfilment factor has a positive influence on customer satisfaction and consumer satisfaction. Based on (Asmawati, Jonathan, & Siswa, 2020), Online shopping on Shopee with low prices means that the Shopee online shop is able to compete with other online shops whose prices are much more expensive. The findings of the research are not significant (Rivai P., Suneni, & Febrilia, 2019) which is in contrast to this research on the price factor that Grab online motorcycle taxi users respond negatively to compared to the benefits expected by consumers using online services, so that the transportation costs incurred must have an impact on the benefits received by consumers. The affordability of the prices set by the company is very important and must be evaluated regularly because the affordability of each consumer based on their needs will vary according to the type of goods chosen. (Tjiptono, 2019).

Ease of Purchasing (X2) is known based on the results of partial statistical hypothesis testing to also have a significant effect on Consumer Satisfaction. This means that the greater the influence of ease of purchase, the greater the impact on consumer satisfaction. These findings are in line with research (Oktabriantono, Sulindawati, & Dewi, 2017), (Joan & Sitinjak, 2019), (Yudha, Arifin, & Hufron, 2019) dan (Haqiqi, Lasiyono, & Prabowo, 2020) which shows that the factor or perception of ease of use has a positive influence on consumer satisfaction. However, these findings are not in line with research (Jauw & Purwanto, 2017) which shows that the perceived ease of use factor does not have a significant effect on user satisfaction. The level of a person's trust in the use of technology or information systems is an easy thing so that

it does not require a particular effort to use it. The convenience in the form of features provided by e-commerce which has the highest contribution reflects that the service Purchases for consumers offered by Tokopedia have met the criteria of ease to learn, ease to use, clear and understandable (clear and easy to understand), and become skillful or very easy to implement (Adipat, Zhang, & Zhou, 2011).

The variables Price and Ease of Purchasing are known based on the results of statistical hypothesis testing to have a significant effect on Consumer Satisfaction simultaneously. This means that the greater the influence of price and ease of purchase has the impact of increasing consumer satisfaction. Tokopedia is an E-commerce company that has the advantage of a high rating, providing features for estimating the total price that consumers have to pay as well as evaluating prices by sellers. This finding is in line with the results (Yudha, Arifin, & Hufron, 2019) which proves the significance of the ease of use and price factors along with service quality and promotion factors with a determination contribution of 65.9 percent, while in this study the influence contribution was 53.6 percent which only used price and ease of purchase variables.

## Conclusions

Research regarding consumer satisfaction with Tokopedia E-commerce using Price and Ease of Purchase factors among respondents in the East Jakarta area. The existence of a fairly strong influence of price on consumer satisfaction means that the affordability of the prices set by the company is very important because consumers have varying needs according to the type of goods they choose. In addition, the very strong influence of ease of purchase on consumer satisfaction means that a person's level of trust will increase when the company provides services in the form of e-commerce features that meet the criteria of ease to learn, ease to use, clear and understandable. The price and ease of purchasing factors in increasing Tokopedia e-commerce consumer satisfaction also have a fairly strong contribution in explaining consumer satisfaction of 53.6 percent.

The suggestions given are based on research findings to the company PT. Tokopedia, based on analysis of the coefficient of determination, provides a link of more than 50 percent to consumer satisfaction, namely 53.6 percent, namely: (1) setting prices that are competitive and affordable for consumers; (2) maintaining price stability so that unhealthy price competition does not occur; and (3) PT. Tokopedia must always strive to provide detailed information to users regarding the ease of shopping on Tokopedia, especially for new consumers.

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