

Effectiveness of Use ff E-Commerce on Consumer Behavior Patterns in West Nusa Tenggara

Nur Awwalunnisa

Faculty of Economics and Islamic Business, Mataram State Islamic University

Corresponding Author: awwalunnisa@uinmataram.ac.id

Info Artikel

Kata Kunci:

Kualitas Produk, E-Service Quality, Kepuasan Konsumen.

ABSTRAK

Perkembangan teknologi yang sangat pesat saat ini telah menggeser pengertian pasar secara tradisional. Pasar diartikan sebagai tempat bertemunya penjual dan pembeli secara langsung hingga terjadinya jual beli, namun sekarang jual beli tidak harus dilakukan secara tatap muka namun dengan adanya teknologi, kegiatan tersebut dapat dilakukan dengan menggunakan internet. E-commerce merupakan media yang menyediakan transaksi secara online dengan berbagai perangkat yang terintegrasi internet yang saat ini digunakan masyarakat dalam menghadapi gangguan pandemic covid 19. Penelitian ini bertujuan untuk mengetahui efektivitas penggunaan e-commerce pada perilaku konsumen di masa pandemic covid 19. Metode penelitian yang digunakan yaitu kualitatif-kuantitatif. Pendekatan kualitatif menggunakan kuesioner untuk mendapat kan respon dari populasi. Kuesioner disebarakan menggunakan goggle form dan di dapatkan 97 responden. Pengujian statistic menggunakan alat statistic SPSS 26. Hasil penelitian menunjukkan bahwa kualitas prosuk dan E-service Quality berpengaruh positif signifikan terhadap kepuasan konsumen e-commerce di provinsi Nusa Tenggara Barat baik secara parsial maupun simultan.

ABSTRACT

Keyword:

Product Quality, E-Service Quality, Consumer Satisfaction.

The rapid development of technology today has shifted the traditional understanding of the market. The market is defined as a meeting place for sellers and buyers directly until buying and selling occur, but now buying and selling does not have to be done face-to-face but with technology, these activities can be carried out using the internet. E-commerce is a medium that provides online transactions with various internet-integrated devices that are currently used by the community in dealing with the disruption of the covid-19 pandemic. This study aims to determinate the effectiveness of using e-commerce on consumer behavior during the covid 19 pandemic. This research method used is qualitative-quantitative. The qualitative approach uses a questionnaire to get responses for the population. Questionnaires were distributed used a google form and 97 respondents were obtained. Statistical testing using the SPSS 26 statistical tool. The results showed that product quality and E-service quality had a significant positive effect on e-commerce consumer satisfaction in the province of West Nusa Tenggara, either partially or simultaneously.

1. INTRODUCTION

The covid-19 pandemic that occurred at the beginning of 2020 had a genuine impact on human life throughout the world, where all movement of people's activities began to be restricted to avoid the spread of the deadly virus. All aspects of people's live were disturbed and directly changed the pattern of human behavior at that time, including the movement if human economic activities. Adapting to new life is an obligation humans must go through to survive during the covid-19 pandemic. Economic activities in production, consumption and distribution are limited, and scarcity of several goods, especially health goods.

The disruption of economic activity also affects consumer behavior in consuming goods and services. Activity restrictions imposed during the pandemic have shifted from direct consumption activities (offline) to consumption activities using technology (online). The rapid development of technology has dramatically helped the community deal with the covid-19 pandemic. Aside from the consumer and producer sides, they must shift their production and promotion activities and sales through online sales, which is currently known as e-commerce. E-commerce is a medium that provides inline transactions with various devices that are integrated with the internet (Febriani et al., 2020). This activity proves that there is a shift in the meaning of the market, which, if previously said that a market is a place where consumers and producers meet directly so that buying and selling activities occur, but with the very rapid development of technology, the market today no longer brings together consumers and producers face-to-face but can use the internet and meet virtually. This technology is beneficial for the wider community to meet their daily needs and helps run economic activities that the covid-19 pandemic has disrupted.

The use of e-commerce in helping people's consumption activities is speedy, especially during the covid-19 pandemic. In 2022, the number of transactions in Indonesia e-commerce will increase by 14,9% from 2021. Data from grahanurdian.com shows that 59,4% of the Indonesian population conduct transactions in e-commerce.



Figure 1. Weekly Online Shopping Activity

Source: www.grahanurdian.com

Figure 1 shows the weekly online shopping activity of Indonesia people in 2022. As many 60,6% of the people buy products or use online services, and 36,0% of the people shop for necessities through existing online stores or e-commerce. The data show that the significant role of e-commerce in helping the community to meet their needs, so companies engaged in e-commerce by providing the best quality products and services, but not all consumers have the same assessment of services and products in companies that are members of the e-commerce. Consumer dissatisfaction is an important thing that needs to be avoided or minimized by the company. E-Service Quality (e-service quality) is a site that looks at how much the website provides information about shopping, purchasing, and shipping products or services efficiently and effectively. E-Service Quality helps e-commerce players find out how the service provided can produce customer satisfaction. Consumer satisfaction is the level of person's feelings after comparing the perceived performance or results to

expectations (Rivai et al., 2019). If the performance given by e-commerce actors on their products and services is lower than expectation, then consumer will feel dissatisfied, and versa; if the performance provided by e-commerce matches consumer expectations, consumers will feel satisfied. Research conducted by Lestari (2018) shows that consumer satisfaction is influenced by service quality. Febriani et al. (2020) show that quality of e-services carried out by e-commerce in Indonesia can affect consumer satisfaction.

This satisfaction of the consumer concept felt when shopping online, and offline is different because the products offered cannot be touched. Consumer satisfaction has three aspects: attributes related to products, attributes related to purchases, and services. These three aspects talk about the appearance of the product in terms of quality that makes consumers feel satisfied with the suitability of the product value. When the product reaches consumers, some aspects are related to price, promotion, service, and product quality. In sales, producers will empower services from within first by satisfying workers who work with producers. Meanwhile, online producers will highlight the product packaging offered and attractive website features that can attract consumers' attention. This will make consumers see the value highlighted by producers through the service provided; then, consumers will feel overall satisfaction.

West Nusa Tenggara (NTB) province is one of the provinces in Indonesia whose people also use e-commerce service to meet their needs, especially during covid-19 pandemic. Bank Indonesia NTB recorded transactions via digital until December 2021 to reach Rp. 178,121,023, an increase of 97,35% compared to the previous year, which was Rp. 90,258,034 from retail transactions, shopping for food, beverages, clothing, and

entertainment (<https://lombokpost.jawapos.com/>). The data above shows that the people of NTB are interested in using digital media. This study aims to see the effectiveness of e-commerce digital media in consumer behavior in the province of NTB in changing consumption patterns, especially during the covid-19 pandemic.

2. LITERATUR REVIEW

E-Commerce

E-commerce is defined as the activity of selling or buying goods or services through the use of technological facilities. E-commerce is also defined as the distribution, purchase, sale, and marketing of goods or services through electronic systems such as the internet or television, the word wide web (www), or other computer networks (Sutabri, 2012). In its application, anyone can use e-commerce to be a liaison with their business partners without being limited by space and time; in their activities, e-commerce implies the relationship between sellers and buyers, transaction with companies (Javalgi & Ramsey, 2001). There is e-commerce, including Business to Business (B2B), Business to Customer (B2C), Customer to Customer (C2C), and Customer to Business (C2B). the increase in trust given by e-commerce to consumers can increase consumer satisfaction by always fulfilling its promises when consumers make transactions that can be trusted and the information provided by e-commerce is honest and up to date. The rise and fall of the level of consumer satisfaction when deciding to buy a product or service on e-commerce are determined by how high the level of consumer trust in e-commerce is (Setyoparwati, 2019). Product quality is essential in business activities. Product quality reflects the product's ability to carry out its duties, including durability, reliability, progress, strength, ease of packaging, and product repair. The purpose of an online business is not only

to get profits but also to meet the many consumer requests that require convenience in the buying process. The quality of products with online sales is generally not the same as sales made by offline stores whose products can be directly seen by consumers; in online sales, consumers must be more observant to see goods or services that will be used through electronic media.

In Islamic economics, the behavior of producers has shari'a that should not be violated, such as producing illicit goods, taking reasonable profits, collecting results from usury, and the obligation to issue zakat. The behavior of the producer will affect the isoquant curve, where the isoquant curve of a producer in an Islamic economic perspective will be lower (below) than the isoquant curve of a producer in a conventional economy due to the existence of shari'a limits that cannot be violated (Al Arif & Amalia, 2010). A producer's behavior in producing goods or services by utilizing inputs effectively and efficiently to produce valuable outputs will benefit consumers so that they can meet the needs of the community, and their expectations can provide satisfaction to consumers.

Service Quality (E-Service Quality)

Service quality is defined as something that is very important and must be considered by the company. Sound quality can provide added value, make a differentiator with competing companies, and form positioning for the company. The quality of service using companies, and form positioning for company. The quality of service using electronic media can be seen from the extent to which a site provides information and facilitates efficient and effective shopping, purchasing, and delivery of the level of consumer satisfaction. If the e-service quality is felt to be effective and efficient, it will satisfy consumers because they can easily access e-commerce. Febriani et al.

(2020) research show that e-service quality influences consumer decisions in using e-commerce to meet their needs. Research conducted by Felicia (2016) says that there is an effect of e-service quality on customer satisfaction. The customer satisfaction. Consumers can use four core dimensions to assess which websites/platforms cannot meet their expectations: efficiency, fulfilment, reliability, dan privacy.

The concept of service quality is also explained in Islamic economics to provide services from a business in the form of quality goods or services to consumers. The concept of Islamic economics based on Surah Al-Hujarat 10 states that human nature is the same; no one is higher or lower in degree but his desire. This verse makes the basis in production activities to provide the best service to consumers, with a friendly attitude, speak well and politely and pay close attention to what consumers want to feel satisfied by the producer. Hanafy and Salam (Karim, 2001) formulate Islamic service ethics as follows: ethics to always convey the truth, ethics to always be trusted, ethics of brotherhood, mastery of knowledge, and ethics of justice.

Consumer Satisfaction

Consumer satisfaction is a person's feeling of pleasure or disappointment that comes from a comparison between his impression and expectations (or results) of a product and his expectations (Kotler, 2012). Customer satisfaction is one of the essential aspects that the company must consider. Consumers will make purchases and assess the quality of the products or services that have been purchased; consumers will make purchases at places that give satisfaction to consumers (Musanto, 2004). If consumers are dissatisfied, they will complain about their products or services. Customer satisfaction must match the expectations and perceptions received. Consumer

satisfaction is also essential to study because consumers will make repeated purchases continuously if they are satisfied with the products and services they have received from a company (Wungkana & Santoso, 2021). In looking at customer satisfaction, there are five indicators: convenience, merchandising, site design, security, and serviceability.

The microeconomic theory of consume satisfaction states that in an undifferentiated market, all consumers pay the same price, and consumers willing to pay a higher price will gain subjective benefits (consumer surplus). Based on this theory, consumer surplus reflects consumer satisfaction, and vice versa. Although consumer satisfaction provides many benefits for the company, efforts to create customer satisfaction are not easy because it involves the commitment and active support of all elements within the company.

3. RESEARCH METHOD

The research method uses qualitative-quantitative methods. The qualitative approach uses a questionnaire to obtain data from respondents and quantitatively uses data management into numerical data using a Likert scale and analyzed using multiple regression analysis. Questionnaires were distributed using google form to the public in West Nusa Tenggara. Sampling using Simple

Random Sampling is sampling from members of the population using random according to the level of members. The sampling method uses the Slovin formula with an error rate of 5%. Testing using statistical tolls wit SPSS 26 application.

4. RESULTS AND DISCUSSION

The rapid development of technology and a good internet network has also developed the current business model, especially in digital trading media, namely e-commerce. E-commerce is a digital environment that allows commercial transactions between many organizations and individuals (Febriani et al. 2020). The development of e-commerce in Indonesia is said to be very fast; it can be seen form databooks.katadata.co.id, which states that there is five most e-commerce used by Indonesian people, namely Tokopedia with 157,2 million users. With 24.7 million, Bukalapak with 23.1 million users, and Orami with 20 million users. This study aims to see how people can effectively use e-commerce in NTB, especially during the covid-19 pandemic. Questionnaires were distributer via google form and obtained as many as 97 respondents consisting of students to civil servants, resulting that the NTB community was familiar with and used the top 3 e-commerce according to the data above.

		Shoppe			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid		10	10.3	10.3	10.3
	Shoppe	87	89.7	89.7	100.0
	Total	97	100.0	100.0	

Table 1. NTB Community Shoppe Users
Source: Primary data, processed

		Lazada			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		81	83.5	83.5	83.5
	Lazada	16	16.5	16.5	100.0
	Total	97	100.0	100.0	

Table 2 NTB Community Lazada Users
Source: Primary data, processed.

		Tokopedia			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid		53	54.6	54.6	54.6
	Tokopedi	44	45.4	45.4	100.0
	Total	97	100.0	100.0	

Table 3 NTB Community Tokopedia
Source: Primary data, processed

		Respondent's Gender			Cumulative
		Frequency	Percent	Valid Percent	Percent
Valid	Man	39	40.2	40.2	40.2
	Woman	58	59.8	59.8	100.0
	Total	97	100.0	100.0	

Table 4. Gender of Research Respondents
Source: primary data, processed.

From the data above, it can be seen that there are 97 respondents, with 87 people using the shoppe platform, 16 Lazada users, and 44 Tokopedia users for their daily activities, especially during the covid-19 pandemic. Some users only use one of the three platforms, and others use all three. The goods purchased from the three platforms are clothing, cosmetics, household appliances, sport equipment, and accessories such as bags and shoes. Respondents in this study consisted of 58 women and 39 men with an age range of 16-55 years and income between <1,000,000 to >2,500,000, and the type of work was Student, IRT, Civil Servant,

Entrepreneur, and Private. From the results of distributing the questionnaire, it was found that people use the platforms available in Indonesia e-commerce to facilitate consumption activities especially during the covid-19 pandemic, the price promos offered by the e-commerce platform, and the delivery fee promos, and also the availability of goods what consumers want.

The validity test results on the indicators of product quality, e-service quality, and customer satisfaction were declared valid. The reliability test on the indicator variable is also said to be reliable. The classical assumption test

shows that the regression model used in this study is usually distributed, free from multicollinearity and heteroscedasticity. The results of multiple linear regression

show that the regression equation results are $y = 6.450 + 0.106X_1 + 0.544X_2$, as shown in the following table.

Model		Coefficients ^a				Collinearity Statistics		
		Unstandardized Coefficients B	Std. Error	Standardized Coefficients Beta	t	Sig.	Tolerance	VIF
1	(Constant)	6.540	1.630		4.013	.000		
	PRODUCTS QUALITY	.106	.061	.154	1.735	.086	.914	1.094
	E-SERVICE QUALITY	.544	.095	.507	5.724	.000	.914	1.094

a. Dependent Variable: **Consumer Satisfaction**

Table 5. Results of Regression Analysis.
Source: primary data, processed.

The equation model obtained explains that value of the coefficient is positive, meaning that the product quality and e-service quality variables positively influence consumer satisfaction. The regression coefficient of 0.106 on the product quality variable means that if the product quality variable increases by 0.106, consumer satisfaction will increase by 0.106. The regression coefficient of 0.544 on the e-service quality variable means that if the variable has increased by 0.544, consumer satisfaction has also increased by 0.544. This explains that if the value is positive on quality and e-service quality offered by e-commerce, it will increase consumer satisfaction in the West Nusa Tenggara province. The coefficient of determination (R^2) is 0.326 or 32.6%; this shows that the variables of product quality and e-service quality can explain 32.6% of the variables. The remaining 67.4% are influenced by other variables not examined in this study. The F-test on the research variable can be 23.753 with a significance of 0.000, where this value is <0.05 , meaning that the product quality and e-service quality

variables simultaneously affect the satisfaction of e-commerce consumers in the province of West Nusa Tenggara. The t-test show the partial effect between product quality and e-service quality variables on consumer satisfaction. The t-table value is 1.660, and the value of each variable in this study is 1.736 for the product quality variable and 5.724 for the e-service quality variable. Each service quality partially has a significant positive effect on e-commerce customer satisfaction in the province of West Nusa Tenggara.

The test results show that the product quality variable has a significant positive effect on consumer satisfaction. The covid-19 pandemic that began in 2020 has made humans make new adaptations to aspects of life. This shift in consumption behavior using digital media is also carried out by the people of West Nusa Tenggara (NTB), especially during the pandemic, to meet their needs, such as clothing, sports equipment, household appliances, masks, cosmetic and accessories, and others. Consumers see the results of the review on the e-commerce platform used to ensure the quality of the

product to be purchased. Product reviews on e-commerce platforms give consumers the confidence to decide on the goods or use the service they need; reviews are also used to determine how well manufactures sell good-quality goods. The display on the how well manufacturers sell good-quality goods. The display on the online store also attracts consumers to see and decide to buy at the online store. The results of the research by Febriani et al. (2020) stated that there was a significant influence between product quality on consumer satisfaction, as well as research conducted by Wungkana and Santoso (2021) showed a significant positive effect of product quality on consumer satisfaction. E-service quality has a more significant influence than product quality. Consumers are delighted when producers through online stores provide comprehensive information on the goods being sold to provide an overview for consumers about the goods or services. Service quality is one provide satisfaction for consumers. In the end, consumers will become loyal to the online store.

5. CONCLUSION

Based on the research results in this study, it can concluded that product quality has a significant positive affect on e-commerce consumer satisfaction in the province of West Nusa Tenggara. Likewise, service quality significantly positively affects e-commerce consumer satisfaction in province of West Nusa Tenggara. The existence of complete information related to the description of the goods to be purchased. Information in the form of types of goods, sizes, materials, prices, and promotions must be explained by producers so that consumers can know the quality of products offered by producers. During the pandemic, the use of e-commerce is beneficial for the community to health needs during the pandemic. The study results also show that consumers feel comfort when using e-

commerce for shopping because this method is more efficient and effective in using digital eras like today.

REFERENCE

- Andriyanto, Achmad & Dany Nugroho. (2016). Pengaruh Kualitas Layanan E-Commerce Terhadap Kepuasan Pelanggan (Studi Kasus:ABC.COM). *Jurnal Logistik Bisnis*. Vol.6. No.2. November.
- Ariani, Diana. (2018). Pengaruh E-Commerce Terhadap Pelanggan Dan Perkembangan Toko Linda Busana Pekanbaru. *Jurnal Ilmiah Skylandsea*. Volume.2 No. 2 Juli.
- Elhachemi, Tamma. (2020). Effect Of Digital Marketing Resources On The Firm Growth. *International Journal Of Innovation In Engineering Research and Techonology (IJIERT)*.
- Febriani, Nufian S, dkk. (2020). Perilaku Konsumen Terhadap Kualitas E-Service Pada E-Commerce. *Jurnal Ilmu Komunikasi: ULTIMACOMM*. Vol.12. No.2. Desember 2020.
- Felicia, L. (2016). Pengaruh e-service qualiry terhadap loyalitas pelanggan Go-Jek melalui kepuasan pelanggan. *Agora*. 4(2), 95-100.
- <https://www.grahanurdian.com>. Accessed 20 Mei 2022.
- <https://lombokpost.jawapos.com/>. Accessed 1 June2022.
- <https://databoks.katadata.co.id/>. Accesseed 27 July 2022.
- Isabelle, Canares. Et. al. (2022). Filipino Customer’s Preferences Of Online Marketing Channels. *Journal Of Undergraduate Research In Business Administration*. Vol.1. Issue No.1. February-May.

- Karim, Adiwarmarman Anwar. (2001). *Ekonomi Islam Suatu Kajian Kontemporer*. Jakarta: Gema Insani.
- Lestari, F.A.P. (2018). Pengaruh Web E-Commerce, Kualitas Produk dan Kualitas Layanan Terhadap Kepuasan Konsumen. *Sosio e-Kons*, 10(1), 87-95.
- Ningrum, Widia Septia. (2022). Perilaku Berbelanja Online Menggunakan E-Wallet Saat Pandemi Sampai Sekarang. *Jurnal Ilmiah Manajemen dan Bisnis: JAMBURA*. Vol.5. No.1.
- Oktaviani, Lulud, dkk. (2022). Penerapan Digital Marketing Pada E-Commerce Untuk Meningkatkan Penjualan UMKM Marning. *Jurnal Pengabdian Masyarakat*. Volume. 2. Nomor 1. Februari.
- Sugiyono. (2015). *Metode Penelitian Kombinasi (Mixed Methods)*. Bandung: Alfabeta.
- Tabuena, Alreany, et.al. (2022). A Literature Review On Digital Marketing Strategies and Its Impact on Online Business Sellers During The Covid-19 Crisis. *Asian Journal Of Management Entrepreneursip and Social Science*. Volume. 02. Issue 01. February.
- Tjiptono, Fandy. (1996). *Strategi Bisnis dan Manajemen*. Yogyakarta: Andi.