

## THE EFFECT OF PROMOTIONS, PRICES AND SERVICE QUALITY ON USER CUSTOMER SATISFACTION E-COMMERCE SHOPEE IN NGAWI CITY

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### *Abstrak*

Penelitian ini memiliki tujuan dalam rangka melakukan analisis pengaruh promosi, harga, dan kualitas layanan pada kepuasan pelanggan pengguna *e-commerce* Shopee di Kota Ngawi. Shopee adalah satu dari beberapa *e-commerce* terkemuka di Indonesia yang populer di sejumlah daerah, termasuk Kota Ngawi, berkat strategi promosi digital yang agresif, harga yang kompetitif, dan layanan berbasis teknologi. Penelitian ini menerapkan metode kuantitatif dengan metode survei melalui penyebaran kuesioner terhadap 385 partisipan pengguna aktif Shopee. Hasil penelitian mengungkapkan bahwasanya promosi menimbulkan pengaruh positif dan signifikan pada kepuasan pelanggan pengguna *e-commerce* Shopee di Kota Ngawi, harga menimbulkan pengaruh positif dan signifikan pada kepuasan pelanggan pengguna *e-commerce* Shopee di Kota Ngawi, dan kualitas layanan menimbulkan pengaruh positif dan signifikan pada kepuasan pelanggan pengguna *e-commerce* Shopee di Kota Ngawi. Hasil ini mengungkapkan bahwasanya promosi yang menarik, harga yang kompetitif, dan pelayanan yang cepat, jelas, dan tanggap dapat meningkatkan kepuasan pelanggan. Oleh karena itu, Shopee disarankan untuk mengoptimalkan ketiga faktor tersebut untuk mempertahankan loyalitas pelanggan dan memperkuat posisinya di pasar *e-commerce*.

**Kata Kunci:** Promosi, Harga, Kualitas Layanan, Kepuasan Pelanggan, *E-Commerce*, Shopee

### *Abstract*

*This investigation aims to analyze the impact of promotion, price and service quality on customer satisfaction of Shopee e-commerce users in Ngawi City. Shopee is one of the leading e-commerce in Indonesia which is popular in various regions, including Ngawi City, thanks to its aggressive digital promotion strategy, competitive prices and technology-based services. This study utilizes a quantitative technique with a survey methodology by distributing questionnaires to 385 active Shopee user respondents. The findings demonstrated that price has a positive and significant impact on Shopee e-commerce users' satisfaction in Ngawi City, promotion has a positive and significant impact on their satisfaction, and service quality has a positive and significant impact on their satisfaction. These findings indicate that attractive promotions, competitive prices, and fast, clear, and responsive service can increase customer*

satisfaction. Therefore, Shopee is advised to optimize these three factors to maintain customer loyalty and strengthen its position in the e-commerce market.

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

### A. INTRODUCTION

The rapid advancement of digital technology has significantly influenced consumer shopping habits. People are no longer confined to traditional retail outlets, as online platforms have become a preferred channel for transactions. In Indonesia, the e-commerce sector has experienced notable growth in line with the rising number of internet users. According to the Digital Indonesia 2023 report, 89.1% of Indonesian internet users have engaged in online shopping. Similarly, the e-Conomy SEA 2023 report predicts that Southeast Asia's digital economy will reach USD 211 billion by 2025, with e-commerce serving as the primary contributor. These trends highlight the crucial role of e-commerce in today's digital economy. A clear example of this development is the strong market presence of Shopee in Indonesia. Since its introduction in 2015, Shopee has positioned itself as the leading marketplace by implementing strategies such as free shipping, discount offers, cashback programs, cash-on-delivery (COD), and ShopeePay services. Katadata (2025) reports that Shopee attracts the highest number of visitors among e-commerce websites in Indonesia, surpassing competitors like Tokopedia, Lazada, and Blibli. This achievement demonstrates Shopee's success in capturing the market through aggressive digital promotions, efficient services, and a user-friendly application.



Figure 1. Number of Visitors to Shopee, Tokopedia, Lazada, and Blibli Sites (February 2025)  
Source: Katadata (2025)

Prior studies have regularly highlighted how crucial pricing tactics, promotions, and service quality are in determining Shopee customers' contentment. Kusumaningtyas (2024) found that discount schemes, free delivery services, and cashback programs significantly influence consumer purchase decisions. Likewise, Aldy Ardiansyah (2021) reported that digital service quality and promotional initiatives have a positive affect on ShopeeFood users' satisfaction. In line with this, Safitri et al., (2022) confirmed that digital service quality is a key factor in improving customer satisfaction with Shopee. Several theoretical perspectives also support these results. Wahyono & Saputra (2023) define customer satisfaction as a response of pleasure or dissatisfaction that arises when consumers compare expectations with the actual performance of a product or service. Kotler, P. & Keller, Kevin (2016) highlight that promotion is a vital marketing component, consisting of short-term incentives designed to encourage purchases. Similarly, Sondak et al., (2021) argue that pricing strongly influences satisfaction, as it is always judged relative to the value received. Kotler, P. & Keller, Kevin (2016) also describe service quality as a collection of attributes that reflect how effectively a service meets customer expectations.

Overall, these studies demonstrate that Shopee's strong market performance is visible both nationally and locally. Therefore, well-structured promotional strategies, competitive prices, and dependable digital service quality are crucial elements that drive customer satisfaction and strengthen Shopee's leading position in Indonesia's e-commerce landscape, including in Ngawi City.

### **Theoretical Study**

This study is grounded in the Expectation Disconfirmation Theory (EDT) proposed by Richard (1986). EDT is considered a central framework in customer satisfaction research, which suggests that satisfaction is formed when consumers compare their prior expectations of a product or service with the actual performance they perceive after using it.

### **Customer Satisfaction**

According to Yusditara (2024), customer satisfaction reflects a condition where consumers feel pleased with e-commerce services and transactions that are efficient, reliable, and consistent with their expectations.

### Promotion

Hasanudin et al., (2022) highlight promotion as a strategic instrument to attract consumer interest, provide additional value, and improve overall customer satisfaction.

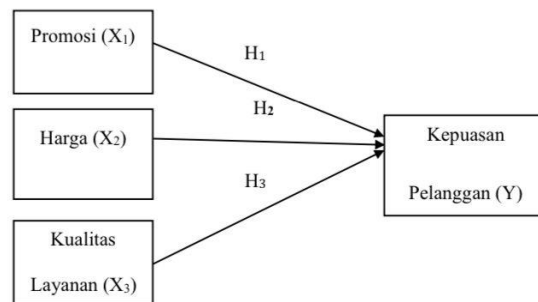
### Price

Albiansyah (2023) defines price as the amount of money or compensation given in exchange for a product or service.

### Service Quality

Parasuraman et al., (2008) describe service quality as the gap between customers' expectations and their actual perceptions of the delivered service.

### Conceptual Framework



**Figure 2. Conceptual Framework**

Source: Modified from Aldy Ardiansyah (2021) and Maria Yuvanda Nilam Satyakristi (2020)

Regarding to the conceptual framework above, the hypotheses in this investigation are as follows:

**H1:** Promotional activities exert a positive and significant influence on customer satisfaction.

**H2:** Pricing demonstrates a positive and significant relationship with customer satisfaction.

**H3:** The quality of services provided has a positive and significant impact on customer satisfaction.

## B. METHOD

This study applied a quantitative method to identify the impacts of promotion, price, and service quality on customer satisfaction in an empirical manner. The population targeted was Shopee users within Ngawi Regency. Sampling was carried out utilizing a purposive non-probability approach, resulting in 385 respondents determined through the Lemeshow formula.

Data was collected through distribute questionnaires via Google Forms and analyzed using SPSS version 25. The study focused on four variables: promotion (X1), price (X2), service quality (X3), and customer satisfaction (Y).

### C. RESULTS AND DISCUSSIONS

#### Multiple Linear Regression Analysis Test

**Table 1. Multiple Regression Analysis Results**

Coefficients <sup>a</sup>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2,685	,622		4,317	,000
	Promotion	,252	,037	,328	6,848	,000
	Price	,108	,037	,129	2,931	,004
	Service Quality	,191	,037	,241	5,221	,000
a. Dependent Variable: Customer Satisfaction						
Source: Processed Primary Data (2025)						

According to the results of the regression equation, the model can be interpreted as follows:

1. **Constant = 2.685**

Indicates a positive baseline, meaning if Promotion, Price, and Service Quality are zero, Shopee customer satisfaction in Ngawi is 2.685.

2. **Coefficient b1 (Promotion) = 0.252**

One-unit increase in Promotion, holding others constant, raises Shopee customer satisfaction in Ngawi by 0.252.

3. **Coefficient b2 (Price) = 0.108**

If Price rises by one unit while others fixed, Shopee customer satisfaction in Ngawi increases 0.108.

4. **Coefficient b3 (Service Quality) = 0.191**

A one-unit growth in Service Quality, with others unchanged, improves Shopee customer satisfaction in Ngawi by 0.191.

### Partial Test (t-test)

**Table 2. t-test Results (partial)**

Coefficients <sup>a</sup>						
Model	Unstandardized Coefficients		Standardized Coefficients	T	Sig.	
	B	Std. Error	Beta			
1	(Constant)	2,685	,622		4,317	,000
	Promotion	,252	,037	,328	6,848	,000
	Price	,108	,037	,129	2,931	,004
	Service Quality	,191	,037	,241	5,221	,000

a. Dependent Variable: Customer Satisfaction  
Source: Processed Primary Data (2025)

Regarding to the analysis of the table above, the following results can be summarized: 1) The Promotion variable (X1) obtained a t-value of 6.848 > 1.966 with a significance of 0.000 < 0.05, which confirms that Promotion has a significant impact on Customer Satisfaction. Thus, hypothesis one (H1) is supported; 2) The Price variable (X2) reached a t-value of 2.931 > 1.966 and a significance level of 0.004 < 0.05, indicating that Price significantly influences Customer Satisfaction. Therefore, hypothesis two (H2) is supported; 3) The Service Quality variable (X3) showed a t-value of 5.221 > 1.966 with a significance value of 0.000 < 0.05, proving that Service Quality significantly affects Customer Satisfaction. Hence, hypothesis three (H3) is supported.

### R<sup>2</sup> Determination Coefficient Test

**Table 3. R<sup>2</sup> Determination Coefficient Test Results**

Model Summary <sup>b</sup>				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,389 <sup>a</sup>	,151	,144	1,83674

a. Predictors: (Constant), Promotion, Price, Service Quality

Dependent Variable: Customer Satisfaction  
Source: Processed Primary Data (2025).

The R Square value of 0.151 from the coefficient of determination test indicates that the independent variables in the present research explain 15.1% of the variation in customer satisfaction. This means the regression model can explain a small portion of customer

satisfaction, while the remaining 84.9% is impacted by other factors not examined in this investigation model.

## DISCUSSIONS

### **The Influence of Promotion on Customer Satisfaction among Shopee Users in Ngawi City.**

The analysis shows that the t-value of 6.848 exceeds the t-table value of 1.966, with a significance level of  $0.000 < 0.05$ . This result demonstrates that promotion has a significant and positive influence on customer satisfaction for Shopee users in Ngawi. Consequently, the first hypothesis is confirmed, meaning that the more effective and targeted the promotional activities are, the greater the satisfaction customers experience. These outcomes are consistent with the studies of Muhammad Tesar (2022), (Susanto & Candra, 2024), and Hasanudin et al., (2022), which also revealed a significant positive relation between promotion and customer satisfaction.

### **The Influence of Price on Customer Satisfaction among Shopee Users in Ngawi City.**

The test outcomes indicate a calculated t-value of 2.931, which at a significance level of  $0.004 < 0.05$ , is higher than the t-table value of 1.966. This proves that price significantly affects customer satisfaction among Shopee users in Ngawi. Thus, the second hypothesis is accepted, suggesting that fair and competitive pricing leads to higher satisfaction levels. This outcome supports previous research by Solikha & Suprpta (2020), Sondak et al., (2021), and Setyawan et al., (2025), who emphasized that price is a major factor influencing customer satisfaction.

### **The Influence of Service Quality on Customer Satisfaction among Shopee Users in Ngawi City**

The calculation findings show that the t-value obtained is 5.221, higher than the t-table value of 1.966, with a significance level of  $0.000 < 0.05$ . This indicates that service quality has a significant and positive impact on Shopee users' satisfaction in Ngawi. Therefore, the third hypothesis is supported, meaning that better service quality leads to higher customer satisfaction. These outcomes are in line with the studies of Mila Karmila & Barin Barlian,

(2023), Sumarsid, (2022), and Andre Fitra Trenggana, (2021), who also found service quality to be a critical determinant of customer satisfaction.

### D. CONCLUSIONS

From the findings of research on Shopee users in Ngawi City, it is evident that promotion, price, and service quality each have a significant and positive impact on customer satisfaction. The study highlights that effective promotional efforts, prices aligned with customer expectations, and consistent enhancements in service delivery play a crucial role in fostering higher levels of satisfaction among consumers.

### E. SUGGESTIONS

Future research is recommended to consider other factors not identified in this research, such as ease of transactions, security of the application, or delivery services, as these may also affect user satisfaction in e-commerce. Widening the geographical focus beyond Ngawi City and including more diverse variables and respondents would produce more complete results, offering richer insights that could be beneficial for students, academics, and future researchers interested in consumer satisfaction in the e-commerce sector.

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