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Comparative study of consumer satisfaction offline shopping and online using e-commerce Tokopedia to loyalty during the Covid-19 pandemic

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ABSTRACT

This study aims to determine the comparison of consumer satisfaction shopping offline and online using e-commerce. Tokopedia towards covid-19 pandemic. The method used in this research is comparative descriptive using a quantitative and survey approach. The total population in this study was 280 people with a total sample of 165 respondents. The technique used was probability sampling with purposive sampling. This data collection uses observation and questionnaires. The data collected through a questionnaire was then processed using the SPSS 15.0 program. The results obtained show that the variable of consumer satisfaction when shopping online and offline has a significant difference so that it has an impact on consumer loyalty online and offline. The loyalty experienced by consumers shopping online tends to be less than the loyalty to shop directly. Where when consumers make transactions directly, consumers tend to be more daring in making decisions in shopping because consumers are able to choose, see and touch directly the goods or products to be purchased so that they will make their own commitment to the product, brand and store.



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Introduction

Right in 2019 the world was shocked by the discovery of a new virus that attacks the human respiratory system and _ more worrying about this virus again capable spread quickly just through contact physique between people. *Corona Disease* or now better known as "Covid-19" has almost attacked all parts of the world. Indirectly, the world is expected to be able to fight the current pandemic. It is certain that each country has its own policies in dealing with and responding to the existing pandemic problems. One of them is Indonesia. Indonesian government already Secrete a policy new about Restrictions Social Scale Big (PSBB). Policy the aim for cut off rope deployment virus corona. Rule PSBB _here written in Regulation Minister Health No. 9 Year 2020. policy thisThere cause whole human activities that conducted everything restricted. Existence limitation _this cause decline performance country on a number of sector especially in the economic field.

When viewed from the point of view of the economic aspect, the pandemic has had an impact on most companies and society. When viewed from the company's perspective, most companies experienced a drastic decline, even some companies were forced to go out of business because it was no longer possible to survive during the pandemic. The Organization for Economic Cooperation and Development (OECD) reported that

the Covid-19 pandemic has had an impact on the economy from both the supply and demand sides. On the supply side, businesses are cutting back their use of unhealthy labor and raw materials, and supply chains are also running into bottlenecks. On the demand side, a lack of demand and diminished consumer confidence in a product are two factors that can contribute (Laura Hardilawati, 2020). Large companies that used to be able to employ tens of millions of people are now forced to lay off some or almost 90% of their workers. The existence of large-scale layoffs among the community resulted in job shifts to meet their daily needs. Not a few people who used to work in factories have now turned into food sellers or even switched to selling online with their cellphones and e-commerce applications.

Business movement online that occurred in Indonesia began in 2010 and was marked by the emergence of online. In line with these applications, users of information technology, especially the internet, began to emerge and experience very rapid development. For now, the internet is not only used to find information that can be searched through the media, but the internet at this time can be used as a means of conducting transactions, creating new markets and in the future it will not be limited to a wide commercial network. Along with the industrial revolution 4.0, it is undeniable that the buying and selling transaction process has developed and progressed. The marketing strategy offered today tends to omnichannel. marketing Omnichannel is the practice of combining multiple channels to create a seamless and consistent consumer experience (Kotler & Armstrong, 2018). The strategy used usually combines two channels, namely online and offline. One area that is starting to develop with the current business trend is the city of Bandar Lampung.

Tokopedia is an efficient shopping application, Tokopedia provides a wide selection of products ranging from daily necessities to fashion. Tokopedia can be accessed easily by downloading applications from Google Play or App Store which makes it easy for users to shop online without having to open a website via a computer. shopping Online through Tokopedia is one of the e-commerce in the current era of globalization, especially for students of economic education at the University of Lampung. Their preference when shopping online through Tokopedia is driven by their wants and needs for certain products offered by e-commerce. 20 students of economic education the. with *online*.

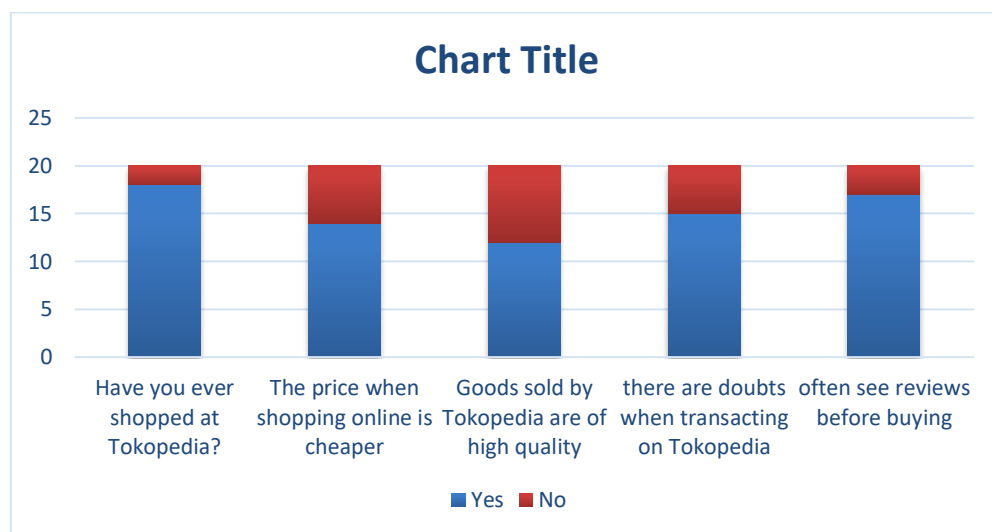


Figure 1. Tokopedia is driven by their wants and needs for certain products offered by e-commerce.

However, it is undeniable that direct shopping is still very popular among students. According to Liu and Tsai (2010), internet technology that has developed rapidly has made a change in the lifestyle for buyers, the change in lifestyle means that buyers begin to change the way they buy the goods they want. The characteristics of consumers today tend to be practical and more selective in making purchase transactions. Especially during the current pandemic situation where all human activities are completely limited, therefore shopping *online* is one form of solution for the current pandemic. Consumers don't need to come directly to the store, they just have to look at the e-commerce catalog, choose the right product, then make a payment transaction and a few days later the order will arrive at their doorstep.

In every shopping activity a consumer will certainly experience its own satisfaction. According to (Kotler et al., 2013) a consumer can experience one of three levels of satisfaction, if a consumer makes a transaction and the performance is below the consumer's perceived expectations, namely feeling disappointed, it is another

case when performance is in line with expectations then consumers tend to feel satisfied. and if the consumer feels that the performance can exceed the imagined expectations, the consumer will feel very satisfied and even happy (Danang, 2013). The higher the perceived level of consumer satisfaction, it will certainly have a significant impact on increasing turnover, sales, increasing consumer loyalty, and being able to bring new consumers into *online* and *offline* stores. In this case it can be explained that consumers who are satisfied in shopping will be able to show their loyalty to the store in question.

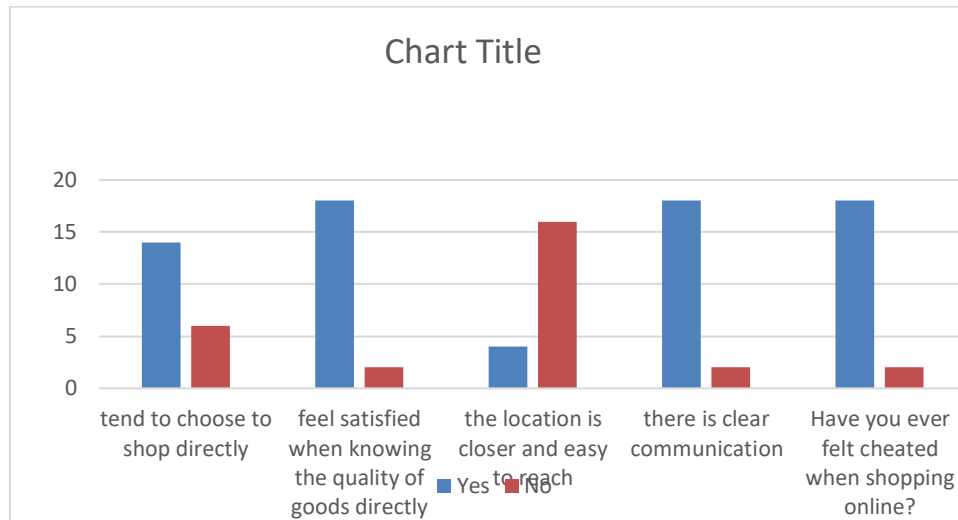


Figure 2. Economic Education Students Class
(source: economic education students class 2016-2019)

According to the findings of the study that was conducted by V. Suganya (2018) and titled A Comparative Study on Customer Satisfaction towards Online Shopping and Offline Shopping, the vast majority of respondents were content with online shopping in comparison to offline shopping. The rise in popularity of online shopping has led to an increase in the number of online stores that are now available. The difference between this and previous research is that this study was conducted during the Covid 19 pandemic, when the economy and consumer behavior were very different. As a result, the goal of this study is to compare consumer satisfaction (Offline) Online Shopping Using E-Commerce Against Loyalty During the Covid-19 Pandemic.

Consumer

Loyalty Consumer loyalty occurs because of a process that starts from consumer behavior (Srivastava & Kaul, 2016). According to Hawkins and Mothersbaugh in Tatik Suryani (2013), consumer behavior can be interpreted as a study of a person, an association or an organization which includes a series of processes starting from selecting, using and discontinuing products or services and the experiences felt by consumers. Jill Griffin in Abdul Manap (2016) adds that "A loyal customer has a specific bias about what to buy and from who. Two important conditions associated with loyalty are customer retention and total share of customer. Many companies operate under the false impression that a retained customer is automatically a loyal customer". Then, this opinion is reinforced by the opinion of Kottler in Rahmawati (2014: 24), explaining that the existence of a commitment to goods or brands that indirectly make continuous purchases can be interpreted as a form of consumer loyalty. Meanwhile, according to Wulf, Gaby and Lacobucci in Chou & Hsu (2016) loyalty is the level of purchase and consumption made by individuals towards the company and there is a positive relationship between satisfaction, trust and commitment to loyalty. Durianto in Dewi & Andri (2012), explains that the level of loyalty is only divided into 4, namely: 1) *Switcher* (moving around); 2) *Habitual buyer* (customer who is habitual); 3) *Satisfied buyers* (buyers who are satisfied with switching costs); 4) *Like the brand* (like certain brands)

Consumer satisfaction

Is someone who has a habit of making purchases or consumption transactions so that changes and interactions often occur within a certain period of time (Felderhoff et al., 2020; Harijanto & Ariyanto, 2017). Consumer satisfaction is one of the factors that can lead to customer loyalty. According to Sumarwan in Ismanto Setyabudi (2014) satisfaction is a concept that is interrelated between consumer behavior and the shopping experience at the final stage of purchase. The feeling of satisfaction or not that occurs in individuals who consume a product or brand is the result of the final alternative evaluation of the purchase or alternative

evaluation in the second stage (Kim et al., 2015). Consumer satisfaction itself can be generated from various indicators such as quality, service and price.

Based on the experience obtained by consumers, satisfaction is one of the assessment factors. According to Kottler in Sunyoto (2013) consumers can experience one of three general levels of satisfaction, namely if performance is below expectations, consumers will feel disappointed but if the performance obtained is in accordance with consumer expectations, the individual will feel satisfied and if performance can exceed expectations, then consumers will feel very satisfied. According to Ismanto Setyabudi (2014) adding that there is a theory of *the expectancy disconfirmation model* which gives the meaning that a sequence of processes of satisfaction and dissatisfaction is one of the effects of the comparison between the expectations of the consumers themselves before making a purchase with the experience after making a purchase activity.

Umar, Hawkins and Lonney quoted in Tjiptono (2014) explain that there are shapers of consumer satisfaction which consist of: (1) Conformity of expectations. The degree of conformity between expectations expected by consumers and the company's performance process includes products, services and facilities provided according to or materials can exceed consumer expectations. (2) Interest to revisit, which means that the willingness of a consumer to come back again and carry out the process of repurchasing a product with positive reasons because services, products and facilities exceed visitor expectations. (3) Willingness to recommend. Voluntarily consumers want to recommend their own product or company of choice to friends or relatives on the grounds of quality products, supporting facilities and satisfactory employee service.

Direct shopping (offline store)

Offline (retail) stores are one of the marketing products that include activities that involve selling goods directly to end consumers for personal use and not for resale (Malau, 2018). Conventional stores can only be seen directly (not via the internet), where consumers can make transactions by coming directly to the store, selecting and buying goods directly and making payments on the spot. However, for companies in setting up shops, they must consider the location and shape of the shop space, which is not too small in order to provide comfortable facilities for consumers (Rajamma, 2007: 78).

Meanwhile, Kotler (in Mardiani, 2013: 90) argues that *direct marketing* or direct marketing is a marketing system that uses various advertising media to promote brands and products to attract consumers to visit stores directly and make purchase transactions.

E-commerce tokopedia

According to Philip Kotler (2012) *e-commerce* is an *online* that can be reached by individuals via computers, which are used by financial managers in their business and used by buyers to obtain data using computer assistance which in the process starts by providing administration of data to buyers in making decisions. In line with Wong (2010) *e-commerce* is a way to buy and sell and advertise services and products through *systems*, such as radio, TV and computer organizations or the web. *E-commerce* is divided into 4 based on its characteristics according to Philip Kotler (2012): (1) Business to business (B2B): business partners who already know each other and have established long business relationships, the model commonly used is peer to peer, where processing intelligence can be carried out by both parties. (2) Business to consumer (B2C): open to the public where data can be disseminated to the general public as well, services that are used publicly so that many people can access, services are done on request, producers must serve well the demands of consumers, the approach system used is client-server. (3) Consumer to Consumer (C2C), that is, a business model where related not only help promote merchandise, but also prepare money transactions *online*. (4) Consumer to Business (C2B), as opposed to business to consumer (B2C).

Method

The research method is a systematic and structured arrangement of researchers in order to get the right answers to questions to solve existing problems. The method used in this research is descriptive comparative research with quantitative and survey approaches. Descriptive research aims to describe a fact or condition, condition, situation, or phenomenon that is currently happening. Comparative research is a study that begins to compare between one, two or more variables using different samples and different times (Sugiyono, 2015: 57).

The population in this study amounted to 280 people with a total sample of 165 respondents which will be divided into 2 into 82 consumers who shop *offline* and 83 consumers shop *online*. sampling technique in this research is *probability sampling* using *purposive sampling*. *Purposive sampling* is a sampling technique by considering certain considerations (Sugiyono, 2016: 85).

Results and Discussions

Of Research Results

Based on the results of data analysis that has been carried out, the following results are obtained.

There is a difference in the level of consumer satisfaction offline shopping and online using e-commerce Tokopedia

Table 1. Paired Samples Test Consumer Satisfaction

		Paired Differences					T	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		Mean	Std. Deviation	Std. Error Mean
		Lower	Upper	Lower	Upper	Upper	Lower	Upper	
On line	Offline Consumer Satisfaction	-8,688	4,223	,610	-9,914	-7,461	-15,032	47	,000

Source: 2022 data processing

Based on analysis using SPSS 15.0 application produces Tcount = -15,032 and Ttable = t (0.05/2). Thus, Tcount < -Ttable or -15,032 < -1,985. If, looking at the probability level of 0.05, it can be seen that the probability has a number of 0.000 < 0.05. So, it can be concluded that Ho is rejected. There is a Difference in Average Value of Consumer Satisfaction Shopping Directly (Offline) Shopping Online using e-commerce Tokopedia

Table 2. Paired Samples Consumer Satisfaction

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Online consumer satisfaction	175,25	82	3,232	,467
	Offline consumer satisfaction	170.94	83	3,329	,480

Source: 2022 data processing

Based on analysis using the SPSS data 15.0 application, the average value of consumer satisfaction shopping directly (offline) has a value of 175.25 and consumer satisfaction shopping online using ecommerce amounted to 170.94. So, it can be concluded that Ho is rejected.

There are differences in the level of consumer loyalty who shop directly (offline) shopping online using e-commerce Tokopedia

Table 3. Paired Samples Test of Consumer Loyalty

		Paired Differences					t	df	Sig. (2-tailed)
		Mean	Std. Deviation	Std. Error Mean	95% Confidence Interval of the Difference		Mean	Std. Deviation	Std. Error Mean
		Lower	Upper	Lower	Upper	Upper	Lower	Upper	
Loyal	Online - loyal offline	-3,063	,2861	413	-3,893	-2,232	-6,324	47	,000

Source: 2022 data processing

Based on the results of questionnaire analysis using SPSS 15.0 resulted in Tcount = -6.324 and Ttable = t (0.05/2). Thus, Tcount < -Ttable or -6.324 < -1.985. If, comparing the probability value of 0.05, it turns out that the probability has a number of 0.000 < 0.05. So, it can be concluded that Ho is rejected

There is a difference in the average value of consumer loyalty shopping directly (offline) shopping online using e-commerce Tokopedia

Table 4. Paired Samples of Consumer Loyalty

		Mean	N	Std. Deviation	Std. Error Mean
Pair 1	Loyal online	49,82	82	2,917	,421
	Offline	52.73	83	LOYAL	,296

Source: 2022 data processing

Based on the results of analysis using SPSS 15.0, the average value of consumer loyalty shopping *offline* 52.73 and consumer loyalty for *online* using *e-commerce* Tokopedia 49.82. So, it can be concluded that H_0 is rejected. The results of hypothesis testing in the next sub-chapter conclude:

There is a difference in satisfaction with shopping directly (offline) shopping online using e-commerce tokopedia

In this study, consumer satisfaction *online* using *e-commerce* Tokopedia has a lower value compared to consumer satisfaction. Shopping Directly (*Offline*). Moving on from the opinion of Kottler in Sunyoto (2013) each individual will certainly experience one of three levels of satisfaction, namely if the company's performance obtained by consumers is below expectations then Directly consumers will feel disappointed, when the performance is in line with expectations, consumers will feel satisfied and if the company's performance can exceed expectations, a consumer will feel very satisfied or even happy. The level of consumer satisfaction when shopping *online* using *e-commerce* is included in the first level which says that the performance obtained by consumers is still below expectations, causing feelings of disappointment and dissatisfaction in consumers. Conversely, consumers who shop directly (*offline*) can be said to have a high level of satisfaction where most consumers are satisfied or even very satisfied.

About 65% of the causes of consumers feeling dissatisfied are due to product quality that does not match expectations, errors in shipping and poor product packaging, low quality of service offered, plus several fraudulent modes under the guise of an online shop. shopping is inevitably online one of the right solutions to improve the existing economic aspects. But about 85% of students are more likely to be happy to shop directly because they feel more satisfaction when shopping. However, when researchers distribute questionnaires directly (shopping offline) there are problems and complaints about the need for time to go to the store, incur costs, wasting time just waiting in line and the number of items available in the store is sometimes incomplete both in terms of color. or size.

The results of this study are supported by the opinion of Sumarwan in Ismanto Setyabudi (2014) which says that consumer satisfaction is a concept that is closely related to consumer behavior. Feeling satisfied or dissatisfied with a product or brand purchase is one of the results of consumer evaluations after making a purchase. The results of this study were then strengthened by a similar study from Miftakul Azizah Sonja Andriani in 2010 entitled Comparison of Consumer Satisfaction in Buying Garment Products on the Internet with Shopping Centers which concluded that there were differences in indicators of consumer satisfaction with purchasing garment products on the internet and in shopping center, with a significant value of less than 0.05. Thus the research hypothesis which reads "There is a significant difference in Consumer Satisfaction with the Purchase of Garment Products on the Internet and in Shopping Centers" is accepted.

There is a difference offline shopping and online using e-commerce. Tokopedia

In this study, the average value of online using e-commerce has a lower value than consumer satisfaction shopping directly (offline). In the current era, the level of satisfaction of consumers who shop online must be paid more attention to because of the current pandemic that is endemic in Indonesia. The corona pandemic requires every individual to stay at home and work from home (WFH) and this activity has both good and bad impacts in the trade sector. Businessmen must continue to be able to improve consumer satisfaction in terms of price, product quality, web design, and promotion in order to maintain and reach a wider range of consumers who wish to process purchase transactions to meet the needs of individual life.

In line with previous research, Kevin Aryo Nugraha in 2018 also examined similar research with the title Comparative Analysis of Purchase Risks Through Online Stores and Offline Stores at the House of Smith which concluded that there is significant difference between consumer opinions regarding the risk of purchasing through online and offline stores at the House of Smith. Where the risk of purchasing through an online store is higher than that of an offline store, therefore in reality the number of purchases through an online store is lower than that of an offline store. With the difference in risk, the average satisfaction at online and offline stores is different.

There are differences in the level of consumer loyalty for Tokopedia shopping online using e-commerce. tokopedia

Shopping online using e-commerce shopping for online students of economic education at the University of Lampung. The results of this study are supported by the opinion of Jill Griffin in Abdul Manap (2016) who suggests that loyalty itself is a consumer who is very loyal to a store or brand, this is indicated by the characteristics of buying the same product repeatedly in same place and recommend it to others. Currently, the loyalty experienced by consumers shopping online tends to be less than the loyalty to shop directly. Where when consumers make transactions directly, consumers tend to be more daring in making decisions in shopping because consumers are able to choose, see and touch directly the goods or products to be purchased so that they will make their own commitment to the product, brand and store. When a store is able to create its own satisfaction for these consumers, there will be consumers who are loyal to the store, brand or company.

The opinion above is equivalent to the theory of Kotler in Sumarwan (2011: 68) which says that there is a relationship between satisfaction and loyalty. Loyalty can occur when consumers reach a high level of satisfaction so that it can lead to long-term commitment. In addition, it does not only lead to long-term commitment but is also closely related to creating profits for the company. This research is relevant to the research from Dewi & Andri (2012) entitled The Effect of Consumer Satisfaction on Consumer Loyalty of Vaseline Hand and Body Lotion in the city of Padang which concluded that the Consumer Satisfaction variable has a significant influence on Vaseline in Padang city.

There is a difference shopping online using e-commerce. tokopedia

In this study, the average value of **shopping online using e-commerce Tokopedia** is lower than the loyalty of consumers who shop directly (*offline*). The results of this study are supported by Tjiptono (2014) loyalty is a consumer's commitment to a store, brand or supplier based on a positive attitude which is reflected in the form of consistent repeat purchases. On average, consumers who shop based *online* tend to be less or even unwilling to return to making purchases at *online*. Coupled with the increasing number of impromptu entrepreneurs who are starting to enter the world of online business, this has led to many competitors between one store and another. others in order to gain consumer trust.

There are many factors that make customers reluctant to return to *e-commerce*, namely risks that are often related to payment security (Aribowo & Nugroho, 2013). Naiyi (2004) states that when shopping *online*, consumers always think of all the risks, when buying products *online*. This is a problem commonly faced by consumers and creates conditions of uncertainty, for example when a consumer decides to buy a new product. On the other hand, when viewed from consumers who shop directly (*offline*), these consumers tend to be interested in making repeated purchases at the Messtore Store in Bandar Lampung. There is an interest in returning to purchase transactions due to various influencing factors, one of which is satisfaction

Conclusions

Based on the results of the research and discussion, it can be concluded that satisfaction online using e-commerce Tokopedia has a lower value compared to consumer satisfaction. Direct shopping (*offline*). The level of consumer satisfaction when shopping online using e-commerce is included in the first level, which says that the performance obtained by consumers is still below expectations, causing feelings of disappointment and dissatisfaction in consumers. Conversely, consumers who shop directly (*offline*) can be said to have a high level of satisfaction, where most consumers are satisfied or even very satisfied. Also currently, the loyalty experienced by consumers shopping online tends to be less than the loyalty to shopping directly. When consumers make direct purchases, they are more daring in their purchasing decisions because they can choose, see, and touch the goods or products to be purchased directly, so they will make their own commitments to the product, brand, and store. When a store is able to create its own satisfaction for these consumers, there will be consumers who are loyal to the store, brand, or company.

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