

---

**THE EFFECT OF CUSTOMER SATISFACTION ON INTEREST BUY ONLINE ON WEBSITE LAZADA****Yulinda Tarigan<sup>1)</sup>✉, Nurul Atika<sup>2)</sup>✉**

Departmen of Business Management, Politeknik Negeri Batam

---

**Article  
Information***Received Sept 2019**Accepted Sept 2019**Published March 2020***Keywords:***Satisfaction, Role, Social,  
Best Deal, Product**Information, Convenience,**Monetary Saving, Perceived**Ease of Use, Online**Purchase Intention, Online***Abstract***This study aims to examine the effect of customer satisfaction on online purchase intention on the website Lazada.**This study used 200 respondents taken from students of Business Management at the Politeknik Negeri Batam and Universitas Internasional Batam. The type of data used in this study is the interval scale. The results of this study are showing the customer satisfaction (role, social, best deal, product information, monetary saving, convenience and perceived ease of use) has an influence on online purchase intention. For further research is expected to increase the number of samples, change the sample or add research variables.*

© 2020 Indonesia

✉Correspondence Address:

Tower A Jurusan Manajemen Bisnis

Politeknik Negeri Batam

E-mail: [yulinda@polibatam.ac.id](mailto:yulinda@polibatam.ac.id)<sup>1)</sup>, [nurulatikasyafidin@yahoo.co.id](mailto:nurulatikasyafidin@yahoo.co.id)<sup>2)</sup>

e-ISSN: 2548-9909

## 1. Introduction

Association of Internet Service Providers Indonesia (APJII) revealed the number of internet users in Indonesia from year to year increasing. By 2017, the number of internet users in Indonesia reached 143.26 million people. This figure increased compared to the previous year, which is recorded in 2016 reached 132.7 million people. The number of internet users in 2017 includes 54.68 percent of the total population of Indonesia which reached 262 million people. Penetration of internet users based on education level last recorded Bachelor reached 79.23% and Master/Doctor reached 88.24%.

Today use internet, many people take advantage of business opportunities to make a profit by creating or providing online stores as part of e-commerce. Electronic commerce or e-commerce is the process by which buyers and sellers exchange information, money and goods through electronic means, especially on the Internet (Peter & Olson, 2016). E-commerce in Indonesia include Lazada, Tokopedia, Shopee, Bukalapak and others. Lazada investeavily in infrastructure such as warehousing, automation systems and delivery centers throughout the archipelago. SMEs in Indonesia have great potential to grow online. Based on Deloitte's research in 2015, currently only 18% of Indonesia's 57 million SMEs utilize digital media to grow their business. Lazada Indonesia together with Bank Mandiri, Telkomsel and JNE agreed to cooperate in educating and facilitating 25,000 SMEs in Indonesia to grow their business online during 2017 (Kalimantan.bisnis.com). Online shopping is considered to be a solution for some people, because online shopping consumers can get the goods or services they want without having to go to a shopping mall, but simply choose what they want by opening a website provided by an online buying and selling provider and paying it by transferring money to the seller. Thus, the buyers can save time and more easily to get the desired goods or services because there is no need to jostle and transport goods purchased (Rianto et al., 2013).

According to Engel et al. (1994). the value of spending begins with the emergence of certain

needs, the longer this need will urge the person to be fulfilled. The urge or motivation needs. The motivation for purchasing and consumption is classified into two types: hedonic value and utilitarian value. The value of hedonic spending is based on emotions, feelings of comfort, joy, likes. While the value of utilitarian spending is based on the expediency motive of shopping function.

Hedonist consumers are looking for websites that provide not only transaction security, privacy, interactive controls, and quick access to large amounts of information, but also intrinsic experiences based on sensual stimulation, emotional value, and aesthetics, increasing the fun of online shopping (Bagyarta & Dharmayanti, 2014). The value of utilitarian spending is characterized as mission critical, rational, effective, and goal-oriented, also affecting consumer satisfaction. Utilitarian internet buyers prefer to focus primarily on specific task functions, such as product/service evaluations and price comparison features, prior to actual purchase (Ferrand & Vecchiadini, 2002).

Previous research conducted by Moon et al. (2017), in Pakistan, which used Kaymu and Daraz e-commerce websites. The results suggest that detailed product information is an important aspect of online shopping behavior. Detailed product information also reduces the ambiguity that consumers have of the product display and encourages consumers to perform functional evaluations of the product. Discounts also increase the positive evaluation of a product in terms of monetary savings. Characteristics of hedonic values consist of role, best deal, and social. The utilitarian value characteristics consist of product information, monetary savings, convenience, ease of use. This research is a replication of previous research which states that further research can use other social media platforms for a better understanding of online shopping behavior. Previous research that took samples from Kaymu and Daraz e-commerce website subscribers in Pakistan. This study will use the website Lazada and sampling had used students from Business Management at the Politeknik Negeri Batam and Universitas Negeri

Batam. Students/majors in business management are considered able to present how to feel satisfaction when shopping online to buy online interest. Based on the description above, the researcher is interested to re-examine the research about the analysis of the effect of customer satisfaction on online buying interest on the website Lazada. Problem statement based on the background that has been described, then the formulation of the problem proposed in this study based on the preface that has been described previously is, how the influence of the role on buying interest online. Second, what is the best deal effect on online buying interest? Third, how is the social effect on online buying interest? Fourth, how the influence of product information on the interest of buying online. Fifth, how is the influence of monetary saving on online buying interest? Sixth, how is the influence of convenience on online buying interest? Seventh, how does ease of use affect online buying interest?

## 2. Methods

The research method used in this research is quantitative approach. This approach has a purpose to prove a causal relationship between independent variables and dependent variables. The independent variables in this research are role, best deal, social, product information, monetary saving, convenience, ease of use). The dependent variable in this study is the interest of buying online. This study uses the primary data type that is to provide a direct questionnaire to the respondent.

Sampling technique in this research is technique of non-probability sampling using purposive sampling approach. The criteria used in this research are the students of Politeknik Negeri Batam and Universitas Negeri Batam from the Business Management department who have used the e-commerce website Lazada. This study uses three steps in managing data that have been obtained from the respondents. Here are the stages of data processing: The first stage begins by determining the variables to be included in the cross table or frequency table. The second stage is Stage scoring is the stage by giving the value (scoring) according to a predetermined system of

data that has been collected through the questionnaire, then presents the data obtained into the table. The third stage is to provide the code on the respondent's answer for easy analysis of data and then tabulated by presenting the data into Microsoft Excel. The fourth stage is to perform data if using SPSS version 17 program. Testing of research hypothesis is done by using t test statistic and F test. Before done both test, analysis of data that must be done that is validity test, reliability test, descriptive statistic, and classical assumption test.

## 3. Results and Discussion

**Table 1**  
**Descriptive Statistics**

Variabel	N	Minimum	Maximum	Mean	Standar Deviation
Role (X1)	200	12	15	12.83	1.152
Social (X2)	200	8	15	11.21	1.798
Best Deal (X3)	200	7	15	10.85	1.554
Product Information (X4)	200	15	23	18.26	2.053
Monetary Saving (X5)	200	9	13	10.39	1.381
Convenience (X6)	200	9	20	14.51	2.002
Perceived Ease of Use (X7)	200	12	25	19.43	2.132
Minat Beli Online (Y)	200	9	15	10.70	1.067

Sumber: Data diolah menggunakan SPSS

Based on Table 1 it can be seen that the role variable (X1) with the number of student data (sample) of 200 has an average value of 12.83, with a minimum number of students who have a 12% role and a maximum of 15% standard deviation of 1,152. The social variable (X2) with the number of student data taken by the researcher as many as 200 data has an average value of 11.21, with the minimum number of students who have a social value of 8% and the maximum amount of 15% while the standard deviation of 1.798. The best deal variable (X3) with the number of student data taken by the researcher as many as 200 data has an average value of 10.85, with the minimum number of students who have the best deal value of 7% and the maximum amount of 15% while the standard deviation of 1.554. The variable of online buying interest (Y) with the number of student data taken by the researcher as many as 200 data has an average value of 10.70, with the minimum number of students who have online buying interest of 9% and the maximum amount of 15% while the standard deviation of 1.067.

Hypothesis 1 proposed in this study states that there is an influence role on the interest of

buying online. Hypothesis is said to be supported if sig < 0.05.

**Table 2**  
**Result of Hypothesis 1**

	<b>Hypothesis</b>	<b>Sig</b>
H1	There is an effect of role on online buying interest	.040

Source: Primary data processed

Based on Table 2 above can be concluded that the role has a significance of 0.040 is smaller than 0.05 ( $0.040 < 0.05$ ). From the results of significance, it can be concluded that the role of influence on buying interest online. This suggests that the first hypothesis (H1) is supported.

**Table 3**  
**Result of Hypothesis 2**

	<b>Hypothesis</b>	<b>Sig</b>
H2	There is an effect of social on online buying interest	.000

Source: Primary data processed

Based on Table 3 above it can be concluded that the social significance of 0.000 is smaller than 0.05 ( $0.000 < 0.05$ ). From the results of significant it can be concluded that the social effect on buying interest online. This suggests that the second hypothesis (H2) is supported.

**Table 4**  
**Result of Hypothesis 3**

	<b>Hypothesis</b>	<b>Sig</b>
H3	There is an effect of best deal on online buying interest	.000

Source: Primary data processed

Based on Table 4 above, it can be concluded that the best deal has a significance of 0.000 is smaller than 0.05 ( $0.000 < 0.05$ ). From the results of significant it can be concluded that the best deal affects the interest of buying online. This suggests that the third hypothesis (H3) is supported.

**Table 5**  
**Result of Hypothesis 4**

	<b>Hypothesis</b>	<b>Sig</b>
H4	There is an effect of product information on online buying interest	.040

Source: Primary data processed

Based on Table 5 above, it can be concluded that product information has a significance of 0.040 smaller than 0.05 ( $0.040 < 0.05$ ). From the results of significant it can be concluded that product information effect the

interest of buying online. This suggests that the fourth hypothesis (H4) is supported.

**Table 6**  
**Result of Hypothesis 5**

	<b>Hypothesis</b>	<b>Sig</b>
H5	There is an effect of monetary saving on online buying interest	.000

Source: Primary data processed

Based on Table 6 above, it can be concluded that monetary saving has a significance of 0.000 smaller than 0.05 ( $0.000 < 0.05$ ). From the results of significant it can be concluded that the monetary saving effect on buying interest online. This suggests that the fifth hypothesis (H5) is supported.

**Table 7**  
**Result of Hypothesis 6**

	<b>Hypothesis</b>	<b>Sig</b>
H6	There is an effect of convenience on online buying interest	.008

Source: Primary data processed

Based on Table 7 above, it can be concluded that convenience experienced significance of 0.008 is smaller than 0.05 ( $0.008 < 0.05$ ). From the results of significant it can be concluded that convenience does not affect the interest of buying online. This suggests that the sixth hypothesis (H6) is supported.

**Table 8**  
**Result of Hypothesis 7**

	<b>Hypothesis</b>	<b>Sig</b>
H7	There is an effect of ease of use on online buying interest	.037

Source: Primary data processed

Based on Table 8 above it can be concluded that perceived ease of use has significance of 0.037 smaller than 0.05 ( $0.037 < 0.05$ ). From the results of significant it can be concluded that perceived ease of use effect the interest of buying online. This suggests that the seventh hypothesis (H7) is supported.

### **The Effect of Role on Interest Buying Online**

Based on the results of hypothesis testing, H1 shows that the role affects the interest of buying online. These results suggest that the first hypothesis (H1) is supported which means the higher the consumer role the higher the online buying interest. This is in accordance with the

results of research Moon et al. (2017), stating that roles positively affect cognitive attitudes through online shopping and roles have a positive effect on affective attitudes through online shopping. Shopping online is often an option as some products offer a much cheaper price than offline stores. This is the main attraction for consumers who want to shop for others because the desired product is easy to find and a cheap price with good quality goods.

#### **The Effect of Social on Interest Buying Online**

Based on the results of hypothesis testing, H2 indicates that social influence on buying interest online. This suggests that the second hypothesis (H2) is supported which means the higher the social consumer the higher the buying interest online. This is in accordance with the results of research Moon et al. (2017), which states that social positive effect on cognitive attitudes through online and social shopping have a positive effect on affective attitude through online shopping. The occurrence of interaction between the seller and buyer on the website Lazada raises an agreement on the payment to be made by the buyer, whether using the transfer system, Cash on Delivery (COD), then the seller and buyer will make buying and selling transactions.

#### **The Effect of Best on Interest Buying Online**

Based on the result of hypothesis testing H3 shows that the best deal influential on the interest of buying online. This suggests that the third hypothesis (H3) is supported that means the higher the best consumer deal, the higher the interest of buying online. This is in accordance with the results of research Moon et al. (2017), which states that the best deal has a positive effect on cognitive attitudes through online shopping and best deal have a positive effect on affective attitude through online shopping. This indicates that the website Lazada often hold a discount to increase purchases. The price listed is within range.

#### **The Effect of Product Information on Interest Buying Online**

Based on result of hypothesis test of H4 indicate that product information influence to buying interest online. This suggests that the fourth hypothesis (H4) is supported which means the higher the product information the consumer needs, the higher the buying interest online. This is in accordance with the results of research Moon et al. (2017), which states that product information has a positive effect on cognitive attitude through online shopping and product information positively affect affective attitude through online shopping. This means the online shop system on the Lazada website is easier to use so as to improve consumer decisions in making purchases of products.

#### **The Effect of Monetary Saving on Interest Buying Online**

Based on the results of hypothesis testing H5 shows that monetary saving effect on buying interest online. This suggests that the fifth hypothesis (H5) is supported that means higher monetary saving of consumers, the higher the interest of buying online. This is in accordance with the results of research Kesari & Atulkar (2016), mentions that monetary saving positively affects the value of utilitarian spending. Customers feel more appreciative of the money invested when obtaining the requested product at lower, competitive and discounted prices. Therefore, customers do not want to waste time, effort and money during the shopping process. The value of utilitarian spending increases when the required product is available at a competitive price and purchases are made efficiently and easily.

#### **The Effect of Convenience on Interest Buying Online**

Based on the results of hypothesis testing H6 shows that convenience affect the interest of buying online. This suggests that the sixth hypothesis (H6) is supported which means the higher the convenience of the consumer, the higher the buying interest online. This is in accordance with the results of research Kesari &

Atulkar (2016). States that convenience positively affects the value of utilitarian spending. Customers visit the mall to enjoy the freedom to choose products. Branded retail stores in malls not only offer products that meet the needs but also allow customers to compare products, take advantage of discounts.

#### **The Effect of Perceived Ease of Use on Interest Buying Online**

Based on the result of hypothesis testing H7 shows that perceived ease of use has an effect on buying interest online. This suggests that the seventh hypothesis (H7) is supported which means the higher perceived ease of use perceived by the consumer, the higher the interest of buying online. This is in accordance with the results of research Nurrahmanto & Rahardja (2015), mentioned the result that ease of use has a positive and significant impact on buying interest. Ease of use is related to whether or not the website is used by prospective buyers. Usually prospective buyers will experience difficulties when first shopping online. Moreover, if the use of the website is more complicated than the benefits obtained from online shopping, then potential buyers will prefer to shop conventionally. However, if the website is easier to use and provide benefits, potential buyers will use the website to shop online.

#### **4. Conclusion**

This study aims to determine whether there is influence of role, social, best deal, product information, monetary saving, convenience, and perceived ease of use of online buying interest. In this study used 200 respondents who are active students of Politeknik Negeri Batam and Universitas Internasional Batam from Business Management majors who have never used e-commerce website Lazada. Role affects the online buying interest, the higher the consumer role the higher the online buying interest. Consumers prefer to shop for others rather than for themselves so that consumers feel that shopping for others is a fun things to do. Social influence on the interest of buying online, the higher the consumer social then the higher

interest in buying online. Experience bonding with others or socializing with others when buying online. The best deal affects online buying interest, the higher the consumer best deal the higher the online buying interest. The best shopping deals relate to discounts, sales, and offers offered by the seller during the shopping process.

Product information affects the online buying interest, the higher the product information the consumer needs, the higher the buying interest online. Product information relates to the quality or standard of information about the goods and services that the customer has by the seller. Monetary saving effect on online buying interest, the higher the monetary saving of the consumer, the higher the buying interest online. Customers feel more appreciative of the money invested when obtaining the requested product at lower, competitive and discounted prices. Convenience effect on buying interest online, the higher the consumer convenience the higher the interest of buying online. Thus, convenience in shopping means shopping easily, the amount of spent time, stores, products and information. Perceived ease of use affects the online buying interest, the higher perceived ease of use perceived by the consumer, the higher the interest of buying online. Ease of use is related to whether or not the website is used by prospective buyers.

#### **References**

- Peter, J. P., & Olson, J. C. *Perilaku Konsumen dan Marketing Strategy*. Jakarta: Salemba Empat. 2016
- Rianto, Y., Lumanto, R., & Meiningsih, S. *Laporan Potret Belanja Online di Indonesia*. Jakarta Pusat: Pusat Data dan Sarana Informatika. 2013
- Engel, J. F., Blackwell, R. D., & Miniard, P. W. *Consumer Behavior 7th Edition*. USA: Orlando The Dryden Press USA. 1994
- Bagyarta, S. D., & Dharmayanti, D. *Analisa Pengaruh Hedonic dan utilitarian Value Terhadap Repurchase Intention pada Industri Pusat Kebugaran Kelas Menengah Atas di Sidoarjo*. *Jurnal Manajemen Pemasaran Petra Vol 2, No. 1*. 2014
- Ferrand, A., & Vecchiatini, D. *The Effect of Service Performance and Ski Resort Image on Skiers' Satisfaction*. *European Journal of Sport Science Vol 2 No. 2*, 1-17. 2002

- Moon, M. A., Khalid, M. J., Awan, H. M., Attiq, S., Rasool, H., & Kiran, M. Consumer's perceptions of website's utilitarian and hedonic attributes and online purchase intentions: cognitive-affective attitude approach. *Spanish Journal of Marketing - ESIC*, 16. 2017
- Ajzen, I., & Fishben, M. F. *Understanding Attitudes and Predicting Social Behavior*. New York: Prentice-Hall. 1980
- Kesari, B., & Atulkar, S. Satisfaction of Mall Shoppers: A Study on Perceived Utilitarian and Hedonic Shopping Values. *Journal of Retailing and Consumer Services*, 22-31. 2016
- Nurrahmanto, P. A., & Rahardja. Pengaruh Kemudahan Penggunaan, Kenikmatan Berbelanja, Pengalaman Berbelanja dan Kepercayaan Konsumen Terhadap Minat Beli Konsumen di Situs Jual Beli Online Bukalapak.com. *Diponegoro Journal of Management*, 1-12. 2015