

KEPUASAN MAHASISWA EKONOMI DAN BISNIS ISLAM SEBAGAI PELANGGAN SHOPEEFOOD (Studi Kasus: Pelanggan ShopeeFood di Fakultas Ekonomi dan Bisnis Islam UIN Sunan Kalijaga Yogyakarta)

SATISFACTION OF ISLAMIC ECONOMICS AND BUSINESS STUDENTS AS SHOPEEFOOD CUSTOMERS (Case Study: ShopeeFood Customers at Faculty of Islamic Economics and Business UIN Sunan Kalijaga Yogyakarta)

Furqonul Haq¹, Iksan Adi Nugroho², Baihakil Aziz³, Khoirun Nisa⁴, Andra Abel Guvinda⁵

E-mail: furqonul.haq@uin-suka.ac.id¹, iksaadi98@gmail.com², baihakil4717@gmail.com³,

apillinachairunnisa@gmail.com⁴, andraabel40@gmail.com⁵

Program Pascasarjana Ekonomi Syariah UIN Sunan Kalijaga Yogyakarta

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Abstrak: Riset ini memiliki tujuan untuk menganalisis apakah kualitas layanan, nilai pelanggan, dan harga berpengaruh terhadap kepuasan mahasiswa Fakultas Ekonomi dan Bisnis Islam (FEBI) UIN Sunan Kalijaga Yogyakarta yang menjadi pelanggan ShopeeFood. Riset ini adalah riset kuantitatif, populasi dalam riset ini adalah seluruh mahasiswa FEBI UIN Sunan Kalijaga Yogyakarta yang menjadi pelanggan ShopeeFood, sedangkan sampel yang digunakan dalam penelitian adalah 280 responden mahasiswa FEBI yang menjadi pelanggan ShopeeFood. Teknik pengumpulan data melalui angket secara online dengan teknik Probability Sampling – Simple Random Sampling. Data dianalisis dengan menggunakan uji kualitas data, uji asumsi klasik, dan uji analisis regresi linear berganda yang diolah oleh Eviews 10. Hasil riset menunjukkan bahwa variabel kualitas layanan (X1) berpengaruh terhadap kepuasan mahasiswa FEBI sebagai pelanggan ShopeeFood, variabel nilai pelanggan (X2) berpengaruh secara signifikan terhadap kepuasan mahasiswa FEBI sebagai pelanggan ShopeeFood, variabel harga (X3) juga berpengaruh secara signifikan terhadap kepuasan mahasiswa FEBI sebagai pelanggan ShopeeFood.

Kata Kunci : Kualitas layanan, Nilai Pelanggan, Harga, Kepuasan.

Abstract: This research aims to analyze whether service quality, customer value, and price affect the satisfaction of students of the Faculty of Islamic Economics and Business (FEBI) UIN Sunan Kalijaga Yogyakarta who are ShopeeFood customers. This research is a quantitative research, the population in this research are all students of FEBI UIN Sunan Kalijaga Yogyakarta who are ShopeeFood customers, while the sample used in this research is 280 respondents of FEBI students who are ShopeeFood customers. The technique of collecting data is through an online questionnaire using the Probability Sampling – Simple Random Sampling technique. The data were analyzed using data quality test, classical assumption test, and multiple linear regression analysis test processed by Eviews 10. The research results show that the service quality variable (X1) affects the satisfaction of FEBI students as ShopeeFood customers, the customer value variable (X2) affects significantly on the satisfaction of FEBI students as ShopeeFood customers, the price variable (X3) also significantly affects the satisfaction of FEBI students as ShopeeFood customers,

Keywords: Quality Service, Customer Value, Price, Satisfaction.

INTRODUCTION

In Indonesia for the past few years until now it is very widespread to buy food through online applications. The online application of food purchases can be done in three ways. First, visit the site/application of the merchant who sells the food you want to buy, for example by

directly visiting the McDonald's site/application. Second, through online transportation applications, for example the GoFood application on Gojek or GrabFood on Grab. Third, special applications for online food purchasing services, such as ShopeeFood.

ShopeeFood is a feature released around April 2020 on the Shopee app. ShopeeFood

sells various kinds of food and beverages according to user orders. ShopeeFood also often provides many promos and discounts when users make purchases of food or drinks.

Food and drinks purchased by ShopeeFood users through the application are usually delivered by a ShopeeFood driver. ShopeeFood drivers in major cities in Indonesia are increasingly popping up, including in Yogyakarta. We asked more than ten ShopeeFood drivers in Yogyakarta about who the most buyers were through the ShopeeFood application. On average, ShopeeFood drivers answered that the most buyers were students.

Based on the explanation above, the author wants to examine whether the satisfaction of FEBI UIN Sunan Kalijaga Yogyakarta students as ShopeeFood customers is influenced by service quality variables, customer value variables and price variables.

LITERATURE REVIEW

ShopeeFood

ShopeeFood is a food delivery service feature on the Shopee application (Shopee, 2020). ShopeeFood was released in April 2020. ShopeeFood is the first food delivery service feature in Indonesia in the e-commerce application (Shopee).

The ShopeeFood mechanism is:

1. The user opens the Shopee application on the cellphone and clicks on the "ShopeeFood" feature. Users can order food by selecting the food/beverage image that appears on the main ShopeeFood page or by typing the food/beverage keyword they want to order in the "Search" section.
2. After the food/beverage is determined by the user, payment is made by first filling in the item "Order Quantity, Additional Information, Payment Method and User Address" by the user.

3. After point 2 is complete, it means that the user's order has been entered in the ShopeeFood and merchant driver application. The ShopeeFood driver will visit the merchant and the merchant will prepare the user's order.
4. If the order has been completed and wrapped by the merchant, then the ShopeeFood driver will send the order to the user's address.
5. If the ShopeeFood driver has arrived at the user's address and the order has been submitted to the user, then if the user (at point 1 makes a Payment Method with Cash) the ShopeeFood driver will request payment. Meanwhile, if the Payment Method uses Via ShopeePay, the driver will not do the billing and can immediately leave the user.
6. Payments from users will be shared proportionally to Shopee, merchants and drivers.

Customer Satisfaction

Customers who feel helped and satisfied by a company are more likely to reuse that company. Customers who are dissatisfied with one company are more likely to move to another company at another time. Retention of satisfied customers is the key to organizational survival (Fecikova, 2004). A company must measure customer satisfaction if it aspires to get customer satisfaction (Ho, 1995). The key factor determining how successful an organization is in customer relations is customer satisfaction (Reichheld, 1996).

Factors Influencing Customer Satisfaction:

There are many factors that affect customer satisfaction. These factors include service quality, customer value and price.

Service Satisfaction

In general, service quality has a goal to fulfill customer expectations by multiplying the process approach to direct customer preferences for a product. (Ijaz & Ali, 2013). In the marketing literature that focuses on the service model, there is much discussion about service quality. The SERVQUAL model proposed by Parasuraman to measure service quality in various service businesses is one of the most widely accepted and used models. (Aisyah, 2019).

Customer Value

The surplus between the perceived benefits of owning/consuming the product/service and the total perceived life cycle cost of obtaining it is called customer value (Christopher, 1996). Rather than through individual products and services, customer value can be further enhanced through relationships with suppliers for the flow of products and services over time. It is through the ability of suppliers to understand customer needs and fulfill them effectively through modern JIT (Just in Time) supply chains, customer value is created (Doyle, 1995).

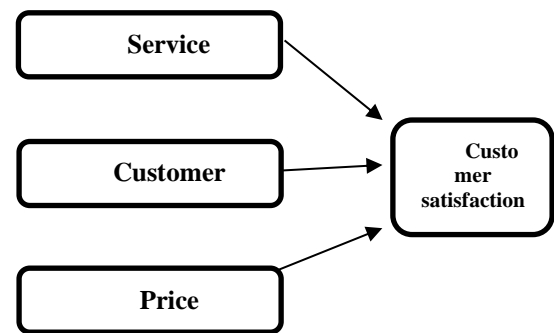
Price

Price is a significant determinant of consumer purchasing decisions (Antila, 1978). Price is a major factor in international business success (Richard A, 1991), also a national business.

Theoretical Framework

This research wants to analyze whether the independent variables (service quality, customer value and price) affect the dependent variable (ShopeeFood customer satisfaction). Based on the explanations and theories described above, the following framework is designed.

Figure 1. Theoretical Framework



The hypotheses in this research are:

- a. The Influence of Service Quality on ShopeeFood's Customer Satisfaction
 To compete successfully from competitors, companies must be quicker to introduce new products and services, of very high quality (Pistoni & Songini, 2018).
 Ho : There is no effect of service quality on ShopeeFood customer satisfaction.
 Ha : There is an effect of service quality on ShopeeFood customer satisfaction.
- b. The Influence of Customer Value on ShopeeFood's Customer Satisfaction
 Customers who have used the ShopeeFood application will assess how the services provided by ShopeeFood are in accordance with customer expectations or not. If the service provided meets customer expectations, it will give satisfaction to ShopeeFood customers, and vice versa.
 Ho : There is no influence of customer value on ShopeeFood customer satisfaction..
 Ha : There is an effect of customer value on ShopeeFood customer satisfaction.
- c. The Influence of Service Quality on Shopee-Food's Customer Satisfaction
 In order to compete successfully with competitors, companies must be quicker to introduce new products and services, at competitive prices (Pistoni & Songini, 2018).
 Ho : There is no effect of price on ShopeeFood customer satisfaction.
 Ha : There is a price effect on ShopeeFood customer satisfaction.

METHODOLOGY

This research is quantitative with a correlation approach. The data in this research is primary data through filling out online questionnaires. In this research there are independent variables [Service Quality (X1), Customer Value (X2) and Price (X3)] while the dependent variable is customer satisfaction (Y).

Population of this research is students of the Islamic Economics and Business Faculty of UIN Sunan Kalijaga who are ShopeeFood customers, while the research sample processed is 280 respondents. In taking the sample using the technique of Probability Sampling - Simple Random Sampling, which provides an opportunity for the population encountered randomly in accordance with a predetermined sample.

The data collection will be carried out in a closed manner where respondents will be given answer options for each statement item. A Likert scale with five answer options was used for the measurement. Option number "1" means "Strongly Disagree", option number "2" means "Disagree", option number "3" means "Neutral", option number "4" means "Agree" and option number "5" means "Strongly Agree".

Validity test and reliability test were used to test the quality of research data. The following are the results of the validity and reliability tests on each questionnaire item.

Multiple linear regression analysis which includes classical assumption test and hypothesis testing is used in this research model. Classical assumption test includes normality test, heteroscedasticity test and multicollinearity test, while hypothesis testing includes partial test (t-test), simultaneous test (f-test) and determinant coefficient test (R²). The application program used is Eviews 10.

Table 1. Service Quality Variable Validity Test

Variable	Statemet	r count	r table	Note:
Quality of Service (X1)	Item 1	0.6220	0.1173	Valid
	Item 2	0.6473	0.1173	Valid
	Item 3	0.7196	0.1173	Valid
	Item 4	0.6765	0.1173	Valid
	Item 5	0.7126	0.1173	Valid

Source: Data processed Eviews 10, (2022)

Table 2. Customer Value Variable Validity Test

Variable	Statement	r count	r table	Note:
Customer Value (X2)	Item 6	0.7234	0.1173	Valid
	Item 7	0.7526	0.1173	Valid
	Item 8	0.6841	0.1173	Valid
	Item 9	0.6829	0.1173	Valid
	Item 10	0.6202	0.1173	Valid

Source: Data processed Eviews 10, (2022)

Table 3. Price Variable Validity Test

Variable	Statement	r count	r table	Note:
Price (X3)	Item 11	0.8177	0.1173	Valid
	Item 12	0.8136	0.1173	Valid
	Item 14	0.7371	0.1173	Valid
	Item 14	0.6875	0.1173	Valid
	Item 15	0.7059	0.1173	Valid

Source: Data processed Eviews 10, (2022)

Table 4. Satisfaction Variable Validity Tes Customer

Variable	Statement	r count	r table	Note:
Customer Satisfactin (Y)	Items 16	0.7226	0.1173	Valid
	Item 17	0.7423	0.1173	Valid
	Item 18	0.7947	0.1173	Valid
	Item 19	0.7385	0.1173	Valid
	Items 20	0.6945	0.1173	Valid

Source: Data processed Eviews 10, (2022)

Table 5. Reliability Test

No	Variable	Cronbach Alpha's	Note:
1	Quality of Service (X1)	0.7021	Reliable
2	Customer Value (X2)	0.7149	Reliable
3	Price (X3)	0.8022	Reliable
4	Customer Satisfaction (Y)	0.7940	Reliable

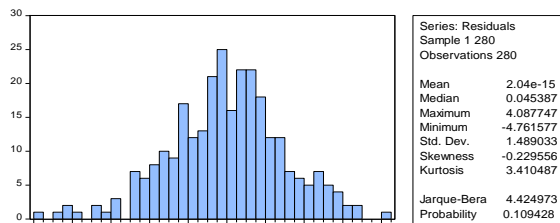
Source: Data processed Eviews 10, (2022)

RESULTS AND DISCUSSION

Normality test

The results of normality testing using the Eviews 10 application are in the following table:

Table 6. Normality test



Source: Data processed Eviews 10, (2022)

The histogram graph above is the result of a normality test calculation in which the graph forms a bell and a probability value of 0.1094. This value of 0.1094 is greater than the significance value of 5% ($0.1094 > 0.05$) so it can be concluded that the variables of service quality, customer value, and price are normally distributed.

Multicollinearity Test

Through the Eviews 10 application, the results of multicollinearity testing can be seen in the following table:

Table 7. Multicollinearity Test

Variable	Coefficient Variance	Uncentered VIF	Centered VIF
C	0.838674	104.7725	NA
X1	0.001839	98.31203	1.315726
X2	0.002437	141.7521	1.803959
X3	0.001498	71.31934	1.567519

Source: Data processed Eviews 10, (2022)

From the table above, it is explained that all independent variables have centered VIF

values below 10, namely 1.3157 (X1), 1.8039 (X2), and 1.5675 (X3) respectively. This means that there is no multicollinearity problem in the regression function.

Heteroscedasticity Test

By using Eviews 10 software application, the results of heteroscedasticity testing are obtained in the table below:

Table 8. Heteroscedasticity Test

Heteroskedasticity Test: Glejser			
F-statistic	1.872574	Prob. F(3,276)	0.1344
Obs*R-squared	5.585452	Prob. Chi-Square(3)	0.1336
Scaled explained SS	6.074549	Prob. Chi-Square(3)	0.1080

Source: Data processed Eviews 10, (2022)

Based on the table above, it is explained that the Chi-Square(3) Probability value with the Glejser Test is 0.1336 which is greater than 0.05. which means that there is no heteroscedasticity constraint in the regression model so that it can be fulfilled.

Multiple Linear Regression Analysis Results

The forms of the multiple linear regression analysis equations in this research are:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

Based on the results of calculations with the help of the Eviews 10 data processing application, we can gaze the multiple linear regression test in table 9.

Table 9. Multiple Linear Regression Results I

Dependent Variable: Y Method: Least Squares Included observations: 280				
Variable	CoeffinEt	Std.ErrOr	t-Statistic	Prob.
C	3.352093	0.915791	3.660324	0.0003
X1	0.227705	0.042886	5.309549	0.0000
X2	0.378380	0.049368	7.664472	0.0000
X3	0.245470	0.038702	6.342587	0.0000

Source: Data processed Eviews 10, (2022)

Tabel 10. Multiple Linear Regression Results II

R-squared	0.590629	Mean dependent var	20.88214
Adjusted R-squared	0.586180	S.D. dependent var	2.327266
S.E. of regression	1.497104	Akaike info criterion	3.659125
Sum squared resid	618.6043	Schwarz criterion	3.711050
Log likelihood	-508.2775	Hannan-Quinn criter.	3.679952
F-statistic	132.7352	Durbin-Watson stat	2.090606
Prob(F-statistic)	0.000000		

Source: Data processed Eviews 10, (2022)

Then, the results of the equation from data processing are:

$$Y = 3.3520 + 0.2277 X_1 + 0.3783 X_2 + 0.2454 X_3 + e$$

From the results of the above equation, explain the meaning of the regression coefficient for each variable, namely:

- The constant value of 3.3520 means that the value of the customer satisfaction variable (Y) is 3.3520 (assuming that the independent variables are service quality, customer value and price are fixed or constant) then the customer satisfaction variable has increased by 3.3520 one unit.
- If the service quality variable (X1) changes by one unit, the customer satisfaction variable will increase by

0.2277 one unit with the assumption that the other variables are fixed or constant.

- If the customer value variable (X2) changes by one unit, then the customer satisfaction variable will increase by 0.3783 one unit with the assumption that other variables have a fixed or constant value.
- If the price variable (X3) changes by one unit, then the customer satisfaction variable will increase by 0.2454 one unit with the assumption that other variables have a fixed value.

Partial Test (t-Test)

Based on the results of multiple linear regression in table 9, the results of the t-test are obtained, namely the t-statistic value is greater than the t-table value. T-table value = $280 - 3 - 1 = 276$, with a significance value of 5% and: 2. If you look at the t-table distribution table, the t-table value is 1.6503.

- The first hypothesis assumes that the service quality variable (X1) has a positive and significant effect on customer satisfaction. Based on the results of the regression calculations in table 9 with the t-count value greater than the t-table, namely $5.3095 > 1.6503$ with a probability value of $0.0000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that partially the service quality variable (X1) has an effect on customer satisfaction (Y).
- The second hypothesis suspects that the customer value variable (X2) has a positive and significant effect on customer satisfaction. Based on the results of the regression calculations in table 13 with a t-count value greater than the t-table, namely $7.6644 > 1.6503$ with a probability value of $0.0000 < 0.05$ so that H_0 is rejected and H_a is accepted. This means that partially the customer value variable

(X2) has a positive and significant effect on customer satisfaction (Y).

- c. The third hypothesis assumes that the price variable (X3) has a positive and significant effect on customer satisfaction. Based on the results of the regression calculations in table 9, the t-count value is greater than the t-table, namely $6.3425 > 1.6503$ with a significance value of $0.0000 < 0.05$ so that H_0 is accepted and H_a is rejected. This means that partially the price (X3) has a positive and significant effect on customer satisfaction (Y).

Simultaneous Test (f-Test)

Based on the results of multiple linear regression in table 9, the results of the f-test are obtained, namely the F-Statistic value is greater than the t-table value. $F\text{-table} = 280 - 3 = 277$, with a significance value of 5%. If we look at the distribution value of the f-table, it is 2.6371. Based on table 10, the f-statistic value is 132.73 which is greater than the f-table value of 2.6371 with a probability level of 0.000 greater than 0.05. means that all independent variables simultaneously affect the dependent variable.

Determinant Coefficient Test (R^2)

Based on the regression test in table 10, the correlation coefficient value (R-Squared) is 0.5861. The value of 0.5861 is greater than 0.05 and the value is close to 1. The value of the coefficient of simultaneous determination (R-Squared) of 0.5861 indicates the percentage of the influence of the independent variable on the dependent variable. This means that the relationship between the dependent variable is influenced by the independent variable by 58.61% while the remaining 41.39% is influenced by other variables.

CONCLUSION

Based on the results of the above discussion related to how the influence of service quality, customer value and price on ShopeeFood customer satisfaction on the students of FEBI UIN Sunan Kalijaga Yogyakarta, the following conclusions can be drawn:

- a. The service quality variable (X1) partially has an influence on the satisfaction of FEBI UIN Sunan Kalijaga Yogyakarta students who become ShopeeFood customers.
- b. The customer value variable (X2) partially has a positive and significant effect on the satisfaction of the students of FEBI UIN Sunan Kalijaga Yogyakarta who are ShopeeFood customers.
- c. The price variable (X3) partially also has a positive and significant influence on the satisfaction of the students of FEBI UIN Sunan Kalijaga Yogyakarta who are ShopeeFood customers.
- d. Each of the independent variables of service quality (X1), customer value (X2) and price (X3) simultaneously or together has a significant influence on the dependent variable of student satisfaction at FEBI UIN Sunan Kalijaga Yogyakarta who become ShopeeFood customers (Y) . This is indicated by the f-count value greater than f-table ($132.73 > 2.6371$) with a probability value less than 0.05 ($0.0000 < 0.05$).

SUGGESTION

For the perfection of further research, researchers provide suggestions, namely:

- a. Subsequent research that uses customer satisfaction as the dependent variable does not only use three independent variables (service quality, customer value and price) only. Other independent variables can be added, such as product quality variables.

- b. Further research can use respondents not only in the student category, for example, respondents are added from the category of workers and the general public.
- c. Further research does not only use the object of a food delivery service application (ShopeeFood), but GoFood and GrabFood can also be added.

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