

The Analysis of Seller Satisfaction on Tokopedia Advertising and Promotional Features

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Abstract. E-commerce has grown rapidly and one of the largest markets in Indonesia today is Tokopedia. Tokopedia's success more or less is depended on Tokopedia sellers' satisfaction. Tokopedia has a special website for Tokopedia sellers called Tokopedia Seller. The seller must be given the best service from Tokopedia, especially in the advertising and promotion features, because this feature will support the seller's sales. This study aims to determine the service quality of the Tokopedia Seller site, especially on advertising and promotion features. This study uses purposive sampling with a total of 115 respondents using the WebQual 4.0 approach. There are 3 dimensions used in Webqual 4.0, namely usability, quality of information, and service interaction. This study applies 2 methods, namely Importance Performance Analysis (IPA) to identify attributes that can be improved and the Customer Satisfaction Index (CSI) to identify the overall value of customer satisfaction. The results of the CSI method analysis show that overall, the advertising and promotion feature services, especially free shipping, TopAds, and product coupons, are very satisfying. Then by using the IPA method, it is explained that there are still feature attributes that need to be improved.

Keywords: E-commerce, Tokopedia Seller, WebQual 4.0, Importance Performance Analysis (IPA), Customer Satisfaction Index (CSI)

23. Introduction

Tokopedia is an online marketplace that has the most visitors and is very often used by Indonesian people [1]. Tokopedia was founded on August 17, 2009, with a big mission to be able to equalize the digital economy. To achieve this big mission, Tokopedia has carried out various methods and strategies, especially to be able to invite sellers to be able to sell online through Tokopedia. Tokopedia has made many moves to encourage sellers to sell on Tokopedia, such as in 2015 the "Create Your Opportunity" campaign, the 2017 "Everything Starts from Tokopedia" campaign, and in 2018 the "Just Start It First" campaign [2].

The large number of sellers is one of the keys to success for Tokopedia to become one of the largest online marketplaces in Indonesia today, with more than 11 million sellers currently owned by Tokopedia. there are many supporting features offered by Tokopedia to sellers to be able to help sellers sell their products and services. One of the features that Tokopedia sellers can use to increase sales is the Advertising and Promotion feature. In the Advertising and Promotion feature, there are many advertising options to choose from, namely TopAds, Broadcast Chat, Tokopedia Promos, Flash Sale, Facebook CPAS, Special Releases, Webhunt, Exclusive Launch, Free Shipping, Pursue Reviews, Various Coupons & Vouchers, Store Discounts, Member Stores, Bundling and Discount Packages. While many Advertising and Promotional features offered by Tokopedia, it is necessary to conduct an investigation into how the expectations of the sellers for the features offered and to research the

performance results of the features perceived by the sellers. Therefore, Tokopedia can also find out the performance of each feature attribute given to sellers so that Tokopedia can priorities in improving the quality of features, especially Advertising and Promotion features.

This study will conduct to the following research questions, firstly, to identify service attributes for Advertising and Promotional features on the Tokopedia seller website that can affect Tokopedia seller satisfaction. Secondly, to understand and measure the level of seller satisfaction and the importance of the attributes included in the Advertising and Promotion features on the Tokopedia seller website. Lastly, to identify service attributes for Advertising and Promotional features that need to be improved in order to increase Tokopedia seller satisfaction.

Before this research was conducted, there had been previous studies conducted by other researchers with the main focus on customer satisfaction. Research conducted by Chandra and Novia (2019) [3] aims to measure the level of customer satisfaction and also determine the level of interest of consumers in the Pekan Baru "Jakarta" Optics. Measurements are made for each attribute using 5 dimensions of SERVQUAL. Furthermore, there is research conducted by Megaswara et al (2020) [4] with the main objective to be able to determine the level of customer satisfaction in the Lazada Indonesia marketplace and also the effect of Lazada Indonesia's new e-logistics feature on customer satisfaction in the Lazada Indonesia marketplace.

The Customer Satisfaction Index (CSI) method is used in this research to be able to find out the performance of each attribute of the Advertising and Promotion feature and to be able to find out which attribute of the feature needs to be prioritized in order to improve the Advertising and Promotion feature. By using the CSI method, it can be seen which attributes of Tokopedia features meet the expectations of the sellers and which feature attributes need improvement or do not meet the expectations of the sellers in their use (Julianti, 2021) [5]. In addition, to be able to see the level of importance of each advertising and promotional feature attribute that is presented to Tokopedia sellers, the Importance Performance Analysis (IPA) method is used.

Our paper is structured as follows. In the following section, we then explain our method to undertake the identification of attributes that satisfy Tokopedia seller and need to be improved. Furthermore, we discuss the outcomes of the study in the result and discussion section. Finally, we conclude the paper with a summary of our contributions and discussion of related limitations.

24. Methods

In order to answer the research questions, this study used quantitative approach. In this study, questionnaires were used as data collection. The data sampling technique to be used is non-probability sampling with purposive sampling. According to Hair et al (2010) [6], the number of samples must be more than 100 respondents or more and at least the number of respondents has 5-10 times of the total variables to be studied and analyzed. In this study, there are 23 variables to be studied, so that the required sample size is at least 115 valid respondents.

There are 16 advertising and promotional features found on the Tokopedia Seller website. Therefore, a questionnaire was created in order to select features to be studied on the Tokopedia seller website. To be able to make the selection, the researcher used a Pareto chart measurement tool. The purpose of making this pareto diagram is so that researchers can find out some of the features that have the biggest role in Tokopedia seller satisfaction and conduct a study of some of these features.

There are 2 questions contained in the questionnaire for the formation of pareto diagrams: 1. What advertising and promotional features have you used? 2. What advertising and promotional features make you satisfied when used? After the questions are formed, the questionnaire was distributed to 50 respondents, then a Pareto chart can be made based on the data that has been obtained before. In this study, the attributes to be determined are based on the WebQual 4.0 method. The determination of this attribute is based on various scientific works, journals and theses which also discuss customer satisfaction using the WebQual 4.0 method.

In the data processing stage, first of all the researcher will test the validity and reliability and will be followed by the application of the Customer Satisfaction Index and Importance Performance Analysis

methods. To determine the validity of a measuring instrument, in this case a questionnaire, can be done in several ways, the first way is to compare between r count and r table, if r count is greater than r table then the data is considered valid. In testing the validity of the pilot test of this study because there were 30 respondents with $\alpha = 0.05$, then r table = 0.361. Then to determine the reliability of a measuring instrument in this case a questionnaire, it can be seen from the Cronbach's Alpha value, if the value is more than 0.6 then the questionnaire measuring instrument is considered reliable. The reliability test result is that all statements in the research r count are greater than r tables, so that the questionnaire research measuring instrument can be said to be valid. All of them have a Cronbach's Alpha of more than 0.6 so that this questionnaire research measuring tool can be said to be reliable Sujarweni (2014) [7].

Furthermore, Importance Performance Analysis methods was carried out. There are two stages of analysis, firstly, perform conformity level analysis and secondly, perform cartesian diagram analysis. This research is then applied customer satisfaction index method. The steps taken are, first, determine the Mean Importance Score (IMS) and Mean Satisfaction Score (MSS). Second, create Weight Factors (WF). This weight is the percentage of the MIS value of each variable to the total MIS of all existing variables. Third, Calculating Weight Score (WS), which requires a multiplication between WF and MSS. Fourth, perform Weighted Total (WT) calculations. To perform a weighted total calculation, it takes the sum of the weight scores for all variables. The final step is to determine the CSI. The way to calculate CSI is to divide WT and the number of Likert scales in the questionnaire.

After the data has been processed, the researcher will then translate the research results obtained from testing the data and applying the methods that have been done before through the form of discussion and analysis. Discussion and data analysis will be carried out on the IPA and CSI methods. Starting with the data processing carried out, the results of the data processing carried out and also the integration and also the link between the IPA and CSI methods. By using the CSI method, it is possible to determine the level of satisfaction of consumers with the service quality of the advertising and promotional features available on the Tokopedia seller website as a whole. Furthermore, it is necessary to know what service quality can and needs to be improved in advertising and promotional features on the Tokopedia seller website. To be able to see what services need to be improved, the IPA method is used. Thus, the researcher can continue to conclude through the discussions that have been made whether the objectives of the research carried out have been achieved and what improvements need to be made in the future.

25. Result and Discussion

Following data collection from the first questionnaire has been carried out, data processing will then be carried out in the form of making Pareto diagrams. Making a pareto diagram is intended to be able to find out information about which advertising and promotional features give satisfaction to sellers, so that these features can be studied further. A total of 50 data have been collected to make this pareto chart. Figure 1 is a presentation of the pareto diagram that has been made. Based on Figure 4.1 it can be seen that of the 17 advertising and promotional features on the Tokopedia seller website. There are 9 advertising and promotional features that have a total impact of 80% satisfaction level on all of these advertising and promotional features. In this case, it can be concluded that the pareto principle, namely where 20% of the causes have an impact on 80% of the results, is not proven, so that in this study the pareto diagram cannot be used. It was decided that the researcher would conduct a study of 3 advertising and promotional features that had the highest level of satisfaction among other advertising and promotional features, namely the Free Shipping feature, TopAds and Product Coupons.

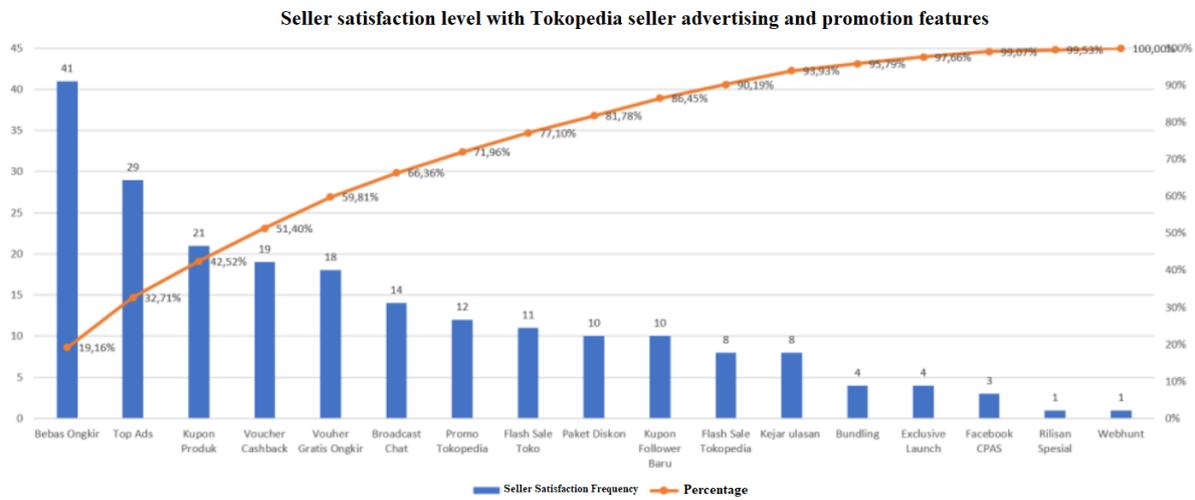


Figure 1. Pareto Diagram of Seller Satisfaction

The next step of this study is to apply importance performance analysis of three advertising and promotional features: Free Shipping, TopAds and Product Coupons. The table 1 below illustrates the importance performance analysis for free shipping features.

Table 1. Importance Performance Analysis for free shipping features

No	Attributes	Satisfaction Level	Importance Level	Fitness Level
1	The Free Shipping feature on the Tokopedia seller website is easy to learn.	454	515	88%
2	The interaction between users and the Free Shipping Feature on the Tokopedia seller website is clear and understandable.	468	508	92%
3	The Free Shipping feature on the Tokopedia seller website is easy to navigate (a structured menu display).	478	502	95%
4	The Free Shipping feature on the Tokopedia seller website is easy to use.	483	503	96%
5	The Free Shipping feature on the Tokopedia seller website has an attractive appearance.	478	512	93%
6	The Free Shipping feature on the Tokopedia seller website has a design that fits the type of site (seller site on marketplace).	470	504	93%
7	The Free Shipping feature on the Tokopedia seller website gives sellers a sense of competence (freedom of choice).	479	513	93%
8	The Free Shipping feature on the Tokopedia seller website creates a positive experience for sellers.	489	518	94%
9	The Free Shipping feature on the Tokopedia seller website provides accurate information.	471	509	93%
10	The Free Shipping feature on the Tokopedia seller website provides reliable information to sellers.	484	510	95%
11	The Free Shipping feature on the Tokopedia seller website provides timely information to sellers.	461	503	92%

No	Attributes	Satisfaction Level	Importance Level	Fitness Level
12	The Free Shipping feature on the Tokopedia seller website provides relevant information to sellers.	484	513	94%
13	The Free Shipping feature on the Tokopedia seller website provides information that is easy for sellers to understand.	469	509	92%
14	The information provided by the Free Shipping feature on the Tokopedia seller website has the right level of detail.	477	516	92%
15	The information submitted by the Free Shipping feature on the Tokopedia seller website is carried out in the appropriate format. (According to user requirements)	484	501	97%
16	The Free Shipping feature on the Tokopedia seller website has a good reputation	496	506	98%
17	Sellers feel safe to be able to make transactions using the Free Shipping feature on the Tokopedia seller website	475	520	91%
18	The Free Shipping feature on the Tokopedia seller website guarantees data security from sellers.	487	518	94%
19	The Free Shipping feature on the Tokopedia seller website creates a personal feeling for sellers who use it.	487	511	95%
20	The Free Shipping feature on the Tokopedia seller website creates a sense of togetherness (having the same goal, mutual support and respect).	484	511	95%
21	With the Free Shipping feature on the Tokopedia seller website, sellers find it easier to communicate with customers.	481	509	94%
22	The seller feels confident that the Free Shipping service on the Tokopedia seller website will provide results as promised.	490	514	95%
23	Seller sees the Free Shipping feature on the Tokopedia seller website as a whole good.	498	516	97%

Based on the information from the Tabel 2, we draw free shipping cartesian diagram as can be seen in Figure 2. We conduct the similar step for the other two features: TopAds and Product Coupons. To measure the satisfaction level of Tokopedia sellers, we applied the Customer Satisfaction Index (CSI) method, as can be seen in Table 2 CSI Method Results for Free Shipping Features.

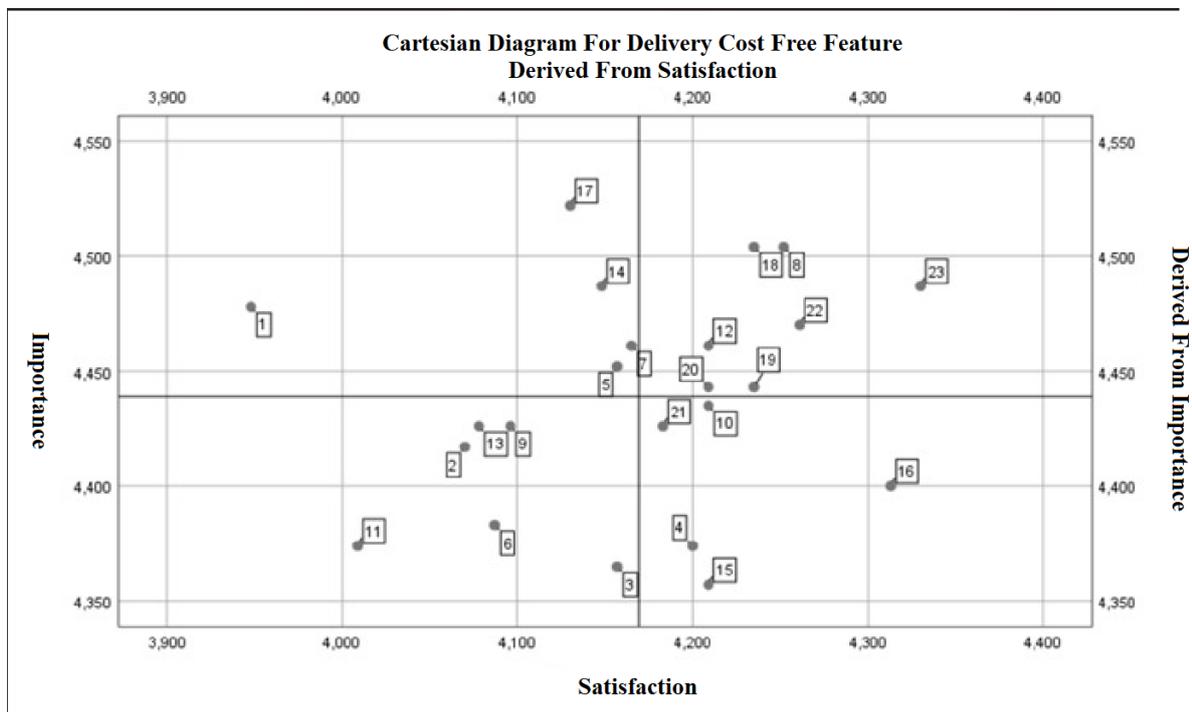


Figure 2. Free Shipping Cartesian Diagram

Table 2. Importance Performance Analysis for free shipping features

No	Attribute	MIS	MSS	WF	WS	CSI (%)
1	The Free Shipping feature on the Tokopedia seller website is easy to learn.	4,478	3,948	0,044	0,173	83,383
2	The interaction between users and the Free Shipping Feature on the Tokopedia seller website is clear and understandable.	4,417	4,070	0,043	0,176	
3	The Free Shipping feature on the Tokopedia seller website is easy to navigate (a structured menu display).	4,365	4,157	0,043	0,178	
4	The Free Shipping feature on the Tokopedia seller website is easy to use.	4,374	4,200	0,043	0,180	
5	The Free Shipping feature on the Tokopedia seller website has an attractive appearance.	4,452	4,157	0,044	0,181	
6	The Free Shipping feature on the Tokopedia seller website has a design that fits the type of site (seller site on marketplace).	4,383	4,087	0,043	0,175	
7	The Free Shipping feature on the Tokopedia seller website gives sellers a sense of competence (freedom of choice).	4,461	4,165	0,044	0,182	
8	The Free Shipping feature on the Tokopedia seller website creates a positive experience for sellers.	4,504	4,252	0,044	0,188	
9	The Free Shipping feature on the Tokopedia seller website provides accurate information.	4,426	4,096	0,043	0,178	
10	The Free Shipping feature on the Tokopedia seller website provides reliable information to sellers.	4,435	4,209	0,043	0,183	
11	The Free Shipping feature on the Tokopedia seller website provides timely information to sellers.	4,374	4,009	0,043	0,172	
12	The Free Shipping feature on the Tokopedia seller website provides relevant information to sellers.	4,461	4,209	0,044	0,184	

13	The Free Shipping feature on the Tokopedia seller website provides information that is easy for sellers to understand.	4,426	4,078	0,043	0,177
14	The information provided by the Free Shipping feature on the Tokopedia seller website has the right level of detail.	4,487	4,148	0,044	0,182
15	The information submitted by the Free Shipping feature on the Tokopedia seller website is carried out in the appropriate format. (According to user requirements)	4,357	4,209	0,043	0,180
16	The Free Shipping feature on the Tokopedia seller website has a good reputation	4,400	4,313	0,043	0,186
17	Sellers feel safe to be able to make transactions using the Free Shipping feature on the Tokopedia seller website	4,522	4,130	0,044	0,183
18	The Free Shipping feature on the Tokopedia seller website guarantees data security from sellers.	4,504	4,235	0,044	0,187
19	The Free Shipping feature on the Tokopedia seller website creates a personal feeling for sellers who use it.	4,443	4,235	0,044	0,184
20	The Free Shipping feature on the Tokopedia seller website creates a sense of togetherness (having the same goal, mutual support and respect).	4,443	4,209	0,044	0,183
21	With the Free Shipping feature on the Tokopedia seller website, sellers find it easier to communicate with customers.	4,426	4,183	0,043	0,181
22	The seller feels confident that the Free Shipping service on the Tokopedia seller website will provide results as promised.	4,470	4,261	0,044	0,187
23	Seller sees the Free Shipping feature on the Tokopedia seller website as a whole good.	4,487	4,330	0,044	0,190
Total		102,096	95,887	1,000	

The results of data processing and analysis from the two methods, namely IPA and CSI, there are several things that can be integrated and can be analyzed further. In this case it can be seen that overall, the three advertising and promotional features of Tokopedia, namely the free shipping feature, TopAds and product coupons, have very satisfactory results when based on data processing using the CSI method. However, there are things that can be improved even more, because even though the service provided is good, the demands from sellers for service quality are also getting higher and this has resulted in many service attributes that, although already good, are still below the expectations of Tokopedia sellers.

The proposed service attributes that need improvement and need to be prioritized for the free shipping feature: The Free Shipping feature on the Tokopedia seller website is easy to learn to operate. (Attribute 1), The Free Shipping feature on the Tokopedia seller website has an attractive appearance. (Attribute 5), The Free Shipping feature on the Tokopedia seller website gives sellers a sense of competence (freedom of choice). (Attribute 7), The information provided by the Free Shipping feature on the Tokopedia seller website has the right level of detail. (Attribute 14), Sellers feel safe to be able to make transactions on the Free Shipping feature on the Tokopedia seller website (Attribute 17).

26. Conclusion

The conclusions for this research are as follow: Based on data processing using the CSI method, it can be identified that the advertising and promotional features for Free Shipping, TopAds and Product Coupons fall into the very satisfying criteria. Based on data processing using the IPA method, it can be seen that in the Free Shipping advertising and promotion feature there are several service attributes that need immediate improvement, namely service attributes 1, 5, 7, 14 & 17. Furthermore, it can be seen that in the TopAds advertising and promotion features there are several service attributes that need to be prioritized for improvement, namely service attributes 3, 7, 9, 12, 13 & 14. Moreover, in the advertising and promotional features of Product Coupons there are several service attributes that need to be prioritized for improvement, namely service attributes 1, 2, 8, 15 & 22. For future research it is suggested to add or change the method used to be able to measure service quality, taking different research objects, for example measuring the service quality of the Tokopedia website and Tokopedia

users as respondents. The other suggestions for future research are taking different research objects, for example measuring the service quality of the Tokopedia website and Tokopedia users as respondents, and also conduct research on other features on the Tokopedia seller website.

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