

Literature Review: The Effect of Online Shops on Consumer Shopping Satisfaction

Muhammad Ammar Muhtadi

Nusa Putra University, muhamadammarmuhtadi@gmail.com

Article Info

Article history:

Received Jan, 2023

Revised Jan, 2023

Accepted Jan, 2023

Keywords:

Consumer Satisfaction

Literature Review

Online Shop

ABSTRACT

Technology makes times change, this change will be followed by increasing needs and different desires in the future, especially shopping needs. Online shopping is becoming popular, especially in groups of people who usually use internet services. Online shopping activities can be done through smartphones, tablets, and laptops that are connected to the internet network. Consumer satisfaction is also one of the most important factors in doing business online to be able to win the competition. The purpose of this study is to determine the effect of online shopping on consumer shopping satisfaction accompanied by the factors that make online shopping able to provide satisfaction for consumers. The method used in this research is the literature review method. That is a literature search conducted through Google Scholar. In the early stages of the article search, 52,200 scientific articles were obtained using the keywords "online shop, consumer satisfaction". From the many findings after being selected based on the criteria, only 5 journals were included in this study. The results of this study also show that the influence of the online shop on consumer shopping satisfaction greatly determines the development of the online shop. Shopping that becomes easy and practical does not need to spend a lot of time and energy, making consumers choose to shop online and related to the satisfaction felt by consumers, which can be seen from various things, one of which is according to the needs and tastes they want.

This is an open access article under the [CC BY-SA](https://creativecommons.org/licenses/by-sa/4.0/) license.



Corresponding Author:

Name: Muhammad Ammar Muhtadi

Institution: Nusa Putra University

E-mail: muhamadammarmuhtadi@gmail.com

1. INTRODUCTION

The development of science and technology globally can affect all aspects of the world including the world of business. Along with the development of today's world, many companies have changed their sales and marketing system from the traditional way to the modern way. The emergence of new shopping channels, namely through the internet or social media, has made many companies start setting up shops online. Opportunities to run an online business are increasingly open for business people in Indonesia. Online shopping makes it easier for us to shop without spending time and effort. Online shopping activities can be done via smartphones, tablets, and laptops that are connected to the internet network.

Online Shop is one of the facilities provided by the internet, which can make it easier for people to shop without having to meet customers face to face, without having to queue and bargain. E-commerce means that companies or sites offer to transact or facilitate the sale of products and services online. In Indonesia, retail e-commerce that uses internet networks in the form of websites featuring online stores as online marketing channels has experienced quite promising growth in recent years due to rapidly growing digital trade transactions.

According to (VHL, 2012) Online Shop is trading that is carried out in cyberspace, where there is no meeting between the seller and the buyer. The method used to offer merchandise is by uploading the image or photo to a site or blog or social network. Seeing the condition of selling products that are mushrooming through online shops, it is possible for people in Indonesia not to shop online, considering that today's Indonesian society is very consumptive and is experiencing development. For people who shop online, you have to be careful about the quality of the goods before making a purchase. Because later it will affect the level of customer satisfaction itself.

Consumer satisfaction can be shown if consumers make transactions repeatedly,

inform others, and are satisfied with the services provided. Repeated transactions are made because consumers have felt the benefits of the products or services received, giving rise to trust not to switch to other brands or products. Consumer trust is generated by security, convenience, and practicality in conducting transactions online. Satisfaction is influenced by perceived usefulness and trust [1]. For consumers, online shopping will be very high if they are satisfied with the quality of service from the online sales system on the site. Consumer satisfaction is a feeling of pleasure or disappointment resulting from comparing consumer expectations with the products offered [2]. Satisfaction is achieved when quality meets and exceeds consumer expectations, wants, and needs. Quality does not meet and exceed the expectations, desires, and needs of consumers, so satisfaction is not achieved.

Customer satisfaction is also a very important factor in doing business online to be able to win the competition. In this case, the company will make efforts to provide satisfaction to its customers and fulfill consumer desires. Some companies are aware that retaining customers is more profitable than finding new customers.

2. LITERATURE REVIEW

2.1 *Online Shop*

High intensity of internet use by consumers will lead to a tendency for consumers to adopt online shopping, where online shopping is an innovation that was originally only an information network used to activities such as browsing, chatting, and email [3].

Online shopping or Online Shopping via the internet, is a process of buying goods or services from those who sell via the internet. Since the presence of the internet, traders have tried to create online stores and sell products to those who frequently surf the virtual world (internet). Customers can visit online stores easily and comfortably, they can make transactions at home while sitting in

their comfortable chairs in front of the computer [4].

Online shopping is also the purchase of products or services through internet media. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to shop for bargains from the comfort of their homes or office. One of the most interesting factors about online shopping is that it can avoid queues when making purchases [5]. For consumers using online stores will make shopping time shorter. Consumers do not need to come directly to various shops to get the goods they want, and online stores usually offer cheaper prices than those sold in stores because distribution costs from producers to consumers are shorter. Electronic commerce/e-commerce is the process of buying and selling products or services involving sellers and buyers as well as individuals or agencies via the internet. Online stores that exist today can be classified into several categories. For example, from the way the product is presented, displayed, paid/whether hosting is used, payment methods, buying and selling methods, security standards, and others.

From the implementation of shopping done online, there is satisfaction in itself when it can meet the needs and tastes of these consumers, and ongoing satisfaction fosters trust, which is the result of consistent satisfaction with individual transactions from time to time [6].

2.2 Consumer Satisfaction

Satisfaction is a person's feeling of pleasure or disappointment that arises after comparing perceptions or impressions of the performance or results of a product and their expectations [7]. Consumer satisfaction as a response or reaction to a discrepancy between the previous level of importance and the actual performance that is felt after use or usage [8].

Dimensions of consumer satisfaction are as follows [9]:

1. Quality of product

Consumers feel satisfied when the results of the evaluation show that the products they use are of high quality.

2. Emotional Consumers feel proud and confident of the products used. This is obtained not because of the quality of the product but social values that make consumers satisfied with a particular product.
3. Price Products that have the same quality but charge a relatively lower price will provide higher value to consumers.
4. Cost Consumer satisfaction because there is no need to pay additional costs or waste time to get a product.
5. Service Consumers feel satisfied when they get good service or what is expected.

Satisfaction comes from a comparison of product or service performance felt by customers and customer expectations for products or services [10]. Indicators of consumer satisfaction such as consumers: satisfaction with the online shopping experience, feeling wise using online shopping, satisfied that the use of online shopping can meet their demands, in general consumers think that the decision to make purchases through online shopping is the right thing [11].

3. METHODS

The method used in this research is the literature review method. Namely a literature search conducted through Google Scholar. In the early stages of the article search, 52,200 scientific articles were obtained using the keywords "online shop, consumer satisfaction". The journal articles found are read carefully to see whether they meet the criteria of the author to be used as literature in writing a literature review. Of the many findings after being selected based on the criteria obtained, only 5 journals were included in this study. After mentioning the various journal articles obtained, the

researcher makes conclusions which are the results of the research.

4. RESULTS AND DISCUSSION

Results

Based on the analysis related to journal articles which are literature material by researchers, it can be concluded that the influence of online shops on consumer shopping satisfaction largely determines the development of the online shop. Shopping that is easy and practical does not need to spend a lot of time and effort to make consumers choose to shop online and related to the satisfaction that consumers feel can be seen from various things, one of which is according to their needs as well as the tastes they want.

Satisfaction theory (the Expectancy Disconfirmation Model) is a model that explains the process of forming consumer satisfaction or dissatisfaction, namely the impact of comparisons between consumer expectations before purchase/consumption with actual performance obtained by consumers, 5 Consumer satisfaction is determined by customer perceptions of performance product or service in meeting his expectations. Consumer satisfaction will be achieved if after using a product/service, what consumers want and need can be fulfilled or even exceed their expectations.

Satisfying consumer needs is the desire of every company. Besides being the most important thing for the survival of the company, satisfying consumers can increase the advantage in competition. Consumer satisfaction is the satisfaction value felt by consumers in using goods or services. Consumer satisfaction is the similarity between the performance of products and services received with the performance of products and services expected by consumers [12].

The implementation of the satisfaction received by consumers based on the analysis of the literature from journal articles that have been determined and following the topic or research criteria is dominant in the suitability of online shopping

results that have been carried out, consumers become easy and practical. Consumer satisfaction is obtained because the online shopping system is not complicated, then some dimensions can attract consumers' attention to shopping online. Online shops that can provide the best service to consumers with conditions and security that have been determined according to existing regulations in Indonesia are the factors that make consumers switch from offline to online shopping by passing through social networks in the form of websites, social media and so on, which are online. the shop is available.

Discussion

Along with the development of internet users in Indonesia, public awareness to use the internet as a medium for fulfilling needs is also growing. Based on data obtained from various literary sources, journal articles that are appropriate to the research topic show that every year Indonesian people are increasingly interested in shopping through online shops. Public interest in online shopping is triggered by the variety of online shopping products and the increasing number of sites offering online shopping services. In addition, they prefer to stare at the gadget screen (android) to open their subscription online shop and choose goods, rather than having to go around the mall or market to get the goods they want. Time effectiveness and ease of shopping are the reasons for doing online shopping. In online shopping, the factors that affect shopping satisfaction are reduced, things such as the cleanliness of the place, strategic location, and the atmosphere of the place no longer affect consumer satisfaction. Online product providers are more demanding in terms of service quality, the quality of the goods or services they sell, and the selling price of their products.

The general understanding of consumer satisfaction or dissatisfaction is the result of differences between consumer expectations and the performance felt by these consumers. From the various definitions of consumer satisfaction that have been researched and defined by marketing experts,

it can be concluded that consumer satisfaction is a response to consumer behavior in the form of an after-purchase evaluation of an item or service that is perceived (product performance) compared to consumer expectations.

Satisfaction is a person's feeling of pleasure or disappointment that arises from comparing the perceived performance of a product (or result) against their expectations [13]. If the performance is above the consumer's perception, the consumer will be very satisfied and vice versa if the performance is below the consumer's perception, the consumer will be disappointed. Behavior after shopping will lead to an attitude of satisfaction or dissatisfaction with consumers, so consumer satisfaction is a function of the buyer's expectations of products or services with perceived performance. Customer satisfaction is the feeling felt by buyers from company performance that meets their expectations [14]. However, from a consumer behavior perspective, 'customer satisfaction' then becomes something complex. Behavior after purchase will lead to an attitude of satisfaction or dissatisfaction with consumers, so consumer satisfaction is a function of the buyer's expectations of a product or service with perceived performance.

Satisfaction is a comparison step between experience and evaluation results and can produce something comfortable within, not just comfortable because it is imagined or expected. Satisfied or dissatisfied is the result of the evaluation. Research on consumer satisfaction is a central topic in the world of market research and is growing rapidly. The concept of thinking that customer satisfaction will encourage increased profits is that satisfied consumers will be willing to pay more for the "product" received and are more receptive to price increases. From these various opinions, it can be concluded that shopping satisfaction is the

feeling felt by consumers after shopping. Shopping satisfaction is also strongly influenced by the performance of companies that provide products.

5. CONCLUSION

This study aims to determine the effect of online shops on consumer shopping satisfaction accompanied by the factors that make online shopping able to provide satisfaction for consumers. The research conducted consisted of two variables, namely online shopping, and customer satisfaction. This research is the result of literature from 5 journal articles adapted to the research topic through analysis and evaluation first.

Based on this, it can be concluded that the implementation of the satisfaction received by consumers is dominant in the suitability of online shopping results that have been carried out, consumers become easy and practical. Consumer satisfaction is obtained because the online shopping system is not complicated, then some dimensions can attract consumers' attention to shopping online.

The factors that make the online shop have an influence on consumer satisfaction consist of good and reliable product quality so that consumers do not choose the wrong product choosing the product presented by the online shop, then the price is relatively cheap because it is seen by the consumer's stigma regarding the shopping done, of course, The first is to become a center for selecting and sorting out the prices given for these products, and the services of the online shop for consumers are ensured to be able to provide the best to create trust and satisfaction for consumers.

ACKNOWLEDGEMENTS

We thank the anonymous referees for their useful suggestions.

REFERENCES

- [1] I. Muflihadi and R. N. Rubiyanti, "Pengaruh Perceived Usefulness, Perceived Ease of Use, dan Trust terhadap Kepuasan Konsumen (Studi Pada Gojek Bandung)," *e-Proceeding Manag.*, vol. 3, no. 2, pp.

- 2026–2033, 2016.
- [2] P. Kotler, *Prinsip – Prinsip Pemasaran Manajemen*. Jakarta: Prenhalindo, 2000.
- [3] P. Citrin, G. Wertheim, T. Hashizume, F. Sette, A. MacDowell, and F. Comin, “Phys Rev Lett,” vol. 62, no. 11, p. 1323, 1989, doi: 10.1103/PhysRevLett.62.1323. PMID: 10039641.
- [4] C. Ahmadi and D. Hermawan, *e-Business dan e-Commerce*. Yogyakarta: ANDI, 2013.
- [5] A. Nugroho, *E-Commerce: Memahami Perdagangan Modern di Dunia Maya*. Bandung: Informatika Bandung, 2006.
- [6] J. Hess and J. Story, *Trust-based commitment: Multidimensional consumer-brand relationships*. 2005. doi: 10.1108/07363760510623902.
- [7] Armstrong and P. Kotler, *Manajemen Pemasaran*. Jakarta: PT.Indeks Gramedia, 2003.
- [8] F. Rangkuti, *Riset Pemasaran*. Jakarta: Gramedia Pustaka Utama, 2011.
- [9] P. Kotler and Keller, *Manajemen Pemasaran, Jilid I, E*. Jakarta: PT. Indeks, 2007.
- [10] Kotler and Keller, *Marketing Management*, 14th ed. Person Education, 2012.
- [11] S. Tianxiang and C. Liu, “An empirical study on the effect of e-service quality on online customer satisfaction and loyalty,” *Nankai Bus. Rev. Int.*, vol. 1, no. 3, p. 273283, 2010.
- [12] E. . Sangadji and Sopiah, *Prilaku Konsumen: Pendekatan Praktis*. Yogyakarta: Penerbit Andi, 2013.
- [13] Kotler and Keller, *Manajemen Pemasaran, Jilid I. E*. Jakarta: Erlangga, 2009.
- [14] R. L. Oliver, *Satisfaction: a Behavioural Perspective on the Consumer*, 2nd ed. New York: M.E. Sharpe, Inc., 2010.