The Effect Of Consumer Satifitation And Product Quality On Purchase Decisions On Tiktok Live Shopping

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Abstract---In online shop marketing, there are several online media that are often used, such as tiktok live shopping. The buying decision process includes several stages of information seeking, comparing alternatives, decision making, and post-purchase behavior. This study aims to determine whether consumer satisfaction and product quality have a significant influence on purchasing decisions on live shopping tiktok. The type of research used in this research is causal associative research. Data was collected using a questionnaire with a total of 30 respondents. In the research results, there are measurements that can be distributed to determine whether there is an influence of Consumer Satisfaction (X1) and Product Quality (X2) on Purchase Decisions (Y) on Tiktok Live Shopping, by processing the data obtained through questionnaires that have been filled out by respondents to find out the results of testing the hypothesis.

Keywords: Consumer Satisation, Product Quality, and Purchase Decision

I. INTRODUCTION

In this era of globalization, the development of technology and communication is growing rapidly and becomes a fairly important aspect for everyone. The development of technology and communication also supports the development of internet technology. The Internet has dramatically influenced business behavior. Markets, industries, and businesses are changing to meet the demands of the economy and technology. Information technology is now used to drive business and market activities.

The internet offers an opportunity to sell products of daily necessities directly to customers who are in the consumption market or consumers in the industrial market. An online shop is a shop that sells products or services via the internet. Online shop has become a shopping trend among today's society.

According to one of the discount code portals for online shopping sites in Indonesia, CupoNation, wrote that the number of online shoppers in Indonesia is increasing every year. In 2019, the number of online shoppers is estimated to reach 11.9% of the total population in Indonesia. The growth of online shoppers in Indonesia has occurred in the last three years. In 2020, the number of online shoppers will reach 9.6% of the total population and increase to 10.7% in 2021.

Buying the needs of goods and services through the internet has become a routine for consumers today. The main reason people switch to online shops is that they can shop without being bound by space and time, meaning that it can be done anytime and anywhere. People can also compare the price and quality of products from one store to another without having to walk into the shops. In online shop marketing, there are several online media that are often used, such as tiktok live shopping.

Online buying trends are starting to be in demand because online purchasing decisions are not as complicated as offline buying decisions. Online purchases can save time, save costs, and make it easier for us to make online purchases compared to offline purchases, because we have to go to the targeted store. According to [8], the buying decision process consists of several stages of information seeking, comparing existing alternatives, decision making, and post-purchase behavior.

Factors that influence purchasing decisions are consumer satisfaction. Consumer satisfaction plays an important role in attracting consumers to make purchases. Consumer satisfaction will encourage consumers to make product purchases or to make repeat purchases.

The second factor that influences consumer purchasing decisions is product quality. Quality is the ability of a product to perform its functions [8]. A product is said to be of high quality if the product can meet consumer expectations. Various efforts are taken by the company to produce quality products, among others, by implementing strict controls on every process in product manufacturing.

Formulation of the problem

The formulation of the problem in this study are:

1. Does consumer satisfaction have a significant influence on purchasing decisions on tiktok live shopping?
2. Does product quality have a significant influence on purchasing decisions on tiktok live shopping?

II. THEORITICAL

A. Consumer Satisfaction

Consumer satisfaction or customer satisfaction according to Djaslim Saladin, is a person's feeling of pleasure or disappointment that comes from a

comparison between his impression of the performance (results) of a product and his expectations.

consumer satisfaction is a person's feelings of pleasure or disappointment that arise after comparing the performance (results) of the product thought to the expected performance[8].

consumer satisfaction is a situation shown by consumers when they realize that their needs and desires are as expected and well fulfilled.

Consumer Satisfaction Measurement Indicator

Companies need to measure customer satisfaction in order to see feedback and input that can be taken by the company for the purposes of developing and implementing strategies to increase customer satisfaction. suggests that there are four methods to measure customer satisfaction [8]:

1. Complaint and suggestion system. Every customer centered company (customer centered) needs to provide opportunities for its customers to convey their suggestions, opinions, and complaints.
2. Customer satisfaction survey. The company cannot assume that the complaint and suggestion system can fully describe customer satisfaction and disappointment. Responsive companies measure customer satisfaction by conducting periodic surveys. They send a list of questions or call a random group of their buyers to find out how they feel about various aspects of the company's performance. The company also asks buyers' opinions about the performance of competing companies.
3. Ghost Shopping (shadow shoppers). This method is implemented by employing several people (ghost shoppers) to act as customers or potential buyers of competing company products to report the strong points and weak points they experience when buying the company's products or competitors' products. Ghost shoppers can also observe how each complaint is handled.
4. Lost customer analysis (analysis of switching customers). The company should contact customers who have stopped buying or who have changed suppliers in order to understand why this is happening and to take a policy of further improvement or refinement.

Product Quality

product quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy the stated or implied needs[8]. According to Kotler and Armstrong in Martono and Iriani the meaning of product quality is "the ability of a product to perform its functions, it includes the product's overall durability, reliability, precision, ease of operation and refair, and other valued attributes". Which means the ability of a product to perform its functions, it includes the overall durability, reliability, accuracy, ease of operation and repair of the product as well as other product attributes.

According to Wijaya in Bailia, Soegoto and Loindong product quality is the overall combination of product characteristics resulting from marketing, engineering, production and maintenance that makes the product usable to meet customer or consumer expectations. Product quality is an important thing in determining the selection of a product by consumers. The product offered must be a product that is really well tested for its quality. Because for consumers the priority is the quality of the product itself. Consumers will like and choose products that have better quality when compared to other similar products that can meet their needs and desires.

Product Quality Measurement Indicator

According to Kotler and Keller , there are nine dimensions of product quality:

1. Form
   Products can be clearly distinguished from others based on the shape, size, or physical structure of the product.
2. Product features
   Secondary characteristics or tools that are useful for adding to basic functions related to options and development.
3. Performance
   Relating to the functional aspects of an item and is the main characteristic that customers consider in buying the item.
4. Accuracy
   Relating to the level of conformity with previously determined specifications based on customer wishes. Conformity reflects the degree of accuracy between the product design characteristics and the standard quality characteristics that have been set.
5. Durability
   Relates to how long a product can be used.
6. Reliability (Reliability)
   Related to the probability or possibility of an item successfully carrying out its function every time it is used within a certain period of time and under certain conditions.
7. Ease of repair (Repairbillity)
   Regarding the ease of repair of the product if it is damaged. Ideally the product will be easily repaired by the user if it breaks.
8. Style (Style)
   Product appearance or consumer impression of the product.
9. Design (Design)
   Overall product features that will affect the appearance and function of the product against consumer desires.

B. Buying Decision

Purchasing decision is a process of making a purchase decision which includes determining what to buy or not to buy and this decision, obtained from previous activities. The purchase decision is a final decision that a consumer has to buy an item or service with certain considerations.

Purchase decisions made by consumers describe how far marketers are in an effort to market a product to consumers. According to Kotler and Armstrong the notion of purchasing decisions is to buy the most preferred brand, but two factors can be between purchase intentions and purchase decisions.

Purchasing decisions often involve more than one person. suggests that there are 5 parties that play a role in making purchasing decisions[8]:

a) Initiators are individuals who have the initiative to purchase goods, who have a need or desire but do not have the authority to do it themselves.
b) Influencers are individuals who influence the decision to buy, either intentionally or unintentionally.
c) Decider, namely the individual who decides whether to buy or not what to buy, how to buy it, when and where to buy it.
d) Buyer, namely the individual who makes the actual purchase transaction.
e) Users, namely individuals who use the product or service purchased.

III. METHODOLOGY

A. Types of research

The type of research used in this research is causal associative research. According to Sugiyono the notion of associative research methods is research that aims to determine the influence or also the relationship between two or more variables[15]. This study aims to examine "The Influence of Consumer Satisfaction (X1) and Product Quality (X2) on Purchase Decisions (Y) on Tiktok Live Shopping."

B. Research Variable

The research variable is basically something that is determined by the researcher to be studied so that information is obtained about it, then conclusions are drawn.

1) Independent Variables Independent variables are variables that affect other variables, Sanusi. In this case, the independent variables are consumer satisfaction (X1), product quality (X2).
2) Dependent Variable The dependent variable or dependent variable is a variable that is influenced by other variables, Sanusi (2017). In this case, the dependent variable is the purchase decision (Y).

C. Analysis Method

Data The data analysis method is the process of grouping data based on variables and all respondents, tabulating data based on variables and all respondents, presenting data for each variable studied, performing calculations to test the hypothesis that has been proposed[15]. Multiple Linear Regression Test

This analysis is intended by researchers if the researcher intends to predict how the condition (up and down) of the dependent variable (criteria), if two or more independent variables as predictor factors are manipulated (increase in value) [15]. So multiple linear regression analysis is carried out if the number of independent variables is at least 2. Quantitative analysis is carried out using statistical variables to

determine and explain the Effect of Consumer Satisfaction and Product Quality on Purchase Decisions on Tiktok Live Shopping with the following formula:

$Y = a + \beta_1 X_1 + \beta_2 X_2$

Information:
Y = purchase decision
X1 = Independent variable (consumer satisfaction)
X2 = Independent variable (product quality)
a = Constant (Y value if X = 0)
ß = Regression coefficient (increase or decrease value)

1. **Hypothesis test**
    a. **The Effect of Consumer Satisfaction (X1) on Purchase Decisions (Y) on Tiktok Live Shopping**

    Ho = Consumer Satisfaction (X1) has no significant effect on Purchase Decisions (Y) on Tiktok Live Shopping.

    Ha = Consumer Satisfaction (X1) has no significant effect on Purchase Decision (Y) on Tiktok Live Shopping.

    If the value of t count > t table then Ho is rejected. If the value of t count < t table then Ho is accepted.

    If the sign value < 0.05 then Ho is rejected. If the sign value is > 0.05 then Ho is accepted.

    b. **The Effect of Product Quality (X2) on Purchase Decisions (Y) on Tiktok Live Shopping**

    Ho = Product Quality (X2) has no significant effect on Purchase Decision (Y) on Tiktok Live Shopping.

    Ha = Product Quality (X2) has no significant effect on Purchase Decision (Y) on Tiktok Live Shopping.

If the value of t count > t table then Ho is rejected. If the value of t count < t table then Ho is accepted.
If the sign value < 0.05 then Ho is rejected. If the sign value is > 0.05 then Ho is accepted.

IV. RESULT AND DISCUSSIONS

The following is the measurement of the independent variable and the dependent variable that will be measured in this study as follows:

1. **Variable X1 = Consumer Satisfation**

No	Statement	Rating Score				
		5	4	3	2	1
1	I'm happy to see tiktok live shopping					
2	I always buy products on tiktok live shopping					
3	I don't hesitate to buy products on tiktok live					

No	Statement	Rating Score				
		5	4	3	2	1
	shopping					
4	Tiktok live shopping product realpict					
5	Tiktok live shopping is an online shopping medium that really fits my expectations					
6	I always revisit tiktok live shopping					
7	I recommend tiktok live shopping products to the people					
8	I am satisfied with the media shopping tiktok live shopping					
9	Tiktok live shopping gives me whatever I want and what I need					

Source : Nur Magfira ,2019

2. Variabel x2 = Product Quality

No	Statement	Rating Score				
		5	4	3	2	1
1	The quality of the products available on Tiktok live shopping is better than other social media.					
2	There are more kinds of Tiktok live shopping products					
3	Products on Tiktok live shopping use the best quality materials					
4	The products on Tiktok live shopping that are offered display a unique shape					
5	The product designs on Tiktok live shopping that are sold give the impression of being outdated					

Source *:* Fransiscus Xaverius Febrianto 2019.

3. Variabel Y = Buying Decision

No	Statement	Rating Score				
		5	4	3	2	1
1	I bought a product on Tiktok live shopping because I needed the product					
2	I have a strong desire to own/use the products offered on Tiktok live shopping.					
3	I am aware of the risks that may occur when buying products offered by Tiktok live shopping products					
4	I have used various					

No	Statement	Rating Score				
	information or sources regarding products on Tiktok live shopping					
5	I decided to buy Tiktok live shopping products based on the ads that have been served.					

Source *:* Fransiscus Xaverius Febrianto. 2019.

V. CONCLUSION

In the research results, there are measurements that can be distributed to determine whether there is an influence of Consumer Satisfaction (X1) and Product Quality (X2) on Purchase Decisions (Y) on Tiktok Live Shopping, by processing the data obtained through questionnaires that have been filled out by respondents to find out the results of testing the hypothesis.

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