

Commitment Of Small Business Actors To Shopee Online Consumers

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ABSTRACT

Small business actors experience complaints from customers about services, products, and prices sold. The purpose of the study was to determine the effect of services, products, and prices on the commitment of small business actors to Shopee online consumers in 2020. The data was obtained by distributing online questionnaires via Google Form to 350 Shopee online consumers. This research technique takes a sample using non-probability sampling with the method used in this study is the Structural Equation Model technique. The results of the study prove that there is a positive and significant influence of services, products, and prices where consumers place their trust in small business actors in online shopee positively affecting seller commitment..

Keywords: Commitment, Service, Product, Price

PRELIMINARY

the easy use of the shopee application in marketing products with attractive advanced features so that customers can easily see all the products offered and also support consumer behavior in making purchases. become a characteristic of urban communities, in getting to know the internet, which can help consumers or someone's desire to buy goods or services through the shopee application(Sutikno & Suhartini, 2020). The more people access the internet, the more it will have an impact on the level of buying behavior for Small Business products online web interactivity (Setiawan, et al, 2020). Nowadays people are happy and smarter about buying Small Business products online, because it is supported by the facilities offered by the shopee application which are increasingly sophisticated and diverse in the ease of shopping.

Online shopping has become an activity of today's digital society, followed by the use of e-mail/instant messaging and the use of the web. Commitment from the seller or business actor can lead to consumer desire to repurchase at the same online store, and recommend to others to shop in an online city. Indirectly, trust is part of the main factors that affect sales commitment to customer relationships.

(Sutikno, 2020b) stated that quality service is considered as one of the main determinants of the success of online sales. Meanwhile (Wahyudi et al., 2020) consider the perception of product quality to be very important for customer consideration of the advantages of a product, because between online and offline buyers, the perception of product quality can be a major consideration in deciding purchases and a factor, especially in maintaining long-term relationships

(Sutikno & Ramadani, 2021) service quality is considered as one of the main determinants because success in selling online product quality is the customer's consideration of the superiority of a product offered to consumers. Between online and offline buyers, perceived product quality can be a major factor, especially in maintaining long-term customer relationships.

Literature Review

Perceived Service Quality

Perceived service quality is described as the customer's consideration of the company's overall superiority. This definition states that the perceived quality is similar to the general attitude of individuals of a company (Dhasan & Aryupong, 2019). Meanwhile, according to (Dalati & Al Hamwi, 2016) website service quality as the level of an effective and efficient website facility in terms of shopping, purchasing, and delivery of products and services. Initially the company focused on establishing attractive websites to connect and communicate with online shoppers. Therefore, a number of attempts have been made to understand e-service quality in terms of web interactivity (Setiawan, et al, 2020). In their research (Sutikno, 2020a) reveal that the approach to measuring e-service quality arises from interacting with websites and finding inadequacies and inconsistencies to measure the quality of online service experiences. This leads to understanding service quality systems in the context of e-retailing where consumers buy products that are measurable that need to be packaged and shipped. In this case the experience of e-service quality is a function of how the web facilitates effective shopping, buying and delivering products and services (Yaqub et al., 2019). Therefore, measuring the experience of e-service quality before, during and after e-purchase transactions. Service quality can show customer loyalty. Several researchers have focused on e-service quality and its relationship to intention and repurchase intention (Hamenda, 2018), attitude towards the website (Setiawan et al., 2020) intention to purchase of the website and behavioral intentions (Hamenda, 2018).

Perceived Product Quality

Perceived product quality is a form of overall evaluation of a product, it is a consideration of the relative global value. As perceived value comes from a tradeoff between the "give" component (perceived sacrifice) and the "take" component (in the form of products and services), a higher level of perceived product quality will lead to a higher level of perceived value (Hakim et al., 2017) stated that perceived product quality plays a very important role in influencing the purchase of various choices of products. Similarly, many studies state that perceived product quality is positively associated with perceived

value (Hamenda 2018) perceived product quality becomes the customer's consideration of the superiority of a product. Because between online and off-line shoppers, feeling product quality can be a major factor, especially in maintaining long-term customer relationships . After consuming, each customer evaluates the quality of buying the product and renews his expectations about the quality in future future purchases (Beneke et al., 2013). mentions that product quality has a close relationship with purchase intention, where the quality of the product provides a boost to the consumer to establish strong ties with the company. In the long run of these companies to understand the expectations of its customers and their needs. say that marketing is the process by which companies create value for customer and build strong relationship with customers in order to capture value from customers in return.

Perceived Price Fairness

Price is defined as what consumers sacrifice to obtain a product or service. Price can be said as the value of a product or service. (Dalati and Al Hamwi 2016) Fairness is defined as an assessment of the consequences and processes for an outcome that is appropriate, appropriate or appropriate (Putu & Ekawati, 2020). So that price fairness is identified as a psychological factor that influences consumers' reactions to prices (Hakim et al. 2017). It is also corroborated by the opinion (Dalati and Al Hamwi 2016) who in their research say that the perception of price fairness and consumer spending have interrelated decisions. Price is used by consumers to assess the value of a service acquisition (Zietsman et al., 2019). Whereas in the concept of internet shopping (online), customers cannot actually see or handle the product, then price perception plays a critical role in post-purchase satisfaction and intention to return to online retailers in future purchases (Yaqub et al. 2019). With this it is clear that price fairness plays a role in changes in transactions or prices which according to (Sutikno and Suhartini 2020) this change will provide a different perspective for consumers regarding profit and loss. The advantage referred to in the consumer's perspective is the product or service he receives and the loss is the expenditure of money he pays (whether according to or worth the results he gets). If the price they pay turns out to be unfair or unreasonable, consumers will feel a loss for the amount of money they have paid, because what they get is not what they expected.

One other situation where consumers will feel disadvantaged when consumers pay a higher price than others (the same type of product or service at different service providers) they will feel that there is an unfair price. Price fairness perceptions positively coupled with the word of mouth WOM and repurchase intentions (Putu & Ekawati, 2020). Likewise Masih and Helmi (2017) found significant impact of price fairness on brand switching behaviors. While, contemporary researchers like Zietsman et al. (2019) establish price fairness as the most significant relational building tool in financial sector. Kotler and Armstrong (2013) reported that price is the amount of money exchanged for a product or service, or the sum of the values that customers exchange for the benefits of acquiring the product or service.

Commitment

According to (Aljarah & Bayram, 2021) describes commitment as a desire to maintain a valued relationship. Commitment is an essential ingredient for a successful long-term relationship (Ahn and Kwon 2020). Meanwhile, *according* (Agarwal & Narayana, 2020) commitment to an organization refers to how much involvement members in the organization and identify it. Strong commitment to the organization can be characterized as support for the organization's values and goals and availability to remain in the organization. In the online environment, site commitment is the consumer's desire to maintain a valuable relationship with a particular website (Davis et al. 2021). The value provided by the website is focused on offering low prices, efficient service delivery, access to extensive inventory, and convenience (Setiawan et al. 2020). A shopping site provides support services by enabling consumers to access information or transfer funds for product purchases. According to (Ahn and Kwon 2020) site commitment is a challenge for companies doing business on the internet to stop consumers who are always moving from one online store to another and encourage consumers to bookmark the company's website to use it regularly. In other words, build relationships to keep consumers coming back and coming back for more.

Methods

This study refers to previous research using a hypothesis testing research design, namely research that aims to test hypotheses. The population in this study are all online

consumers in Indonesia. The sampling technique used purposive sampling, namely the sampling technique with certain considerations. Researchers took a sample of 350 respondents, where the sample in this study was the general public who had bought products online at Shopee. This study uses quantitative data obtained from the answers given to respondents through online questionnaires. The data analysis method used in this study is the Structural Equation Model (SEM) . In this study there are six variables used, namely: perceived service quality, perceived product quality, perceived price and commitment using.

RESULTS AND DISCUSSION

Testing the suitability of the model (goodness-of-fit model) is carried out by looking at the measurement criteria, namely: chi-square, Goodness-of Fit Index (GFI), Root Mean Square Error of Approximation (RMSEA), Adjusted Goodness-of Fit Index (AGFI), Tucker Lewis-Index (TLI), Comparative Fit Index (CFI), Normed Chi-square (CMIN/ df). The results of measuring the level of conformity (goodness-of-fit) are shown in the table below;

Table 1.Model Fit Test Results (goodness-of-fit-model)

<i>Size GOF</i>	<i>Criteria GOF</i>	<i>Estimated Results</i>	<i>Decision</i>
<i>Chi Square Stat</i>	<i>Close to Zero</i>	<i>707,400</i>	<i>Poor Fit</i>
<i>P-value</i>	$\geq 0,05$	<i>0,000</i>	<i>Poor Fit</i>
<i>RMSEA</i>	$\leq 0,08$	<i>0,069</i>	<i>Good Fit</i>
<i>RMR</i>	$\leq 0,08$	<i>0,030</i>	<i>Good Fit</i>
<i>GFI</i>	$\geq 0,90$	<i>0,787</i>	<i>Poor Fit</i>
<i>CFI</i>	$\geq 0,90$	<i>0,911</i>	<i>Good Fit</i>
<i>IFI</i>	$\geq 0,90$	<i>0,911</i>	<i>Good Fit</i>
<i>RFI</i>	$\geq 0,90$	<i>0,801</i>	<i>Marginal Fit</i>

Source: data processing (2021)

Based on table above, the p value = 0.00 and the Chi-Square value = 707.400 indicates a poor fit because the smaller the Chi-Square is, the better, and the p value nilai 0.05. Comparative Fit Index (CFI) = 0.911. CFI values range from 0-1, with higher values being better. CFI 0.90 is good fit, while 0.80 CFI < 0.90 is marginal fit. So the fit of this research model is very good.

The value of Incremental Fit Index (IFI) = 0.911. IFI values range from 0-1, with higher values being better. IFI 0.90 is good fit, while 0.80 IFI < 0.90 is marginal fit. So the fit of this research model is very good. Value of Relative Fit Index (RFI) = 0.801. RFI values range from 0-1, with higher values being better. RFI 0.95 is good fit, while 0.80 RFI < 0.90 is marginal fit. So the fit of this research model is quite good.

Hypothesis Test

After testing the suitability of the model, it is possible to test the hypothesis by looking at the results of the regression in data processing with the SEM method. This method was chosen because there is a dependent variable (endogenous) which becomes an independent variable (exogenous) for the other variables. The basis for making the decision to test the hypothesis is to compare the magnitude of the p-value with a level of significance of 5% (Alpha 0.05). If the p-value is less than alpha 0.05 then the null hypothesis (H0) is rejected, which means that there is a significant effect between the two variables. Vice versa, if the p-value is greater than alpha 0.05 then the null hypothesis (H0) fails to be rejected, which means that there is no significant effect between the two variables.

Table 2. Results of the Hypothesis Analysis of the Structural Equation Modeling Method

<i>Path</i>	<i>Estimasi</i>	<i>Std Error</i>	<i>P-value</i>	<i>Conclusion</i>
H ₁ : PSQ → Commitment	0.759	0.161	0.000	<i>H₁ be accepted</i>
H ₂ : PPQ → Commitment	0.022	0.136	0.000	<i>H₂ be accepted</i>

H ₃ : PPF → Commitment	0.390	0.118	0.003	<i>H₃ be accepted</i>
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Source: data processing (2021)

H1: There is a positive effect of perceived service quality on perceived commitment
Based on the test, the coefficient of service quality perception is 0.759 which indicates that if the perception of service quality increases, commitment will also increase. These results are in accordance with the hypothesis proposed in this study, so the significance test is continued. The test results show p-value $0.000/2 < 0.05$ (alpha 5%) then H1 is accepted and played at a 95% confidence level there is a positive effect of service quality on commitment.

H2: There is a positive effect of perceived product quality on perceived commitment
Based on the test, the coefficient value of product quality perception is 0.022 which indicates that if the perception of product quality increases, the perception of commitment will also increase. These results are in accordance with the hypothesis proposed in this study, so the significance test is continued. The test results show p-value $0.000/2 < 0.05$ (alpha 5%) then H2 is accepted and is said to be the key at the 95% confidence level there is an effect of perceived product quality on perceived commitment.

H3: There is a positive effect of perceived price fairness on perceived commitment
Based on the test, the value of the perceived fairness of the price coefficient is 0.390 which indicates that if the perceived price is perceived, the perceived commitment perception will also increase. These results are in accordance with the hypothesis proposed in this study, so the significance test is continued. The test results show p-value $0.003/2 < 0.05$ (alpha 5%) then H3 is accepted and played at a 95% confidence level there is a positive effect of perceived fair price on perceived commitment.

CONCLUSION

Based on the results of the study, it can be said that the commitment of small business actors is very decisive for consumers' decisions in shopping online at shopee. For this reason, the commitment of existing business actors, both in providing services, which are

interested in product consumers and affordable prices for consumers, should be maintained so that Customers always choose to shop at Shopee.

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