

Comparative Analysis of Price and Service Quality Factors on Shopee and Lazada User Loyalty

Restu Salma Maulida¹, Ruqia Mohamud Haji Mustafa², Maria Elisabet Assem³, Siti Hajar⁴

¹ Universitas Nusa Putra and restusalmamaulida@gmail.com

² Universitas Nusa Putra and rukiamohamud@gmail.com

³ Universitas Nusa Putra and mariaelisabetassem@gmail.com

⁴ Universitas Nusa Putra and siti.hajar@nusaputra.ac.id

ABSTRAK

Penelitian ini bertujuan untuk mengetahui ada tidaknya perbedaan faktor harga dan kualitas terhadap loyalitas pengguna Shopee dan Lazada. Metode penelitian yang digunakan adalah data variabel, yaitu dengan memberikan kuesioner kepada pengguna Shopee dan Lazada dengan jumlah sampel sebanyak 36 responden. Teknik analisis yang digunakan dalam penelitian ini adalah Uji Normalitas, Uji Homogenitas, dan Independent Sample T-Test. Hasil dari penelitian ini menunjukkan bahwa tidak terdapat perbedaan antara kualitas produk dan harga pada marketplace Shopee dan Lazada. Sedangkan dalam analisis data menggunakan SPSS 24. Kata kunci: Kualitas Produk, Loyalitas, Harga, Shopee, Lazada.

Kata Kunci: Perbandingan Faktor Harga, Kualitas Layanan, Loyalitas Pengguna, Shopee, Lazada

ABSTRACT

This study aims to determine whether or not there are differences in price and quality factors on Shopee and Lazada user loyalty. The research method used is variable data, namely by giving questionnaires to Shopee and Lazada users with a sample size of 36 respondents. The analysis technique used in this study is the Normality Test, Homogeneity Test, and Independent Sample T-Test. The results of this study indicate that there is no difference between product quality and price on the Shopee and Lazada marketplaces. While in data analysis using SPSS 24. Keywords: Product Quality, Loyalty, Price, Shopee, Lazada.

Keywords: Comparison of Price Factor, Service Quality, User Loyalty, Shopee, Lazada

INTRODUCTION

At this time globalization is growing, society is also encouraged to follow the development of globalization. Significant changes in society can be seen from their behavior and lifestyle, one of the lifestyle changes is about shopping activities, where the shift in customer behavior that used to make purchase transactions through offline shops to purchases through online shops, with the existence of online shops really helping people in meeting their needs, especially now that there are many innovations from online shops called e-commerce and marketplaces. E-Commerce is an information system between organizations where buyers and sales of services or products between two parties via the internet, or the exchange and distribution of information between two parties within one company using the internet.

Marketplace is a platform which has the task of being an intermediary between sellers and buyers to carry out the product transaction process online, Kusumaningsih et al. (2021). Marketplace provides various facilities such as payment methods, shipping estimates, product selection according to categories, and other features. That way, everyone can carry out buying and selling activities by utilizing an e-commerce website because it has various features and conveniences in terms of use and effectiveness in obtaining a product or service, Siti Solihatu Diniyah (2021).

Shopee and Lazada are the e-commerce apps with the best monthly active user and average downloader rankings on iOS or Android platforms. As a commitment to making the online shopping experience a pleasant one for consumers, Shopee and Lazada offer a variety of payment options including Cash on Delivery (COD). Comprehensive customer service and convenient returns through delivery services.

Shopee is an online marketplace platform that bridges sellers and buyers to facilitate online buying and selling transactions through their mobile devices. Shopee offers a wide range of products ranging from fashion products to products for daily needs. Shopee's target users are young people who are currently accustomed to doing activities with the help of devices including shopping activities.

According to Likumahua (2011), the quality of service provided optimally and with satisfaction with products and services can be used as factors that influence loyalty. Meanwhile, according to Robinette (2011: 13) attention, trust, protection and accumulative satisfaction are 4 factors that are used to influence consumer loyalty. Consumer loyalty is positively influenced by e-service quality. This is in accordance with research (Saragih, 2019). When consumers make a transaction, they have seen the quality of the service provided even though there is not necessarily an agreement to make a purchase. So, to ensure consumer satisfaction and loyalty, the provision of e-service quality must be very concerned.

Based on observational data from respondents, it is known that some consumers state that the products in the lazada marketplace do not match the price and the products in shopee have lower prices than lazada and there are many promos in shopee. After knowing that many products in the lazada marketplace do not match the price, consumers switch to shopee (more satisfying). Based on the explanation above, the researcher aims to examine "Comparative Analysis of Price and Quality Factors on Shopee and Lazada user loyalty".

METHODS

A. Research Strategy

The research strategy used in this research is an associative research strategy. According to Sugiyono (2014: 92) the associative strategy is research that looks for the relationship between two or more variables.

B. Data and Variable

The data obtained from the survey were 36 respondents, the results of this survey were used to determine whether or not there were differences in price factors, product quality on the loyalty of Shopee and Lazada Marketplace users. This study involves several major variables. The independent variables include price and product quality factors. The price factor is measured based on user perceptions of the affordability of prices, discounts and promotions offered by shopee and lazada. Meanwhile, product quality is measured based on user perceptions of authenticity, durability, and satisfaction with the product specifications offered by the two platforms. The dependent variable in

this study is user loyalty as measured by the frequency of repeat purchases, recommendations to others, and overall satisfaction with the shopping experience at Shopee and Lazada.

C. Questionnaire Analysis Data

Our research includes 36 online respondents who responded to the questionnaire that we distributed and for the questionnaire that we distributed there were 14 statements 7 statements about Shopee and 7 statements about Lazada which covered our theme, namely Analysis of differences in price and quality factors on Shopee and Lazada user loyalty. so as to get data.

This data is obtained from 14 statements that we made with the terms of filling 5 = Strongly Agree, 4 = Agree, 3 = Moderately Agree, 2 = Disagree, 1 = Disagree.

thus, obtaining the following data.

Table 1. Shopee Marketplace Survey Results

Name	Job	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Amount
Nur Refa Mutiara	Student	5	5	5	3	4	5	5	32
Kania Alzena	Student	4	4	3	3	3	4	4	25
Naila Putri Salamah	Student	5	5	5	3	5	5	5	33
Elsya	Student	4	3	4	3	3	4	3	24
Siti fauziyyah	Student	4	4	4	4	4	4	4	28
Yohana sefle	Student	4	4	4	4	4	4	4	28
Alma fauziah syifa	-	4	4	4	4	4	4	4	28
Syawalia Rahmah M	Student	5	4	4	5	4	5	5	32
Nabila Herdiantri	Student	5	4	4	5	4	5	5	32
Wulani Fakhriyyah	Student	4	4	4	4	4	4	4	28
Sri	Student	5	5	5	5	5	5	5	35
Rulla	Student	4	3	4	3	4	4	3	25
Bebee	-	3	3	3	3	4	4	3	23
Silvi Nazma LG	Student	5	5	5	5	5	5	5	35
Naya Zyfa R	Student	5	5	5	5	5	5	5	35
Piter Ikhsan Pavian	Student	4	4	4	4	3	3	3	25
Tanzila Samsi	Student	5	5	5	4	4	5	5	33
Ujang Herlan	Student	4	3	3	1	4	1	3	19
Rifaldo Mangkris	Student	4	3	3	4	4	3	3	24
Restu Salma M	Student	5	5	3	3	5	5	5	31
Siti Fitriani	Student	2	3	2	3	3	2	2	17

Sinwanul Mustofa	-	4	4	3	4	4	3	3	25
Riski maulana	Casier	4	4	3	5	4	5	5	30
Ruqia	Student	4	5	5	5	4	5	5	33
Alfa rizi	Employee	4	4	3	4	2	3	5	25
Astou Janha Cham	Student	4	3	4	4	3	4	4	26
Rania	Student	3	3	3	3	3	3	3	21
Haneen	Student	2	2	2	2	2	2	2	14
Bebee	Student	3	3	2	3	3	2	3	19
Mohamed	Student	5	5	4	3	4	5	5	31
Gita Desy Triyanti	Employee	4	4	3	4	3	3	3	24
Nur Mila Adha	Student	3	3	4	3	3	4	3	23
Fatima	Student	5	3	3	3	4	5	5	28
Mambuna Bojang	Student	4	3	4	1	4	3	4	23
Bianca	Student	4	3	4	4	1	4	3	23
Maria Elisabet	Student	2	4	5	5	5	4	4	29

Table 2. Lazada Marketplace Survey Results

Name	Job	Q1	Q2	Q3	Q4	Q5	Q6	Q7	Amount
Nur Refa Mutiara	Student	3	3	5	3	4	3	3	24
Kania Alzena	Student	3	3	3	3	3	3	3	21
Naila Putri Salamah	Student	3	2	4	3	4	3	4	23
Elsya	Student	3	3	3	3	3	2	3	20
siti fauziyyah	Student	4	4	3	2	4	4	4	22
Yohana sefle	Student	4	4	4	4	4	4	5	29
Alma fauziah syifa	-	3	3	3	2	3	3	3	20
Syawalia Rahmah M	Student	4	3	4	4	4	3	3	25
Nabila Herdiantri	Student	5	3	4	3	4	3	3	25
Wulani Fakhriyyah	Student	3	3	4	4	4	4	5	27
sri	Student	3	2	3	3	3	3	3	20
Edoh	Student	5	4	3	3	4	4	3	26
Bebee	-	3	3	3	3	2	3	2	19
Silvi Nazma LG	Student	3	3	3	3	3	2	2	19
Naya Zyfa R	Student	2	2	3	3	3	3	3	19
Piter Ikhsan Pavian	Student	3	3	3	3	3	3	3	21
Tanzila Samsi	Student	3	2	3	4	3	2	2	19
Ujang Herlan	Student	3	3	3	2	4	5	2	22
Rifaldo Mangkris	Student	5	5	5	4	5	5	5	34

Restu Salma M	Student	3	3	3	3	3	5	5	25
Siti Fitriani	Student	5	5	3	3	3	3	5	27
Sinwanul Mustofa	-	4	3	3	3	4	3	3	23
Riski maulana	Casier	3	3	3	4	4	4	4	25
Ruqia	Student	3	3	3	3	3	2	3	20
Alfa rizi	Employee	3	3	3	3	1	2	3	18
Astou Janha Cham	Student	3	3	3	3	3	3	4	22
Rania	Student	3	3	3	3	3	3	3	21
Haneen	Student	2	2	2	2	2	2	4	16
Bebee	Student	2	2	3	3	3	2	3	18
Mohamed	Student	3	3	3	3	3	3	4	22
Gita Desy Triyanti	Employee	3	3	3	3	3	3	3	21
Nur Mila Adha	Student	4	5	4	3	3	4	3	26
Fatima	Student	4	4	4	3	4	4	4	27
Mambuna Bojang	Student	3	4	3	3	3	2	1	19
Bianca	Student	4	4	4	3	2	3	3	23
Maria Elisabet	Student	5	5	5	5	5	5	5	35

Table 2.1 and Table 2.2 show that of the 36 respondents Lazada is slightly lower than Shopee so this can be an indication that there are differences in price, quality, and user loyalty between Shopee and Lazada users. But to find out more about the existence of this data, we input or enter data into SPSS software, namely to analyze the data.

D. Data Analysis Technique

The data analysis technique in this study used SPSS 24 software tools, as for the tests carried out in this study, namely:

1. Normality Test:

This test is useful for knowing whether the data under study is normally distributed or not.

2. Homogeneity Test:

Homogeneity test is one of the testing methods in statistics to determine whether two or more of the different populations have the same variance distribution or characteristics.

3. Independent Sample T - Test

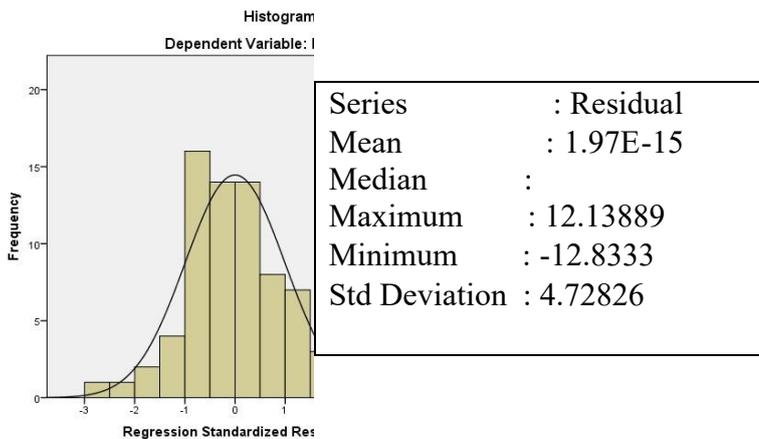
The Independent Sample t-test is a parametric test used to determine whether there is a mean difference between two independent groups or two unpaired groups with the intention that the two groups of data come from different subjects.

- 1) If the significant value or sig. (2-tailed) > 0.05, then Ho is accepted and Ha is rejected.
- 2) If the significant value or sig. (2-tailed) < 0.05, then Ha is accepted and Ho is rejected.

RESULT AND DISCUSSION

A. Normality Test

This method is to test the normality of the independent and dependent variable data using the Kolmogorov-Smirnov test. If the significant value > real level (0.05), then the normality assumption will be met. The normality test results for this study can be displayed as follows:



Tests of Normality

	Kolmogorov-Smirnov ^a			Shapiro-Wilk		
	Statistic	df	Sig.	Statistic	df	Sig.
Marketplace	.113	72	.023	.965	72	.043
Type	.340	72	.000	.636	72	.000

a. Lilliefors Significance Correction

Based on the SPSS output table, it is known that the significance value of Asiymp.Sig (2-tailed) of 0.023 is greater than 0.05. So, in accordance with the basis for decision making in the Kolmogorov-Smirnov normality test above, it can be concluded that the data is normally distributed. Thus, the assumptions or normality requirements in the regression model have been met.

B. Homogeneity Test

Homogeneity test is a test conducted to determine that two or more groups of sample data come from populations that have the same variables (homogeneous). This test is a requirement before doing the T-Test and Anova test. This test is used to ensure that data groups do come from populations that have the same variant (homogeneous). If the significance value > 0.05 then the data distribution is homogeneous, but if the significance < 0.05 then the data distribution is not homogeneous.

Test of Homogeneity of Variances Marketplace

Levene Statistic	df1	df2	Sig.
2.845	1	70	.096

Based on the SPSS output value, it is known that the significance value is 0.096 > 0.05, this indicates that the distribution of this data is homogeneous. Thus, the distribution of this data can be continued with the T-Test and other tests.

C. Independent Sample T – Test

The t test is used to see the effect of the independent variables individually on the dependent variable. influence on the dependent variable. This test is carried out using a significance level of 0,05 ($\alpha = 5\%$). The calculation results in this study are:

- 1) If the significant value or sig. (2-tailed) > 0.05, then Ho is accepted and Ha is rejected.
- 2) If the significant value or sig. (2-tailed) < 0.05, then Ha is accepted and Ho is rejected.

		Marketplace			
		Equal variances assumed	Equal variances not assumed		
Independent Samples Test	Levene's Test for Equality of Variances	F	2.845		
		Sig.	.096		
	T-test for Equality of Means	T	-3.539	-3.539	
		Df	70	66.742	
		Sig. (2-tailed)	.001	.001	
		Mean Difference	-3.97222	-3.97222	
		Std. Error Difference	1.12239	1.12239	
		95% Confidence Interval of the Difference	Lower	-6.21076	-6.21269
			Upper	-1.73368	-1.73176

Primary data source processed using SPSS 24, 2024

Based on the results of table above, it can be seen that from the spss output, the sig value is obtained. (2-tailed) of 0.001 is smaller than 0.05 ($0.001 < 0.05$) with a t table value of -3.539 smaller than the t-table of 1.984 ($-3.539 < 1.994$) it can be interpreted that Ho states that there is no difference in price factors, product quality on loyalty between Shopee and Lazada users **“Rejected”**.

CONCLUSION

Based on the description of the Independent sample t-test results, it can be concluded as follows:

1. There is no difference between the price factor, product quality on Shopee and Lazada user loyalty.
2. To increase user loyalty, Shopee should continue to focus on competitive pricing strategies and attractive promotions, while Lazada needs to further emphasize improving service quality to maintain and increase user loyalty.

SUGGESTIONS

Based on the conclusion of the research results above, the researcher recommends the following suggestions:

1. For the object of research, we recommend that the Shopee and Lazada marketplaces should pay more attention and improve the quality and price of their products.
2. For further researchers suggest that there should be further research to expand this research by considering other variables not discussed in this study, such as service quality, customer satisfaction and others.

REFERENCE

- F, M. D. (2021). *PENGARUH HARGA, PROMOSI, DAN KUALITAS PELAYANAN TERHADAP LOYALITAS KONSUMEN MELALUI KEPUASAN PELANGGAN E-COMMERCE SHOPEE*. Retrieved from Repository: <https://repository.telkomuniversity.ac.id/pustaka/170390/pengaruh-hargapromosi-dan-kualitas-pelayanan-terhadap-loyalitas-konsumen-melaluikepuasan-pelanggan-e-commerce-shopee.html>
- Kusmaryono, I., Jupriyanto, J., & Kusumaningsih, W. (2021). A systematic literature review on the effectiveness of distance learning: Problems, opportunities, challenges, and predictions. *International Journal of Education*, 14(1), 62-69.
- JIMAS. (2023, November 4). *Journal of Management and Social Sciences*. Retrieved from Open Access: <https://journalstiyappimakassar.ac.id/index.php/Jimas/article/download/673/702/1861>
- Sugiyono, D. (2017). *Metode Penelitian Kuantitatif, Kualitaif dan R&D*. Alfabeta.
- Uji Homogenitas (2024). Retrieved from Revoupedia: <https://jsn.ppj.unp.ac.id/index.php/jsn/article/download/100/67/>