

# Factors Affecting Shopee Consumer Satisfaction in an Islamic Economic Perspective

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## Abstract

**Purpose:** This study aims to identify the effect of product quality, service quality, trust, price, and promotion on customer satisfaction shopping at Shopee.

**Methodology/approach:** This research was conducted in Central Java Province, Indonesia, this research uses questionnaires distributed through surveys and applies quantitative methods with data analysis using SPSS. Related literature is used to build theoretical frameworks and hypotheses.

**Results/findings:** The results showed that product quality has an insignificant effect on customer satisfaction, service quality, trust, and promotion have a significant effect on customer satisfaction, while price has no significant effect on customer satisfaction.

**Limitations:** This study only analyzes five variables, so other factors that may affect customer satisfaction are not taken into account.

**Contribution:** The results of this study can help Shopee management and other e-commerce companies in formulating more effective strategies to increase customer satisfaction.

**Novelty:** This study examines how product quality, service, trust, price, and promotion according to Islamic teachings affect customer satisfaction at Shopee. This study offers a new outlook on increasing customer satisfaction while adhering to Islamic principles.

**Keywords:** *Consumer Satisfaction, Shopee, Islamic Economic*

## 1. Introduction

E-commerce is becoming increasingly important in today's digital age. E-commerce allows businesses to sell products and services online and expand their market through the Internet (Lilyana et al., 2022). With this e-commerce in the buying and selling industry, especially those based online in Indonesia, is experiencing an increase, many market place companies have sprung up in Indonesia and one of them is Shopee.

Shopee is one of the market places that provides a variety of products. Shopee was first launched in 2015 which spread across several markets in various regions, namely Singapore, Malaysia, Indonesia, Thailand, Taiwan, Vietnam, and the Philippines (Shopee, 2023). Among the many e-commerce services in Indonesia, Shopee is one of the most popular marketplaces and the most widely used by Indonesians, which is ranked first in 2023. This can be proven by the following table:

Table 1. Top Index Ranking

E-Commerce	Monthly Web Visitors	Ranking AppStore	Ranking Playstore
Tokopedia	158.346.667	#2	#5
Shopee	131.296.667	#1	#1
Lazada	26.640.000	#3	#2
Bukalapak	21.303.333	#7	#6
Blibli	19.736.667	#5	#3

Source: Indonesia E Commerce Map, 2023

Shopee is a new pioneer compared to Tokopedia, Lazada, Bukalapak, and Blibli. However, shopee tops the AppStore and PlayStore ranking categories beating other e-commerce such as

Tokopedia, Lazada, Bukalapak, and Blibli. Below is the data on the year of establishment of each e-commerce:

Table 2. Year of Establishment of Some E-Commerce

No.	E-Commerce	Year of Establishment
1	Tokopedia	2009
2	Shopee	2015
3	Lazada	2012
4	Bukalapak	2011
5	Blibli	2011

Source: Qothrunnada, 2022

It can be seen in table 1 and table 2 that shopee was founded in 2015, but obtained a total visit of 131 million per month. When compared to Tokopedia, which was founded before Shopee, namely in 2009, which obtained a total of 158 million visits per month where the number of visitors to Tokopedia was more than Shopee. However, Tokopedia only ranks second in the AppStore ranking category and third in the PlayStore ranking category. This can show that the service in the Shopee application can have a positive impact and satisfaction on customer feedback on the Shopee e-commerce site.

However, from observations made by researchers, there are still many consumers who regret the quality of service from Shopee which is less than satisfactory for consumers. In addition, the quality of the products received by consumers is still unsatisfactory because many products are not in accordance with consumer desires. This causes trust in the Shopee site to decrease and consumers feel anxious after making an online purchase. Whereas customer satisfaction is the main thing that must be applied to every businessman.

In Islam, doing business online is allowed as long as it does not contain elements of usury, injustice, monopoly, or fraud. The Prophet showed that buying and selling is halal as long as it is done by mutual agreement. Doing business, including online, has a positive impact because it is considered practical, fast, and easy. Allah says in Q.S. Al-Baqarah verse 275: "Those who eat usury cannot stand except as one who staggers because of a demon. This is because they say that buying and selling is the same as usury. But Allah has justified buying and selling and forbidden usury. If a warning from his Lord comes to him (concerning usury), then he stops, and what he used to earn is his, and it is up to Allah. Whoever repeats (the usury transaction), they are the inhabitants of Hell. They shall abide therein." Buying and selling in this verse also includes businesses conducted online. However, online buying and selling transactions must meet certain conditions to be declared halal or not. The basic conditions for the permissibility of buying and selling online include (Nur fitria, 2017):

1. Not violating the provisions of religious law, such as conducting prohibited business transactions, and avoiding fraud, deception, and monopoly.
2. There is an agreement between the two parties (seller and buyer), which includes an agreement on all undesirable possibilities, either to continue or cancel the transaction.

The use of Islamic economic principles in online business is an aspect that is increasingly receiving attention, especially in terms of maintaining consumer satisfaction by ensuring that the products and services offered are in accordance with Islamic economic values.

Previous research conducted Chaerunnisa (2022), explained that product quality has a significant effect on customer satisfaction. One of the things that companies should not ignore is product quality, because if it is ignored, it will not attract consumer attention. This is also clarified by previous research that the effect of product quality has a positive and meaningful value on customer satisfaction (Syahfitr, 2022). However, the results of previous research conducted by Wulandari (2020) explain that product quality has no significant effect on Shopee customer satisfaction. This is because Shopee is only a third party that connects sellers and buyers, not selling its own products, but sellers who sell products offered by sellers do not match consumer expectations. Based on the results of the research

above, there is still a research gap from the results of research on the effect of product quality on shopee customer satisfaction. Therefore, the authors are interested in conducting research again on “Factors affecting Shopee Consumer Satisfaction in an Islamic Economic Perspective.

## 2. Literature review and hypothesis/es development

### 2.1. Product Quality

Product quality refers to the physical state, functionality, and attributes of a product, whether it is a good or a service, encompassing factors like durability, dependability, precision, user-friendliness, ease of repair, and additional qualities. The purpose of this product quality is to meet and satisfy the needs of consumers or customers in accordance with the expected standards (Manoppo & Tamengkel, 2021). According to Santoso (2019) Product quality is an important factor considered in the company, and is one of the main policies to improve competitiveness. The goal is to provide satisfaction to consumers that is at least equivalent, or even better, compared to the quality of products from competitors. Consumers always want quality products for the price they pay, although some assume that expensive products are synonymous with high quality. If companies are able to fulfil these expectations, they can continue to satisfy consumers and potentially increase the number of customers (Ramadhan et al., 2023).

In Islam, product quality is a number of attributes or characteristics described in the product that are used to meet customer expectations. As explained in the words of Allah Swt in Q.S. An-Naml: 88, namely:

وَتَرَى الْجِبَالَ تَحْسَبُهَا جَامِدَةً وَهِيَ تَمُرُّ مَرَّ السَّحَابِ ۗ صُنِعَ اللَّهُ الَّذِي لَنْ تَرَىٰ لَهُ سَائِلًا ۗ إِنَّهُ خَبِيرٌ بِمَا تَفْعَلُونَ

Meaning: “And you see the mountains, you think they are fixed in place, but they move as the clouds move. (Such are) the deeds of Allah, who decrees all things; indeed, Allah is well aware of what you do”.(Q.S. An-Naml: 88)

The verse above explains that an item produced must be completed with perfect and optimal quality, because Allah SWT created everything in the sky and on earth with perfect quality. If a product is considered of good quality, then the product must also be completed with perfect quality (Karjuni, 2021).

### 2.2. Service Quality

According to Mulyapradana (2020) Service quality is a crucial element to consider when aiming to deliver exceptional service. It plays a significant role for companies as it directly impacts customer satisfaction, which is achieved when the service quality meets high standards. From this understanding, service quality can be defined as the company's performance represented by intangible aspects that hold substantial value for consumers. Service quality can be evaluated by examining the service itself.

Providing the best service to fellow human beings is a very noble job and a path to goodness for anyone who wants to carry it out. The Qur'an and hadith teach that humans should serve each other as well as possible. Human existence is actually determined by how much benefit he can give to others. All actions taken will ultimately return to the perpetrator. Allah's word in Q.S. Al-Isra verse 7:

إِنْ أَحْسَنْتُمْ أَحْسَنْتُمْ لِأَنْفُسِكُمْ وَإِنْ أَسَأْتُمْ فَلَهَا فَإِذَا جَاءَ وَعْدُ الْآخِرَةِ لِيَسْتَوْا وَجُوهَكُمْ وَلِيَدْخُلُوا الْمَسْجِدَ كَمَا دَخَلُوهُ أَوَّلَ مَرَّةٍ ۚ وَلِيُتَبَرَّوْا مَا عَلُوا تُبَيَّرُوا

Meaning: “If you do good, you have done good for yourself. If you do evil, (the loss from evil) returns to yourselves. When the time of the second (mischief) comes, (We will raise up your enemies) to make your faces dark, to enter the mosque (Baitulmaqdis) as they entered it the first time, and to destroy whatever they possess”. (Q.S. Al-Isra: 7).

As a Muslim, service delivery must be based on sharia values to realize the value of piety, as well as showing steadfastness in faith to carry out the mission of Islamic sharia. Islam teaches that if you want to provide business results in the form of goods, you must provide good quality products and not provide poor quality (Ningsih, 2018).

### 2.3. Consumer Trust

Trust according to Putra (2021) Trust is the main basis in the business world. Building long-term relationships based on trust with customers is a key factor in creating loyalty. This trust cannot be directly obtained from other parties or business partners, but must be established from the start and proven through action. Meanwhile, according to Hendayana & Sari (2021) Consumer trust is closely related to the level of satisfaction they feel with a product, service, or service. This trust grows as a result of the satisfaction experienced by the customer. Building trust is very important because it will play a major role in creating consumer confidence, which in turn is the key to long-term success in a business (Permatasari, 2021).

Trust in the perspective of Islamic economics means that an entrepreneur must have a trustworthy nature, and this can be an example of the attitude of the Prophet Muhammad SAW in maintaining trust. The Prophet as a merchant always fulfills his da'wah by returning his employer's property, both sales and residual results. Trust is a value that is highly upheld in a relationship, and this trust is achieved when there is mutual trust based on openness, competence, fairness, honesty, responsibility, and mutual respect (Anita, 2019). According to Ulfa & Selviani (2022) trust based on the principles of trust and honesty strengthens the relationship between consumers and sellers, and ensures purchasing decisions in accordance with Islamic ethical and moral values, which in turn will lead to consumer satisfaction.

### 2.4. Price

According to Sari (2022) price is the amount of value spent by customers in the form of money to pay for the product or service they receive. Meanwhile, according to Sudarsono (2022) price is the value exchanged by consumers to obtain the benefits of goods or services, both of which can be owned and used for their functions. For consumers, price is an important attribute that is evaluated, which also includes the sacrifice of non-financial social value. Meanwhile, for companies, price plays a role in shaping consumer attitudes. If the price offered matches or exceeds consumer expectations, then they will feel satisfied (Johan et al., 2024).

In the Islamic concept, demand and supply must be carried out based on the principle of desire and willingness, and no party is forced or unfairly disadvantaged at a certain price level. Price is one of the marketing or sales variables. Islam provides freedom in determining prices. In other words, in Islamic teachings, the concept of pricing in any form that occurs in sales transactions is allowed unless there is evidence against it and as long as the pricing is based on reasonableness and mutual agreement between sellers and buyers (Hima et al., 2023). This is confirmed by the Word of Allah in the Qur'an letter Al-Baqarah verse 275:

الَّذِينَ يَأْكُلُونَ الرِّبَا لَا يَقُومُونَ إِلَّا كَمَا يَقُومُ الَّذِي يَتَخَبَّطُهُ الشَّيْطَانُ مِنَ الْمَسِّ ذَلِكَ بِأَنَّهُمْ قَالُوا إِنَّمَا الْبَيْعُ مِثْلُ الرِّبَا وَأَحَلَّ اللَّهُ الْبَيْعَ وَحَرَّمَ الرِّبَا فَمَنْ جَاءَهُ مَوْعِظَةٌ مِنْ رَبِّهِ فَانْتَهَى فَلَهُ مَا سَلَفَ وَأَمْرُهُ إِلَى اللَّهِ وَمَنْ عَادَ فَأُولَئِكَ أَصْحَابُ النَّارِ هُمْ فِيهَا خَالِدُونَ

Meaning: "Those who eat usury cannot stand except as one who staggers because of a demon. This is because they say that buying and selling is the same as usury. But Allah has justified buying and selling and forbidden usury. If a warning from his Lord comes to him (concerning usury), then he stops, and what he used to earn is his, and it is up to Allah. Whoever repeats (the usury transaction), they are the inhabitants of Hell. They shall abide therein". (Q.S. Al-Baqarah: 275).

Based on the above verse, it can be concluded that Islam emphasizes the importance of halal and fair buying and selling practices. Allah has justified buying and selling and forbidden usury, which indicates that pricing in transactions must be in accordance with the principles of fairness and honesty. When prices are set fairly and do not involve elements of usury, this will increase consumer satisfaction because the transactions carried out are in accordance with Islamic values that uphold ethics and balance.

### 2.5. Promotion

Promotion is an interaction between consumers and potential consumers regarding a product or service by directly or indirectly providing information about the product or service. Promotion is a product functionality method that can be easily combined with marketing. In a competitive market, no matter how high the quality of a service or product is, if it is not understood by consumers, it cannot be expected to sell. Promotion has the ability to acquire new customers who do not know, and keep existing plans developing (Nisa et al., 2023). With promotion, it can provide information to the public about the existence of a company, the products offered, product advantages, and other things that consumers need to know (Ulfa & Selviani, 2022).

In Islamic economics, promoting products through advertising, truth and honesty are cornerstones of Islamic economic values. Islam strictly prohibits lying in various forms. Therefore, every manager must act honestly, truthfully and openly in conducting promotions in accordance with the advertisements displayed. Cheating, lying, demonizing, or false advertising is not allowed. Islamic advertising is a form of indirect communication based on information about products and aims to influence product recognition to consumers based on Islamic advertising ethics (Rasyad Al Fajar, 2021).

In the rules of fiqh, all forms of muamalah practices are permitted unless there is evidence that prohibits it. Good marketing principles must be based on Islamic rules and values that adhere to sharia and do not conflict with Islamic law. Promotion in Islam is an effort to introduce and offer products to consumers, provided that it is not allowed to provide excessive information in the process (Asnawi & Fanani, 2017). Honesty is very important in promotion, while lies are bad actions. This is explained in the hadith of the Prophet Muhammad SAW: “Trading with false promises is a bad way to sell goods.” (H.R. Bukhari and Muslim). This hadith reminds us that corrupted profits are not just about money, but can also damage relationships, trust, and long-term business continuity. In the Qur'an surah Az-Zukhruf verse 19, Allah reminds that giving untrue information, exaggerating, or giving false testimony is prohibited, because every action will be accounted for in the hereafter. Allah SWT says in Surah Az-Zukhruf verse 19:

وَجَعَلُوا الْمَلَائِكَةَ الَّذِينَ هُمْ عِبْدُ الرَّحْمَنِ إِنَّا شَاهِدُوا خَلْقَهُمْ سَتُكْتَبُ شَهَادَتُهُمْ وَيُسْأَلُونَ

Meaning: “They consider the angels, the servants of (Allah) the Merciful, to be female. Did they witness their creation? Later, their testimony will be written down and they will be held accountable for it.” (Q.S. Az-Zukhruf: 19).

Therefore, in Islamic promotional ethics, a marketer is not allowed to give excessive praise regarding the quality and attributes of the product or service offered to consumers. Promotion must be done honestly and in accordance with reality so as not to mislead and still comply with the principles of Islamic law (Suryaningsih, 2020).

## 2.6. Consumer Satisfaction

According to Sumartini (2019) customer satisfaction is the level of a person's feelings that arise from the comparison between the perceived product performance and his expectations. Consumers do not only stop at the process of receiving services, but will also evaluate the services they receive. From this evaluation, a feeling of satisfaction or dissatisfaction will arise. When a product's performance falls short of customer expectations, especially if those expectations are set too low, customers are likely to feel dissatisfied and disappointed. On the other hand, if the product meets expectations, it leads to customer satisfaction. However, if the product's performance surpasses expectations, customers will feel highly satisfied and delighted (Tampanguma, 2022).

Consumer satisfaction in an Islamic perspective is based on sharia principles. Customer satisfaction in the Islamic context is closely related to needs, wants, *maṣlahah*, benefits, blessings, beliefs, and *halalness*. In Islamic marketing, the Qur'an has provided guidelines on services that can meet customer satisfaction, including gentleness, generosity, and prioritizing customers (Nasuka, 2017).

Islam views customer satisfaction as the level of comparison between expectations of products in accordance with sharia and the reality received. In research Sauri (2017) explained in an Islamic perspective, customer satisfaction is achieved by utilizing the good service received. The Qur'an

instructs Muslims to be friendly, gentle, and polite when talking to other people. This is explained in Q.S. Al-Baqarah verse 83:

وَإِذْ أَخَذْنَا مِيثَاقَ بَنِي إِسْرَائِيلَ لَا تَعْبُدُونَ إِلَّا اللَّهَ وَبِالْوَالِدَيْنِ إِحْسَانًا وَذِي الْقُرْبَىٰ وَالْيَتَامَىٰ وَالْمَسْكِينِ وَقُولُوا لِلنَّاسِ حُسْنًا وَأَقِيمُوا الصَّلَاةَ وَآتُوا الزَّكَاةَ ثُمَّ تَوَلَّيْتُمْ إِلَّا قَلِيلًا مِّنْكُمْ وَأَنتُمْ مُّعْرِضُونَ

Meaning: “And (remember) when We took a pledge from the Children of Israel, “You shall worship none but Allah, and do good to parents, relatives, orphans, and the poor. And speak kindly to men, and perform the prayer, and pay the alms.” But then you turn away (deny), except for a few of you, and you are (still) dissenters”. (Q.S. Al-Baqarah: 83).

The verse explains that Allah SWT. Advises mankind to always speak well and maintain a good attitude. This will make people who interact with us feel more comfortable. With that feeling of comfort, they will feel satisfied because of attentive service. This feeling of satisfaction will have a positive impact because it will affect customer loyalty to the company.

## 2.7. Hypothesis

### 2.7.1. The Effect of Product Quality on Consumer Satisfaction

H<sub>1</sub>: Product quality has a significant effect on customer satisfaction

Customers will feel satisfied and consider a product to be of high quality when the product can meet or even exceed their expectations. Conversely, if customers' expectations are not met, they will consider the product to be of low quality. Therefore, product quality can be defined as its ability to meet customer needs and expectations. In research Puryanto (2021) shows the effect of product quality on consumer satisfaction. In addition, research Jaya (2021) also states that there is an effect of product quality on customer satisfaction.

### 2.7.2. The Effect of Service Quality on Customer Satisfaction

H<sub>2</sub>: Service quality has a significant effect on customer satisfaction

According to Zainal et al., (2018) service quality is an evaluation by customers regarding how well the services provided align with their expected level of service. When high-quality service is delivered, it enhances customer satisfaction. Likewise in research Sauri (2017) customer satisfaction can be enhanced by improving the quality of Islamic services. Field research and path analysis results indicate that the service quality variable has a significant impact on customer satisfaction.

### 2.7.3. The Effect of Consumer Trust on Consumer Satisfaction

H<sub>3</sub>: Consumer Trust has a significant effect on Customer Satisfaction

According to Anita (2019) customer trust is defined as a customer's willingness to rely on a brand in uncertain situations, with the expectation that the brand will deliver favorable outcomes. Trust reflects an individual's readiness to act based on the belief that the company will fulfill their expectations. According to Widowati (2018) trust has a positive and significant effect on customer satisfaction. Likewise, research conducted by Arifin (2011) shows that trust has a positive and significant effect on customer satisfaction.

### 2.7.4. The Effect of Price on Consumer Satisfaction

H<sub>4</sub>: Price has a significant effect on customer satisfaction

Price has a big influence on customer satisfaction. Customers use price as a determining factor in deciding to buy a product, when the purchase is made, and how many products are needed based on consumer purchasing power. The product must have a fixed selling price so that customers can accept it without ignoring product quality (Anita, 2019). Based on research conducted by Suhardi et al., (2022) The findings indicate that price has a significant partial effect on customer satisfaction. This suggests that price reflects the value of a product or service, which customers must accept to obtain the desired offering. Thus, price plays a crucial role in shaping the level of customer satisfaction. This is supported by research Ariyanti et al., (2022) that price has a partial influence on customer satisfaction.

### 2.7.5. The Effect of Promotion on Customer Satisfaction

H<sub>5</sub>: Promotion has a significant effect on customer satisfaction

The results of the study Rahmayanti & Ekawati (2021) show that promotion has a positive and significant effect on customer satisfaction. This means that the better the sales promotion offered to

customers, the higher the level of satisfaction felt. Conversely, if the sales promotion is done poorly, this can lead to a decrease in customer satisfaction. The results of the study are also supported by Astono (2023) which shows that promotion has a positive and significant effect on customer satisfaction.

### 3. Methodology

This research employs quantitative research methods, which are fundamentally scientific approaches centered on collecting numerical or quantitative data. Utilizing quantitative methods enables researchers to objectively measure specific variables, identify causal relationships, and make generalizations applicable to broader populations (Zulfikar, 2020). This study uses primary data by distributing questionnaires.

The population in this study consists of individuals from Central Java Province, Indonesia, who have made purchase transactions on Shopee e-commerce. The sample size was determined using the Lemeshow formula, as the population is considered infinite or unknown, requiring a minimum of 97 respondents. Respondents were selected through random sampling. The data analysis techniques used in this study include validity and reliability tests, normality tests, multicollinearity tests, heteroscedasticity tests, determination coefficient tests, multiple linear regression analysis, and t-tests, all processed using SPSS software.

## 4. Results and discussion

### 4.1. Result

#### 4.1.1. Validity & Reliability Test

In the validity test, all variable items in this study have a value of  $r_{count} > r_{table}$ , so that the instruments used in research from Product Quality, Service Quality, Consumer Trust, Price, and Promotion to Consumer Satisfaction have a Corrected Item-Total Correlation correlation whose value is greater than 0.1654. This proves that all statements in the questionnaire are valid. The reliability test results have a Cronbach alpha ( $\alpha$ ) value, each variable has a Cronbach alpha ( $\alpha$ ) value of more than 0.70 which shows that it is greater than Cronbach alpha ( $\alpha$ ), namely 0.60, meaning that all statements in the research questionnaire can be said to be reliable and good. The reliability test results are as follows:

Table 1. Reliability Test Result

Variable	Cronbach's Alpha	><	Standardised Value	Description
Quality of Product	0,732	>	0,6	Reliable
Quality of Service	0,686	>	0,6	Reliable
Customer Trust	0,733	>	0,6	Reliable
Price	0,711	>	0,6	Reliable
Promotion	0,648	>	0,6	Reliable
Consumer Satisfaction	0,700	>	0,6	Reliable

Source: Processed data by SPSS (2024)

#### 4.1.2. Normality Test

The results of the normality test using the Kolmogorov-Smirnov method show an Asymp. Sig value of 0.083, which is greater than the significance level of 0.05. Therefore, it can be concluded that the data follows a normal distribution. The following are the results of the normality test:

Table 2. Normality Test Result

		Unstandardized
		Residual
N		100
Normal Parameters <sup>a,b</sup>	Mean	,0000000
	Std. Deviation	,50747310
Most Extreme Differences	Absolute	,179
	Positive	,071
	Negative	-,179
Test Statistic		,179
Asymp. Sig. (2-tailed)		,083 <sup>c</sup>

Source: Processed data by SPSS (2024)

#### 4.1.3. Heteroscedasticity Test

Based on the Glejser test, it has an acquisition with the results of a significant value and a product quality variable of  $0.558 > 0.05$ . Service quality has a significant value of  $0.761 > 0.05$ , consumer trust has a significant value of  $0.072 > 0.05$ , price has a significant value of  $0.763 > 0.05$ , and promotion has a significant value of  $0.092 > 0.05$ . So it can be concluded that all independent variables show a significant value to the value of the dependent variable and it is stated that heteroscedasticity does not occur. So it can be concluded that all independent variables show a significant value on the value of the dependent variable and it is stated that heteroscedasticity does not occur. The following are the results of the heteroscedasticity test:

Table 3. Heteroscedasticity Test Result

Model		Unstandardized		Standardized		t	Sig.
		B	Std. Error	Beta			
1	(Constant)	1,198	,269			4,457	,000
	Quality of Product	,018	,031	,060		,589	,558
	Quality of Service	,012	,041	,040		,305	,761
	Customer Trust	-,113	,036	-,435		-1,121	,072
	Price	,013	,044	,035		,302	,763
	Promotion	-,094	,055	-,186		-1,704	,092

Source: Processed data by SPSS (2024)

#### 4.1.4. Multicollinearity Test

All independent variables in this study do not occur multicollinearity because the VIF value of all independent variables is below or smaller than 10. The following are the results of the multicollinearity test:

Table 4. Multicollinearity Test Result

Model	Collinearity Statistics	
	Tolerance	VIF
Quality of Product	,799	1,252
Quality of Service	,489	2,047
Customer Trust	,424	2,358
Price	,607	1,648
Promotion	,692	1,445

Source: Processed data by SPSS (2024)

#### 4.1.5. Coefficient of Determination

The coefficient of determination test results have a coefficient of determination R Square of 0.483. This shows that the variables of Product Quality, Service Quality, Consumer Trust, Price, and Promotion affect the Consumer Satisfaction variable by 48.3%. While the remaining 51.7% is influenced by other variables not included in this study. The following are the results of the coefficient of determination:

Table 5. Coefficient of Determination Test Result

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	,695 <sup>a</sup>	,483	,455	,521	1,719

Source: Processed data by SPSS (2024)

#### 4.1.6. Multiple Linear Regression Analysis Test

In this study using more than two independent variables, the regression in this study is called multiple linear regression. The regression equation in this study is to determine how much influence the independent variables, namely Product Quality, Service Quality, Consumer Trust, Price and Promotion have on the dependent variable, namely Customer Satisfaction. The results of multiple linear regression data processing can be seen in the following table:

Table 8. Multiple Linear Regression Analysis Test Result

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.882	.418		4.500	.000

Quality of Product	.081	.048	.139	1.681	.096
Quality of Service	.130	.064	.216	2.037	.044
Customer Trust	.198	.057	.400	3.509	.001
Price	-.091	.068	-.127	-1.332	.186
Promotion	.208	.086	.215	2.414	.018

Source: Processed data by SPSS (2024)

In the multiple linear regression test results, the regression equation can be described as follows:  $CS = 1.882 + 0.081 \text{ Product Quality} + 0.130 \text{ Service Quality} + 0.198 \text{ Consumer Trust} + -0.091 \text{ Price} + 0.208 \text{ Promotion}$ . The results of multiple linear regression tests show that the significant value of product quality is 0.081, which indicates that product quality has a positive influence on customer satisfaction. The service quality coefficient value is 0.130 which indicates that service quality has a positive influence on customer satisfaction. The coefficient value of consumer confidence is 0.198 which indicates that the level of consumer confidence has a positive influence on customer satisfaction. The price coefficient value is -0.091 which indicates that the price variable has no significant effect on customer satisfaction. The promotion coefficient value is 0.208 which shows that promotion has a positive influence on customer satisfaction.

#### 4.1.7. Partial Test (T Test)

The results of hypothesis testing on the product quality variable have a t value of 1.681 > t table 1.661 and a significance level of 0.096 > 0.05, which indicates that product quality has an effect but is not significant to customer satisfaction. Service quality with a t value of 2.037 > t table 1.661 and a significance of 0.044 < 0.05, has a significant effect on customer satisfaction. Consumer trust has a significant effect on customer satisfaction with a t value of 3.509 > t table 1.661 and a significance of 0.001 < 0.05. The price variable with a t value of 1.332 < t table 1.661 and a significance of 0.186 > 0.05, has no significant effect on customer satisfaction. Promotion has a significant effect with a t value of 2.414 > t table 1.661 and a significance of 0.018 < 0.05.

## 4.2. Discussion

### The Effect of Product Quality on Shopee Consumer Satisfaction in an Islamic Economic Perspective

The results showed that product quality has an insignificant effect on customer satisfaction. This shows that even though the product has good quality, it is not enough to guarantee overall consumer satisfaction. In online shopping, especially on platforms like Shopee, consumers prioritize a comprehensive shopping experience, including factors such as price, service, trust, and clarity of product information. In the view of Islamic economics, the products sold must have the quality that is in accordance with what is promised such as honesty in product descriptions. Based on the results of 91% of respondents felt that the products they bought were in accordance with the descriptions given, indicating a high satisfaction regarding this aspect. This reflects the application of the principles of honesty and fairness that are recommended in Islamic economic transactions. This is in accordance with the principles of honesty (shidq) and trustworthiness taught in Islam. Allah says in Q.S. Al - Muthaffifiin Verses 1-3.

Meaning: “Great is the calamity of the cheaters, those who, when they receive a measure from others, ask for it to be fulfilled, and when they measure or weigh for others, they reduce it.” (Q.S. Al-Muthaffifin: 1-3).

However, the ease of product repair received less attention, which could be an indicator that the element of *maslahah* (long-term benefits) has not been fully met. Therefore, product quality has an

insignificant effect. Although the product has good quality, if other aspects such as service or price are inadequate, consumers tend to feel dissatisfied.

This is in accordance with research Ningsih et al., (2022) stated that product quality has an effect and is not significant on customer satisfaction, an increase or decrease in product quality does not directly increase customer satisfaction, it can even cause a decrease in satisfaction. This is contrary to the general theory that considers product quality as the main factor in influencing customer satisfaction.

### **The Effect of Service Quality on Shopee Consumer Satisfaction in an Islamic Economic Perspective**

The results showed that service quality has a significant effect on shopee customer satisfaction in an Islamic economic perspective. This received a very positive response with 91% of respondents feeling that Shopee understood and cared about their needs. In the context of Islamic economics, this empathy is closely related to the concepts of *ihsan* and *takaful*, where the seller or service provider is expected to provide the best service by paying attention to the interests and needs of consumers as a whole. Concern for consumers is not only limited to how the product is marketed or delivered, but also to how complaints are handled and responsiveness to any problems that arise. As Allah says in Q.S. Al-Qashash verse 77:

Meaning: “And do good (to others) as Allah has done good to you, and do not do corruption on (the) earth. Indeed Allah does not like those who do corruption”. (Q.S. Al-Qashash: 77).

This verse teaches the importance of providing the best service to fellow humans, including in economic and trade activities. In the context of Shopee, this *ihsan* principle can be applied through services that are friendly, transparent, and responsive to consumer needs. Consumers who feel well-served will be more satisfied and tend to build loyalty towards the seller or platform.

By showing empathy, Shopee not only fulfills the technical aspects of service, but also the moral and ethical aspects of business, which ultimately creates consumer loyalty and increases long-term satisfaction. This empathetic attitude is one of the important factors that shows that Shopee is not only looking for material benefits, but also pays attention to the welfare aspects of its consumers, which is in accordance with the principle of *maslahah* in Islamic economics, which is to preserve the common good and interests.

The research has the same results as research Farunik (2021) which says that service quality affects customer satisfaction. These results indicate that service quality is an important factor in increasing customer satisfaction. If the quality of service meets consumer expectations, then consumer satisfaction tends to be high. However, if the quality of service does not meet consumer expectations, then consumers will tend to feel dissatisfied. This allows consumers to spread negative information about these services to the community (Mulyanto, 2024).

### **The Effect of Consumer Trust on Shopee Consumer Satisfaction in an Islamic Economic Perspective**

The results showed that the level of consumer trust has a significant effect on shopee customer satisfaction in an Islamic economic perspective. This shows that as many as 87% of respondents feel that Shopee provides adequate security features to protect personal data. In an Islamic economic perspective, protecting consumer personal data is a responsibility that falls under the concept of trust. This trust requires every business actor to take good care of all information entrusted by their consumers, including personal data such as names, addresses, phone numbers, and others. In transactions, trust is indispensable, especially when it involves sensitive data. Shopee being able to adequately maintain the security of personal data demonstrates its commitment to abide by the principle of trust. This security ensures that consumers feel protected in every transaction, without worrying that

their data will be misused. This principle of maintaining trustworthiness is supported by Allah's words in Q.S. Al-Mu'minun verse 8:

Meaning: “ (Fortunate indeed are) those who keep their trust and their promise.” (Q.S. Al-mu'minun: 8). This verse emphasizes the importance of maintaining trust and trustworthiness in every aspect of life, including in business transactions. In the digital world, the protection of personal data is one form of implementation of the trust that must be maintained by business actors, such as Shopee, to ensure consumer trust.

In addition, in Q.S. An-Nisa verse 58 Allah says: “Verily Allah enjoins you to deliver the trust to its owner. And when you set a law among men, set it justly. Indeed, Allah gives you the best teaching. Verily, Allah is All-Hearing, All-Seeing.” (Q.S. An-Nisa: 58).

This verse emphasizes that everything that is entrusted to someone, including personal data, must be safeguarded and delivered to the rightful person with full justice. Protecting personal data means that Shopee has carried out the commandment of maintaining trust by ensuring that consumer information is not misused or shared without permission.

In the context of shariah, apart from maintaining trustworthiness, Shopee must also adhere to the principle of *maslahah* (general welfare), where the protection of consumer data is considered part of protecting the rights of individuals and safeguarding their welfare. By implementing adequate security features, Shopee safeguards consumers' rights to conduct transactions safely, as well as protects against potential misuse that could be detrimental.

This research has the same results as research (Septiani & Widayatsari (2020) which says that sellers need to focus on customer satisfaction to maintain long-term relationships with them. In the era of online shopping, it is important for sellers to have loyal customers who believe in the excellence of their services.

### **The Effect of Price on Shopee Consumer Satisfaction in an Islamic Economic Perspective**

The results showed that price has no effect on shopee customer satisfaction in an Islamic economic perspective. Based on the survey results, 78% of respondents agreed that Shopee offers lower prices than other major competitors, while 22% of respondents felt that this was not the case. This shows that although lower prices can be an initial attraction for consumers, other factors such as product quality, service, and trust in the platform are also very influential in creating consumer satisfaction. In the perspective of Islamic economics, customer satisfaction is not only measured by price, but also by the principles of fairness and integrity in transactions. Islam teaches the principle of fairness in all transactions. In this context, competitive prices must be accompanied by good quality and transparency. Allah SWT says in Q.S. Al - Isra verse 35:

Meaning: “Complete the measure when you measure and weigh with the correct scales. That is the best and most favorable result.” (Q.S. Al-Isra: 35). This verse reminds us not to commit fraud in transactions, including in setting prices. While Shopee offers competitive prices, it is important to remember that consumers are looking for value more than just price. Honesty in pricing, good product quality, and satisfactory service are also very important.

In an Islamic economic perspective, consumers are taught to choose products that are not only cheap, but also provide good value. Thus, although Shopee offers lower prices, without being supported by quality and trustworthiness, consumers do not feel satisfied.

Therefore, while competitive pricing is an important factor, it is not enough to guarantee overall consumer satisfaction. In an Islamic economic perspective, consumer satisfaction relates more to the value received from the transaction, which includes fairness, quality, and transparency in all aspects of the transaction.

This research has the same results as research Berliana et al., (2020) which says that price is not the main factor in purchasing decisions. Customers are willing to pay more as long as they get quality service, such as on-time delivery, quick response to complaints, and fulfillment of urgent

requests. Therefore, with good service, price becomes less important, because customers value service quality more than price. This shows that price has no significant effect on customer satisfaction.

### **The Effect of Promotion on Shopee Consumer Satisfaction in an Islamic Economic Perspective**

The results showed that promotion has a significant effect on shopee customer satisfaction in an Islamic economic perspective. This shows that as many as 87% of respondents feel that the promotions offered by Shopee do not contain elements of fraud or manipulation. This emphasizes the importance of honesty in every form of promotion carried out by Shopee. Honesty is one of the basic values in an Islamic economic perspective, especially in transactions and muamalah. In promotions, actions that are considered dishonest include misleading consumers with false claims, discounts that do not match reality, or hiding important information regarding the product. Honesty in promotion ensures that consumers get accurate and transparent information, so that the decisions they make in shopping are truly based on complete information and are not influenced by manipulation.

In Islamic economics, honesty (siddiq) is a value that is highly upheld. Every transaction, whether in the form of buying and selling or promotion, must be carried out honestly so that no party feels disadvantaged. Fraud, cheating, or manipulation in promotion is a form of violation of the principles of fair muamalah. The principle of honesty in promotions and transactions is explained in Q.S. Al-Baqarah verse 42:

Meaning: “Do not confuse the truth with falsehood and (do not) hide the truth, while you know (it)”. (Q.S. Al-Baqarah: 42). This verse emphasizes the importance of conveying the truth and not mixing falsehood in transactions or communications, including promotions. In this case, honest promotion does not hide important information from consumers and does not try to mislead them.

From an Islamic economic perspective, Shopee's promotions should always prioritize the principle of honesty, as commanded in the Qur'an. Promotions that contain deception or manipulation are against Islamic business ethics and are prohibited in Islamic teachings.

This study has the same results by research Detika et al., (2021) which says that promotion has an effect on customer satisfaction. This promotion is very beneficial for loyal customers who regularly shop at Shopee e-commerce. This research is also supported by Jhoni (2022), promotions that match consumer preferences can attract them, increase sales, and if the product matches the promotion, consumers will feel satisfied.

## **5. Conclusion**

### **5.1. Conclusion**

Based on the discussion, it can be concluded that in an Islamic economic perspective, product quality has an insignificant effect on Shopee customer satisfaction, although product quality is important, consumers pay more attention to other aspects such as service, trust, and promotion. Service quality has a significant effect on customer satisfaction. Good, friendly, and responsive service will create loyalty and satisfaction, in line with the principle of ihsan in Islamic economics which encourages service providers to pay attention to consumer interests. Consumer trust also has a significant effect on satisfaction. Shopee, which maintains the security of personal data and fulfills the principle of trust, is expected to maintain consumer trust, which is important in business transactions. Price does not have a significant effect on consumer satisfaction, indicating that consumers value the value of the overall transaction more than just a low price. This emphasizes the importance of transparency and fairness in transactions, which are fundamental principles in Islamic economics. Promotion has a significant effect on customer satisfaction, honesty in promotion is essential to maintain transparency and ensure consumers get accurate information.

### **5.2. Limitation**

This study only measures several factors such as product quality, service quality, consumer trust, and price. Other factors that might affect consumer satisfaction, such as user experience, return policy, or social aspects, were not made variables. The number of respondents in this study is relatively limited, so the results may not represent the overall Shopee consumer population. A larger sample size may provide more comprehensive and accurate results.

### 5.3. Suggestion

For future research, it is better to use a larger sample size to increase the accuracy of the results and enable a more in-depth analysis of variations in customer satisfaction. To make the results more comprehensive, future research should consider additional variables that may affect customer satisfaction, such as user experience, return policy, and social aspects. Further research could also conduct comparative studies with other e-commerce platforms to better understand how product quality, service, trust, price, and promotion from an Islamic economic perspective affect customer satisfaction more broadly.

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