

The Effect of Service Innovation and Service Quality on Customer Satisfaction during Covid 19 (Survey of Tokopedia App Users in Bandung 2021)

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Abstract

Abstract. This research was conducted to find how much influence service innovation (X1) and service quality (X2) on customer satisfaction (Y) on Tokopedia application customers in Bandung. The method used in this study is a quantitative method with 100 respondents tokopedia application users in Bandung with multiple regression analysis calculation process and processed in SPSS25 software. The main data from the study used questionnaire survey, and secondary data was obtained through journal publications, articles, and theory books. According to the results of this study shows that the variable service Innovation (X1) and service quality (X2) has a significant influence simultaneously on the variable customer satisfaction (Y) Tokopedia application in The City of Bandung by 37.7%.

Keywords

Service Innovation; Quality of Service; Customer Satisfaction

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Preliminary

In the modern era as it is today the development of technology continues to accompany in various fields. Indonesian society, in particular, has now a strategy and utilizing the development of technology, where Indonesians are now easier in carrying out their daily activities. Such as exchanging information, conducting transactions, and various other activities. In Indonesia, as quoted from the official website of the President of the Republic of Indonesia, the e-commerce industry continues to grow and develop around the world, believed to have become an important and significant part of global economic growth. Various offers interesting, easy, creative, and appropriate online products and services are also a factor in accelerating the growth of e-commerce transactions. The existence of tokopedia becomes a medium for shopping especially at the moment there is a spread of the covid-19 virus. In this situation, innovation cannot be avoided by the company if it wants to achieve success of a company. A company's success depends heavily on the company's ability to acquire, use the skills, and apply them to a new product. Therefore tokopedia issued new features or categories, one of which is the affordable medical device feature. Tokopedia's innovations make consumers feel satisfied shopping at Tokopedia because what they need is in Tokopedia without having to leave the house. The more people who shop online at Tokopedia, the quality of service becomes very important to win the competition in the spread of the covid-19 virus. By understanding what consumers want and expect from the quality of services provided, it will be obtained a special added value for the company. The quality of service needs to get great attention from the company because the quality of service has a direct relationship with the ability to compete and the level of profit of the company.

Frame of Mind

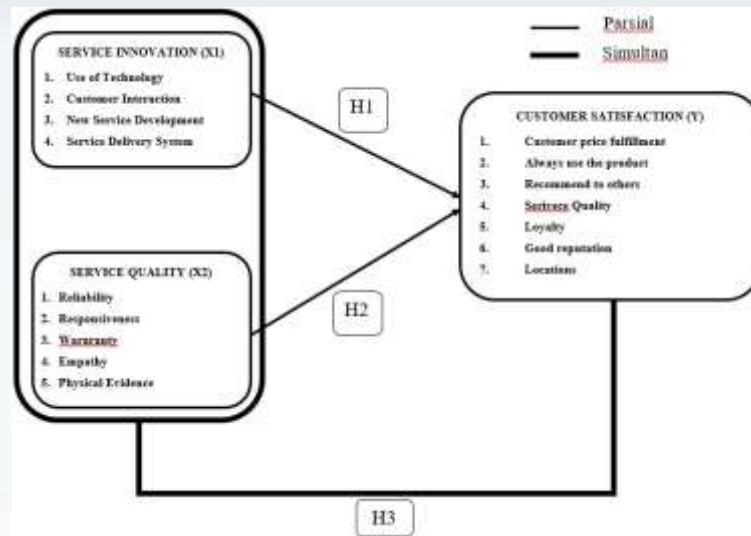
The frame of mind is a conceptual model of how theory is combined with various factors that have been identified as an important issue. A good frame of mind will theoretically explain the interrelationship between the variables studied. So it is theoretically necessary to explain the relationship between independent and dependent variables. Effect of Service Innovation and Service Quality On Customer Satisfaction Service innovation is implemented because consumers want a renewal in the service felt by consumers. According to Hanif and Asgher (2018) innovation is the main driving factor in the company's success not only in the industrial sector but also in the service sector. Quality of Service is an act and action of businesses or companies to provide satisfaction to customers. According to Nasirin and Lionardo (2020) the quality of service is an ability to make and deliver products in the form of goods or services that have benefits following the expectations and desires of customers. Customer satisfaction is a comparison of the quality of service experienced by customers, which is expected by customers if the quality experienced by customers is lower than expected, then there will be customer dissatisfaction as expected, customers will be satisfied, and if the quality of service is more what is expected, customers will be very satisfied (Shokoohyar, Shokouhyar, Sobhani, & Naseri, 2021).

From the above frame of mind, it can be known, that the independent/free variables are Service Innovation (X1) and Service Quality (X2), while the dependent /bound variable is Customer Satisfaction (Y).

The hypotheses proposed in this study are as follows:

- H1:** It is suspected that there is an influence between service innovation (X1) partially on customer satisfaction (Y).
- H2:** It is suspected that there is an influence between the quality of service (X2) partially on customer satisfaction (Y).
- H3:** It is suspected that there is an influence between service innovation (X1) and service quality (X2) simultaneously on customer satisfaction (Y).

Frame of mind



Research methods

Types of Research

This study will discuss issues related to the influence of service innovation and service quality on customer satisfaction in tokopedia app users in Bandung. In this study, researchers used quantitative data types and sources, for the samples selected in this study amounted to 100 consisting of tokopedia application users in Bandung. This research sampling method uses the Nonprobability Sampling technique. Primary data in this study was obtained through questionnaires, while secondary data was obtained from journal publications and textbooks. Data analysis used is a descriptive analysis by adopting several linear regression analysis techniques using SPSS25 for Windows software.

Discussions

Multiple Regression Analysis

Regression analysis is used to determine the existing relationship between variable so that from the obtained relationship can be estimated one variable if the price of another variable is known. The regression model equation used by the author is a double regression analysis equation. Below will be presented a model of regression equations using several linear regression analysis:

Table.
Multiple Linear Regression

Model	Unstandardized Coefficients ^a		Standardized Coefficients	t	Sig.
	β	Std. Error	Beta		
1 (Constant)	8,582	2,929		2,930	,004
X1	,325	,167	,183	1,948	,054
X2	,730	,138	,498	5,305	,000

Source: SPSS Output

As a result of the calculation, the Constant value (a) is 8,582 and Service Innovation value (X1) is 0.325 and the Service Quality value (X2) is 0.730. The regression equation formula is obtained as follows:

$$Y = 8,582 + 0,325X_1 + 0,730X_2 + e$$

1. If the constant value 8,582 means that if independent variable which is a service innovation variable and the quality of service is considered constant (worth 0), then the dependent variable. the customer satisfaction variable will be worth 8,582. That is, when there is no change in the value of service innovation, then the value of customer satisfaction does not change.
2. If the value of the regression coefficient of service innovation variable shows 0.325, meaning that if the service innovation variable increases by (one) unit, while the other independent variable is the service quality variable is considered constant (worth 0), then the dependent variable that is customer satisfaction variable will increase by 0.325. Positive signs of coefficient regression value indicate that service innovation variables have positive influence on customer satisfaction. This means that the higher the service innovation, the higher customer satisfaction, and vice versa.
3. If the value of the regression coefficient of service quality variable shows 0.730, meaning that if the service quality variable increases by (one) unit, while the other independent variable is the service innovation variable is considered constant (worth 0), then the dependent variable that is customer satisfaction variable will increase by 0.730. Positive signs of coefficient regression value indicate that service quality has a positive influence on customer satisfaction. This means that the higher the quality of service, the higher customer satisfaction, and vice versa.

Hypothesis Test (t-Test)

This test basically aims to show how far one individual independent variable affects in describing dependent variables. Below will be presented the results of partial hypothesis testing using several linear regression analysis:

Table.
Partial Hypothesis Testing

Model	Unstandardized Coefficients		Standardized Coefficients		t	Sig.
	B	Std. Error	Beta			
1 (Constant)	8,582	2,929			2,930	,004
X1	,325	,167	,183		1,948	,054
X2	,730	,138	,498		5,305	,000

Source: SPSS Output

Simultaneous Hypothesis Test (Test F)

The F test is a goodness fit model that must be performed in linear regression analysis. Below will be presented the results of simultaneous hypothesis testing:

Table.
Simultaneous Hypothesis

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	445,310	2	222,655	29,387	,000 ^b
	Residual	734,930	97	7,577		
	Total	1180,240	99			

Source: SPSS Output

Discussion of Research Results

Discussion of Service Innovation in Tokopedia App

The results showed that in the service innovation variable (X1) obtained the total value of the actual score of 1787, the ideal total score of 2000 percentage value of 89%, falls into the category of excellent. This shows that the service innovation provided by Tokopedia to its customers has been very good. Variable service innovation consisting of indicators Use of Technology, Customer Interaction, New Service Development, and Service Delivery System.

Discussion of Service Quality in Tokopedia App

The results showed that in the variable quality of service (X2) obtained the actual total score of 2172, the ideal total score of 2500 percentage value of 87%, falls into the category of excellent. This shows that the quality of service provided by Tokopedia to its customers has been very good. Variable quality of service consisting of indicators Reliability, Responsiveness, Warranty, Empathy, and Physical Evidence.

Discussion of Customer Satisfaction in Tokopedia App

The results showed that in the variable customer satisfaction (Y) obtained the total value of the actual score of 3021, the ideal total score of 3500 percentage value of 86%, falls into the category of excellent. This shows that the customer satisfaction obtained by customers on the Tokopedia app has been very good. Variable customer satisfaction consists of indicators Customer price fulfillment, Always use the product, Recommend to others, Service Quality, Loyalty, Good reputation, and Locations.

Inference

Based on the results of discussion in the previous chapter, the following conclusions are obtained:

1. Referring to Test Result F indicates that the Customer Satisfaction (Y) variable in the tokopedia app will be 29,387 points and this number has not been affected by Service Innovation (X1) and Service Quality (X2) variables. However, that number is influence by other variables beyond at study.
2. From the test result correlation coefficient (R) obtained a value of 0.614. So it can be concluded that the variable relationship of Service Innovation (X1) and Service Quality (X2) has a strong relationship with the variable Customer Satisfaction (Y) which is 61.4%.
3. From the results of the study coefficient of determination (R²) obtained a value of 0.377. This suggests that the contribution of Service Innovation (X1) and Service Quality (X2) variables could affect Customer Satisfaction (Y) by the remaining 37.7% by 62.3% influenced by other variables not included in this study.
4. Service Innovation Variable (X1) has a regression coefficient of 0.325 and service quality variable (X2) has a coefficient of regression value of 0.730 so it can be concluded that if the company provides Service Innovation (X1) and Good Service Quality (X2) then Customer Satisfaction (Y) in Tokopedia will increase.

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