

THE EFFECT OF DIRECT COMMUNICATION AND CUSTOMER REVIEWS ON CUSTOMER SATISFACTION IN ELECTRONIC SHOPPING ON TOKOPEDIA

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Abstract

This study aims to analyze the impact of direct communication and customer reviews on customer satisfaction at Tokopedia. A quantitative method was applied to measure the influence of the two independent variables on the dependent variable (customer satisfaction). The sampling technique used in this study was purposive sampling. The population consisted of Tokopedia users or customers across Indonesia, with a total sample of 100 respondents. Data analysis was conducted using multiple regression tests through the SPSS 27 program. The results show that: direct communication has a positive and significant effect on customer satisfaction (35.11%), and customer reviews also contribute positively and significantly to customer satisfaction (18.11%). Simultaneously, both variables exert a positive and significant influence, explaining 76.40% of the variability in customer satisfaction at Tokopedia. These findings highlight the importance of improving direct communication and encouraging positive reviews to maintain customer satisfaction and Tokopedia's competitive position in the e-commerce market.

Keywords: Direct communication, Customer reviews, Customer satisfaction.

INTRODUCTION

Information technology today is developing at an exceptionally rapid pace, as evidenced by increasingly sophisticated advancements in communication that impact people's daily lives. With the presence of information and communication technology, it has become easier for individuals to carry out daily activities, including shopping. Currently, many businesses are innovating by expanding through electronic media, commonly referred to as electronic commerce or e-commerce. Among the general public, e-commerce is more popularly known as online shopping. Today, consumer awareness regarding the importance of service quality provided by companies—whether in the form of goods or services—is steadily increasing. According to research by Fransiska and Bernarto (2021), high-quality service can enhance customer satisfaction and encourage continued usage.

Among the many e-commerce companies, one that is currently focusing on improving the quality of its services is Tokopedia. The quality of service provided by a company directly affects the number of visitors it receives. If the service offered is unsatisfactory, customers are likely to reduce their purchasing frequency on the e-commerce platform, which may result in a decline in visitor numbers. The following is a graph illustrating the number of e-commerce users in Indonesia from 2020 to 2024.

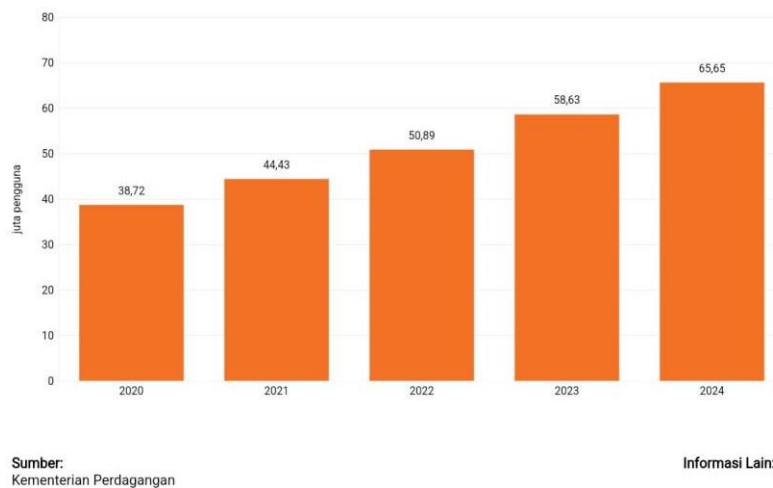


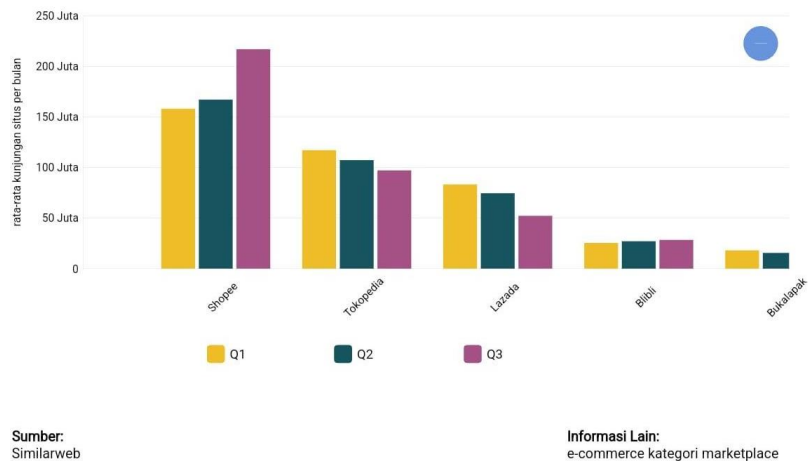
Figure 1. Number of E-commerce Users in Indonesia 2020–2024

Source: Databok

Based on the graph presented in Figure 1, the number of e-commerce users in 2020 reached 38.72%, or fewer than 40 million users. This figure then increased to 58.63%, or nearly 60 million users, in 2023. Furthermore, in 2024, the number of users is projected to reach 65.65%, or more than 60 million users. Bank Indonesia reported that in 2023, the total value of e-commerce transactions in Indonesia reached IDR 453.75 trillion, with a transaction volume of 3.71 billion. These data

indicate a significant upward trend, in line with shifting consumer behavior that increasingly favors online shopping.

Among the many e-commerce companies in Indonesia, one that is striving to improve its service quality is Tokopedia. The quality of service provided by a company has a direct impact on visitor traffic. If the quality of service offered is unsatisfactory, consumers tend to reduce their purchasing frequency on the platform, which in turn leads to a decrease in the number of visitors. Databoks also



recorded the average number of visits made by e-commerce users in Indonesia for the year 2023..

Figure 2. Average Number of Top E-commerce Visits in Indonesia (Quarter I–Quarter III 2023)

Source: Databoks

Based on the graph presented above, Figure 2 shows that the number of Tokopedia visitors experienced a decline. In the first quarter of 2023, Tokopedia recorded the highest number of visitors, reaching 130 million. However, in the second quarter, the number of visitors decreased to 110 million. The most significant decline occurred in the third quarter, with the number of visitors dropping to only 90 million.

In an effort to improve customer satisfaction, Tokopedia is committed to providing a convenient and satisfying shopping experience through its 24/7 direct communication service, Tokopedia Care. In addition, Tokopedia offers high-quality products and a 14-day money-back guarantee if items are not received, along with a variety of comprehensive payment options. Tokopedia not only functions as an e-commerce platform offering quality products with official warranties, but also provides information through articles accessible on its website.

THEORETICAL FRAMEWORK

Servqual

The Servqual theory is a model developed by A. Parasuraman, Valarie Zeithaml, and Leonard Berry in 1988, aimed at measuring service quality and also applicable for evaluating product quality, both of which are interconnected in influencing customer satisfaction. This model emphasizes the gap between customer expectations of a service or product and their perceptions of the service or product received. Servqual identifies five key dimensions that influence service quality and customer satisfaction: Reliability, Responsiveness, Assurance, Empathy, and Tangibles.

Customer satisfaction is determined by the comparison between initial expectations and the actual performance of a product or service. One way to achieve satisfaction is through direct communication with customers to obtain positive feedback. When the performance of a product or service exceeds expectations, customers will feel satisfied. Conversely, if the performance does not meet expectations, customers will feel dissatisfied.

Direct communication

The definition of direct communication in the context of e-commerce refers to real-time interactions between a company and its customers. This form of communication can occur through various platforms, such as live chat, phone calls, or social media. According to Hennig-Thurau (2021), face-to-face communication plays a crucial role in creating strong bonds between a company and its customers, ultimately contributing to increased customer satisfaction. Providing excellent service by maintaining communication with customers is essential, as supported by research from Taan and Machmud (2020), which states that one of the factors influencing customer satisfaction is marketing strategy, particularly the quality of service provided.

The impact of direct communication on customer satisfaction cannot be overlooked. A study by Vaerenbergh et al. (2021) revealed that effective communication can reduce customer uncertainty and enhance their trust in the company. As noted by Khairul (2021), appropriate communication is not only about the interaction between the communicator and the communicant, but also involves the accurate interpretation of the message and the communicator's ability to convey the message clearly to the audience. In the case of Tokopedia, effective communication can help customers feel more comfortable when making purchases, especially when buying high-value or complex products.

Customer reviews

The definition of customer reviews refers to evaluations or feedback provided by consumers after using a product or service. These reviews may come

in the form of written comments, star ratings, or even video testimonials. Customer reviews are generally divided into two main categories: positive reviews and negative reviews. According to research by Hariyanto and Trisunarno (2020), customer reviews, customer ratings, and star seller status all have a positive and significant influence on customer trust.

The relationship between customer reviews and customer satisfaction is highly interrelated. A study by Hun et al. (2023) revealed that customers who read positive reviews tend to feel more satisfied after making a purchase. On Tokopedia, products with a high number of positive reviews generally show higher levels of customer satisfaction compared to those with few or no reviews. This illustrates that customer reviews function as a quality indicator from the consumer's perspective.

The role of reviews in decision-making is also highly significant. According to research by Shahirah (2023), the level of consumer trust in customer reviews serves as a fundamental basis for purchasing decisions. Furthermore, the positive influence of the number of reviews provides a strong foundation for marketing strategies that focus on collecting positive feedback.

Customer satisfaction

Customer satisfaction is a concept that reflects the customer's feelings after using a product or service. According to Taan, Niode, and Husain (2023), customer satisfaction is an aspect closely related to the creation of value for the customer. In the context of Tokopedia, customer satisfaction plays a crucial role as it can influence future purchasing decisions and customer loyalty.

The importance of customer satisfaction in online business should not be underestimated. A study by Maulana and Sukresna (2022) found that companies with high levels of customer satisfaction tend to have better customer retention rates. In the competitive world of e-commerce, maintaining customer satisfaction is key to building brand loyalty and increasing market share.

In conclusion, customer satisfaction can be defined as the fulfillment—or even the exceeding—of customer expectations through the services provided. Therefore, regularly evaluating customer satisfaction levels is essential for Tokopedia. Through surveys and data analysis, the company can identify areas that need improvement and take the necessary actions to enhance the customer experience. This step will help Tokopedia remain relevant and competitive in the ever-evolving e-commerce industry.

METHOD

This study was conducted using a quantitative approach through a causal study method, which aims to demonstrate that independent variables can influence or cause changes in the dependent variable. Data collection was carried out by distributing online questionnaires using Google Forms (utilizing a Likert

scale) to respondents who are Tokopedia consumers across Indonesia. The data obtained from the questionnaire included a series of statements representing the three variables under investigation: direct communication (X1), customer reviews (X2), and customer satisfaction (Y). Each statement was rated on a 5-point Likert scale ranging from 1 to 5.

The population in this study consists of Tokopedia users throughout Indonesia, totaling approximately 130 million users. The sample size was determined using the Slovin formula with a 10% margin of error, and the sampling technique employed was purposive sampling. This study was conducted over a period of five months, from January to May 2025.

Subsequently, the collected data were tested for validity through classical assumption tests, such as reliability tests and normality tests. Once the data met the required assumptions, hypothesis testing was conducted to analyze the relationships between variables.

RESULTS

Reliability Test

Results

The reliability test was conducted to assess the extent to which the measurement results remain stable. A statement is considered reliable if each variable shows a Cronbach's Alpha value above 0.6. Therefore, it can be concluded that the items associated with each variable can be considered reliable.

Table 1. Reliability Test Results

Variable	Statement Items	Cronbach's Alpha	Reference Value	Description
X1	9	0.941	0.6	Reliable
X2	9	0.815	0.6	Reliable
Y	9	0.938	0.6	Reliable

Source: Processed primary data (2025)

Based on the analysis results using SPSS, the reliability levels for the variables of product quality, direct communication, customer reviews, and customer satisfaction indicate that all respondent statements have values above 0.6. Therefore, each item in the questionnaire can be considered reliable.

Normality Test

The normality test is part of the classical assumption testing used to examine whether the data follows a normal distribution. The results of the normality test using the Kolmogorov-Smirnov method indicate that the Asymp. Sig. (2-tailed) value is greater than 0.05. This suggests that the data distribution in this study follows a normal distribution pattern.

Table 2. Results of the One-Sample Kolmogorov-Smirnov Test for Normality of Data

			Unstandar dized Residu al
N			100
Normal Paramete rsa,b	Mean		,0000000
Most Extreme Differen ces	Standard Deviation		1.81156835
	Absolute		,073
	Positive		,064
Test Statistics	Negative		-,073
			,073
			,200d
Asymp. Sig. (2- tailed)c			

Source: Processed Primary Data (2025)

Based on the table presented, it can be observed that the Asymp. Sig. (2-tailed) value is 0.200. Since this value is greater than the significance level of $\alpha = 0.05$, it can be concluded that the data is normally distributed.

Multiple Linear Regression Test

Regression analysis is used to assess the strength and determine the direction of the relationship between the dependent variable and the independent variables. The basic model of multiple linear regression applied in this study is: $Y = a + b_1X_1 + b_2X_2 + e$. The data analysis conducted using SPSS produced the following results:

Table 3. Multiple Linear Regression Test Results

Model	Unstandardi zed Coefficien ts		Standardiz ed Coefficien ts Beta	t	Sig.
	B	Std. Error			
(Constant)	6,148	1,385		4,439	,000

Direct communication	,137	0.048	,452	2,859	,005
Customer reviews	,068	,051	,176	1,336	,185

Source: Processed Primary Data (2025)

Partial Test (t-Test)

The t-test is conducted to determine whether each independent variable (X_1 and X_2) has a significant individual effect on the dependent variable. The results show that variable X_1 has a t-value of 4.916, which is greater than the critical t-table value of 1.985, indicating a significant individual influence. Similarly, variable X_2 also demonstrates a significant effect, with a t-value of 3.394, which exceeds the t-table value of 1.985.

Table 4. Partial Test Results (t-Test)

Variables	t _{table}	t _{count}	P-Value
Constant		-,022	0.983
Direct communication	1,985	4,916	0,000
Customer reviews	1,985	3,394	0.001

Source: Processed Primary Data (2025)

Simultaneous Test (f Test)

The F-test is used to determine whether the independent variables included in the model simultaneously influence the dependent variable. If the significance value (sig) is less than 0.05, it can be concluded that the independent variables collectively have a significant effect on the dependent variable. The following is the ANOVA table derived from the F-test.

Table 5. Simultaneous Test Results (f Test)

Model	Sum of Square s	df	Mean Square	F	Sig.
Regression	1051,854	3	350,618	103,600	,000b
Residual	324,896	96	3,384		
Total	1376,750	99			

Source: Processed Primary Data (2025)

The calculated F-value (F-count) is greater than the F-table value, namely $103.600 > 3.09$, indicating that the variables of product quality, direct communication, and customer reviews have a positive and significant effect on customer satisfaction in electronic shopping on Tokopedia.

Coefficient of Determination Test (R²)

Table 4. Results of the Determination Coefficient (R²) Test

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	,874a	,764	,757	1,840

Source: Processed Primary Data (2025)

Based on the results of the coefficient of determination analysis (R²), the Adjusted R Square value is recorded at 0.764. This indicates that 76.40% of the variation in Tokopedia customer satisfaction (Y) is influenced by the variables X₁, X₂, and X₃. Meanwhile, the remaining 23.60% is affected by other variables such as price and brand image, which are not the focus of this study.

DISCUSSION

1. The influence of direct communication on customer satisfaction

Direct interaction has a positive and significant impact on customer satisfaction when shopping on Tokopedia, with an influence value of 35.11%. This indicates that effective communication between Tokopedia's customer service and consumers leads to a high level of customer satisfaction.

2. The influence of customer reviews on customer satisfaction

Customer reviews also have a positive and significant effect on customer satisfaction on Tokopedia, with an influence value of 18.11%. This suggests that the number of reviews—whether positive or negative—can affect customer satisfaction. These reviews serve as a reference for consumers in obtaining relevant information about electronic products or other desired items.

3. The Simultaneous Influence of Direct Communication and Customer Reviews on Customer Satisfaction

Product quality, direct interaction, and customer reviews collectively have a positive and significant effect on customer satisfaction when shopping for electronics on Tokopedia. Therefore, it can be concluded that these three factors contribute positively to enhancing customer satisfaction on the platform. The obtained R Square value is 0.764, indicating that 76.40% of the variation in customer satisfaction on Tokopedia can be explained by direct communication and customer reviews, while the remaining 23.60% is influenced by other variables not examined in this study, such as price and brand image.

CONCLUSION

The results of this study indicate that, simultaneously, the variables of direct communication and customer reviews have a positive and significant impact on customer satisfaction when shopping for electronics on Tokopedia. This enhancement in satisfaction is achieved by paying close attention to customer reviews and maintaining direct communication with customers through prompt responses and the provision of accurate and easily understood information.

Customer satisfaction plays a crucial role in business, particularly in ensuring long-term sustainability. It serves as an indicator for companies to evaluate their future direction or to implement changes when customers feel dissatisfied or harmed. Consumer dissatisfaction may lead to reluctance to return and the potential to share negative experiences with other potential buyers, which can pose a serious threat to the company.

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