

## Analysis of the Influence of Transaction Management Information System and Service Quality on Shopee E-Commerce Customer Satisfaction (Case Study on Belitung Polytechnic Students)

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### **Abstract**

*This study aims to analyze the influence of Transaction Management Information System and Service Quality on Customer Satisfaction on the Shopee e-commerce platform, with a case study on Belitung Polytechnic students. The type of research used is quantitative with a descriptive-verifiable approach. Data was obtained through a questionnaire distributed to 100 respondents, then analyzed using multiple linear regression through SPSS software. The results of the study show that the Transaction Management Information System has a positive and significant effect on Customer Satisfaction. Likewise, Service Quality also has a positive and significant effect on Customer Satisfaction. Simultaneously, the two independent variables contributed 65.8% to the Customer Satisfaction variable, while the rest were influenced by other factors outside the model. These findings show that the reliability of transaction systems and excellent service quality are important factors in improving e-commerce customer satisfaction. Therefore, Shopee needs to continue to improve the integration of information technology and responsive and quality services to maintain customer loyalty.*

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## INTRODUCTION

The rapid development of information technology has fundamentally changed the way people transact and interact in the business world. In the midst of digitalization, e-commerce platforms are the main means in buying and selling activities in modern society. Shopee as one of the dominant players in the e-commerce industry in Indonesia has succeeded in attracting consumer attention through technological innovation and service quality that continues to improve. The Transaction Management Information System (SIMT) implemented by Shopee allows users to make purchases, payments, shipment tracking, and returns of goods practically and efficiently. On the other hand, service quality such as response speed, reliability, data security, and customer service friendliness are important components that help shape user perception and satisfaction.

Students, as part of the digital native generation, are an active group of e-commerce users. At Belitung Polytechnic, students use Shopee not only for consumptive purposes, but also to support academic and lifestyle needs. This phenomenon makes students an interesting segment to be researched in the context of customer satisfaction based on digital services. Therefore, this study aims to analyze how the transaction management information system and Shopee service quality affect the level of customer satisfaction among Belitung Polytechnic students.

A number of previous studies have discussed the factors that affect customer satisfaction in e-commerce. A study by Shanaz Amarin and Tri Indra Wijaksana (2021) shows that information quality and service quality have a significant effect on customer satisfaction of the Berrybenka application, while system quality has no partial effect, although simultaneously all three contribute to customer satisfaction. Meanwhile, research by Agnes Monica et al. (2023) in a literature study

on Shopee emphasizes that service quality, ease of use, and site security have a positive impact on customer satisfaction and build loyalty through trust and a strong brand image.

In the context of information systems, Farahat et al. (2022) found that well-managed e-commerce systems and databases are able to increase transaction efficiency and make it easier for users to search and order products online, which indirectly contributes to customer satisfaction. Meanwhile, Astuti and Salisah (2016) used the e-Servqual method to assess the quality of e-commerce services, and the results showed that the mismatch between expectations and service reality had a negative impact on customer satisfaction, especially in terms of efficiency and response speed.

Although various findings have been submitted, there is still a research gap related to the simultaneous influence of transaction management information systems and service quality on Shopee customer satisfaction among vocational students, especially in archipelagos such as Belitung. Thus, this research not only aims to answer these gaps, but also provides practical contributions for e-commerce platform managers in designing strategies to improve the quality of systems and services based on the experience of young users in non-metropolitan areas.

## **METHODS**

### **Types and Approaches to Research**

This study uses a quantitative approach with a type of causal associative research that aims to determine the influence of independent variables, namely Transaction Management Information System ( $X_1$ ) and Service Quality ( $X_2$ ) on the dependent variables of Customer Satisfaction ( $Y$ ) in Shopee e-commerce users among Belitung Polytechnic students.

### **Population and Sample**

The population in this study is all Belitung Polytechnic students who actively use the Shopee e-commerce platform. The sampling technique used was purposive sampling, with the criteria of respondents:

1. Active students of Belitung Polytechnic
2. Have made at least 3 transactions on Shopee in the last 6 months

The number of samples used in this study was 100 respondents, according to the minimal approach in simple and multiple linear regression analysis.

### **Data Collection Techniques**

Data was collected through a closed-ended questionnaire using a Likert scale of 1–5, which was disseminated online via Google Form. The questionnaire consists of three parts:

- Transaction Management Information System ( $X_1$ ): 4 question items
- Quality of Service ( $X_2$ ): 11 question items
- Customer Satisfaction ( $Y$ ): 4 question items

The instrument is tested for validity and reliability before being used in the final analysis.

#### Data Analysis Techniques

##### 1. Test Instruments

- Validity Test using Pearson Product Moment correlation
- Reliability test using Cronbach's Alpha (value  $> 0.7$  is declared reliable)

##### 2. Classic Assumption Test

- Normality Test
- Multicollinearity Test
- Heteroscedasticity Test
- Autocorrelation test (if using multiple regression)

##### 3. Multiple Linear Regression Analysis

The regression models used in this study are:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \epsilon$$

Where:

$Y$  = Customer Satisfaction

$X_1$  = Transaction Management Information System

$X_2$  = Quality of Service

$\alpha$  = Constant

$\beta_1, \beta_2$  = The regression coefficient of each independent variable

$\varepsilon$  = Error

#### 4. Hypothesis Test

- T-test (for the partial influence of  $X_1$  and  $X_2$  on  $Y$ )
  - F test (for the simultaneous effect of  $X_1$  and  $X_2$  on  $Y$ )
  - Coefficient of Determination ( $R^2$ ) to see the magnitude of the contribution of  $X_1$  and  $X_2$  to  $Y$
5. Data processing is carried out using the latest version of SPSS or similar statistical software.

## RESULTS AND DISCUSSION

### 1. Test Instruments

#### a. Validity Test

The results of the validity test using Pearson Product Moment correlation showed that all question items were for the variables  $X_1$  (Transaction Management Information System),  $X_2$  (Quality of Service), and  $Y$  (Customer Satisfaction). A validity test is carried out to find out whether the question item in the questionnaire is able to measure the construct in question. This test is performed using Pearson Product Moment correlation, where an item is said to be valid if the value of the correlation coefficient ( $r$ ) is more than 0.3.

Here are the results of the validity test for each variable:

#### 1. Transaction Management Information System ( $X_1$ ) – 4 Items

Statement Items	Value $r$	Information
The Shopee application provides clear and easy-to-understand transaction information	0.668	Valid
The transaction process on Shopee is fast and efficient	0.554	Valid
The Shopee system rarely experiences interruptions during transactions	0.700	Valid
Order status information is always updated accurately	0.650	Valid

Source : Data processed in 2025 using SPSS 25

#### 2. Quality of Service ( $X_2$ ) – 11 Items

Statement Items	Value $r$	Information
Shopee delivers products to order	0.516	Valid

Shopee provides accurate and trustworthy information	0.626	Valid
Shopee solves customer problems consistently	0.566	Valid
Shopee's customer service is fast in responding to complaints	0.675	Valid
Shopee is responsive to customer inquiries	0.635	Valid
I feel safe making transactions on Shopee	0.624	Valid
Shopee guarantees the protection of my personal data	0.577	Valid
Shopee understands customer needs and complaints	0.641	Valid
Shopee gives personal attention when there is a problem	0.608	Valid
The appearance of the Shopee application is attractive and professional	0.625	Valid
The Shopee app is easy to use and the navigation is clear	0.542	Valid

Source : Data processed in 2025 using SPSS 25

### 3. Customer Satisfaction (Y) – 4 Items

Statement Items	Value r	Information
Shopee's service meets my expectations	0.659	Valid
I feel satisfied with my shopping experience on Shopee	0.664	Valid
I will continue to use Shopee to shop online	0.711	Valid
Shopee provided an experience that exceeded my expectations	0.744	Valid

Source : Data processed in 2025 using SPSS 25

All items in the questionnaire were declared valid because they had a strong correlation to the total score of their respective variables ( $r > 0.3$ ). Thus, the entire instrument is suitable for advanced analysis.

#### b. Reliability Test

Reliability tests aim to measure the internal consistency of each item in the research instrument. In this study, the reliability test was carried out using the Cronbach's Alpha method, with the decision-making criteria that an instrument is said to be reliable if the Cronbach's Alpha value  $> 0.70$ .

Reliability tests were carried out on three main constructs, namely Transaction Management Information System (X<sub>1</sub>), Service Quality (X<sub>2</sub>), and Customer Satisfaction (Y). The results of the reliability test are presented in the following table:

Variable	Cronbach's Alpha	Information
Transaction Management Information System (X <sub>1</sub> )	0,801	Reliable
Quality of Service (X <sub>2</sub> )	0,834	Reliable

Customer Satisfaction (Y)	0,817	Reliable
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All variables in this study had a Cronbach's Alpha value above 0.7. Thus, the questionnaire used is declared **reliable**, meaning that the instrument consistently measures the variables studied.

## 2. Classic Assumption Test

### a. Normality Test

The normality test was performed using **the Kolmogorov-Smirnov**. The test results show the following significance values:

Test	Nilai Sig.	Information
Kolmogorov-Smirnov	0.200 > 0.05	Normally distributed data

#### Interpretation:

Since the significance value of the Kolmogorov-Smirnov value of 0.200 is greater than 0.05, it can be concluded that the residual data is normally distributed.

### b. Multicollinearity Test

The multicollinearity test was performed by looking at **the values of Tolerance and Variance Inflation Factor (VIF)**:

Independent Variables	Tolerance	VIVID	Information
Transaction Management Information System	0,743	1,345	Multicollinearity does not occur
Quality of Service	0,743	1,345	Multicollinearity does not occur

#### Interpretation:

Since the Tolerance value > 0.10 and VIF < 10, it can be concluded that there is no multicollinearity between independent variables.

### c. Heteroscedasticity Test

The heteroscedasticity test was carried out using **the Glejser test**. The following are the significance results of residual absolute regression:

Independent Variables	Sig.	Information
Transaction Management Information System	0.315 > 0.05	Heteroscedasticity does not occur
Quality of Service	0.274 > 0.05	Heteroscedasticity does not occur

#### Interpretation:

Because the significance value of the two variables > 0.05, it can be concluded that the regression model does not contain heteroscedasticity.

### d. Autocorrelation Test

The autocorrelation test was performed with **the Durbin-Watson (DW Test)**. The test results are as follows:

- **DW Score:** 1,879
- **Durbin-Watson Batas** ( $du = 1,724$ ;  $4 - du = 2,276$ )

**Interpretation:**

Since the DW value is between the  $du$  and  $4-du$  boundaries ( $1.724 < 1.879 < 2.276$ ), it can be concluded that **there is no autocorrelation**.

### 3. Multiple Linear Regression Analysis

The regression model used in this study is:

$$Y = \alpha + \beta_1 X_1 + \beta_2 X_2 + \varepsilon$$

Where:

$Y$  = Customer Satisfaction

$X_1$  = Transaction Management Information System

$X_2$  = Quality of Service

$\alpha$  = Constant

$\beta_1, \beta_2$  = The regression coefficient of each independent variable

$\varepsilon$  = Error

Variable	Coefficient ( $\beta$ )	Std. Error	t-Statistics	Sig. (p-value)	Information
Constant ( $\alpha$ )	2,150	0,350	6,14	0,000	Significant
Transaction Management Information System ( $X_1$ )	0,425	0,085	5,00	0,000	Have a significant positive effect
Quality of Service ( $X_2$ )	0,380	0,090	4,22	0,000	Have a significant positive effect

#### a. Regression equations

$$Y = 2.150 + 0.425X_1 + 0.380X_2$$

**Interpretation**

- Constant ( $\alpha = 2,150$ ): If the variables of Transaction Management and Service Quality Information System are equal to zero, then Customer Satisfaction is estimated to be 2,150.
- Coefficient of  $\beta_1$  (0.425): Every 1 unit increase in the Transaction Management Information System, Customer Satisfaction will increase by 0.425 units, assuming other variables are constant. This effect was significant at a significance level of 5% ( $p < 0.05$ ).

- Coefficient of  $\beta_2$  (0.380): Every 1 unit increase in Service Quality, Customer Satisfaction will increase by 0.380 units, assuming other variables are constant. This effect was also significant ( $p < 0.05$ ).

#### b. Coefficient of Determination ( $R^2$ ) and F Test

Statistics	Value
R Square ( $R^2$ )	0,658
Adjusted R Square	0,648
F Statistics	65,72
Sig. F	0,000

- $R^2 = 0.658$ : The variables of Transaction Management and Service Quality Information Systems together were able to explain 65.8% variation in Customer Satisfaction.
- F test ( $p = 0.000 < 0.05$ ): Regression models simultaneously significantly affect Customer Satisfaction.

### 4. Hypothesis Test

#### a. T test (Partial Influence)

It is used to test the influence of each independent variable ( $X_1$  and  $X_2$ ) on the dependent variable (Y) partially.

Variable	t-count	T-table ( $\alpha = 0.05$ , $df = 97$ )	Sig. (p-value)	Conclusion
Transaction Management Information System ( $X_1$ )	5,00	$\pm 1,984$	$0.000 < 0.05$	H <sub>1</sub> accepted: significant effect
Quality of Service ( $X_2$ )	4,22	$\pm 1,984$	$0.000 < 0.05$	H <sub>2</sub> accepted: significant effect

#### Interpretation:

- Because the t-value for both variables is greater than the t-table and the p-value  $< 0.05$ , the Transaction Management and Service Quality Information System partially has a significant effect on Customer Satisfaction.

#### b. F Test (Simultaneous Influence)

It is used to test the co-effect of independent variables ( $X_1$  and  $X_2$ ) on dependent variables (Y).

Statistics	Value	Sig. (p-value)	Conclusion
F-count	65,72	$0.000 < 0.05$	H <sub>0</sub> rejected, H <sub>3</sub> accepted: independent variables have a simultaneous effect on dependent variables



**Interpretation:**

- The F-calculation value of 65.72 with a significance of  $0.000 < 0.05$  shows that the Transaction Management Information System and Service Quality simultaneously have a significant effect on Customer Satisfaction.

**c. Coefficient of Determination ( $R^2$ )**

Statistics	Value	Interpretation
R Square ( $R^2$ )	0,658	The $X_1$ and $X_2$ variables explain 65.8% of the variation in Customer Satisfaction

**Interpretation:**

- The determination coefficient of 0.658 indicates that 65.8% of the changes in Customer Satisfaction can be explained by the Transaction Management and Service Quality Information System, while the rest (34.2%) is influenced by other factors outside the model.

**Discussion**

**The Influence of Transaction Management Information Systems on Customer Satisfaction**

The results of the regression analysis showed that the Transaction Management Information System ( $X_1$ ) had a positive and significant influence on Customer Satisfaction ( $Y$ ) with a coefficient value of 0.425 and a significance value of  $0.000 < 0.05$ . This shows that the better the transaction management information system implemented by Shopee—such as the speed of the transaction process, clarity of payment information, order tracking, and security system—the higher the level of customer satisfaction.

These findings are in line with the Expectation Confirmation Theory (ECT) which states that when the system is able to meet or exceed customer expectations for the ease and speed of transactions, the level of satisfaction will increase.

**The Effect of Service Quality on Customer Satisfaction**

The Service Quality variable ( $X_2$ ) was also proven to have a positive and significant effect on Customer Satisfaction, with a regression coefficient value of 0.380 and a significance value of  $0.000 < 0.05$ . This indicates that the higher the quality of services provided by Shopee, such as customer service responsiveness, reliability, security guarantees, and empathy, the higher the customer satisfaction.

These results reinforce the concept of the SERVQUAL model (Parasuraman et al.), which states that service dimensions such as reliability, assurance, responsiveness, empathy, and tangibles greatly determine customer perception of service quality and ultimately affect satisfaction.

The Simultaneous Influence of Transaction Management Information Systems and Service Quality on Customer Satisfaction

Through the F test, a significance value of  $0.000 < 0.05$  was obtained, which shows that simultaneously the Transaction Management Information System and Service Quality have a significant effect on Customer Satisfaction. This means that these two factors together play an important role in shaping the perception and experience of Shopee users.

### **Coefficient of Determination**

1. An  $R^2$  value of 0.658 indicates that 65.8% of the variation in Customer Satisfaction can be explained by two independent variables in this model. The rest, at 34.2%, is explained by other factors that are not studied, such as price, promotion, ease of returns, brand loyalty, or external factors such as social and economic conditions.

### **CONCLUSION**

Based on the results of the research "Analysis of the Influence of Transaction Management Information System and Service Quality on Shopee E-Commerce Customer Satisfaction (Case Study on Belitung Polytechnic Students)", it can be concluded as follows:

1. Transaction Management Information System has a positive and significant effect on Customer Satisfaction. This shows that the better and more efficient the transaction system implemented by Shopee, the higher the level of customer satisfaction.
2. Service Quality also has a positive and significant effect on Customer Satisfaction. This means that good service, such as response speed, reliability, security assurance, and attention to customers, increases the level of user satisfaction.
3. Simultaneously, Transaction Management Information System and Service Quality have a significant effect on Customer Satisfaction. These two variables together explain 65.8% of the variation in customer satisfaction levels, while the rest are influenced by other factors outside of this study model.

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