

Analysis of Service Quality on Consumer Satisfaction at Indiegib Baby Shop, Baturaja, South Sumatra

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Abstract

The development of digital technology has shifted the behavior of Indonesian consumers, especially the younger generation, towards using social media such as Instagram as the primary platform for online buying and selling transactions. This study aims to analyze the effect of service quality in online buying and selling on customer satisfaction at the Indiegib Baby Shop in Sukaraya, Baturaja, South Sumatra. A quantitative method was used, collecting data through a questionnaire from 286 store followers who made purchases. The analysis results show that the majority of respondents rated service quality and customer satisfaction as moderate, with aspects of responsiveness, communication, service speed, and clarity of shipping information still needing improvement. A chi-square statistical test revealed a significant effect of service quality on customer satisfaction. These findings are supported by interviews that emphasized the importance of response speed and information transparency in influencing loyalty. This study provides a practical contribution to MSMEs in optimizing online services as a key to sustainability and competitiveness in the increasingly competitive digital market.

INTRODUCTION

In the digital era, the shift in consumer behavior toward online services is increasingly evident, especially in Indonesia. People, especially the younger generation, are increasingly relying on social media platforms like Instagram as their primary means of online buying and selling. This phenomenon is driven by technological advancements, easy internet access, and digital mobility, which is increasingly integrated into everyday life (Kurniawati & Arifin, 2015). Convenience, efficiency, and a variety of promotions are the main attractions driving consumers to choose online shopping over conventional methods.

Digital transformation in the retail sector not only opens opportunities but also presents challenges, particularly regarding the quality of service offered by online service providers. Service quality is a crucial factor in building customer trust and satisfaction (Tjiptono, 2012). In the context of service-based businesses, customer satisfaction is a key indicator of a company's success in maintaining its existence and competitiveness.

Optimal online service requires a fast response, clear information, and timely order fulfillment. However, previous studies have shown that service gaps are still common, such as slow seller responses and product mismatches with descriptions (Indira, 2024). This gap between expectations and actual service is often a source of consumer dissatisfaction.

The urgency of this research lies in the need to specifically understand the aspects of service quality that influence customer loyalty and satisfaction on the Instagram platform.

Furthermore, the shift in consumer preferences toward online channels requires a remapping of relevant service indicators in local e-commerce practices.

Theoretically, numerous studies have been conducted on service quality and customer satisfaction in various sectors. However, the context of online buying and selling via Instagram, particularly in specialty stores like Baby Shop Indiegib Sukaraya Baturaja, South Sumatra, has rarely been analyzed in depth. Previous research has focused more on services in the general service sector and large e-commerce platforms, with less exploration of the dynamics of local businesses at the MSME level.

Therefore, this study attempts to fill this gap by evaluating the service quality at the Indiegib Baby Shop in Sukaraya through the Instagram app. The study aimed to empirically identify the service aspects that customers prioritize and their impact on their satisfaction.

The empirical data collected will be useful in providing strategic input to local businesses regarding service areas that require improvement. This research is also important because it contributes to mapping the interaction patterns between online shopping service quality and customer satisfaction levels, particularly in the mother and child market segment in South Sumatra.

The primary objective of this study is to analyze the effect of service quality in online shopping on customer satisfaction at the Indiegib Baby Shop in Sukaraya, Baturaja, through the Instagram app. This objective is expected to answer the question of how certain service dimensions impact customer perceptions and loyalty.

Ultimately, this research is not only oriented toward developing theoretical knowledge but also directed toward practical solutions applicable to the digital retail business sector. The resulting new insights are expected to inspire service innovation for business actors and strengthen technology integration in service-based business development.

Thus, the main contribution of this article is in mapping the service factors that play a role in building customer satisfaction, as well as in providing effective recommendations for MSMEs in competitive digital business competition (Tjiptono, 2012; Indira, 2024).

METHODS

This study uses a quantitative approach to test the influence of independent variables on the dependent variable, specifically in measuring customer satisfaction with online buying and selling transactions at Indiegib Baby Shop Sukaraya Baturaja, South Sumatra. The choice of quantitative methods is based on its ability to measure variables objectively using standardized instruments and to obtain data that can be tested statistically to test the research hypothesis (Sugiyono, 2014). The study was conducted at Indiegib Baby Shop Sukaraya Baturaja, South Sumatra, with a data collection period in 2024. The location was chosen because this shop actively serves online transactions through Instagram and has a customer base that is in accordance with the research objectives.

The population in this study was all Indiegib Baby Shop Instagram followers who had made purchases, totaling 1,000 people (Sugiyono, 2014). The sample was taken using purposive sampling, with the calculation of the sample size based on the Slovin formula, resulting in 286 respondents or 42% of the population. This technique was chosen so that the research results could be generalized with a significant level, and to facilitate data processing (Arikunto, 2002; Sukmadinata, 2011; Sugiyono, 2011).

The main instrument used was a questionnaire with a five-point Likert scale, ranging from strongly agree to strongly disagree, with a score of 5 to 1, to measure respondents' perceptions of the research variables. The instrument's validity and reliability were tested to ensure consistency and accuracy of measurement. Primary data were obtained by distributing questionnaires to respondents, while secondary data were collected through literature reviews and relevant documentation to strengthen the analysis (Sugiyono, 2020; Sugiyono, 2008).

Data collection was conducted through structured questionnaires, interviews with selected consumers who had made repeat purchases, and documentation in the form of transaction archives and online sales reports (Sugiyono, 2008; 2012). The procedure began with distributing questionnaires according to inclusion criteria, interviews to deepen the findings, and collecting supporting documents.

The collected data were analyzed descriptively using frequency distribution tables, calculating means, and standard deviations to determine perception categories (high, medium, and low). Furthermore, inferential analysis was conducted using the chi-square test to test the hypothesis of the relationship between the independent and dependent variables. All data analysis was conducted manually, without the use of specialized statistical software (Sugiyono, 2012).

RESULTS AND DISCUSSION

Quality of Service in Online Buying and Selling at Indiegib Baby Shop Sukaraya Baturaja South Sumatra

An analysis of service quality in online shopping at the Indiegib Baby Shop in Sukaraya Baturaja used data from 286 Instagram followers who had made transactions. Service quality was measured using 20 indicator items on a five-point Likert scale, ranging from strongly agree (score 5) to strongly disagree (score 1). The collected data were then analyzed descriptively by calculating the average value (mean), standard deviation, and frequency distribution to identify the level of service quality.

This variation in perception is relevant to service quality theory, which emphasizes the importance of consistently meeting customer expectations to achieve optimal satisfaction (Goetsch & Davis, 2003). The moderate category reflects perceived service gaps, particularly in response to complaints and the timeliness of information delivery, as mentioned in interviews with several customers. One respondent stated, "Sometimes I have to wait a long time for a chat response when I want to place an order, which makes me doubt whether my order will be processed immediately." This statement supports the quantitative data, which reflects the need for more responsive handling in online services.

The distribution frequency distribution also indicates that indicators such as communication, service speed, and transaction security require further attention. Customers who gave low scores typically complained about product discrepancies with descriptions in Instagram posts and a lack of clarity regarding the shipping process. This aligns with previous research confirming that accurate information and digital trust are key determinants of customer satisfaction in e-commerce (Tjiptono, 2012; Indira, 2024).

On the positive side, most respondents gave the product and transaction ease quite good ratings, indicating that promotions and product variety on social media can increase customer engagement. However, optimizing online service quality requires specific strategies, such as staff training to improve the speed and quality of communication and implementing an integrated

complaint management system.

Overall, these findings support the hypothesis that service quality plays a significant role in influencing customer satisfaction in online shopping (Sugiyono, 2014). However, the moderate quality level indicates challenges in maintaining and improving customer satisfaction in the online business environment. Implementing systematic and continuous improvements is highly recommended to increase customer loyalty, which will ultimately have a positive impact on business performance.

Customer Satisfaction Level at Tiko Indiegib Baby Shop Sukaraya Baturaja South Sumatra

This study examined customer satisfaction with online shopping services at Indiegib Baby Shop in Sukaraya, Baturaja, South Sumatra, using a sample of 286 respondents from the store's Instagram followers who had made purchases. Data were obtained through a questionnaire containing Likert-scale assessments of various service aspects.

The dominant moderate category reflects the imperfection in meeting customer expectations in online sales transactions at this store. This finding aligns with the concept of customer satisfaction proposed by Kotler (2002), where satisfaction is a comparison between prior expectations and the actual results of the service received. Uncertainty and variation in service quality can lead respondents to provide answers that are somewhat satisfied but not optimal. Interviews with several customers reinforce this quantitative finding. One customer stated, "I am satisfied with the product I received, but sometimes the seller's response is slow, especially when I ask questions about shipping." This statement indicates the need for improvement in service responsiveness, which is an important dimension in determining service quality (Goetsch & Davis, 2003).

Furthermore, suboptimal communication and unclear information regarding the delivery process were assessed as contributing factors to customer satisfaction not reaching the full high category. This aligns with previous research by Tjiptono (2012) and Indira (2024), which emphasized the importance of speed and accuracy of information as key determinants of online buyer satisfaction. Overall, this data confirms that the service provided by Indiegib Baby Shop meets basic customer needs, but still requires improvements in response speed and information transparency to increase customer satisfaction and build customer loyalty. Strategic recommendations emerging from these findings include the development of a customer communication management system, staff training to improve the speed and quality of communication, and the implementation of technology that facilitates real-time monitoring of the delivery process and handling of customer complaints.

Theoretically, these results support the hypothesis that customer satisfaction is significantly influenced by the quality of service they receive (Sugiyono, 2014). However, a moderate level of satisfaction indicates a service gap that needs to be addressed to maintain business sustainability in the competitive online marketplace. Therefore, this study provides empirical support for small and medium-sized business developers who use social media platforms for online business, particularly in improving service quality to achieve higher customer satisfaction and loyalty.

The Influence of Service Quality in Online Buying and Selling on Customer Satisfaction at Indiegib Baby Shop Sukaraya Baturaja, South Sumatra

This study aims to examine the effect of service quality in online shopping on customer satisfaction by collecting data from 286 respondents who were Instagram followers of Indiegib Baby Shop who had made purchases. Data were collected using a questionnaire and analyzed using the Chi-Square test to test the hypothesis about the relationship between the two variables.

The cross-tabulation results show the distribution of service quality and customer satisfaction in high, medium, and low categories. Of the 286 respondents, 65 customers had high service quality and satisfaction (TT category), 125 were in the medium category for both service quality and satisfaction (SS), and 21 respondents were in the low category for both variables (RR). There were also other variations such as TS, TR, SR, and RS which showed a discrepancy between the perception of service quality and the level of customer satisfaction (Frequency distribution table) (Sugiyono, 2014).

The Chi-square analysis produced a calculated value of 67.099 with a degree of freedom (df) of 4. This value far exceeds the critical value at the 5% significance level of 9.488 and 1% of 13.227. These results indicate that there is a significant influence between service quality in online buying and selling on customer satisfaction at the Indiegib Baby Shop Sukaraya Baturaja (Sugiyono, 2014).

In theory, this finding aligns with the concept of service quality proposed by Goetsch and Davis (2003), who assert that good service quality will increase customer satisfaction. Quality service, which includes responsiveness, effective communication, empathy, and transaction security, is key to creating a positive experience for customers, leading to increased satisfaction and loyalty (Kotler, 2002).

Qualitative support was obtained from interviews with several customers who stated that service quality, particularly response speed and clarity of information during the online purchasing process, significantly impacted their satisfaction. One customer stated, "When service is fast and explanations are complete, I feel more confident and comfortable shopping here." Conversely, respondents who experienced a delayed response reported feeling dissatisfied and hesitant to make repeat purchases from the store. This statement confirms the significant impact of service quality on customer satisfaction, which has been measured quantitatively (Indira, 2024).

Furthermore, the discrepancy between customer perceptions in the TS (high service quality, moderate satisfaction) and TR (high service quality, low satisfaction) categories is noteworthy. This indicates that, in addition to service quality, other factors may influence customer satisfaction, such as differing customer expectations or other external factors.

Thus, these findings confirm the hypothesis that service quality in online shopping significantly contributes to customer satisfaction. A strategic approach that prioritizes consistent service quality improvement can increase customer satisfaction and loyalty, which are crucial aspects for maintaining the competitiveness of online businesses in the digital age.

DISCUSSION

An analysis of service quality in online shopping at the Indiegib Baby Shop in Sukaraya Baturaja shows that the majority of respondents rated the service in the moderate category (72.39 with a SD of 8.28). This moderate category indicates a gap between customer expectations and the perception of the actual service received. This finding aligns with Goetsch and Davis's (2003)

view that service quality is a dynamic factor that must consistently meet or even exceed customer expectations to optimally satisfy them. This conclusion is reinforced by respondents' complaints about slow communication responses when placing orders, a critical indicator in the service responsiveness dimension, which according to the literature is an important aspect in building customer satisfaction.

In addition to responsiveness, aspects of communication, service speed, and transaction security also received lower scores among respondents. This indicates that operational constraints in managing customer interactions and information related to the delivery process remain factors hindering satisfaction. Decreased satisfaction in these areas contributes to customer distrust of online services, consistent with previous research highlighting the importance of information accuracy and service reliability in increasing customer trust and satisfaction in e-commerce (Tjiptono, 2012; Indira, 2024).

Positively, the quality products and ease of transactions offered through Instagram have successfully attracted attention and provided added value to customers, as demonstrated by the majority of respondents who gave this aspect a fairly good rating. While the potential for utilizing social media as an online marketing and sales platform has proven effective, this success must be balanced with improvements in service quality, particularly in communication and complaint management, to reduce the customer satisfaction gap.

Regarding the level of satisfaction, the results of the study showed that the majority of respondents were in the moderate category (mean 72.60, SD 8.40), which indicates imperfections in meeting customer needs and expectations. The concept of consumer satisfaction proposed by Kotler (2002) emphasizes that satisfaction is a comparison between expectations and actual performance, so that variations in service quality experienced by customers have the potential to cause uncertainty and disappointment that reduce satisfaction levels. Statements from customers who experienced delays in service responses support this finding and emphasize the importance of the dimensions of speed and clarity of communication in maintaining satisfaction.

Clarity of information regarding the delivery process is also a factor influencing satisfaction, which is still suboptimal. Research by Tjiptono (2012) and Indira (2024) highlights that speed and accuracy of information are key factors determining customer satisfaction levels in online transactions, each of which influences perceptions of trust and consumer loyalty.

The chi-square test shows a significant effect of service quality on customer satisfaction with a value of 67.099 and 4 degrees of freedom, which statistically exceeds the critical value at the 5% and 1% significance levels. This finding confirms the hypothesis that improving service quality will directly increase customer satisfaction. The theories of Goetsch and Davis (2003) and Kotler (2002) reinforce that service quality, which includes responsiveness, efficient communication, empathy, and transaction security, is a key factor in shaping positive customer experiences and long-term loyalty.

Qualitative support from interviews confirms that speed of response and clarity of information in the online purchasing process significantly impact the customer experience. Customers feel more trusting and comfortable when service is prompt and informative. Conversely, delays and unclear communication can potentially lead to doubt and dissatisfaction, aligning with the literature on the influence of service quality on customer satisfaction in a competitive digital ecosystem (Indira, 2024).

Finally, the perceived discrepancy between service quality and customer satisfaction in several categories, such as TS and TR, suggests that other factors may be at play, such as extremely

high customer expectations, external conditions, or psychological variables not measured in this study. Therefore, improving service quality needs to be combined with managing customer expectations and increasing transparency to align with their needs and perceptions.

Overall, the results of this study demonstrate the importance of a sustainable strategic approach to improving service quality in online shopping. Staff training, an integrated complaint management system, and the use of information technology to expedite communication and delivery monitoring are key approaches to improving customer satisfaction, which in turn will support loyalty and the sustainability of Indiegib Baby Shop's business in a competitive online marketplace.

CONCLUSION

This study confirms that service quality in online shopping plays a significant role in influencing customer satisfaction at the Indiegib Baby Shop in Sukaraya Baturaja via Instagram. The majority of customers rated service quality as moderate, with responsiveness, communication, speed of service, and clarity of shipping information remaining areas requiring improvement. Customer satisfaction levels were also mostly moderate, reflecting a gap between customer expectations and their actual service experience.

The statistical test results show a positive and significant influence of service quality on customer satisfaction, reinforcing the theoretical finding that quality service, which includes a quick response, effective communication, empathy, and transaction security, is the main key in building customer loyalty in the e-commerce realm. Qualitative findings from interviews support the quantitative results by emphasizing the importance of response speed and clarity of information as key factors in customer satisfaction. Perception discrepancies in several categories indicate that in addition to service quality, other factors such as customer expectations and external conditions also contribute to satisfaction levels. Therefore, improving service quality must be accompanied by better expectation management and transparency.

Practically, this research suggests the need for a systematic service improvement strategy, including staff training for more effective communication, the implementation of integrated complaint management, and the use of technology to accelerate customer monitoring and interaction. This research's contribution is crucial for Indonesian MSMEs in optimizing online service quality as a key to sustainability and competitiveness in the increasingly competitive digital marketplace.

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