

Effect of Dropshipper Service, Availability, and Customer Loyalty on Customer Satisfaction in the Robyshop Online Store

Mochamad Fakhri Akbar¹, Akhmad Tajudin², Ufi Rumefi³

^{1,2,3}Institut Teknologi dan Bisnis Yadika Pasuruan, Indonesia

Corresponding Author: Mochamad Fakhri Akbar

DOI: <https://doi.org/10.52403/ijrr.20231063>

ABSTRACT

The purpose of this research is to analyze effect of dropshipper service, availability, and customer loyalty on customer satisfaction in the Robyshop Online Store. This type of research is quantitative research. Population in this research is consumers of the Robyshop Online Store. Sampling method used in this research is Malhotra sampling. The data collection techniques used are interview, questionnaire, observation, and literature study. The data analysis used in this research is multiple linear regression analysis. The research results show that dropshipper service, availability, and customer loyalty simultaneously have a significant effect on customer satisfaction in the Robyshop Online Store. Dropshipper service has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Availability has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Customer loyalty has a positive and significant effect on customer satisfaction in the Robyshop Online Store.

Keywords: Dropshipper Service, Availability, Customer Loyalty, Customer Satisfaction

INTRODUCTION

In the current era of globalization, internet technology is no longer foreign to several entrepreneurs and business people. Currently, many entrepreneurs are using the internet as a means of information about the products they sell, this is done solely so that their products can be known to all levels of

society, considering that the virtual world knows no boundaries of space and time. This proves that internet technology plays an important role in the progress and development of the competitive business world.

Online business is now no longer a trend that just emerged because of the popularity of the internet, but online business has become a strong market and has high potential that will last a long time. Even local or small online businesses must have a mature marketing concept and be able to reach a wide range of consumers if they want to grow, especially with the huge competition in the world of online business. With internet technology for business, it is an effective and efficient medium for disseminating information that can be accessed by anyone, anytime and anywhere.

The phenomenon that occurred in the results of observations with the owner of the Robyshop Online Store stated that the reduction in visitors or buyers is due to inventory items often arriving late at the Robyshop Online Store so that delivery of orders is late and in the end some customers are dissatisfied with the company's service. This research refers to research conducted by Bernardus (2017) with the title, "The Influence of Dropshipper Services on Prima End-User Consumer Satisfaction," with the results of the research being that the variables timeliness, availability, and condition influence Prima end-user

consumer satisfaction but billing accuracy has no effect on Prima end-user consumer satisfaction and research conducted by Paransa and Sadewo (2020) with the title, "Analysis of the Application of E-Commerce with a Dropshipping System on Consumer Trust, Interest and Purchasing Decisions," with the results of the research being that there is an influence of the application of e-commerce based on dropshipping on consumer trust is 14.1%, consumer interest is 18%, and purchasing decisions are 24.8%. The limitation of previous research is that it does not include availability and customer loyalty variables. Therefore, this research aims to review the variables that have been carried out and then add the variables availability and customer loyalty.

Dropshipping is a business model that is quite popular among online business people, because with a small capital, you can make a profit. It can be interpreted as a dropshipper selling products or goods without having to have stock. Dropshipper is a selling method carried out by individuals or business entities without supplying goods or products, but the goods are obtained from collaboration with other individuals or business entities who are the actual owners of the goods, a business selling products without having to own any products (Nubahai, 2019).

Inventory is goods owned by a company for resale in its business, goods that are still in the production process, or materials that will be used in the production process (Machmud and Pinatik, 2014). Inventory is goods owned by a company that will be sold, used (produced) or consumed (Amanda et al., 2015). Inventory is classified depending on whether the company is a trading company or a manufacturing company.

Loyalty is a multifaceted concept consisting of attitudes and behavior (Rai and Srivastava, 2013). Loyalty from a behavioral perspective occurs when repeat purchases, repeat purchases can foster customer loyalty because of the behavior of

buying the same product or service again or repeatedly, while the attitude perspective of loyalty is demonstrated through the ability to maintain relationships with service providers. For example, customers at coffee shop company X will continue to buy products at coffee shop X even though the products they usually buy are not available at that time.

Satisfaction is a person's feeling of joy or disappointment that arises after comparing the results of the product they are thinking about with the expected results. If the results are below expectations, then the customer is dissatisfied. If the results meet expectations, then the customer is satisfied. If the results exceed expectations, then the customer is very satisfied or happy. So, satisfaction is a function of perceptions or impressions of results and expectations. According to satisfaction, it is an attitude that is decided based on the experience gained. Satisfaction is an assessment of the characteristics or features of a product or service, or the product itself, which provides a level of customer satisfaction related to meeting customer consumption needs. Customer satisfaction can be created through quality, service and value. The key to generating customer loyalty is providing high customer value.

The purpose of this research is to analyze effect of dropshipper service, availability, and customer loyalty on customer satisfaction in the Robyshop Online Store.

RESEARCH METHODS

This type of research is quantitative research. Quantitative research is systematic scientific research into parts and phenomena and the causality of their relationships. The aim of quantitative research is to develop and use mathematical models, theories and/or hypotheses related to a phenomenon (Erlina, 2008).

Population is a large group and area that is the scope of research (Sukmadinata, 2016). Population in this research is consumers of the Robyshop Online Store. Sample is part of the number and characteristics of the

population (Sugiyono, 2015). If the population is large, and it is not possible for researchers to study everything in the population, for example due to limited funds, personnel and time, then researchers can use samples taken from that population. What is learned from the sample, the conclusions can be informed for the population. For this reason, samples taken from population must be truly representative. Sampling method used in this research is Malhotra sampling.

The data collection techniques used are interview, questionnaire, observation, and literature study, as follows (Umar, 1999):

1. Interview

An interview is a conversation between two or more people and takes place between the source and the interviewer.

2. Questionnaire

questionnaire is a survey method used to collect data from respondents.

3. Observation

Observation is a research activity by making direct observations of objects in the field.

4. Literature Study

Literature study is an activity to collect information that is relevant to the topic or problem that is the object of research or the topic of the story that is presented in a non-scientific written work.

The data analysis used in this research is multiple linear regression analysis. Multiple linear regression analysis is a regression model that involves more than one independent variable. Multiple linear regression analysis is carried out to determine the direction and how much influence the independent variable has on the dependent variable (Bentler and Bonett, 1980).

RESULTS

Multiple Linear Regression Analysis Simultaneous (F) Test

Table 1. Simultaneous (F) Test

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	10.738	3	3.579	105.389	.000 ^b
	Residual	2.072	61	.034		
	Total	12.810	64			

Source: SPSS Output Data 16.00, Processed, 2022

The research results show that dropshipper service, availability, and customer loyalty simultaneously have a significant effect on customer satisfaction in the Robyshop Online Store. This is proven by the

calculated $F_{count} > F_{table}$, namely $105.389 > 2.76$ and $sig < \alpha$, namely $0.000 < 0.05$.

Partial (t) Test

Table 2. Partial (t) Test

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.438	.233		1.878	.065
	Dropshipper	.256	.081	.283	3.154	.002
	Availability	.239	.099	.220	2.425	.018
	Customer Loyalty	.412	.084	.481	4.907	.000

Source: SPSS Output Data 16.00, Processed, 2022

Dropshipper service has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Dropshipper service has a calculated $t_{count} > t_{table}$, namely $3.154 > 1.99962$ and $sig < \alpha$, namely $0.002 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted.

Availability has a positive and significant effect on customer satisfaction in the

Robyshop Online Store. Availability has a calculated $t_{count} > t_{table}$, namely $2.425 > 1.99962$ and $sig < \alpha$, namely $0.018 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted.

Customer loyalty has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Customer loyalty has a calculated $t_{count} > t_{table}$, namely

$4.907 > 1.99962$ and $\text{sig} < \alpha$, namely $0.000 < 0.05$, so it can be concluded that H_0 is rejected and H_a is accepted.

CONCLUSION AND SUGGESTION

The research results show that dropshipper service, availability, and customer loyalty simultaneously have a significant effect on customer satisfaction in the Robyshop Online Store. Dropshipper service has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Availability has a positive and significant effect on customer satisfaction in the Robyshop Online Store. Customer loyalty has a positive and significant effect on customer satisfaction in the Robyshop Online Store.

Based on the conclusions that have been made, the suggestions that can be given in this research are:

1. In order to increase customer satisfaction, we should focus more on customer loyalty because with customer loyalty customers will automatically recommend the Robyshop Online Store to other people, always say good and positive things about the Robyshop Online Store to other people, always give. If other people know about the existence of the Robyshop Online Store, always inviting other people to visit and buy products at the Robyshop Online Store will be able to increase customer satisfaction.
2. There are still other variables that must be considered in this research which can increase customer satisfaction. Further research should add other variables that can influence customer satisfaction, because increasing customer satisfaction will attract more customers and increase sales and accelerate the growth and development of the Robyshop Online Store company.

Declaration by Authors

Acknowledgement: None

Source of Funding: None

Conflict of Interest: The authors declare no conflict of interest.

REFERENCES

1. Amanda, C., Sondakh, J. J., & Tangkuman, S. J. (2015). Analisis Efektivitas Sistem Pengendalian Internal Atas Persediaan Barang Dagang Pada Grand Hardware Manado. *EMBA*, 3, 766–776.
2. Bentler, P. M., & Bonett, D. G. (1980). Significance Tests and Goodness of Fit in the Analysis of Covariance Structures. *Psychological Bulletin*, 88, 588-600.
3. Bernardus, G. (Gian) W. L. D. D. (2017). *Pengaruh Layanan Dropshipper Terhadap Kepuasan Konsumen End-User Prima*.
4. Erlina. (2008). *Metodologi Penelitian Bisnis untuk Akuntansi dan Manajemen*. Edisi Kedua. Medan: USU Press.
5. Machmud & Pinatik, S. (2014). Peran Controller dalam Usaha Meminimalisasi Resiko Kehilangan Persediaan Barang Dagangan pada Jumbo Swalayan Manado. *EMBA*, 2, 766–774.
6. Nubahai, L. (2019). Konsep Jual Beli Model Dropshipping Prespektif Ekonomi Islam. *Misykat*, 4, 78.
7. Paransa, Stanley & Sadewo, Yosua Damas. (2020). *Analisis Penerapan E-Commerce dengan Sistem Dropshipping Terhadap Kepercayaan, Minat dan Keputusan Pembelian Konsumen*.
8. Rai, Alok Kumar & Srivastava, Medha. (2013). The Antecedents of Customer Loyalty: An Empirical Investigation in Life Insurance Context. *Competitiveness*, 5(2), 139–163.
9. Sugiyono. (2015). *Metodologi Penelitian*. Alfabeta.
10. Sukmadinata, N. S. (2016). *Metode Penelitian Pendidikan*. Remaja Rosdakarya.
11. Umar, Husein. (1999). *Metodologi Penelitian: Aplikasi dalam Pemasaran*. Jakarta: Gramedia Pustaka Utama.

How to cite this article: Mochamad Fakhri Akbar, Akhmad Tajudin, Ufi Rumefti. Effect of Dropshipper service, availability, and customer loyalty on customer satisfaction in the Robyshop online store. *International Journal of Research and Review*. 2023; 10(10): 497-500. DOI: <https://doi.org/10.52403/ijrr.20231063>
