

# Post-Purchase Experience in Online Shopping and Their Impact on Customer Satisfaction at Blibli.Com

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## ABSTRACT

This study aims to determine the effect of *Post-Purchase Experience* on *Customer Satisfaction* and *Future Purchase Intention* on the use of the Blibli.com application in Surabaya. This research method uses an online survey of 200 respondents in Surabaya who have used the Blibli.com application, especially those who have used the return facility. The collected data were analyzed using the Structural Equation Modeling (SEM) measurement model assisted by using SPSS Version 24.0 and AMOS Version 23.0 applications. The results of this study found that several variables in the *Post-Purchase Experience*, namely the Shipping Service and Tracking Service variables were not supported on Customer Satisfaction on the use of the Blibli.com application in Surabaya. Other variables, namely Return service and Customer Service have an effect on Customer Satisfaction, and Customer Satisfaction has an effect on Future Purchase Intention.

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## 1. INTRODUCTION

The rapid growth of technology presents several shopping applications to make it easier for people to shop quickly without having to come to physical stores to save time and costs. The presence of e-Commerce to help people shop is a new trend in people's lifestyles. The increasing number of merchants who sell goods through e-commerce platforms makes it easy for people to find and buy the desired goods. Quoted from Mediaindonesia.com in 2019 Indonesian internet users are carried out for online shopping and this encourages the development of E-Commerce very rapidly, in 2019 the projected number of E-commerce users reaches 168.3 million users and will continue to increase until 2023. More and more E-Commerce presents different services to satisfy their customers. The services provided start from the purchase process to the goods ordered to the customer's hands properly.

The research topic raised is online shopping logistics which focuses on *Post-Purchase* because very little research focuses on the relationship between Post-Purchase activities such as shipping, return service, aspects of customer behavior and attitudes (Jain *et al*, 2017). There is no clarity on how important Post-Purchase activities such as shipping and return service compare customer service to the growth of e-commerce. There are reports of many online shoppers canceling their orders if free shipping is not provided, and 78 percent of consumers consider free shipping a "very important" or "somewhat important" part of their decision to make an online purchase (Tuttle, 2011). In addition, delivery on the same day is very expensive and customers are not willing to pay

additional prices, even though those prices provide instant gratification (Stevens, 2014). Research on post-purchase activities and their impact on customer satisfaction is still limited and there is a lack of theory-based empirical studies on the role of such activities relative to other sales and purchasing activities in e-commerce research, especially reliable survey instruments. This study aims to explore more deeply the impact of post-purchase logistics activities, including shipping, tracking, and return, on customer satisfaction and future purchase intention.

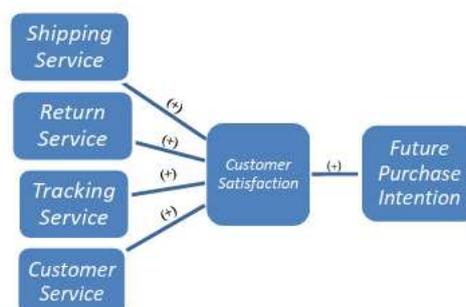
Cao *et al.*, (2018) Post-Purchase logistics service affects the level of customer satisfaction and the level of purchases in the future. Logistic Service which is an important variable is Shipping, return and tracing. The study aims to understand the role of Post-Purchase logistics service on customer satisfaction and future purchasing decisions in China and Taiwan. The study used 384 respondents in China and 145 respondents in Taiwan. The research model used is research using SEM. The findings of the study show that Post Purchase Shipping has a positive influence on Customer Satisfaction in Taiwan and China. Customer service has the most significant influence on online shopping in China, while Return service is more important for shoppers in Taiwan. So it can be concluded that Post Purchase Shipping can affect Customer Satisfaction and Future Purchase Intention.

According to Hu *et al.*, (2016) The rapid development of the online retail market and increasingly fierce competition make one of the important components to increase customer satisfaction is logistics service. The study was conducted by collecting survey data with the object of Tmall.com as one of the largest E-commerce in China using Anova analysis and respondents collected as many as 360 respondents. The result of the study is that China still does not have a good logistics service system because Chinese online retailers still do not realize the importance of logistics services. If the customer is not satisfied with the order they purchased, they can refuse to pay and the item will be returned to the seller as a failed order. However, such failed orders cannot be evaluated by the customer. The findings resulted in Shipping and return service did not have a positive influence on customer satisfaction and customer satisfaction did not have an effect on repurchase intention. In this study, the next researcher wants to replicate the previous research conducted by Cao *et al.*, (2018) The object of research used is the end consumer of Blibli users in the city of Surabaya.

## 2. RESEARCH METHOD

This type of research is a type of Basic Research research, which is research that has the aim of developing research that has been developed by previous researchers. This research is included in causal research, which is research that identifies causal relationships from various variables. Both journals discussed the effect of Post-Purchase on Customer Satisfaction on online shopping in China and Taiwan. This study aims to provide results on how the influence of Post-Purchase Shipping and Customer Service on Customer Satisfaction in online defense applications Blibli.com. The approach used in this study is quantitative. This approach was chosen because the data to be managed will produce numerical data and use survey methods directly to respondents through the distribution of questionnaires. In this research, the type and sumper of data used is primary data. Primary data is obtained from the results of data collection carried out by distributing questions through questionnaires to respondents. The distribution of questionnaires aims to obtain data directly on the impact of technology used for operational processes on Blibli.com applications.

This study used interval levels, which are levels that have equal distances and clear differences on the measurement scale. Questionnaires distributed to respondents have a closed nature by limiting respondents' answers by providing alternative answers. Alternative answers are arranged on a nominal scale to rate a series of statements measured on a five-level scale. Number (1) means that the respondent disagrees, Number (2) Disagrees less, Number (3) Neutral, Number (4) Agrees, and angla (5) Strongly agrees with the statement given. In this study using the Numerical Scale measurement scale. Numerical Scale is a scale that asks respondents to rate a series of statements (Zikmund *et al.*, 2011: 322). The data processing method used is Analysis of Moment Structure (AMOS) as a general approach to data analysis in the SEM (Structural Equation Model) model. AMOS facilitates the complex calculations contained in SEM (Hair, J., Black, W., Babin, B., & Anderson, 2018)



**Figure 1.** Conceptual Model

### 3. RESULTS AND DISCUSSIONS

#### Respondent's Profile

The respondents who have been obtained in accordance with the criteria are (1) domiciled in Surabaya, (2) as users of the Blilbi.com application and (3) have returned goods totaling 200 respondents. Respondents in this study were dominated by women, aged 18-24 years, last education at the high school level and work as students. From the results of these data, it can be concluded that the research respondents are from Y generation.

#### Structural Model

The results of the hypothesis in this study, that H1 researches related to Shipping Service to Customer Satisfaction with a critical ratio (C.R.) value of 0.095 and a P-Value (P) value of 0.925 which means that the results of this study are not supported and are not in line with research from Cao *et al.*, (2018) which states that Shipping Service has a positive influence on Customer Satisfaction. In H2 which researches related to Return Service to Customer Satisfaction has a critical ratio (C.R.) value of 2,957 and a P-Value (P) value of 0.003 which means that the results of this study are supported by the results of research conducted by Cao *et al.*, (2018) which states Return Service has a positive effect on Customer Satisfaction. In H3 which researches related to Tracking Service to Customer Satisfaction has a critical ratio (C.R.) value of 1,249 and a P-Value (P) value of 0.212 which means that the results of this study are not supported by the results of research that has been conducted by Cao *et al.*, (2018) which states that Tracking Service has a positive effect on Customer Satisfaction. In H4 which researches related to Customer Service to Customer Satisfaction has a critical ratio (C.R.) value of 2.224 and a P-Value (P) value of 0.026 which means that the results of this study are supported by the results of research conducted by Cao *et al.*, (2018) which states Customer Service has a positive effect on Customer Satisfaction. In H5 which examines Customer Satisfaction with Future Purchase Intention has a critical ratio (C.R.) value of 3.263 and P Value (P) value of 0.001 which means that the results of this study are supported by the results of research conducted by Cao *et al.*, (2018) which states Customer Satisfaction has a positive effect on Future Purchase Intention.

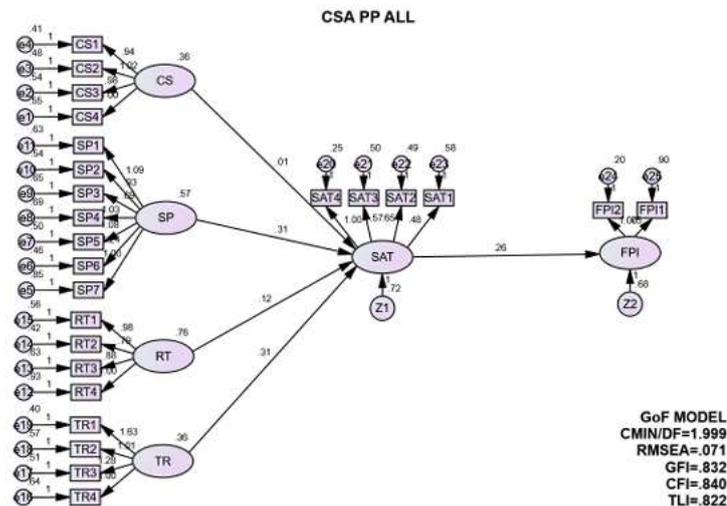


Figure 2. Structural Model

## Discussion

In the results of hypothesis testing, it shows that H1 from this study is rejected and is not in line with research conducted by Cao *et al.*, (2018) which states that Shipping Service has a positive influence on Customer Satisfaction. According to a survey conducted by eCommerceIQ found that the biggest complaint of consumers is the long delivery time caused by the shipping process out of the control of the application. (Santhika, 2018). According to Kusumo Martanto as CEO of Blibli.com, logistics problems are one of the challenges for e-commerce players because in terms of consumers' desire to quickly get their ordered goods, but on the other hand geographical factors and high logistics costs are one of the obstacles. Cost of Logistics will decrease if the infrastructure is built properly, in addition to equitable distribution infrastructure for industry players or producers in Indonesia, it is needed so that producers of various products do not only focus on Java. This makes logistics costs expensive because, the company has to send various goods to outer islands other than Java, then return to Java Island with no cargo or empty. According to research conducted by Mingyao (2016) poor logistics services will have an impact on customer satisfaction, this is supported by the undeveloped good logistics services in China. This is in line with the results of research that found logistics services that are still not well developed in Indonesia, resulting in a long delivery process.

In the results of hypothesis testing, H2 from this study is supported and in line with research conducted by Cao *et al.*, (2018) which states that Return Service has a positive influence on Customer Satisfaction. According to Ho and Wu (1999), logistics specifications are very important for Customer Satisfaction in e-business players, one of which is repair services and the ability to return goods. So it can be said that consumers will feel satisfied if goods that have arrived at them and found discrepancies can be exchanged for new goods. Blibli.com provide return services 15 days after the goods are received, the new goods will arrive at the customer. Return or return services work with various other logistics services to make returns easier.

In the results of hypothesis testing, H3 was rejected and not in line with research conducted by Cao *et al.*, (2018) which stated that Tracking Service has a positive influence on Customer Satisfaction. Loaded from Mediakonsumen.com, many users blibli.com experience problems in the tracking system of their goods. In the tracking system of the Blibli.com application, it is written that the goods have been received, but in reality the goods have not yet reached the buyer's hands. There are also those who experience that when using the BES delivery option within a certain period of time, changing delivery information such as "The courier is on the way to delivery for the 1st trial" changes to "Re-pick up because the package is not ready". This makes consumers disappointed because of the unclarity of the tracking system provided. The use of tracking technology has gone quite well, but it does not rule out the possibility of disruptions that result in disrupted delivery track

records and cause obstacles in shipping goods to consumers (Mascargoexpress.com, 2019). Bad effects will occur when sellers do not have proof of delivery and tracking. Consumers can open Item Not Received (INR) cases and have a bad judgment. This will have an impact on decreasing the confidence of other consumers (ebaysellcare, 2018). According to Zeithaml, Parasuraman, and Malhotra's (2000) One broad dimension of e-Service Quality is navigation in general, in other words in the form of tracking in the delivery of an item to the hands of consumers and according to research conducted by Richard Chinomona *et al* (2014) e-service quality is not supported by Customer Satisfaction because there are specific components including tracking goods that can affect customer satisfaction. So it can be concluded that goods tracking services can affect Customer Satisfaction, if the tracking service on the application is not in accordance with the actual situation it will have an impact on customer dissatisfaction and disappointment.

In the results of hypothesis testing, H4 is supported and in line with research conducted by Cao *et al.*, (2018) which states that Customer Service has a positive influence on Customer Satisfaction. According to Norizan and Abdullah (2010) Customer Service has a significant influence on Customer Satisfaction and also has an impact on Future Purchase Intention. This is reinforced by the statement of Liu *et al* (2008) there are several activities that are very important in the success of an e business, including the ability to respond to questions and complaints, explain a service and the perception of service quality. Questions asked to the Blibli.com every day reached 4,500 questions, for that there are Blibli.com 100 agents spread across three regions, namely Jakarta, Semarang and Tangerang. According to Lisa Widodo as SVP of Operations and Product Management Blibli.com explained that Blibli.com has 4 pillars of Customer Service as a strategy of customer service provided to optimize performance. (1) Time flexibility, eliminating time limits in serving customers, especially using telephones because the average e-commerce platform limits customer handling time via customer service to only 5 minutes so that Blibli.com give more than 10 minutes to serve customers. (2) Humanist service, customer service provides a humanist touch and personalization so as to create a good relationship between the company and consumers, for example, the delivery should last 3 days but the customer's request for delivery lasts for 2 days, then the Blibli.com will try to bring the goods in 2 days. (3) Service for 24 hours / 7 days, All customer service Blibli.com last for 24 hours 7 days through various channels such as telephone, chat, email and social media accounts from Blibli.com so that the company always provides fast service in accordance with the needs of customers who want speed in getting information. (4) Human resources, In supporting customer satisfaction, the Blibli.com prepares human resources by carrying out various developments not only for Blibli.com own employees but also agents assisted by technology (Artificial Intelligence / AI) in carrying out their work.

In the results of hypothesis testing, H5 is supported and in line with research conducted by Cao *et al.*, (2018) which states that Customer Satisfaction has a positive influence on Future Purchase Intention. According to Lee and Lin (2005) reported that service quality and customer satisfaction have a significant influence on Purchase Intention because with the satisfaction obtained by consumers, there will be repeat purchases and recommend to relatives to buy goods at the store to get the same satisfaction. This indirectly helps the online store to get customers and as a promotional medium from their satisfied customers. According to Blibli.com CEO Kusumo, Martanto explained that Blibli.com rely on 6 services that are part of the Customer Satisfaction First program as one of the company's strategies to provide the best service for customers. The six services are free shipping, fast delivery, original 100 beavers, 24-hour customer service in 7 days, secure payment and a 15-day return guarantee. With this strategy, the company is expected to become an e-commerce platform with the best service in Indonesia by providing the best Customer Experience for customers both online and offline. (coil, 2019).

#### 4. CONCLUSION

The results of the research that has been done, it is concluded that from the five hypotheses that have been tested using SEM on AMOS 24.0 Software. Based on the hypothesis test that has been done, it was found that the variables of Shipping Service and Tracking Service are not supported by Customer Satisfaction, while the Variables of Return Service and Customer Service have a positive effect on Customer Satisfaction and the Customer Satisfaction Variable has a positive effect on

Future Purchase Intention. The following is an explanation of each of these hypotheses: 1. Shipping Service does not affect Customer Satisfaction in the use of Blibli.com Application. 2. Return Service has a positive influence on Customer Satisfaction on Blibli.com application. 3. Tracking Service does not affect Customer Satisfaction in the use of Blibli.com Application. 4. Customer Service has a positive influence on Customer Satisfaction on Blibli.com application. 5. Customer Satisfaction has a positive influence on Future Purchase Intention for Blibli.com application. In the results of the study, it was found that the hypothesis on the variables of Shipping and Tracking had no influence on customer satisfaction Blibli.com. So there needs to be improvements in Shipping and Tracking to get maximum customer satisfaction in the future. Return and Customer service variables have shown a positive influence on customer satisfaction, it is recommended for companies to improve performance in all fields. This research has a coverage area of Surabaya so it is hoped that further researchers can expand the scope of research more widely so that the results obtained are more diverse and not only specific to online shopping applications such as blibli.com considering that Indonesia has a lot of new E commerce that is as great as Blibli.com that needs to be reviewed.

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