

**ANALYSIS OF THE EFFECT OF E-SERVICE QUALITY AND PRICE
DISCOUNTS MEDIATED BY CUSTOMER EXPERIENCE ON TOKOPEDIA
E-CUSTOMER SATISFACTION**

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Abstract

In recent years, e-commerce has grown rapidly and become a major driver of digital transformation in Indonesia. Popular platforms such as Tokopedia, Shopee, Lazada, Blibli, and Bukalapak continue to compete, with Tokopedia previously leading at 147.79 million visitors before experiencing a decline in the following years. This decrease is influenced by various factors, including user complaints on Google Play Store related to automatic order cancellations and promotional offers considered less attractive than those of competitors. This study aims to enrich theoretical insights into factors influencing e-customer satisfaction, particularly e-service quality and price discount, by adding customer experience as a mediating variable. A total of 125 respondents from DKI Jakarta (excluding the Thousand Islands) were analyzed using SEM-PLS with SmartPLS 4. The results show that e-service quality (H1 accepted, $p = 0.000$) and price discount (H2 accepted, $p = 0.013$) have a positive and significant effect on e-customer satisfaction. E-service quality (H3 accepted, $p = 0.029$) and price discount (H4 accepted, $p = 0.002$) also significantly influence customer experience. However, customer experience (H5 rejected, $p = 0.127$) does not affect e-customer satisfaction. Mediation analysis indicates that customer experience does not mediate the effects of e-service quality and price discount on e-customer satisfaction (H6 and H7 rejected, $p > 0.05$).

Keywords: : *E-Service Quality, Price Discount, Customer Experience, E-Customer Satisfaction, Tokopedia.*

ANALISIS PENGARUH *E-SERVICE QUALITY* DAN *PRICE DISCOUNT* YANG DIMEDIASI *CUSTOMER EXPERIENCE* TERHADAP *E-CUSTOMER SATISFACTION* TOKOPEDIA

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Abstrak

Perkembangan pesat E-commerce di Indonesia mendorong persaingan ketat antar platform seperti Tokopedia, Shopee, Lazada, Blibli, dan Bukalapak. Tokopedia yang sebelumnya menjadi platform terpopuler dengan 147,79 juta pengunjung mengalami penurunan kunjungan dalam beberapa tahun terakhir. Keluhan pengguna di Google Play Store, terutama terkait pembatalan pesanan otomatis serta promosi yang dianggap kurang menarik, turut memperkuat dinamika tersebut. Penelitian ini bertujuan untuk mengetahui, menganalisis, dan membuktikan pengaruh *e-service quality* dan *price discount* terhadap *e-customer satisfaction*, dengan *customer experience* sebagai variabel mediasi. Data diperoleh dari 125 responden di wilayah DKI Jakarta (kecuali Kepulauan Seribu) dan dianalisis menggunakan SEM-PLS melalui SmartPLS 4. Hasil penelitian menunjukkan bahwa *e-service quality* (H1 diterima, $p = 0.000$) dan *price discount* (H2 diterima, $p = 0.013$) berpengaruh positif dan signifikan terhadap *e-customer satisfaction*. *E-service quality* (H3 diterima, $p = 0.029$) dan *price discount* (H4 diterima, $p = 0.002$) juga berpengaruh positif dan signifikan terhadap *customer experience*. Namun, *customer experience* (H5 ditolak, $p = 0.127$) tidak berpengaruh signifikan terhadap *e-customer satisfaction*. Analisis mediasi menunjukkan bahwa *customer experience* tidak mampu memediasi pengaruh *e-service quality* maupun *price discount* terhadap *e-customer satisfaction* (H6 dan H7 ditolak, $p > 0.05$). Temuan ini menunjukkan bahwa peningkatan *e-service quality* dan strategi *price discount* dapat meningkatkan *e-customer satisfaction* secara langsung, namun peran *customer experience* belum terbukti sebagai penghubung yang signifikan dalam konteks pengguna Tokopedia.

Kata Kunci: *E-Service Quality, Price Discount, Customer Experience, E-Customer Satisfaction, Tokopedia.*