

THE INFLUENCE OF WEB DESIGN, E-CUSTOMER SERVICE, SECURITY, AND FULFILLMENT TOWARD CUSTOMER SATISFACTION AND REPURCHASE INTENTION AT BUKALAPAK IN MEDAN

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ABSTRACT

The study examines the factors affecting customer satisfaction and repurchase intention at Bukalapak, an e-commerce platform in Medan. Despite a wide variety of options, Bukalapak struggles with customer retention due to dissatisfaction with purchases and overall experience. Utilizing both primary and secondary data, researchers conducted questionnaires to Bukalapak’s customers in Medan. This study uses non-probability sampling, specifically purposive sampling and being analyzed with SPSS 25.00 and examined using multiple linear regression and linear regression. For data analysis, the findings reveal that web design and fulfillment significantly influence customer satisfaction, while e-customer service and security do not. Furthermore, customer satisfaction has a notable impact on the likelihood of repurchase intentions among Bukalapak customers.

Keywords: Web Design, E-Customer Service, Security, Fulfillment, Customer Satisfaction, Repurchase Intention

1. INTRODUCTION

E-commerce has transformed business in Indonesia, allowing companies to operate without geographical restrictions. The internet enhances communication and expands marketing reach, leading to the growth of competitive online marketplaces. By 2027, there are expected to be over 244 million e-commerce users in Indonesia.

Bukalapak, established in 2010, has gained over 100 million active users, but it has seen a drop in visitor numbers from 2021 to 2023. This decline may be linked to a decrease in repurchase intention—how likely customers are to buy again—which is heavily tied to customer satisfaction. Factors affecting customer satisfaction include product variety, pricing, user experience, delivery speed, and customer service, and security.

Customers have expressed dissatisfaction with Bukalapak due to issues like web errors, slow responses to complaints, and complicated refund processes. Problems with the website, such as unresponsive designs and slow loading times, disrupt the shopping experience. Additionally, customer service has received complaints about being slow and ineffective, while security concerns, including data breaches, have shaken user trust. Fulfillment issues, such as incorrect orders and delays in shipping, further lower satisfaction.

This study aims to analyze how web design, e-customer service, security, and fulfillment impact customer satisfaction and repurchase intention at Bukalapak in Medan. It will treat these factors as independent variables, with customer satisfaction and repurchase intention as dependent variables. Data will be collected through questionnaires targeting Bukalapak users

who have made purchases recently. The goal is to provide insights into how Bukalapak can improve customer experiences, leading to higher satisfaction and loyalty in Indonesia's competitive e-commerce market.

2. LITERATURE REVIEW

E-commerce is a digital platform for online buying, selling, marketing, and transactions. According to (Sopran et al., 2022) Nearly every human activity has been impacted by the development of information technology, including e-commerce, or online and retail commerce. E-commerce has transformed customer and seller interactions, making online transactions more prevalent with increased internet accessibility.

According to (Guo et al., 2023) emphasize web design importance for e-commerce by enhancing user experience, leading to increased satisfaction, trust, and shopping intent. Customer service quality is crucial for company success by ensuring customer satisfaction, loyalty, and trust, happy customers lead to positive evaluations of the provided services (Septyarani & Nurhadi, 2023). According to (Rawung et al., 2022) Privacy in online shopping is a significant worry due to the fear of information exposure. Secure customer data leads to contentment with the chosen platform, impacting satisfaction influenced by data protection measures.

According to (Wijarnoko et al., 2023) Companies find customer satisfaction crucial as it influences the likelihood of customers becoming loyal and making repeat purchases, benefiting the company in the long run. Customer satisfaction is influenced by website layout, customer support, privacy levels, responsiveness, effectiveness, and order fulfillment. Attractive web design, good service quality, data security, and company promises affect satisfaction (Dushyantha et al., 2020).

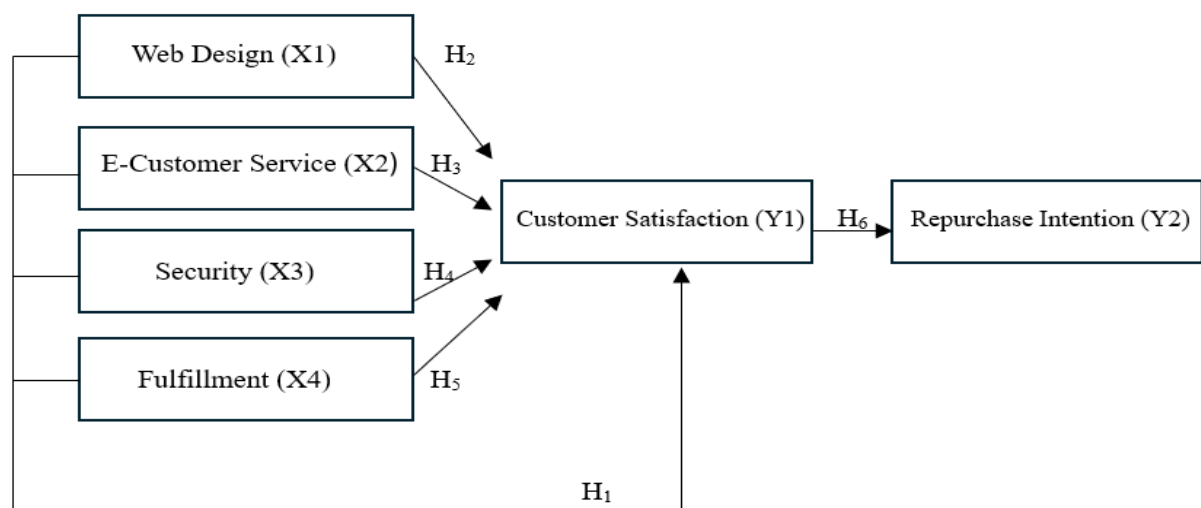


Figure 1. Theoretical Framework

3. RESEARCH METHOD

The research methodology outlines a structured approach for data collection and analysis focused on Bukalapak customers in Medan. Using purposive sampling, participants are selected based on specific criteria, such as age and recent app usage. Data is gathered through structured questionnaires, which include demographic questions. Data analysis employs descriptive statistics and multiple linear regression to identify relationships between variables, utilizing a Likert scale for nuanced customer feedback. This methodology enhances the reliability of findings and deepens the understanding of factors influencing customer satisfaction in e-commerce.

4. RESULTS AND DISCUSSION

Profile of respondents in this study were dominated by women, aged 18-25 years, monthly income/pocket money of IDR 1 million to IDR 5 million, domiciled in Medan, and had already done online transactions through Bukalapak Indonesia platform for the past 3 months.

For the validity test, it was carried out using a sample of 30 respondents, with a significance level (α) of 5% and said to be valid if the calculated r value is greater than r table. The value of r table ($N = 30$, $\alpha = 5\%$) is 0.361. Based on the statistical calculations of the r value, all 25 items were declared valid.

For the reliability tests, were carried out using Cronbach’s Alpha coefficient of 0.6 as a limit. If the Cronbach’s Alpha value is greater than the coefficient value, it means that the instrument is said to be reliable. Based on the statistical calculations, the value of Cronbach’s Alpha is in the range of 0,733-0,871, this means the value of Cronbach’s Alpha > 0.600 . So it can be concluded that the instrument used is reliable.

Table 1. Descriptive Statistic

Variable	n	Mean	Median	Mode	Std. Deviation
Web Design (X_1)	96	4,08	4	4	0,680
E-Customer Service (X_2)	96	4,08	4	4	0,717
Security (X_3)	96	4,04	4	4	0,884
Fulfillment (X_4)	96	4,14	4	4	0,797
Customer Satisfaction (Y_1)	96	4,05	4	4	0,920
Repurchase Intention (Y_2)	96	4	4	4	0,943

Source: Prepare by writer (2024)

The overall mean is in the range of 4 – 4,14, as per Table likert scale, all statements fall within the range of 3.40 to 4.19, indicating that respondents generally “agree” with these statements. The median are 4, indicating that the middle value is 4. Then for the mode are 4, suggesting that 4 is the most chosen value for these statement. The standard deviation are in the range of 0,680 0 0,943 all falls below 2.0, indicating a relatively homogeneous dataset (the variable is one type or same characteristic).

Table 2. Multiple Linear Regression Test

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.364	.797		1.712	.090		
	TOTAL_X1	.113	.036	.278	3.142	.002	.367	2.722
	TOTAL_X2	-.017	.073	-.022	-.232	.817	.324	3.089
	TOTAL_X3	.074	.073	.087	1.007	.317	.383	2.609
	TOTAL_X4	1.505	.158	.640	9.519	.000	.635	1.575

a. Dependent Variable: TOTAL_Y1

For the hypothesis test, the results of the multiple linear regression test, the regression equation obtained for this study is as follows.

$$Y_1 = 1.364 + 0.113\beta_1 - 0.017\beta_2 - 0.074\beta_3 + 1.505\beta_4$$

From the results above, it is known that the variable web design and fulfillment have a positive and significant effect on customer satisfaction of Bukalapak in Medan, while e-customer service and security don't have a significant effect.

Table 3. F-Test Output (Y₁)

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	343.621	4	85.905	64.278	.000 ^b
	Residual	121.619	91	1.336		
	Total	465.240	95			

a. Dependent Variable: TOTAL_Y1

b. Predictors: (Constant), TOTAL_X4, TOTAL_X1, TOTAL_X3, TOTAL_X2

For the F table $(0.05, 4, 91) = 2.47$ which means web design, e-customer service, security fulfillment have a simultaneous effect on consumer satisfaction on Bukalapak in Medan. For the hypothesis test, the results of t test, obtained for this study is as follows.

Table 4. t-Test Output (Y₁)

Coefficients ^a								
		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
Model		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.364	.797		1.712	.090		
	TOTAL_X1	.113	.036	.278	3.142	.002	.367	2.722
	TOTAL_X2	-.017	.073	-.022	-.232	.817	.324	3.089
	TOTAL_X3	.074	.073	.087	1.007	.317	.383	2.609
	TOTAL_X4	1.505	.158	.640	9.519	.000	.635	1.575

a. Dependent Variable: TOTAL_Y1

For t-Table (0.05, 90) = 1.98, which means web design, and fulfillment are partially having significant influence towards consumer satisfaction of Bukalapak in Medan, while e-customer service and security are not partially having significant influence towards consumer satisfaction of Bukalapak in Medan.

Table 5. Coefficient of Determination Test

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.859 ^a	.739	.727	1.156

a. Predictors: (Constant), TOTAL_X4, TOTAL_X1, TOTAL_X3, TOTAL_X2

b. Dependent Variable: TOTAL_Y1

The adjusted R² value is 0.727, or 72,7%. The results of this test indicate that 72,7% of customer satisfaction variables can be explained by the variables of web design, e-customer service, security, and fulfillment. While the remaining 39% is explained by other variables not included in the research model.

For the hypothesis test, the results of the linear regression test, the regression equation obtained for this study is as follows.

$$Y = 3.870 + 0.655X$$

From the results above, it is known that the variable customer satisfaction has a positive and significant effect on repurchase intention of Bukalapak in Medan.

Table 6. t-Test Output (Y₂)

Variable	T- Count
Y ₁ toward Y ₂	7.347

For t-Table (0.05, 93) = 1.986 which means customer satisfaction variable is partially having significant influence towards repurchase intention of Bukalapak in Medan.

The R^2 value is 0.365, or 36.5%. The results of this test indicate that 36.5% of repurchase intention variables can be explained by the variables of customer satisfaction. While the remaining 63.5% is explained by other variables not included in the research model.

Discussion

1. The influence of Web design, e-customer service, security and Fulfillment on customer satisfaction at Bukalapak in Medan

This research results show that web design, e-customer service, security and fulfillment have simultaneous effect on customer satisfaction at Bukalapak in Medan. The result is in line with the theory from (Dushyantha et al., 2020) It has been asserted that various elements affect customer satisfaction, including website design, customer support, perceived privacy, responsiveness, efficiency, and fulfillment. The appeal of the platform, the quality of service, and the security measures in place contribute to overall satisfaction. Once consumers are content with the products or services they receive, they tend to evaluate the services offered. Then, this research result is also being supported by previous research (Rawung, 2022), the research reveals that web design, e-customer service, security, and fulfillment have a positive and significant influence on customer satisfaction.

2. The influence of Web design on customer satisfaction at Bukalapak in Medan

This research result shows that web design is partially having significant influence towards consumer satisfaction of Bukalapak in Medan. This is in line with the theory from (Diaz, 2020) who stated that effective website design must prioritize usability by incorporating appealing aesthetics, conveying a robust and cohesive brand image, and attracting customers to engage with the site. Besides that, the analysis result is also being supported by previous research (Bangun et al., 2022), the study clearly shows that there is positive relationship between the website characteristics on online website towards customer satisfaction.

3. The influence of e-customer service on customer satisfaction at Bukalapak in Medan

This research results show that e-customer service isn't partially having significant influence towards Consumer Satisfaction of Bukalapak in Medan. This is not in line with the theory from (Carysa Siahaya et al., 2021), who stated that customer service is important, which is intended or aimed at providing customer satisfaction, through customer services that can fulfill customer wants and needs. Then, the analysis result is also not being supported by previous research (Grace, 2024), which reveals that customer service has an impact on customer satisfaction.

4. The influence of security on customer satisfaction at Bukalapak in Medan

This research result shows that security isn't partially having significant influence towards consumer satisfaction of Bukalapak in Medan. This is not in line with the theory from (Radziszewska, 2018) who states that the significance of privacy greatly influences the shopping experience, as security emerges as a crucial element in determining customer satisfaction with the platform. Besides that, this research result is also not being supported by previous research (Setyaning & Nugroho, 2020), which reveals that s has a positive effect on customer satisfaction.

5. The influence of fulfillment on customer satisfaction at Bukalapak in Medan

This research result shows that fulfillment is partially having significant influence towards consumer satisfaction of Bukalapak in Medan. This is in line with the theory from (Ali et al., 2021), who state that the achievement of this fulfillment will significantly enhance customer satisfaction. Therefore, it is essential for companies to prioritize customer satisfaction by delivering high-quality and appropriate services to boost their profitability. Then, this result is also being supported by previous research (Carysa Siahaya et al., 2021) which reveals that fulfillment has a positive and significant effect on Customer Satisfaction.

6. The influence of customer satisfaction on repurchase intention at Bukalapak in Medan

This research results show that customer satisfaction is partially having significant influence towards repurchase intention of Bukalapak in Medan. This research result is in line with the theory from (Wijarnoko et al., 2023) who that customer satisfaction holds significant importance for companies as it influences customers' intentions to make repeat purchases, fostering loyalty. Typically, satisfied customers are more inclined to consistently buy products or services, resulting in ongoing benefits for the company from these sales. Then, the research result is also being supported by previous research (Fauzan et al., 2021), which reveals that customer satisfaction has a positive and significant influence on repurchase intention.

5. CONCLUSION

Web design, e-customer service, security and fulfillment have simultaneously affected customer satisfaction at Bukalapak in Medan.

Web design is partially having significant influence towards consumer satisfaction of Bukalapak in Medan therefore web design can be improved by providing more whitespace, high-quality images and videos and simplifying the checkout process, possibly through partnerships with companies like IDEO or Toptal.

E-customer service isn't partially having significant influence towards Consumer Satisfaction of Bukalapak in Medan therefore e-customer service can be improved by enhance e-customer service with improved communication skills, multilingual support, and intuitive features like FAQs and chatbots, potentially partnering with IBM Watson.

Security isn't partially having significant influence towards consumer satisfaction of Bukalapak in Medan therefore security can be improved by increase security through multi-factor authentication and customer education, collaborating with cybersecurity firms like Cisco, Palo Alto Networks, Okta, or Auth0.

Fulfillment is partially having significant influence towards consumer satisfaction of Bukalapak in Medan therefore fulfillment can be improved by optimize fulfillment operations with real-time tracking, efficient packing, and timely shipping, partnering with companies like Blue Yonder and Logistyx, or logistic providers such as PT Sinar Baru Logistik.

Customer satisfaction is partially having a significant influence towards repurchase intention of Bukalapak in Medan therefore customer satisfaction can be improved by AI-powered product recommendations, and educational initiatives like Bukalapak Academy.

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