

The Influence of Business Ethics Practices on Generation Z Customer Satisfaction on Shopee E-Commerce Application

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Received : June 28, 2024

Accepted : July 16, 2024

Published : August 09, 2024

Citation: Rachman, M., & Sikki, N. (2024). The Influence Of Business Ethics Practices On Generation Z Customer Satisfaction On Shopee E-Commerce Application. *Commercium : Journal of Business and Management*, 2(3), 194-200. <https://doi.org/10.61978/commercium.v2i3>

ABSTRACT: This research is titled "The Influence of Business Ethics Practices on Generation Z Customer Satisfaction on Shopee E-Commerce Applications". This research aims to find out business ethics in Shopee E-Commerce, to find out customer satisfaction in Shopee E-Commerce and to find out how much business ethics influence customer satisfaction in Shopee E-Commerce. This study uses a quantitative method with a type of research. Sampling is using error sampling with a sample of 100 people. Data analysis techniques are descriptive and inferential tests and simple linear regression. The conclusion of this study is that the Influence of Business Ethics Practices on Generation Z Customer Satisfaction on the Shopee E-Commerce Application is included in the good category. So there needs to be other factors developed for further research.

Keywords: Business, Ethics, Satisfaction.



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INTRODUCTION

Technological advances in this day and age have been rapid, so that they have an impact on people's lives that are increasingly active. All the needs of the community today have been facilitated through the internet, so that people can easily meet their primary needs which include clothing, food and board. One of the things that has entered technology and has been used by many people is E-Commerce. One of the E-Commerce applications that is often used is Shopee. However, there are still obstacles in shopping online on the Shopee E-Commerce application, especially complaints from generation Z customers.

Table 1. Generation Z E-Commerce Users

It	<i>E-Commerce</i>	1 – 17 Years	18 – 22 Years	23 – 24 years old
1.	Shopee	76,45%	72,27%	62,67%
2.	Tokopedia	12,81%	20,65%	22,12%
3.	Bukalapak	3,31%	1,97%	7,83%
4.	Lazada	2,89%	2,55%	2,76%
5.	Blibli	1,21%	0,81%	2,76%

Source : Kompas (2023)

The table above shows the most users on the Shopee E-Commerce application , that Shopee users show figures of 76.45%, 72.27% and 62.67% of the number of Generation Z users on Shopee in Indonesia. However, in this study, the researcher only took the population in the city of Bandung. Customer satisfaction that occurs in the field still shows that Customer Satisfaction still occurs a lot that there are still many business people who do not apply bad business ethics, which in turn affects customer satisfaction in the online store (Bowles & Ruhanen, 2018; Burton & Sinnicks, 2022; Fam et al., 2022).

Table 2. Declining Customer Satisfaction

Customer Satisfaction Occurs	Information
 diansaputraaaaaa27 ★☆☆☆☆ Variasi: XL tipis, dan ada noda di warna putihnya 04-03-2022 16:13 Membantu ... Respon Penjual	In addition to satisfaction, customers complain about the lack of quality of the goods provided, as a result customers give poor satisfaction.
 q*****8 ★☆☆☆☆ Variasi: Putih Performa: jelek Jelek, malah diblokir waktu saya protes salah barang yang dikirim, aneh 01-01-2023 01:01 Membantu ... Respon Penjual	On the side of satisfaction, customers complain about sellers who do not respond to their complaints, as a result of which customers give poor satisfaction.
 legita14 ★☆☆☆☆ Variasi: Ukuran,M Tampilan: sangat sangat sangat kecewa Sangat kecewa sudah melakukan pengembalian brg malah ditolak,dri awal beli udah ga ada tag lable dan di tolak krna ga ada tag lable nya, 2x beli disini selalu kecewa 🤔🤔 18-08-2022 14:54 Membantu (27) ... Lihat Lainnya	On the side of satisfaction, customers complain that they cannot refund the wrong item when they come to the customer, as a result the customer gives poor satisfaction.

Source: Shopee (2023)

The customer satisfaction data above can be summarized that there are still many irresponsible attitudes, where sellers do not comply with Business Ethics which results in a decrease in sales and comments that bring down the company itself, because customers tend to share their bad experiences, affecting the reputation of the store online (Lacerda et al., 2021). Essentially, satisfaction describes a person's emotional response when they receive something they should receive, such as a service or product purchased. The satisfaction that occurs in the Shopee E-Commerce application is seen from the assessment they do in the comment column, as in the table above, customers provide this satisfaction through giving stars (Coleman et al., 2019; Costa-Font & Turati, 2018; Merma-Molina et al., 2022). Giving 1 to 5 stars is a sign that the seller is satisfied with the goods they buy through the Shopee E-Commerce application . If the offender gives 1 star it means that they are not satisfied, but if they give 5 stars they are satisfied, the award of the star will be listed at the time after the goods arrive, but in the table above they do not give

5 stars, because the satisfaction they feel is not maximum (Marmo & Berkman, 2018; Ngowi & Jani, 2018; Polatcan & Cansoy, 2019).

In the midst of these dynamics, the challenges of business ethics and customer satisfaction are becoming increasingly complicated (Cristina Ferreira Caldana et al., 2022; Green & Dalton, 2016). Companies are faced with decisions that affect not only financial returns, but also long-term social, environmental and sustainability impacts. According to Aripin & Negara (2021: 2), business ethics includes rules that govern the rights and responsibilities of producers and consumers as well as moral principles that must be applied in business (Aripin & Negara, 2021; Carrington et al., 2019). According to Indrasari (2019: 82), the level of customer satisfaction reflects consumers' evaluation of the suitability between the experience they experience and the expectations they have (Indrasari, 2019). Considering the importance of business ethics to increase customer satisfaction, it is necessary to socialize business ethics to create increased customer satisfaction (Cortes-Mejia et al., 2022; Hong et al., 2021; Liu et al., 2022). So the author focused on conducting research with the title "The Influence of Business Ethics Practices on Generation Z Customer Satisfaction on Shopee E-Commerce Applications" (Cho & Choi, 2021; Simmons et al., 2021).

METHOD

In this quantitative study, the author employed a survey method to examine the influence of two key variables (Dahmiri & Bhayangkari, 2020; Denni et al., 2022; Fauzan & Nuryana, 2014). The target population consisted of Generation Z consumers of the Shopee e-commerce application in Bandung City, which was estimated to be 585,019 individuals. From this substantial population, a representative sample of 100 respondents was carefully selected. The study disseminated a comprehensive set of statements to the sample in order to thoroughly investigate the relationship between the two variables under examination. This quantitative research placed a strong emphasis on the results of the Classical Assumption Test, which was utilized to precisely determine the magnitude of the influence between the variables. The comprehensive research process involved meticulously defining the target population, selecting an appropriately sized sample, collecting the necessary data through the survey, and then applying advanced statistical analysis techniques, such as the Classical Assumption Test, to draw robust conclusions about the relationship between the variables.

RESULT AND DISCUSSION

This study uses questionnaires as a medium to collect data. The questionnaire was distributed online using the Goggle Form, the questionnaire was distributed through the social media that the researcher used, such as Whatsapp and Instagram, which were distributed to Generation Z of Shopee E-Commerce users in the city of Bandung.

Table 3 Normality Test Results

One-Sample Kolmogorov-Smirnov Test

Unstandardized Residual		
N		100
Normal Parameters ^{a,b}	Mean	0,0000000
	Std. Deviation	4,89945131
Most Extreme Differences	Absolute	0,059
	Positive	0,054
	Negative	-0,059
Test Statistic		0,059
Asymp. Sig. (2- tailed)		.200^{c,d}

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. This is a lower bound of the true significance.

Source: Data processed by the Researcher (2024)

Based on Table 3 . above, the normality test states that the data has been distributed normally, because in Asymp.Sig.(2-tailed) > 0.05, i.e. $0.05 > 0.200$. Therefore the data has been distributed normally.

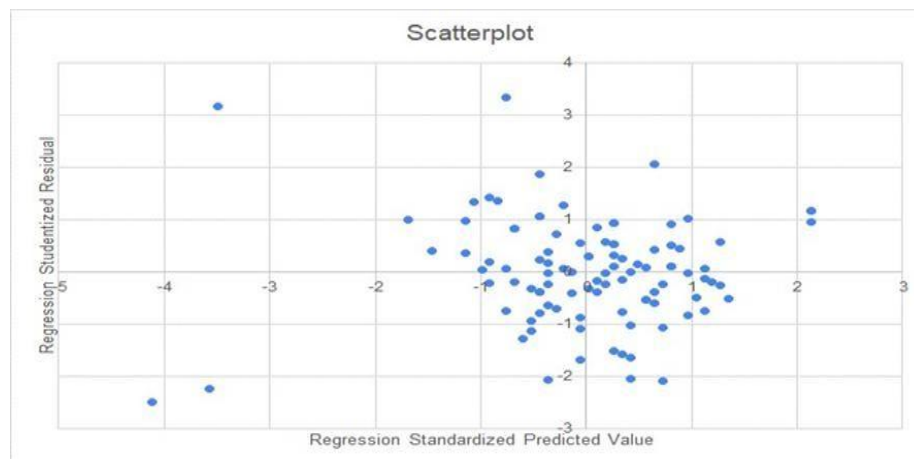
Table 4. Linearity Test Results

ANOVA Table							
			Sum of Squares	df	Mean Square	F	Sig.
Kepuasan Pelanggan * Etika Bisnis	Between Groups	(Combined)	2664,720	38	70,124	3,931	0,000
		Linearity	1376,452	1	1376,452	77,159	0,000
		Deviation from Linearity	1288,267	37	34,818	1,952	0,010
	Within Groups		1088,190	61	17,839		
	Total		3752,910	99			

Source: Data Processed by Researchers (2024)

Based on Table 4.21, the acquisition of the linearity test shows that the value of Deviation from Linearity > 0.05 , which is 0.010. Therefore, it can be concluded that the two variables of Business Ethics and Customer Satisfaction are said to have a linear relationship (Fernández-Portillo et al., 2024; Kulkarni et al., 2024; Mo et al., 2024).

Table 5. Heteroskepestivity Test Results



Source: Data processed by the Researcher (2024)

According to figure 4.5, the collected data is scattered randomly and does not show a consistent spread above or below zero on the Y-axis, nor does it create a specific pattern. As a result, the researcher was able to determine that the research data did not indicate a heteroscedasticity problem.

Business Ethics in Shopee E-Commerce

Based on the results of the test on Business Ethics on the Shopee E-Commerce application, it shows that "good" in each dimension is in accordance with the interval. Because most respondents who want to shop online look first in terms of the ethics used in the store, the smaller the ethics used, the fewer consumers who want to shop online.

Customer Satisfaction on Shopee E-Commerce Application

The results of the questionnaire distribution on this customer satisfaction variable for each indicator were declared "good" according to the interval. Because generation Z mostly gives satisfaction/reviews to online stores on Shopee according to the business ethics used by the seller of the online store. Many of the Gen Z are not reluctant to give very poor satisfaction. The questionnaire that has the most actual scores is in the dimension of service quality, because in accordance with the theory of service quality that generation Z consumers expect good quality from online store sellers on Shopee by providing consumers with goods that match the images they display on their online store platform.

The Effect of Business Ethics Practices on Generation Z Customer Satisfaction on Shopee E-Commerce Application

The amount of the influence of business ethics practices on Generation Z customer satisfaction on the Shopee E-Commerce application is in accordance with the determination coefficient test, this has a result of 36.7% which states that the magnitude of the influence of business ethics practices on customer satisfaction is 36.7%. In accordance with the data that has been processed using SPSS. And the two variables have a linear relationship with each other in accordance with the linearity test. In theory, the two variables have many relationships with each other between their dimensions. This is supported by respondents' assessments of the indicators used

Many of Generation Z do not hesitate to give very poor satisfaction. The questionnaire that has the most actual scores is in the dimension of service quality, because in accordance with the theory of service quality that generation Z consumers expect good quality from online store sellers on Shopee by providing consumers with goods that match the images they display on their online store platform.

CONCLUSION

The result of the influence of business ethics practices on the Shopee E-Commerce application is "good" in each dimension according to the interval. Because most respondents if they want to shop online first look at the ethics used in the store, the smaller the ethics used, the fewer consumers who want to shop online.

The results of the influence of Customer Satisfaction on the Shopee E-Commerce application are "good" according to the interval. Because generation Z mostly gives satisfaction/reviews to online stores on Shopee according to the business ethics used by the seller of the online store. Many of the Gen Z do not hesitate to give very poor satisfaction. The amount of results from the Influence of Business Ethics Practices on Generation Z Customer Satisfaction on the Shopee E-Commerce application is 36.7%. In accordance with the data that has been processed using SPSS. And the two variables have a linear relationship with each other in accordance with the linearity test

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