

The Role of Trust As a Mediating The Influence of Reverse Logistics on Customer Satisfaction at Shopee Indonesia

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Abstract: This study aims to determine the role of trust in mediating the influence of reverse logistics on customer satisfaction at Shopee Indonesia. The analysis technique used in this study is descriptive research of quantitative analysis with data analysis techniques using Path Analysis. Data collection was carried out by distributing questionnaires through google forms to 100 respondents. Data testing includes validity tests, reliability tests and path analysis. The results showed that reverse logistics analysis has a significant influence on customer satisfaction. However, trust has not mediated significantly between the effect of reverse logistics on customer satisfaction.

Keywords : trust, reverse logistics, customer satisfaction

Abstrak: Penelitian ini bertujuan untuk mengetahui peran kepercayaan dalam memediasi pengaruh reverse logistics terhadap kepuasan pelanggan di Shopee Indonesia. Teknik analisis yang digunakan dalam penelitian ini adalah penelitian deskriptif analisis kuantitatif dengan teknik analisis data menggunakan Path Analysis. Pengumpulan data dilakukan dengan menyebarkan kuesioner melalui google form kepada 100 responden. Pengujian data meliputi uji validitas, uji reliabilitas dan analisis jalur. Hasil penelitian menunjukkan bahwa analisis reverse logistics berpengaruh signifikan terhadap kepuasan pelanggan. Namun, kepercayaan belum memediasi secara signifikan antara pengaruh reverse logistics terhadap kepuasan pelanggan.

Kata Kunci : kepercayaan, reverse logistik, kepuasan pelanggan

1. Introduction

The development of information technology has a significant influence on various sectors, including the trade sector. The development of the trade sector by utilizing information technology, especially the internet and cutting-edge telecommunications devices, presents a new business opportunity called e-commerce (electronic commerce) (Xuhua et al., 2019). The development of e-commerce continues to increase and the growth of e-commerce in Indonesia in 2019 reached 25.11% this value is much different in 2010 whose growth was recorded at only 1.53% (Naomi and Ardhiansyah 2021). One of them is Shopee, which is an e-commerce company that applies the form of customer to customer (C2C), which is an activity of buying and selling goods or services that provides a marketplace for consumers to make sales and purchase transactions online (Murphy & Daley, 1999). Users can display their merchandise on the C2C site for other users to see and be interested in buying (Zulfa et al., 2020).

In reverse logistics services at Shopee, reverse logistics services are still unsatisfactory, reverse submissions are fairly long and disappointing because sellers do not respond correctly also

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submitted that the filing of inappropriate reverse logistics caused losses to the buyer which triggered the absence of satisfaction to the buyer (Irvania, 2022). Customers still need a long time to do reverse logistics, because they have to do a fairly long process, and on the other hand the seller has the right to refuse to do reverse logistics when in his submission there is a lack of complete evidence (Paula et al., 2019).

Satisfaction becomes very important and becomes a key factor in the success of the company (Schepers & Nijssen, 2018). As mentioned by Gerson (1993), Hill (1996), Oliver (1997) and Vavra (1997) in Jaya & William (2022), satisfaction is the standard of how the "total" product or service offered meets customer expectations. According to Bearden and Teel, stated that customer satisfaction is an important thing for marketers because it is generally assumed to be a significant determinant of purchase repetition, positive word of mouth, and consumer loyalty (Tsao et al., 2016).

Many e-commerce vendors are now introducing reverse logistics services into their business activities to increase competitive advantage, product and customer security, and product return management as the three things mentioned above are believed to increase customer satisfaction (Genchev et al., 2011). Reverse logistics refers to the return of a product to a seller or manufacturer due to their problems or consumer dissatisfaction (Jalilvand et al., 2017). The increasing volume of reverse logistics, especially in e-commerce channels is an increasingly worrying problem, especially in online retail, the entire reverse logistics management process is taking on an increasingly important role. This includes reverse logistics to the supply chain and transportation back to the relevant warehouse, fulfillment center, or production facility (Fletcher, 1995; L'Hermitte et al., 2015).

Customer trust in e-commerce is one of the key factors in conducting online buying and selling activities. According to Dolinsky, Halstead, Droge & Bixby in Falahat (2019) the inability of providers to meet consumer needs causes consumer dissatisfaction. Feelings of satisfaction tend to give rise to the perception that vendors are reliable and responsible for the interests and well-being of consumers.

Customer satisfaction is a form of company that successfully meets customer needs, if the customers we serve are not satisfied and do not meet customer expectations, e-commerce provides services as a reverse logistics to meet customer satisfaction itself. Return policies or reverse logistics can help e-commerce parties in handling consumer complaints to build a sense of satisfaction (Cousins, 2018). In the study Jalil (2019) stated that the results showed that reverse logistics had a significant effect on sustainability.

Reverse logistics services in the form of money-back guarantees and product returns when the goods sent do not meet customer expectations or when customers are dissatisfied play a role in building trust and a sense of security because of the services provided. Previous studies have proven that reverse logistics capabilities have a positive effect on trust (Brekalo et al., 2013). Reverse logistics services allow consumers to enjoy good consumer experience, beneficial to maintain good relationships between customers, thereby increasing consumer confidence. Trust becomes an

important concept and can support important positive outcomes, such as purchase intention, word of mouth, loyalty, and the intention of revisiting (Kumar et al., 2016; Turrisi et al., 2013). Supported by research Triani (2019) states that reverse logistics positively affects the confidence of consumers in e-commerce transactions. In other words, reverse logistics capabilities can increase consumer confidence. This is due to the availability of detailed information about the return of the product.

Customer trust is closely related to customer satisfaction limited to a product, service and service. Customer trust arises because of the satisfaction obtained by customers from the results of products, services and services felt (Mahendrawathi et al., 2018). That customer satisfaction has a significant and positive influence on trust in E-commerce. This result shows that the higher the level of customer satisfaction in E-commerce, the more it will increase trust.

Reverse logistics policies have the ability to assist in recovering and addressing service failures such as poor product quality and incorrect items for customers to store increasing trust which will build a sense of satisfaction to customers. According to Oghazi (2018) trust is able to mediate customer purchase intentions towards reverse logistics and trust is able to mediate customer satisfaction (Oghazi et al., 2018).

The reason researchers use trust as an intervening variable is because Gutavsson's opinion one of the key factors that encourages offenders to feel satisfied is trust, especially when someone makes a low-risk online purchase. Without customer trust, transactions on e-commerce sites will be more difficult to complete (Qosasi et al., 2019). Based on this, this researcher aims to find out the role of trust as the influence of reverse logistics on customer satisfaction at Shopee Indonesia

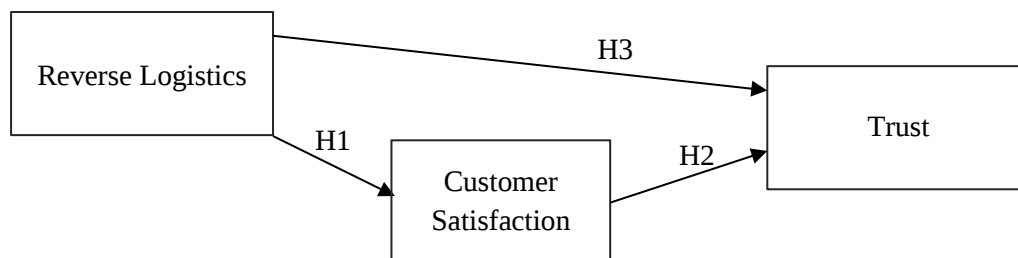


Figure 1. Research Framwork

2. Method

Data analysis in this study was carried out with Path Analysis using SPSS. Data collection was carried out using online survey instruments (Ghozali, 2018). There are a total of 10 indicators included. The indicators used as a reference were adopted from previous studies in accordance with the scope of this study. The variable indicator of reverse logistics ability was adopted from the study, for the customer satisfaction variable derived from the study, and for the trust variable derived from the study (Sugiyono, 2016; Tjiptono, 2019). A five-point Likert scale was used to respond to the question items addressed. As for the sample we used as many as 100 respondents who were

determined using the slovin formula. Respondents were obtained from theShopee application in Indonesia.

Tabel 1. The Indicators of the 3 Variables

No.	Variable	Indicators	Source
1	Reverse Logistics	RL 1: Accuracy information RL 2: Availability of information RL 3: Punctuality information RL 4: Formatted for easy use	Jack, Powers, and Skinner (2010)
2	Customer Satisfaction	CS 1: Conformity of expectations CS 2: Interest in repurchase CS 3: Willingness to recommend	Tjiptono (2019)
3	Trust	Q 1: The promises they make are reliable Q 2: Vendors are generally trustworthy Q 3: Competent e-commerce vendors	Gefen and Straub (2004)

3. Discussion and Result

Validity Test

The indicators used in this study have been tested for validity and declared valid. In the validation measurement of 100 respondents consisting of 20 p it turned out to be an, having a result where $r\text{-calculate} > r\text{-table}$ stating that the statement was valid.

Reliability Test

After processing the validity test data, then calculate the reliability test of each variable including reverse logistics (X), customer satisfaction (Y), trust (Z) where for each variable refers to the reliability value of the $>$ of alpha Cronbach's which is 0.60. Where from the 3 variables obtain a total of $\alpha = 0.956$.

Table 2. Reliability Statistics

Cronbach's Alpha	N of Items
.956	20

Path Analysis

1. Substructure-I

Table 3. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.798 ^a	.637	.633	2.57754

a. Predictors: (Constant), Reverse Logistics

Table 4. Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.854	1.788		.478	.634
	Reverse Logistics	.701	.054	.798	13.109	.000

a. Dependent Variable: Customer Satisfaction

It is noted that the signifivalue of the reverse logistics variable is $0.000 < 0.05$. These results show that reverse logistics has a significant effect. The amount of Rsquare value is 0.637, this shows that the contribution of the effect of reverse logistics on customer satisfaction is 63.7% . To obtain a positive value (epsilon value) by using the formula $e1 = \sqrt{(1 - 0,637)} = 0,6024$. Thus obtained the following diagram.

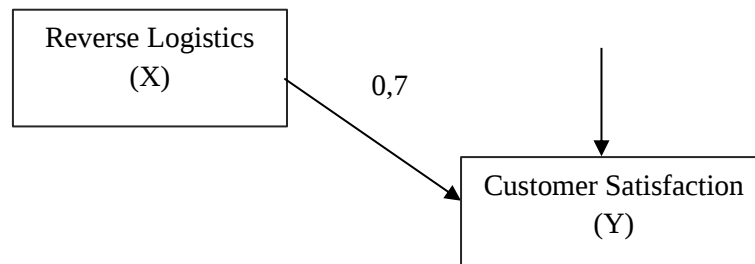


Figure 2. Research Substructure 1

2. Substructure-II

Table 5. Model Summary

Type	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.889 ^a	.791	.787	1.78975

a. Predictors: (Constant), Customer Satisfaction, Reverse Logistics

Table 6. Coefficients^a

Type		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	3.466	1.243		2.788	.006
	Reverse Logistics	.195	.062	.243	3.159	.002
	Customer Satisfaction	.622	.070	.683	8.865	.000

a. Dependent Variable: Trust

Thus it can be known that the significance value of reverse logistics is $0.002 < 0.05$ and customer satisfaction is $0.000 < 0.05$. This result concludes that reverse logistics and customer satisfaction have a significant effect on trust. The value of r-square 0.787 which shows that the contribution of customer satisfaction and reverse logistics is 78.7%. To get the positive value (epsilon value) by using the formula $e2 = \sqrt{(1 - 0.787)} = 0.4615$. Thus obtained the following diagram.

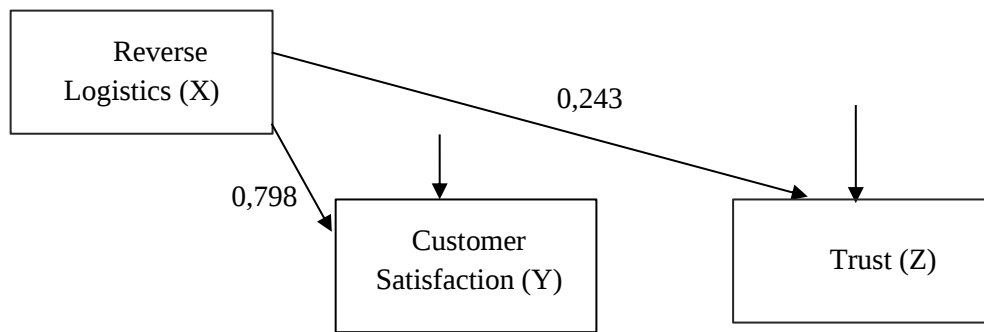


Figure 3. Research Substructure 2

1. Analysis of the Effect of Reverse Logistics on Customer Satisfaction

From the analysis above, a reverse logistics significance value of $0.000 < 0.05$ was obtained. So it can be concluded that there is a direct significant influence of reverse logistics. The results of this study support the research which states that reverse logistics to customer satisfaction (Kumar et al., 2016). With the reverse logistics service, buyers are satisfied to continue to carry out transactions at Shopee Indonesia.

2. Analysis of the Effect of Customer Satisfaction on Trust

From the analysis above, a customer satisfaction significance value of $0.000 < 0.05$ was obtained. So it can be concluded that there is a significant influence of customer satisfaction on trust. This result supports research which states that customer satisfaction has a significant and positive understanding of trust in e-commerce (Indriyati et al., 2022). Customer satisfaction has a close effect in increasing trust in making purchases at Shopee Indonesia.

3. Analysis of the Role of Trust As A Mediating the Effect of Reverse Logistics on Customer Satisfaction

It is known that the direct influence given by reverse logistics reverse logistics on trust is 0.683. Meanwhile, the indirect effect of reverse logistics on customer satisfaction by mediating with trust is the multiplication between the value of beta customer satisfaction to reverse logistics and the value of beta reverse logistics on trust, namely: $0.243 \times 0.683 = 0.165$. Then the total influence given by customer satisfaction on trust is a direct influence, namely: $0.798 + 0.963 = 0.963$. Based on the results of the calculation above, it is known that the value of direct influence is 0.798 and indirect influence is 0.165 which means that the value of indirect influence is smaller than the value

of direct influence, the second result shows that indirectly trust does not mediate reverse logistics on customer satisfaction. This result contradicts the research (Meliana et al., 2023; Paula et al., 2019; Tandon et al., 2017) which state that trust can mediate reverse logistics and trust can mediate customer satisfaction. In this study, there was no significant influence of trust that became mediation in the influence of reverse logistics on customer satisfaction at Shopee Indonesia (Ruminda, 2022).

4. Conclusion

This study discusses how trust can mediate the influence of reverse logistics on customer satisfaction. Based on the results of reverse logistics analysis, it has a significant influence on customer satisfaction. However, the trust has not mediated significantly between the influence of reverse logistics on customer satisfaction. This allows that trust in reverse logistics services does not necessarily provide a sense of satisfaction to customers. Weaknesses in this study is this study did not include the characteristics of buyers who have returned goods so that respondents do not understand the reverse logistics statement that we have given. The weakness of this study is the large selection of test data.

At the time of the distribution of the questionnaire, the researcher must be more detailed in listing the characteristics that are the focus of the research objectives, as in this study there is no attribute of the research objective so that at the time of the distribution of the questionnaire many respondents did. don't understand reverse logistics. There must be sufficient time to get maximum results so that there is no distribution of the questionnaire to respondents who are not suitable so that this research can contribute.

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