The Influence of Service Quality and Price Perception on Customer Satisfaction in the Shopee Marketplace Mediated by Customer Reviews (Empirical Study: Shopee Consumers in Jakarta)

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| KEYWORDS	ABSTRACT
service quality, price perception, customer satisfaction, customer reviews	The purpose of this study is to examine the effect of service quality and price perception on customer satisfaction, as well as to explore the role of customer reviews as a mediating variable among Shopee consumers in Jakarta. This research was conducted using an online survey with 200 respondents who met the criteria of having made a transaction on Shopee within the last 6 months and have provided reviews for the products purchased. The study employs a quantitative approach using a structural equation modeling (SEM) model, processed with AMOS 24 software. The scope of this research is limited to Shopee consumers in Jakarta, and the survey was conducted over a period of one month, from December 2024 to January 2025. The respondents in this study were only those residing in Jakarta. This research aims to understand the impact of service quality and price perception on customer satisfaction, with customer reviews serving as a mediating factor. The findings of this study are expected to provide valuable insights for marketers and producers in designing competitive service and pricing strategies to enhance customer satisfaction.

Introduction

Indonesia as the country with the highest ranking in the world in the use of e-commerce services must be able to develop and improve the quality of e-commerce services in order to meet the needs of domestic consumption. According to the results of a survey by We Are Social in April 2021, as many as 88.1% of internet users in Indonesia use e-commerce services to buy both primary and secondary needs. The number of e-commerce users in Indonesia continues to increase consistently from 2020 to 2024. According to the Ministry of Trade of the Republic of Indonesia, the number of e-commerce users in Indonesia will reach 65.65 million users in 2024 and is predicted to reach a peak of 99.1 million users in 2029.

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Table 1. Katadata Data Media of e-commerce user countries 2021

Country	Users (%)
Indonesia	88,1
English	86,9
Philippines	86,2
Thailand	85,8
Malaysia	85,7
Germany	84,9
Ireland	84,9
South Korea	84,1
Italy	82,9
Poland	82,9

Source: Katadata Media Network June 2021

Based on 2021 data, it can be concluded that the Indonesian people have prioritized convenience and comfort in shopping. This change in consumer behavior has affected the Gross Merchandise Value (GMV) in Indonesia. The Ministry of Trade of the Republic of Indonesia noted that as of 2023 the Gross Merchandise Value in Indonesia will reach USD 62 billion as can be seen in the figure below.
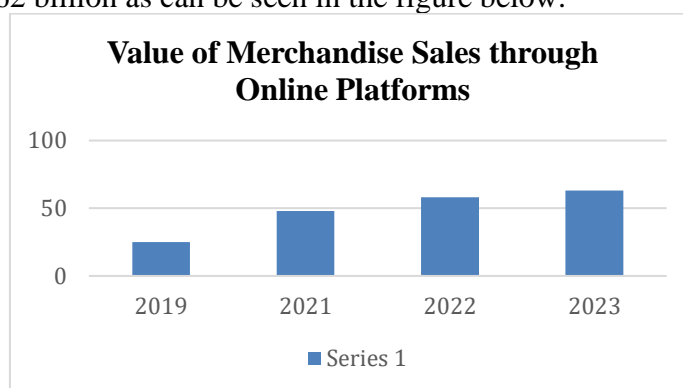

Figure 1. Gross Merchandise Value Data in Indonesia in 2019 – 2023
Source: Ministry of Trade of the Republic of Indonesia (2023)

Along with the increase in the value of GMV in Indonesia, digital services, especially in the field of e-commerce, will increase. The results of a survey conducted by Katadata Media Network claim that from January to December 2023, there are 5 e-commerce applications that have the highest number of site visits as can be seen in figure 1.3. Jakarta, as Indonesia's capital and economic center, has become one of the cities with the highest usage rate of online shopping apps, including Shopee. As the largest city with a population of more than 11,135,191 million people, Jakarta has a very potential market for e-commerce platforms. The high rate of urbanization, the development of digital infrastructure, and the wide penetration of smartphones are the main driving factors in the adoption of online shopping in this city.

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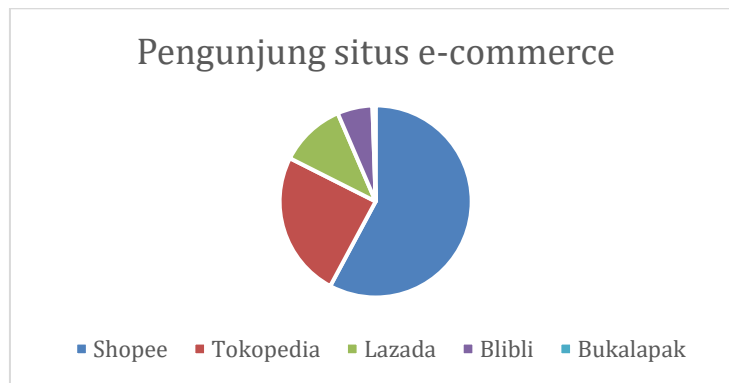
Figure 1: E-commerce data of Online Shop Visits

Source: e-Dot

Based on data published by e-Dot, as of May 2024, Shopee is ranked first in online buying and selling applications in Indonesia which has the most site visits, reaching 235.9 million visitors. This number is much higher than other well-known e-commerce applications such as Tokopedia, Lazada, Blibli, and Bukalapak.

In addition, the high purchasing power of the public, coupled with the habit of consumers who increasingly rely on the convenience of shopping through applications, makes Shopee one of the favorite shopping platforms. Various promos, discounts, and conveniences such as free shipping offered by Shopee further strengthen the position of this application in the Indonesian market, especially the city of Jakarta, which is known for its diversity of preferences. Not only that, the high level of internet connectivity and social media penetration also played a big role in accelerating the adoption of online shopping applications among Jakartans, who continue to use Shopee to meet their daily needs, from fashion products to household needs. The development of internet technology and the increasing access to mobile devices are the main factors that encourage the rampant use of online shopping applications. By using only a smartphone, consumers can access thousands of products from different categories, compare prices, and make transactions quickly and easily, without having to leave home.

Shopee is an e-commerce platform founded by Chris Feng, a young man from Singapore and managed by Sea Group (formerly Garena). In December 2015, Shopee began its expansion to seven countries in Asia, namely Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. Four years later, in 2019, to be precise, Shopee introduced its service in Brazil, making it the first country outside Asia and in South America to be able to access the platform. This application offers a variety of products, ranging from fashion, electronics, beauty products, to household needs. Shopee makes it easy for consumers to buy goods directly from sellers with a fast, easy, and safe process.

As one of the largest market places in Indonesia, Shopee Indonesia has a vision and mission that is in line with the company's goals in general. Shopee Indonesia's vision is to become the most popular mobile shopping platform in the country. To make this happen, Shopee continues to innovate by offering various promos and features designed to provide convenience and long-term benefits for its users.

Shopee's mission is to encourage the growth of entrepreneurship in Indonesia, especially among local sellers. The presence of Shopee has helped many micro, small, and medium business owners (MSMEs) to grow, because this platform makes it easier for them to market their products more widely and efficiently. Shopee's growth in Indonesia can be said to be very rapid when compared to other market places. This

success cannot be separated from the various innovative features provided by Shopee. These features are what make Shopee increasingly popular among the Indonesian people. Here are some of Shopee's features that always attract the attention of its consumers:

Figure 2: Shopee Features
Source: Shopee Indonesia

The COVID-19 pandemic that hit the world also played a role in accelerating the adoption of online shopping. Social restrictions and the closure of physical stores have made consumers increasingly dependent on digital platforms to meet their daily needs. Even after the pandemic subsided, the online shopping habits that have been formed have not only survived, but continue to grow, with more and more people switching from conventional shopping to e-commerce platforms. In addition to the convenience factor, competitive prices and the variety of products offered are also the main reasons why many people turn to online shopping. The variety of product choices and easy access to information are also the main attractions in attracting consumers to shop online.

However, in the midst of the rapid growth of e-commerce platforms, there are still many consumers who are disappointed with the products and services provided by Shopee so that this affects the development of the online business. Therefore, it is important to understand the factors that affect consumer satisfaction in online shopping. One of them is how service quality and price perception can affect customer satisfaction levels.

Service quality refers to the customer's perception of the quality of the service they receive. This perception is formed from the comparison between customers' expectations of the service they will receive and the real experience they experience. In other words, Service quality is the extent to which the services provided meet or even exceed customer expectations (Rasheed & Rashid, 2024). Further can be conveyed Service quality in context e-commerce is the overall customer experience when interacting with online buying and selling platforms such as Shopee, starting from the process of searching for products, payment, shipping, to after-sales service. Good quality of service, combined

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with Price Perception fair, will create customer satisfaction, encourage loyalty, and trigger word of mouth Positive ones (Rasheed & Rashid, 2024).

According to (Prayuda, 2024), Price Perception is a consumer's subjective assessment of the value of a product or service based on a set price. This perception is influenced by various factors, such as product quality, brand image, and previous consumer experience. Simple Price Perception is how consumers view whether the price of a product is proportional to the benefits they get. Previous research has shown that price plays an important role in choosing a product or customer service. Other research has also shown that price has a correlation with customer satisfaction; If a customer feels that the price of a particular product or service is not worth it, they will not make another purchase. One of the marketing strategies, pricing, is used to make purchasing behaviors occur. A price that is too high will reduce sales, but a price that is too low will reduce a company's profits (Susanti et al., 2020). If consumers feel that the price they pay matches the quality or benefits received, they are likely to feel satisfied with the purchase. Price perception The good ones contribute to higher satisfaction because consumers feel that they are getting value equal to or more than what they are paying for.

Customer satisfaction is a valuable asset for every business, especially in the digital era like now. When customers are satisfied with the product or service they receive, they are more likely to make a repeat purchase in the same store (Samuel & Bambang Sugiyanto, 2024). This high customer loyalty will directly increase transaction volume even, customer satisfaction A high one will increase the brand reputation of the online store, thus attracting more new customers.

Customer satisfaction defined as the level of feeling of pleasure or satisfaction felt by consumers after comparing their expectations of a product or service to the reality they received after a purchase (Febi AP & Bambang Sugiyanto, 2024). Further explained by AP & Sugiyanto, 2024 customer satisfaction It is not only seen as a positive feeling that consumers get after a purchase, but also as an important factor that determines whether consumers will repurchase or not. This satisfaction plays a role in increasing consumer loyalty, which ultimately strengthens the relationship between the brand and the consumer. Nevertheless, customer reviews It also plays an important role in the level of consumer satisfaction when shopping online is very influential in shaping consumer perception of a product. Sourcing & Shipping Expert, Shaline 2024 revealed that 9 out of 10 people will look at a product review before deciding on a purchase.

Figure 3 Data Online Reviews
Source: Leeline Sourching, 2024

When consumers read positive reviews from other customers, it can increase their expectations of product quality and user experience, which in turn increases customer

satisfaction. If the product meets or exceeds the expectations set by the reviews, consumers will be satisfied.

This research is important to provide deeper insights into how price and service quality factors affect the user shopping experience, as well as how they contribute to customer satisfaction levels. With a better understanding of the relationship between price perception, service quality, and customer satisfaction, e-commerce platforms like Shopee can be more effective in designing marketing strategies and service improvements that are more in line with consumer needs and expectations, especially in the highly competitive Jakarta market.

The purpose of this study is to analyze the relationship and influence of service quality and price perception on customer satisfaction, with a focus on the mediating role of customer reviews, specifically within the Shopee marketplace in Jakarta. The study aims to examine various aspects, including the influence of service quality and price perception on customer satisfaction, as well as their effects on customer reviews. Additionally, it will investigate how service quality and price perception impact customer satisfaction when mediated by customer reviews. The outcomes of this research are anticipated to contribute valuable insights to the field of marketing management in the e-commerce sector and provide a useful foundation for future studies, ultimately enhancing the understanding and development of marketing strategies in the industry.

Research Methods

The research design is Blueprint which is used to collect, measure, and analyze data that will help researchers find answers to research questions (Sekaran & Bougie, 2020). In addition, research design can also be defined as a conceptual framework used to set the research path. This design includes the selection of methods, techniques, and procedures to be used during the data collection, analysis, and interpretation process. The main purpose of this design is to ensure that the research results are valid, credible, and in accordance with the research objectives. (Sembiring et al., 2024) claims that the research design consists of various steps. It starts with choosing a method, a population, choosing a data collection method, and then deciding what method to use to analyze the data.

Quantitative methods and types of survey research are used in this study to produce more accurate results through numerical data analysis and processing. (John & David, 2018) said that quantitative research is a way to test objective theories by analyzing the relationships between variables. Variables are measured with specific tools, and then the resulting numerical data can be analyzed using statistical techniques. The introduction, literature and theory review, research methods, results, and discussion are all part of a systematically compiled final research report. Quantitative research can make a significant contribution to the development of science thanks to this organized structure. Quantitative research is an investigation that is carried out systematically to study a phenomenon by collecting data that can be measured using statistical, mathematical, or computational techniques (Prof.Dr.H.M.Sidik Priadana & Denok Sunarsi S.Pd., M.M., 2021).

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Results and Discussions

Test Instrument

The analysis stages of this study are divided into three stages, namely (1) Validity Test, (2) Reliability Test, and (3) Goodness Of Fit (GOF) Model Test.

Instrument Validity Testing

In this study, the Confirmatory Factor Analysis (CFA) test was used to test the validity of the research instrument. This test is carried out to determine the validity of the structure or whether each indicator can explain the existing structure. A filling factor greater than 0.5 was used as a measure of the validity of the research variable. Filling factors that are less than 0.5 are eliminated from the model. The CFA test with the AMOS program for independent and dependent variables is shown in Figure 1.
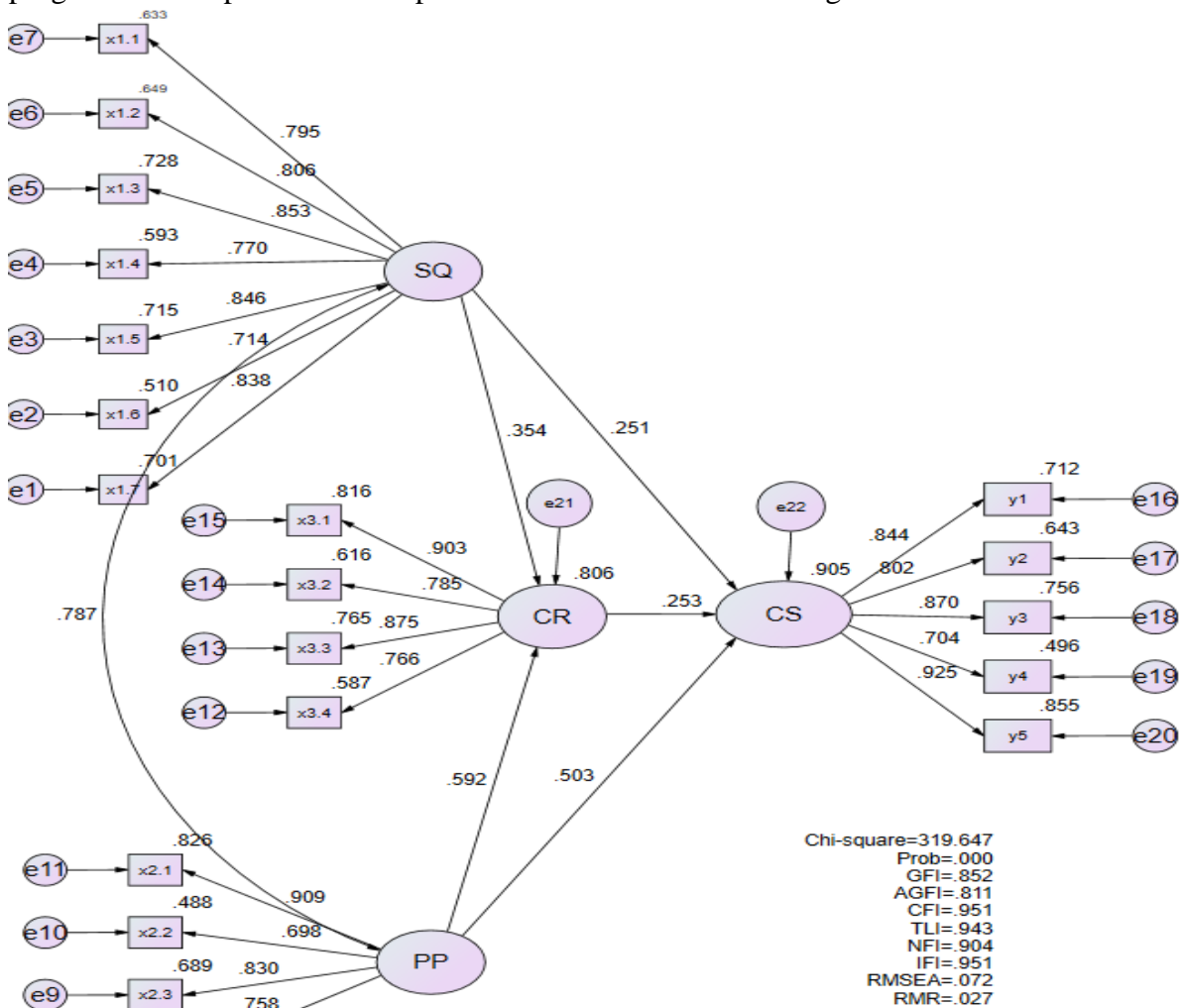

Figure 5. CFA test on Amos
Source: Data Processed by Researchers (2025)

Table 2 Results of Model Testing Analysis

Variable	Indicators	Loading Factor	CR	Validity	Reliability
SQ	x1.1	0.795	0.927515	Valid	Reliable
	x1.2	0.806		Valid	
	x1.3	0.853		Valid	
	x1.4	0.77		Valid	
	x1.5	0.846		Valid	
	x1.6	0.714		Valid	
	x1.7	0.838		Valid	
PP	x2.1	0.909	0.877651	Valid	Reliable
	x2.2	0.698		Valid	
	x2.3	0.83		Valid	
	x2.4	0.758		Valid	
CR	x3.1	0.903	0.901125	Valid	Reliable
	x3.2	0.785		Valid	
	x3.3	0.875		Valid	
	x3.4	0.766		Valid	
CS	Y1	0.844	0.91792	Valid	Reliable
	Y2	0.802		Valid	
	Y3	0.87		Valid	
	Y4	0.704		Valid	
	Y5	0.925		Valid	

Source: Data Processed by Researchers (2025)

The table above shows the results of the validity and reliability test of the model. The table above shows that in general all the variables used are reliable with a Cronbach alpha value above 0.7. All valid indicators with a loading value of > 0.5 indicate that all dimensions have convergent reliability and construct reliability that meets the criteria.

Reliability Test

In this study, the reliability test of each variable was measured using Cronbach's alpha. Cronbach Alpha is a reliability measure that has a value ranging from zero to one (Hair, 2020). The results of the reliability test for each of the variables of this study can be seen in table 2, where four research variables have a Cronbach Alpha value between 0.878 to 0.927 which means that all variables have very reliable reliability as a research instrument.

Table 3 Results of Reliability Testing of Research Variables

Variable	Cronbach'sAlpha	Decision
Service Quality	0.927	Highly Reliable
Price Perception	0.878	Highly Reliable
Customer Review	0.901	Highly Reliable
Customer Satisfaction	0.918	Highly Reliable

Source: Data Processed by Researchers (2025)

Model Goodness of Fit (GOF) Test

In this study, the Goodness of Fit (GOF) test was used to determine whether the model was acceptable. This test was carried out because the data analysis method used was the Structural Equation Model (SEM) with the AMOS program. The Structural

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Equation Model (SEM) is a multivariate technique that combines aspects of multiple regression and factor analysis to estimate a series of simultaneous dependency relationships (Hair et al., 2022). According to Ghozalia (2017), in SEM there are 12 cut-off value provisions as shown in Table 4 which are used to measure the overall research model and determine whether the model has functioned properly.

Based on the research model shown in Figure 1, the results of the Goodness of Fit test have been summarized in Table 4 In this research model, there are 10 model evaluations that are fit, so it can be concluded that this research model is fit and ready to proceed to the hypothesis analysis process.

Table 4 Goodness of Fit (GOF) Test Results

Goodness of Fit	Cut off value	Result	Decision
X² Chi Square	To test whether empirical data absolute fit the hypothetical model or not p-value of CMIN c2 > 0.05	319.647	Good Fit
Significance Probability	≥ 0.05	0,000	Marginal Fit
DF (degree of freedom)	> 0	164	Good Fit
Relative Chi-square (CMIN c2/df)	≤ 2.00	1,949	Good Fit
GFI	≥ 0.90	0,852	Marginal Fit
AGFI	≥ 0.90	0,811	Marginal Fit
CFI	≥ 0.90	0,951	Good Fit
TLI	≥ 0.90	0,943	Good Fit
NFI	≥ 0.90	0,904	Good Fit
IFI	≥ 0.90	0,951	Good Fit
RMSEA	≤ 0.08	0,072	Good Fit
RMR	≤ 0.05	0,027	Good Fit

Source: Data obtained by the researcher (2025)

Hypothesis Testing (Influence Between Variables)

Hypothesis testing is carried out after the research model can be considered fit. Meanwhile, the basis for decision-making is as follows:

- If the P value (Probability) > 0.05 or CR < 1.96, then H1 is rejected and H0 is accepted (no effect)
- If the P value (Probability) ≤ 0.05 and CR ≥ 1.96 then H1 is accepted and H0 is rejected (there is an effect)

Hypothesis testing was carried out by looking at the results of Standardize Direct Effects. Table 5 describes the results of the estimation of the research model.

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Table 5 Evaluation Results of Standardize Direct Effects

Information			Estimate	S.E.	C.R.	P
Custome Reviews	<---	Price Perception	.592	.089	6.045	.010
Custome Reviews	<---	Service Quality	.354	.075	4.090	.010
Customer Satisfaciton	<---	Service Quality	.251	.064	3.453	.010
Customer Satisfaciton	<---	Price Perception	.503	.093	4.954	.010
Customer Satisfaciton	<---	Customer Reviews	.253	.104	2.463	.039

Source: Data processed by the Researcher (2025)

H1: There is an influence Service Quality against Customer Reviews
Based on the results of the partial test analysis above, it is known that the Service Quality variable for Customer Reviews has a significance value of 0.010 which means it is less than 0.05, then the H1 decision is accepted. So it was concluded that Service Quality has a significant effect on Customer Reviews. Based on the standardize direct effect value of 0.354, it shows that the influence given is a positive influence, the better the Service Quality, the higher the Customer Reviews.

H2: There is an influence Price Perception against Customer Reviews
The table above also shows that the Price Perception variable for Customer Reviews has a significance value of 0.010 which means less than 0.05. So that the H2 decision was accepted and the conclusion that Price Perception had a significant effect on Customer Reviews. Based on the standardize direct effect value of 0.592, it shows that the influence given is a positive influence, the better the Price Perception, the higher the Customer Reviews.

H3: There is an influence Service Quality against Customer Satisfaction
The results of the partial test analysis of T showed that the Service Quality variable on Customer Satisfaction had a significance value of 0.010 which means it was less than 0.05, then the H3 decision was accepted. So it was concluded that Service Quality has a significant effect on Customer Satisfaction. Based on the standardization direct effect value of 0.251, it shows that the influence given is a positive influence, the better the Service Quality, the higher the Customer Satisfaction.

H4: There is an influence Price Perception against Customer Satisfaction.
The table above also shows that the Price Perception variable for Customer Satisfaction has a significance value of 0.010 which means it is less than 0.05, then the H4 decision is accepted. So it was concluded that Price Perception has a significant effect on Customer Satisfaction. Based on the standardize direct effect value of 0.503, it shows that the influence given is a positive influence, the better the Price Perception , the higher the Customer Reviews.

H5: There is an influence Customer Reviews against Customer Satisfaction.
The table above also shows that the Price Perception variable on Customer Satisfaction has a significance value of 0.039 which means less than 0.05, then the H5 decision is accepted. So it was concluded that Price Perception has a significant effect on Customer Satisfaction. Based on the standardize direct effect value of 0.253, it shows that the influence given is a positive influence, so the better the Customer Reviews will be higher.

Table 6 Hypothesis Testing Results

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	Description	Decision
H1	Service quality has a positive and significant effect on customer reviews	Accepted
H2	Price Perception has a positive and significant effect on Customer Reviews	Accepted
H3	Customer Reviews have a positive and significant effect on Customer Satisfaction	Accepted
H4	Service Quality has a positive and significant effect on Customer Satisfaction	Accepted
H5	Price Perception has a positive and significant effect on Customer Satisfaction	Accepted
H6	Service Quality has a positive and significant effect on Customer Satisfaction mediated by Customer Reviews	Accepted
H7	Price Perception has a positive and significant effect on Customer Satisfaction which is mediated by Customer Reviews	Accepted

Source: Data Processed by Researchers (2025)

Furthermore, an intervening test was carried out with the aim of seeing the magnitude of the coefficient of direct and indirect influence, so that the weight of the influence could be known and whether the intervening variable could mediate the influence of independent variables on the dependent variable. To determine the indirect influence in this study, the Sobel Test was used. The sobel test is a method used to assess whether a mediating variable can significantly act as a mediator in a relationship. The calculation of the Sobel test can be done using a certain formula.

$$Sab = \sqrt{((b^2)(Sa^2)) + ((a^2)(Sb^2)) + ((Sa^2)(Sb^2))}$$

Information:
Sat = Amount Standard Error Indirect influence
a = Regression coefficient of the influence of independent variables on mediation variables
b = Regression coefficient of the influence of the mediating variable on the dependent variable
Sa = Standard error Coefficient A
Sb = Standard error Coefficient B

To calculate the significance of the indirect influence, it is necessary to calculate the CR value of the coefficient with the following formula:

$$CR = \frac{a \ x \ b}{Sab}$$

The CR value from the calculation results must be > 1,967 with a significance of 5% cut off value in this study. If the CR > 1,967, it can be concluded that there is an influence on mediation (Ghozali, 2017).
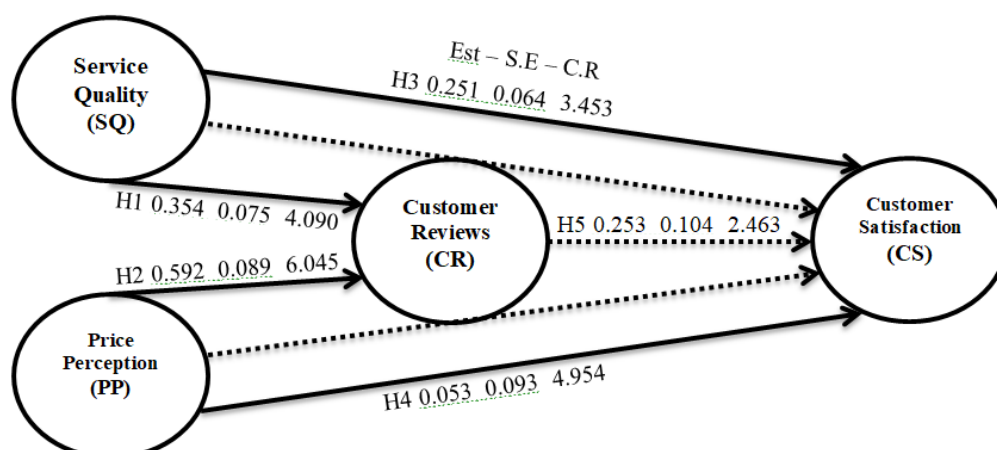
Figure 6 Direct and Indirect Influence
Source: Data Processed by Researchers (2025)

Based on figure 6, the calculation according to the Sobel formula can be described to determine the magnitude of direct and indirect influence between variables as follows:

Service Qualitya-->aCustomer Reviews -->

Estimatea = $0.354 \times 0.253 = 0.089562$

SEa = $\sqrt{(0.354)^2 (0.104)^2 + (0.253)^2 (0.075)^2 + (0.075)^2 (0.104)^2} = 0.042146275$

CRa= Estimate / SE = $0.089562 / 0.042146257 = 2.125027666$ (CR > 1.967)

SQ-CR-CS is significant because the value (2.125a) > 1.967

Price Perceptiona-->aCustomer Reviews -->

Estimatea = $0.592 \times 0.253 = 0.149776$

SEa = $\sqrt{(0.592)^2 (0.104)^2 + (0.253)^2 (0.089)^2 + (0.089)^2 (0.104)^2} = 0.066206551$

CRa= Estimate / SE = $0.149776 / 0.066206551 = 2.26225346$ (CR > 1.967)

PP-CR-CS is significant because the value (2.262a) > 1.967

Discussion

This research reveals how service quality and price perception can affect customer satisfaction on the Shopee Marketplace platform, with customer reviews as the mediating variable that connects the two. In this rapidly evolving digital world, purchasing decisions are no longer only influenced by products or prices alone, but also by how consumers perceive the quality of service and how they share those experiences with others. Through this research, it can be clearly seen how these factors interact with each other to shape customer satisfaction, both directly and through the important role of reviews provided by consumers.

The Effect of Service Quality on Customer Reviews (H1)

In the world of online shopping, Service quality plays a very important role. The results of this study show that the quality of services provided by Shopee has a significant effect on customer reviews. Shopee consumers who are satisfied with Shopee's services, such as ease of transactions, speed of delivery, and quality of products received, will be more likely to share their positive experiences in the form of reviews on the platform or even through social media. For example, when consumers receive products that are delivered on time, in good condition, and according to the description on Shopee, they feel valued as consumers. They will share their happiness by writing positive reviews, which will certainly influence other consumers who are considering buying similar

products. In this case, customer reviews functions as a very powerful communication tool, shaping the perception of potential consumers towards the quality of Shopee services (Sudirjo et al., 2023).

These findings are in line with the theory of SERVQUAL as stated by Parasuraman et al. in (Choirunnida & Prabowo, 2024), which considers that good service quality will result in positive feedback from customers. Therefore, improving the quality of Shopee services can encourage consumers to provide supportive reviews and build a positive image of Shopee in the eyes of other potential customers. In other words, it can be said that better service quality has the potential to increase positive reviews from customers, which serves as a reference for other customers in choosing products and shopping at Shopee.

The Effect of Price Perception on Customer Reviews (H2)

Furthermore, the results of this study show that **price perception**, or customer perception of price, also has a significant effect on **customer reviews**. When consumers feel that the price they pay is proportional to the quality they receive, they are more likely to leave positive reviews. Reviews that mention "very affordable prices for the quality obtained" often arise from customers who are satisfied with the products they buy, both in terms of price and quality.

This positive price perception is especially relevant in the context of online shopping, where customers are often looking for products that provide the best value at competitive prices. These findings are in line with the theory of **Price-Quality Relationship** which states that customers who feel that the price paid is proportional to the quality of the product will be more satisfied and more likely to give positive feedback (Magdalena et al., 2023). Therefore, Shopee needs to keep the price of the products offered in accordance with customer expectations for the quality received. The perception of fair and competitive prices will encourage customers to leave positive reviews, which ultimately strengthens Shopee's positive image and attracts new customers.

The Effect of Customer Reviews on Customer Satisfaction (H3)

Customer reviews has a significant impact on customer satisfaction. When potential customers read positive reviews, they feel more confident and confident in making a purchase decision. This shows that customer reviews Not only does it serve as an information tool, but it also affects the level of customer satisfaction after purchasing a product. Positive reviews provide more realistic expectations for potential consumers, which has the potential to improve their shopping experience. Consumers who feel satisfied after reading reviews that compare the quality of products and services to the price paid will feel that they have made the right choice. This is in line with the findings (Dwi Setiana & Tjahjaningsih, 2024), which states that customer reviews play an important role in shaping purchasing decisions and reinforcing customer satisfaction. **Customer reviews** which is positive to be a kind of **Social proof**, which encourages consumers to feel more satisfied with their purchases. Customer reviews The positive ones greatly affect the level of customer satisfaction, as it provides a clearer picture of the quality of the products and services that will be received.

The Effect of Service Quality on Customer Satisfaction (H4)

Improving service quality at Shopee will increase customer satisfaction directly. These findings underscore the importance of service quality in creating a satisfying shopping experience. When customers feel that the services provided by Shopee, from fast delivery, easy ordering process, to quick response to complaints, they will feel satisfied with their shopping experience. The SERVQUAL theory (Parasuraman et al.,

1988) explains that high service quality is directly related to the level of customer satisfaction. A pleasant shopping experience will encourage customers to stay loyal and choose Shopee as their shopping platform in the future. Better service quality will directly increase customer satisfaction, which in turn has the potential to increase customer loyalty to Shopee.

The Effect of Price Perception on Customer Satisfaction (H5)

In addition, the study also found that Price Perception have a significant effect on customer satisfaction. When customers feel that the price of the product paid is in accordance with the quality received, they will feel satisfied with the purchase. This good price perception creates a sense of fairness in transactions, which contributes greatly to their satisfaction. This research supports Previous Research Results (Prasetyo et al., 2022)**,** which states that satisfaction is achieved when customers feel that they get value equivalent to the price paid. Therefore, a fair and reasonable price perception is very important in increasing customer satisfaction on Shopee. Good price perception increases customer satisfaction because they feel they are getting value that is proportional to the price paid.

The Effect of Service Quality on Customer Satisfaction Mediated by Customer Reviews (H6)

This study also found that customer reviews mediate the influence of service quality on customer satisfaction. In other words, a good quality of service not only increases customer satisfaction directly, but also motivates them to leave positive reviews. This review then serves to reinforce the positive impact of service quality on other customer satisfaction. Satisfied consumers with Shopee's services, such as timely delivery and product quality that meets expectations, will leave reviews confirming their positive experience. These positive reviews then become a reference for other customers, which in turn strengthens their satisfaction when buying the same product. Customer **reviews** reinforce the relationship between service quality and customer satisfaction, suggesting that positive reviews can reinforce the impact of service quality on customer satisfaction.

The Effect of Price Perception on Customer Satisfaction Mediated by Customer Reviews (H7)

This study also revealed that customer reviews mediate the influence of price perception on customer satisfaction**.** A good price perception, which leads to positive reviews, will increase customer satisfaction. Reviews that mention fair prices and are proportional to the quality of the product will reinforce the positive impact of price perception on customer satisfaction. These positive reviews are a reinforcement that clarifies the experience of other customers regarding reasonable prices for certain products, which strengthens their satisfaction level after purchasing products on Shopee. Customer reviews mediate the influence of price perception on customer satisfaction**,** showing that good reviews can increase the impact of positive price perception on customer satisfaction.

The Influence of Service Quality and Price Perception on Customer Satisfaction in the Shopee Marketplace Mediated by Customer Reviews (Empirical Study: Shopee Consumers in Jakarta)

Conclusion

The results of this study provide an in-depth analysis of how service quality and price perception impact customer satisfaction on the Shopee Marketplace platform, highlighting the crucial mediating role of customer reviews. In today's digital age, where e-commerce is rapidly evolving, purchasing decisions are increasingly influenced by perceived service quality and shared consumer experiences through reviews. Key findings reveal a positive and significant influence of service quality on customer reviews, aligning with the SERVQUAL theory, which underscores that superior service quality motivates positive feedback. Similarly, positive price perception significantly impacts customer reviews, supporting the Price-Quality Relationship theory that emphasizes harmony between price and quality. Furthermore, customer reviews significantly enhance customer satisfaction by serving as valuable information sources and social proof, fostering confidence in purchasing decisions. The study also demonstrates that good service quality and positive price perception directly contribute to increased customer satisfaction, emphasizing the need for continuous investment in service quality and careful pricing strategies. Notably, customer reviews mediate the effects of both service quality and price perception on customer satisfaction, indicating that satisfied customers are more likely to leave positive reviews, which then influence potential buyers and enhance their overall satisfaction post-purchase.

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