

FACTORS AFFECTING CUSTOMER SATISFACTION FACEBOOK USER IN DKI JAKARTA

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ABSTRACT

this study aims to determine the effect of product, trust, price, convenience, and experience on customer satisfaction for Facebook users in DKI Jakarta. The discussion described in this study is about purchases on social commerce Facebook. The data used in this study are primary and secondary data. Primary data was obtained from collecting questionnaire responses using 5 Likert scales as a measurement of research variables and secondary data obtained from various reliable sources. This research uses non-probability sampling method with purposive sampling technique. The researcher uses the Confirmatory Factor Analysis (CFA) analysis method using the AMOS version 26 program which is part of the Structural Equation Model (SEM). Research on 175 Facebook users in DKI Jakarta illustrates that trust is a very important factor in transactions on the Facebook marketplace platform. The transaction experience passed by the respondent can also be used as a factor in influencing customers to feel satisfied. Product, price, and convenience have no influence on customer satisfaction when buying goods on the facebook marketplace.

Keywords: Trust, Price, Convenience, Experience, Customer Satisfaction

INTRODUCTION

Build relationships with customers is very important in marketing. This was supported by the advancements of technology throughout the years. The technological advancements offers various benefits in business environment. Sophisticated technology can make it easier for people to find a product or service they are looking for. Dense activities causes people to want things that are instant, many customers nowadays don't have enough time to shop directly to the intended store. It encourages customers to shop through various online platform such as online shop.

Along with the innovation advancements in online transactions, the use of e-commerce is increasingly widespread as a place for buying and selling. One of the e-commerce sales media is the marketplace. On October 3, 2016, facebook officially launched the facebook marketplace. With 140 million facebook users, Indonesia occupies the third position of the most facebook users in the world (Statista, 2021). The relatively high number of users makes facebook a broad potential market for some online shop owners. As with previous research conducted in Hanoi, Vietnam, the researchers applied this research topic in DKI Jakarta, Indonesia.

As the capital city of Indonesia, DKI Jakarta is the center of government and business area. The percentage of internet access in DKI Jakarta Province has always been in the first position out of 34 provinces since 2018-2020. To complete the data above, the researcher displays the supporting data in the table below.

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Table 1
Population of DKI Jakarta Province
by Age Group
(2019-2020)

Age Group	Total Population		
	2018	2019	2020
0-4	905.941	888.844	661.018
5-9	927.365	940.893	893.762
10-14	765.642	785.054	874.865
15-19	710.184	720.094	825.828
20-24	784.252	756.189	818.069
25-29	965.850	929.123	835.638
30-34	1.032.201	1.023.219	861.109
35-39	971.281	983.591	974.357
40-44	841.960	861.840	913.386
45-49	712.011	730.336	799.344
50-54	590.947	610.235	670.571
55-59	466.794	485.560	526.403
60-64	340.245	359.213	377.636
65+	452.956	483.619	530.102
Total	10.467.629	10.557.810	10.562.088
Total population aged 5 years and over	9.561.688	9.668.966	9.901.070

Source: Badan Pusat Statistik (accessed November 3, 2021)

In 2018, the number of internet access in DKI Jakarta reached 65.89% of the total population of 9,561,688 people, which is 6,300,196 people. A significant increase was very visible in 2019 with the number of internet access reaching 73.46% of the total population of 9,668,966 people, which is 7,102,822 people. Until 2020, the percentage of internet access in DKI Jakarta reaches 77.61% of the total population of 9,901,070 people, which is 7,684,220 people. With these data, it can be seen that socialization regarding internet use in DKI Jakarta is good and public awareness of the internet is high when compared to the total population.

Table 2
Social Media Users by Age and Gender
in Indonesia
(January 2021)

Age	Social Media User	
	Male	Female
13-17	5,7%	6,8%
18-24	15,9%	14,8%
25-34	19,3%	14,8%
35-44	7,4%	5,7%
45-44	3,2%	2,4%
55-64	1%	0,7%
65+	1,5%	0,9%
Total	100%	

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Source: Statista (accessed November 10, 2021)

In table 2 it can be seen that the number of social media users is very popular with various age groups. This survey is based on a total of 170 million social media users in Indonesia. In January 2021, a significant percentage of social media users can be seen in the age range of 18-24 and 25-34. Male users aged 18-24 years accounted for 15.9% of the total social media users, namely 27.03 million people and female users were 14.8% of the total social media users, namely 25.16 million people. Meanwhile, male users aged 25-34 years are 19.3% of the total social media users, which are 32.81 million people and female users are 14.8% of the total social media users, which are 25.16 million people. From this data, the potential market share in social media comes from the age range of 18-34 years.

The purpose of this study was to analyze and find out whether there is a positive effect of exogenous variables on endogenous variables on users who have shopped through facebook in DKI Jakarta. Exogenous variables are product, trust, price, convenience, and experience. The endogenous variable is customer satisfaction.

Table 3
The Most Popular Social Media in Indonesia (2017-2021)

Social Media	Total User (%)				
	2017	2018	2019	2020	2021
Youtube	49	43	88	88	93,8
WhatsApp	-	40	83	84	87,7
facebook	48	41	81	82	85,5
Instagram	39	38	80	79	86,6
LINE	30	33	59	50	44,3
twitter	38	27	52	56	63,6
facebook messenger	31	24	47	50	52,4
BBM	26	28	38	-	-
LinkedIn	28	16	33	35	39,4
TikTok	-	-	-	-	38,7
Pinterest	22		29	34	35,6
Telegram	-	-	-	-	28,5
Skype		15	28	25	24,3
WeChat	21	14	28	29	26,2
SnapChat	-	-	26	28	25,4
Path	-	-	25	-	-
tumblr	-	-	20	22	18,4
Reddit	-	-	16	18	17,1
Sina				17	-
Weibo	-	-	-	17	-

Source: Global Web Index dalam Datareportal (accessed October 15, 2021)

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The data on table 3 is the annual report each year. It is explained that the largest number of social media users is occupied by Youtube every year. Followed by WhatsApp in second position. Then in the third position there is a gap. Initially, in 2017, facebook was in the third position as the most widely used social media in Indonesia, with 48% of the population in Indonesia using it. However, in 2018, there was a decrease in the number of facebook users to 41%. In 2019, facebook was in the third position as the most widely used social media, up to 81% of the total population in Indonesia.

In 2020, facebook users still occupy the third position with a percentage increase of 1%, namely 81% of the total population of Indonesia using facebook. Until 2021, Facebook's position was surpassed by Instagram as the third most used social media. The percentage of facebook users continued to increase from the previous year, which was 85.5% of the total population of Indonesia who used facebook. However, Instagram was able to beat Facebook, which was initially in fourth position in 2019-2020, in 2021 Instagram was in third position as social media with the most users, namely 86.6% of the total population of Indonesia using Instagram. Facebook is not only used to share information, but also to make buying and selling transactions. The relatively high number of users compared to other social media makes facebook have a broad potential market. Therefore, this is the concentration of researchers to make facebook social media the object of research.

Table 4
Leading Countries Based on Facebook Audience Size as of January 2021

Country	Total Audiens
India	349,2 million people
United States	193,9 million people
Indonesia	142,5 million people
Brazil	127 million people
Mexico	95,6 million people
Philippines	90,5 million people
Vietnam	74,1 million people
Thailand	54,7 million people
Bangladesh	48 million people
Egypt	47,8 million people
Pakistan	46,9 million people
United Kungdom	38,9 million people
Colombia	37,8 million people
Turkey	37,4 million people
France	33,5 million people
Italy	31,1 million people
Argentina	31 million people
Nigeria	29,3 million people
Germany	28 million people
Peru	26,6 million people

Source: Datareportal (accessed October 6, 2021)

Based on table 4, Indonesia is in third place as the largest Facebook audience in the world, reaching 142.5 million people. The high number of audiences makes Facebook

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have a wide potential market for online shop business actors. This is related to the truth of the effect of endogenous variables on exogenous variables in this study.

Table 5
Share of facebook Users in Indonesia
(April 2021)

Age	Social Media User (%)
13-17	11,9
18-24	30,2
25-34	33,6
35-44	14,3
45-54	8,5
55-64	1,7
65+	2,5
Total	100%

Source: Statista (accessed November 10, 2021)

In table 5 it can be seen that the number of social media users is very popular with various age groups. This survey is based on a total of 175.4 million facebook users in Indonesia. In April 2021, a significant percentage of social media users can be seen in the age range of 18-24 and 25-34. Users aged 18-24 years accounted for 30.2% of the total facebook users, namely 52.97 million people. Meanwhile, users aged 25-34 years are 33.6% of the total Facebook users, which are 58.93 million people. Users with the third high age range between 35-44 years are 14.3% of the total facebook users, which are as many as 25.08 million people. From these data, the potential market share on facebook comes from the age range of 18-44 years.

1. Product (X1)

According to Kotler and Armstrong (2020, 234), “Product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. Products include more than just tangible objects, such as cars, clothing, or smartphones. Broadly defined, products also include services, events, persons, places, organizations, and ideas or a mixture of these”. Schiffman and Wisenblit (2019, 5) say that the product is “the features, designs, brands, and packaging, along with post-purchase benefits such as warranties and return policies”. Pride *et al.* (2018, 330) defines that the product is “everything one receives in an exchange, including all tangible and intangible attributes and expected benefits, it may be a good, a service, or an idea”. Moriuchi and Takahashi (2016) say that products with high ratings and brands can provide benefits for online shopping even though the online store does not compete with other online stores. A high rating can be obtained if the product quality is also high. This study discusses how the product is different from its competitors on the facebook platform which is expected to create satisfaction for its users if the quality is in accordance with customer expectations. That is, the better the product, it will increase customer satisfaction. Based on the explanation above, the hypothesis is

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H₁ : There is a positive effect of product on customer satisfaction of Facebook users in DKI Jakarta.

2. *Trust (X2)*

According to Clow and Baack (2018, 58), “Trust is the customer’s belief in the efficacy and reliability of the brand”. Kotler and Keller (2016, 231) said “Trust is a firm’s willingness to rely on a business partner. It depends on a number of interpersonal and interorganizational; factors, such as the firm’s perceived competence, integrity, honesty, and benevolence”. Pavlou (2014) stated that “trust is a defining feature of most economic and social interactions in which uncertainty is present”. In Omeregei *et al.* (2019) explained that trust is reflected by the customer's desire to be more sensitive to producers by referring to positive expectations regarding the quality of products or services in the future. Based on the explanation above, the hypothesis is

H₂ : There is a positive influence of trust on customer satisfaction of facebook users in DKI Jakarta.

3. *Price (X3)*

Kotler and Armstrong (2020, 296) say that “Price is the amount of money charged for a product or a service. More broadly, price is the sum of all the values that customers give up to gain the benefits of having or using a product or service”. This statement can be supported by Schiffman and Wisenblit (2019, 5), which is “Price is the list price, including discounts, allowances, and payment methods”. According to Clow and Baack (2018, 31), “cosumers desice high quality along with low price”. As described by TO, Tha Hien, *et al.* (2020) who said that many customers expect online stores to offer their products at lower prices when compared to traditional stores. In addition, prices can also be seen when negotiating product prices when buying goods on facebook. Sanjaya and Prasastyo (2018) say that price is a way for a seller to differentiate his offer from competitors. From the consumer's point of view, price is often used as an indicator of value when the price is related to the perceived benefits of a product or service. In online shopping, customers can collect as much information as possible regarding price comparisons from each store. This is related to how several stores on Facebook compete on the price on the same platform without causing doubts in the minds of consumers. If you sell a product at an illogical price (too expensive or too cheap compared to the market price), the customer will doubt whether the product can lead to satisfaction when the customer buys it. Referring to the explanation above, the hypothesis is

H₃ : There is a positive effect of price on customer satisfaction of Facebook users in DKI Jakarta.

4. *Convenience (X4)*

According to Al-Ayed (2021), *convenience* is “constitutes the facility to navigate into a website”. The comfort and convenience felt by customers are very important in measuring customer satisfaction. In this case is customer satisfaction in online shopping. According to Forsythe *et al.* (2006), “*Shopping convenience is perceived to be the ability to shop almost anytime from a variety of locations without visiting a store*”. When shopping online, convenience will make it possible for the intensity of consumer satisfaction to be greater than offline shopping. Therefore, the higher the shopping

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convenience felt by the customer, the higher the customer satisfaction. Judging from the explanation above, the hypothesis is

H₄ : There is a positive influence of convenience on customer satisfaction of Facebook users in DKI Jakarta.

5. Experience (X₅)

According to Clow and Baack (2018, 59), “when delivered effectively, the experience creates a strong emotional bond between the consumer and the brand”. As explained by To, Tha Hien, *et al.* (2020) namely as more consumers have a shopping experience, they have many ways to find out how to achieve satisfaction. Someone who has previously purchased products online will find that his actions on the internet are fun and also satisfying in terms of finding information about products or the ease of placing orders. In Damanauw and Soediono (2018, 151) it is explained that experience is how a person feels his experience is good or bad when using a product or the result of participating in an activity where the company provides several methods that can help customers to enjoy the product directly which can increase brand trust. Previous purchase experience is very important to measure the level of customer satisfaction. Every time they shop online, the customer has indirectly added to the buying experience to be considered for the next purchase. With the purchase experience, customers will know various ways to achieve satisfaction on their next purchase. That is, the higher the experience, the more customer satisfaction will increase. Judging from the explanation above, the hypothesis is

H₅ : There is a positive effect of experience on customer satisfaction for Facebook users in DKI Jakarta

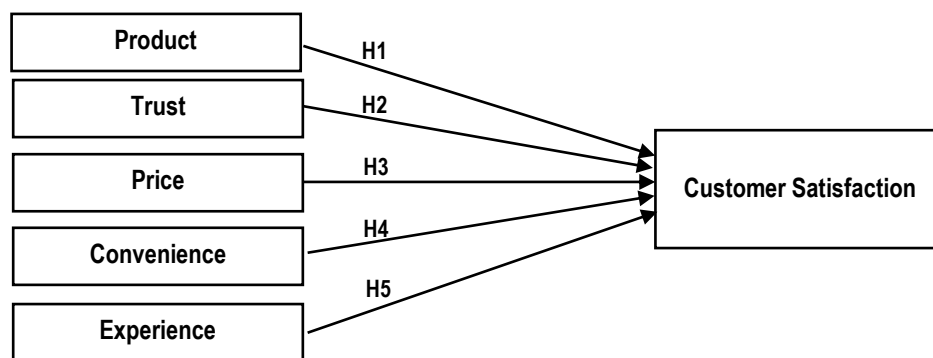


Figure 1
Research Framework

6. Customer Satisfaction (Y)

Kotler and Armstrong (2020, 35) said that “customer satisfaction depends on the product’s perceived performance relative to a buyer’s expectations.” This can be supported by According to Schiffman and Wisenblit (2019, 42), “customer

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satisfaction refers to customers' perceptions of the performance of the product or service in relation to their expectations". This can be supported by Kotler and Keller (2016, 153) who explain that "satisfaction is person's feelings of pleasure or disappointment that result from comparing a product or service's perceived performance (or outcome) to expectations". Lovelock (2016, 74) explains that customer interpreted as an attitude like an assessment based on consumption experience. TO, Tha Hien, *et al.* (2020) states that customer satisfaction is the result of consumer experience during the buying process. That is, after the product reaches the customer, it will determine satisfaction. Briliana (2018, 59) states that customer satisfaction is highly dependent on the perceptions and expectations of consumers themselves.

RESEARCH METHOD

The form of research used is descriptive and causality and uses facebook as the object of the research. Descriptive studies are often designed to collect data that describe characteristics of objects (such as persons, organizations, products, or brands), events, or situations (Sekaran and Bougie, 2016). The researcher is interested in delineating one or more factors that are causing a problem. (Sekaran and Bougie, 2016).

The population of this study consisted of all people who had done online shopping through Facebook in the DKI Jakarta area. There are 269 respondents and 94 samples do not meet the criteria of respondents. The sample in this study were individuals who had done online shopping via Facebook in the DKI Jakarta area who were selected according to the criteria. This study selected a sample with the characteristics of being 21-44 years old, having an ID card and domiciled in DKI Jakarta, and having shopped on Facebook social commerce at least once in 6 months using a personal account. Using the Maximum Likelihood (ML) method, it will be effective on the number of samples between 150 data and 400 data (Santoso, 2021). A total of 175 samples were selected in this study using a purposive sampling technique, which is part of the non-probability sampling method. As the theory explains that purposive sampling is a technique for determining the sample using certain criteria or considerations (Sugiyono, 2019). Meanwhile, non-probability sampling is a sampling technique that does not provide equal opportunities/opportunities for each element or member of the population to be selected as samples (Sugiyono. 2019).

Primary data collection was obtained through the distribution of questionnaires in the form of Google Forms with material related to product, trust, price, convenience, experience, and customer satisfaction. While secondary data collection was obtained from journals, websites, management books and other reference books related to research material. The measurement of the variable uses a 5-point Likert scale with the meaning that 1 point is "Strongly Disagree" and 5 points is "Strongly Agree". Variables and measurement indicators can be seen in the attachment to the questionnaire questions.

Researchers have tested the validity and reliability tests to test whether the indicators of these variables are well used in this study. The variables in this study consisted of several indicators or manifests. Therefore, in the confirmatory analysis,

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we want to test whether these indicators are valid indicators as a measure of latent constructs. Meanwhile, the reliability test was conducted to test the consistency of an indicator in measuring a construct.

Validity Test

Table 6
Convergent Validity

Variable	Indicator	Factor Loading	Result	AVE
<i>Product</i>	PRO1	0,639	Valid	0,728
	PRO2	0,807	Valid	
	TRU1	0,871	Valid	
<i>Trust</i>	TRU2	0,855	Valid	0,870
	TRU3	0,883	Valid	
	PRI1	0,736	Valid	
<i>Price</i>	PRI2	0,844	Valid	0,783
	PRI3	0,766	Valid	
	CON1	0,749	Valid	
<i>Convenience</i>	CON2	0,807	Valid	0,799
	CON3	0,844	Valid	
	CON4	0,793	Valid	
	EXP1	0,940	Valid	
<i>Experience</i>	EXP2	0,919	Valid	0,892
	EXP3	0,811	Valid	
	SAT1	0,910	Valid	
<i>Customer Satisfaction</i>	SAT2	0,911	Valid	0,905
	SAT3	0,894	Valid	

Source: Statistical Processing Results

Based on table 6, the loading value of all indicators is above the cut-off value as stated by According to Ghozali (2017, 141) that the cut-off value in the convergent validity test is if the loading and AVE values are 0.50. The loading value can be seen in the standardized loading table. We can conclude that all indicators are valid for use in this research

Reliability Test

Table 7
Reliability

Variable	Cronbach's Alpha	CR	AVE	Result
<i>Product</i>	0,569	0,690	0,530	Reliable
<i>Trust</i>	0,849	0,927	0,756	Reliable
<i>Price</i>	0,761	0,804	0,614	Reliable
<i>Convenience</i>	0,814	0,830	0,638	Reliable
<i>Experience</i>	0,862	0,961	0,818	Reliable
<i>Customer Satisfaction</i>	0,859	0,962	0,820	Reliable

Source: Statistical Processing Results

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In Ghozali (2017, 227) an indicator that can be used to measure reliability is by looking at the value of Construct Reliability (CR) with a value of 0.70 and the value of Variance Extracted (VE) 0.50. While the reliability of 0.60 - 0.70 is still acceptable on the condition that the validity of the indicators in the model is good. In addition, this study also refers to those in Hinton *et al.* (2014, 356) which said that "An Alpha score above .75 is generally taken to indicate a scale of high reliability, .5 to .75 is generally accepted as indicating a moderately reliable scale, while a figure below this generally indicates a scale of low reliability", then the value of Cronbach's Alpha which is the reference in this study is 0.5. In table 9 it is explained that all product, trust, price, convenience, experience, and customer satisfaction variables have been proven to have met the specified cut-off value. The CR value of the product variable is 0.690 but is still close to the minimum limit of 0.70. Therefore, the indicators in this study can be said to be reliable. This is because all variables have construct reliability values above 0.7 and Cronbach's alpha above 0.5.

RESULT

Table 8
Respondents Descriptive Statistics

Characteristic	Category	Sum	Total
Gender	Male	70	175
	Female	105	
Age	21 – 24 years	142	175
	25 – 28 years	11	
	29 – 32 years	11	
	33 – 36 years	3	
	37 – 40 years	3	
	41 – 44 years	5	
Last education	SMA/SMK	116	175
	Diploma	8	
	Sarjana	50	
	Pascasarjana (S2/S3)	1	
Profession	Student/Student	123	175
	Businessman	15	
	Civil Servant/Swata	17	
	Other	20	
ID card and domicile	Jakarta	175	175
Purchase Experience on facebook use personal account	Yes	175	175
As Purchase Decision Making	Yes	175	175

Source: Statistical Processing Results

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Table 10
Goodness of Fit

Goodness of Fit Criteria	Reference	Model Results	Conclusion
CMIN/DF	$\leq 2,00$	1,835	<i>Good Fit</i>
GFI	0 – 1,0	0,878	<i>Good Fit</i>
RMSEA	0,05 – 0,08	0,069	<i>Good Fit</i>
AGFI	0 – 1,0	0,825	<i>Good Fit</i>
TLI	$>0,90$	0,936	<i>Good Fit</i>
NFI	$>0,90$	0,898	<i>Marginal Fit</i>
CFI	$>0,90$	0,950	<i>Good Fit</i>

Source: Statistical Processing Results

Table 11
Direct Effect

	Estimate	S.E.	C.R.	P	Conclusion
H1 PRO → SAT	-0,203	0,281	-0,724	0,469	<i>Not Accepted</i>
H2 TRU → SAT	0,203	0,078	2,624	0,009	<i>Accepted</i>
H3 PRI → SAT	-0,005	0,135	-0,036	0,972	<i>Not Accepted</i>
H4 CON → SAT	0,178	0,142	1,251	0,211	<i>Not Accepted</i>
H5 EXP → SAT	0,457	0,102	4,489	0,000	<i>Accepted</i>

Source: Statistical Processing Result

Based on table 10, it is known that the model is feasible to be used in the study. Ghozali (2017) states that the values of GFI, AGFI, TLI, NFI and CFI range from 0 (poor fit) to 1 (perfect fit). The recommended value is 0.90 which indicates that the value is in a good fit condition. in Ghozali (2017, 217) stated that the chi-square results are sensitive to the number of samples. Therefore, we can see other fit criteria, namely GFI, AGFI, TLI, and RMSEA. In an empirical study, researchers are not required to meet all the goodness of fit criteria, because it all depends on the assessment of each researcher. RMSEA calculation results with a value range of 0.05 – 0.08 is an acceptable measure. Table 7 shows the results with the Goodness Of Fit-value being in a good fit condition on seven criteria and a marginal fit condition on two criteria. The results from the NFI also show a figure of 0.898 which is not too far from the cut-off of >0.90 . Based on the test results above, it can be done further analysis of the research model.

Table 11 shows the p-value of the product variable (PRO) on customer satisfaction (SAT) of $0.469 > 0.05$ and the value of t-value $< t$ table which is $-0.724 < 1.654$, so it can be said that there is no positive effect of product on customer satisfaction for facebook users. in DKI Jakarta. As in previous research conducted by TO, Tha Hien *et al.* (2020) which states that the product is not a factor that affects customer satisfaction when buying products through facebook. Furthermore, it can be seen that the p-value of the trust variable (TRU) on customer satisfaction (SAT) is $0.009 < 0.05$ and the value of t-value $> t$ table is $2.624 > 1.654$. then it can be said to have influence. While the estimate value of 0.203 indicates that the effect of trust (TRU) on customer satisfaction (SAT) is positive. There is a positive influence of

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trust on customer satisfaction of facebook users in DKI Jakarta. In other words, the higher the trust, the higher the customer satisfaction. These results are in accordance with previous studies by TO, Tha Hien *et al.* (2020) which states that trust is a factor that has a positive influence on customer satisfaction. The p-value of the price variable (PRI) on customer satisfaction (SAT) is $0.972 > 0.05$ and the t-value $< t$ table is $-0.036 < 1.654$, so it can be said that there is no positive effect of price on customer satisfaction for facebook users in DKI Jakarta. These results can be supported by a previous study from TO, Tha Hien *et al.* (2020) which states that the price variable has no effect on customer satisfaction when buying products on facebook. Then, the p-value of the convenience variable (CON) on customer satisfaction (SAT) is $0.211 < 0.05$ and the t-value $< t$ -table is $1.251 < 1.654$, so it can be said that there is no influence of convenience on customer satisfaction for facebook users in DKI Jakarta. The results of previous studies from TO, Tha Hien *et al.* (2020) which states that convenience has a positive effect on customer satisfaction when buying products on facebook. The researcher's findings contradict this result. However, there is a previous study by Sfenrianto *et al.* (2018) which states that convenience has no effect on customer satisfaction in online shopping. The last is the p-value of the experience variable (EXP) on customer satisfaction (SAT) of $0.000 < 0.05$ and the value of t-value $> t$ table which is $4.489 > 1.654$ so it can be said to have an influence. While the estimate value of 0.457 indicates that the effect of experience (EXP) on customer satisfaction (SAT) is positive. This means that there is a positive effect of experience on customer satisfaction for facebook users in DKI Jakarta. In other words, the higher the customer experience, the higher customer satisfaction. These results are supported by previous research from TO, Tha Hien *et al.* (2020) which states that purchase experience is a factor that has a positive influence on customer satisfaction when buying products on facebook.

CONCLUSION

Based on the results of the research above, it can be concluded that the exogenous trust and experience variables have a positive influence on the customer satisfaction of users who shop through facebook in DKI Jakarta. Meanwhile, product, price, and convenience variables have no effect on customer satisfaction of users who shop through facebook in DKI Jakarta. We can conclude that product differentiation and quality as well as price are not always considered when shopping online through Facebook.

This study has several limitations, including the limited number of research samples that affect the limited statistical calculations, the limited number of indicators causing the loading factor value to approach the minimum limit, and only assessing customer satisfaction in social commerce (facebook) in general and not specific to a brand. Therefore, the researcher gives several recommendations to further researchers who are expected to be able to collect more sample data in order to have back-up data if needed to facilitate calculations, and further researchers are expected to be able to examine customer satisfaction in social commerce (in this study, facebook) not only in general. Instead, they can research certain brands/stores so that research can be more specific.

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