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Consumer Motivation Moderates the Influence of Product Quality and Brand on Consumer Satisfaction in Shopee E-Commerce Users

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ABSTRACT

The object of this research is Jemur Wonosari E-Commerce Users. The population in this study was 350 respondents. Meanwhile, the sample in this research consisted of 78 E-Commer consumer respondents. The purpose of this research was to test and analyze the influence of product quality on consumer satisfaction, to test and analyze the influence of product brands on consumer satisfaction, to test and analyze motivation moderating product quality on consumer satisfaction, to test and analyze the moderating motivation of product brands on consumer satisfaction. This research is quantitative research. The analysis technique in this research uses partial last square. The results of testing hypothesis 1 show that product quality has a significant effect on consumer satisfaction, the results of testing hypothesis 2 show that product brand has a significant effect on consumer satisfaction, the results of hypothesis 3 show that consumer motivation moderates product quality and has a significant effect on consumer satisfaction, while the results of testing hypothesis 4 show that Consumer motivation moderates product brand and has a significant effect on consumer satisfaction.

INTRODUCTION

Along with increasingly sophisticated technological developments, it is no longer strange to use the internet to market a product. An effort made to market products or services using internet media can also be called e-marketing. E-marketing is the marketing side of e-commerce, which consists of the work of companies to communicate, promote, and sell goods and services via the internet. E-commerce is a sales system that developed after the Internet was discovered. This kind of marketing or sales system can reach the whole world at the same time without having to set up branch offices in all countries. Apart from that, it can also be done 24 hours without stopping. By simply using a computer unit connected to the Internet, companies can market their products. Marketing with promotional strategies via the internet, especially with social media (social networks), can increase sales widely and does not require expensive marketing costs. Consumers will also find it easier to find information about the products they want to buy because they don't need to meet face to face. The problem that occurred from 2020-2022 was an increase in the number of consumer complaints which can be explained in the following table:

Year	**Number of complaints**
2020	40
2021	50
2022	100

Source: Shopee, (2023)

The impact of an increase in the number of complaints if not addressed immediately will have the following impacts: Consumer loyalty has decreased, there has been business bankruptcy at Shopee, there have been massive layoffs.

According to Indrasari (2019:87-88) in determining the level of customer satisfaction, there are five main factors that companies must pay attention to, namely: 1) Product quality, customers will feel satisfied if their evaluation shows that the product they use is of good quality, 2) Quality of service, customers will feel satisfied if they receive good service or as expected, 3) Emotional, customers will feel proud and believe that other people will be amazed by them, if they use certain products which tend to have a higher level of satisfaction, 4) Price, products with the same quality but relatively low prices offer greater value to customers, 5) Cost, customers who do not incur additional costs or do not need to waste time to get a product tend to be satisfied with the product.

The novelty of this research lies in consumer motivation moderating product quality and brand on consumer satisfaction. The reason consumer motivation is a moderating variable is because it strengthens/weakens the relationship between variables.

Formulation of the problem: 1) Does product quality have a significant effect on consumer satisfaction? 2) Does the product brand have a significant effect on consumer satisfaction? 3) Does motivation moderate product quality and have a significant effect on consumer satisfaction? 4) Does motivation moderating product brand have a significant effect on consumer satisfaction?

Research purposes: 1) To test and analyze the effect of product quality on consumer satisfaction, 2) To test and analyze the influence of product brands on consumer satisfaction, 3) To test and analyze motivation moderating product quality on consumer satisfaction, 4) To test and analyze the moderating motivation of product brands on consumer satisfaction.

Benefits of research: 1) Academic Contribution; The results of this research are used as a reference for further research, 2) Practical Contribution; The results of this research are input for E-commerce players to consider the results research for decision making, 3) Policy Contribution.

The results of this research serve as input for government institutions to take strategic policies related to E-Commerce. As the Government must understand the quality provided by the internet and e-commerce environment. It is very clear that the government must have a strategy and a series of regulations to maximize the potential of e-commerce practices to grow the national economy. E-commerce is emerging as a new technological innovation that has the potential to change not only business processes, but also consumers' daily behavior. The government is a powerful entity that can accelerate the growth of e-commerce adoption. The government needs collaboration with stakeholders in the electronic market to be able to eliminate obstacles in implementing e-commerce.

Motivation is considered important because motivation is what causes, channels and supports human behavior. Furthermore, Setiadi (2013: 26) defines motivation as a driving force that creates a person's enthusiasm so that they want to cooperate, work effectively and make every effort to achieve satisfaction. According to Setiadi (2013: 31), motivation aims to increase consumer satisfaction, maintain loyalty, efficiency, effectiveness, and achieve harmonious goals between producers or sellers and buyers (consumers).

The motivation that each consumer has greatly influences the decisions they will take, so it can be said that the motivation that consumers have can be broadly divided into two groups, namely rational motives and emotional motives (Setiadi, 2013: 35). Rational motives will determine the choice of a product by thinking carefully and considering beforehand when purchasing the product. Emotional is full of feelings, so emotional motives are motives that are influenced by feelings. Emotionally based motives, consumers seem to be in a rush to buy the product without considering the possibilities that will happen in the long term. The tendency that will be seen is that consumers will not feel satisfied with a product that has been purchased because the product only meets our desires in the short term.

Motivation comes from the word motive. Motive is an internal factor which can stimulate attention, the presence of a motive can influences the emergence of hope to do something or not.

According to several psychologists, motivation is a hypothetical construct used to explain desire, direction, intensity, and goal-directed behaviour.

According to Schiffman, motivation means the urge that exists within oneself to carry out an action in accordance with the desire to achieve a desired goal.

Setiadi said consumer motivation arises from a person's personality which drives the individual's desire to achieve a certain goal. Motivation arises because of the needs felt by consumers. The need itself arises when consumers feel discomfort between what they should feel and the reality they feel. Perceived action drives a person to achieve objective. So, consumer motivation is the encouragement of someone's needs and desires which aims to obtain consumption satisfaction.

Motivation is the influence that drives the purchasing process. The types of motivation are divided into two, namely: a) Rational motivation is a purchase made of a product by thinking carefully about the possibilities that will occur in the long term. According to Shiffman and Kanuk, the term rational means that purchasing is based on the reality of a product shown to consumers and is a product that is functional and has objective conditions, such as product quality, product price, availability of goods, and usability of goods. The tendency that emerges here is that consumers will feel satisfied, because they have previously considered the purchase they made, b) Emotional motivation is a purchase that is based on a person's feelings of pleasure. Consumers seem to be in a rush to purchase products without thinking about the possibilities that will happen in the long term. For example, when buying an item's social class will increase, and purchasing branded goods shows a person's economic level. The trend that will be seen is that consumers will not be satisfied with the product that have been purchased, because the product only meets your wishes.

According to Kotler and Keller (2016:183). Factors that influence consumer motivation include product, price, service and location: a) Product; Products are types of goods or services offered and can be consumed or used by consumers. Products have elements such as quality, appearance, choice or type of product, style, brand, packaging, size, and services provided, b) Price; Price provides motivation or consideration for a consumer to buy a product according to his or her ability, c) Service; Good service is also a factor that motivates a consumer to make a purchase, d) Location; The location is close to residence and strategic which makes it easier to find the right one, including the motivation of a consumer to make a purchase.

According to Kotler and Keller (2016: 3) a product is anything that can be offered to the market for attention, use, purchase or consumption that can satisfy the desires or needs expected by the user. When consumers buy a product, they have expectations of how the product will function (product moment).

According to Laksana (2010:49) a product is something that can be offered to a market to get attention for ownership, use or consumption that can satisfy a want or need.

In general, a product is anything offered to a market to fulfill a want or need. Everything included in it are tangible goods, services, events, places, organizations, ideas or a combination of the things just mentioned. A product is also a set of satisfaction that consumers obtain if they carry out transactions (buying and selling).

According to Lupiyodi Hamdani (2013:5) products are classified based on 3 types, namely: 1) Durability and Shape; Durability and form are divided into three categories, namely: (a) Non-durable goods; Tangible goods consumed in one or more uses. These consumer goods are purchased quickly/frequently by consumers, (b) Durable goods; Tangible goods that will not run out even after being used many times, (c) Services; Products that have no form, cannot be separated and will not run out. 2) Consumer Goods; Based on consumer shopping habits, consumer goods are divided into four categories, namely: (a) Everyday goods (convenience goods); Goods that are used daily by consumers, repurchase quickly and with little effort to obtain them, (b) Shop goods (shopping goods); Items are compared based on suitability, quality, price and style in the selection and purchasing process, (c) Specialty goods; Exclusive, unique and expensive items that only a few people can own but buyers are willing to make special purchasing efforts, (d) Unsought goods; Goods that consumers don't know about, and consumers often never think about buying these goods. 3) Industrial Goods; Industrial goods are divided into three categories, namely: (a) Raw materials and spare parts; Goods that all go into the producer's production, (b) Capital goods; Durable goods that make it easier to develop or manage finished products, (c) Business equipment and services; Short-lived goods and services that make it easier to develop or manage finished products.

Quality is a characteristic of a product in its ability to meet predetermined and latent needs. According to Lupiyoadi and Hamdani (2013: 150) quality is an advantage that the product has. Quality in the consumer's view is something that has its own scope which is different from the quality in the producer's view when releasing a product which is usually known for its true quality.

According to Prasetyo (2013: 143) quality is the totality of features and characteristics of a product or service that depend on its ability to satisfy stated or implied needs. According to Sangadji and Sopiah (2013: 143) quality is our best guarantee of consumer loyalty, our strongest defense against foreign competition, and the only way to maintain growth and income.

According to Laksana (2010: 55), quality is defined as the overall characteristics and properties of goods and services that influence the ability to meet stated and implied needs. Meanwhile, according to Peter and Olson (2014: 33), quality is a combination of traits and characteristics that determine the extent to which the output can meet the customer's prerequisite needs or assess the extent to which the traits and characteristics meet their needs.

According to Lupiyoadi and Hamdani (2013: 175) product quality is the extent to which the product meets its specifications. The value given by customers is measured based on trust, durability and performance regarding the physical form and image of the product. Consumers will feel satisfied if the results of their evaluation show that the products they use are of high quality. According to Kotler and Keller (2016: 146), product quality is the ability of a product to carry out its functions, including durability, reliability, accuracy, ease of operation and repair, and valuable attributes.

Based on the definitions above, it can be concluded that product quality is a product and service that goes through several process stages by considering the value of a product and service without any deficiency in the value of a product and service, and produces products and services that meet the high expectations of customers.

Product quality indicators according to Kotler and Keller (2016:149) are: 1) Performance, related to the basic operating characteristics of a product, 2) Durability, which means how long or how old the product in question lasts before the product must be replaced. The greater the frequency of consumer use of a product, the greater the product's power, 3) Conformance to specifications, namely the extent to which the basic operating characteristics of a product meet certain consumer specifications or no defects are found in the product, 4) Features are product characteristics designed to enhance product function or increase consumer interest in the product, 5) Reliability, is the probability that the product will work satisfactorily or not within a certain time period. The smaller the possibility of damage, the more reliable the product is, 6) Aesthetics (aesthetics), related to how the product looks, 7) Perceived quality (impression of quality), is often said to be the result of using measurements carried out indirectly because there is a possibility that consumers do not understand or lack information about the product in question, 8) Serviceability, including speed and ease of repair, as well as the competence and friendliness of service staff. Product quality is the first driver of consumer satisfaction.

According to Lupiyoadi and Hamdani (2013: 177), product quality indicators are: 1) Performance is the most basic dimension related to the functional aspects of an item and is the main characteristic that customers consider when purchasing the item. Consumers will be very disappointed if their expectations regarding this dimension are not met. The performance of each product varies depending on the functional value promised by the company, 2) Reliability is the second dimension of product quality. The dimensions of performance and reliability at first glance seem similar but have clear differences. Reliability shows the probability or possibility that a product will successfully carry out its functions every time it is used within a certain period of time,

3) Features can be said to be secondary aspects. Features are product characteristics designed to enhance product function or increase consumer interest in the product. Because the development of features is almost unlimited in line with technological developments, features have become the target of innovation for producers to satisfy consumers, 4) Durability is durability which shows a measurement of the product cycle, both technically and over time. A product is said to be durable if it has been used repeatedly or has been used for a long time. The first is technically durable and the second is durable in time. For consumers, durability over time is easier to understand because most products that promise durability emphasize durability over time. The level of importance of these dimensions is different for different target markets, it is very likely that they will shift over time due to market changes and competition, 5) Conformance shows how far a product can match certain standards or specifications. Products that have high conformance mean that they comply with predetermined standards. One aspect of conformance is consistency.

A well-known and trusted brand is an invaluable asset. The most unique skill of a marketing professional is the ability to create, maintain, protect, and enhance brands. A brand is a way of distinguishing a name or symbol such as a logo, trademark, or packaging design that is intended to identify products or services from one manufacturer or one group of producers.

In simple terms, satisfaction can be interpreted as an effort to fulfill something or make something adequate (Tjiptono, 2014: 353). Customer satisfaction can be concluded through confirmation of expectations, namely the conformity/discrepancy between customer expectations and the actual performance of the company's products on a number of important attributes or dimensions.

According to Lupiyoadi and Hamdani (2013) consumer satisfaction is the level of a person's feelings which are the result of comparing the product performance received with the expected performance. According to Kotler & Keller (2016:46) consumer satisfaction is the level of a person's feelings after comparing the performance (or results) they feel compared to their expectations.

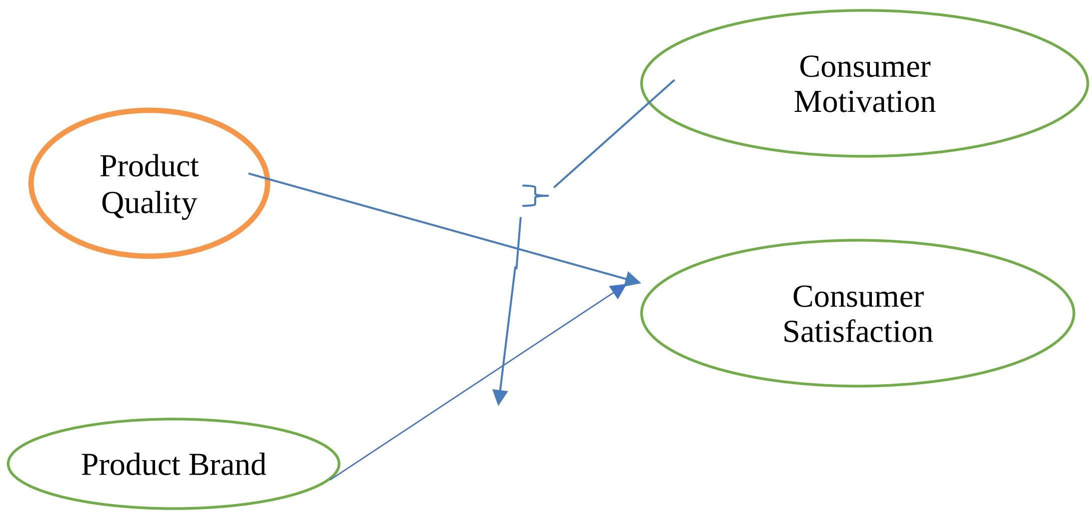
From the definition above, it can be concluded that consumer satisfaction is about a feeling of happiness or disappointment after comparing and using goods or services. When consumers show feelings of happiness, it indicates that consumers feel satisfied with the product or service offered, and vice versa, if consumers feel disappointed after using the product or service, it means that consumers feel dissatisfied.

According to Tjiptono (2014:24) consumer satisfaction is a post-purchase evaluation where the alternative chosen at least provides the same results or exceeds consumer expectations, while dissatisfaction arises if the results obtained do not meet consumer expectations. By creating an optimal level of customer satisfaction, it encourages the creation of loyalty in the minds of satisfied customers.

According to Tjiptono (2014: 43), there are several indicators of satisfaction that can be measured through: a) Repurchase Intention. Customer satisfaction is measured behaviorally by asking whether the customer will shop or use the company's services again. b) Willingness to Recommend.) In the case of products where repeat purchases take a relatively long time or even only occur once (such as purchasing a car, house brokerage, life insurance, world tours, and so on), the customer's willingness to recommend the product to friends or family is an important measure to analyze and followed up. Consumer satisfaction is a feeling of happiness or disappointment that occurs when comparing the planned performance (results) of a product with the expected performance (results). When the performance of a product does not meet expectations, consumers will feel disappointed, but if the performance meets expectations, then consumers will feel satisfied and if performance exceeds expectations, consumers will feel very satisfied (Kotler and Keller 2016: 177). According to Tjiptono (2014:101) indicators of consumer satisfaction include: 1) Matching Expectations; The level of conformity between the product or service performance expected by consumers and that perceived by consumers, which includes: (a) The product or service obtained meets or exceeds consumer expectations, (b) The services provided match or exceed consumer expectations, (c) Place facilities meet or exceed consumer expectations. 2) Interest in Returning; Consumers' willingness to revisit or repurchase related products, which includes: (a) Interested in visiting again because the service provided by the employees is satisfactory, (b) Interest in visiting again because you get benefits and value after using the product, (c) Interested in visiting again because the facilities provided are quite adequate. 3) Willingness to Recommend; Consumers' willingness to recommend products they have experienced to friends or family, which includes: (a) Recommend to friends or family to buy the product because the service provided by the employees is satisfactory, (b) Recommend to friends or family to buy the product because the facilities provided are comfortable and adequate, (c) Recommend to friends or family to buy the product because they get benefits and value after using the product.

Indicators for measuring customer satisfaction, according to Indrasari (2019:92) are: 1) Conformity to expectations, namely satisfaction is not measured directly but is concluded based on the conformity or discrepancy between customer expectations and actual company performance, 2) Intention to revisit, namely customer satisfaction is measured by asking whether the customer wants to buy or use the company's services again, 3) Willingness to recommend, namely customer satisfaction is measured by asking whether the customer would recommend the product or service to other people such as family, friends, and others.

According to Indrasari (2019:87-88) in determining the level of customer satisfaction, there are five main factors that companies must pay attention to, namely: 1) Product quality, customers will feel satisfied if their evaluation shows that the products they use are of high quality, 2) Quality of service, customers will feel satisfied if they receive good service or as expected, 3) Emotional, customers will feel proud and believe that other people will be amazed by them, if they use certain products which tend to have a higher level of satisfaction, 4) Price, products with the same quality but relatively low prices offer greater value to customers, 5) Cost, customers who do not incur additional costs or do not need to waste time to get a product tend to be satisfied with the product.



Fig, 1

Thus, this study proposes the following hypothesis (Fig.1)

H1 Is it suspected that product quality has a significant effect on consumer satisfaction?

H2 Is it suspected that the product brand has a significant effect on consumer satisfaction?

H3 Is it suspected that motivation moderate's product quality and has a significant effect on consumer satisfaction?

H4 Is it suspected that motivation moderate's product brand and has a significant effect on consumer satisfaction?

METHOD

Research context

The type used in this research is quantitative associative research, namely explaining or knowing the influence of two or more variables. (Sugiyono, 2013:292). The research method used is a survey. Cross-sectional research is research where data is collected only once, perhaps over several days or weeks or months, to be able to answer the research question. (Sekaran, 2014: 106). Analytical techniques

used is a path analysis technique with data collection carried out through research instruments, by distributing questionnaires to customers, based on the data used is qualitative research with a quantitative approach.

The strategy and method used in the research is a survey method with path analysis techniques, with data collection carried out through research instruments, by distributing questionnaires to customers, based on the data used is qualitative research with a quantitative approach.

Measure

1. Research Population
   According to Sugiyono, (2018: 80), population is a generalization area consisting of: objects or subjects that have certain qualities and characteristics determined by researchers to be studied and then conclusions drawn. The population in this study was 350 people.
2. Research Sample
   According to (Sugiyono, 2018: 81), the sample is a portion of the total population. If the population is large, and it is impossible for researchers to study everything in the population, for example due to limited funds, energy and time, then researchers can use samples taken from that population. What is learned from the sample, the conclusions can be applied to the population. For this reason, samples taken from the population must be truly representative (represent).

As for determining a sample, if the population is known, and the population is above 100, then the sample is determined using the Slovin formula, the description of which is as follows.

$$n = \frac{N}{1 + N.e^2}$$

Information:

N = Number of populations

n = Number of samples

e = Error tolerance limit (researchers determined e to be 10%)

So, if you use the Slovin formula above, you can determine the total research population of 350 respondents, with the calculation details as follows:

$$n = \frac{350}{}$$

$$1 + 350.(0,1)^2$$

$$= 350$$

$$1 + 350.(0,01)$$

$$= 350$$

$$1 + 3,5$$

$$= 350$$

$$4,5$$

$$= 77,77 = 78$$

So, the sample in this study amounted to 78 respondents.

Operational Definition

1. Exogenous Variables

   According to Santoso (2014:9), exogenous variables are independent variables that influence the dependent variable. In the SEM model, exogenous variables are shown by arrows originating from these variables towards endogenous variables and are not influenced by other variables. The exogenous variables in this research are product quality and brand.

2. Endogenous Variables

   According to Santoso (2014:9), endogenous variables are dependent variables that are influenced by independent variables. In the SEM model, endogenous variables are indicated by arrows pointing to the variable. The endogenous variable in this research is consumer satisfaction.

3. Moderating Variables

   According to Santoso (2014:9), moderating variables are variables that strengthen or weaken the relationship between exogenous variables and endogenous variables. The moderating variable in this research is consumer motivation.

ANALYSIS AND DISCUSSION

R Square

	R Square	Adjusted R Square
KK	0,756	0,748

This R Square figure can be explained that the influence of the variables attitude, trust, customer satisfaction on customer loyalty gives a value of 0.756 or 75.6% which can be interpreted that the dependent latent variable can be explained by the independent latent variable of 75.6%, while 24.4 % explained by other variables outside the research.

F Square

	Moderation Effect 1	Moderation Effect 2	MT	KL	KK	MR	KR
moderation effect 1					0,566		
moderation effect 2					0,456		
MT					0,324		
KL					0,712		
KK							
MR					0,419		

The product quality variable (KL) is 0.712, which means it shows a strong influence of the customer attitude variable (SP) on the consumer satisfaction variable (KK). The product brand variable (MR) is 0.419, which means it shows a strong influence of the product brand variable on the consumer satisfaction variable. The variable consumer motivation (MT) on consumer satisfaction (LP) is 0.324, which means it has a moderate influence.

The Moderation Effect1 is 0.566, which means it shows the strong influence of the consumer motivation variable moderating the product quality variable on the consumer satisfaction variable. The Moderation Effect2 is 0.456, which means it shows the strong influence of the consumer motivation variable moderating the product brand variable on the consumer satisfaction variable.

Hypothesis Testing

- The product quality variable has a significant effect on consumer satisfaction, as evidenced by the T statistic = 2.206 > 1.96 or p value = 0.027 ($p < 0.05$) which means there is a significant influence, where the better the customer's attitude, the better the loyalty. Customer.
- The product brand variable has a significant effect on consumer satisfaction as evidenced by the T statistic = 2.245 > 1.96 or p value = 0.000 ($p < 0.05$) which means that Customer Trust has a significant effect on Customer Loyalty, where the better the customer's trust, the better Customer loyalty.
- Consumer motivation moderates the influence of product quality on consumer satisfaction, this is indicated by the p value = T statistic = 2.135 > 1.96, P-Value = 0.000 or P-Value < 0.05 (alpha 5%).
- Consumer motivation moderates the influence of product brand on consumer satisfaction. This is indicated by the T statistic value = 2.125 > 1.96, P-Value = 0.000 or P-Value < 0.05 (alpha 5%).

Discussion

The influence of product quality on consumer satisfaction

From hypothesis testing, T statistic = 2.206 > 1.96 or p value = 0.027 ($p < 0.05$) shows that the product quality variable has a significant effect on consumer satisfaction, therefore, from the research results, Shopee should pay attention to product quality as an influencing factor. consumer satisfaction, this shows that the higher the quality of the product produced, the more consumer satisfaction will increase, likewise, the lower the quality of the product produced, the lower consumer satisfaction will be.

The influence of product brands on consumer satisfaction

From hypothesis testing, T statistic = 2.245 > 1.96 or p value = 0.000 ($p < 0.05$) shows that the product brand variable has a significant effect on consumer satisfaction, therefore, from the research results, Shopee should pay attention to product brand as an influencing factor. consumer satisfaction, this shows that the higher the product brand produced, the more consumer satisfaction will increase, likewise, the lower the product brand produced, the lower consumer satisfaction will be.

Consumer motivation moderates the influence of product quality on consumer satisfaction

From hypothesis testing p = T statistic = 2.135 > 1.96, P-Value = 0.000 or P-Value < 0.05 (alpha 5%). shows that consumer motivation moderates product quality and has a significant effect on consumer satisfaction. Therefore, from the research results, Shopee should pay attention to consumer motivation as a moderating variable and factor that influences consumer satisfaction. This shows that the higher consumer motivation moderates the influence of product quality, the greater the satisfaction. consumers will increase, so it is also appropriate that the lower consumer motivation moderates the influence of the quality of the product produced, the more consumer satisfaction will decrease.

Consumer motivation moderates the influence of product brand on consumer satisfaction

From hypothesis testing, T statistic = 2.125 > 1.96, P-Value = 0.000 or P-Value < 0.05 (alpha 5%). shows that consumer motivation moderates the product brand and has a significant effect on consumer satisfaction. Therefore, from the research results, Shopee should pay attention to consumer motivation as a moderating variable and factor that influences consumer satisfaction. This shows that the higher consumer motivation moderates the influence of the product brand, the greater the satisfaction. consumers will increase, so it is also appropriate that the lower consumer motivation moderates the influence of the product brand produced, the more consumer satisfaction will decrease.

CONCLUSIONS, LIMITATION AND SUGGESTION

From the research results: 1) it is concluded that product quality has a significant effect on consumer satisfaction at Shopee, this shows that the higher the quality of the product produced, the more consumer satisfaction will increase, likewise, the lower the quality of the product produced, the lower consumer satisfaction will be, 2) it is concluded that the product brand has a significant effect on consumer satisfaction at Shopee. This shows that the higher the product brand produced, the more consumer satisfaction will increase, likewise, the lower the product brand produced, the lower the consumer satisfaction will be, 3) it is concluded that consumer motivation moderate’s product quality and has a significant effect on consumer satisfaction at Shopee. This shows that the higher consumer motivation moderates the influence of product quality, the more consumer satisfaction will increase, likewise the lower consumer motivation moderates the influence. The quality of the product produced means consumer satisfaction will decrease, 4) it is concluded that consumer motivation moderates the product brand and has a significant effect on shopee consumer satisfaction. This shows that the higher consumer motivation moderates the influence of the product brand produced, the more consumer satisfaction will increase, likewise the lower consumer motivation moderates the influence. brand of product produced, consumer satisfaction will decrease.

Research Limitations

This research only examines consumer motivation variables, product quality and brand, consumer satisfaction, and This research only examines objects on Shopee.

Suggestion

Suggestion for this research: 1) It would be better if further research examines apart from consumer motivation variables, product quality and brand, consumer satisfaction, 2) It would be better for further research to examine other than objects on Shopee, 3) Shopee should pay attention to consumer motivation variables as moderating variables and product quality and brand variables as ecogenic variables and consumer satisfaction as an endogenous variable.

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