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The Effect of E-Auction Service Quality on The Satisfaction of Auction Applicants at KPKNL Metro

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Abstract: This study aims to determine whether the service quality of internet-based auctions (e-Auction) has an impact on the satisfaction of auction applicants at KPKNL Metro. The research design used is a quantitative approach. The results show that the service quality of internet-based auctions (e-Auction) has a significant effect on the satisfaction of auction applicants at KPKNL Metro. The service quality of the internet auction on the satisfaction of auction applicants has a p-value of $0.000 < 0.05$ and a t-value of $5.745 > t\text{-table } 2.023$, indicating that H1 is accepted, meaning there is an effect of the internet auction service quality on the satisfaction of auction applicants at KPKNL Metro. The F-value of $33.006 > \text{the F-table value of } 3.24$ further confirms that H1 is accepted, meaning there is a simultaneous effect of internet auction service quality (X) on auction applicant satisfaction (Y). The R Square value, or coefficient of determination, is 0.471, meaning that the effect of the independent variable (X) on the dependent variable (Y) is 47.1%. Therefore, it can be concluded that H0 is rejected, and Ha is accepted, indicating that the quality of internet auction the satisfaction of auction applicants at KPKNL Metro.

Keywords: Internet Auction Service Quality (e-Auction), E-SERVQUAL Method, Auction Applicant Satisfaction.

1. INTRODUCTION

The development of knowledge, technology, and information in the era of globalization or the modern era is developing very rapidly and getting faster. The advancement of the internet in services is also increasingly developing to increase the competitiveness of a company. The application of technological developments in the world of trade, one of which is in online auction sales, aims to make the auction process run more effectively and efficiently. Currently, internet access is easier, and the Directorate General of State Assets (DJKN) is utilizing this convenience for the public interest, by launching an internet auction application (e-Auction). The organizer of this internet auction is carried out by KPKNL or the Auction House which organizes auctions via the internet (Priyanto, 2014).

According to the Ministry of Finance of the Republic of Indonesia in PMK Number 27 / PMK.06 / 2016 Article 1, Paragraph 1, Number 1, an auction is a sale of goods that is open to the public with increasing or decreasing price offers to achieve the highest price. This process is preceded by an auction announcement which aims to gather interest and provide notification to interested parties. In addition, in PMK Number 90/PMK.06/2016 Article 1, Paragraph 1, Number 1, it is stated that an auction with written bids without the presence of auction participants via the internet, or known as an auction via the internet, is the sale of goods that is open to the public with written price bids made via an internet-based auction application (Nugroho, 2018).

The internet auction mechanism begins with auction account registration at www.lelang.go.id, by attaching documents such as a scan of your ID card, NPWP, and bank account number. After registration, auction participants must deposit an auction deposit. Next, auction participants submit

bids through the online auction system, using either the closed bidding or open bidding method. After that, the auction winner is determined, and the obligation to pay off must be carried out within the specified time. If the auction participant does not win the auction, the deposit will be returned without deduction within 1 working day after the auction is held. After the auction is over, the winner can take the won item and carry out the name change process. However, if the auction participant fails to fulfill their obligations, this is considered a default. According to PMK Number 27 of 2016, auction participants who do not pay off their obligations within the specified time period (5 days) will be considered a default (Rachmadi, 2020).

Since mid-2017, KPKNL Metro has implemented an e-Auction system as a new breakthrough to improve the quality of service in auctions, by utilizing technology to make the auction buying and selling process more efficient and effective. The rapid development of the internet has a great influence on the world of auctions, so companies engaged in this field must be able to maintain the quality of service in order to maintain public trust. Good service in the online auction system is very important, and to measure the quality of this service, the E-SERQUAL method is used. Dimensions in E-SERQUAL such as efficiency, fulfillment, system availability, privacy, assurance/trust, and site aesthetics play a very important role in assessing customer satisfaction. According to Zeithaml, there are seven dimensions used to assess the quality of online services, namely efficiency, fulfillment of promises, reliability, privacy, responsiveness, compensation, and contact. Of these seven dimensions, the four core dimensions used to measure customer perceptions of service quality are efficiency, fulfillment of promises, reliability, and privacy (Sudaryono, 2017).

Customer satisfaction is one of the main indicators of success in a company. According to Mattila and James, measuring customer satisfaction can be done by conducting direct interviews or surveys with consumers. Tjiptono, quoted by Kotler in his book *Total Quality Management*, suggests several methods to measure customer satisfaction, such as complaint and suggestion systems, mystery shopping, lost customer analysis, and customer satisfaction surveys. Auction services at KPKNL Metro are very important to evaluate the satisfaction of auction participants with online auction services (e-Auction). This evaluation is carried out through interviews with several auction applicants who have used the e-Auction service. An auction applicant, NR, who is an employee of BRI Kota Bumi, stated that internet auctions (e-Auction) are very effective and more efficient than conventional auctions. System security and web design are also adequate (Syarif, 2016). However, NR revealed that initially, auction applicants who were new to using e-Auction found it difficult due to the lack of socialization regarding the procedures for participating in online auctions. Another obstacle faced was the file upload process which took a long time. However, after conducting several auctions, NR felt it was easier because his personal data had been registered in the system. T also provided similar feedback, stating that internet auctions (e-Auction) were much more effective and efficient. Previously, he had to go back and forth to the KPKNL office, but with e-Auction, everything could be done online. T also suggested that the red mark feature that appears if there are missing files is very helpful in ensuring the completeness of documents (Indahingwati, 2019).

The response process at KPKNL Metro is very fast, so that auction services can be carried out more efficiently. Overall, the e-Auction service organized by KPKNL Metro has provided many conveniences for the public in participating in auctions. Although there were some technical obstacles found at the beginning of use, many participants were satisfied with the convenience and efficiency offered by this online auction system. By continuously evaluating and improving, KPKNL Metro can further improve the quality of auction services and keep up with the rapid development of digital technology. This service has succeeded in optimizing efficiency and providing more convenience for people who want to participate in auctions (Priansa, 2017).

2. LITERATURE REVIEW

2.1. Service Quality

Service quality is the level of excellence expected by customers and the control over that level of excellence to meet customer needs (Parasuraman, Zeithaml, & Berry, 1988). The SERVQUAL model that is often used measures service quality through five main dimensions, namely tangibles, reliability, responsiveness, assurance, and empathy. In the context of online auctions, service quality focuses on aspects of platform convenience, access speed, and process transparency. Good service will increase positive perceptions and build user satisfaction (Kotler & Keller, 2016).

2.2. E-Auction (Electronic Auction)

E-auction is an auction method that utilizes information technology as the main medium for conducting online transactions. According to Sun et al. (2009), online auction platforms prioritize aspects of security, efficiency, and reliability to ensure optimal user experience. E-auction technology also reduces geographical barriers, increases auction participation, and encourages openness. Technological improvements in e-auction, such as price transparency, real-time notifications, and ease of platform navigation, are key indicators of service quality (Turban et al., 2015).

2.3. Customer Satisfaction

Customer satisfaction is defined as a customer's evaluation of a product or service based on their expectations and actual experiences (Oliver, 1980). In this study, auction applicant satisfaction is influenced by the perception of service quality received during the auction process. According to Zeithaml et al. (2000), customer satisfaction in digital-based services is also influenced by the quality of the interface, availability of information, and the speed of response of the service provider. In e-auction services, user experience is one of the most crucial indicators for creating satisfaction.

2.4. Relationship of E-Auction Service Quality to Satisfaction

E-auction service quality has a significant relationship to auction applicant satisfaction. Previous research by Wu et al. (2014) showed that quality dimensions such as platform reliability, data security, and time efficiency directly affect user satisfaction levels. A well-managed internet-based auction creates a positive user experience, which has implications for increasing user loyalty to the service.

3. RESEARCH DESIGN AND METHOD

3.1. Research Design

This study uses a quantitative approach, namely a research method in the form of numbers and analyzed using statistics. This study uses a form of field research or often called field research, aimed at collecting data from the location or field. The location of this research was carried out at KPKN L Metro which is located at Jalan A. H Nasution Number 116, Metro City. This study describes the object of research from collecting the data needed to analyze using measurements to prove whether or not there is an effect of internet service quality (e-Auction) on the satisfaction of auction applicants at KPKN L Metro (Martono, 2012).

3.2. Variables and Operational Definitions of Variables

Variables are constructs or properties that will be studied. Research variables are attributes or properties or values of people, objects or activities that have certain variations determined by researchers to be studied so that information about them is obtained, then conclusions are drawn.

- a. Independent Variable (X) The independent variable is a variable; which influences or causes changes or the emergence of the dependent variable. The independent variables in this study are the quality of internet services, namely Security, Efficiency, Reliability, Privacy, Site aesthetics.
- b. Dependent Variable (Y) The dependent variable is a variable that is influenced or becomes a result of the independent variable. The dependent variable in this study is the satisfaction of the auction applicant (Y) in using the internet auction service (e-Auction) at KPKNL Metro.

3.3. Measurement of Variables

The operational definition of a variable is something that is based on the characteristics of the thing being defined that can be observed (observation). In this study, there are two variables, namely the independent variable or free variable (X), namely the quality of internet services, namely Security, Efficiency, Reliability, Privacy, Site aesthetics and the dependent or bound variable (Y), namely customer satisfaction (Bungin, 2005).

3.4. Population, Sample and Sampling Technique

Population is all objects or subjects that are in an area and meet certain requirements related to the research problem, or all units or individuals within the scope to be studied.⁵² The population used by researchers as research subjects is all auction applicants in Metro who use internet auctions (e-Auction) totaling 427 auction applicants at KPKNL Metro. The sample is part of the population that has certain characteristics or conditions that are studied. Samples are often also called examples, namely subsets of a sample population can represent the population if the population is large, and due to limited funds, manpower and time, researchers cannot study all of the population. The conclusions from what is learned in the sample can be treated for the population. So the sample chosen must truly represent the population.

3.5. Data Collection Techniques

The data collection techniques used in this study are questionnaire techniques in the form of questionnaires and interview techniques. The data collection techniques used in this study are:

- a. Questionnaire A questionnaire is a data collection technique that is carried out by giving a set of questions or written questions to respondents to be answered. There are two types of questionnaires in data collection, namely closed questionnaires and open questionnaires. In this study, the researcher used a closed questionnaire, namely a questionnaire in the form of questions given to respondents.
- b. Documentation The documentation technique is used to collect data in the form of written data containing information and explanations as well as thoughts about phenomena that are still actual and in accordance with the research problem. The documentation in this study is a brochure about the services provided by KPKNL Metro and the profile of KPKNL Metro and photos related to the research.

3.6. Research Instruments

A research instrument is a tool used to measure natural or social phenomena that are observed and specifically

a. Validity Test

Validity is a measure that shows the level of validity or validity of an instrument. In order for this research to be said to be valid, the researcher uses a measuring instrument that is related to the purpose of the research in order to be able to reveal a true symptom, namely valid or invalid.

A validity test is used to measure the validity of a questionnaire. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The validity of this study uses the Product Moment correlation technique, which is applied with the SPSS version 20 program. The validity test is carried out with the provisions of significance. If the significance value < 0.05 means valid and if the significance value > 0.05 means invalid. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied on. The reliability test aims to determine the extent to which the measurement results remain consistent, if the answers given by respondents are in the form of a scale.⁶⁵ The reliability measurement in this study was carried out using the SPSS (Statistical Package For Social Science) version 20 analysis tool, the Cronbach Alpha statistical test (Noor, 2011).

b. Hypothesis Testing

Partial Test (t-Test) The t-test can be used to determine whether in the regression model the independent variable partially (partially) has a significant effect on the dependent variable. The t-test is used to test the significance of the effect of service quality on the satisfaction of auction applicants. In testing:

- 1) H_0 is accepted if the calculated t -calculated $<$ t -estimated
- 2) H_0 is rejected if the calculated t -calculated $>$ t -estimated

The hypothesis used in this study is if t count $>$ t -estimated, then there is an influence of variable X on variable Y and if t count $<$ t -estimated, then there is no influence of variable X on variable Y (Supramono, 2014).

4. RESULT AND DISCUSSION

4.1. Statistical Result

Based on the results of data analysis of respondents' answers, namely using the Validity and Reliability test.

a. *Validity Test*

Validity is a measure that shows the level of validity or validity of an instrument. In order for this research to be said to be valid, the researcher uses a measuring instrument that contains a relationship with the purpose of the research in order to be able to reveal a true symptom, namely valid or invalid. The validity test is used to measure the validity of a questionnaire. A questionnaire is declared valid if the questions on the questionnaire are able to reveal something that is measured by the questionnaire. The validity of this study uses the Product Moment correlation technique, which is applied with the SPSS version 20 program. The validity test is carried out with the provisions of significance. If the significance value < 0.05 means valid and if the significance value > 0.05 means invalid. The basis for taking the Pearson validity test is as follows:

- 1) Comparing the calculated r value with the table r : If the calculated r value $>$ r table: valid If the calculated r value $<$ r table: invalid
- 2) The table r value with $N = 39$ at 5% significance in the distribution of the k statistic value, the table r value is obtained = 0.316 Looking at the significance value (sig.) if the significance value $<$ 0.05: valid If the significance value $>$ 0.05: invalid (Indasari, 2019).

Based on the table of the results of the validity data test, it is known that there is the highest-calculated of 0.806 in X.8 on the reliability indicator with the question of trust in the e-Auction

services offered, because the e-Auction website is directly protected by the Ministry of Finance with Number 90 / PMK.06 / 2016 concerning the implementation of auctions via the internet, the e-Auction website provides clear information. In the validity data test, there is also the lowest-calculated of 0.431 in X.5 on the efficiency indicator with the question of the KPKN L e-Auction service making it easier to transact auction sales and purchases, because e-Auction has indeed made it easier but there is a lack of socialization to auction applicants about using e-Auction due to the fact that there are still auction applicants who do not understand and have difficulty in auction sales and purchases through e-Auction so that it is necessary for the KPKN L Metro party to often provide socialization about understanding the auction service flow provided through e-Auction. Validity testing of 39 respondents with 18 statement items using the SPSS version 20 program obtained the results of the validity test of all statement items/instruments with a calculated r value $>$ r table, at a significance level of 0.05 (5%) with r table = 0.316 (0.05; 39). Thus, all statements tested can be declared eligible for further testing.

b. Reliability Test

Reliability is an index that shows the extent to which a measuring instrument can be trusted or relied upon. The reliability test aims to determine the extent to which the measurement results remain consistent, if the answers given by respondents are in the form of a scale. The measurement of reliability in this study is by using the SPSS (Statistical Package For Social Science) version 20 analysis tool, namely with the Cronbach Alpha statistical test. Reliable instruments using this technique if the reliability coefficient gives a Cronbach Alpha value $>$ 0.6 can be accepted (Sugiyono, 2012). Reliability testing of 39 respondents with 18 statement items using the SPSS version 20 program obtained the results of the reliability test of each item/statement instrument with a Cronbach Alpha value on the Service Quality Variable, the highest Cronbach Alpha value, namely on X.5 of 0.902 $>$ 0.6 and the Auction Applicant satisfaction variable, the highest Cronbach Alpha, namely on Y.1 of 0.958 $>$ 0.6. The results of the reliability test for all items/statement instruments with the Cronbach Alpha value of the Internet Auction Service Quality variable are 0.902 $>$ 0.6; the Cronbach Alpha value of the Auction Applicant Satisfaction variable is 0.818 $>$ 0.6. Thus, all statements tested can be declared eligible for further testing (Suryani, 2016).

c. Classical Assumption Test

1) Normality Test

The normality test is used to test whether the regression model of the two variables (dependent variable and independent variable) used has a normal distribution or not. Data normality can be seen using the Kolmogorov-Smirnov normal test if the significant-calculated is $>$ 0.05 then the data is normally distributed and vice versa if the significant-calculated is $<$ 0.05 then the data is not normally distributed. Based on the results of the normality test, the significance value is 0.755 $>$ 0.05, so it can be concluded that the data is normally distributed.

2) Heteroscedasticity Test

The heteroscedasticity test aims to test whether in a regression model there are similarities or differences in the variance of the residual value of one observation to another. In this test, the Gleser test is used, namely by regressing the independent variable against the absolute residual value or Abs-Res. The provisions in this test are as follows:

- a) If the significance value is greater than 0.05 then the conclusion is that there are no symptoms of heteroscedasticity in the regression model.
- b) If the significant-calculated is less than 0.05, the conclusion is that there is a symptom of heteroscedasticity

Based on the results of the heteroscedasticity test, the significance value is known to be $>$ 0.05, namely 1,000 $>$ 0.05, so it can be concluded that the data does not experience heteroscedasticity.

3) Simple Linear Regression Test

Regression analysis is one of the analyses that aims to determine the effect of one variable on another. In regression analysis, the influencing variable is called the independent variable (X) and the influenced variable is called the dependent variable (Y). If in the regression equation there is only one independent variable and one dependent variable, it is called a simple regression equation. The simple linear regression value is 3.768 and the constant-calculated is 3.612, then the value of the independent variable (independent) of the Internet Auction Service Quality variable (X) is equal to 0 (zero), meaning that the value of the dependent variable (dependent) Auction Applicant Satisfaction (Y) is 3.612 with the assumption that the other independent variables are constant, then it causes an increase in auction applicant satisfaction by 0.156. The increase in auction applicant satisfaction by 0.156 is due to having met the expectations of auction applicants in using e-Auction, and auction applicant satisfaction is also due to the trust and accuracy of the information on the e-Auction website (Khofyan & Ashif, 2020).

4) Hypothesis Testing

The hypothesis used in this research is that if $t\text{-calculated} > t\text{-estimated}$, then there is an influence of variable X on variable Y and if $t\text{-calculated} < t\text{-estimated}$, then there is no influence of variable X on variable Y. Y. From the results of the t test, see table 10. Coefficients. The partial test (t-test) was conducted at a 95% confidence level with a significance level of 0.05 and degrees of freedom (0.025: 39) so that a t-table value of 2.023 can be obtained. If the $t\text{-test-calculated} > t\text{-table}$ or with a sig value < 0.05 , the H_0 hypothesis is accepted. and the H_a hypothesis is rejected k. If the $t\text{-count-calculated} < t\text{-table}$ or with a sig value > 0.05 , the H_a hypothesis is accepted and the H_0 hypothesis is rejected. Partial tests are carried out using the SPSS version 20 program. Based on the partial test (t-test), it can be seen that the value t-calculated on the Internet Auction Service Quality variable (X) is 5.745 so that $t\text{-calculated} > t\text{-estimated}$ ($5.745 > 2.023$) and the significance value is $0.000 < 0.05$, then the H_0 hypothesis is accepted and the H_a hypothesis is rejected. Therefore, partially the Internet Auction Service Quality (X) has significant influence on auction applicant satisfaction (Y) (Narbuko & Abu, 2010).

5) Simultaneous Test (F-Test)

The F test is conducted to determine how far the X (independent) variables can simultaneously influence the Y (dependent) variable. If the significance value is < 0.05 or $F\text{-calculated} > F\text{-estimated}$, then the independent variables simultaneously influence the dependent variable. If the significance value is > 0.05 or $F\text{-calculated} < F\text{-estimated}$, then the independent variables simultaneously do not influence the dependent. Based on the simultaneous test (F), it can be seen that the F-calculated value is 33.006 and F-estimated is 3.24 with an F significance of 0.000 with a probability of < 0.05 . Therefore, F-calculated is greater than F-calculated ($33.006 > F\text{-estimated} 3.24$), with a significance value smaller than 0.05 ($0.000 < 0.05$), it means that the quality of internet auction services simultaneously has a significant positive effect on the satisfaction of auction applicants.

6) Determination Test (R^2)

The determinant coefficient (R^2) shows how much influence there is between the dependent variable (Y) and the independent variable (X) or how much the contribution of the independent variable (X) influences the dependent variable (Y). The R value lies between 0 and 1. If the R value approaches 0, then the influence of the independent variable on the dependent variable is getting weaker. If R moves closer to 1, the influence will be stronger. However, if the R square has a minus value (-) then it can be said that there is no influence of X on Y. Based on the determination test (R^2 Test) with the summary model, the R^2 Square value shows a value of 0.471. The results of this test indicate that 47.1% of the ability of the independent variable to explain the variance of the results of the dependent variable is $100\% - 47.1\% = 52.9\%$. This means that from the results of the R^2 Square test, there is another variance that is not explained in this study, which is 52.9%. In other words, the influence of Internet Auction Service Quality (X) simultaneously on the auction applicant satisfaction variable (Y) is 47.1%.

4.2. Discussion

Based on the results of the research above, in this study the distributed questionnaire has been tested with a validity test and a reliability test first to determine whether the questionnaire to be distributed is feasible or not. The validity and reliability testing of the questionnaire was carried out with 39 respondents from deposit customers, both male and female. The validation test used in this study was using the product moment correlation technique, the reliability test using alpha cronbach, and the assumption test using the normality test, multicollinearity test, heteroscedasticity test and coefficient of determination (Tjiptono, 2007). Based on the partial test (t-test) it can be seen that the t-count-calculated of the Internet Auction Service Quality variable (X) is 5.745 so that $t\text{-count} > t\text{-table}$ ($5.745 > 2.023$) and the significance value is $0.000 < 0.05$, then the H_0 hypothesis is accepted and the H_a hypothesis is rejected. So partially the Internet Auction Service Quality (X) has a significant influence on the satisfaction of auction applicants (Y).

Based on the simultaneous test (F), it can be seen that the F-calculated value is 33.006 and F-estimated is 3.24 with a significance of F of 0.000 with a probability of < 0.05 . Therefore, F-calculated is greater than F-calculated ($33.006 > F\text{-estimated } 3.24$), with a significance value less than 0.05 ($0.000 < 0.05$), meaning that the quality of internet auction services (X) together have a significant positive effect on the satisfaction of auction applicants (Y). Based on the determination test (R² Test) with the summary model, the R² Square value shows a value of 0.471. The results of this test indicate that 47.1% of the ability of the independent variable to explain the variance of the results of the dependent variable is $100\% - 47.1\% = 52.9\%$. This means that from the results of the R² Square test, there is another variance that is not explained in this study, which is 52.9%. In other words, the influence of Internet Auction Service Quality (X) simultaneously on the auction applicant satisfaction variable (Y) is 47.1% (Rianto, 2012).

5. CONCLUSION

Based on the formulation of the problem and the results of the hypothesis test that have been submitted with a simple linear regression analysis model, it can be concluded that the quality of auction services via the internet has a significant effect on the satisfaction of auction applicants, this is proven based on the variable of the quality of internet auction services on the variable of satisfaction of auction applicants is $0.000 < 0.05$ and the t count value is $5.745 > t\text{ table } 2.023$ so it can be concluded that H_1 is accepted which means there is an influence of the variable of the quality of internet auction services on the variable of satisfaction of KPKNL Metro auction applicants. The F count value is $33.006 > F\text{ table } 3.24$ so it can be concluded that H_1 is accepted which means there is an influence of the variable of the quality of internet auction services (X) simultaneously on the variable of satisfaction of auction applicants (Y). The R Square value or the coefficient of determination R² value is 0.471, this means that the influence of the variable of interest (X) simultaneously on the variable of deposit (Y) is 47.1%. So it can be said that H_0 is rejected and H_a is accepted, which means that the quality of internet auction services has an effect on the satisfaction of auction applicants at KPKNL Metro.

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