

Customer satisfaction with online shopping: Shopee

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Abstract

This study seeks to provide an overview of the elements that influence shoppers' desire when using the Shopee platform. Thus, it focuses on users of Shopee who frequently conduct online shopping and how satisfied they are with the platform or service they use. Shopee is a well-known and rapidly expanding online marketplace for shopping. Many people have benefited from this online shopping platform by using it as an affordable means of buying a variety of commodities or products. The study will concentrate on the seller's response, the efficiency of the delivery, the quality of the goods and the price of the products in relation to the customers' happiness with online shopping. Given this trend, it is critical to comprehend and analyze the variables influencing customer satisfaction in online buying.

Keywords: customer satisfaction, online shopping, online marketplace

1. Introduction

In the fast-paced digital era, the importance of ensuring customers' satisfaction is the top priority for e-commerce business. Since it became a global interconnection network for sharing and delivering information, the internet has evolved into a useful marketing tool that can serve as a platform for both domestic and international commerce (Kearney, 2015). Consumers can directly purchase goods or services from vendors via the Internet through online shopping by using a web browser or a mobile application. Customers can use a shopping search engine to hunt up other vendors or go directly to the retailer's website to find a particular product of interest. Search engines for shopping display the availability and cost of the same items at several online merchants. Since 2020, individuals have had the capability to engage in online shopping using a variety of devices such as desktops, laptops, tablets, and smartphones, as highlighted by Zinkan, George (2011).

Shopee, which launched in 2015, has had a tremendous growth and change to rank among the major companies in the online retail industry. Shopee was first presented as a mobile-first marketplace, but it quickly expanded its visibility and features in order to take advantage of the growing e-commerce trend. Despite steadily increasing its gross profit margin over the first half of 2022, Shopee has not yet achieved profitability. This is because its path to profitability has been outrun by the rapid development of income from transaction-based fees and advertising. Shopee had to fire workers in a number of markets, including Vietnam, Thailand, and Indonesia, in June 2022. This choice was made as a result of a number of circumstances, including increasing interest rates, inflation, and difficulties encountered during the company's efforts to expand internationally. As stated in previous publications (Shopee, 2019), this move is anticipated to have an impact on services like Shopee Pay and Shop Food.

The rise of online shopping has given consumers access to convenience and accessibility but, some of the customer confronted with issues like damaged products and fake deliveries, delivery problems or products not received (Karthikeyan, 2016; Kuriachan, 2014). Furthermore, some customers are reluctant to make online purchases because they lack confidence and worry that the quality of the products would deteriorate over time (Lee and Turban, 2001). Despite the obstacle presented by these concerns, the growth of Shopee dominated the Vietnam e-commerce sector for website traffic in Q3 2018 with strategies that focused on WOM/eWOM. Word-of-mouth marketing is regarded as a crucial method for companies to contact their target customers without spending any money. As a result, managers and researchers find this topic to be extremely interesting (Mehrad, Mohammadi, 2017).

Additionally, e-WOM, which is defined as social interactions with the Ecommerce platform, is connected to the development of brand trust within the online community (Chen et al., 2009). In addition, earlier research (Matzler et al., 2008) showed that brand trust strongly influences brand loyalty. As a result, the research challenge is to look into the effects of e-WOM, brand trust on brand loyalty, and brand loyalty on e-WOM, as well as how these three factors can generate long-term profit for the organization. To be more explicit, the study uses Shopee as a case study, with Millennials as the target population.

Hence, the research objective of this study are:

- i. To identify the best factor of service quality preferred by the customer.
- ii. To examine the relationship between service quality and customer satisfaction.

2. Literature Review

Customer satisfaction holds significant importance as a driving force behind both customer retention and loyalty. It can be challenging to satisfy clients, especially in an online setting when there is a lack of interaction between the firm staff and the consumer as a whole. This study investigates customer satisfaction with different service quality dimensions when shopping online. The current study primarily focuses on respondents' awareness, satisfaction, and difficulties. As a result, the findings derived from this study hold the potential to provide valuable insights and benefits to individuals who prefer online shopping.

2.1 Customer Satisfaction

Customer satisfaction in the context of online shopping, particularly concerning quality, remains a vital aspect that profoundly impacts the success of e-commerce platforms. The continuous interaction between customers and online platforms is crucial for fostering satisfaction. In their study, Kim and Kim (2020) emphasize that online shopping satisfaction is closely tied to perceived product quality, website functionality, ease of navigation, secure transactions, and efficient customer support. Shopee, a prominent marketplace, has gathered significant popularity in contemporary times and was the largest e-commerce platform in our region in 2020 by gross merchandise value and total orders (Jennewine, 2021). Online shopping is quickly gaining popularity in Malaysia since it provides a large assortment of products and services as well as a pleasant shopping environment. The e-commerce business has been rapidly expanding over the past several years due to Malaysia's cost-effective Internet access and rising use of mobile devices.

Customer happiness must be a company's first priority. Li and Zhang (2002) defined customer satisfaction as the extent to which consumers' views of the online buying experience confirm their desire. Customer satisfaction has long been used to gauge a business' success or failure and has an impact on how consumers see society, rivals, and other customers (Barsky & Labagh, 1992). Customers are unlikely to care about the products if a business lacks concern about their satisfaction (Powton, 2018; Top & Ali, 2021; Demir et al., 2020; Ali, 2020; Ali, 2021). Hence, customer satisfaction are the key important factors in the business world where it results in business organization success.

2.2 Seller's Responsiveness

The speed and effectiveness with which e-commerce platforms attend to customer inquiries and concerns, known as online purchasing responsiveness, has become a crucial element influencing both customer satisfaction and loyalty. Studies have indicated that prompt and helpful responses to customer queries during the online purchasing process can significantly enhance the overall shopping experience and have a favorable effect on how customers perceive the brand (Moliner et al., 2007). Customers respect responsiveness because it indicates that we are making an effort and giving attention to them to figure out their concerns quickly and it is a key variable for relationship advertising achievement (Morgan & Hunt, 1994). They can have a bad impression of the Shopee platform's customer care if the vendor didn't answer to them well.

Understanding trust in the context of online purchases involves the willingness of buyers to place confidence in various parties throughout the online shopping journey, with the anticipation that these parties will engage in ethical practices and deliver the promised products and services (Madjid et al., 2018). Online purchasing, as defined by Kotler and Armstrong (2004), is the exchange of electronic messages between customers and sellers typically online. Online sales provide vendors the chance to interact with clients and provide them with high-quality services orders. According to Bui (2014), Online shopping is a practice where clients buy products or services from a vendor directly over a certain amount of time through the internet and the treat from seller to the customers. Therefore, the feedback provided by sellers to customers holds significant importance and grants businesses a competitive edge to enhance their services within the market.

2.3 Delivery Efficiency

This study improves our understanding of delivery efficiency in online purchasing environments in light of the most recent technology advancements. In the realm of e-commerce, delivery efficiency plays a crucial role in enhancing customer satisfaction, building trust, and shaping the overall online shopping experience. The customer's entire assessment and evaluation of the service delivery procedure in online channels will determine the quality of online services (Santos, 2003). Therefore, possessing efficient delivery processes is a crucial component for any business. Delivery has an effect on sales success, thus vendor who selling goods must ship them within the time frame specified by the Shopee platform. Accordingly, past research confirmed that delivery quality is an important measurement of consumer satisfaction (Ahn et al., 2004; Lin et al., 2011).

One of the challenges encountered by sellers is that any delay in the delivery process could lead customers to swiftly switch to alternative competitors. Customers assess other delivery time characteristics, such as, the overall reduction of delivery time, notifications of any potential shipping delays, and a package tracking number (Raman, 2019; Sharma & Aggarwal, 2019). Online retailers often invest in advanced logistics and innovative technologies to

optimize delivery routes, minimize delays, and provide real-time tracking, all of which contribute to a seamless and satisfactory shopping journey for customers. Early on, previous research agreed that one of the most significant predictors of consumer happiness is perceived product quality.

2.4 Quality of Goods

Online shoppers rely on a few indicators to assess the quality of goods before making a purchase decision. Previous researchers (Schaupp & Belanger, 2005; Nisar & Prabhakar, 2017) support that product quality stands as the foremost significant attribute for customers' satisfaction, following privacy considerations. The quality of products is a group of features and characteristics of a marketable good that meets basic requirements, and it can be precise by a manufacturer to match the consumer expectations. According to previous findings, one of the most significant predictors of consumer satisfaction is perceived product quality (Jarvenpaa and Todd, 1996), including online environments (Keeney, 1999). Empirical studies confirmed that improved product quality would result in more favorable purchasing outcomes, such as greater satisfaction. Customers typically assess a product's quality after receiving it and leaving comments and opinions in the review section of an online store. Customers can then express their satisfaction with the products and spread the word about them to influence others to purchase them.

Customers therefore will expect that goods purchased online, especially those offered at a discount or on sale, will be of the same quality as those purchased offline. However, there are always instances where products are not received in good condition or are even damaged during delivery, prompting customers to request a refund or return of the item. Product return may occur due to one or more of the following: product mismatch, defect, or lack of compliance to consumers' expectations (Hsiao and Chen, 2011) or fake return (Harris, 2008). Based on their past performance and current knowledge, Shopee will effectively discharge these duties, giving customers the option of either returning new goods or receiving a refund. According to Min and Ko, (2008) and Foscht et al., (2013), for the business to prevent the loss of sales revenues and to increase customer satisfaction and loyalty, it is crucial to understanding customers' return behavior. Even though they have a problem with the quality of the products, clients are quite delighted and it shows shows Shopee can handle this situation when customers doing purchasing online.

2.5 Price of The Product

Prior to purchasing a product, consumers frequently evaluate its pricing. If the supplied prices are really reasonable and affordable, customers will purchase the goods or commodities when shopping online. . According to Jacoby and Olson (2017), Customers usually evaluate a product's price before purchasing it, and they define pricing as their subjective evaluation of the product's objective price. Price influence buyer choices (Yusuf & Sunarsi, 2020). Akbar, Sularso, and Indraningrat (2020) found out that is a significant relationship between price and online purchases. If prices are reasonable, number of people shop online will increase. In order to determine whether actual costs are excessive, low, or fair, consumers adjust horizontal costs or a range of acceptable prices for certain goods. The literature shows a bigger product selection is associated with higher customer satisfaction because it increases the likelihood that the consumer's preferences will match the available alternatives (Chang, 2011; Lancaster, 1990).

Since price comparison and range checking play the most crucial part when making an online purchase, clients frequently do so before making a choice. One of the most important factors influencing a consumer's purchase anticipation and decision is price (Mansori, 2012). Liu et al. (2008) concluded that more wide product range and low cost will affect consumer satisfaction through the web-based shopping condition. Customer satisfaction has remarkable benefits on the value affectability as well. If a customer is loyal to a business, they will likely make repeat purchases, which is only possible when the customer is satisfied (Usman & Ur, 2017). Hence, it is expected that price plays an important role in the online shopping platform.

3. Research Methodology

3.1 Research Design

In this project, descriptive research will be used. A researcher who is only focused on discussing the situation or issue under inquiry will write a descriptive composition. The process of design is theory-based and include gathering, evaluating, and presenting facts. This makes it possible for a researcher to explain why and how a study was conducted. Others can better appreciate the significance of the research with the help of descriptive design. In cases where the problem statement is ambiguous, the researchers may conduct exploratory research.

3.2 *Population*

The population of this study refers to the number of people in UiTM Puncak Alam area, Selangor.

3.3 *Sampling Technique*

Convenience sampling will be used for this investigation, which comes under non-probability sampling. Consistent with the established goals and the aim of this research, only respondents from the Puncak Alam area that have been identified will provide the data for 22 collections. The questionnaires will be distributed by email and other social media platforms like Facebook and WhatsApp, and they will be in the usual Google Form format.

3.4 *Sample Size*

An estimated 20,000 people reside in the Puncak Alam region and are UITM students. Only 166 people will take part in this study because it will focus on those who are already living in the area. The population of Puncak Alam is constantly embracing online shopping. The 166 are made up of part-time and full-time UITM students who attend classes at Selangor's Puncak Alam region.

4. **Data Analysis and Results**

4.1 *Demographic Profile of Respondent*

The majority of respondents are female (86 out of 166 total respondents), followed by 80 male respondents (51.8% and 48.2%, respectively) and (30.1%) were between the ages of 26 and 30 years old. Overall, 59% of all respondents claimed being married at the time of the study, meanwhile, respondents with a degree had the largest percentage of education (41.6% out of a total of 166 respondents) with study mode claime as part time mode. Respondents had 2-5 years of job experience on average with earning between RM1501 and RM3000. Besides, the highest proportion is 28.9%, suggesting that respondents purchase online 2-3 times each month. For the type of products purchased at Shopee Home Living & Electronics 83 respondents (50%) buy those types of products.

4.2 *Measurement Model*

The IBM Statistical Package for Social Science Software (SPSS) application (Version 2.0) will be employed. The most crucial instrument for data entry and description will be the first generation of data analysis software, which is IBM SPSS. This tool will assist with data cleaning and check for logical discrepancies in the data collection process. All responses will be appropriately coded before being included to a data file. A few data screening analyses will be performed to confirm data normality and make sure there are no missing values in order to assure accurate data.

4.3 *Reliability*

Cronbach's Alpha results for independent variables (responsiveness, efficiency, quality and price) and dependent variables (customer satisfaction) are shown in Table 4.12. The Cronbach Alpha for all values was between good and excellent, indicating efficiency (.878), responsiveness (.957), quality (.949), price (.934) and customer satisfaction (.957) accordingly. Table 1 summarised the reliability statistics for the actual study test.

Table 1: Cronbach's Alpha Values

Variable	No. of Items	Cronbach's Alpha	Interval Consistency
Independent Variable			
Responsiveness	6	.957	Excellent
Efficiency	5	.878	Good
Quality	5	.949	Excellent
Price	5	.934	Excellent
Dependent Variable			
Customer Satisfaction	5	.957	Excellent

4.4 Correlation Analysis

Table 2 indicates the relationship between responsiveness, efficiency, quality and customer satisfaction and was analysed using Pearson product moment correlation coefficient. There was an extraordinarily strong correlation between the responsiveness and customer satisfaction ($r=0.732^{**}$, $p<0.01$), followed by strong correlation between price ($r=0.870^{**}$, $p<0.01$), quality ($r=0.803^{**}$, $p<0.01$), efficiency ($r=0.677^{**}$, $p<0.01$) and customer satisfaction, respectively. Therefore, all independent variables are accepted because the significant value is less than 0.05.

Table 2: Pearson Correlation Analysis for Independent and Dependent Variables

	Responsiveness	Efficiency	Quality	Price	Customer Satisfaction
Responsiveness	1				
Efficiency	.623**	1			
Quality	.716**	.685**	1		
Price	.769**	.649**	.793**	1	
Customer Satisfaction	.732**	.677**	.803**	.870**	1

Summary of Hypothesis

All hypothesis in this study were supported

No.	Hypothesis	Result
H1	There is a positive relationship between responsiveness and customersatisfaction	Supported
H2	There is a positive relationship between efficiency and customer satisfaction	Supported
H3	There is a positive relationship between quality and customer satisfaction	Supported
H4	There is a positive relationship between price and customer satisfaction	Supported

Limitations and Recommendations for Future Research

Online shopping restricts the ability to physically inspect and test products before purchasing. If the item is not of the quality or standards expected, this may result in dissatisfaction. Students may run into issues with sizing and fit when ordering apparel or shoes online. Finding the appropriate size is not always simple, and returning products for a replacement can take time. It might be difficult for shoppers to return or exchange things that don't live up to their expectations at some online merchants because of their convoluted return and refund policies. In addition, giving personal and financial information when shopping online raises questions about data security and the possibility of fraud or identity theft.

Despite these restrictions, there are techniques to improve the online purchasing experience and reduce potential problems. UiTM students and other online consumers can benefit from being diligent about researching products and sellers, looking at user reviews, comprehending return policies, and confirming the security of websites.

4. Conclusions

This study's findings can be used as a foundation for future research to improve customer satisfaction with online shopping in Malaysia, especially for those who are actively engaged in the purchasing process. The researcher is advised to use another study with a larger population and demographic characteristics for an effective comparison and better scope of representative, according to the recommendations that can be put into practice from this study. Future research are advised to use more analysis techniques in order to create a model that is more complete. Therefore, the results of this study could be modified in line with the increase of customer satisfaction with the online shopping model in the future.

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