Consumer Satisfaction in E-shopping: Shopee Malaysia Case

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ABSTRACT

After the outbreak of the Covid-19 pandemic, e-shopping has grown substantially. Consumer purchasing behavior changed from physical mode to online mode. They comprehended the convenience of purchasing goods on E-shops such as Shopee. Shopee is Malaysia's most popular e-commerce platform, and its user base increased significantly following the pandemic. It created a significant obstacle for Shopee to maintain and enhance consumer satisfaction. Consequently, the purpose of this paper is to discover the factors influencing consumer satisfaction with Shopee in Malaysia. In this study, six factors were identified: perceived ease of use, perceived security, perceived trust, perceived price, and perceived convenience. Our study used an online survey questionnaire created using Google Forms. Through the study, a total of 151 Shopee users from Malaysia were gathered. SPSS will be used to analyze the respondent data to determine the significance of each factor in relation to customer satisfaction. The results of this study show that perceived price, perceived convenience, and perceived security have a significant impact on customer satisfaction. However, perceived ease of use, perceived trust, and perceived usefulness are insignificant in influencing customer satisfaction among Shopee users in Malaysia. This research gives essential information and guidance for enhancing Shopee's customer satisfaction.

Keywords: Customer Satisfaction, E-shopping, Factors, Malaysia, Shopee
INTRODUCTION

In the contemporary digital era, E-shopping trends have steadily grown in Malaysia. Since the Covid-19 epidemic made it convenient for customers to order the products they required without having to visit a physical store, the number of users of the e-commerce platform has expanded rapidly (Aryani et al., 2021). E-commerce is when people purchase and sell services or goods on a specific platform using the internet (Yusof, Latiff, Farisah, Kassan, & Safari, 2021). Malaysia is one of the Southeast Asian e-commerce countries with the quickest growth rates. In 2022, the Malaysian e-commerce industry was anticipated to increase by 19.9%, reaching MYR 38.2 billion (USD 9.2 billion) due to the country's rapid shift from offline to online purchases (Halo, 2022). The high acceptance of smartphones, expanding internet usage, and the accessibility of reliable e-payment methods all contribute to the development.

Shopee attracted nearly 55 million visits from Malaysia each month in 2022. Since the COVID-19 outbreak started in 2020, the visits' amount to e-commerce sites has enlarged (Statista, 2022). The benefit of e-shopping is the availability of a global market. For individuals who prefer to avoid stores and long lines, online shopping is a fantastic alternative. The convenience of Shopee satisfies its customers and attracts more users. Shopee, a Sea Group-owned multinational technology business with a focus on the e-commerce industry, was established in Singapore in 2015. Shopee has leading e-commerce area in Southeast Asia and Taiwan. Shopee is a huge e-commerce site in Southeast Asia as of 2021, with 343 million monthly visitors. Shopee provides a "Shopee Guarantee," a security solution for online buying that distinguishes it from other platforms by deferring payment to vendors until buyers have received their purchases (Shopee, 2021) Online shoppers are more inclined to buy things from Shopee as a result of this service. In addition, Shopee offers a variety of product categories, including beauty & personal care, home & living, home appliances and fashion accessories.

This article will examine Shopee’s consumer satisfaction in Malaysia. To better acknowledge the aspect that impacts customer satisfaction in Shopee, we review the earlier experiments. As a result, this study will assess the prior research by outlining the fundamental linkage in more depth and identifying the key levers for enhancing customer satisfaction.

LITERATURE REVIEW

Perceived Ease of Use
Perceived ease of use represents a customer's view of an e-commerce platform's simplicity (Cheema, Rizwan, Jalal, Durrani, & Sohail, 2013). Customers expect more straightforward, faster, and more efficient online purchases. Customers adore Shopee for these reasons. Perceived ease of use is a person's image of how easy utilizing a system is. The system is adaptable, convenient, and feasible, which are ease-of-use features (Purnama & Widiyanto, 2012). Shopee's easy checkout and online transactions will encourage online shopping. Consumers' tendency to make online purchases will grow thanks to product search tools that make it easier to discover what they want. Shopee's simplicity affects online shoppers' behavior. A user spends less time and effort on a basic technological system. Many customers regard Shopee as a user-friendly e-commerce platform that caters to everybody (Bailusy, Buamonabot, Fahi, & Arilaha, 2022). According to Sabeh, Husin, Kee, Baharudini, and Abdullah (2021), perceived ease of use and usefulness impact use behavior through behavioral intention.

H1: Perceived ease of use is positively related to customer satisfaction.
Perceived Security

Security is the degree that a website secures and preserves its users' personal information. Security is the degree to which consumers think the internet is safe enough for them to transmit critical information to a business transaction. Consequently, security affects customers' views and intentions about online purchases (Ling, Chai, & Piew, 2010). It is reasonable to assume that the site's security and protection will immediately impact e-trust and indirectly impact e-satisfaction, given that customers' attitudes and beliefs regarding comfort and security influence their expectations for purchases made online shopping platforms (Kim, Jin, & Swinney, 2009). Suh and Han (2003) define security as the primary concern of online buyers; thus, the more secure the system, the more delighted they will be. Vehovar (2003) has shown that security vulnerabilities impede online business and directly influence customer happiness. Pavlou (2003) claimed that security and trust are the top objectives of internet shoppers. Moshrefjavadi, Dolatabadi, Nourbakhsh, Pouraseedi, and Asadollahi (2012) said that financial risks influence the behavior of online customers; hence, online merchants should safeguard their websites and ensure on-time delivery. Al Karim (2013) states that consumer worries about fraud, privacy, and hacking are crucial for online security. Thus, all purchases made via the Shopee app are covered by Shopee Guarantee, which reserves payments to vendors until consumers confirm product receipt.

H2: Perceived security is positively related to customer satisfaction.

Perceived Trust

In online business, trust is based on a party's goodwill, honesty, and dignity (Zaidi, Gondal, Yasmin, Rizman, & Urooj, 2014). According to Liu, Brock, Shi, Chu, and Tseng (2013), online shopping has unique qualities such as instability, anonymity, and loose monitoring, which make trust vital and separate it from conventional buying. When buying online, consumers rely on trusted platforms (Aineah, 2016). Eid (2011) described that online buyers' confidence and satisfaction would rise if they got high-quality products and accurate information. Both new and existing customers appreciate trustworthiness in online transactions. Shopee should build and boost customer trust to grow its brand and become Malaysia's top e-commerce platform (Kim & Gupta, 2012). Haque and Khatibi (2006) argue that online shoppers' trust affects how frequently they purchase. Consumer perceptions of an online shopping platform will affect purchase frequency. Sikandar et al. (2021) claim that trust performs as a moderator between the readiness to engage in online transactions, quality of service, and website reputation. Pavlou (2002) found that good feedback profiles boost trust. If customers trust a site, their propensity to purchase typically increases. Shopee's pleasant and safe atmosphere has changed consumer behavior.

H3: Perceived trust is positively related to customer satisfaction.

Perceived Usefulness

Perceived usefulness is one presumption that applying a certain process will boost performance compared to doing it without technology (Davis, 1989). In this research, usefulness could be expressed as the degree to which customers perceive utilizing mobile web stores improves their shopping performance, such as cleverness and convenience. E-commerce is considered to be more cost-effective and convenient than in-person purchasing (Ventre & Kolbe, 2020). When a consumer can purchase in a short time, finish a transaction quickly, finds it simple to make payments, and can get all the information they need on the website, these factors all contribute to the perceived usefulness (Lagita & Briliana, 2018). It is in line with recent research stating that customers may have a better impression of the website and use it again if they find the usage and particular site efficient in completing their purchases (Koufaris, 2002). E-commerce offers a vast selection of goods available since there is no physical area restriction (Harn, Khatibi, & Ismail, 2006). Consumers judge an online shopping
platform's usefulness based on its ability to provide in-depth details on the goods it sells (AL-Shukri & Udayanan, 2019). Shopee offers various product selections with comprehensive information and competitive marketing strategies such as free shipping and flash sales. Thus, the shoppers’ purchasing intention and the shopping experience will be positively impacted by the advantages of the Shopee online platform. According to Koch, Frommeyer, and Schewe (2020), perceived usefulness is vital in determining consumer behavior. In sum, perceived usefulness could be an indicator of influencing customer satisfaction.

H4: Perceived usefulness is positively related to customer satisfaction.

Perceived Convenience
Convenience is a situation-specific term that pertains to self-service technology. Online purchasing is distinguished by its ease, which motivates customers to buy digitally (Seiders, Voss, Godfrey, & Grewal, 2007). Recent studies prove that convenience is crucial in boosting consumer satisfaction by decreasing non-monetary expenditures such as effort and time (Almarashdeh et al., 2019; Benoit, Klose, & Ettinger, 2017; Gera, Fatta, Garg, & Malik, 2021). Homburg (2005) found that service convenience increased customer satisfaction and generated profitability. Benoit et al. (2017) indicate that service convenience may be assessed in five dimensions: choice, access, search, transaction, and after-sale. The previous study has shown that e-payment service quality and transaction convenience favorably affect consumer satisfaction (Alhammadi & Tariq, 2020). Al-Debei, Akroush, and Ashouri (2015) said online purchasing allows customers to compare goods with excellent transparency and convenience, which aids choice and search. According to Dixit (2018), consumers demand outstanding after-sale service and feedback, which may increase the customer experience. As internet purchasing has no geographical limits, it is more convenient for customers (King & Liou, 2004). Shopee's customers are generally satisfied with the service convenience.

H5: Perceived convenience is positively related to customer satisfaction.

Perceived Price
Customers typically assess a product's price before buying it. Jacoby and Olson (2017) defined pricing as the consumer's subjective assessment of the objective price. Price affects buyer choices (Yusuf & Sunarsi, 2020). Akbar, Sularso, and Indraningrat (2020) discover a link between price and online purchases. If prices are reasonable, more people will shop online. Consumers change horizontal costs or a range of acceptable prices for particular items and judge actual costs as high, low, or fair. Perceived price influences client decision-making more than the actual cost (Chiang & Dholakia, 2003). Baubonienė and Gulevičiūtė (2015) found that price affects customer purchases. It argues why consumers prefer to shop online since they can compare prices. Shopee's extensive selection and affordable pricing would increase web-shopping consumer satisfaction (Liu, He, Gao, & Xie, 2008). Quick price comparisons on internet shopping platforms created by advanced search engines make consumers. Satisfied clients are more likely to maintain a profitable relationship with the seller (Tsai, Huang, Jaw, & Chen, 2006). It shows how consumer satisfaction affects repurchase intentions and profitability. Thus, pricing may be the critical factor impacting online customer satisfaction.

H6: Perceived price is positively related to customer satisfaction.
RESEARCH METHOD

Sample and Procedure
Research can conduct its study using primary and secondary data, and we employed those methods in this study. In this study, we conduct an online survey in google form which is primary data for 150 Shopee users from Malaysia. We have examined customer satisfaction in Shopee through this study. This poll was created as the distribution started at the end of November 2022 and used a five-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, and 5 = strongly agree) developed by Maynes and Podsakoff (2014). We used descriptive and multiple regression analyses to examine the data using IBM SPSS Statistics. Additionally, this research used secondary data from journals, papers, and the internet.

Measures
There are nine sections in this questionnaire, namely demographics of respondents, customer experience in Shopee Malaysia, perceived ease of use, perceived security, perceived trust, perceived price, perceived convenience, perceived usefulness, and customer satisfaction.

Firstly, we applied a single-statement method to identify the background of the respondents in the demographic section. It included age, gender, ethnicity, annual income, highest education level, occupation and location.

The dependent variable is customer satisfaction. We examine the customer experience in Shopee Malaysia with seven questions in this section. For example, “How often are you using Shopee for online purchases per month?”

Independent variables
We applied an 18-item scale to evaluate perceived ease of use, perceived security, perceived trust, perceived price, perceived convenience and perceived usefulness which influence customer satisfaction in Shopee Malaysia. Additionally, the items included “I find Shopee is easy to navigate (perceived ease of use)”; “I find that Shopee is secure to use (perceived security)”; “I feel comfortable and safe when using Shopee for online purchases (perceived trust)”; “I find that Shopee offers a reasonable price (perceived price)”; “Using Shopee is convenient to me (perceived convenience)” and “Shopee has a variety of options for me to choose the products (perceived usefulness).
Figure 2. Our Hypothesized Model

Note: *p<0.05, **p<0.01, ***p<0.001

RESULTS

Table 1. Summary of Respondent’s Demography (N=151)

<table>
<thead>
<tr>
<th>Response</th>
<th>Frequency</th>
<th>Percentage(%)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Age</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>18-25 years old</td>
<td>75</td>
<td>49.7</td>
</tr>
<tr>
<td>26-30 years old</td>
<td>31</td>
<td>20.5</td>
</tr>
<tr>
<td>31-35 years old</td>
<td>16</td>
<td>10.6</td>
</tr>
<tr>
<td>36-40 years old</td>
<td>16</td>
<td>10.6</td>
</tr>
<tr>
<td>41-45 years old</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td>Above 50 years old</td>
<td>6</td>
<td>4.0</td>
</tr>
<tr>
<td><strong>Gender</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Male</td>
<td>69</td>
<td>45.7</td>
</tr>
<tr>
<td>Female</td>
<td>82</td>
<td>54.3</td>
</tr>
<tr>
<td><strong>Ethnicity</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Malay</td>
<td>46</td>
<td>30.5</td>
</tr>
<tr>
<td>Chinese</td>
<td>72</td>
<td>47.7</td>
</tr>
<tr>
<td>Indian</td>
<td>33</td>
<td>21.9</td>
</tr>
<tr>
<td><strong>Annual Income</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Below RM10,000</td>
<td>54</td>
<td>35.8</td>
</tr>
<tr>
<td>RM10,001-RM30,000</td>
<td>38</td>
<td>25.2</td>
</tr>
<tr>
<td>RM30,001-RM50,000</td>
<td>41</td>
<td>27.2</td>
</tr>
<tr>
<td>RM50,001-RM100,000</td>
<td>18</td>
<td>11.9</td>
</tr>
<tr>
<td>Above RM100,000</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td><strong>Highest Education Level</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>High school or equivalent</td>
<td>13</td>
<td>8.6</td>
</tr>
<tr>
<td>Diploma</td>
<td>36</td>
<td>23.8</td>
</tr>
<tr>
<td>Bachelor’s Degree</td>
<td>80</td>
<td>53.0</td>
</tr>
<tr>
<td>Master’s Degree</td>
<td>15</td>
<td>9.9</td>
</tr>
<tr>
<td>Ph.D.Degree</td>
<td>7</td>
<td>4.6</td>
</tr>
<tr>
<td><strong>Occupation</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Student</td>
<td>66</td>
<td>43.7</td>
</tr>
<tr>
<td>Private Sector</td>
<td>46</td>
<td>30.5</td>
</tr>
</tbody>
</table>
A summary of the respondent's demography in this research is shown in table 1. Most respondents (49.7%) were aged between 18-25 years old while follow by 20.5% of the respondents were between 26-30 years old. The sample consisted of 82 females (54.3%) and 69 males (45.7%). In terms of ethnicity, there were 46 Malay respondents (30.5%) while 72 respondents were Chinese (47.7%), and 33 respondents were Indian (21.9%). In addition, there were 54 respondents had an annual income below RM10,000 (35.8%), 38 respondents had an annual income of around RM10,001-RM30,000 (25.2%), 41 respondents’ income is around RM30,001-RM50,000 (27.2%), and 18 respondents’ income is around RM50,001-RM100,000 (11.9%). For education level, more than half of the respondents, represented by 80 respondents, obtained a bachelor’s degree level (53.0%), and 36 respondents obtained a diploma level (23.8%). Thus, we disclose that most respondents were students (43.7%), 46 respondents were employed in the private sector (30.5%), and 31 respondents were employed in the government sector (20.5%). Table 1 shows that 25 respondents live in Pulau Pinang (16.6%) while the least respondents which are only 5 respondents stay in Terengganu and Perak (3.3%). The survey findings show that 45.0% of the respondents purchase 1 to 2 times per month, and 41.1% purchase 3 to 5 times per month.
Table 2. Descriptive Statistics, Cronbach’s Coefficients Alpha, And Zero-Order Correlations of All Study Variables

<table>
<thead>
<tr>
<th>Variables</th>
<th>1</th>
<th>2</th>
<th>3</th>
<th>4</th>
<th>5</th>
<th>6</th>
<th>7</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Ease of Use</td>
<td>0.747</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Security</td>
<td>0.535**</td>
<td>0.772</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Trust</td>
<td>0.588**</td>
<td>0.686**</td>
<td>0.739</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>0.629**</td>
<td>0.521**</td>
<td>0.678**</td>
<td>0.769</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Convenience</td>
<td>0.671**</td>
<td>0.491**</td>
<td>0.631**</td>
<td>0.658**</td>
<td>0.715</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Perceived Price</td>
<td>0.656**</td>
<td>0.524**</td>
<td>0.641**</td>
<td>0.684**</td>
<td>0.614**</td>
<td>0.638</td>
<td></td>
</tr>
<tr>
<td>Customer Satisfaction</td>
<td>0.583**</td>
<td>0.511**</td>
<td>0.486**</td>
<td>0.564**</td>
<td>0.621**</td>
<td>0.659**</td>
<td>0.774</td>
</tr>
<tr>
<td>M</td>
<td>4.14</td>
<td>3.86</td>
<td>3.97</td>
<td>4.06</td>
<td>4.08</td>
<td>4.08</td>
<td>4.18</td>
</tr>
<tr>
<td>SD</td>
<td>0.71</td>
<td>0.82</td>
<td>0.76</td>
<td>0.78</td>
<td>0.70</td>
<td>0.61</td>
<td>0.60</td>
</tr>
</tbody>
</table>

Note: N=100; *p < 0.05, **p < 0.01; Diagonal entries in bold indicate Cronbach’s coefficient alpha

Table 2 demonstrate the descriptive statistics, Cronbach Alpha and correlations among study variables. Reliability is a device to calculate a questionnaire, an indicator of variables (Bland & Altman, 1997). Cronbach’s alpha for all four variables was donated as good reliability with a coefficient alpha range between 0.715 and 0.774, while the perceived price ranged at 0.638, which is under an acceptable level of reliability. It indicates that all five independent variables, namely, perceived ease of use, perceived security, perceived trust, perceived usefulness and perceived convenience correlate with customer satisfaction towards Shopee.

Table 3. Summary of Regression Analysis

<table>
<thead>
<tr>
<th>Variables</th>
<th>Customer Satisfaction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perceived Ease of Use</td>
<td>0.087 **</td>
</tr>
<tr>
<td>Perceived Security</td>
<td>0.212***</td>
</tr>
<tr>
<td>Perceived Trust</td>
<td>-0.192*</td>
</tr>
<tr>
<td>Perceived Usefulness</td>
<td>0.071</td>
</tr>
<tr>
<td>Perceived Convenience</td>
<td>0.298**</td>
</tr>
<tr>
<td>Perceived Price</td>
<td>0.383***</td>
</tr>
<tr>
<td>R²</td>
<td>0.543</td>
</tr>
<tr>
<td>F Value</td>
<td>28.532</td>
</tr>
<tr>
<td>Durbin-Watson Statistic</td>
<td>2.030</td>
</tr>
</tbody>
</table>

Note: *p < 0.05; **p < 0.01; ***p <0.001.

The regression analysis was implemented to study the five hypotheses in the literature review. Based on Table 3, perceived ease of use, perceived security, perceived trust, perceived usefulness, perceived convenience, and perceived price are the independent variables, while customer satisfaction is the dependent variable. As revealed from the result, perceived price, perceived convenience and perceived security were positively related to customer satisfaction with beta values of 0.383, 0.298 and 0.212, respectively. Thus, H2, H5 and H6 were supported. The study indicates that perceived price is the fundamental variable in determining the customer satisfaction level towards Shopee in Malaysia because it recorded the highest beta value at 0.383. The value of R² was reported as 0.543, signifying 54% of the variation in customer satisfaction could be
considered for perceived price, perceived convenience, and perceived security. In contrast, perceived ease of use, perceived trust and perceived usefulness did not significantly influence customer satisfaction. As a result, this result implies that H1, H3 and H4 were not supported. The summary of the hypothesized model is represented in Figure 2.

**DISCUSSION**

The above findings reveal that perceived ease of use has no significant effect on customer satisfaction. The convenience of finding products or information on a website is referred to as ease of use. Customers may feel uncomfortable and unsatisfied when using applications or websites that function poorly. Consumers will feel at ease and happy when using user-friendly applications or websites, which will enhance their likelihood of making an online purchase. (Juliana, Djakasaputra, Pramono & Hulu, 2020).

Yo et al. (2021) perceived ease of use has a significant effect on customer satisfaction toward online purchasing on Shopee Malaysia. Our results are different from this research.

The results revealed a significant relationship between perceived security and customer satisfaction. In previous research, the user interface takes the place of the actual store's ambiance and acts as an environmental signal, particularly when a transaction is in progress. These findings indicated that higher perceived customer interface quality and security might make online customers more devoted, increasing the likelihood that they will return to and repeat purchases from the e-commerce websites they were pleased with (Chang & Chen, 2009; Maladi, Nirwanto & Firdiansjah, 2019).

Moreover, perceived trust has no significant correlation with customer satisfaction. Chou, Chen, and Lin (2015) research proved that it affects consumer confidence in the company and its goods. The more satisfied a consumer is, the more confident they are in the goods or services they have purchased. Other research has shown that perceived trust has a positive and significant influence on customer satisfaction. The greater the level of trust, the greater the level of consumer satisfaction. But our research on this perception is not concentrated on Shopee users, so the result is different from previous research (Handayani, PA, & Nuryakin, 2021).

Additionally, the result indicates that perceived price has the strongest correlation with customer satisfaction on Shopee in Malaysia. This situation is probably because the price of Shopee is within customer expectations. Their expectations are fulfilled so that customers are satisfied with Shopee in Malaysia. The ability of online shoppers to receive more information regarding cost and non-value data as a result of lower search costs (Alba et al., 1997). According to Dholakia and Ching (2003), customers tend to shop online when a product's price is high than low because they can gather more valuable information online, compare prices across different online merchants, and do it with only a few clicks. Online shopping help customer to identify the product price easily and they can opt for the product with an acceptable price. Thus, perceived price is the most vital to influence the customer satisfaction level of online shopping experience on Shopee Malaysia.

Besides, the study revealed that perceived convenience was positively related to customer satisfaction. This result also can be supported by the previous study by Yo et al. (2021). The primary level of perceived convenience is the higher level of customer satisfaction. The convenience of online shopping on Shopee Malaysia is said to be contributing to its growth. As customers spend fairly time shopping and extra time engaged in other activities, their need for convenience has grown. Consequently, they
increasingly prioritize and prefer online purchases over visits to physical stores (Mustakim, Hassan, Sauid, Ebrahim & Mokhtar, 2022). Online shopping on Shopee Malaysia builds a convenient environment for customers. Consequently, Shopee Malaysia consumers report a high degree of customer satisfaction due to this delightful shopping experience.

Furthermore, the result proved that perceived usefulness did not influence customer satisfaction in Shopee Malaysia significantly. It showed a negative relationship between perceived usefulness and customer satisfaction. Perceived usefulness is essential in affecting consumer behavior (Koch et al., 2020). Based on Mustakim et al. (2022), perceived usefulness has a strong impact on customer satisfaction in Shopee Malaysia. However, our research showed a different result on the relationship between perceived usefulness towards customer satisfaction in Shopee Malaysia. This situation is possibly due to Shopee users being more concentrated on the perceived price and perceived convenience. Both of the variables play a big role in customer satisfaction with Shopee Malaysia.

CONCLUSION

This study examines the relationship between independent variables (perceived ease of use, perceived security, perceived trust, perceived usefulness, perceived convenience, and perceived price) and dependent variables (customer satisfaction). Based on the result, perceived price, perceived convenience, and perceived security have a significant relationship with customer satisfaction in Shopee Malaysia. As a result, the customer will gain an excellent shopping experience when Shopee offers a secure transaction platform, reasonable price, and convenient shopping process. Therefore, it is anticipated that this study will benefit the developing online purchasing or e-commerce industry by allowing academics and firms to appreciate the factors influencing online customer satisfaction.

LIMITATION

The study's results must be considered in the context of essential constraints. First of all, Shopee in Malaysia is the primary focus of this research. Malaysia is the only target nation as a result. Most of the respondents in this study were Chinese, while future research may diversify the respondents’ ethnic backgrounds. Considering the diverse traditions of various nations, the outcome probably differs a little bit. To establish a specific outcome, the sample size might also be increased, and respondents may originate from different countries.

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N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest.

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