

# Fariz - Strategies to Increase Users Satisfaction on The Shopee Indonesia Online Shopping Application

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**Submission date:** 30-Apr-2022 02:17AM (UTC-0400)

**Submission ID:** 1824398014

**File name:** 25\_Artikel\_Fariz\_2\_mendeley\_cit.docx (80.34K)

**Word count:** 4046

**Character count:** 23485

## Strategies to Increase Users Satisfaction on The Shopee Indonesia Online Shopping Application

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**Abstract :** This research was conducted with the aim of knowing the effect of Perceived Usability, Website Functionality, Perceived Usefulness on Customer Satisfaction of Shopee application users in Surabaya. This is a basic research project that falls under the category of causal research. A structural model was used in the quantitative research technique. Non-probability sampling utilizing the snowball sampling method was utilized. This research was conducted using a questionnaire to 100 people with online purchasing experience on Shopee, aged 15-34 years, and residing in Surabaya were chosen as the sample criterion. Amos 21.0 software is used to process research data. Each variable, namely Perceived Usability, Website Functionality, and Perceived Usefulness, was found to have a substantial effect on Customer Satisfaction. There are some implications which can be done by Shopee, including paying attention to the quality of application usability in each of its uses, such as speed in responding to customers in product searches, providing easy product recommendations for customers based on purchase and search history, increasing customer data privacy policies, and providing a sense of security with black agreements. Above is white (digitally) that Shopee will maintain and not disseminate customer data to third parties, the quality of the Shopee application's speed to make payments easier and faster when the app is busy.

**Keywords:** Perceived Usability, Website Functionality, Perceived Usefulness, Customer Satisfaction

Online transactions allow for a better understanding of consumer purchasing behavior. Davis (1989) established the Technology Acceptance Model (TAM) to explain a model of online purchasing behavior. As online retail practices evolve, a detailed understanding of the aspects that contribute to customer satisfaction becomes increasingly vital. Various studies have been undertaken to identify the elements that influence

B2C e-commerce satisfaction, with the important importance of characteristics such as perceived utility being highlighted (Bhattacharjee, 2001; Devaraj et al., 2002; Ha & Stoel, 2009; Luarn & Lin, 2005), perceived usability (Casaló et al., 2008; Flavián et al., 2006), and website characteristics (Khare & Rakesh, 2011; Prasad & Aryasri, 2009).

According to Palmer (2002), five usability factors are critical for

customer satisfaction: navigation capabilities, site content, interaction, responsiveness, and download delays. Furthermore, Kim & Stoel (2004) discovered that the simplicity of comprehending the website is a crucial feature that might boost contentment, even while making online transactions (Tandon et al., 2017). In online transactions, the website is also an essential aspect. If customers are unable to find out information they seek, they will encounter to next website. As a result, website features are crucial to consumer engagement and this must be considered carefully. Customer satisfaction is increased when aspects such as confidentiality and protection, website design, experience features, navigation attributes, and website stability are considered (Tandon et al., 2017). Customer views of usability, according to Ha & Stoel (2009), can influence satisfaction and intent to make online transactions. Furthermore, Luarn & Lin (2005) noted that the higher benefits seen by the client, the greater the likelihood of satisfaction and the number of transactions. This demonstrates how perceived utility might influence online consumer satisfaction.

According to data from the Indonesian Internet Service Providers Association (APJII), the majority of users (96.5 million), Tokopedia (85 million), Bukalapak (31.4 million), Lazada (22.7 million), Blibli (18.7 million), JD ID (4.8 million), Orami (3.1 million), Bhineka (2.8 million), Sociolla (2 million), and Zalora (1.8

million) open Shopee (APJII, 2020). This means that the Shopee online shopping application is the most popular among consumers. This behavior is intriguing to study because of the advent of Shopee, which is slower than Tokopedia and Lazada but has a greater ability to pique consumers' curiosity and entice them to open the site of Theory of Planned Behavior (TPB).

In terms of perceived usability, currently Shopee presents the 'Live Chat' feature which makes it different and superior compared to e-commerce competitors. Through the 'Live Chat' feature, buyers can directly talk to sellers to make purchase transactions and even make price offers. The presence of this feature makes it very easy for Shopee users, considering that in other e-commerce applications, buyers must save the seller's phone number first to make direct contact. In addition, to realize perceived usefulness, Shopee also integrates the hashtag feature, which allows users to search for trending goods/products that are currently popular (Jeko, 2015). In terms of web functionality, the Shopee shopping site makes it easy for marketers to enter product images to be marketed so that 9 images can be uploaded simultaneously. In the sales section there are features that will make it easier for sellers when waiting for payment before the product is sent, until the status of the transaction has been completed (Aina, 2016).

This study is a replica of the previous research, namely Tandon et al. (2017) who examined the effect of

8 perceived usability, perceived usefulness, and website functionality on customer satisfaction 7 where the results showed that perceived usefulness, and website functionality had a significant effect on customer satisfaction, while perceived usability had no significant effect on customers' satisfaction. In addition, research was conducted to answer the research gap regarding 30 the effect of perceived usability on customer satisfaction where in another study, namely by Casaló et al. (2008) proved the opposite result where perceived usability had a significant effect on customer satisfaction.

This study 26 attempt to investigate and analyze the effect of perceived usability on customer satisfaction of Shopee users in 33 Surabaya; to test and analyze the effect of website functionality on customer satisfaction of Shopee users in Surabaya as well as 10 evaluate and determine the effect of perceived usefulness on customer satisfaction of Shopee users in Surabaya where the theoretical benefits for academics are that this research is expected to provide empirical evidence about the factors affecting affect consumer satisfaction at the online shop, which consists of perceived usability, perceived usefulness (perceived usefulness), and website functionality. Specially to emphasize the effect of perceived usability, which is still found in the research gap in previous studies. The practical benefits envisaged from this research include the ability to develop sales methods through the website, as well as the

acceptance of a company-wide information system.

## LITERATURE REVIEW

### TECHNOLOGY ACCEPTANCE MODEL

Research by Tandon et al. (2017) explain that most of the previous studies used 5 constructs that have been stated in the TAM (technology acceptance model) and TPB (theory of planned behavior) models, so those previous studies have not tested further on aspects that make up the construct. Therefore, by referring to the research conducted by Tandon et al. (2017) 5 which also investigate the aspects of TAM (technology acceptance model) and TPB (theory of planned behavior) constructs in greater depth, namely by using variables consisting of customer satisfaction, website functionality, perceived usability, perceived usefulness.

### TECHNOLOGY ACCEPTANCE MODEL

Perceived usability is also defined as “.... refers to the value users attach to products and services with regard to the level of expected performance received during consumption” (Alcántara-Pilar et al., 2017). 6 In other words, perceived usefulness refers to the value that users attach to products and services in relation to the expected level of performance received during consumption. Tandon et al. (2017) measure perceived usability using four indicators, namely: “(1) Ease Of Use (It was easy for me to learn internet shopping, Internet shopping websites are easy to use, Navigation for internet

shopping is easy for me), (2) Ease Of Purchase (Online retailers provide sample information, Information provided by online retailers help me to purchase product, Successful initial purchasing builds confidence for further purchasing), (3) Ease Of Understanding (The language used by online retailers is easy to understand, Display pages lead to further detailed information, Process of transaction on the web is easy to understand, It is easy to place orders online), and (4) Ease Of Ordering (It is easy to track orders placed online, It is easy to modify orders placed online, It is easy to cancel orders placed online, It is easy to replace orders placed online)”

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#### **WEBSITE FUNCTIONALITY**

Website functionality describes the extent to which a website operates in a structured way and is expected to be able to provide functions according to the wishes of users ((Bertot et al., 2006) in (Tandon et al., 2017)). According to Tandon et al. (2017) Website functionality is measured by three indicators namely: (1) Security and Privacy (The websites have adequate security measures, I feel safe while using my credit card/debit card on the websites, I trust that the websites will not give my personal details to other websites without my permission, Online retailers offer user memberships for surfing on the password protected web pages within the website), (2) Navigation (Pictures of products are downloaded quickly, The search function at the websites is helpful, The websites allow easy return to the previous display pages), and (3) Website

Design (The attractive colour scheme of online retailing websites facilitates shopping, The graphics displayed in websites provide ease for ordering product, Shopping online is an exciting experience).

#### **PERCEIVED USEFULNESS**

Davis (1989) emphasizes that perceived usefulness as a potential user's subjective likelihood that the employment of an application system in an organizational environment will increase his job performance. Further, Tandon et al. (2017) explain that perceived usefulness can be measured by three indicators, namely: “(1) Time Convenience (Online shopping enables me to accomplish shopping more quickly than traditional stores, Online shopping helps me to find product information within the shortest time frame, Shopping online takes less time from search of products to transaction), (2) Product Usefulness (Online retailers provide a wide assortment (variety) of products than traditional stores, Online retailers provide more information about the features of products than traditional stores), and (3) Promotional Usefulness (While shopping on internet I can find some products that are not easily available in physical stores, Online discounts and promotions offered are often attractive, Detailed order submission helps in purchasing as per my, Online shopping facilitates comparative analysis of similar products)”.



## CUSTOMER SATISFACTION

Tandon et al. (2017) measure the satisfaction of online customers using two indicators namely (1) Attitude To Buy (Products purchased online have measured up to my expectations, I am satisfied with the way online retailers carry out transactions, I am satisfied with the COD mode of online retailers), dan (2) Behavioral Intention (I am satisfied with product range offered by online retailers, I am satisfied with the quality of products offered online, I would continue to purchase products online, I recommend online shopping websites to other people). Research from Tandon et al. (2017) test that the factors that affect the satisfaction of online shop users are perceived usability, perceived usefulness, website functionality

## METHOD

This research can be categorized as basic research, because this research is a replication of previous research conducted by Tandon et al. (2017) which tested the effect of perceived usability, website functionality, and perceived usefulness on customer satisfaction on online shop users which consists of two types of variables namely exogenous variables and endogenous variables. The exogenous variables in this study are perceived usability, website functionality, and perceived usefulness. While the endogenous variable in this study is customer satisfaction.

The data type used is quantitative

data. This information was gathered by the distribution of questionnaires regarding the impact of the variables Perceived usability, Website functionality, and Perceived usefulness on the Customer satisfaction variable. Individuals who give data about online buying experiences are known as data sources.

Respondents who have made online purchases through Shopee are the study's target population. Respondents 100 people with online buying experience on Shopee aged 15-34 years and residing in the city of Surabaya, taking into account their ability to interpret and fill out surveys with reliable data, are the population's characteristics. The data processing approach employed in this investigation was SEM (Structural Equation Modeling) utilizing AMOS 22.0 software. Prior to the SEM test, the validity and reliability of the 30 questionnaires were assessed using the SPSS 20.0 for Windows program.

## RESULT AND DISCUSSION

### RESULTS

An influence relationship between variables can be said to be significant if the resulting significance value (p-value) is  $<0,05$  ( $\alpha = 5\%$ ) or C.R.  $> 1.96$ . The standardized estimate value, C.R. value, and significance value (p-value) are presented in the table below:

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**Table 1 The Result of Hypothesis Testing**

Hypothesis	Missing ", " (ETS)	Std. Estimate	C. R.	p-value	Description
H1	Perceived Usability on Customer Satisfaction	0,269	2,052	0,040	Supported
H2	Website Functionality on Customer Satisfaction	0,357	2,008	0,045	Supported
H3	Perceived Usefulness on Customer Satisfaction	0,294	2,207	0,027	Supported

Source: Data Processed (2022)

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Based on the results of hypothesis testing in Table 1, it can be seen that each hypothesis is supported. This is indicated by the value of C.R. above 1.96 and p-value below 0.05. In general, the results of this study indicate that Perceived Usability, Website Functionality, and Perceived Usefulness (perceived benefits) each have a positive and significant effect on Customer Satisfaction from Shopee users.

The description of the Perceived Usability variable shows an overall average of 3.67 which indicates that respondents tend to agree with statements regarding perceived usefulness in the Shopee application related to the performance received by users. The highest rating from respondents regarding Perceived Usability, which is related to the Easy of Understanding dimension, which means that the ease of understanding the system structure, function, interface, and content on the Shopee application is considered better when compared to the ease of other dimensions. The lowest standard deviation shows the most homogeneous assessment, which lies in the second statement on the Easy of Use dimension regarding the ease of using the Shopee shopping application.

The description of the Website

Functionality variable shows an overall average of 3.62 which indicates that respondents tend to agree with statements regarding operating functions on the Shopee application that are in accordance with the wishes and needs of users. The highest rating from respondents regarding Website Functionality, which is related to the Website Design dimension, which means that the design on the Shopee application is considered better when compared to other functions. The lowest standard deviation indicates the most homogeneous assessment, which is located in the third statement on the Security and Privacy dimension regarding user trust that Shopee will maintain personal identity and will not disseminate it.

The description of the Perceived Usefulness variable shows an overall average of 3.65 which indicates that respondents tend to agree with statements regarding the benefits of technology in the Shopee application. The highest rating from respondents regarding Perceived Usefulness, which is related to the Product Usefulness dimension, which means that the perception of the availability of a wider variety of products when compared to offline stores is considered better when compared to other benefits. The lowest

standard deviation shows the most homogeneous assessment, which lies in the first statement on the Promotional Usefulness dimension regarding the tendency of users to be able to discover things that are not easily accessible in physical stores.

The description of the Customer Satisfaction variable shows an overall average of 3.67 which indicates that respondents tend to agree with statements regarding satisfaction with the Shopee application. The highest rating from respondents regarding Customer Satisfaction, which is related to the Behavioral Intention dimension, which means that the Behavioral intention of users on the Shopee application is considered better when compared to the Attitude to Buy dimension. The lowest standard deviation shows the most homogeneous assessment, which is located in the second statement on the Attitude to Buy dimension regarding satisfaction with the Shopee online store's way of conducting transactions.

## DISCUSSION

The estimated coefficient generated is positive, which means that if the perceived usefulness of the Shopee application related to the performance received by the user is higher, the satisfaction of the Shopee application user will increase. According to Palmer (2002), characteristics connected to ease of use in online applications such as purchasing and menu navigation will affect customer satisfaction. Furthermore, Kim & Stoel (2004) assert that the simplicity of comprehending the

website is a key feature that might increase contentment and so trigger online purchases. The findings of this study corroborate the findings of Lee & Kozar (2012) study, which demonstrated that customer satisfaction was positively influenced by perceived usability.

Data analysis results show that Website Functionality has a positive and significant effect on Customer Satisfaction. The estimated coefficient generated is positive, indicating that if the operating aspects of the Shopee application are in accordance with user wishes and needs, user satisfaction will increase. Online shoppers are usually looking for a certain product or service. Customers' satisfaction will deteriorate if they do not locate what they are seeking for, and they will be more likely to visit another online application site. As a result, the features of the online application site are crucial to increasing user satisfaction (Tandon et al., 2017). Understanding the website is a key dimension that can drive satisfaction and so trigger online purchases. The findings of this study corroborate the findings of Lee & Kozar (2012) study, which found that perceived usability had a positive and significant effect on customer satisfaction.

The results of data analysis show that Website Functionality has a positive and significant effect on Customer Satisfaction. The estimated coefficient generated is positive, indicating that if the operating features of the Shopee application are in accordance with the wishes and demands of users, user satisfaction will grow. The findings of this study support the findings of Tandon



et al. (2017), who found that website functionality has a positive and significant effect on customer satisfaction.

Data analysis shows that Perceived Usefulness has a positive and significant effect on Customer Satisfaction. The computed coefficient is positive, implying that as the benefits of technology in the Shopee application improve, so will the satisfaction of Shopee application users. Perceived usefulness is a key predictor of customer behavioral intentions, and it is the primary element affecting attitudes toward online purchases (Tandon et al., 2017). Furthermore, the ability to save time and meet consumer demands by obtaining products through internet media will increase consumer pleasure (Alreck et al., 2009). The findings of this study are consistent with the findings of Lee & Kozar (2012) studies.

### CONCLUSION

A positive effect of Perceived Usability on Customer Satisfaction was discovered. This can be seen with a p-value of 0.040 and a C.R value of 2.052. This means that the usability of the Shopee application is related to the performance received by the user which means that the higher the quality, the higher the user's satisfaction with the Shopee application. Likewise, a positive influence of Website Functionality on Customer Satisfaction was found, which can be seen from a p-value of 0.045 and a C.R value of 2.008. This means that when the operating functions of the Shopee application improve in response to user requests and demands, customer

satisfaction with the Shopee application will rise. Perceived Usefulness has a positive influence on Customer Satisfaction, as evidenced by its p-value of 0.027 and CR value of 2.207. This indicates that the more the benefits of technology in the Shopee app, the greater the satisfaction of Shopee app users. Shopee has to focus more on the application's usability in each of its uses, such as how quickly it replies to consumers during product searches and how easily it recommends products to customers based on their purchase and search history, which intent to boost customer satisfaction. In regard with convenience, the Shopee program could update its customer data privacy policy, offering a sense of confidence with a black and white agreement (digitally) that Shopee will keep and not distribute customer data to third parties. Improve the speed quality of the Shopee application to make payments easier and faster when the application is busy at a certain time. For future researchers, it is recommended to research with a wider population coverage area and use different indicators to find out whether further research can support the results that have been carried out by current researchers or find the opposite results.

### IMPLICATIONS

There are several implications that can be carried out by the Shopee Indonesia Online Shopping Application, namely paying attention to the quality of application usability in each of its uses such as speed in responding to customers in product searches, providing convenience in product

recommendations for customers according to purchase and search history, improving customer data privacy policies, providing a sense of safe with a black and white agreement (digitally) that Shopee will maintain and not disseminate customer data to third parties, the quality of the speed of the Shopee application to make payments easier and faster when the application is busy at a certain time.

#### LIMITATIONS

Even though it was conducted on respondents who have made online purchases using Shopee and are between the ages of 15-34 as well as live in Surabaya, it cannot be applied to all Shopee Indonesia customers because different regions will have different situations and settings, and by relying on the utilization of indicators listed, the opposite result may occur.

#### RECOMMENDATIONS

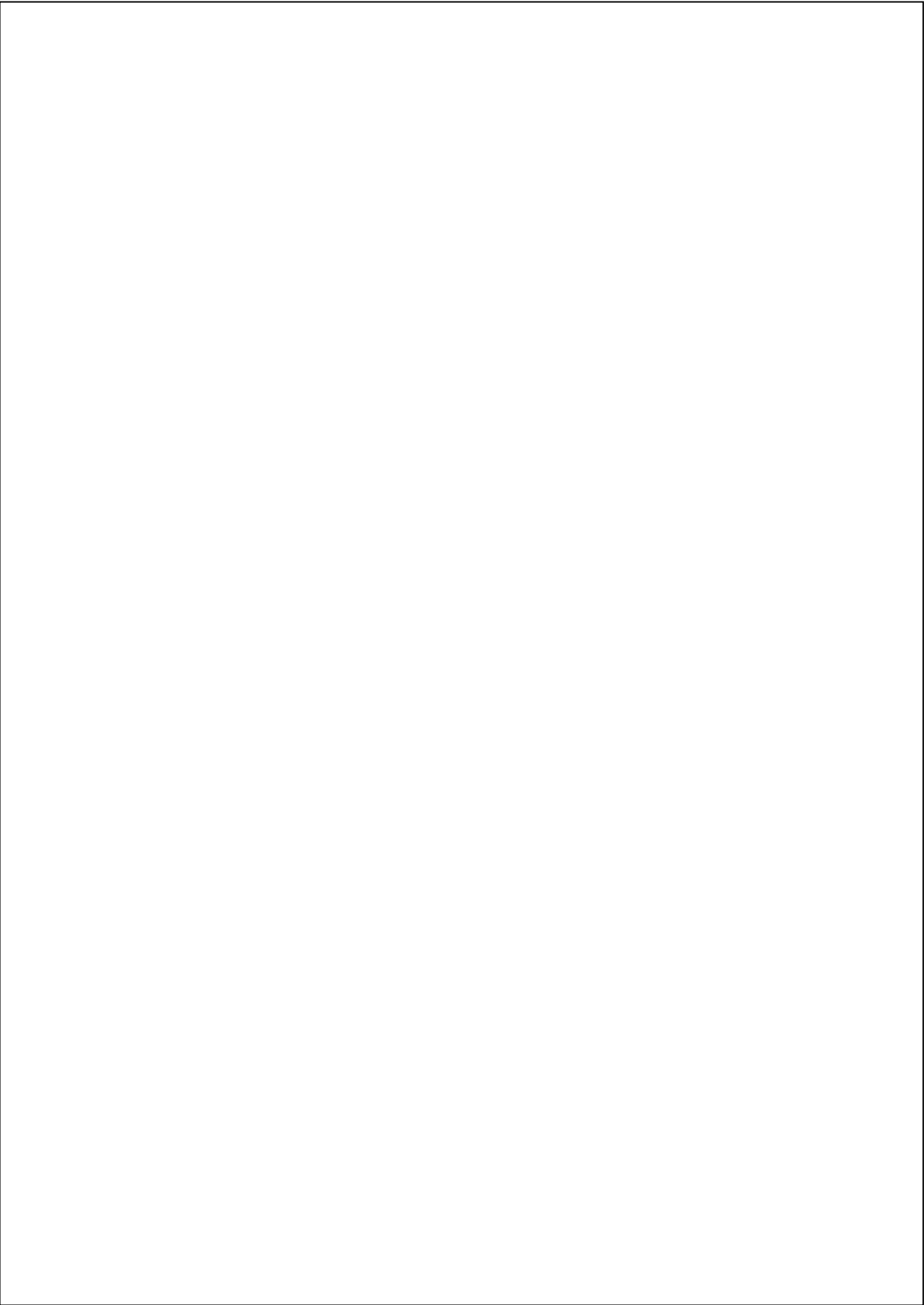
In order for Shopee's customer satisfaction to increase, Shopee needs more pay attention to the quality of the usability of the application in every use such as speed in responding to customers in product searches, provide convenience product recommendations for customers according to with purchase & tracking history. For the convenience of customers, the Shopee application needs to improve customer data privacy policy, providing a sense of security by agreement (digitally) that Shopee will maintain and not disseminate customer data to third parties. Improve the speed quality of the Shopee application to perform payments are easier and faster

when the application is crowded in certain time. For the next researcher, it is recommended to research with areas wider population coverage and use indicators that are different to find out whether further research can support the results that have been carried out by current researchers or found the opposite.

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