

## Customer satisfaction with online platform:A case study on shopee malaysia

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### Abstract

The rapid growth of e-commerce has significantly impacted the retail industry, with online platforms becoming increasingly popular among consumers. Shopee was Southeast Asia's largest e-commerce site. It is presently one of the most prominent e-commerce websites in Malaysia. Shopee has rapidly expanded across Southeast Asia in recent years, despite stiff competition in the online retail sector. Its quick expansion is due to its substantial competitive advantages. This research project aims to assess the level of customer satisfaction with the online platform Shopee Malaysia. The goal of this study is to look at the most critical factors that impact Shopee customer happiness. The major goal of this research is to find out what factors influence customer satisfaction among Shopee customers in Malaysia. A quantitative method approach will be adopted, incorporating both quantitative surveys and qualitative interviews to gather comprehensive data. The findings of this research will provide valuable insights for e-commerce businesses, enabling them to improve customer satisfaction and loyalty on their online platforms. 40 selected Shopee customers in Malaysia were sent a set of self-administered questions. The three independent variables of convenience, cost, and availability were evaluated in connection to the dependent variable of consumer satisfaction with Shopee, a Malaysian online shopping platform. Finally, this research contributes to a deeper understanding of Shopee's online buying services in Malaysia that influence customer satisfaction and explore strategies to enhance the overall shopping experience on the platform.

**Keywords:** online platform, customer satisfaction, convenience, cost, and availability

### 1.2 Background of the Study

Malaysia's digital platform has advanced quickly in recent decades. Due to their hectic lifestyles for example individual typically works long hours, commutes in heavy traffic, and has family and social commitments, consumers may find it challenging to visit physical stores during traditional business hours, so they are increasingly opting for online purchasing and selling. The e-commerce platform is expanding at an incredible rate, which has provided a fantastic opportunity for e-commerce companies. Shopee has the most traffic and rank on the online platform, according to a price website post about online buying in Malaysia. In June 2015, Shopee made its debut in Malaysia Ramdan et al (2020).

Customer satisfaction described as the way a corporate entity, such as a shop, meets the requirements and wishes of customers based on their expectations. Furthermore, customer satisfaction refers to the buyer's experience during the purchase process. Customer satisfaction is one of the most significant criteria in the business sector, since it leads to a company's success. Both product and service marketing are important since they both have the capacity to be direct in presenting proof and specific information and characteristics about the products and services that a company offers (Kheli et al., 2015; Rahman, N. R. A., Ibrahim, Z., & Masri, R., 2020).

The internet retail business in Malaysia has entering a new era of competitiveness. Malaysia's web-based business is growing and has just recently begun to benefit the country. Online shopping, often known as E-Commerce, is a technique of purchasing goods and services through the internet. It is the act of buying goods or services through the internet because it is more convenient. Despite this, it is simple to acquire with a single fingertip from the end-user, whether at home or at work. Furthermore, it is an activity of purchasing things based on one's own self-interest, landing on the seller's website, selecting products, and arranging delivery. Customers can pay with a credit or debit card, cash on delivery (pay when you pick up your things), or an E-Wallet. More customer happiness and positive customer experiences are the outcome of successful service marketing. This leads to a positive consumer experience and a positive reputation for the online store. When a consumer is pleased with a company service, their likelihood of purchasing increases (Barari et al, 2020; Rahman et al, 2020).

Hasiloglu M., & Kaya O., (2021) claimed, there is a need for greater study on customer satisfaction with the Shopee Malaysia online platform, despite the growing popularity of e-commerce and online platforms. There is a research gap in understanding the particular characteristics that influence consumer satisfaction on Shopee Malaysia, despite the fact that existing studies have offered insights into customer satisfaction in e-commerce generally. This study seeks to fill this knowledge gap about consumer satisfaction in the context of the Shopee Malaysia online marketplace.

### ***1.3 Statement of Problem***

Malaysians have more chances to do business and purchase online because to advances in technology. The following are the causes behind their incredible impact: The registration process for vendors is extremely straightforward and does not include the submission of legal documentation. Their platform features an excessive number of products. Secondly, the site has a live chat feature that allows vendors and buyers to quickly converse. The fourth reason is that their policy permits sellers to lower their prices to any level they like. Finally, Shopee has spent a significant amount of money on advertising and marketing since its inception (Madhav, 2022).

There is a research gap in understanding the relative significance and interactions of convenience, cost, and availability on the Shopee Malaysia online platform, despite the fact that past research has identified a variety of characteristics that affect customer happiness in e-commerce. To identify the precise convenience, cost, and availability factors that have a substantial impact on customer happiness on Shopee Malaysia, more research is required. By analyzing the significance of these elements and their effect on consumer happiness on the platform, this study aims to close this gap (Myto, 2023).

### ***1.4 Research Objectives***

To find out the satisfaction level of the customer for online purchase through Shopee:

1. To investigate the relationship between convenience and customer satisfaction
2. To examine the relationship between pricing and customer satisfaction
3. To evaluate the relationship between availability and customer satisfaction

### ***1.8 Significance of the Study***

In recent years, there are comprehensive research studies on the customer satisfaction with different online platform in many countries. Therefore, this study is important for businesses which are interested in investigation of customer satisfaction especially through Shopee in Malaysia Subsequently, they can have the relevant information to help them to determine the market acceptance and market prospect in Malaysia (Dezenia Z., 2020). The findings of this research can also help business to understand the important elements that affect the brand loyalty, purchase type people prefer most, the price range that people prefer most and features they admire in their product (Yong L., 2016). Furthermore, students and future researchers who would like to investigate further about customer satisfaction with online platform can benefit from this research. The key elements impacting customer satisfaction when utilizing Shopee online purchasing platforms in Malaysia are investigated in this study.

## 2.0 LITERATURE REVIEW

### 2.1 Customer satisfaction

Customer Satisfaction Research is defined as a systematic method of collecting, analyzing, and interpreting feedback and data from customers in order to determine their degree of satisfaction with a company's product, service, or overall experience (Hague, n.d.). Customer happiness on the internet is vital, and it has become a key aspect in enticing more clients to shop online. Customer satisfaction is critical since it aids customers in making decisions, increasing the likelihood of repeat purchases. Customer satisfaction refers to a customer's total experience following a transaction. Customer expectations play an important influence in customer happiness; hence, consumer satisfaction may be improved by controlling customer expectations (Hasfar M., Theresia M., Gusti N. A., 2020).

Customer happiness is substantially impacted by an online platform's design and user experience. An intuitive and aesthetically pleasing website design increases user engagement and happiness. A positive user experience is influenced by elements including website design, navigational simplicity, concise product descriptions, and high-quality product photographs. Additionally, by offering pertinent and reliable information, services like personalized suggestions and user reviews can improve consumer happiness (Kumar A., 2021).

### 2.3 Factors That Affecting Customer Satisfaction

#### 2.3.1 Convenience

Convenience refers to the ease and accessibility of obtaining a product or service. In the context of shopping, it involves how effortless and user-friendly the shopping process is for consumers. Convenience can encompass factors like the ability to shop online from home, the speed of delivery, the simplicity of the purchasing process, and various payment options (Rahman N. R. A., 2023; Jamaludin, J., Rahman, N. R. A., & Aziz, N. F. (2023).

In the world of e-commerce, convenience and cost are crucial elements that profoundly affect client happiness. The convenience factor includes a number of features like intuitive interfaces, simple navigation, and effective search capabilities. Online stores with hassle-free browsing and shopping tend to have higher customer satisfaction rates. Understanding the precise convenience factors that have the most effects on consumer happiness on the Shopee Malaysia online platform, however, is still a study gap. It will need more research to pinpoint the essential convenience elements that Shopee Malaysia users appreciate most, like tailored recommendations, saved search histories, and quicker checkout procedures (Duarte et al, 2018).

H1: The convenience of the online shopping platform has a positive impact on customer satisfaction in Malaysia.

#### 2.3.2 Pricing

Kenyon P., (2023) stated that pricing refers to the cost or price of a product or service. It involves how much consumers have to pay for the items they wish to purchase. Pricing can vary depending on factors like product quality, brand reputation, competition in the market, discounts, promotions, and any additional costs such as taxes or shipping fees.

A decent, administration, or thing purchased via a trade is given a monetary worth. One of the most influential aspects influencing a customer's buying anticipation and choice is price. Consumers communicate with the adjustment of level costs or a price range for a certain item class, and judge the real cost of an item to be high, low, or reasonable in relation to these internal standards. When compared to real pricing, the consumer's perception of price has a considerable impact on product evaluation and selection. Online retailers must deliver more excitement, competitive pricing, and a broader assortment of items to encourage more individuals to make a purchase choice (Frohmann F., 2018).

H2: Pricing has a positive impact on consumer satisfaction in Malaysia.

### **2.3.3 Availability**

Wu et al, (2019) claimed that availability refers to the accessibility and presence of a product or service in the market. It includes whether a particular item is in stock and can be purchased when a consumer wants it. Availability can be affected by factors such as supply chain efficiency, inventory management, product seasonality, and the distribution network.

H3: The availability of online shopping in Malaysia has a positive effect on customer satisfaction.

### **2.4 Theory of Customer Satisfaction**

Oliver created Expectation Confirmation Theory (ECT) in two series of publications published in 1977 and 1980 (Nadya, 2020). This is the fundamental principle for studying consumer satisfaction. The primary idea is that consumers decide whether they are satisfied with items or services by comparing expectations before shopping to perceived performance after buying, and satisfaction becomes the reference point for future repurchase intent. According to the ECT framework, readiness to buy again is influenced by satisfaction, whereas satisfaction is influenced by anticipation, performance, and confirmation. One of the aspects influencing satisfaction is expectation, which provides a reference point for consumers to generate judgments regarding product or service evaluation (Jamaludin, J., Rahman, N. R. A., & Aziz, N. F., 2023).

## **3.0 METHODOLOGY**

### **3.2 Research Design**

This research intends to acquire data by interviewing a sample of Shopee customers to determine how informed they are about the core application capabilities available on the Shopee platform. The purpose is to generalize the findings of a representative sample to the entire population. The survey questionnaires are well-designed to examine the elements that impact consumer satisfaction with Shopee online shopping in Malaysia. The questionnaire is divided into two pieces. The demographic information of the respondent was specified in the first part, including its specifics, and the independent variables and dependent variables were collated and assessed during the survey in the second part. The Likert five-point scales anchored by: 1 = strongly agree, 2 = agree, 3 = neither agree nor disagree, 4 = disagree, and 5 = strongly disagree are used in the questionnaire to assess the structures with the incorporation of current literature from various sources. For primary data, the researcher used a questionnaire while for secondary data, the researcher used previous studies by collecting existing data to support this study (Bougie R., & Sekaran U., 2019).

### **3.4 Study Population**

The population of interest for this study involved 1,086,000 (DOSM, 2023) is persons who have different background in Johor Bahru, Malaysia. The participant of 384 (Krejcie and Morgan, 1970) as the sample size as well.

### **3.9 Data Analysis**

#### **3.9.1 Descriptive Statistics**

The Descriptive Statistics was used for analyzing the following data including:

- 1) The demographic data including gender, age, education, salary and work experience by using percentage ratio and frequency counting.
- 2) Respondents' attitudes toward dependent and independent variables of this study which were measured by using the value of mean and standard deviation.

## **4.0 DATA ANALYSIS AND FINDINGS**

### **4.1 Relationship between Convenience, Pricing and Availability on Customer Satisfaction**

#### **4.1.1 Multiple Regression Analysis**

Multiple linear regression aims to predict the state of the dependent variable when two or more independent variables are manipulated (Hayes, 2023) This research will find out the influence of convenience, pricing and availability on customer satisfaction. This research using SPSS software version 26.

#### 4.1.1 Relationship between Convenience on Customer Satisfaction

Table 4.5.1 Generated from SPSS software

<b>Coefficients</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.056	.715		-.078	.938
	CV1	.225	.138	.252	1.627	.113
	CV2	.012	.166	.012	.075	.941
	CV3	.184	.169	.169	1.091	.283
	CV4	.342	.127	.400	2.688	.011
	CV5	.255	.216	.188	1.181	.246

a. Dependent Variable: C=Customer Satisfaction

b. Independent Variable: CV=Convenience

In summary:

- CV1 (Ease of choosing and making comparisons) and CV4 (Satisfaction with delivery speed) are positively associated with Customer Satisfaction, and CV4's effect is statistically significant at the 0.05 level.

- CV2, CV3, and CV5 do not appear to have a significant impact on Customer Satisfaction as their coefficients are small and not statistically significant.

Table 4.1.1.1 Determination Coefficient (R2) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.731 <sup>a</sup>	.534	.466	.67856

In summary, Model 1 has a relatively strong overall fit to the data. The R-squared value suggests that the independent variables included in the model collectively explain a significant portion of the variance in the dependent variable. The adjusted R-squared accounts for the complexity of the model and is slightly lower but still indicates a reasonable fit. The standard error of the estimate provides a measure of the model's accuracy in predicting the dependent variable.

#### 4.1.2 Relationship between Pricing on Customer Satisfaction

Table 4.1.2 Generated from SPSS software

<b>Coefficients</b>						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	-.353	.703		-.502	.619
	P1	.268	.119	.256	2.241	.031
	P2	.119	.198	.111	.601	.552

P3	.328	.222	.295	1.475	.149
P4	.385	.124	.397	3.096	.004

- a. Dependent Variable: C=Customer Satisfaction  
b. Independent Variable: P= Pricing

In summary:

- P1 (Importance of price) and P4 (Perceived price competitiveness) are positively associated with Customer Satisfaction, and their effects are statistically significant.
- P2 (Price meeting expectations) and P3 (Price reasonability) also have positive associations with Customer Satisfaction, but these associations are not statistically significant in this analysis.

The constant (intercept) in this model is not statistically significant, indicating that it does not contribute significantly to explaining Customer Satisfaction when considering the Pricing variables.

Table 4.1.2.1 Determination Coefficient (R<sup>2</sup>) Test

Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.746 <sup>a</sup>	.557	.506	.65249

In summary:

- P1 (Importance of price) and P4 (Perceived price competitiveness) are positively associated with Customer Satisfaction, and their effects are statistically significant.
- P2 (Price meeting expectations) and P3 (Price reasonability) also have positive associations with Customer Satisfaction, but these associations are not statistically significant in this analysis.

The constant (intercept) in this model is not statistically significant, indicating that it does not contribute significantly to explaining Customer Satisfaction when considering the Pricing variables.

#### 4.1.3 Relationship between Availability on Customer Satisfaction

Table 4.1.3 Generated from SPSS software

**Coefficients**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.284	.980		2.332	.026
	A1	.803	.174	.664	4.617	<.001
	A2	-.271	.201	-.211	-1.349	.186
	A3	.002	.216	.002	.011	.992
	A4	-.064	.181	-.059	-.355	.725

- a. Dependent Variable: C6 C=Customer Satisfaction  
b. Independent Variable: A=Availability

In summary, based on the analysis of the coefficients:

- A1 (Feeling safe and secure while shopping online) has a strong positive relationship with Customer Satisfaction.

- A2 (Liking to shop online from trustworthy sellers) does not have a significant relationship with Customer Satisfaction.
- A3 (Preference for quality information) has almost no relationship with Customer Satisfaction.
- A4 (Belief in familiarity with the website reducing risk) does not have a significant relationship with Customer Satisfaction.

The overall model's intercept (constant) is also significant, indicating that even when all independent variables are zero, there is still a significant predicted level of Customer Satisfaction.

Table 4.1.3.1 Determination Coefficient (R<sup>2</sup>) Test

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.622a	.387	.317	.76708

In summary, Model 1 has a moderate overall fit to the data. The R-squared value suggests that the independent variables (A1, A2, A3, A4) collectively explain a significant portion of the variance in Customer Satisfaction (C6). However, the adjusted R-squared accounts for the complexity of the model by penalizing the inclusion of less relevant variables, resulting in a slightly lower value. The standard error of the estimate provides a measure of the model's accuracy in predicting Customer Satisfaction.

## 4.2 Hypotheses Testing

### 4.2.1 Hypothesis 1

Hypothesis 1 (H<sub>1</sub>): The convenience (independent variables) of the online shopping platform has a positive impact on customer satisfaction (dependent variables) in Malaysia.

Hypothesis null (H<sub>0</sub>): The convenience (independent variables) of the online shopping platform has no positive impact on customer satisfaction (dependent variables) in Malaysia.

#### ANOVA<sup>a</sup>

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	17.945	5	3.589	7.794	<.001 <sup>b</sup>
	Residual	15.655	34	.460		
	Total	33.600	39			

a. Dependent Variable: C6

b. Predictors: (Constant), CV5, CV1, CV4, CV3, CV2

Based on the Table 4.2.1, the p-value of information quality is <.001<sup>b</sup> which is lower than the significance level of 0.05, this shows that there is a significant and positive relationship between the convenience and customer satisfaction towards Shopee platform. Thus, H<sub>1</sub> is accepted and null hypothesis is rejected.

### 4.2.2 Hypothesis 2

Hypothesis 2 (H<sub>2</sub>): Pricing (independent variables) has a positive impact on consumer satisfaction (independent variables) in Malaysia.

Hypothesis null(H<sub>0</sub>): Pricing (independent variables) has no positive impact on consumer satisfaction (independent variables) in Malaysia.

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	18.699	4	4.675	10.980	<.001 <sup>b</sup>
	Residual	14.901	35	.426		
	Total	33.600	39			

a. Dependent Variable: C6

b. Predictors: (Constant), P4, P1, P2, P3

Table 4.2.2 Generated from SPSS software

Based on the Table 4.2.2, the p-value of information quality is <.001<sup>b</sup> which is lower than the significance level of 0.05, this shows that there is a significant and positive relationship between the pricing and customer satisfaction towards Shopee platform. Thus, H<sub>2</sub> is accepted and null hypothesis is rejected.

**4.2.3 Hypothesis 3**

Hypothesis 3 (H3): The availability (independent variables) of online shopping in Malaysia has a positive effect on customer satisfaction (dependent variables).

Hypothesis null (H<sub>0</sub>): The availability (independent variables) of online shopping in Malaysia has no positive effect on customer satisfaction (dependent variables).

Table 4.2.3 Generated from SPSS software

**ANOVA<sup>a</sup>**

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	13.006	4	3.251	5.526	.001 <sup>b</sup>
	Residual	20.594	35	.588		
	Total	33.600	39			

a. Dependent Variable: C6

b. Predictors: (Constant), A4, A1, A2, A3

Based on the Table 4.2.3, the p-value of information quality is 0.001 which is lower than the significance level of 0.05, this shows that there is a significant and positive relationship between the availability and customer satisfaction towards Shopee platform. Thus, H<sub>3</sub> is accepted and null hypothesis is rejected.

**5.0 CONCLUSION**

The findings of this study show that perceived usefulness and subjective norm significantly influence consumers of Shopee in Malaysia, when they decide whether or not to make an online purchase. It is crucial for Shopee Malaysia to focus on these three factors since they are positively correlated with Malaysian Shopee users' intentions to make online purchases. Shopee Malaysia needs to pay close attention to safety and security while shopping online through Shopee (availability) because it has the greatest influence on consumers' intentions to make online purchases and has the highest beta value of all the factors.

**5.2 Discussion and Recommendations for Managerial Implications**

In this study, the hypothesis 1 found that the result was supported on the convenience of the online shopping platform has a positive impact on customer satisfaction in Malaysia (Palacios S. & Jun M., 2020). The results show that the hypothesis was supported on the way to choose and make comparison with other products, the speed of searching, payment methods, the speed of delivery and website layout means that consumers were more concern on these factors, especially the speed of delivery seems to attract Shopee consumers to spend money while payment method was less supported, few shoppers were not impacted by the payment method in Shopee.



In addition, 5 of the sub-variables were supported related to other research findings. The excellent content of the previous studies discussed the relationship between convenience and the impact on consumer buying decisions (Rahman A. N. R., 2020). However, one of the five sub-variables, website layout was less closely related to the theory and other research findings but it was related to the study of many researchers that are trying to identify important factors that is influence of website layout. Some have examined the effect of website layout design, while others have examined the effects of demographic or socioeconomic characteristics of consumers or the behaviour or psychology of consumers on website layout (Castro, 2020).

In addition, 4 of the sub-variables were supported related to other research findings. Huiliang Z., (2021) stated the excellent content of the previous studies was discussed the relationship between pricing and the impact on consumer buying decisions(Huiliang Zhao, 2021). Also, according to Patrick Campbell 2019, defined that pricing is a tactic for companies to achieve their goals (Campbell, 2019).

The hypothesis 3 found that the result was supported on availability of online shopping through Shoppe platform that impacted Shopee consumer buying decision (Novialeta N., & Slamet M. R., 2020). The results show that the hypothesis was supported on safety and security, trust worthy sellers, quality of information and familiarity of website, thus the consumers were concerned on these factors especially on safety and security was most impacted on consumers buying decision.

### **5.3 Recommendations for Future Research**

- 5.3.1 The online platform should use designed website which is ease for consumers to compare different type of products and speed up the searching process to attract existing and new consumers. The specific consumers will understand deeper of the importance and problems of the convenience of online shopping.
- 5.3.2 Lazada should promote on this issue to attract consumers, with voucher they can feel the sense of valued, so potential purchase.
- 5.3.3 Shopee can implement this factor to increase sales and maintain customers satisfaction.

### **5.4 Summary**

In summary, the study's research purpose was met, which was to discover and establish the elements influencing customer satisfaction with Shopee platform in Malaysia. The findings and discussions on this study have shown that all the hypotheses are supported, so that all the three variables (convenience, pricing and availability) are positively and significantly influenced the customer satisfaction towards Shopee platform in Malaysia. In simple words, higher level of convenience, pricing and availability will lead to a higher level of customer satisfaction. Moreover, availability of Shopee platform has the most significant impact on the customer' satisfaction. Besides, the limitations of this study have been determined and several recommendations also have been proposed for future research to overcome those limitations. Lastly, future researchers can refer to this study as a guideline and evaluate their framework to examine the antecedents that have impact on the customer satisfaction towards Shopee platform.

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