



RESEARCH ARTICLE

# Empirical Study and Comprehensive Analysis of Customer Satisfaction Regarding Online Shopping Experience Quality

Sarwo Eddy Wibowo<sup>1\*</sup> | Sylvia Kartika Dhamayanti<sup>2</sup> | Obing Zaid Sobir<sup>3</sup> | Dipa Teruna Awaludin<sup>4</sup> | Ahmad Syauqi<sup>5</sup>

<sup>1\*</sup> Marketing Management Study Program, Politeknik Negeri Samarinda, Samarinda City, East Kalimantan Province, Indonesia.

<sup>2</sup> Business Administration Study Program, Institut Bisnis dan Informatika Kosgoro 1957, South Jakarta City, Special Capital Region of Jakarta, Indonesia.

<sup>3</sup> Business Administration Study Program, Institut Bisnis dan Informatika Kosgoro 1957, South Jakarta City, Special Capital Region of Jakarta, Indonesia.

<sup>4</sup> Accounting Study Program, Faculty of Economics and Business, Universitas Nasional, South Jakarta City, Special Capital Region of Jakarta, Indonesia.

<sup>5</sup> Management Study Program, Universitas Pamulang, South Tangerang City, Banten Province, Indonesia.

## Correspondence

<sup>1</sup> Marketing Management Study Program, Politeknik Negeri Samarinda, Samarinda City, East Kalimantan Province, Indonesia.  
Email: sarwo.edy@polnes.ac.id<sup>1</sup>  
skdhamayanti.skd@gmail.com<sup>2</sup>  
obinkleo@gmail.com<sup>3</sup>  
dipateruna@civitas.unas.ac.id<sup>4</sup>  
ahmad.syauqi@unpam.ac.id<sup>5</sup>

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## Abstract

This study aims to analyze the impact of online shopping experience quality on customer satisfaction among e-commerce users. Data was obtained from 200 respondents through a five-point Likert scale questionnaire and interviews to enrich the explanation of the quantitative results. The instrument was developed through focus group discussions and validated by academics and e-commerce practitioners. The analysis was conducted using SPSS, including validity, reliability tests, and both simple and multiple linear regression. The results indicate that the quality of the online shopping experience significantly affects customer satisfaction, with a coefficient of determination of 0.63. Delivery speed and accuracy emerged as the most dominant factors ( $\beta = 0.56$ ;  $p < 0.001$ ), followed by customer service quality ( $\beta = 0.49$ ;  $p < 0.01$ ), website ease of use ( $\beta = 0.42$ ;  $p < 0.01$ ), and transaction security and payment methods ( $\beta = 0.32$ ;  $p < 0.05$ ). A total of 73% of respondents were satisfied to highly satisfied, with an average score of 4.2 on a 1-5 scale. The findings suggest that logistics performance, customer service responsiveness, interface design, and payment security are the primary factors contributing to customer satisfaction on e-commerce platforms.

## Keywords

E-commerce; Online Shopping Experience; Customer Satisfaction; Service Quality; Delivery Speed.

## 1 | INTRODUCTION

The shift in consumer purchasing behavior toward digital platforms has accelerated with technological progress and wider internet access. E-commerce now serves as a primary transaction channel, requiring service providers to place greater emphasis on the quality of the online shopping experience perceived by customers. Zeithaml *et al.* define customer satisfaction as a post-purchase evaluative judgment formed through a comparison between prior expectations and the performance of the service received. In online purchasing, satisfaction is influenced not only by product quality but also by the overall shopping experience. Important aspects include ease of platform use, clarity and accuracy of information, payment security, and efficiency in order processing, such as timely and accurate delivery, along with responsiveness in after-sales service. Each aspect shapes customer experience, and any shortcoming may result in complaints, reduced intention to repurchase, and a higher tendency to switch providers, given the relatively low switching costs compared to physical services. Empirical verification regarding the number of online shopping experience dimensions that influence customer satisfaction remains scarce. The study aims to examine the effect of online shopping experience quality on customer satisfaction among e-commerce users, offering a basis for setting service improvement priorities.

Previous studies have demonstrated the importance of customer satisfaction in shaping consumer behavior on e-commerce platforms. Lestari (2022) found that product quality and trust influence purchase decisions on Shopee, with customer satisfaction acting as a mediating variable. The findings indicate that post-purchase evaluation complements perceptions of quality and trust in determining continued use of a service. When products meet expectations and confidence in the platform is established, post-transaction evaluation tends to support repeat usage. Further evidence shows that customer satisfaction is also influenced by factors beyond core digital service processes. In e-commerce settings, Garamba and Nur (2024) identify satisfaction as a function of service quality, system ease of use, and transaction reliability. User experience during product search and selection, ordering and payment, and delivery plays a central role in shaping customer evaluations of platform performance. Response speed, information accuracy, and service consistency contribute to higher satisfaction levels. Rafiah (2019) reports that satisfaction and trust positively affect behavioral loyalty in Indonesia's e-commerce sector. Stable satisfaction strengthens repurchase intention, while trust reduces perceived risk in electronic transactions. Together, both factors reinforce customer attachment to a platform and lower the likelihood of switching to alternative providers.

Recent studies reinforce the role of system and service quality in shaping customer satisfaction and loyalty in e-commerce. Moncha *et al.* (2025) demonstrate that information system quality drives user satisfaction and subsequent loyalty toward Marketplace X, where stable, user-friendly, and responsive systems improve user evaluations and encourage continued usage. These findings emphasize the importance of technical platform performance in influencing customer satisfaction. Consumer behavior is shaped not only by system quality but also by service factors and price perception. Sigit Sandika *et al.* (2025) show that service quality and price perception have both direct and indirect effects on consumer loyalty in Shopee, with customer satisfaction acting as a mediating variable. Efficient service combined with reasonable pricing enhances satisfaction and strengthens repeat purchase behavior, with enjoyment acting as an additional mediator between service quality and loyalty. Rahman *et al.* (2025) further confirm that customer satisfaction mediates the relationship between service quality and loyalty at Naufal Wholesale Online Store in Kendari. Consistently high service quality leads to favorable customer evaluations, which, over time, foster long-term loyalty. Beyond service performance, the level of satisfaction following a transaction plays a decisive role in sustaining customer loyalty.

The relationship among service quality, customer experience, and loyalty through customer satisfaction has been clarified in recent studies. Wijayanthi *et al.* (2023) find that satisfaction mediates the effects of quality, trust, and experience on loyalty. A positive purchasing experience increases customer satisfaction, which subsequently strengthens commitment. This relationship is supported by brand trust, allowing customers to feel more confident during transactions. The role of trust is further examined by Suwanto and Theodore *et al.* (2025), who demonstrate that customer trust mediates the link between payment satisfaction, post-delivery service experience, and overall evaluation of e-commerce platforms. Satisfaction during the payment stage and after receiving the product contributes positively to customer attitudes toward a platform. Secure transactions combined with reliable delivery help meet customer expectations and foster trust, which stabilizes the relationship between consumers and service providers. In addition to relational factors, the effectiveness of operational management also influences customer satisfaction. Wigayha and Winata (2025) stated that effective e-commerce management, including system management, logistics, and customer service, enhances user satisfaction. Well-organized processes help ensure order accuracy, timely delivery, and quick responses to complaints.

Based on theoretical foundations and empirical evidence, the quality of the online shopping experience is closely linked to the development of customer satisfaction and loyalty models. Prior studies indicate that system quality, service

quality, trust perception, pricing, and operational effectiveness influence how customers evaluate their post-transaction experience. Differences in user demographics and variations in platform-specific services may lead to unequal effects across experience dimensions. To address this issue, rigorous empirical testing is required to examine how the quality of e-commerce solutions affects customer satisfaction. The analysis is expected to identify the most influential dimensions shaping satisfaction, providing practical guidance for service providers to prioritize targeted improvements, maintain service consistency, and strengthen competitiveness in the digital marketplace.

## 2 | BACKGROUND THEORY

Customer satisfaction is grounded in expectation disconfirmation theory, which explains that satisfaction emerges when customers compare their pre-purchase expectations with the actual performance received. Satisfaction increases when performance exceeds expectations, whereas unfavorable discrepancies lead to dissatisfaction, potentially resulting in complaints and reduced repurchase intention. In service marketing, satisfaction is often positioned as a mediating construct between quality and post-purchase behavior. Service quality refers to customers' evaluation of the service delivered across various dimensions, such as reliability, responsiveness, and problem resolution. Positive post-purchase evaluations are strengthened when customers perceive high service quality, which in turn fosters repurchase intention, word-of-mouth recommendations, and loyalty. Repeated purchasing reflects loyalty, along with stable preferences and resistance to competing offers. Wijayanthi *et al.* (2025) state that loyalty is formed through customer satisfaction, influenced by service quality, brand trust, and consumer experience. Their findings indicate that satisfaction mediates the relationship between transactional experience, brand trust, and customer commitment. Brand trust reduces perceived risk, while a satisfying consumer experience reinforces confidence that the service meets expectations. Similarly, Anggraeni and Sujianto (2022) report that service quality and product quality influence purchase decisions through satisfaction as an intervening variable. Customers tend to evaluate transactions holistically: product quality shapes perceptions of benefits, while service quality determines comfort and trust throughout the purchasing process. Together, these factors strengthen satisfaction, support purchase decisions, and increase the likelihood of choosing the same service provider in the future.

As customers primarily interact with platforms through digital interfaces, system quality serves as a key determinant of user experience in e-commerce. Platform performance influences whether customers can search for products, compare options, and complete purchases without technical obstacles. Putri Syabila Hidayat and Nasution (2024) report that website performance such as access speed, ease of navigation, and system stability affects customer satisfaction and loyalty. Slow or unreliable platforms may increase frustration, prolong transaction time, and weaken the provider's professional image. In contrast, interactive and user friendly systems with minimal errors support a smooth purchasing process and lead to more favorable post-purchase evaluations. System quality also encompasses functional aspects, including consistency of search features, accurate shopping cart management, reliable stock information, and secure encryption during login and payment. Ease of access enables faster product discovery and information retrieval, helping customers make purchase decisions more efficiently and reducing the likelihood of transaction abandonment. During the payment stage, satisfaction is influenced by the availability of secure and seamless payment methods, supported by rapid transaction validation and timely notifications. Beyond technical performance, operational management plays an essential role. Wigayha and Winata (2025) indicate that logistics management and customer service contribute to transaction accuracy and overall satisfaction. Effective order management, shipment visibility, and prompt complaint resolution reinforce customer confidence that service promises will be fulfilled. Well-structured operations also reduce delivery errors, delays, and product mismatches that may lower satisfaction levels. The relationship between process quality and loyalty is strengthened by trust. Suwanto *et al.* (2025) show that trust mediates the link between payment satisfaction, post-delivery satisfaction, and consumer attitudes. Trust in e-commerce includes secure payment systems, assurance that products match orders, and reliable after-sales service, all of which foster favorable attitudes toward continued platform use.

Factors related to marketing communication and the informational features of digital platforms also influence purchasing behavior in e-commerce, as customers typically rely on specific details obtained prior to making a transaction. In the absence of direct physical interaction with products, information quality substitutes for physical inspection. Danniswara *et al.* (2020) highlight the role of electronic word-of-mouth (e-WOM) based on information quality. Providing complete, relevant, and easily understood information helps reduce uncertainty, clarifies product benefits, and increases customer confidence in decision-making. Information exchange through e-WOM, whether in the form of reviews or recommendations, further strengthens this process, as customers tend to view other users' experiences as more objective than promotional messages. Brand image is also closely associated with online reviews. Erika *et al.* (2021) show that the credibility of online reviews affects brand perception. Positive reviews, when perceived as genuine and consistent from reliable sources, enhance brand image, whereas unreliable reviews weaken customer trust. As a result, customers become more selective in evaluating seller reputation through rating systems, buyer testimonials, and evidence of prior product

usage.

Marketing activities on social media also play a role in driving purchase decisions. Ardiandi (2024) demonstrates that social media marketing and online customer reviews influence purchasing decisions through trust, making trust an essential link between marketing communication and customer decisions. Kholiq and Sari (2021) add that viral marketing, celebrity endorsers, and brand awareness influence purchasing decisions. Exposure to public figures can increase brand attention and recall, while brand awareness helps customers recognize products and reduce doubts when making choices. In addition to communication factors, product attributes are also a key consideration. Cahaya and Soimaturohmah (2021) emphasize the role of halal labels, brand image, and price labels in purchasing decisions, while Iqbal (2023) shows that halal awareness, religiosity, and knowledge of halal products affect online food purchases. On the other hand, psychological factors and the marketing mix also impact purchasing decisions in online stores (Elida *et al.*, 2021), particularly through perceptions of value, convenience, and emotional impulses during the purchasing process.

### 3 | METHOD

The study adopts a descriptive research design to examine customer satisfaction in relation to the quality of the online shopping experience. This approach is selected to describe and analyze relationships among variables without manipulating research subjects. The objective is to measure the effect of online shopping experience on customer satisfaction and its antecedents. Data collection relies on two methods: surveys and interviews. Surveys are used to obtain quantitative data on customer experiences during online shopping, including ease of website use, transaction speed, delivery performance, communication, and responsiveness of customer service. Interviews are conducted to gather qualitative insights, allowing a deeper understanding of aspects that are difficult to capture through structured questionnaires. The data collection instrument is developed based on focus group discussions with active online consumers and input from professionals in the e-commerce field. Findings from these discussions guide the construction of the questionnaire, ensuring that it reflects relevant factors influencing online or virtual shopping behavior.

In the initial trial, data was collected from 50 randomly selected respondents. From this study, the standard deviation was found to be 0.55, and the standard error was 0.04. Using the sample size calculation formula, the appropriate sample size for this study was determined to be 226 respondents. However, after the data collection process, 26 samples were rejected due to invalid responses, either due to bias or incomplete data. As a result, only 200 valid samples were used for further analysis. The questionnaire consisted of questions measured using a 5-point Likert scale, ranging from "very dissatisfied" to "very satisfied." The variables measured included website accessibility, delivery speed, service quality, and transaction convenience. Each question in the questionnaire was validated by experts and practitioners in the e-commerce field to ensure that the questions were relevant to the research topic and easily understood by the respondents.

After the data was collected, analysis was conducted using SPSS (Statistical Package for the Social Sciences). SPSS was chosen because of its ability to perform in-depth statistical analysis, including linear regression to identify the relationship between the online shopping experience and customer satisfaction. Additionally, SPSS was used to test the validity and reliability of the questionnaire used. All analysis results were processed to understand which factors most significantly influenced customer satisfaction. The data obtained was primary data, providing a direct overview of customer experiences. By using this method, the research is expected to yield more accurate findings regarding the factors that influence customer satisfaction in online shopping, and to offer recommendations for e-commerce companies to improve their services.

### 4 | RESULTS AND DISCUSSION

#### 4.1 Results

Findings from 200 respondents highlight the importance of quality in the online shopping experience in shaping customer satisfaction. The analysis employs a linear regression model using SPSS to assess the strength of the relationship between independent variables and customer satisfaction. The estimation results indicate that ease of website use, speed and accuracy of delivery, quality of customer service, and transaction security, including payment methods, contribute to variations in customer satisfaction. These results align with the analysis showing that satisfaction is formed through operational aspects of the platform and service quality across different stages of the transaction process. The following section presents detailed findings for each variable examined.

#### 4.1.1 Website Ease of Use

Out of 200 respondents, nearly 65% reported being highly satisfied with the ease of website navigation. Regression results show a coefficient of 0.42 ( $p < 0.01$ ), indicating a positive relationship between website usability and customer satisfaction on hotel booking platforms. Respondents who perceived the website as easy to use reported an average satisfaction score of 4.3 out of 5, whereas those who experienced difficulty in navigation gave a mean rating of around 2 out of 5. These findings suggest that, beyond the product itself, a user-friendly design and smooth navigation significantly enhance customer satisfaction.

Table 1. Satisfaction Scores Based on Website Navigation Ease

Factors	Satisfaction Score	Percentage of Respondents
Easy Navigation	4.3	65%
Difficult Navigation	2.5	35%

Table 1 presents satisfaction scores based on website navigation ease. 65% of respondents reported being very satisfied with easy navigation, giving an average satisfaction score of 4.3 out of 5. In contrast, 35% of respondents who found navigation difficult gave a significantly lower satisfaction score of 2.5. This highlights the strong impact of website design and ease of navigation on overall customer satisfaction, with smoother navigation leading to higher satisfaction levels.

#### 4.1.2 Delivery Speed

One of the most important factors influencing customer satisfaction is delivery speed. If products arrive on time or before the expected date, 72% of respondents indicate high satisfaction. The regression analysis revealed a 0.56 regression coefficient ( $p < 0.001$ ), demonstrating an extremely positive correlation between delivery speed and customer satisfaction. The respondents received their products in 1-7 days with an average rating of (4.6) whereas the delay of above five gave it a score (2.8). It emphasises the fact that timely delivery is key to improving customer experience.

Table 2. Satisfaction Scores Based on Delivery Speed

Delivery Speed	Average Satisfaction Score	Percentage of Respondents	Regression Coefficient	P-Value
On-time delivery (1-7 days)	4.6	72%	0.56	< 0.001
Delivery delay (> 5 days)	2.8	28%	-	-

Table 2 shows satisfaction scores based on delivery speed. 72% of respondents who received their orders within 1-7 days gave an average satisfaction score of 4.6, highlighting the importance of on-time delivery. In contrast, 28% of respondents who experienced delivery delays of more than 5 days reported a significantly lower average score of 2.8. The regression analysis revealed a strong positive relationship between on-time delivery and customer satisfaction, with a regression coefficient of 0.56 and a p-value of  $< 0.001$ , indicating high statistical significance.

#### 4.1.3 Customer Service Quality

Customer service quality is a key factor in determining how satisfied customers are with a brand. Approximately two-thirds of respondents who reported positive interactions with customer service also indicated higher satisfaction levels. Regression results reveal a positive relationship between responsive customer service and satisfaction (regression coefficient = 0.49;  $p < 0.01$ ). Respondents satisfied with how complaints and inquiries were handled reported an average score of 4.5, whereas those who were dissatisfied gave a mean score of 2.9. These findings indicate that prompt responses and effective problem resolution play a critical role in shaping customer satisfaction.

Table 3. Satisfaction Scores Based on Customer Service Quality

Customer Service Quality	Average Satisfaction Score	Percentage of Respondents	Regression Coefficient	P-Value
Positive Interaction with Customer Service	4.5	67%	0.49	< 0.01
Negative Interaction with Customer Service	2.9	33%	-	-

Table 3 shows satisfaction scores based on customer service quality. 67% of respondents who had positive interactions with customer service reported a high average satisfaction score of 4.5. In contrast, 33% of respondents who

had negative interactions with customer service gave a much lower average satisfaction score of 2.9. The regression analysis revealed a significant positive relationship between positive customer service interactions and satisfaction, with a regression coefficient of 0.49 and a p-value of  $< 0.01$ , indicating the importance of responsive and effective customer service in ensuring customer satisfaction.

#### 4.1.4 Transaction Security and Payment Methods

The safety of the transaction and payment methods is another priority but it influences security less than three previous variables. 58% of the respondents said that they feel safe while making transactions on their desired e-commerce platform. For this variable, the regression results yielded a 0.32-regression coefficient and p-value  $< 0.05$  which led us to understand that it had a positive moderate impact on our dependent variable. The average satisfaction score given to respondents who felt confident when transacting and having multiple payment options was 4.2, whereas the ones that did not feel secure or had limited access gave a rating of 3.0.

#### 4.1.5 Relationship Between Variables

Multiple regression analysis indicates that all examined variables significantly influence customer satisfaction. The coefficients for website usability ( $\beta = 0.42$ ), delivery speed ( $\beta = 0.56$ ), customer service quality ( $\beta = 0.49$ ), and transaction security collectively explain 63% of the variance in customer satisfaction ( $R^2 = 0.63$ ). These findings suggest that the combined effect of these factors plays a substantial role in shaping customer satisfaction in online shopping.

Table 4. Relationship Between Variables and Customer Satisfaction

Variable	Regression Coefficient ( $\beta$ )	Impact on Customer Satisfaction	P-Value
Website Ease of Use	0.42	Significant Positive Impact	$< 0.01$
Delivery Speed	0.56	Very Significant Positive Impact	$< 0.001$
Customer Service Quality	0.49	Significant Positive Impact	$< 0.01$
Transaction Security	0.32	Moderate Positive Impact	$< 0.05$
Variable Combination ( $R^2$ )	-	-	-

Table 4 illustrates the relationship between variables and customer satisfaction. Delivery speed ( $\beta = 0.56$ ) has the most significant positive impact on satisfaction, followed by customer service quality ( $\beta = 0.49$ ) and website ease of use ( $\beta = 0.42$ ), both showing a significant positive effect. Transaction security ( $\beta = 0.32$ ) has a moderate positive impact. Together, these variables explain 63% of the variation in customer satisfaction ( $R^2 = 0.63$ ). All relationships are statistically significant, with p-values ranging from  $< 0.001$  to  $< 0.05$ .

#### 4.1.6 Customer Satisfaction Distribution

Survey results indicate that most respondents rated their e-commerce experience highly. A total of 73% reported being satisfied to very satisfied, with an average score of 4.2 on a five-point scale, where one represents the lowest and five the highest level of satisfaction. This suggests that the services provided generally meet customer expectations across different stages of the transaction process. In contrast, 12% of respondents expressed dissatisfaction, indicating the presence of service shortcomings where the experience did not meet expectations in terms of process or transaction outcomes. Meanwhile, 15% of respondents reported a neutral evaluation, reflecting experiences that were not strong enough to be classified as either positive or negative.

Table 5. Results of Factor Analysis on Determinants of Customer Satisfaction

Shopping Experience Factor	Regression Coefficient	P-Value	Satisfaction Score (Satisfied)	Satisfaction Score (Dissatisfied)
Delivery Speed	0.56	$< 0.001$	4.6	2.8
Website Ease of Use	0.42	$< 0.01$	4.3	2.5
Customer Service Quality	0.49	$< 0.01$	4.5	2.9
Transaction and Payment Security	0.32	$< 0.05$	4.2	3.0

Table 5 presents the results of the factor analysis examining determinants of customer satisfaction. Delivery speed shows the strongest influence ( $\beta = 0.56$ ,  $p < 0.001$ ), followed by customer service quality ( $\beta = 0.49$ ,  $p < 0.01$ ) and website ease of use ( $\beta = 0.42$ ,  $p < 0.01$ ). Transaction and payment security has the lowest yet significant effect ( $\beta = 0.32$ ,  $p < 0.05$ ). Overall, satisfied customers report consistently higher scores across all factors compared to dissatisfied customers.

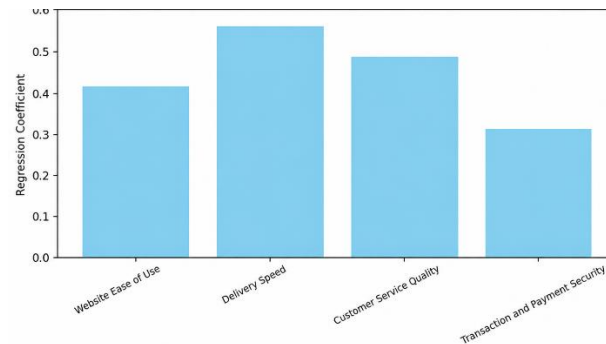
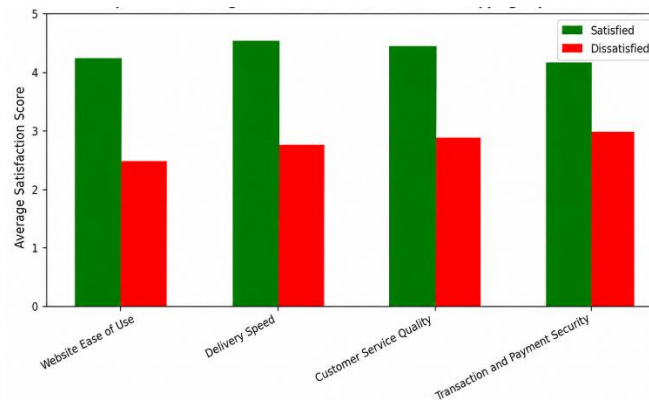


Figure 1. Regression Coefficient

Figure 1. Displays the regression coefficients of shopping experience factors influencing customer satisfaction. Delivery speed has the highest value, making it the primary driver of satisfaction. Customer service quality follows, emphasizing the importance of prompt responses and clear assistance. Website ease of use also shows a strong effect, as a simple and user-friendly interface helps customers navigate and complete their activities more efficiently.



Gambar 2. Perbandingan Skor Kepuasan

Figure 2. Compares average satisfaction scores across shopping experience factors between satisfied and dissatisfied customers. Satisfied customers report higher scores for all factors. Delivery speed has the highest satisfaction level, followed by customer service quality and website ease of use. Transaction and payment security receives slightly lower scores. In contrast, dissatisfied customers show lower and relatively uniform ratings across all aspects of the shopping experience.

#### 4.2 Discussion

The quality of the online shopping experience has a significant effect on customer satisfaction, with the model explaining 63% of the variance ( $R^2 = 0.63$ ). Satisfaction is shaped by the interaction of multiple factors during the transaction process rather than a single element. These findings align with prior studies identifying digital experience quality, information, and trust as key determinants of purchase decisions and post-purchase behavior.

Delivery speed emerges as the most influential variable ( $\beta = 0.56$ ;  $p < 0.001$ ), indicating that logistics plays a central role in shaping customer satisfaction. The gap between customers who received their orders on time (average score of 4.6) and those who experienced delays (2.8) is substantial and clearly illustrates this effect. Timely delivery serves as a visible indicator that a platform fulfills its service commitments. Fast and reliable transit reduces uncertainty, particularly in non-face-to-face transactions where customers depend on system performance and logistics. Consistent with Richardson and Cokki (2023), satisfaction influences repurchase intention by enhancing perceived reliability through timely delivery, which supports positive post-purchase evaluations. In contrast, delays may trigger complaints, weaken perceptions of professionalism due to reduced responsiveness, and increase switching behavior. Utomo *et al.* (2023) further demonstrate that product, promotion, and digital marketing affect purchase decisions through satisfaction as a mediating variable, reinforcing the importance of actual experience in shaping final evaluations.

Ease of website use ( $\beta = 0.42$ ;  $p < 0.01$ ) is also significant, highlighting the importance of usability in interface design. This finding supports Wang (2024), who identifies convenience and accessibility as key factors in evaluating online fashion shopping behavior. Clear navigation, minimal disruption during product search, and a smooth payment process improve

efficiency while reducing cognitive load, allowing customers to focus on product evaluation. Supporting information such as clear descriptions, reviews, and pricing facilitates more confident decision-making. However, Kumala and Maizi (2025) argue that excessive choice may hinder decision-making, suggesting the need for filtering mechanisms or recommendation systems to maintain usability while offering a meaningful range of products.

Customer service quality ( $\beta = 0.49$ ;  $p < 0.01$ ) shows a strong effect on satisfaction, as it represents the primary point of contact when customers require assistance or encounter issues during transactions with Brand X. Positive interactions increase satisfaction, particularly when responses are prompt, communication is effective, and solutions align with customer needs. In e-commerce, business professionalism is often reflected in how complaints are handled, such as delivery delays, incorrect orders, or refund requests. Proper handling can ease dissatisfaction and help maintain favorable evaluations. These findings are consistent with Tjahjono *et al.* (2021), who report that product quality and brand image play key roles in purchase decisions. Customer service helps sustain brand perception, while slow or unresponsive support can quickly reduce satisfaction. Sulistyawati and Munawir (2024) further emphasize that competitive advantage in e-commerce is driven by consistent service quality and effective customer experience management.

Transaction and payment security ( $\beta = 0.32$ ;  $p < 0.05$ ) shows a moderate yet statistically significant effect and serves as a fundamental condition for customer satisfaction. In digital systems, customers share personal and financial information with third parties, increasing perceived risk compared to offline transactions. Trust is strengthened when payment processes are secure, transparent, and easily verifiable. The availability of multiple payment options also reduces barriers during checkout. Trust remains central to purchase decisions and is closely linked to security. Maulana and Santy (2021) show that online reviews influence purchase intention through trust as a mediating factor, while Priyatin (2023) finds that reviews and ratings shape customer attitudes toward products and decisions through social signals and prior system experience.

External factors such as reviews, ratings, and influencers remain important in shaping expectations prior to a transaction. Mahendra and Edastama (2022) find that these factors influence purchase decisions in online markets. Reviews and ratings function as social performance references, helping buyers assess seller credibility, price accuracy, and service reliability. Trust increases when feedback is detailed and consistent, while negative comments heighten perceived risk. Influencers also shape perception by building awareness and accelerating brand recognition. Post-purchase satisfaction depends on how closely actual experience aligns with prior expectations. When promotional messages are supported by product quality, reliable delivery, and effective after-sales service, satisfaction is more likely to be achieved. Wardani (2023) and Setiawati *et al.* (2023) highlight the role of social media, word of mouth, brand awareness, and perceived quality in influencing purchase decisions and shaping customer expectations.

Influencers and celebrity endorsements relate to perceived value, shaping initial judgments about benefits, quality, and price. Pratiwi and Setyaky (2021) show that endorsements affect purchase decisions, moderated by perceived value. Their impact is stronger when customers see the product as worth the cost. Endorsements increase attention and trust but do not guarantee satisfaction if the experience falls short. Imilda *et al.* (2024) find that live streaming on platforms such as Instagram and TikTok can trigger impulse buying, driven by real-time interaction and social pressure. In such cases, expectations form quickly, yet satisfaction still depends on actual outcomes, including product suitability, delivery accuracy, information clarity, and service response.

## 5 | CONCLUSIONS AND FUTURE WORK

The study indicates that the quality of the online shopping experience plays a critical role in shaping customer satisfaction among e-commerce users. Regression analysis shows that the model explains 63% of the variance ( $R^2 = 0.63$ ). Delivery speed and timeliness rank as the most influential factors, followed by customer service quality, website usability, and transaction security across payment stages. Customer satisfaction is shaped by the interaction between operational processes and digital system performance. Service commitments are fulfilled when logistics operate reliably and tracking information remains clear. Any delay or inconsistency in delivery quickly reduces satisfaction and may lead to complaints. Customer service functions as a recovery mechanism when issues arise, such as delayed shipments, incorrect orders, or refund requests. Prompt and appropriate solutions strengthen trust and support positive evaluations. In addition, a well-designed interface facilitates navigation and smooth payment processes, reducing user effort and lowering the risk of transaction abandonment. Payment security remains essential, as customers require assurance that personal and financial data are protected and transactions can be verified. The findings highlight the need for coordination among platform providers, customer service teams, and logistics partners to ensure a seamless end-to-end experience from product search to post-purchase stages. Future research may incorporate additional mediating variables such as trust, perceived value, and loyalty to clarify the relationship between shopping experience and post-purchase behavior. Comparative studies across platforms, product categories, and demographic groups may reveal potential variations in the influence of each factor. A longitudinal approach could also capture changes in satisfaction over time, particularly in response to feature

updates and service policies. Combining survey data with behavioral metrics, user reviews, and structured interviews may further improve analytical accuracy and practical relevance for e-commerce management.

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