

## Factors Influencing Customer Satisfaction in Shopee Malaysia

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**To Link this Article:** <http://dx.doi.org/10.6007/IJARBSS/v14-i12/24196>

DOI:10.6007/IJARBSS/v14-i12/24196

**Published Date:** 17 December 2024

### Abstract

With the rapid growth of the Internet age, the e-commerce industry is expanding at an alarming rate. In this highly competitive environment, Shopee Malaysia faces many challenges, but also great opportunities. To gain a competitive edge and distinguish itself in this fiercely contested market, Shopee Malaysia must adopt strategic measures to enhance its competitive advantage. Therefore, this study aims to investigate the factors influencing customer satisfaction in Shopee Malaysia. The study focuses on five independent variables, namely service quality, product quality, delivery service, information quality, and system quality, and their influence as factors influencing customer satisfaction. Understanding these factors is crucial for Shopee Malaysia to thrive in the competitive e-commerce market. By improving customer satisfaction, Shopee can increase customer loyalty, attract new customers and ultimately achieve sustainable growth in the Malaysian market.

**Keywords:** Customer Satisfaction, E-commerce, Product Quality, Service Quality, Online Shopping Experience

### Introduction

In the fast-paced digital era, e-commerce has become an indispensable part of daily life, particularly among young adults who are at the forefront of online shopping trends. According to Statista (2023), Malaysia's e-commerce market grew by 18.4% in 2022, with 90% of internet users engaging in online shopping activities. This surge is primarily driven by the younger demographic, which increasingly prefers the convenience and variety offered by online platforms (GlobalWebIndex, 2023). According to Buii (2023), among the top 10 e-commerce sites and apps in Malaysia in 2023, Shopee ranks first with 46.9 million (monthly visits), followed by Lazada, mudah.my, PG Mall, Lowyat.net, Carousell, Zalora, Mobile88, and iPrice. Shopee, as one of Malaysia's leading e-commerce platforms, has experienced substantial growth and popularity, particularly among young adults. Data from SimilarWeb (2023) indicates that Shopee consistently ranks first among the top e-commerce sites in Malaysia, with over 50 million monthly visits, surpassing competitors like Lazada and mudah.my.

This rapid growth underscores the importance of this research to identify and understand what drives customer satisfaction in such a competitive market on the Shopee platform. By delving into these factors, we can gain valuable insights into customer preferences, expectations, and pain points, helping Shopee Malaysia improve customer satisfaction levels. This study will contribute to the existing body of knowledge in the field of e-commerce and customer satisfaction, specifically focusing on the context of Shopee Malaysia.

### **Problem Statement**

While Shopee Malaysia has gained a strong presence in the e-commerce market, assessing the factors contributing to customer satisfaction is crucial. Despite its success, the platform faces significant issues impacting customer satisfaction levels (Sitejabber, 2023). To address these challenges, it is important to investigate and understand the factors influencing customer satisfaction on the Shopee platform. Previous research has highlighted that customer satisfaction is influenced by various factors such as service quality, product quality, delivery efficiency, information accuracy, and system reliability (Wang et al., 2020; Al-Debei, Akroush, & Ashouri, 2015; Harris & Goode, 2010). Recent research has shown that these factors play a significant role in shaping customer satisfaction in e-commerce (Al-Debei, Akroush, & Ashouri, 2015; Wang et al., 2020).

Despite its success, some customers may still face issues or concerns that could potentially impact their satisfaction levels. According to the data provided by Sitejabber (2023), Shopee Malaysia received an average rating of 1.33 stars based on 82 customer reviews, suggesting a prevalent level of customer dissatisfaction with their purchases. The majority of reviewers who expressed dissatisfaction with Shopee Malaysia frequently highlighted concerns related to customer service, refund requests, and shopping platform problems. According to the Complaint Board (2023), Shopee received a large number of negative reviews from consumers, many of whom complained about delivery delays, poor customer service, and defective products. Some people have even stated that they never received orders or that they encountered fakes. The refund and return policies implemented by Shopee have also faced criticism for being complex to navigate and failing to provide adequate compensation. In addition, only 14 of Shopee's 1,075 complaints, or 1%, were resolved (Complaint Board, 2023).

As a result, it is important to investigate the factors that influence customer satisfaction on the Shopee platform. By identifying and understanding these factors, it will be possible to address any existing gaps or shortcomings in the customer experience. Additionally, as the e-commerce landscape continues to evolve, it is essential to adapt to changing customer preferences and expectations. This research aims to fill this gap by examining the factors that influence customer satisfaction in Shopee Malaysia, providing insights for both the platform and its sellers to enhance the overall shopping experience and customer satisfaction and maintain a competitive advantage in the market.

### **Literature Review**

According to Statista (2023), Malaysia's e-commerce market grew by 18.4% in 2022, with 90% of internet users engaging in online shopping activities. This surge is primarily driven by the younger demographic, which increasingly prefers the convenience and variety offered by

online platforms (GlobalWebIndex, 2023). This study recognized key determinants of customer satisfaction in e-commerce among young adult customers in Malaysia

### *Service Quality*

Service quality is the evaluation of how well a service meets client expectations (Ramya et al., 2019). Dandotiya et al. (2020) emphasize that client satisfaction heavily depends on service quality, which is a key factor in organizational success (Zhong & Moon, 2020). Adi and Basuki (2019) found that service quality is a reliable predictor of customer satisfaction, exerting a positive influence on customer contentment. With rising consumer demand for higher-quality services (Chen et al., 2019), e-service quality has become crucial. E-service quality refers to a website's ability to facilitate shopping, purchasing, and distribution efficiently (Juwaini et al., 2022; Andrew, 2019). Bressolles and Durrieu (2011) differentiate between the quality of e-services and traditional service systems, emphasizing the advantages arising from information sharing between customers and e-service providers. Online services face unique challenges, such as connectivity issues and server disruptions (Wani et al., 2023). Studies consistently show that superior e-service quality significantly enhances customer satisfaction (Chang et al., 2009; Muharam et al., 2021; Billyarta & Sudarusman, 2021). Thus, service quality is a critical predictor of customer satisfaction across various industries (Alnawas & Hemsley-Brown, 2019). Based on the literature review conducted above, this study formulates the following hypothesis:

H1: Service quality has a positively significant influence on customer satisfaction

### *Product Quality*

Product quality is defined by how well a product performs its functions, including performance, durability, reliability, and ease of use (Susanti & Jasmani, 2020). Ghani (2020) identified five key elements of product quality: design quality, conformance to standards, reliability, security, and secure storage. Design quality is crucial as it directly impacts customer satisfaction by aligning with customer needs and creating positive impressions. Conformance to quality ensures the product meets specified standards, with non-conformance negatively affecting satisfaction. Reliability builds customer trust through long-lasting performance, while product security and proper storage maintain safety and quality during use and transport. High-quality products enhance customer satisfaction, loyalty, and reduce the intention to switch brands (Rahman & Sitio, 2019). Sambo et al. (2022) and Top & Ali (2021) further emphasize that product quality is a key factor driving customer satisfaction and loyalty. Based on the literature review conducted above, this study formulates the following hypothesis:

H2: Product quality has a positively significant influence on customer satisfaction

### *Delivery Service*

According to Rita et al. (2019), "fulfillment" in delivery and customer satisfaction includes timely delivery, order accuracy, and the condition of items. Key aspects such as reducing delivery time, providing tracking information, and managing shipping delays are critical for enhancing customer satisfaction (Raman, 2019; Sharma & Aggarwal, 2019). Fast and reliable delivery, along with convenient return policies, significantly impact consumers' purchasing decisions and perceived value of online transactions (Hult et al., 2019).

Manalu and Akbar (2019) highlight that delivery service substantially affects the overall customer experience. Delays and discrepancies between customer expectations and actual delivery can lead to dissatisfaction (Chou et al., 2015; Raman, 2019). The logistics of handling returns can further impact customer patience and satisfaction (Tzeng et al., 2020). Positive customer satisfaction is closely linked to efficient delivery services, particularly perceived delivery time (Brusch et al., 2019). Based on the literature review conducted above, this study formulates the following hypothesis:

H3: Delivery service has a positively significant influence on customer satisfaction

#### *Information Quality*

Traditional shopping allows consumers to physically interact with products, whereas online shopping relies on the information provided on websites (Miao et al., 2022). Consumers judge information quality based on accuracy, relevance, and completeness (Patrada & Andajani, 2021). High information quality on websites has been shown to enhance customer satisfaction (Lai et al., 2020). While definitions of information quality vary, it is generally accepted that it plays a crucial role in e-satisfaction (Colby & Parasuraman, 2003). Information that is clear, accurate, and up-to-date positively influences consumer perceptions and purchasing behavior (Patrada & Andajani, 2021). The quality of information on a website is essential for helping consumers assess products and can motivate their purchasing decisions, fostering long-term customer relationships (Lai et al., 2020; Hilligoss & Rieh, 2008). Based on the literature review conducted above, this study formulates the following hypothesis:

H4: Information quality has a positively significant influence on customer satisfaction

#### *System Quality*

System quality is crucial in the success of social commerce, as it encompasses a customer's perception of a website's technical and functional capabilities, such as availability and accessibility (Busalim et al., 2021; Liang et al., 2011; Alshibly, 2014). Introduced by DeLone and McLean in 1992, perceived system quality refers to "the extent to which users perceive the performance of a system during their usage." Consistently available and accessible websites enhance customer satisfaction by meeting user objectives (Busalim et al., 2021).

In today's digital environment, system quality also includes service quality, reflecting the evolving expectations of users who may not directly interact with system components (Park, 2020). High perceived system and service quality, particularly in smart wearable devices, leads to greater user satisfaction and continued system use (Chen & Chang, 2018; Oghuma et al., 2016).

Alshibly (2014) identifies usability and accessibility as key subdimensions of system quality in social commerce. Effective technology use to secure information and provide user-friendly navigation defines system quality in e-commerce (Kwaku & Antwi, 2021). Research indicates that satisfactory system quality encourages continued use of a platform by enhancing its perceived value for social interaction (Liang et al., 2011; DeLone & McLean, 2004). Thus, system quality is a significant factor in customer satisfaction. Based on this review, the study formulates the hypothesis:

H5: System quality has a positively significant influence on customer satisfaction

### *Customer Satisfaction*

Customer satisfaction is a core element in the marketing industry and a primary objective for businesses (Chiu & Cho, 2021; Kotler, 2000). In e-commerce, satisfaction is a psychological state reflecting the customer's emotional experience during the transaction process (Faraoni et al., 2019). Emotional factors often play a more significant role in satisfaction than cognitive factors, influencing positive word-of-mouth and overall contentment (Kassim & Abdullah, 2008; Barari et al., 2020). Menidjel et al. (2021) describe satisfaction as an affective attitude towards a relationship, while Kim (2010) emphasizes that it is based on how well a product meets expectations before and after purchase. Ismail (2021) further defines customer satisfaction as the fulfillment level relative to consumption expectations. Identifying satisfaction variables is crucial for assessing business performance and guiding future improvements (Ludin & Cheng, 2014).

### **Research Objectives**

RO1: To examine the impact of service quality on customer satisfaction in Shopee Malaysia.

RO2: To evaluate the influence of product quality on customer satisfaction in Shopee Malaysia.

RO3: To analyze the effect of delivery service on customer satisfaction in Shopee Malaysia.

RO4: To assess the role of information quality in determining customer satisfaction in Shopee Malaysia.

RO5: To investigate the significance of system quality in influencing customer satisfaction in Shopee Malaysia.

### **Research Framework**

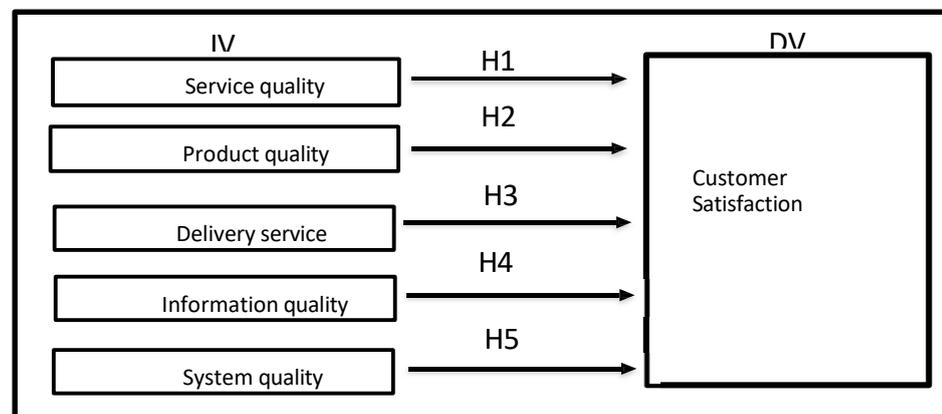


Figure 1. The Proposed Research Framework

### **Research Methodology**

#### *Research Design*

This research study examined the factors influencing customer satisfaction in Shopee Malaysia. The study used a quantitative research method as this method entailed the systematic collection of data, which could be measured and analyzed using statistical methods, to examine and validate different assertions or hypotheses (Creswell, 2014).

### *Population and Sample*

According to Creswell (2014), a population is a collection of individuals who share a common characteristic or set of characteristics. It represents the larger group from which a sample is drawn for research purposes. The population for this research comprised all Shopee Malaysia users who had made purchases on the platform. Convenience sampling was chosen as it is one of the most common non-probability sampling methods. It is a method that is easily accessible and conveniently located sample around a specific location or Internet service (Edgar & Manz, 2017). This method involved selecting individuals who were readily accessible and willing to participate in the study. This study employed Memon et al. (2020) recommended method for determining the minimum sample size, which is based on a five-to-one ratio. This calculation ensured that an adequate number of participants were included in the study relative to the number of predictor variables. The following was the calculation of the minimum sample size:

$$\begin{aligned} \text{Independent Variables} &= (\text{IV1 items} \times 5) + (\text{IV2 items} \times 5) + (\text{IV3 items} \times 5) + (\text{IV4 items} \\ &\times 5) + (\text{IV5 items} \times 5) \\ &= (7 \times 5) + (3 \times 5) + (3 \times 5) + (3 \times 5) + (4 \times 5) \\ &= 35 + 15 + 15 + 15 + 20 \\ &= 100 \end{aligned}$$

$$\begin{aligned} \text{Dependent Variables} &= (\text{DV} \times 5) \\ &= (5 \times 5) \\ &= 25 \end{aligned}$$

$$\begin{aligned} \text{Minimum Number of Sample} &= 100+25 \\ &= 125 \text{ respondents} \end{aligned}$$

### **Measurement Accuracy**

#### *Content Validity*

According to Rusticus (2014), content validity refers to the degree to which an assessment instrument is relevant to and representative of, the targeted construct it is designed to measure. The questionnaire content of the study was validated by Senior Lecturers from the Marketing field at one of the higher institutions in Malaysia.

#### *Pilot Study*

According to Junyong (2017), a pilot study serves as the initial phase of the entire research protocol, often constituting a smaller investigation aimed at facilitating the planning and refinement of the main study. Browne (1995) suggests utilizing a minimum of 30 samples or more when estimating a parameter. The researchers conducted a pilot test with 30 to refine the questionnaire and ensure suitability for the target group.

### **Data Collection**

Data collection involves gathering information about variables, enabling researchers to address research questions, test hypotheses, and assess outcomes (Kabir, 2016). In this study, an online questionnaire was distributed via Google Forms to Shopee customers. Furthermore, as highlighted by Etikan et al. (2016), the researchers chose online data collection intending to obtain easily accessible information and conveniently reach the respondents.

Questionnaires were also distributed via Facebook, Telegram, and WhatsApp to increase participation.

### *Research Instrument*

This study adopted a self-administered questionnaire with closed-ended questions with seven sections, consisting of demographic profiles and variables which are service quality, product quality, delivery service, information quality, system quality, and customer satisfaction. A Likert 5-point scale as mentioned by Vagias and Wade (2006) was employed to measure customer satisfaction in Shopee Malaysia.

### **Results and Discussions**

The study involved the collection of 126 survey responses to gain insights into the distribution, identify potential outliers, and understand the relationships among variables.

### *Reliability Test*

The purpose of implementing a reliability test was to assess the stability and consistency of the study's variables. The researcher conducted a pilot test with 30 respondents, and the results are detailed in the table below.

Table 1

#### *Cronbach's Alpha Result*

Variables	Dimensions	Cronbach's Alpha	No. of Item
Independent Variables	Service Quality	0.809	7
	Product Quality	0.751	3
	Delivery Service	0.766	3
	Information Quality	0.794	3
	System Quality	0.756	4
Dependent Variable	Customer Satisfaction	0.878	5

Based on Table 1, as per Tavakol and Dennick in 2011, alpha values within the range of 0.70 to 0.95 were considered acceptable alpha values. The reliability test results revealed the consistency and stability of each dimension in the questionnaire with the overall Cronbach's alpha ranging from 0.751 to 0.878, indicating the good reliability of the questionnaire.

### *Univariate and Multivariate Outlier Analysis*

The Mahalanobis distance was chosen for its effectiveness in identifying multivariate outliers (Ghorbani, 2019). Mahalanobis D-squared test z-scores for outlier detection were expected to fall within the range of +4 to -4 for both univariate and multivariate analyses (Hair et al., 2010). The results indicated no significant outliers, with the maximum Mahalanobis distance being 17.967 which is below critical value of 20.515.

### *Multicollinearity Analysis*

When simultaneously assessing two or more predictive variables with high correlation in a regression model, multicollinearity can emerge (Vatcheva et al., 2016). According to Pallant (2016), if the tolerance is above 0.10 and the VIF is below 10, it indicates that the assumption

of multicollinearity has not been violated. The tolerance values were above 0.10 and VIF values were below 10 for all independent variables, indicating no multicollinearity issues.

### Multiple Regression Analysis

Table 2

#### Multiple Regression - Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	0.449	0.309		1.451	0.149
	Service Quality	0.325	0.086	0.290	3.784	0.000
	Product Quality	0.140	0.068	0.150	2.053	0.042
	Delivery Service	0.005	0.078	0.005	0.067	0.947
	Information Quality	0.149	0.067	0.179	2.227	0.028
	System Quality	0.327	0.094	0.315	3.492	0.001
a. Dependent Variable: Customer satisfaction						

According to Studenmund (2014), regression analysis, a statistical methodology employed in this study, aimed to elucidate changes in a dependent variable by establishing a relationship with changes in a set of independent variables. A multiple regression analysis was performed to understand the influence of independent variables on customer satisfaction. The model from Table 2 explained 58.1% of the variance in customer satisfaction ( $R^2 = 0.581$ ). Service quality, product quality, information quality, and system quality were found to have a significant positive effect on customer satisfaction while delivery service was not statistically significant.

### Summary of Hypothesis and Discussion

Table 7

#### Hypothesis Testing

Research Hypothesis	Results
H1: Service quality has a positively significant influence on customer satisfaction.	<b>Supported</b>
H2: Product quality has a positively significant influence on customer satisfaction.	<b>Supported</b>
H3: Delivery service has a positively significant influence on customer satisfaction.	<b>Not Supported</b>
H4: Information quality has a positively significant influence on customer satisfaction.	<b>Supported</b>
H5: System quality has a positively significant influence on customer satisfaction.	<b>Supported</b>

The results of the hypothesis testing are summarized and shown in Table 9. Hypothesis 1 shows that service quality has a positively significant influence on customer satisfaction.

The impact of service quality on customer satisfaction highlights the importance for Shopee Malaysia to continuously improve its service standards, including prompt customer support and efficient problem resolution to maintain a high level of customer satisfaction. Several studies consistently support the notion that a positive relationship is established between good electronic service quality and customer satisfaction (Chang et al., 2009; Muharam et al., 2021). Moreover, the study demonstrated that e-service quality has a direct and substantial impact on customer satisfaction in agreement with the findings of Rachmawati and Agus (2020).

Hypothesis 2 shows that product quality has a positively significant influence on customer satisfaction. An analysis of customer preferences reveals that product quality is one of the three examinable factors influencing changes in online customer satisfaction (Deyalage & Kulatunga, 2019). Enhancing product quality is anticipated to yield positive effects on Customer Satisfaction development, as evidenced by the study conducted by Jiradilok et al. (2014). Examining eight determinants, the research once again underscored the significance of product quality, website design, reliability, knowledge quality, payment process, e-service quality, product variety, and service delivery in influencing customer satisfaction. This indicates that Shopee Malaysia should ensure the authenticity and quality of products listed on its platform.

Interestingly, hypothesis 3 on service delivery was not found to significantly affect customer satisfaction. According to the study by Kashif et al. (2023), the impact of benefit convenience on customer satisfaction with online retailers' home delivery services is not significant. For Shopee Malaysia, this finding indicates that if the provider offers a convenient post-purchase return policy, the timely and correct delivery of products does not have a significant influence on satisfaction.

The significant role of information quality as hypothesis 4 suggests that Shopee Malaysia should prioritize providing detailed and accurate product information, customer reviews, and ratings. This result is similar to several studies that which websites showcasing high-quality information have a positive and significant impact on enhancing customer satisfaction (Sabiote et al., 2012; Szymanski & Hise, 2000; Tzeng et al., 2020). With high-quality information, it will help customers in making decisions and satisfaction

Hypothesis 5 indicates that the importance of system quality underscores the need for Shopee Malaysia to maintain a user-friendly, reliable, and fast platform performance. This result shows that similar to Ho et al. (2019) and Wang et al. (2019), system quality positively influences perceived value and user satisfaction. Investing in technological improvements to enhance website and app performance will positively influence customer satisfaction.

### **Limitations and Future Research Suggestions**

The study faced limitations in data collection due to a relatively low number of respondents and the use of shared links for survey distribution. Future research should focus on diverse sample collection methods and the latest e-commerce industry trends for timely and practical results.

## Conclusion

In conclusion, the study shows that service quality, product quality, information quality, and system quality significantly impact customer satisfaction, while delivery service is less influential. For Shopee Malaysia, this underscores the need to focus on enhancing service standards, ensuring product authenticity, providing accurate product information, and maintaining a user-friendly platform. These improvements can enhance customer satisfaction, foster loyalty, and strengthen Shopee's competitive position in the Malaysian e-commerce market.

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