

Rise of Online Shopping in Shopee: Is Shopee Xpress Satisfying to Consumers?

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ABSTRACT

As a tremendous expansion of online shopping on Shopee, Shopee Xpress Shipping Programme is launched to provide consumers with the most dependable pickup and delivery services. Nonetheless, Shopee Xpress encountered operational difficulties in meeting Shopee's ever-increasing demand while ensuring consumer satisfaction. The objective of this research is to evaluate how satisfied consumers are with Shopee Xpress when they shop online on Shopee. In this research, four independent variables are studied, which are assurance, convenience, reliability, and price. A total of 150 respondents took part in an online survey via Google Forms. The results show that reliability in courier service has positively impacted consumer satisfaction, and consumers may continue to use Shopee Xpress courier service. In conclusion, this research contributes to a deeper understanding of consumer satisfaction with Shopee Xpress as an e-commerce service for online shopping on Shopee.

Keywords: Consumer Satisfaction, E-commerce Service, Online Shopping, Shopee, Shopee Xpress.

INTRODUCTION

Malaysia has a tremendous opportunity for advancement in the e-commerce market due to improved internet access, large network prevalence, and higher stability (The Star, 2015). However, the pandemic is a double-edged sword (Kee et al., 2021). Despite the Covid-19 pandemic, the e-commerce industry has continued to thrive, which has aided many businesses, particularly small and medium-sized enterprises, in staying afloat. The Department of Statistics Malaysia (DOSM) reports that the e-commerce revenue of the country improved by 23.1% to RM801.2 billion in the first nine months of 2021 (The Star, 2021). The ever-increasing expansion of the e-commerce market has created significant opportunities for supply chain businesses, such as courier service companies that provide parcel delivery services.

Parcel delivery service is regarded as a third-party service provider from the perspective of logistics, and it is required to ensure the seamless movement of products throughout the supply chain (Choy, Ma, & Koo, 2013). In 2020, the Covid-19 pandemic triggered a surge in e-commerce adoption, resulting in increasing demand for product distribution to consumers by delivery. Shopee is currently one of the leading e-commerce platforms in Malaysia (Yo et al., 2021). The latest supply chain approach, Shopee Xpress, allows them to adjust quickly to changing consumer demands. Shopee Xpress is an effective courier service supplied by Shopee that supplements the logistics skills so that consumers can continue to experience speedy delivery at a low shipping charge. Rather than outsourcing deliveries to third-party logistics companies like J&T Express and DHL eCommerce, Shopee's new supply chain strategy employs a separate department for executing orders within the same site. Hence, the Shopee supply chain strategy has been developed to meet the growing demand for immediate delivery during the pandemic.

The rapid growth of online shopping on e-commerce has resulted in considerable demand for specialized delivery services for end consumers (Morganti, Seidel, Blanquart, Dablanc, & Lenz, 2014). When it comes to parcel delivery, online consumers have high expectations. Therefore, the newly launched Shopee Xpress as a parcel delivery service provider is critical in ensuring that all parcels are delivered and that consumers are satisfied (Mensah, 2014). The purpose of this research is to evaluate consumer satisfaction on several variables, including assurance, convenience, reliability, and price. For a courier service provider, updating tracking information is vital as it assures consumers that their parcels will arrive on time. Convenience is also considered; it has to ease the process from online purchasing to end delivery. Besides that, reliability is critical because most consumers prefer to deal with a company that keeps its promises. Finally, price is another factor that might influence consumer satisfaction because the delivery service must be comparable to the amount paid.

Due to the sheer rise in online shopping, courier services must not only cope with rapid demands but also must cope with heightened expectations from consumers, who expect good parcel delivery service. Without a competent delivery service, consumer satisfaction with parcel delivery services may deteriorate. This study was conducted to assist courier services in improving their service quality to improve their performance, as well as to comprehend which aspect impacts consumer satisfaction with the courier service. Since the rise of online shopping in Malaysia, this research has focused on customer satisfaction with Shopee Xpress courier service.

LITERATURE REVIEW

Assurance

The assurance dimension is related to an employee's competence and ability to instill faith and credibility in their consumers. According to a study, assurance demonstrates the potential to provide consumers with confidence and trust (Ma, 2012). The company must ensure that the staff are well trained and educated about their responsibilities. In addition, employees must be courteous when dealing with a complaint, concerns, or feedback from consumers. This is because consumers who are dissatisfied with the service provided by employees are more likely to switch to another company and not return to doing business with the previous company. In the service industry, assurance is the level of trust that the service provider extends to the receiver to sustain and create a positive connection. Trust in the service provider enables consumers to evaluate the service or the provider before deciding on using a service (Park, Lee, & Kim, 2014).

In research, it is mentioned that competent employees ensure that their consumers receive a proper, polite, and timely response to their problems (Goh, Kow, Lee, Loh, & Sam, 2013). This was one of the options for providing consumers with trust and assurance. With their exceptional comprehension and courtesy, employees can demonstrate their capacity to transmit confidence and trust. The favorable relationship between the service provider and the consumers is strengthened by the excellent service offered. As evidenced by the findings, assurance was discovered to be the most critical part of service quality, as customers prefer to deal with companies they can trust (Phiri & Mcwabe, 2013). Therefore, the assurance dimension is required in order to guarantee consumer satisfaction. Research from Subashini (2016); Phan and Nham (2015) have proven that the relationship between assurance and consumer satisfaction is correlated. As a consequence of prior research, assurance was a major contributing component of consumer satisfaction. Therefore, the following hypothesis was formed as a result of the above discussion:

H1: Assurance is positively related to consumer satisfaction.

Convenience

Convenience is defined as any ease that draws a customer to a particular service by saving them effort and time (Mehmood & Najmi, 2017). Consumers demand an interconnected and personalized consumer experience from the first click to the final delivery. One of the essential elements that consumers consider before making an online purchase is the convenience of delivery. The prospect of goods arriving on your doorstep quickly appeals to consumers since it can make their lives easier, save them time, and even save them money because they don't have to leave the house to get what they require (Corporate Vision, 2021). According to Statista research, 72% of consumers would purchase more goods more frequently if the delivery service was more convenient (Statista, 2014). Most online shopping platforms have advanced in providing a variety of delivery alternatives to attract consumer delivery for online purchases (Charlton, 2021) as delivery options grow to keep up with current innovations, technology, and changing client demands.

One of the major determinants for consumers' adoption of online shopping is the ease of courier services. Some research has indicated that the convenience given by companies has a significant impact on consumer purchasing behavior (Roy, Lassar, & Shekhar, 2016). In order to deliver high-quality service that satisfies consumer expectations, a company must provide convenience to its consumers. According to research conducted by shipping platform Temando, a delayed, stalled, or destroyed delivery would reduce consumer satisfaction for 39% of consumers (Skurzak, 2016). Previous research has concluded that convenience dimensions are a significant

influencing factor in consumer satisfaction. Yo et al. (2021) reported a positive link between perceived convenience and customer satisfaction. Therefore, the following hypothesis was formed as a result of the above discussion:

H2: Convenience is positively related to consumer satisfaction.

Reliability

The ability of a company to provide services in a quick and efficient way is referred to as reliability. It is a measure of the consistency and dependability of a company's performance (Choy et al., 2013). According to a study, one of the most significant characteristics of service quality is reliability (Omar, Saadan, & Seman, 2015). The company must keep its promises in order to earn the trust of its customers. Consumers will be aware of constancy and reliability if the accuracy of online booking records, dependable delivery service, trustworthy promotion promise, and honesty about product offerings are all factors in the reliability dimension. In the case of courier services, reliability is defined as the time it takes to deliver a parcel, how long it takes to be delivered to the right location and the final destination in a courier service environment.

Furthermore, reliability is denoted as the accurate delivery of promised services to consumers (Libo-on, 2021). This can be demonstrated in the ability of a company to execute promises regarding delivery, resolving problems, pricing, and offering services. It is an important aspect of service quality since most consumers are more inclined to trust and do business with a company that can deliver on its promises. Reliability influences consumer satisfaction, which has been demonstrated to impact consumers substantially (Mahfooz, 2014). For instance, consumer satisfaction would rise if a company could keep its promises (Yuen & Chan, 2010). As summarized in prior studies, reliability was found to be a major influencing element on consumer satisfaction. Therefore, the following hypothesis was formed as a result of the above discussion:

H3: Reliability is positively related to consumer satisfaction.

Price

Price is a significant e-commerce marketing strategy for influencing the purchasing decisions of consumers. Pricing is an effective method for persuading price-conscious consumers to obtain greater value for money or to purchase a product at a lower cost. Many factors can influence consumers' perceptions of pricing, including the perspectives on product quality, the costs of competitors' products, the comprehension of the product's worth, and demographic characteristics. This will eventually affect the willingness of consumers to purchase it if the perceived value or consumer satisfaction with a product is higher than its price. This is supported by a study that claims that price is one of the factors affecting consumer satisfaction (Mlekwa, 2014). Furthermore, pricing changes have a significant influence on consumer satisfaction and brand recognition. Meanwhile, a study found that a product's price, whether cheap, expensive, or reasonable, substantially affects satisfaction and willingness to purchase (Husaeni & Wulan, 2015).

The level of pricing, the value of money, and advertising have an effect on consumer satisfaction and discontent. In a study, consumer satisfaction, shifting ability, and brand recognition would all be influenced by price sensitivity (Nazari, Hosseini, & Kalejahi, 2014). Hence, consumers were inclined to purchase more when the pricing was within their comfort zone. In addition, proper price management is crucial for companies, as selecting the right price can be a key determinant of overall performance (Yonathan, Setyoviyon, Khair, Mubarrok, & Rosli, 2018). As a result, there was a definite correlation between consumer satisfaction and price, service quality, and products. As per previous research findings, the price was a main influencing element on consumer satisfaction. Therefore, the following hypothesis was formed as a result of the above discussion:

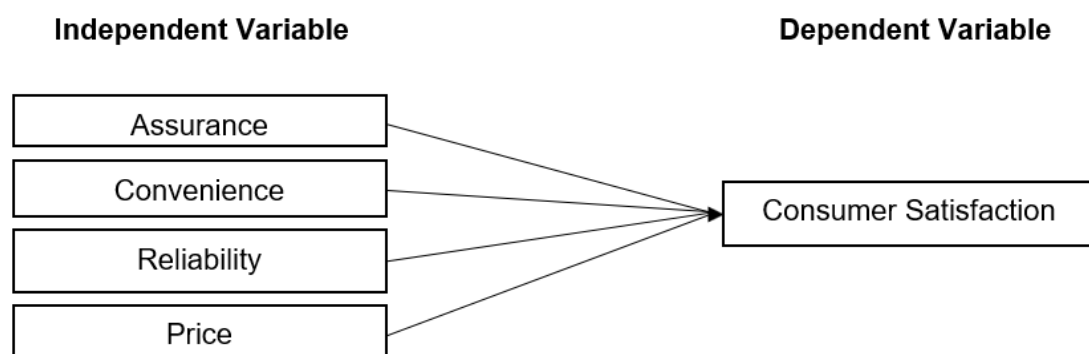
H4: Price is positively related to consumer satisfaction.

Consumer Satisfaction

Consumer satisfaction is described as the feature of the products or services of a company that meets or exceeds the expectations of its consumers (Roslan, Wahab, & Abdullah, 2015). It also determines whether a service provides a satisfactory degree of consumer satisfaction (Libo-on, 2021). Consumer satisfaction can be measured through multiple ways, such as surveys and reviews, which can help companies improve or enhance their products and services. Consumer satisfaction is a statistic that entrepreneurs can use to manage and enhance their companies. It is a method of analyzing consumer loyalty to evaluate the sustainability of a company. Aside from that, it is the fundament for forming an opinion about the product or service being consumed. Also, it allows consumers to decide whether or not to repeat the purchase.

Consumer satisfaction is essential because it reflects individual consumer assessments of the quality of service provided during the consumption process. It is recognized as a result of service quality in terms of the products or services provided to consumers in a positive manner. When consumers are pleased with the services provided, they are more likely to make repeat purchases or suggest them to others, resulting in increased revenues for the company (Hong, Zheng, Wu, & Pu, 2019). In addition, a study discovered that consumer satisfaction is linked to brand loyalty (Murfield, Boone, Rutner, & Thomas, 2017). Therefore, companies should evaluate consumer satisfaction to comprehend the company's outcomes from its consumer's perspective.

Figure 1. Research Framework



The research framework is shown in Figure 1. Four variables, which are assurance, convenience, reliability, and price, are the independent variables. The dependent variable in this research is consumer satisfaction.

RESEARCH METHOD

Sample and Procedure

The targeted respondents of this research were Shopee Xpress consumers who have used the courier service in Malaysia. A total of 150 Shopee Xpress users in Malaysia were surveyed for this study. The data was gathered through an online survey via Google Forms. In addition, the survey was shared on social media channels such as WhatsApp, Telegram, Facebook, and Instagram with the target audience. The IBM SPSS Results software was used to generate and analyze the statistics from the collected data.

Measures

The questionnaire consists of six sections that are used to evaluate the variables in our research. The survey used a 5-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Demographic

The demographics of the respondents were derived by using single-statement items, which are gender, age, nationality, ethnicity, educational level, employment status, monthly household income, living area, and how often you use Shopee Xpress courier service.

Assurance

There is a five-item scale to measure assurance. Respondents were asked to evaluate how assured they are with Shopee Xpress.

Convenience

There is a four-item scale to measure convenience. In addition, respondents were asked to provide their opinion on their experience with Shopee Xpress.

Reliability

There is a five-item scale to measure reliability. Respondents were asked to express their views on how reliable Shopee Xpress is.

Price

There is a four-item scale to measure price. Respondents were asked to express their thoughts on whether the price of a Shopee Xpress parcel is reasonable.

Consumer Satisfaction

There is a five-item scale to measure consumer satisfaction. The scale items are based on consumer satisfaction with Shopee Xpress as well as the intention to use Shopee Xpress in the future.

RESULTS

Table 1. Descriptive analysis of respondents' demographics (N=150)

Variables	Category	Frequency	Percentage (%)
Gender	Female	80	53.3
	Male	70	46.7
Age	10 - 25	70	46.7
	26 - 41	62	41.3
	42 - 57	14	9.3
	58 - 76	4	2.7
Nationality	Malaysian	150	100.0
Ethnicity	Chinese	54	36.0
	Indian	46	30.7
	Malay	50	33.3
Educational Level	Secondary School	38	25.3
	Pre-University	42	28.0
	Bachelor's Degree	70	46.7
Employment Status	Student	68	45.3
	Employed	68	45.3
	Self-employed	14	9.3
Monthly Household Income	RM4,850 and below	84	56.0
	RM4,851 –	66	44.0
	RM10,970		
Living Area	City	62	41.3
	Town	54	36.0
	Rural	34	22.7

How often do you use	Often	50	33.3
Shopee Xpress courier	Once	6	4.0
service?	Seldom	46	30.7
	Very Often	48	32.0

We obtained 150 responses in total from the survey, with the majority of respondents being women (53.3%). The majority of the respondents are between the ages of 10 and 25 (46.7%). The nationality of all respondents is Malaysian, and most of the respondents are Chinese (36.0%). In contrast, 46.7% of the respondents have a bachelor's degree as their educational background. The respondents are either students (45.3%) or employed (45.3%), followed by 56.0% of the respondents' monthly household income is RM 4,850 and below. Most of the respondents live in the city (41.3%) and often use Shopee Xpress courier service (33.3%). The demographic information of the respondents is summarised in Table 1.

Table 2. Descriptive Statistics, Cronbach's Coefficients Alpha, and Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5
Assurance	0.888				
Convenience	0.747**	0.911			
Reliability	0.782**	0.777**	0.898		
Price	0.736**	0.745**	0.781**	0.918	
Consumer Satisfaction	0.695**	0.781**	0.796**	0.742**	0.941
Mean	3.347	3.563	3.229	3.290	3.496
Standard Deviation	0.921	0.955	0.937	0.945	0.989
No. of Items	5	4	5	4	5

Note: N=150; * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$. Diagonal entries in bold indicate Cronbach's Coefficient Alpha.

As shown in Table 2, the items in the five variables are illustrated on a 5-point Likert scale. The Cronbach's Alpha for assurance ($\alpha = 0.888$) and reliability ($\alpha = 0.898$) indicate a significant relationship between the items in each variable when the value of alpha ranges from 0.8 to 0.9. Nevertheless, Cronbach's Alpha for convenience ($\alpha = 0.911$), price ($\alpha = 0.918$), and consumer satisfaction ($\alpha = 0.941$) were positively correlated to the list of items for this variable since the value of alpha is greater than 0.9. Aside from that, the correlation coefficient revealed that all of the relationships are related positively.

Table 3. Summary of Multiple Regression Analysis

Variables	Consumer Satisfaction
Assurance	0.003
Convenience	0.344***
Reliability	0.381***
Price	0.186
R2	0.712
F Value	89.531
Durbin-Watson Statistic	1.820

Note: N=150; * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$.

Table 3 concludes with a summary of the multiple regression analysis used to figure out how the independent and dependent variables are related. The independent variables are assurance, convenience, reliability, and price. Meanwhile, consumer satisfaction is the dependent variable. According to the results, the relationship between convenience

and reliability is positively associated with consumer satisfaction, with beta values of 0.344 and 0.381, respectively. Therefore, the hypothesis of H2 and H3 are supported. In comparison, the findings demonstrated that assurance and price have no significant relationship with consumer satisfaction, with beta values of 0.003 and 0.186, respectively. Therefore, the hypothesis of H1 and H4 are not supported. The value of R² is 0.712, indicating that convenience and reliability accounted for 71.2% of consumer satisfaction. This illustrates that reliability has the highest beta value of 0.381, followed by the convenience with a beta value of 0.344, as the key variables in determining and impacting consumer satisfaction towards Shopee Xpress in Malaysia.

DISCUSSION

Among the four variables examined in this study, reliability was identified to be the most significant indicator of consumer satisfaction with Shopee Xpress. An accurate reimplement, on-time delivery, no damage to the parcel, and efficient and consistent order fulfillment are all reliable parcel courier service elements. As a result, Shopee Xpress is able to provide a reliable courier service, allowing most consumers to be secure in good condition of their parcels and the authenticity of their delivery tracking status. Consumers will be more confident in choosing Shopee Xpress to deliver their parcels as a result of this. The findings are also in line with previous research that reliability has been shown to influence consumer perceptions of courier services (Gulc, 2020). Therefore, reliability in courier service has positively impacted consumer satisfaction, and consumers may continue to use Shopee Xpress courier service.

In addition, the results indicated that convenience has the second-largest impact on consumer satisfaction with Shopee Xpress. When it comes to online shopping, consumers demand flexibility and prefer an end-to-end service, from making an order to delivering it to their doorstep by courier service. Hence, e-commerce service such as Shopee Xpress is a crucial link in the process of online shopping that has the potential to increase consumer loyalty to the platform. According to the results, the majority of consumers agree that Shopee Xpress is convenient to use and allows them to track and trace their parcels on Shopee. Moreover, the procedure for receiving a parcel with Shopee Xpress is efficient because the provided door-to-door services save time for the consumers. A study also shows that consumer satisfaction was influenced by the convenience of courier service provided by e-commerce enterprises (Hong et al., 2019). Thus, this research has shown that convenience positively correlates to consumer satisfaction.

As for assurance, this study displays that it has no significant influence on consumer satisfaction. Based on past research, the relationship between assurance and consumer satisfaction is not substantial in the courier service (Jamal, Ali, & Azmi, 2018). This countered Joefel T. Libo-on's findings, which showed that the assurance aspect of courier service has a major influence on consumer satisfaction (Libo-on, 2021). This indicates whether the courier service has been able to provide assurance and ensure consumer satisfaction with their services. In the case of Shopee Xpress, the lack of a fundamental correlation between assurance and consumer satisfaction in this study could be attributed to the fact that most consumers are used to feeling confident that Shopee Xpress can manage and deliver their parcel to the intended location. Therefore, it was revealed that assurance and consumer satisfaction have a negative relationship.

Finally, price is another dimension that does not significantly affect consumer satisfaction. The likelihood that Shopee Xpress already offers its services at a lower price could be a major factor in the outcome. The findings show that most consumers are unconcerned with the price of a Shopee Xpress parcel and that the service provided is

on par with the price. This result is supported by a study indicating that the cost of delivery has no bearing on the decision to use a courier service (Muljono & Setiyawati, 2019). Besides that, a study found that the standard rate shipping cost cluster has proportions that are comparable with shipping charges (Lopienski, 2019). On the other hand, another research proves that price is positively linked to consumer satisfaction (Kencana, 2020). As a result, price is not the main determinant in this study that consumers consider when determining whether or not to utilize Shopee Xpress.

Shopee Xpress should take into account a variety of factors in order to improve its performance in the Southeast Asian market and continue providing its customers with high-quality services that retain their loyalty. To provide superior courier services to its consumers, Shopee Xpress can endeavor to innovate and enhance.

The implication of the findings is that Shopee Xpress must be conscious and persuaded of the benefits and opportunities affiliated with the courier service industry. It is crucial for the company to take advantage of the ability to automate and continue developing as services like IT and HR become more digitalized. For instance, route optimization is a strategy to improve the effectiveness and timeliness of the delivery process. This can be accomplished by using software or route calculators to optimize delivery routes for drivers, providing the quickest and most effective routes to deliver the parcels (Aleixo, 2022). Therefore, the internal system and external services should be properly researched and developed to adapt to the rapidly evolving demands of consumers.

Additionally, Shopee Xpress should strengthen its public relations and customer support responsiveness. It is essential to have a delivery review system where customers can provide feedback and publish reviews. Complaints may be included in these comments and reviews, which might assist the company in solving issues in the delivery system (Sandy, 2022). In addition, it can enable the company to ensure that services meet the needs of consumers. Shopee Xpress also can improve its customer service by developing a robust customer service team with the necessary qualities, such as tolerance, expertise, and excellent interpersonal skills. Consequently, excellent customer service can allow the development of trust, increased brand recognition, and enhanced customer loyalty.

CONCLUSION

In conclusion, courier service has become a critical component of the e-commerce marketplace. Therefore, E-commerce businesses may sustain and develop an efficient delivery system. Shopee, the most prominent of the e-commerce businesses, has succeeded in developing its own delivery service to boost product distribution, which is Shopee Xpress. During the pandemic, this new supply chain approach had to respond to the growing demand for immediate delivery consumers quickly.

This research examined the relationship between four independent variables: assurance, convenience, reliability, and price with customer satisfaction with Shopee Xpress. Based on the results, it is discovered that reliability and convenience are the dimensions that influence consumer satisfaction, while assurance and price do not significantly affect consumer satisfaction. According to this analysis, it is envisaged that Shopee Xpress would be able to maximize their efficiency and effectiveness in their operations, hence improving consumer service and satisfaction.

Several implications were suggested in an attempt to improve consumer engagement and satisfaction with Shopee Xpress in the future. This included promoting automation and further development as well as strengthening public relations and customer support

responsiveness of the company. Such enhancements will improve the e-commerce service and increase consumer satisfaction with the Shopee Xpress courier service. In addition, it will certainly resonate with consumers, encouraging them to continue to use Shopee Xpress as their first option among courier services for delivering their parcels. Thus, consumer satisfaction is the most important factor in determining the long-term sustainability of a courier service company.

LIMITATION

There were several limitations to the research. First of all, the age demographic that responded to the survey was rather young, with the majority of respondents between the ages of 10 and 25. Aside from the fact that the younger generation dominates Shopee Xpress utilization, the viewpoints of respondents aged 26 and above could be neglected. Furthermore, the study and survey sample sizes may be insufficient. As a greater sample size represents the population distribution, this could have an influence on the importance of the relationship between the data.

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DECLARATION OF CONFLICTING INTERESTS

The authors have no conflicts of interest to declare.

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