

The Study of The Factors Influencing Consumers' Satisfaction in Shopee

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ABSTRACT

In recent years, online shopping has become a culture to fulfill consumers' needs and wants. E-commerce can be a platform that provides people a chance to develop new business models, although they may experience a certain amount of risk associated with their purchase. Therefore, Shopee has become one of the leading e-commerce platforms in Malaysia. We want to investigate the aspect that influence consumers' satisfaction with Shopee for online purchases. There are five factors that were assessed which included product quality, E-service quality, security, price and convenience. About 100 Shopee's users from Malaysia became the respondent in this study. The study disclose that the consumers' satisfaction with Shopee had further accelerated due to the product quality, E-service quality and convenience. Meanwhile, security and price did not significantly influence consumers' satisfaction with Shopee.

Keywords: Consumers Satisfaction, E-Commerce, Online Shopping, Shopee

INTRODUCTION

Nowadays, information technology and communication (ICT) and digital platforms are expanding swiftly in Malaysia. Apparently, the growing number of internet users in 2021 by 29.03 million, which will continue increasing in the future. The easy access to the internet makes people see a huge opportunity to create an online shop. Nowadays, consumers choose to shop online and sell due to their hectic lifestyles. It is undeniable that the internet is the main source of e-commerce development. Thus, e-commerce is a modest way for people to purchase goods by not attending the physical store. There is a great opportunity for e-commerce retailers as e-commerce continues to grow at an astonishing rate.

A new era of competition is dawning in Malaysia's online retail industry. E-commerce refers to a method of purchasing goods via the internet. It is an act of buying and selling products or services online as it is much more convenient for people. Also, it involves landing on a website of a seller, choosing the goods, and arranging delivery based on customer self-interest. There are many payment options that consumers can choose from consumers such as paying with credit or debit cards, e-wallets, or cash on delivery which is consumers will pay for the products once they receive them. Furthermore, online shopping is more beneficial than the physical market since it saves them time and money. As everyone knows, Shopee is a mobile e-commerce platform that provides easy online shopping for people. There are products ranging from clothing, cosmetics, mobile devices, and other items. Not only that, Shopee has an advanced feature that makes the customer can purchase pulses, electricity tokens, meal vouchers, and other things (Ching, Hasan, & Hasan, 2021).

Shopee Pte Ltd is a Singapore multinational technology company that primarily emphasizes e-commerce. It was originally owned by the Garena Company and is now owned by Sea Group. In February 2015, Shoppe was founded in Singapore as a mobile-first where customers can buy and trade online. It has now expanded to seven markets around the region, including Indonesia, Malaysia, Thailand, Taiwan, Vietnam, and the Philippines. Shopee currently serves its consumers and sellers in Southeast and East Asia, as well as various European and Latin American nations, who want to buy and sell things online as of 2021. Shopee started to enter Malaysia in June 2015 with 501 to 1000 employees. Shopee University maintained its first session in Taiwan in December 2015, and approximately 70k sellers gained profit as of today. Shopee Mall first opened its doors in Taiwan in June 2017, and it already has over 11,000 retailers across seven markets. The platform's Gross Merchandise Value (GMV) surpassed US\$10 billion in 2018, exceeding 600 million transactions. Shopee and P&G partnered in Indonesia to conduct their inaugural Super Brand Day in May 2018. They have held 70 SuperBrand Days across the region since then. During the Shopee 12.12 Birthday Sale in 2018, Shopee's brand ambassador was BLACKPINK. Then, followed by Cristiano Ronaldo in 2019. Furthermore, during the Shopee 12.12 Birthday Sale in December 2019, they sold 80 million products that day. Shopee also had 500 million cumulative views on Shopee Live in 2019 and over 1 billion in-app gaming (Shopee Malaysia, 2021).

Nonetheless, Shopee has come across its issues in competing with other e-commerce platforms such as Lazada, Zalora, Sephora, GoShop, and others platform. They are superior to the monthly visit rate or any kind of business model used to obtain operational excellence. Moreover, Shopee also deals with common problems such as refund problems, product defects, bad E-service quality, poor customer service, and so on, according to Shopee Malaysia Complaints Board (Complaints Board, 2021). The statement above testifies that consumer perception and satisfaction with Shopee is substantial to study. A consumer's satisfaction is best defined as how a business

organization or retailer fulfills a consumer's expectations based on consumer needs and wants. In addition, consumer satisfaction includes the experience consumers acquire during their purchase process. In the world of business, customer satisfaction is a crucial aspect that determines success. Online shopping in Malaysia has begun to grow, and retailers should focus on elements that will influence consumers' satisfaction with the products or their behavior when purchasing the products and services, which is called Consumer-to-Consumer (C2C) or Business-to-Business (B2B) exchange risks and face-to-face meetings (Boon, Fern, & Kler, 2021). Hence, the researchers want to study the factors that affect customers' satisfaction with Shopee. Besides, we focus on the degree of relationship between product quality, E-service quality, security, price, convenience, and consumers' satisfaction with Shopee.

LITERATURE REVIEW

Development of E-Commerce in Malaysia

As of 2020, Malaysia's e-commerce revenue totaled \$4 billion. As a result of a 37% growth in Malaysia's e-commerce market in 2020, e-commerce worldwide sprouted at a 26% rate. In the years 2020 to 2024, the market is projected to grow \$12.6 billion, growing at a CAGR of 14.3%. In 2021, 80% of Malaysia's population was active internet users (27.4 million), and mobile phone penetration was high (84.20%). Besides, in Malaysia, there are 29.9 million people use social media, and 39.99 million have mobile internet access as of January 2021. Therefore, due to both COVID-19 and the intensified use of smartphones, the Malaysian e-commerce market has maintained a steady growth rate. Furthermore, Malaysia has emerged as a preferred market for e-commerce in Southeast Asia due to its dynamic economy. Therefore, the most popular e-commerce platforms used by Malaysian online shoppers include Shopee, Lazada, Zalora, Mudah.com, Carousell, and so on (International Trade Administration, 2021). Among them, Shopee has become the most popular online shopping platform in both Malaysia and Southeast Asia (54 million clicks), followed by Lazada and PG Mall (Müller, 2021).

Customers' Satisfaction

From the recent studies, it was clear that the e-commerce sector is growing rapidly, and its growth has increased during the pandemic. According to a study conducted by Alfonso, Boar, Frost, Gambacorta, and Liu (2021), companies with low e-commerce volumes were also catching up. Consumers' behavior post the purchase of the order will help us determine customer satisfaction. As mentioned in the previous study, in order for the business to succeed customer satisfaction always has a crucial role as it helps in obtaining repeat customers (Bearden & Teel, 1983). Aryani et al. (2021) also state that customer satisfaction is necessary for business. From Milind and Yedake (2020), it was observed that reliability is also a factor in analyzing customer satisfaction.

Product Quality

Some studies prove that perceived product quality describes how the customer feels satisfied with those certain products they are purchasing (Chen & Dubinsky, 2003). According to the survey, over half of the online consumers returned a product because it was faulty or damaged (Gilsenan & Gilsenan, 2019). According to Reich (2017), quality seals assist customers in gaining an understanding of data security, safety, quality, and other customers' overall satisfaction. It is obvious to the customer to tell whether online shops are reliable. Besides, product quality is an essential key when it comes to e-commerce success, yet many internet retailers are left carelessly when they cannot provide the best product (Quality Corrections & Inspections, 2021). Product quality influence the purchasing process, provide a competitive advantage, sustain customer expectations, and establish customer loyalty (Havens, 2018). Combining the above studies, we can obtain:

H1: The quality of products will be positively related to consumers' satisfaction

E-service quality

When consumers are shopping online or physically, they usually expect a piece of information about products or services to make purchases (Cyr, 2008). According to the findings, the E-service quality website has the strongest and longest-lasting influence on consumer trust, followed by information quality, system quality, perceived risk, perceived online buying attitude, and word-of-mouth marketing (Hung, Chen, & Huang, 2014). Managers should focus on website design, security, privacy, and fulfillment to attain higher excellence in E-Services. Managers might engage a web designer to produce visually appealing websites. Managers must ensure that the product is delivered in good shape and on schedule since fulfillment has the greatest impact on total service quality (Rita, Oliveira, & Farisa, 2019). Another study found that, when comparing the direct influence of e-service quality on loyalty and satisfaction to loyalty, the e-service quality variable had the largest direct impact on satisfaction (Kusdibyo & Februadi, 2019). Integrating the above study, we get the following:

H2: E-service quality will be positively related to consumers' satisfaction

Security

The previous study has emphasized that the security factor has become the key component that needs to be focused on by online businesses to build up their customers' trust and satisfaction (Bart, Shankar, Sultan, & Urban, 2005). Therefore, security can be described in terms of consumers' satisfaction as the security of online payment from their purchasing transactions. It can also be referred to as the privacy of consumers' information (Blut, Wang, & Schoefer, 2016). Additionally, an e-commerce website's security can also refer to how e-commerce can secure its customers' private data from illegal use when the transaction occurs (Guo, Ling, & Liu, 2012). However, it has been shown that the great majority of today's customers are uninformed about how their personal data will be managed and used (Rapp, Hill, Gaines, & Wilson, 2009). There are some people who falsify or provide incomplete personal information when registering on websites that personally request data (Sheehan & Hoy, 1999). In this case, there are several studies that suggest the integrity of information, privacy protection, authentication security, data confidentiality, and information technology effectiveness should be considered when securing e-commerce platforms. These features are all related to the characteristics of the e-commerce websites or applications (Rapp et al., 2009; Kayworth & Whitten, 2010). Integrating the above studies, the hypothesis is:

H3: Security will be positively related to consumers' satisfaction

Price

According to Zeithaml (1988), price refers to the amount that the consumers have given up or sacrificed for the goods. Consumers' purchases are primarily motivated by price (Kotler, Manceau, Keller, & Hemonnet-Goujot, 2019). Therefore, Sinha and Batra (1999) note that price consciousness is the behavior of consumers seeking products or services at the lowest prices to avoid paying more for the same thing at a higher price. Besides, it has been noted that there is the phenomenon of consumers expecting lower prices for products and services in online shopping compared to traditional stores (Lo, Chou, & Teng, 2013). According to Hassan, Hassan, and Nawaz (2013), in their research, they found that by providing a fair price to the consumers, the seller can stimulate their satisfaction and continue a good relationship with them. Overall, these studies suggested that the fairness of the price has a significant influence on consumer satisfaction when consumers pay for products whose benefits far outweigh their price. Based on the studies, the hypothesis is:

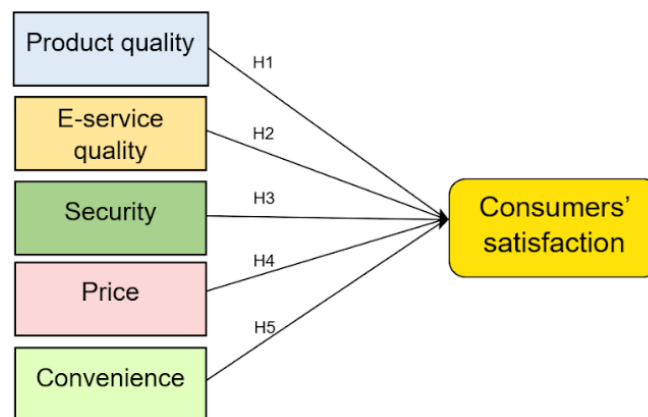
H4: Price will be positively related to consumers' satisfaction

Convenience

Consumers are often prompted to buy online due to convenience because consumers are spending less time shopping and have more time on other activities (Yo et al., 2021). Jiang, Yang, and Jun (2013), there is five online shopping accessibility that helps consumers to buy goods conveniently. First is the convenience of transportation. Consumers can enjoy the freedom to shop anytime and anywhere they choose. Second, consumers can search for the products' information easily without visiting the shops physically. Online shopping is also easy to assess because the consumers are provided with detailed and understandable products' information in different forms. Next is the ease of operation, which allows consumers to make purchases instantly without having to queue up for payment in physical stores. Lastly, consumers can just wait and receive the purchased products without carrying them physically. Consumers can save more time and have stress-free shopping online as online shopping is always open (24/7) (Karim, 2013). Therefore, we developed the hypothesis as below:

H5: Convenience will be positively related to consumers' satisfaction

Figure 1. Research Framework



RESEARCH METHOD

Sample and Procedures

This study's respondents were taken from different demographic areas who had used Shopee to do electronic shopping in Malaysia. This survey uses 100 Shopee users in Malaysia. A Google Form questionnaire was used to acquire the information required for the research. The google form consists of a questionnaire that helps us understand customer satisfaction based on different factors we have mentioned in the questionnaire. The questionnaire consists of a five-point scale which has options ranging from "1" which indicates strongly disagree to "5" which means strongly agree. The questionnaire was categorized into four sections, enabling a thorough assessment of identified variables for this study. The first is demographic-personal data, and we have included variables like gender, age, and nationality. The second one is about personal experiences using Shopee. We developed seven questions to determine the respondents' experiences in using Shopee to make online purchases. The questions included whether the customer has used the Shopee app before and, how often they visit and purchase on Shopee, the types of products that they buy. Besides, in order to determine the customer's dissatisfaction, we asked questions about respondents' negative experiences. This allows us to determine what factors caused the customer's dissatisfaction and/or whether they haven't had any such issues with their purchase on Shopee. Third, is Consumer satisfaction factors. In this field, we developed 19 questions to understand the aspects that affect consumers' satisfaction. The questions were based on product quality, E-

service quality, security, price, and convenience. The last one is consumer satisfaction. This section consists of 3 questions that identify the consumers' satisfaction. Consumers' satisfaction is a reflection of how the products and services have impacted their overall pleasure and satisfaction. The questions are created based on the respondents' satisfaction with using Shopee and their willingness to persuade their relatives and friends.

RESULTS

Table 1. Summary of Respondent's Demography (N = 100)

Gender	Frequency/ Percentage
Female	72
Male	28
Age	
18 to 24 years old	80
25 to 34 years old	18
35 to 44 years old	2
Nationality	
Malaysian	100

According to Table 1, there are a total of 100 respondents who answered this survey, and we collected it for our topic research. The majority of respondents by gender were female with 72%, and only 28% were male. There were 80% of respondents from 18 to 24 years old, which is high compared to 18% of respondents aged between 25 to 34 years old and only 2% of respondents were 35 to 44 years old. Moreover, all of the respondents were Malaysians.

Table 2. Summary of Consumers' Personal Experience using Shopee (N = 100)

Do you know Shopee	Frequency/ Percentage
Yes	100
How often do you visit Shopee?	
Weekly	38
Monthly	34
Everyday	16
Once within several months	12
How often do you purchase on Shopee?	
Monthly	45
Once within several months	42
Weekly	13
What types of products do you purchase on Shopee?	
Games, Books and Hobbies	59
Mobile and Tools	57
Clothes and Accessories	53
Home and Living	47
Shoes and Bags	44
Health and Beauty	43
Computer and Accessories	39
Others	35
Sport and Outdoor	19
Toys, Kids and Babies	10

Do you have any negative experiences when purchasing on Shopee?	
No	56
Yes	44
What are the negative experiences?	
No experience	47
Delivery service problems	41
Fake product	16
Online shopping scam	9
Broken product	9
Receive wrong item	2
No clear information about the products	1
Do you think Shopee is a trustworthy online shopping platform?	
Yes	73
Maybe	27

Table 2 below summarises the 100 respondents' responses on their personal experience using Shopee. As the technology and E-Commerce industry has advanced nowadays, there is no one who doesn't know about Shopee, which is quite popular among Malaysians. This statement can be proven by the data we collected; a total of 100 respondents acknowledged that they knew Shopee before. This survey shows that 38% of respondents visit Shopee weekly, 34% of them visit monthly, 16% of respondents visit every day, and at least 12% of the respondents visit Shopee once within several months. Moreover, the majority of 45% of respondents purchase monthly, 42% purchase once within several months, and only a few of them purchase weekly (13%).

For this survey, respondents are allowed to indicate more than one product that they purchased from Shopee. Therefore, the most popular and hot saleable products are games, books, and hobbies (59%); mobile and tools (57%); clothes and accessories (53%); home and living (47%); shoes and bags (44%), health and beauty (43%), computers and accessories (39%) and other products (35%) However, the sport and outdoor products and toys, kids and baby products had low sales with are only 19% and 10% respectively. Additionally, over half of the respondents (56%) faced a bad experience when purchasing on Shopee, and 44% of respondents didn't have any negative experience. The majority of respondents (41%) faced delivery service problems, while 47% of respondents had no negative experience.

Fornell, Johnson, Anderson, Cha, and Bryant (1996) describe customer satisfaction as an inclusive judgment of items or services based on the general purchase and consumption experience throughout time. From this, we can conclude that customer satisfaction with Shopee for their online purchasing is high even though there are still a few of them who have bad experiences when purchasing on Shopee. The majority of them (73%) think Shopee is a trustworthy online shopping platform which indicates customers are satisfied using Shopee. In short, customers' trust in Shopee will help Shopee to maintain steady growth in their business performance.

Table 3. Descriptive statistics, Cronbach's Alpha coefficients, and Zero-order correlations of variables

Variables	1	2	3	4	5	6
Product Quality	0.915					
E-Service Quality	0.677**	0.796				
Security	0.551**	0.623**	0.898			
Price	0.402**	0.441**	0.474**	0.792		
Convenience	0.467**	0.512**	0.503**	0.626**	0.872	
Dependent variable: Consumers' Satisfaction	0.758**	0.696**	0.598**	0.467**	0.570**	0.906
M	3.80	3.87	3.95	4.17	4.30	3.97
SD	0.73	0.60	0.58	0.48	0.51	0.71

Note: N=100; * $p < 0.05$, ** $p < 0.01$; Diagonal entries in bold indicate Cronbach's coefficient alpha

Cronbach's Coefficient Alpha; M = Mean; SD = Standard Deviation

Table 3 presents descriptive statistics, Cronbach's alpha coefficients, and zero-order correlations of variables based on the response data collected from the questionnaire for the modules of Product quality, E-service quality, Delivery, Price, Security, and Convenience. Cronbach's alpha is a measure used to assess the reliability or internal consistency of a set of scales or test items (Goforth, 2015). Previous studies have considered that Cronbach's alpha coefficients greater than 0.7 can be evaluated as good consistency among items. Based on Table 3, we can learn that Cronbach's alpha for Product Quality (0.915), E-service quality (0.796), Delivery, Price (0.792), Security (0.898), and Convenience (0.872) are all greater than 0.7, which implies that the consistency of the questionnaire items is strong. Besides, Cronbach's α coefficients for Security (0.898) and convenience (0.872) were within the range of 0.8 to 0.9, indicating very good reliability of these two variables. Therefore, the questionnaire data collected are valid and reliable.

The correlation coefficient reveals the strength of the relationship between two variables and explains the extent to which two variables move in harmony with each other. If the correlation coefficient is between 1 and 0, then the two variables are said to move in the same direction, and these variables have a positive correlation. If the correlation coefficient is between 0 and -1, they move in the opposite direction and have a negative correlation (Hayes, 2021). From Table 3, we can identify that the correlation coefficients of all five variables (Product Quality, Price, E-service quality, Security, and Convenience) and the decision variable (Customers satisfaction) are greater than 0 and less than 1, which represents a normal correlation between these five variables and the decision variable. Thus, we can tentatively obtain that H1, H2, H3, H4, and H5 are established. Next, each variable was ranked from the largest to the smallest correlation coefficient with the determining variable, and the results were obtained in the order of Product quality, E-service quality, Security, Convenience, and Price. Comparing several correlation coefficients, we get that the largest correlation coefficient with the determining variable (Customer satisfaction) is Product quality (0.915), while the smallest correlation coefficient is Price (0.467). This shows that when shopping online at Shopee, the most profound influence on customers' satisfaction is the quality of the product, while the price of the product has some but not much influence on customer satisfaction.

Based on the correlation coefficients obtained from the analysis, it is concluded that the quality of goods is the most important and decisive for online consumers. To improve the satisfaction of target consumers and cultivate customer loyalty and industry reputation, the first thing is to control the quality of goods. Secondly, while focusing on the quality of

products, it is also essential to enhance the quality of E-service. As the only bridge between the merchant and the customer, E-service represents the first impression of the merchant. Studies have shown that good and effective E-services can increase the rate of customer praise for merchants and products. The price of the product has no significant influence on customer satisfaction. The online shopping platform allows consumers to shop around, and once they decide to order a product, they are likely to have accepted the price of it. Therefore, the price of the product may have a greater impact on the consumer's decision rather than satisfaction.

Table 4. Summary of Multiple Regression Analysis

Consumers' Satisfaction with Shopee Variables entered (R2 Change= 0.675)	Beta
Product Quality	0.459***
E-Service Quality	0.216*
Security	0.111
Price	0.026
Convenience	0.173*

*Note: N=100; *p < .05; **p<.01; ***p<.000*

According to Table 4, the consumers' satisfaction with Shopee is associated statistically with the factors of product quality, E-service quality, and convenience. This is because product quality, E-service quality, and convenience are positively correlated to the consumers' satisfaction with the standardized coefficient beta values, β of 0.459, 0.216, and 0.173, respectively. Besides, the R2 value was 0.675, which means the product quality, E-service quality, and convenience explained 67.50% of the variation in consumers' satisfaction in Shopee. Therefore, this finding revealed that product quality, E-service quality, and convenience are the three key factors that influence consumers' satisfaction with Shopee. Security and price have no significant influence on consumers' satisfaction in Shopee ($p>0.05$).

DISCUSSION

The first hypothesis (H1) indicates that product quality will be positively related to consumers' satisfaction. Based on Table 4, the β value of 0.459*** represents that product quality has the most significant impact and is positively correlated to the consumers' satisfaction. This finding has a similar result to the previous study by Yanti (2018), that product quality is positively significant to consumer satisfaction. Consumers' satisfaction will increase with better quality products. Additionally, the most fundamental determinant of consumer satisfaction is product quality in terms of its performance. There are suggestions that online retailers have to give their customers the best products consistently, offer various variations of products, and ensure their products are always available. This can promote the development, maintenance, and improvement of customer satisfaction in online shopping (Ziaullah, Feng, & Akhter, 2014). Besides, when consumers shop online, they are unable to directly judge the quality of a product. They can only rely on information provided by online stores. Therefore, consumers will tend to visit a specific online shop again after receiving the product, and it meets their expectations (Lin, Wu, & Chang, 2011). Thus, hypothesis (H1) is accepted.

While the second hypothesis (H2) reveals that the E-service quality will be positively related to consumers' satisfaction. The β value of 0.216* implies that the E-service quality significantly impacts consumers' satisfaction. E-service quality includes web design, customer service, the information provided, and delivery service. The previous study noted that the design of an online shopping website positively correlates with the E-

service quality, which will contribute to consumers' satisfaction. Therefore, in terms of website design, it should focus on usability by highlighting the aesthetic of the design, creating a strong image of the brand, and attracting more customers to pay a visit (Rita et al., 2019). Besides, the customer service provided by the online shopping platform can assist consumers during the purchasing process. Consumers can also ask online retailers for more product details before they decide to buy the products. Shopee provides Frequent Ask Questions (FAQ) and a live chat system to help their customers in solving their problems. According to Wang and Chang (2013), it is compulsory for online stores to provide enough information about the products. This will help the consumers to avoid the risk of buying the wrong items and will directly increase their satisfaction. Besides, there is a significant effect of delivery service on consumers' satisfaction. It has been observed that reliable, safe, and timely delivery plays a crucial role in ensuring consumers are satisfied in the online shopping environment (Handoko, 2016). Hence, hypothesis (H2) is accepted.

From the study, we found that convenience has a significant positive impact on consumer satisfaction. The β value of 0.173* underlines that convenience significantly impacts consumers' satisfaction. Consumers feel more satisfied when buying online because it is easier, faster, better, and hassle-free compared with shopping physically. Besides, through online shopping, consumers can save more time, which only needs a few clicks away (Khan & Rizvi, 2011). The finding is also in accordance with the result of the research from Yanti (2018), in which the ease of getting product information, ordering goods, and making payments positively impacts consumers' satisfaction. Therefore, hypothesis (H5) is accepted. However, we discover that there are no significant influences of security and price on consumers' satisfaction with Shopee. As specified by the low β value of 0.111 and 0.026, the influence of security and price on consumers' satisfaction is minimal. According to Mustafa (2011), the security variable is not an indicator of consumer satisfaction. Security is more related to trust, and privacy aspects will only contribute to the consumers' trust in online shopping platforms or stores. Nevertheless, the price of the product has a more significant impact on the consumers' purchase intention compared with consumers' satisfaction. Price is the main factor that influences consumers in making a purchase decision. Therefore, hypotheses (H3) and (H4) are rejected.

CONCLUSION

Finally, we discovered that product quality, e-service quality, and convenience are the major drivers of consumers' satisfaction with Shopee. Even though we cited security and pricing as factors, consumers place a higher priority on acquiring decent quality goods and services. As a result of this, it helps to increase business for Shopee. Our study also found that more than half of people had negative experiences with Shopee, majorly in terms of delivery, but that this has had no impact on overall customer happiness in purchasing in Shopee. This is because more than 70% of respondents in our study are interested in shopping and buying on Shopee again. The other variable we discovered was Shopee usage on a daily basis; only 18% of respondents use Shopee on a regular basis. This is a grey area that has to be investigated in terms of customer behavior on everyday purchases so that it may be used as a variable in future studies.

Our study has practical managerial implications. Since our results point to the substance of product quality, e-service quality, and convenience, the manager has to be more content on these factors to increase consumer satisfaction. Our findings also show that delivery service problems and receiving fake products are negative experiences that will lead to dissatisfaction among consumers. Thus, Shopee should be more concerned about these problems by taking action on the retail stores that are selling fake products

or the retail stores that are involved in online shopping scams. Shopee should also improve their delivery service by collaborating with responsible and reliable courier service companies to ensure their consumers' parcels arrive on time and in good condition. Shopee can also improve its online shopping website and application design, which will help consumers to search for relevant information about the products and make comparisons easily. Furthermore, Shopee should also ensure their retail stores provide clear and sufficient information and descriptions about the products to avoid consumers confusion.

LIMITATION

During the process of collecting the research data, the researcher encountered a few limitations. Firstly, due to the COVID-19 epidemic, the questionnaire was completed online using a Google form. There were also many participants who were not interested in answering the survey questions. Therefore, it was very challenging to collect more responses within the time constraints. Secondly, the respondents of this research mostly come from the same age group which is between 18 to 24 years old. Hence, this does not accurately represent the overall consumer satisfaction of the entire population in Malaysia. Besides, this research focuses on some variables that influence consumers' satisfaction. Therefore, it is recommended that other potential variables, such as information availability, time, and online review, can be considered as determinants for future studies.

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N/A

DECLARATION OF CONFLICTING INTERESTS

The authors declared no potential conflicts of interest

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