

Are You Satisfied With Shopee? A Study of Customer Satisfaction Towards Shopee

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ABSTRACT

Shopee is an e-commerce business that was launched in 2015. As of 2021, Shopee is regarded as Southeast Asia's largest e-commerce platform. In just a few years, Shopee has leveraged its strong competitive advantage to aggressively expand its presence in Southeast Asia and achieve a leading position in the highly competitive e-commerce space. Regarding total time spent in the app and monthly active users, the Shopee app is constantly ranked as the top app in the shopping category in Southeast Asia. This study seeks to ascertain the factors that affect customer satisfaction towards Shopee. We collected the data using an online survey. A total of two hundred respondents participated in the survey through Google Forms. The results revealed that most customers are satisfied with Shopee from the aspects of perceived usefulness, perceived benefits, perceived convenience as well as perceived trust. For instance, the findings of this study suggest that the factors such as perceived benefits and perceived trust have the most significant influence on customer satisfaction with Shopee. This study has brought valuable feedback and insights from Shopee's customers. It also enables Shopee to identify shortcomings and provide better services to customers in the future to improve customer satisfaction.

Keywords: Customer Satisfaction, Shopee, E-commerce, Perceived Benefits, Perceived Trust

INTRODUCTION

Globalization and information (IT) has changed how organizations do business. There is a growing interest in using electronic commerce (EC) to execute business-related transactions (Jain, Malviya, & Arya, 2021). Over the years, e-commerce has become a fundamental driver of the economy. Its ability to allow businesses to reach out to a broader range of consumers and enable customers to shop at their convenience has contributed to its growth and significance. This, coupled with the Covid-19 epidemic, online business has grown even more rapidly (Taher, 2021). Shopee is a popular online marketplace in Southeast Asia. To the tune of 343 million monthly users as of the year 2021, Shopee dominates the Southeast Asian e-commerce market (Shopee, 2022). Shopee consistently receives top honors in rankings of Southeast Asian shopping apps based on metrics such as monthly active users and total time spent in the app. In addition, Shopee was the most downloaded Shopping app in the globe in 2021 (Sea, 2021).

Shopee was once a consumer-to-consumer (C2C) marketplace before it transitioned to a hybrid business model that included C2C and business-to-consumer (B2C) (Yo et al., 2021). Shopee has offered several services, including online shopping, ShopeePay, ShopeeFood, and others. Shopee has the potential to be the most substantial e-commerce platform in Southeast Asia and Taiwan due to its regional customization. Shopee provides clients with a simple, secure, and superficial online buying experience by using a full payment and shipping infrastructure (Shopee, 2022). Apart from that, Shopee is an emerging online shopping site that offers better products, high satisfaction, and excellent consumer feedback compared to its competitors. Shopee is the first among others because they have noticed the important things such as intrinsic cues, physical traits, EWOM, and the significance of classification systems that the competitors have not noticed (Lim, Fern, & Singh, 2021).

Customer satisfaction is a crucial aspect of business that contributes to the success of companies (Lim et al., 2021; Yo et al., 2021). Many researchers have conducted studies on customer satisfaction (Kee, Aisyah, A'ishah, Enakhifo, & Edeh, 2022; Pérez-Morón, 2022; Yo et al., 2021; Kee et al., 2021a; 2021b). Understanding customer satisfaction will enable companies to manage their strategies and make proper adjustments to develop long-term and lucrative customer relationships in order to sustain competitiveness in the market. Hence, based on the call by Yo et al. (2021), this study investigates the key variables influencing customer satisfaction towards Shopee.

LITERATURE REVIEW

Overview of E-commerce

Electronic Commerce describes the business dealings conducted through the Internet (E-Commerce). It is characterized as the purchasing of goods or services things electronically by consumers and between businesses using computers as intermediaries for commercial transactions (Laudon & Laudon, 2009). E-Commerce is beneficial for reducing administrative expenses and business process cycle time, as well as enhancing interactions with business partners and consumers (Pradana, 2015). Internet and the World Wide Web may be used for E-Commerce between business service providers and consumers to offer items and services (Doolin, Dillon, Thompson, & Corner, 2005). The rising number of entrepreneurs adopting e-commerce in their businesses demonstrates that the usage of the Internet for commercial transactions is seen as significant (Maulana, Susilo, & Riyadi, 2015).

Customer Satisfaction

Customer satisfaction is a feeling of delight or displeasure based on a comparison of product performance to expectations (Kotler & Keller, 2016). This definition is one of many that have been presented by various researchers to describe customer satisfaction. Meanwhile, according to Hasan (2014), satisfaction and dissatisfaction are post-

purchase evaluations where the chosen alternative at least meets or exceeds customer expectations, and dissatisfaction occurs when the results do not meet expectations. From the above definitions from various previous studies, we conclude that customer satisfaction is the emotional feeling of a person from a comparison of the perceived performance with the expectations for a certain period of time, in which the alternative performance after feeling the product is at least the same or greater than expected.

Perceived Usefulness

Zaidi, Gondal, Yasmin, Rizwan, and Urooj (2015) discovered that consumers' perceptions of usefulness enhance their purchasing experiences. When buyers have access to appropriate and relevant product information, perceived usefulness may influence their online purchase behavior, according to this theory. In addition, the Shopee online platform's advanced search feature has improved the shopping experience for clients. According to research, appropriate and comprehensive product information has helped Shopee consumers make educated decisions. Consumers judge the value of an online shopping platform depending on the availability of comprehensive product details (AL-Shukri & Udayanan, 2019). In conclusion, we hypothesized that:

H1: Perceived usefulness is positively related to customer satisfaction.

Perceived Convenience

This study evaluates the convenience of three components: time, location, and the purchase process. It may be inferred that customer convenience is a significant influence on their online shopping selections. According to surveys, consumers view online shopping as a venue for product research rather than actual purchases. Chen, Hsu, and Lin (2010) defined convenience as the desire to make online purchases that reduce time and effort throughout the checkout procedure. Kennedy and Kundu (2018) state that shipping costs and time influence online purchase choices positively. According to Wen, Satar, Ishak, and Ating (2020), the ease of internet shopping is driving its growth. Diverse mobile-exclusive discounts on online platforms allow customers to make purchases "on the move." In summary, it is suggested that:

H2: Perceived convenience is positively related to customer satisfaction.

Perceived Benefits

In a broad sense, internet shopping may be considered an invention. The relative advantages of innovations are their perceived benefits. Online shopping allows users to buy things whenever and wherever they want. So, the perceived benefits of online purchasing are big reasons why people do it, contributing to the development of a good and positive attitude about buying things online. The more benefits people see on a website, the more likely they are to like online shopping. A previous study has emphasized the significance of perceived benefits in understanding client attitudes in e-commerce (Kim, Ferrin, & Rao, 2008; Delafrooz, Paim, & Khatib, 2011). Therefore, we hypothesized:

H3: Perceived benefits are positively related to customer satisfaction.

Perceived Security and Privacy

Security and privacy play a significant part in delivering client satisfaction. Users will assess its security and privacy to ensure that it is of high quality. As the Internet becomes an integral part of people's lives, an increasing number of businesses use it for commercial purposes. Due to the Internet's increasing importance in people's everyday lives, many firms now perform at least a portion of their activities online. The increased capacity to store, retrieve, and monitor data results in the transmission of vast amounts of data. According to Furnell and Karweni (1999), among the most significant challenge to expanding e-commerce is that customers do not feel secure while shopping online. This is due to the possibility that financial information might be stolen and utilized for nefarious reasons (Jones, Mothersbaugh, & Beatty, 2000).

H4: Perceived security and privacy are positively related to customer satisfaction.

Perceived Trust

Mayer, Davis, and Schoorman (1995) define trust reflects a readiness to be exposed based on optimistic assumptions about the other party's behavior in the future. Carlos Roca, García, and de la Vega (2009) examined interest in using online trading services using a survey method which took research subjects in Spain with a sample of undergraduate students taking financial market courses at a university in Spain, showing that trust positively influences interest in using online trading services. Thus, the researchers formulated a hypothesis, namely:

H5: Perceived trust is positively related to customer satisfaction.

RESEARCH METHOD

Sample and Procedure

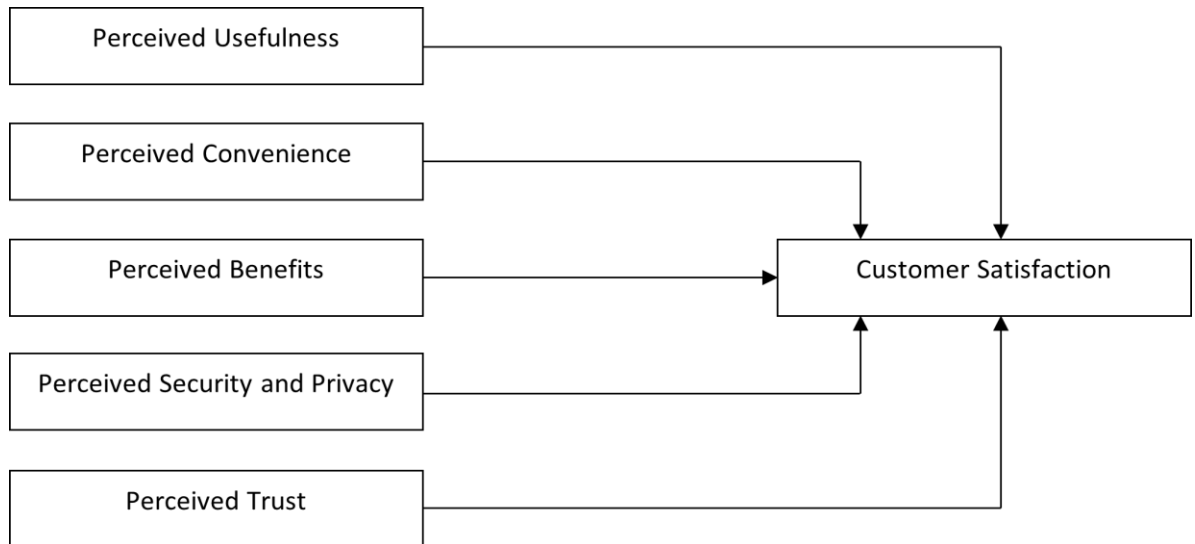
We used both primary and secondary sources to acquire information and data for our research. Using Google Forms, we developed an online survey to gather primary data. The subject of this Google Form is "Are you satisfied with Shopee? A Study of Customer Satisfaction Towards Shopee". This Google Form is mostly distributed at random. For the poll, the researchers utilize a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree) since it is the most accustomed measure in educational and social science research (Joshi, Kale, Chandel, & Pal, 2015). We circulated the questionnaire using social media sites such as Telegram, WhatsApp, and Instagram to get responses. For secondary data, the researchers review relevant papers, journals, websites, and other sources to get more information for this study. The final findings were produced by analyzing all the data gathered from primary and secondary sources using the IBM SPSS program.

Measure

We have separated the questions in this Google Form into various sections, named Section A to Section G. Section A comprises questions on respondent demographics. In contrast, Section B is about the customer experience with Shopee. Sections C to G are about customer satisfaction (dependent variable) and factors that affect customer satisfaction (independent variable). We included questions on the respondent's demographics in Section A. Researchers can use this demography to determine age, gender, ethnicity, yearly income, education level, occupation, and nationality. In Section B, the researcher investigated the client experience with Shopee. Several questions were asked in this part, including the sort of Shopee services and items, the total amount spent on Shopee, and other questions.

We evaluated the elements influencing customer satisfaction from Sections C through F. This study's component is also an independent variable (IV). Perceived usefulness, perceived convenience, perceived benefits, perceived security and privacy, and perceived trust are the independent variables loaded in this Google Form. The poll employed a five-point Likert scale from 1 (strongly disagree) to 5 (strongly agree) to measure the extent to which these factors impact customer satisfaction. We investigated consumer satisfaction in Section G, which is the dependent variable. This section's measuring method also uses a Likert scale (Yo et al., 2021). Among the questions on Shopee satisfaction are those about the shopping experience, the security of Shopee's online payment system, and the content and layout of Shopee's application and website. Figure 1 displays the research framework for this study, and 5 hypotheses were formulated.

Figure 1. Our Research Model



RESULTS

With the mean value of 23.54 and a standard deviation of 5.56. Most of the respondents are between the ages of 18 and 25. The majority of the participants are female - 75.5% of them. In terms of ethnicity, 40.5% are Malays, 35.5% are Chinese, 3.5% are Indians, and 20.5% represent other ethnic. More than half are students (84%), 74% are on Bachelor's degree level education, and 87% have an annual salary of less than RM10,000.

Table 1. Summary of Respondents' Demography (N=200)

Response	Frequency	Percentage (%)
Age		
18 - 25 years old	168	84.0
26 - 30 years old	16	8.0
31 - 35 years old	4	2.0
36 - 40 years old	5	2.5
41 - 45 years old	3	1.5
46 - 50 years old	2	1.0
Above 50 years old	2	1.0
Gender		
Male	49	24.5
Female	151	75.5
Ethnicity		
Malay	81	40.5
Chinese	71	35.5
Indian	7	3.5
Others	41	20.5
Annual Income		
Below RM10,000	174	87.0
RM10,001 - RM30,000	9	4.5
RM30,001 - RM 50,000	7	3.5
RM50,001 - RM 100,000	4	2.0
Above RM100,000	6	3.0
Education Level		

High school or equivalent	23	11.5
Diploma	20	10.0
Bachelor's Degree	148	74.0
Master's Degree	6	3.0
Ph.D. Degree	3	1.5
Occupation		
Student	168	84.0
Private sector	16	8.0
Government sector	4	2.0
Unemployed	12	6.0
Nationality		
Malaysian	156	78.0
Indonesian	44	22.0

To go further into the customer experience with Shopee, we inquired about the number of times respondents purchased Shopee in one month and the number of years respondents have used Shopee. They had been shopping with Shopee, the kind of things they often purchased, and the amount they spent on each transaction with Shopee. Table 2 gives an overview of the results of the Shopee customer experience. The data show that the majority of respondents are Shopee regular clients, having used the site for more than a year and doing business with them multiple times. Customer loyalty is characterized as a consumer's commitment to obtain specific products or services in the foreseeable, regardless of the circumstances or marketing efforts that would persuade them to switch (Oliver, 1999). Customer loyalty is the customer's cumulative experience with a brand since the first interaction, which culminated in the overall outcome (Brunner, Stöcklin, & Opwis, 2008).

Table 2. Summary of Respondents' Shopee Customers' Shopping Experience (N=200)

Response	Frequency	Percentage (%)
Type of Shopee services that you usually use		
Online Shopping	167	83.5
ShopeePay	128	64.0
ShopeeFood (Food Delivery Service)	72	36.0
Pay Bills, Prepaid & Tickets	43	21.5
How often are you using Shopee for online shopping per month?		
None	7	3.5
1 - 2 times	130	65.0
3 - 5 times	45	22.5
6 times and above	18	9.0
Year of experience in using Shopee for online purchase		
Less than a year	13	6.5
1 - 2 years	48	24.0
2 - 3 years	56	28.0
3 years and above	83	41.5
Type of products that you usually shop online on Shopee		
Automotive	19	9.5
Baby & Toys	13	6.5
Cameras & Drones	12	6.0
Computer & Accessories	72	36.0
Fashion Accessories	109	54.5

Games, Books & Hobbies	53	26.5
Gaming & Consoles	25	12.5
Groceries & Pets	32	16.0
Health & Beauty	117	58.5
Home & Living	78	39.0
Men's Bag & Wallets	25	12.5
Men's Clothing	38	19.0
Men's Shoes	29	14.5
Mobile & Gadgets	42	21.0
Sports & Outdoor	41	20.5
Travel & Luggage	20	10.0
Watches	29	14.5
Women's Bag	82	41.0
Women's Clothes	107	53.5
Women's Shoes	82	41.0
How much do you usually spend on online shopping using Shopee?		
Below RM 100	108	54.0
RM 101 - RM 500	76	38.0
RM 501 - RM 1,000	11	5.5
Above RM 1,000	5	2.5
Mode of payment for online shopping on Shopee		
Cash on Delivery	9	4.5
Cash Payment at 7-Eleven	2	1.0
Credit Card / Debit Card	12	6.0
Online Banking	65	32.5
Shopee Pay	112	56.0
Would you recommend Shopee as the choice of online shopping platform to your family and friends?		
Yes	155	77.5
No	2	1.0
Maybe	43	21.5
In future years, I would still shopping from Shopee		
Yes	148	74.0
No	3	1.5
Maybe	49	24.5

Following the data, the respondents purchased a variety of things on Shopee. Most customers use Shopee to make online Shopping (83.5%), and most visit it 1-2 times per month (65%). The statistic also shows that 41.5% of respondents stay loyal for three years and above. Respondents can identify more than one good purchased from Shopee when it comes to product selection. Health and beauty products are the most popular (58.5%), followed by fashion accessories (54.5%). However, more than half of the respondents (54%) paid less than RM100 when shopping online. This study indicates that the purchased quantity is a determinant of consumer loyalty. ShopeePay is the most popular payment method among respondents, which accounts for up to 56% of all transactions. Over three-quarters (77.5%) of respondents would promote Shopee as an online shopping platform to their friends and family. Furthermore, 74% of respondents are eager to buy from Shopee in the future. Consumer satisfaction was described by Furnell, Morrissey, Sanders, and Stockel (1996) as a comprehensive assessment of a product or service that relies on normal buying and purchasing patterns over time. As a

result, we can infer that customers' satisfaction with Shopee for online purchases is strong. The overwhelming majority of them are prepared to recommend Shopee to their relatives, and they intend to buy from Shopee again in the future. The data also show that one of the primary drivers of a successful company is customer satisfaction.

Table 3. Descriptive Analysis, Cronbach's Coefficient Alpha, And Zero-Order Correlations of All Study Variables

Variables	1	2	3	4	5	6
Perceived Usefulness	0.874					
Perceived Convenience	0.737**	0.862				
Perceived Benefits	0.613**	0.673**	0.867			
Perceived Security and Privacy	0.454**	0.649**	0.545**	0.841		
Perceived Trust	0.573**	0.675**	0.626**	0.790**	0.843	
Customer Satisfaction	0.657**	0.754**	0.709**	0.710**	0.811**	0.906
Number of items	5	6	3	3	3	4
Mean	4.24	4.14	4.20	3.72	4.02	4.14
Standard Deviation	0.71	0.66	0.79	0.90	0.77	0.72

Note: N=200; * $p < 0.05$, ** $p < 0.01$; Diagonal entries in bold indicate Cronbach's coefficient alpha

The descriptive analysis, Cronbach's alpha coefficient, and zero-order correlations of all five research variables are shown in Table 3. All variables were deemed to be very reliable, with alpha coefficients ranging between 0.84 and 0.90.

Table 4. Summary of Regression Analysis

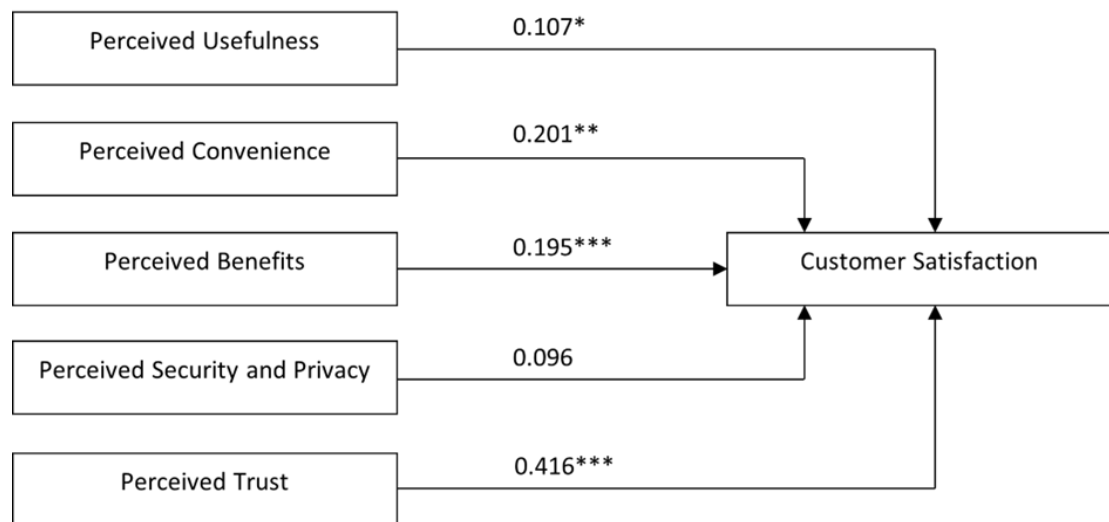
Variables	Customer Satisfaction
Perceived Usefulness	0.107*
Perceived Convenience	0.201**
Perceived Benefits	0.195***
Perceived Security and Privacy	0.096
Perceived Trust	0.416***
R ²	0.760
F Value	127.042
Durbin-Watson Statistic	1.813

Note: N=200; * $p < 0.05$, ** $p < 0.01$, *** $p < 0.001$

Table 4 elaborates on the regression analysis. As detailed in the table, perceived usefulness, perceived convenience, perceived benefits, perceived security and privacy, and perceived trust were the independent variable, while the dependent variable was customer satisfaction. Hypothesis 1 predicts that perceived usefulness has a positive relationship with customer satisfaction. Hypothesis 2 predicts that perceived convenience has a positive effect on customer satisfaction. Hypothesis 3 predicts that perceived benefits are positively related to customer satisfaction. Hypothesis 4 predicts that perceived security and privacy have a positive effect on customer satisfaction. Lastly, hypothesis 5 predicts that perceived trust has a positive relationship with customer satisfaction.

The output indicates that perceived usefulness, convenience, benefits, and trust significantly correlated to customer satisfaction with beta values of 0.107, 0.201, 0.195, and 0.416, respectively. Thus, H1, H2, H3 and H5 are proven. The value of R^2 was 0.760. It means that 76% of the variation in customer satisfaction is explained by perceived usefulness, perceived convenience, perceived benefits, and perceived trust. Perceived trust is the most significant factor impacting customer satisfaction, with the highest beta value of 0.416. In contrast, perceived security and privacy were insignificantly related to customer satisfaction. Therefore, H4 was not supported.

Figure 2. Hypothesized Model



DISCUSSION

This study investigates the variables that influence customer satisfaction with Shopee. The results indicate that perceived benefits and trust significantly influence customer satisfaction towards Shopee. Similar results were discovered in the study of Dewi, Riani, Harsono, and Setiawan (2018), who suggested that the perceived benefits have a positive and significant effect on customer satisfaction. Perceived benefits are defined as the belief of the consumer that he or she will gain better benefits from an online transaction (Kim et al., 2008). Perceived benefits of online shopping can be gauged in terms of satisfaction with the products and the benefits of online shopping (Tanadi, Samadi, & Gharleghi, 2015). Al-Debei, Akroush, and Ashouri (2015) claim that the perceived benefits of online shopping represent important incentives for consumers that facilitate a favorable and positive attitude towards online shopping. Consumers are more likely to have a positive attitude toward online shopping the more benefits they perceive. In order to enhance the benefits that online customers may perceive in Shopee, Shopee needs to increase more offers and benefits to give back to their customers. If the customers get more benefits on Shopee, the customers will be more encouraged to use Shopee as they are satisfied with the benefits that Shopee gives. Indeed, the value that online customers look for and gain from any online transaction is perceived benefits (Al-Debei et al., 2015). Hence, perceived benefits are a critical factor that affects customer satisfaction.

According to this research, perceived trust is the most important element influencing consumer satisfaction. This conclusion is consistent with previous research, which found that trust has a considerable and beneficial effect on consumer satisfaction (Soliha, Maskur, Widyasari, & Ariyani, 2021). Oliver (1980) stated that trust strongly influences consumer satisfaction. According to Soliha et al. (2021), a customer who trusts in the service implies that he has a high level of confidence in the service, which in turn leads the customer to preserve the relationship between the two. Customer satisfaction rises

as customer trust levels do. Customers will feel satisfied when they discover a high degree of trust, honesty, and expertise (Flavián, Guinalíu, & Gurrea, 2006). In addition, the importance of trust is emphasized in e-commerce due to the separation in space and time between buyer and seller, as well as the requirement for the buyer to give sensitive personal information, such as credit card information or phone numbers, to the seller (Mallat, Rossi, Tuunainen, & Öörni, 2006). Therefore, Shopee should always prioritize customer information security and improve the platform's security vulnerabilities to convince customers that Shopee is an honest and trustworthy service provider. In fact, the perceived trust could be used to forecast customer satisfaction. Thus, perceived trust is a significant element that influences customer satisfaction.

Moreover, the result reveals that perceived convenience has a significant influence on customer satisfaction. This is consistent with prior research indicating that convenience strongly influences consumer intention to shop online (Kiew, Hasan, & Hasan, 2021). Utilizing an online shopping platform is advantageous since it is practical and efficient during the transaction process. According to Jiang, Yang, and Jun (2013), a straightforward and easy-to-follow online checkout procedure is vital for enhancing the perceived convenience of online buying among consumers. To minimize the time and effort required to execute a transaction, Shopee must build a simple and adaptable payment option for clients. Online shopping has grown in popularity with consumers due to its convenience compared to traditional shopping, which is typically associated with anxiety, time constraints, traffic, and packed parking spaces (Ibrahim, Zakaria, & Mansor, 2015). The satisfaction of your customers is directly proportional to the quality of the delivery (Choi, Chung, & Young, 2019). Prompt delivery is important to fulfill customers' satisfaction in an online shopping environment. On the other hand, delays in delivery will lead to customer dissatisfaction (Liu, He, Gao, & Xie, 2008). Therefore, Shopee is suggested to deliver the products to the customers within the delivery period in order to increase the customers' satisfaction.

Apart from that, the results revealed that perceived usefulness significantly impacts customer satisfaction with Shopee. This is consistent with the previous studies, demonstrating that perceived usefulness and customer satisfaction have a substantial positive correlation toward online shopping (Tandon, Kiran, & Sah, 2016). A quick search feature for products available on online shopping drives consumers to shop online. As a result, consumers are able to find their desired product quickly. Thus, Shopee must always keep the product easy to access and let the consumers find the product faster. Customers consider online shopping information to be easily accessible and not too much of a hassle, which results in more positive reviews of purchasing experience (Mosteller, Donthu, & Eroglu, 2014). Shopee needs to ensure their product details and information are easily accessed by the customers. This will increase the customers' satisfaction level towards Shopee. Renny, Guritno, and Siringoringo (2013) concluded that perceived usefulness significantly influences the overall online transaction for purchasing airline tickets online. Consumers believe that purchasing airline tickets online results in efficiency, higher performance, and productivity. The findings of the study indicate that Shopee bill services such as prepaid bills and tickets are useful for customers. Hence, Shopee may improve the overall bill payments services in order to serve the customers better and attract more customers to use bill services.

This research indicates that consumers' perceptions of security and privacy have really no influence on their satisfaction with online buying on Shopee. According to Davis (1989), client behavior intentions are mostly influenced by a cognitive evaluation of how to enhance the purchasing experience. Consumers are more likely to purchase from e-commerce platforms that emphasize time savings and faster job completion (Alreck et al., 2009). Despite the fact that our research is unable to provide evidence for the beneficial impact of perceived security and privacy on customer happiness, we discovered that perceived security and privacy are positively associated with customer

satisfaction. The inconsistency between perceived security and privacy and consumer satisfaction, as well as the study's limited sample size, might account for the results of this study. Therefore, it is not apparent if buyers are happy because they have faith in online purchases (Kim, Chung, & Lee, 2011).

CONCLUSION

In conclusion, this research's findings indicate a correlation between perceived usefulness, perceived convenience, perceived benefits, and perceived trust in customer satisfaction. Shopee shall focus and be conscious of those factors as it is able to improve customer satisfaction. Perceived trust and perceived benefits are the most significant factor impacting customer satisfaction. Therefore, customers will consider perceived trust and perceived benefits as the priority for using Shopee. It is suggested Shopee maintain fostering trust with the customer by safeguarding customer privacy and strengthening the platform's security vulnerabilities. Hence, Shopee is able to keep existing customers and attract new customers. Aside from that, the findings specify that the customers are satisfied with Shopee's online shopping platform's usefulness, convenience, and benefits.

Moreover, the findings of customer experience with Shopee show that most of the respondents have been using Shopee for online purchases for 3 years and above. It means that customers stick to using Shopee as their first choice for online shopping as it provides them with a satisfactory shopping experience. They also tend to suggest Shopee as the preferred online platform to their friends and family members. Other than that, three-quarters of respondents are confident that they would still shop from Shopee in future years.

Nevertheless, this research has significant drawbacks. First, the research has limited generalizability as the majority of this study's respondents are from Generation Z, which were mostly students. Hence, in future studies, the researcher should collect information from the general population's various age groupings. Furthermore, future researchers are encouraged to add additional variables such as consumers' loyalty and consumer behavioral intentions as the elements to be examined regarding customer satisfaction towards Shopee.

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DECLARATION OF CONFLICTING INTERESTS

The authors declare that there is no conflict of interest.

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