


## Determinants of Customer Satisfaction in E-Commerce: A Case Study in Malaysia

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The rapid expansion of e-commerce platforms like Shopee among Malaysians and which was also among the top online marketplace that alters the consumer purchasing habits in the country. This study investigates the effects of perceived usefulness, perceived ease of use, perceived trust, and perceived convenience on customer satisfaction with a leading e-commerce platform in Malaysia. Using Shopee as the empirical case, a quantitative survey was conducted among 250 users through Google Forms. Data were analyzed using descriptive statistics, correlation analysis, reliability testing, and multiple regression in SPSS. The regression results show that all four factors have significant positive effects on customer satisfaction. Perceived trust has the strongest effect ( $b = 0.353$ ,  $p < 0.001$ ), followed by perceived usefulness ( $b = 0.231$ ,  $p < 0.001$ ), perceived convenience ( $b = 0.177$ ,  $p < 0.05$ ), and perceived ease of use ( $b = 0.168$ ,  $p < 0.05$ ). The model explains 75.7% of the variance in customer satisfaction. The findings offer useful implications for the e-commerce platform to enhance user experience through platform security and operational reliability, as well as to develop additional services to retain customer loyalty in the long run.

**Keywords:** Customer Satisfaction; E-Commerce Platform; Perceived Convenience; Perceived Ease of Use; Perceived Trust; Perceived Usefulness; Malaysia

**JEL Classification:** L81; M31; D12; C83

## INTRODUCTION

In recent years, the wave of e-commerce has swept across global retail, bringing changes to the way people search for goods, compare prices, and make purchases. The conversion of conventional retail outlets to web-based stores has become the new normal in a business climate sustained by high-speed internet connectivity, mobile technology, and changing consumer purchasing behavior. With the arrival of digital platforms, there has been a significant impact on online shopping trends in Malaysia as people are more positive toward the use of online shopping platforms to accomplish their everyday needs (Lim et al., 2021). As digital marketing is one of the major drivers for this trend, it has also been observed through recent studies that online attraction strategies influence consumers' behavior on Shopee and similar platforms (Lim et al., 2025; Kathiarayan, 2022).

E-commerce is no longer just a complementary arm but a platform that leverages technology to engage users and make shopping more convenient (Chong et al., 2023). Shopee has risen to be the most dominant and popular e-commerce site in Malaysia, offering millions of users across the country convenience, accessibility, and a seamless shopping experience despite the challenging economic climate. Its success in the region comes from localized strategies that allow it to compete with global e-commerce platforms (Madan et al., 2022). The rapid growth of Shopee in Malaysia can be attributed to the increasing penetration of smartphones and reliable mobile internet, coupled with the preference of consumers for easy shopping on mobile.

Shopee features such as personalized product recommendations, integration with the ShopeePay digital payment system, live delivery tracking, flash sales, and geo-specific promotional campaigns make it more of a digital ecosystem than a simple online marketplace (Ali et al., 2023). The ecosystem also includes interactive platforms like Shopee Live and gamified reward schemes to boost user engagement and strengthen brand loyalty (Anwar et al., 2024). These were the qualities that differentiated Shopee from traditional online retailing and catapulted it to the top of e-commerce growth in Malaysia.

Shopee also rode the wave of fast adoption of online platforms triggered by the COVID-19 pandemic. Consumers can no longer shop as much physically due to movement restrictions and social distancing protocols. The trend boosted demand for contactless payments, quick delivery services, and reliable online retail experiences (Izzati et al., 2022). Shopee was instrumental at that time as a safe, efficient, and reliable way for consumers to purchase necessities and non-essentials. As previous studies have indicated, the pandemic drastically increased consumers' reliance on e-commerce and underscored the need for platforms to be easy to use, reliable, and secure.

Nevertheless, even with Shopee's dominant position, it is essential to manage customer satisfaction to sustain its competitiveness in the long run. Previous research has also investigated experiences and satisfaction with online shopping and identified several key determinants, including platform usefulness, ease of use, trust, and convenience. For example, it was highlighted by Kee et al. (2023), with similar evidence from Yo et al. (2021), that factor-specific satisfaction, such as payment security and interface design, plays an important role in maintaining Shopee users. Similarly, Anwar et al. (2024) find that trust, service reliability, and transactional convenience play a positive role in customer loyalty and repurchasing on Shopee. Likewise, Izzati et al. (2022) found that convenience, platform security, and navigation predict consumers' overall satisfaction during and post-pandemic era as dependence on e-commerce surged.

Therefore, this research examines four primary determinants: perceived usefulness, perceived ease of use, perceived trust, and perceived convenience, analyzing their direct impacts on customer satisfaction with Shopee. Perceived usefulness is defined as the degree to which users believe that utilizing Shopee enhances the efficiency of their shopping experience. Perceived ease of use assesses the simplicity of navigating the platform's interface and functionalities, as well as the clarity of understanding these features. Perceived trust pertains to users' confidence in the security, privacy, and dependability of sellers on Shopee. Perceived convenience relates to the flexibility, accessibility, and time-saving benefits afforded by the platform.

Based on these findings, this research endeavors to examine the primary factors influencing customer satisfaction on Shopee in Malaysia. The existing literature provides valuable insights into the adoption of digital platforms; however, there is a scarcity of scholarly work that investigates the specific characteristics and the impact of users' perceptions in determining satisfaction, particularly concerning Shopee, the leading e-commerce platform in Malaysia. These factors are crucial to understand, as consumer expectations are escalating due to the influence of digital technology, coupled with increased competition from other e-commerce platforms. The findings of this study will establish a foundation for understanding the determinants of consumer satisfaction within an e-commerce environment, which may be beneficial not only for Shopee but also for other digital enterprises aiming to enhance user experience and foster customer retention.

## **LITERATURE REVIEW**

### **Overview of Shopee in Malaysia**

Shopee has reshaped the region's digital economy since launching in Malaysia in 2015. Initially a mobile-first C2C platform, the app has developed into a full super-app ecosystem, covering retail, logistics (Shopee Xpress), and financial services (ShopeePay/SPayLater) (Curry, 2025). By 2025, Shopee continues to dominate the market in Malaysia, with data showing it had the most monthly active users among all digital marketplaces in Southeast Asia (Mok, 2025). Its Shoppertainment model, which combines shopping and entertainment, is being given credit for its ability to hold off more aggressive competitors such as TikTok Shop and Lazada. In 2024, Shopee went from being a pure transaction site to a social discovery engine. The rapid growth of Shopee Live, whose one-of-a-kind audience grew 300% year-on-year during big sales events 9.9 and 11.11 (Bernama, 2024). Shopee has also expanded user engagement through Shopee Live and gamified reward schemes that strengthen brand loyalty (Anwar et al., 2024). Furthermore, Shopee Xpress' internalization of logistics allowed the platform to control the entire value chain from order to delivery (Sabilla et al., 2023), addressing crucial infrastructure gaps that had previously hindered e-commerce growth in rural regions of Malaysia.

### **Consumer Behavior on Shopee**

It was a challenge navigating through the omni-channel, a post-pandemic Malaysian consumer behavior. The results of the study will be useful to mobile service providers in planning strategies to increase customer satisfaction and loyalty. Ipsos' 2025 condensed study reports that the Malaysian consumer path has become cricket scores. 98% of consumers shop both in-store and on the Internet before purchasing on platforms (Fang, 2025). This behavior shows that Shopee is more than a sales platform. It is also where consumers check the prices and product details. Though Generation Z were early adopters, online shopping behavior among younger consumers in Malaysia is also influenced by psychological, marketing, and situational factors on Shopee (Yee & Zainal, 2025). A significant proportion of the silver economy that consumers aged 45 and above

have also started to participate more and more in e-commerce, due to Shopee's user-friendly layout and vernacular language offering (Mok, 2025).

Malaysian consumers are highly discerning in terms of quality but exhibit price elasticity in response to the increasing cost of living. Recent consumer insights indicate that 58% of shoppers now prioritize "value," which encompasses product quality, seller credibility, and shipping speed, over substantial discounts (Sin Chew, 2025b). This trend is further supported by the widespread use of verification badges in Shopee Mall, serving as essential heuristics for consumers seeking legitimacy in a market notorious for counterfeit products. The demand for authenticity has resulted in a significant surge in live commerce. Interactions between sellers and buyers via Shopee Live during the Chinese New Year 2025 sales increased by 116% (Sin Chew, 2025a). This demonstrates that Malaysian shoppers are increasingly favoring real-time interactions, such as online question-and-answer (Q&A) sessions during live streams, to reduce information asymmetry and build trust prior to making a purchase.

## Hypotheses Development

### ***Perceived Usefulness***

Within the Technology Acceptance Model (TAM) framework, perceived usefulness is defined as the degree of conviction a user holds that adopting a specific technology will improve their operational efficiency or job performance (Davis, 1989). Briefly, in Shopee Malaysia (2024–2025), usefulness is extended to economic utility and algorithmic efficiency. For the average Malaysian household, Shopee is a must-have for saving money. According to research, its value-for-money feature is the number-one purchase motivator for 49 per cent of online buyers (Ali et al., 2023). A key source of perceived usefulness is the strategic use of stackable vouchers. Users are encouraged to stack vouchers for free shipping and platform discounts.

Shopee's relevance is reshaped by the changing times from convenience to saving in times of economic crisis, with features such as the lowest price guaranteed program serving to bolster such a perception (Media OutReach, 2025). Recent findings in the literature indicate that Shopee's personalized recommendation engine positively influences perceived usefulness by minimizing search costs. Based on previous browsing history and buying trends, the algorithm anticipates consumer needs, which simplifies the shopping experience. When users receive active search for free, relevant products, they rate the platform as more efficient, feel more satisfied, and are more willing to use it again (Ali et al., 2023). In line with previous theory and initial empirical findings, the following hypothesis is proposed in this study:

H1: Perceived usefulness has a positive relationship with customer satisfaction toward Shopee.

### ***Perceived Ease of Use***

Perceived ease of use is a person's belief about the extent to which using a certain system would be effortless. Since 65% of Malaysia's e-commerce traffic is generated on mobile devices (Semrush, 2025), the user interface (UI) and user experience (UX) are vital factors in user satisfaction. Empirical findings show that a simple and intuitive interface is one of the top factors not only driving continued use but also attracting new users, especially for the growing older user group (Anwar et al., 2024; Talmera et al., 2025). A busy interface can cause cognitive overload, leading users to abandon their carts. Shopee simplified the process with a transition from product discovery through Shopee Video to checkout.

Studies reveal that reducing the number of taps to make a purchase is positively correlated with higher customer satisfaction (Chong et al., 2023). The payout of the one-tap payment method via ShopeePay is seen as one of the factors that enhances perceived ease of use. Entering your credit card information for every purchase or logging into your bank's website to pay are now things of the past with Shopee, which makes shopping easier than ever. Research demonstrates that the convenience of payment is equally important as ease of navigation in contributing positively to overall satisfaction (Kurnianingsih, 2022). Therefore, the following hypothesis is formulated:

H2: Perceived ease of use has a positive relationship with customer satisfaction toward Shopee.

### ***Perceived Trust***

In the context of the Malaysian digital environment, where cybersecurity frauds and data breaches are the dominant fears, trust serves as the gatekeeper variable. Usefulness and ease of use are not enough to make people satisfied if they do not trust the system. Perceived trust includes platform trust and seller trust, which consist of the trustworthiness of the platform, the security of payment, and the credibility of sellers. The Shopee Guarantee policy, which serves as a partial escrow holding payment until the buyer receives the product. It has been shown to have a positive effect on customer loyalty (Ali et al., 2023). Payment methods transfer the financial risk from the buyer to the platform, encouraging larger purchases. Industry analysis for 2024 suggests that consumer confidence in social validation, such as peer ratings and user reviews, is set to overtake trust in traditional brand advertising and marketing messages. Shopee Live has been hailed as revolutionizing the way trust is established. Hosts can also demonstrate products live, without any editing, which alleviates concerns over product quality (Bernama, 2024). With the stringent Shopee Mall 100% Authentic assurance to turn to as a lifesaver, this is an excellent way to earn trust in fields like electronics and beauty as well (Sin Chew, 2025b). Hence, the following hypothesis is proposed:

H3: Perceived trust has a positive relationship with customer satisfaction toward Shopee.

### ***Perceived Convenience***

Convenience appears to exert a more significant influence on consumer satisfaction in online shopping, as digital platforms become increasingly streamlined to minimize the effort required from consumers during the purchasing process. By 2025, the practical implications of convenience will extend beyond traditional 24/7 availability and will encompass logistical velocity and flexibility in order fulfillment. Timely delivery has emerged as a critical metric for satisfaction. Additionally, there was an eighty-fourfold increase in the utilization of same-day delivery services in 2024, indicating a growing association between convenience and immediacy among Malaysian consumers (Media OutReach, 2025). Delivery delays have become the primary source of consumer dissatisfaction, surpassing concerns related to value-for-money, among other factors.

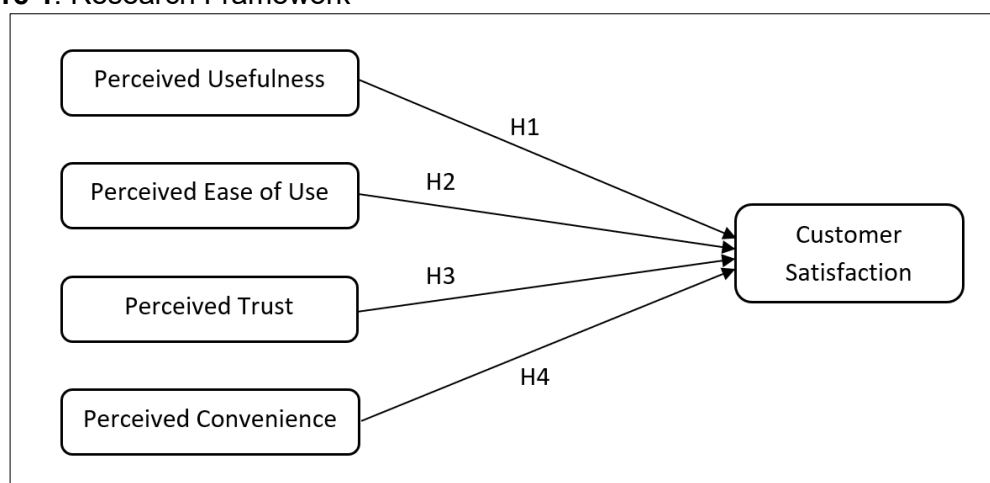
The ability to track packages in real time through an app helps users feel more in control, and a sense of control is a key psychological component of convenience. Thriving Shopee Collection Points (SPX) in Malaysia, mushrooming like wildfire, are the answer to the last-mile woes of busy working professionals. The ability to pick up packages at convenience stores or lockers, rather than waiting at home for couriers, is cited as one of the biggest satisfaction boosters. It also allows the delivery process to become independent from the user's physical schedule, permitting a truly asynchronous shopping experience (Media OutReach, 2025). Therefore, the hypothesis for this study is as follows:

H4: Perceived convenience has a positive relationship with customer satisfaction toward Shopee.

### Conceptual Framework

The study framework model is depicted in Figure 1. The model positions customer satisfaction as the dependent variable and four user perception factors as independent variables: perceived usefulness, perceived ease of use, perceived trust, and perceived convenience. Perceived usefulness and perceived ease of use represent technology-related evaluations of the platform, while perceived trust and perceived convenience reflect users' evaluations of transaction security, seller reliability, accessibility, and fulfillment efficiency. The framework assumes that stronger positive perceptions of these four factors will increase customer satisfaction. Accordingly, H1 to H4 test the direct effects of each determinant on customer satisfaction in the context of e-commerce platforms.

Figure 1. Research Framework



## RESEARCH METHOD

### Sample and Procedures

This research employs a quantitative approach using a structured online questionnaire administered via Google Forms. The link to the survey was shared on various social media platforms, including WhatsApp, Instagram, and Telegram, in order to disseminate it to as many respondents as possible. In order to maintain the ease of data collection, this study utilized a non-probability sampling method, which is convenience sampling, in which respondents were chosen due to their immediate availability and willingness to participate in the survey (Simkus, 2023). The respondents targeted in this study are Shopee users in Malaysia. A total of 250 responses were collected. Descriptive statistics and regression analysis were conducted using SPSS software.

### Measures

All items in this study were measured using a 5-point Likert scale, where the scale ranges from 'strongly disagree' (1) at the lower end to 'strongly agree' (5) at the upper end. The questionnaire consisted of five key variables: perceived usefulness, perceived ease of use, perceived trust, perceived convenience, and customer satisfaction (see Appendix 1)

The first section uses single-statement questions to collect demographic information, including age, gender, ethnicity, annual income, highest level of education, occupation, and location. Then, the independent variables were measured.

Perceived usefulness was assessed using three items that measured how Shopee enhances users' efficiency in online shopping. For example, "Shopee offers a wide variety of product choices."

Perceived ease of use was evaluated using three items that evaluated how easy it is for users to use the Shopee app. Example items include "I find Shopee easy to use when making purchases."

For perceived trust, three items measure users' confidence in Shopee's reliability and security. These included "I feel comfortable and safe when using Shopee for online purchases."

Perceived convenience was measured using three items assessing the convenience of online shopping on Shopee. For example, "Products I purchase via Shopee are delivered within the expected delivery timeframe."

Finally, the dependent variable, customer satisfaction, was assessed using three items measuring users' overall satisfaction with Shopee's services. An example item is "I am satisfied with the security of the payment system on Shopee."

## RESULTS

### Respondents' Demographic Profile

**Table 1.** Respondents' Profile Summary (N=250)

Item	Classification	Frequency (n)	Percentage (%)
Gender	Male	112	44.8
	Female	138	55.2
Age	18 – 25 years old	90	36
	26 – 30 years old	43	17.2
	31 – 35 years old	41	16.4
	36 – 40 years old	28	11.2
	41 – 45 years old	23	9.2
	46 – 50 years old	18	7.2
	Above 50 years old	7	2.8
Ethnicity	Malay	70	28
	Chinese	126	50.4
	Indian	54	21.6
	Other	0	0
Annual Income	Below RM10,000	95	38
	RM10,001 – RM20,000	33	13.2
	RM20,001 – RM30,000	48	19.2
	RM30,001 – RM40,000	43	17.2
	RM40,001 – RM50,000	22	8.8
	Above RM50,000	9	3.6
Highest Education Level	Primary School	2	0.8
	Secondary School	34	13.6
	Diploma	47	18.8
	Bachelor's Degree	138	55.2
	Master's Degree	25	10
	Ph.D. Degree	4	1.6
Occupation	Student	83	33.2

	Self-employed	58	23.2
	Private Sector	78	31.2
	Government Sector	23	9.2
	Unemployed	8	3.2
Location	Perlis	9	3.6
	Perak	16	6.4
	Pulau Pinang	63	25.2
	Pahang	11	4.4
	Kedah	15	6
	Kelantan	12	4.8
	Terengganu	13	5.2
	Negeri Sembilan	19	7.6
	Selangor	32	12.8
	Melaka	16	6.4
	Johor	25	10
	Sabah	9	3.6
	Sarawak	10	4

**Table 1** describes the demographics of the respondents (N = 250). From **Table 1**, it can be seen that most respondents were in the age group of 18 to 25 years, which was the largest proportion in this study. It indicates that Shopee users are mostly young people who are fond of online shopping. More than half of the participants were female (55.2%), implying there is a slightly higher tendency for females to shop online than males (44.8%). By ethnicity, Chinese made the largest percentage of respondents (50.4%), followed by Malay (28%) and Indian (21.6%).

With respect to income, the largest percentage of the respondents (38%) had a monthly income of less than RM10,000. Survey results revealed that most of the respondents possessed a Bachelor's degree, 55.2%. By occupation, the largest percentages of respondents were students (33.2%) and private-sector employees (31.2%), suggesting that Shopee is popular among young working adults and university students. It can also be seen from the results that the respondents were from all states of Malaysia; Pulau Pinang accounted for the largest share (25.2%).

### Customer Experience with the E-Commerce Platform (Shopee)

**Table 2.** Customer Experience with Shopee (N=250)

Item	Response	Frequency (n)	Percentage (%)
How often do you use Shopee for online purchases per month?	None	8	3.2
	1 – 2 times	152	60.8
	3 – 5 times	60	24
	Above 5 times	30	12
Years of experience in using Shopee for online purchases.	Less than one year	14	5.6
	1 – 2 years	34	13.6
	2 – 3 years	60	24
	Above 3 years	142	56.8
How much do you usually spend on online purchases using Shopee?	Below RM100	99	39.6
	RM101 – RM300	97	38.8
	RM301 – RM500	30	12
	Above RM500	24	9.6
Would you recommend Shopee as the choice of online purchase platform to your family and friends?	Yes	227	90.8
	No	0	0
	Maybe	23	9.2

In the future, I would still purchase from Shopee.	Yes	231	92.4
	No	0	0
	Maybe	19	7.6

As shown in Table 2, the majority of respondents indicated that they use Shopee to purchase products online one to two times a month (60.8%). The majority (56.8%) of the respondents have been using Shopee to purchase products online for more than three years. Most spend RM300 or less on Shopee every month. 38.8% of them spend RM100 to RM300, while 39.6% of them spend less than RM100. A total of 90.8% of respondents were willing to recommend Shopee as a medium of shopping for online shopping to their family members and friends. 92.4% of the respondents also mentioned that they will continue to buy from Shopee in the future.

### Descriptive Statistics, Reliability, and Correlation Analysis

**Table 3.** Descriptive Statistics, Cronbach's Coefficient Alpha, and Zero-order Correlations for All Study Variables

Variables	1	2	3	4	5
Perceived Usefulness	0.820				
Perceived Ease of Use	0.766**	0.892			
Perceived Trust	0.821**	0.851**	0.845		
Perceived Convenience	0.776**	0.849**	0.890**	0.883	
Customer Satisfaction	0.787**	0.796**	0.843**	0.813**	0.878
Number of Items	3	3	3	3	3
Mean	4.3520	4.3320	4.2187	4.2467	4.3107
Standard Deviation	0.68815	0.79461	0.74996	0.81049	0.79654

Note: N=250; \*p < 0.05, \*\*p < 0.01; \*\*\*p < 0.001. The diagonal entries represent Cronbach's Coefficient Alpha.

Table 3 represents descriptive statistics, measures of reliability, and zero-order correlations for all study variables. All tested variables showed acceptable reliability, with Cronbach's alpha coefficient value ranging from 0.82 to 0.89. These values all exceeded the minimum recommendation threshold of 0.70 (Bujang et al., 2018), indicating good internal consistency.

The mean for all variables was between 4.22 and 4.35, showing respondents generally had a positive view towards Shopee. The standard deviations ranged from 0.69 to 0.81, reflecting a moderate variation in respondents' responses.

The result of correlation analysis indicated that perceived usefulness was positively correlated with customer satisfaction ( $r = 0.787$ ,  $p < 0.01$ ), therefore H1 was supported. Perceived ease of use was positively related to customer satisfaction ( $r = 0.796$ ,  $p < 0.01$ ), therefore H2 was supported. Meanwhile, perceived trust was highly and positively correlated with customer satisfaction ( $r = 0.843$ ,  $p < 0.01$ ), thus H3 was supported. Finally, perceived convenience was even more strongly positively associated with customer satisfaction ( $r = 0.813$ ,  $p < 0.01$ ), providing further evidence in support of H4. In sum, these findings reveal that all the predictor factors are positively and significantly associated with customer satisfaction in respect to Shopee.

### Regression Analysis and Hypothesis Testing

**Table 4.** Regression Analysis

Customer Satisfaction Level Towards Shopee ( $R^2$ Change = 0.757)	Beta
Perceived Usefulness	0.231***
Perceived Ease of Use	0.168*
Perceived Trust	0.353***

Perceived Convenience	0.177*
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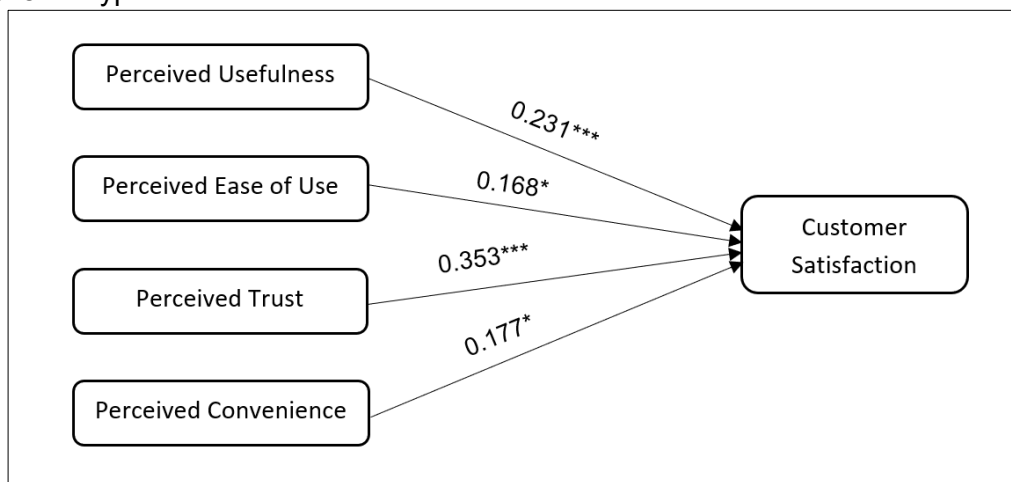
Note: N = 250; \*p < 0.05, \*\*p < 0.01, \*\*\*p < 0.001

Table 4 presents the results of the regression analysis, which aimed to examine the impact of perceived usefulness, perceived ease of use, perceived trust, and perceived convenience on customer satisfaction towards Shopee. Customer satisfaction was considered the dependent variable, while the four factors were considered the independent variables.

The results show that perceived usefulness had a positive and significant effect on customer satisfaction ( $\beta = 0.231$ ,  $p < 0.001$ ), thereby supporting H1. Perceived ease of use also had a positive effect on customer satisfaction of Shopee ( $\beta = 0.168$ ,  $p < 0.05$ ), thus H2 is supported. Perceived trust had the greatest positive effect on customer satisfaction ( $\beta$  value = 0.353,  $p < 0.001$ ) among all constructs, thus supporting H3. In addition, perceived convenience had a positive effect on customer satisfaction ( $\beta = 0.177$ ,  $p < 0.05$ ), thus hypothesis H4 is supported.

The  $R^2$  value of 0.757 indicates that the model explains 75.7% of the variation in customer satisfaction, implying high explanatory power. In general, the findings suggest that perceived trust is the most significant predictor of customer satisfaction toward Shopee, followed by perceived usefulness, perceived convenience, and perceived ease of use.

Figure 2. Hypothesized Model



## DISCUSSION

This study investigates the determinants of customer satisfaction with Shopee in Malaysia. The regression model represented a relatively good fit to predict customer satisfaction with  $R^2 = 0.757$ , indicating that about 75.7% of the variation in customer satisfaction could be explained by the four independent variables. This implies that the chosen model of explanation can significantly explain the dependent variables. The findings show a scale of influence where perceived trust is the strongest influence, followed by perceived usefulness, perceived convenience, and perceived ease of use. These findings are discussed in this section.

### Perceived Usefulness and Its Economic Impact

First, the perceived usefulness depicts a considerable positive correlation with customer satisfaction ( $\beta = 0.231$ ,  $p < 0.001$ ). Therefore, H1 is supported. This implies that customers become more satisfied with the idea that Shopee can make them shop more

effectively and efficiently. More realistic functionality, such as comparing prices, combining vouchers, customized recommendations, and easy access to an extensive selection of products, contributes to the perception of usefulness by the users. This finding supports the TAM, which states that perceived usefulness has a direct impact on the attitudes and satisfaction of users towards a system. Shopee has strong potential to deliver economic value to customers, a significant driver of customer satisfaction in a price-sensitive market such as Malaysia.

This outcome aligns with prior research emphasizing the significance of perceived usefulness in influencing customer satisfaction within digital commerce contexts. When users perceive that an e-commerce platform enhances time savings, simplifies decision-making processes, and increases shopping efficiency, they are more inclined to form positive assessments of the platform. Corresponding findings were documented by [Yo et al. \(2021\)](#), who identified perceived usefulness as a critical factor affecting customer satisfaction among Shopee users in Malaysia.

### **Perceived Ease of Use and Its Foundational Role**

Second, a positive effect of perceived ease of use on customer satisfaction ( $\beta = 0.168$ ,  $p < 0.05$ ) was also identified in H2. However, it had a minimal beta value of four predictors. This implies that a user-friendly interface is important, but it serves more as a baseline expectation or hygiene factor rather than a delighter. This contradicts early e-commerce research, but is consistent with the current understanding that digital natives, the bulk of the sample, find mobile browsing to be second nature. A clean interface and features such as one-tap payments with ShopeePay ease cognitive overload and minimize friction. According to [Kurnianingsih \(2022\)](#), payment convenience is essential, but the result of the lower beta value than trust indicates that people take ease of payment for granted, and it would make up for dissatisfaction if there is any in regard to payment, but its presence will not make them happier.

### **Perceived Trust and Its Dominant Influence**

Third, perceived trust is found to be the primary driver of customer satisfaction ( $\beta = 0.353$ ,  $p < 0.001$ ). Therefore, H3 is supported. This result indicates that trust is a crucial determinant of user satisfaction in Shopee. For online shopping in Malaysia, Malaysians are very skeptical about their money being well spent, the trustworthiness of a seller, and whether the products are genuine. The perceived risk is reduced by aspects such as the Shopee Guarantee, Shopee Mall validated sellers, and a clear review system, which help to build up trust. This finding is consistent with previous studies ([Ali et al., 2023](#); [Anwar et al., 2024](#)) as trust has been identified as the key determinant of satisfaction and loyalty in online retailers. Users have a high level of confidence that their transactions are safe and that sellers are responsible, and thus end up very satisfied.

### **Perceived Convenience and Its Logistical Value**

Lastly, the results showed that perceived convenience was positively related to satisfaction ( $\beta = 0.177$ ,  $p = 0.019$ ), supporting H4. Although its beta value was smaller than those for perceived trust or usefulness, its significance level ( $p < 0.05$ ) suggested that it is a distinct and critical predictor of satisfaction. This is an effect of a redefinition of convenience in the year 2025, in other words. It is more about logistical velocity and flexibility in fulfilment than just being able to shop 24/7. The significance of this variable clearly shows the consumer preference towards instant gratification, which is in line with growing manifestations of same-day delivery practices. Furthermore, the presence of SPX provides relief from last-mile tension experienced by working professionals, who have no option but to leave their homes to collect parcels. The lesson derived from the data indicates that perceived trust instills a sense of safety in individuals, while usefulness enhances their feeling of intelligence. Additionally, convenience contributes

to the perception that individuals can integrate their activities into their physical schedules.

### **Practical Implications**

This study provides practical implications for Shopee in enhancing customer satisfaction. First, perceived trust should be improved. Shopee should also continue to promote its Shopee Guarantee and impose stiff penalties against fake sellers so the Shopee Mall verification stays clean. Secondly, in order to increase perceived usefulness, the platform could also optimize the algorithm for vouchers and discounts so they are automatically activated, which would further strengthen the value-for-money proposition. Finally, to improve convenience, investments should prioritize expanding the SPX network and enhancing real-time tracking visibility, as these have become the two primary sources of user gratification.

### **CONCLUSION**

This study offers empirical evidence regarding the determinants of customer satisfaction with Shopee within the Malaysian e-commerce market. The research identified four independent variables, namely perceived usefulness, perceived ease of use, perceived trust, and perceived convenience. The outcomes of the regression analysis indicated a robust model, implying that these predictors collectively explained 75.7% of the variance in customer satisfaction. The results also confirm that all four constructs have a significant positive effect on customer satisfaction, and perceived trust is a significant predictor.

The results prove that perceived trust is the strongest predictor of customer satisfaction. Therefore, the Malaysian individuals express concerns regarding the security of transactions. Shopee Guarantee, secure payment gateways, and transparent seller ratings are all crucial in mitigating risk and building the trust needed for satisfaction. Perceived usefulness is the second-best predictor. This indicates that consumers tend to have strong motivations for economic utility and are satisfied when the platform improves their shopping efficiency, such as by providing stackable vouchers, coin rewards, and good pricing.

In addition, perceived convenience had a positive impact on satisfaction. This underscores the contemporary consumer's demand for expedited logistics and adaptable fulfillment methods, exemplified by real-time tracking capabilities and the utilization of parcels to accommodate business schedules. Among the variables, perceived ease of use had the weakest effect. This means a user-friendly interface for the mainly young sample in this research is a hygiene factor rather than being a key motivator for achieving high degrees of satisfaction.

### **LIMITATION**

This study has several limitations despite its contributions. First, the sample was collected using convenience sampling, which may limit the external validity of the findings. Although 250 respondents were surveyed across multiple Malaysian states, the sample was influenced by younger ones with 36.0% aged between 18 and 25 years old, and 55.2% female respondents, which may not fully represent older or less digitally active consumers.

Secondly, a proportion of respondents had corresponding low annual income, with 38.0% earning below RM10,000, and most spending less than RM300 per month on Shopee. This may influence the insights of usefulness and convenience differently compared to higher-income users with different shopping behaviors. Third, this study

focused only on Shopee users in Malaysia and did not include comparisons with other e-commerce platforms, such as Lazada or TikTok Shop, which may limit the larger applicability of the results.

Last but not least, the cross-sectional study captures customer perceptions at a single point in time and does not account for changes in satisfaction or trust over time. Future studies could adopt longitudinal designs for a better understanding of how customer satisfaction expands with platform updates and market competition.

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#### DECLARATION OF CONFLICTING INTERESTS

The authors declare that there are no conflicts of interest regarding the research, authorship, and publication of this article.

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