

Shopee: How Does E-commerce Affect E-consumer Perception and Satisfaction?

Jaylene Khaw¹, Joyce Kah Ting Teoh², Kelvin Sian En Loo³, Wen Jing Kam⁴, Elfi Vega Fransiska⁵

Universiti Sains Malaysia^{1,2,3,4}
11800 USM, Pulau Pinang, Malaysia
Malangkucecwara School of Economics⁵
65142 MCE, Malang, Indonesia

Correspondence email: khawjaylene@student.usm.my

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ABSTRACT

Shopee was the most visited e-commerce site in Southeast Asia during the third quarter of 2021. Shopee provides hundreds of millions of consumers with a simple, convenient, secure, rapid, and satisfying online shopping experience. It is dedicated to assisting brands and sellers in achieving online shopping success, and its offerings are functional to the markets in which it operates. This study aims to examine how Shopee as an e-commerce company affects the behavior of e-consumer. We tested hypotheses using SPSS. About 164 Shopee users take part in an online survey via a google form. We found that perceived ease of use and trust impacted customer satisfaction. Interestingly, perceived price and convenience did not significantly influence customer satisfaction. This research provides new insights on e-consumers perceptions of Shopee and how this perception may promote customer satisfaction.

Keywords: Customer Satisfaction, E-commerce, E-consumer, Shopee, Perception

INTRODUCTION

E-commerce has evolved into one of the most significant aspects of the Internet era. Beauty, clothing, food and beverage, electronic, medical care, and other products have all been classified as part of the global e-commerce economy (Afridi, Jan, Ayaz, & Irfan, 2021). Nowadays, E-commerce has surpassed e-mail and chat as the third most popular internet activity, trailing only web surfing and e-mail. E-commerce has become more popular than searching for two of the most common online activities: news and entertainment information. E-commerce in South Asian countries such as Malaysia and Indonesia is still changing from its current prototype, and it is essential to address the factors that impact consumer perceptions. Consumers have been accustomed to internet purchasing and receiving packages at their doorstep from anywhere in the world in recent years (Villa & Monzón, 2021). As COVID-19 has spread worldwide, buyer behavior has shifted, making it easier for firms to gain loyal customers in the digital marketplace. COVID-19 is a double-edged sword and a chance for some businesses to develop their performance (Kee et al., 2021). The unpredictable e-consumer behavior that has reigned in retailers over the last decade has delved into the cognition of e-consumers.

The study of e-consumer behavior has become more critical as online shopping has become famous (Harris & Dennis, 2008). E-commerce sites such as Shopee, Lazada, and other shopping applications have revolutionized the shopping experience. Beyond 60% of people in the world use the internet to purchase items and choose services. Using those applications, it is now possible to buy anything anywhere and at any time. E-commerce benefits consumers, but it is also an excellent source for retailers. Nowadays, entrepreneurs can enlarge businesses worldwide. Beforehand, it is a little hard to widen the company, and it requires a remarkable investment.

The behavior of e-consumers is known as a process by which consumers make their buying or purchase decisions online. Behaviors like identifying a problem or purchasing are based on continually shifting expectations and requirements. While each shopper's needs are unique, the new expectations currently driving online consumer behavior are rooted in commonality. Whereas shopping in a store was once the best, e-commerce is rapidly gaining popularity among e-consumers worldwide. According to The Future of Retail Report 2018 (Walker Sands, 2018), in the United States, 46% of consumers prefer to purchase online. In 2017, 68% of internet users in the European Union purchased something online. This shopping evolution is being driven by eCommerce. Consumers no longer need to go out to shop as they can buy the things they want anytime. By bringing the shopping experience to consumer's fingertips via mobile phones or other technology devices, e-commerce has transformed the way consumers shop. When selling goods and services online, e-commerce must consider what items can meet the needs and desires of customers and entice them to buy again (Zhang, Zhao, Cheung, & Lee, 2014). Consumers may be skeptical of online purchases and sales because they do not physically interact with the seller and only see the product through a display on the internet. Furthermore, the time it takes for goods to be delivered from when they are ordered to when consumers receive them is a variable that consumers usually consider when re-selecting a marketplace. All of these variables will impact customer satisfaction, which in turn will have an impact on repurchase interest in the same marketplace. Correspondingly, the rise of e-Commerce and consumer purchasing pattern has evolved considerably in recent years.

Shopee, one of the e-commerce companies founded in 2015, is a leading e-commerce platform currently offering a simple, convenient, secure, rapid, and satisfying online shopping experience via robust payment and customer service support. Shopee will

serve as our research partner, as Shopee will be one of Southeast Asia's most popular e-commerce shopping apps in 2020. Meanwhile, Shopee maintained its lead as the region's most visited e-commerce platform in terms of web visits in 2020, with over two billion visitors in 2020. Consumers online have come to expect a unified shopping experience that is both personalized and consistent, regardless of the platform they are using or the stage of the purchase decision they are in. So, Shopee has achieved the expectations of e-consumers. For example, Shopee is essentially the most visited emerging online shopping site in South Asia with a superior supply of goods (Businesswire, 2021). Shopee is ahead because it recognizes things that the competitor did not, such as intrinsic cues, physical characteristics, EWOM, and the significance of the rating system.

While the retail sector in Southeast Asia was impacted hard by the COVID-19 epidemic in the early months due to lockdowns and other limitations, e-commerce continues to expand at a significant, with shoppers and merchants alike flocking to online sites. The expected growth in e-commerce is due to the substantial increase in PCs and mobile devices in South Asia, with some advanced feature that has been snared on the web every year. As specified in Google Trends, e-commerce search interest in most countries has increased significantly in 2021 compared to the same month last year (Google Trends, 2021). Thus, Shopee, the region's most popular e-commerce site with monthly active users, is riding the wave. Therefore, this research was carried on to identify the relationship between the behavior of e-consumers and the e-commerce site. This paper enlarged the research from Yo et al. (2021) by examining four key variables: perceived ease of use, perceived convenience, perceived price, and perceived trust.

LITERATURE REVIEW

E-Consumer Buying Behavioral

The COVID-19 epidemic had an effect on the behavior of e-consumers. During the pandemic of COVID-19, e-consumers of all generations reported purchasing more things and online services, though Baby Boomers were the primary engine of e-commerce development (Jílková & Králová, 2021). Consumers in poorer countries are likewise wary of making internet purchases. Lack of digital transparency, consumer confidence, political and economic unpredictability are only a few of the issues influencing consumer buying behavior in the e-commerce industry (Ratnasaria, Siregara, & Maulanaa, 2021).

Customer loyalty is recognized as a critical business characteristic for assuring the survival of a company (Widiana & Siswati, 2021). Many online shoppers rely on word-of-mouth recommendations from relatives and friends. Customers seek and compare costs weeks ahead before deciding what and where to buy. Information and recommendations from family and friends are important and will almost certainly influence purchasing decisions.

Perceived Ease of Use

Perceived ease of use and perceived usefulness affect individual usage behaviors via behavioral intention (Sabeh, Baharud, & Kee, 2021). E-consumers anticipate that online transactions will be more efficient, time-saving, and simple to complete. These are the advantages that customers perceive, which enable them to enjoy online shopping with Shopee. Shopee's simple check-out process would increase consumers' online purchase intent. The valuable product search tools that allow them to quickly find their desired products will increase consumers' willingness to buy online.

Perceived ease of use means the consumer's perception of how simple it would be to stay connected with an e-commerce platform (Cheema, Rizwan, Jalal, & Durrani, 2013).

Consumers prefer to use Shopee when it is simple to complete online transactions. As a result, the ease of interaction with Shopee influences consumer behavior toward online purchasing. Many customers perceived Shopee as a user-friendly e-commerce platform that caters to customers of various backgrounds. Furthermore, the likelihood of acceptance of Shopee is high when it is simple to learn and use in conducting transactions on its platform. E-consumers will be more likely to buy online if they find it easy to access and navigate an online shopping platform (Al-Debei, Akroush, & Ashouri, 2015). As a result, perceived ease of use positively affects consumers' online purchasing behaviors, as ease of use on e-commerce platforms influences customers' satisfaction with their online purchasing experience. This leads to the hypothesis below:
H1: Perceived ease of use is positively related to customer satisfaction.

Perceived Price

Kotler and Armstrong (2020) define price as the sole aspect of the marketing mix that creates income; all other elements represent cost (Kotler & Armstrong, 2020). The price has four dimensions: affordability, price conformance with product quality, price compliance with advantages, and price according to ability or purchasing power. Pricing is an efficient strategy to persuade price-sensitive consumers to get more value for their money or to purchase a product at a reduced price. E-consumers make purchases based on their pricing perceptions and the actual price they are contemplating, not the marketer's stated price. Customers may have a price threshold below which prices are deemed low-quality or unacceptable, as well as an upper price limit over which prices are regarded as excessive and not worth the money (Kotler & Keller, 2016). Furthermore, the most changeable component of the marketing mix is price. Prices can be modified far more quickly than product features or channel obligations. At the same time, the critical concern of marketing executives is cost. Information and specifics about the cost of the product or transaction, as well as its accessibility via mass media, influenced consumers' attitudes to price (Rana, Osman, & Othman, 2015). One may argue that price is the most important factor affecting consumers' decisions to shop online. We can come up with the hypothesis below:

H2: Perceived price is positively related to customer satisfaction.

Perceived Convenience

Convenience is the practice of online shopping that saves customers time and money (Bhat & Darzi, 2019). Convenience is measured in this study using three components: time spent, location, and purchase procedure. It is reasonable to conclude that customer comfort plays a significant role in their decision to shop online. Consumers perceive online shopping differently, according to studies. It acts more as a platform for product discovery than for actual transactions. Kennedy and Kundu (2018) assert that the influence of delivery service considerations in online purchase decisions has determined delivery. The delivery charge and delivery time have a beneficial effect on online purchasing decisions. Online purchasing is increasing in popularity due to its convenience (Satar, Ishak, Ating, & Wen, 2020).

Convenience is quantified by three components: saving time, location, and purchase process. It potentially will convince consumers to purchase more. One could argue that convenience is a significant factor motivating consumers to buy online rather than going to the physical store (Delafrooz, Paim, & Khatibi, 2011). Consumer intention toward online shopping increases when they recognize that offline store is inconvenient. Thus, the hypothesis is:

H3: Perceived convenience is positively related to customer satisfaction.

Perceived Trust

Due to the nature of the process, which involves less direct interaction, trust is critical in online shopping. Consumers frequently rely on a reputable shopping platform to obtain certain items or services online (Aineah, 2016). Moreover, trust is critical in establishing a constant relationship between a retailer, a consumer, and the company's market.

In online shopping, trust is described as a collection of specific beliefs about another party's goodness, honesty, and dignity (Sahney, Sahney, Ghosh, & Shrivastava, 2013). Trust must be prioritized due to online retail platforms' complexity and virtual environment. Shopee's comfortable and secure environment has influenced consumers' attitudes toward the platform. The study's findings indicate that most respondents have made numerous purchases from Shopee. Shopee should invest in developing and enhancing customer trust to improve its brand image and position itself as South Asia's leading e-commerce platform (Yong & Gupta, 2012). Consumers place a high premium on perceived trust in e-commerce platforms and expect them to conduct online transactions honestly and with integrity rather than deceive customers. This will assist in reducing the risk perception that consumers frequently have when shopping online. As a result, trust is a critical component of internet transactions for new and existing customers. Consumers avoid making online purchases for various reasons, one of which is a lack of confidence (Jin, Osman, Romle, & Othman, 2015). Unintentional disclosure of sensitive and confidential customer data, data exchange with third parties, a lack of user protection, and unauthorized access to customer personal information can all harm consumers' willingness to shop online (Alam, Bakar, Ismail, & Ahsan, 2008). As a result, the frequency with which customers make purchases reflects their perceptions of an online shopping platform. We can hypothesize that:

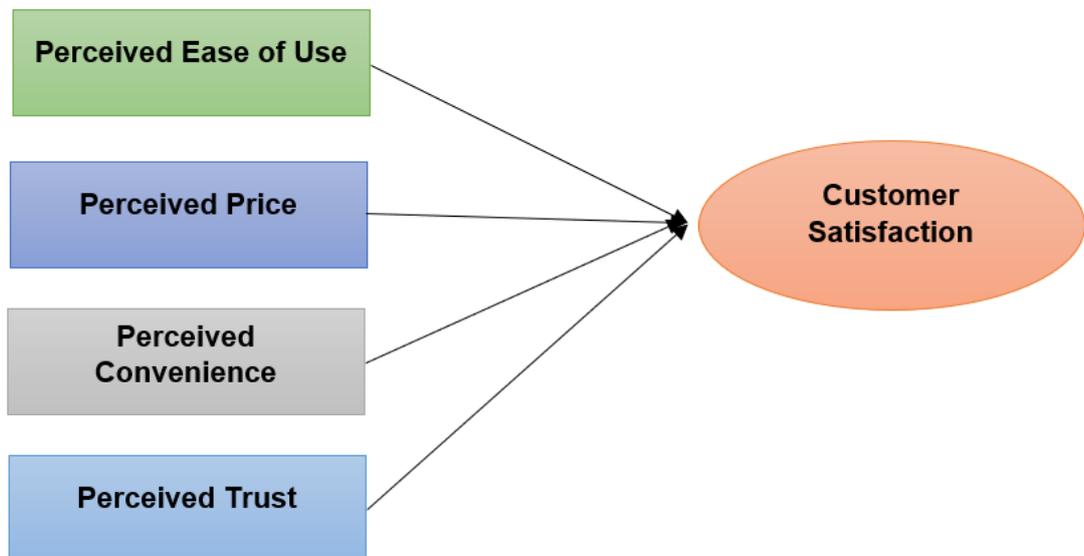
H4: Perceived trust is positively related to customer satisfaction.

Customer Satisfaction

Customer satisfaction is the whole of a customer's perceptions, assessments, and psychological reactions to a product or service experience. Thus, it is possible to assert that joy is relative. Consumers may only determine a product's level of satisfaction by utilizing or consuming it (Benoit, Kienzler, & Kowalkowski, 2020). When there are non-standardized expectations for each advertised product, customer satisfaction becomes an intriguing dynamic for marketers. Consumer satisfaction is the foundation for establishing an opinion about the product being eaten, permitting consumers to choose if the product is fit for future consumption. Consumers may also suggest a product based on how happy they are with its performance (Mansur, 2019).

Consumer satisfaction can be defined as how businesses, also referred to as retailers, meet their customers' demands and desires elicited from their expectations (Mumtaz, Islam, Ariffin, & Karim, 2011). Additionally, consumer satisfaction refers to the consumer's experience during the ongoing purchasing decision-making process. Consumer satisfaction is a critical aspect of business, as it is directly related to a company's success. Customer satisfaction is also defined as shoppers' perceptions of using a shopping experience to confirm their desire. Before engaging in shopping, most consumers develop expectations about the product, vendor, service, and quality of the website they visit. These expectations shape their attitude and intent toward purchasing at a specific internet store and their decision-making processes and buying patterns. Customers have a high level of pleasure when their expectations are fulfilled, influencing their online behaviors. Positive shopping attitudes, intentions, decisions, and purchasing behavior. In comparison, dissatisfaction has a negative correlation with these four variables.

Figure 1. The Research Framework



Researchers have conducted an online survey among 164 Shopee Users from Malaysia and Indonesia. This questionnaire explores how Shopee as an e-commerce company affects the buying behavior of e-consumers. The data was collected with the Google Survey Form questionnaire. In particular, researchers use SPSS software to analyze the data that have been collected.

There are three sections included in the questionnaire, which are the demographic-and background of respondents, the behavior of consumers using Shopee, and consumer satisfaction. The demographics of the respondents were determined using single-statement items, which included age, gender, ethnicity, annual income, and occupation. There are six optional questions to be prepared in this section to measure the impact of the respondents' buying the products or services through Shopee. There are 4 item scales to test customer satisfaction. The scale items are constructed on the price, ease of use, convenience, and trust of the customers. A 5-point Likert scale has been employed as the measurement of responses for the customer satisfaction section. In this section, respondents need to specify that "1" means "strongly disagree" and "5" means "strongly agree" for every statement. Data collected from this section is used for descriptive analysis, Pearson correlation, and regression analysis.

RESULTS

We have collected a total of 164 responses through the survey, and most of the respondents are female (69.5%). 73.2% of our respondents have bachelor's degrees because most of our respondents are students (76.2%). The majority of the respondents were aged between 21-30 (53%), followed by 36% of respondents aged 18 to 20. Table 1 summarises the demographic information of the respondents.

Table 1. Descriptive Analysis of Respondents' Demographic (N=164)

Variables	Category	Frequency	Percentage (%)
Gender	Male	50	30.5
	Female	114	69.5
Education	High School	13	7.9
	Diploma Degree	24	14.6
	Bachelor's degree	120	73.2
	Master's degree	6	3.7
	Diploma	1	0.6
Age	18-20	59	36.0
	21-30	87	53.0
	31-40	15	9.1
	41-50	2	1.2
	>50	1	0.6
Career	Student	125	76.2
	Employed	20	12.2
	Self-employed	15	9.1
	Unemployed	3	1.8
	Part-time student	1	0.6

Based on Table 2, most respondents buy goods and services from Shopee (95.7%), while only 1.8% do not purchase from Shopee. Most respondents (54.9%) spend 2-5 times a month on Shopee, followed by 26.2% of respondents that spend once a month on Shopee. 73.2% of the respondents experienced other online platforms besides Shopee, for example, Lazada, Taobao, Tokopedia, Zalora, Amazon, and other online shopping platforms.

Table 2. Descriptive Analysis of Respondents Purchasing Habits and Preferences (N=164)

Variables	Category	Frequency	Percentage (%)
Do you buy goods and services from Shopee?	Yes	157	95.7
	No	3	1.8
	Maybe	4	2.4
How often do you spend on Shopee in a month?	None		
	Once a month	7	4.3
	2-5 times a month	43	26.2
	6-10 times a month	90	54.9
	More than 10 times	14	8.5
Besides Shopee, do you have other online Shopping experiences?	Yes	120	73.2
	No	44	26.8

Based on Table 3, the majority of the respondents purchased clothing and accessories the most on Shopee at 39.63%, followed by health and beauty products at 20.7%. One respondent added that he would also purchase books on Shopee. Most of the respondents (56.7%) agree that numerous discount codes or vouchers available impact buying products or services through Shopee, followed by less expensive items compared to other platforms, with 47.6% responses. Besides, the issues respondents encountered the most when purchasing goods and services on Shopee were purchasing incorrect

products and services, with 50.6% responses. About 39.6% of respondents are afraid their items are damaged when delivered. The most chosen limitations of purchasing a product or service on Shopee are: The product's condition is unsure (65.2%) and lengthy delivery time (45.1%). While for the most crucial transaction services respondents expected from Shopee are delivery service (35.4%) and online banking security (26.8%). As for the most important merchandise services, respondents expected Shopee's cheaper price (50.6%) and wide range of products (19.5%).

Table 3. Descriptive Analysis of Consumer Behavior Using Shopee (N = 164)

Variables	Category	Frequency	Percentage (%)
Which category of products do you purchase most on Shopee?	Foods and beverages/ Groceries	31	18.9
	Clothing and accessories	65	39.6
	Health and beauty	34	20.7
	Technology	17	10.4
	Home appliances	10	6.1
	Sports	4	2.4
	None	1	0.6
	Books	1	0.6
	Random	1	0.6
What are the impacts of buying the products or services through Shopee?	Items are cheaper when compared to other platforms	78	47.6
	The item's authenticity is guaranteed	45	27.4
	Efficient delivery service	71	43.3
	There are numerous discount codes or vouchers available	93	56.7
	Better customer service	24	14.6
	Easier to find the desired items	59	36.0
	None	1	0.6
Which issues have you encountered when purchasing goods and services on Shopee?	Get a lot of discounts and cashback	1	0.6
	Items are damaged when delivered	65	39.6
	Customer service is pretty poor	38	23.2
	Purchased incorrect products and services	83	50.6
	Unable to make a payment without e-wallet/online banking	36	22.0
	None	27	16.5
	Lost of good	1	0.6
In your opinion, what are the limitations of purchasing a product or service on Shopee?	Perceived not-genuine product	1	0.6
	The condition of the product is unsure	107	65.2
	A limited supply of goods in stores	54	32.9
	The delivery time is lengthy	74	45.1
	Risk of facing scammers or fraudulent sellers	65	39.6
	Privacy harms	19	11.6
What are the most important transaction services you expected from Shopee?	Delivery service	58	35.4
	After sell service	23	14.0
	Security of online banking	44	26.8
	Variety of payment methods	39	23.8
What are the most important	Wide range of products	32	19.5
	Non-tax products	14	8.5

merchandise	Unique products	16	9.8
services you	Cheaper price	83	50.6
expected from	Product Comparison	19	11.6
Shopee?			

Table 4. Descriptive Statistics, Cronbach's Alpha Coefficients, and Zero-Order Correlations of Variables

Variables	1	2	3	4	5
1. Perceived Ease of Use	0.910				
2. Perceived Price	0.618**	0.820			
3. Perceived Convenience	0.781**	0.624**	0.859		
4. Perceived Trust	0.662**	0.606**	0.764**	0.874	
5. Customer Satisfaction	0.794**	0.558**	0.682**	0.679**	0.937
Mean	4.402	4.118	4.201	3.823	4.178
Standard Deviation	0.700	0.879	0.698	0.714	0.784
No. of Items	5	3	5	6	5

Note: N=164; *p<.05, **p<.01, ***p<.001. Diagonal entries in bold indicate Cronbach's Coefficient Alpha

Based on Table 4, all the items in all five variables were presented on a 5-point Likert scale in the questionnaire. The Cronbach's alpha for the perceived price ($\alpha = 0.820$), perceived convenience ($\alpha = 0.859$), and perceived trust ($\alpha = 0.874$) denote a strong relationship between the items in each variable as the value of α is between the range of 0.8 to 0.9. However, Cronbach's alpha for perceived ease of use and customer satisfaction were discovered statistically significant to the set of items of this variable since the value of α is higher than 0.9. Besides, the correlation coefficient for all the relationships is positively related.

Table 5 presents the multiple regression analysis. Perceived ease of use, perceived price, convenience, and trust were independent variables, while customer satisfaction was categorized as dependent variables. Based on the table above, customer satisfaction was statistically associated with both perceived ease of use and perceived trust. The relationship between perceived ease of use and perceived trust was positively correlated to customer satisfaction with beta values of 0.616 and 0.276. Hence, H1 and H4 were supported. While the value of R² is 0.673, which means 67.3% of the variation in customer satisfaction is related to and explainable by perceived ease of use and perceived trust. This shows that perceived ease of use and trust were the main factors influencing customer satisfaction with Shopee in Malaysia.

Table 5. Summary of Multiple Regression Analysis

Variables	Beta
Perceived Ease of Use	.616***
Perceived Price	.026
Perceived Convenience	-.027
Perceived Trust	.276***
R ²	0.673
F Value	81.842
Durbin-Watson Statistic	1.055

Note: N=164; *p<.05, **p<.01, ***p<.001.

Perceived ease of use recorded the highest beta with 0.616, while perceived trust recorded a beta of 0.276. Perceived price and perceived convenience did not

significantly affect customer satisfaction with Shopee in Malaysia. Thus, it can be concluded that the hypothesis of H2 and H3 are not supported.

DISCUSSION

The perceived ease of use of Shopee has significantly impacted customer satisfaction. The majority of the consumers stated that learning Shopee is easy, resulting in the majority voting on using Shopee being easy. Consumers prefer a more user-friendly app to make their purchases more accessible and convenient. Consumers think that simplicity in an app may lead to time and money-saving. A well-designed app usually will increase traffic, transactions, and conversations. Consumers will be more pleased if the company gives a better experience, and vice versa (Johnson, 2021). Hence, a simple and user-friendly app will lead to standing out in a million crowd. The first factor in this aspect is the convenience and satisfaction it offers to the customers. Consequently, we found that perceived ease of use positively corresponds with customer satisfaction.

In addition, as for the perceived price, this study showed that it does not significantly affect consumer satisfaction. The significant reason for the result might be that Shopee always offers products at a lower price. Hence, the consumers are used to the lower price and are already satisfied with it. However, from another point of view, some other online shopping platforms might also offer lower prices than Shopee, which leads to insignificant perceived prices towards consumer satisfaction. Customers receive a crucial message from the pricing. According to research, as prices rise, shoppers' perceptions of the quality of the things on offer also rise (Melanie, 2017). Hence, cheaper pricing may lead to a loss of faith in a product's quality. However, it is suggested that in competitive service marketplaces where the "next-best" is quickly accessible, the often-overlooked price reduction tolerance is adequate, if not more, crucial in converting consumer satisfaction into repurchase intention (Lai, Yanqun, & Siu, 2008).

When consumers find out that offline shopping is inconvenient compared to online shopping, consumers are more intent to shop online, and there is an increase in the number of consumer shopping online (Chiang & Dholakia, 2003). E-consumers spend time and effort to complete multiple tasks, which causes inconvenience in retail shopping. Hence, online shopping such as Shopee is more convenient to use, and that could lead to customer satisfaction. Research has asserted that online purchasing is increasing in popularity due to its convenience (Satar et al., 2020). Based on the result, the majority of consumers said that Shopee had provided an excellent delivery system, and they could shop at a convenient time and buy items that were not available in their area. These are all the benefits of Shopee compared to actual shops. From the results, the perceived convenience does not significantly affect customer satisfaction with Shopee in Malaysia. However, based on other research and surveys, we can still prove that perceived convenience positively relates to customer satisfaction. This is because the convenience provided by Shopee can influence consumers' buying experience. The consumer might feel uncomfortable about the system if the perceived convenience is low.

Moreover, the result proved that perceived trust significantly impacts customer satisfaction with Shopee. Most consumers feel natural and secure when using Shopee, and they also trust the authentic security financial data in Shopee. This makes them confident to use Shopee to make a transaction. However, pop-up advertisements have mixed opinions about their acceptance, and it can happen for those who may feel annoyed when the advertisement pop-up. One study's results show that trust and perceived advantages influence customer views regarding internet buying (Al-Debei et al., 2015). Trust is a result of perceived web quality and EWOM. Thus, trust and

perceived advantages influence customer views regarding internet purchasing. Hence, trust in online shopping could positively impact customer satisfaction.

CONCLUSION

In conclusion, e-commerce has become a vital marketplace in the digital world. Online shopping is always more convenient than offline shopping. Shopee was founded in 2015 and has grown into the most reliable e-commerce platform for consumers to purchase goods and services since 2020. The willingness of customers to use e-commerce such as Shopee depends on their design, management, and reputation. Perceived ease and trust are positively correlated to customer satisfaction, while the perceived price and perceived convenience are related. An effective delivery service can lead to customer satisfaction. Besides, the management of Shopee should place a greater emphasis on the ease of application design and ensure that customers feel safe and secure. It is suggested that Shopee continue to improve its User Interface (UI) engineering from time to time and upgrade the security barrier on its website and application. Such suggestions enable the company to boost its reputation and sustainability in a competitive market. This research sheds light on consumer behavior during the COVID-19 pandemic. Nonetheless, there are several limitations to this research. Because of the pandemic, the survey was conducted online using Google Forms. Therefore, it was challenging to acquire additional responses within the time constraints. Future research can consider additional variables, such as the subjective norm of the consumers, for further research.

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The authors declared no potential conflicts of interest

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