

Investigating the Relationship between Key Factors and Customer Satisfaction in an Online Shopping Platform

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ABSTRACT

The COVID-19 pandemic during the 2020's has led to the rapid growth of e-commerce in recent years, which has necessitated a greater understanding of the factors that contribute to customer satisfaction in the online context. This study was conducted to investigate the relationship between key factors and customer satisfaction in Lazada. The online survey was carried out to collect data and information from 100 respondents. In this study, five independent variables (efficiency, reliability, assurance, responsibility, and security) are investigated. The results indicate assurance and responsibility have a significant and positive influence on customer satisfaction whereas efficiency has a significant and negative impact on customer satisfaction. This study aligns with several Sustainable Development Goals (SDG), such as decent work and economic growth (SDG 8), as well as responsible consumption and production (SDG 12). In conclusion, this study contributes to the existing literature on e-commerce by providing empirical evidence on the impact of e-marketing strategies on customer satisfaction.

Keywords: Customer Satisfaction; E-Commerce; E-Marketing; Marketing Strategy; Online Shopping Platform

INTRODUCTION

The COVID-19 pandemic in 2020's has contributed to an unavoidable increase in the utilization of technologies, hence encouraging the use of online platforms. The success of online platforms is strongly dependent on the satisfaction of their customers, as this has a direct impact on the reputation of the company, the loyalty of its customers, and the profitability of the business. Promotions of business in online platforms is undertaken via electronic gadgets that provide connections between the sellers and consumers electronically (Kotler, 2001). As online platforms have become increasingly prevalent leading to the rapid growth of e-commerce, businesses must understand the factors which influence customer satisfaction and ways to enhance customer satisfaction to succeed in this digital economy. This is because online platforms serve as key customer engagement tools in the fast-changing digital landscape and consumer contentment encourages the operation of these platforms.

An online shopping platform is a website or application that facilitates the sale and purchase of products or services over the internet. In this research, Lazada has been used as the online platform model in determining the key factors that significantly impact customer satisfaction. Lazada is one such prominent online shopping platform that operates in multiple countries across Southeast Asia. Since its foundation in 2012, Lazada has gained popularity due to its competitive pricing, frequent promotions, and discounts. It often collaborates with brands and offers exclusive deals and sales events, attracting customers seeking affordable prices and attractive offers. Furthermore, Lazada is popular among online shoppers since its features are simple to understand when making online purchases (Sadewo & Baktiono, 2020).

Several studies have investigated the relationship between customer satisfaction and various factors such as efficiency, reliability, assurance, responsibility, and security in the context of online shopping. One study found that customer satisfaction is influenced by product delivery, perceived security, information quality, and product variety in the online shopping experience (Mofokeng, 2021). The results also indicated that information quality and satisfaction determine customers' loyalty towards web stores. Another study revealed that reliable technological factors have a positive and significant relationship with online customer satisfaction (Mkhize, 2019). Research by Jaiswal and Singh (2020) has shown that e-service quality and customer satisfaction are highly correlated, with reliable, efficient, and secure services being particularly important for online shoppers. Besides that, the responsiveness or responsibility of customer service, ease of checkout, and security assurance have also been found to be significant contributors to online customer satisfaction, particularly in the post-purchase stage (Pham & Ahammad, 2017). This highlights the need for online retailers to prioritize efficiency, reliability, assurance, responsibility, and security of their operations to enhance customer satisfaction.

Within the structure of an online shopping platform, this research aims to investigate the relationship that exists between several different variables and the level of satisfaction experienced by customers. To be more specific, this research will investigate the role that variables such as efficiency, reliability, responsibility, assurance, and security have in determining customer satisfaction. By understanding how the investigated characteristics affect consumer enjoyment in shopping online, online platform organizations can be able to improve their platforms, enhance client experiences, and achieve a digital market edge.

Several objectives in this study are crucial for understanding and enhancing customer satisfaction in online platforms. The first objective is to identify and analyze the factors that play a significant role in influencing customer satisfaction within these platforms. Secondly, the research seeks to assess the relative importance and impact of these identified factors on customer satisfaction, providing insights into which aspects hold the most sway over customer perception. Lastly, the study aims to explore potential strategies and recommendations that businesses can implement to enhance customer satisfaction within their online platforms, offering practical insights and actionable steps for improving overall customer experience. By addressing these objectives, the research aims to contribute valuable knowledge and guidance to businesses seeking to optimize customer satisfaction in the digital realm. These results will not only add to the academic investigation, but they will also give useful implications for the operators of online platforms, allowing them to develop their strategies and improve consumer satisfaction, which will ultimately lead to improved customer loyalty and the success of companies.

LITERATURE REVIEW

Customer Satisfaction

Customer satisfaction is a critical metric that reflects the level of pleasure or contentment customers experience with a company's offerings and capabilities. This measure is vital for businesses as it provides insights into areas for improvement or adjustments in their products and services (Tang et al., 2022). Customer satisfaction is not only about meeting customers' expectations but also about exceeding them, leading to a positive customer experience (Tendur et al., 2021).

A contented and satisfied customer base is essential for the long-term success of a business. Such customers are less likely to seek alternatives, more likely to refer others, and often become advocates for the company, promoting its products and services (Das et al., 2019). The financial performance of businesses is closely linked to customer satisfaction and perceived value. Companies with high levels of customer satisfaction tend to have better financial performance, as measured by customer recommendation intents, repurchase decisions, and retention rates (Tang et al., 2022).

Moreover, customer satisfaction is a key driver of customer loyalty, which has a positive impact on a company's financial performance. Loyal customers are more likely to make repeat purchases, recommend the company to others, and remain with the business for a longer period (Tendur et al., 2021). In contrast, dissatisfied customers are more likely to churn, leading to a loss of revenue and reputation damage for the company (Das et al., 2019).

In conclusion, customer satisfaction is a crucial aspect of business success, as it directly impacts a company's financial performance and customer loyalty. By focusing on customer satisfaction, businesses can improve their offerings, enhance the customer experience, and ultimately, drive long-term success.

Efficiency

The capacity to execute a task or obtain desired objectives with minimal wasted resources, time, or effort is referred to as efficiency. In the context of online marketing, efficiency may be viewed as the process of optimizing processes and activities to achieve the highest possible level of efficacy and productivity in relation to marketing efforts. According to Zeithaml et al. (2002), efficiency describes a website's capacity to provide users with information that is pertinent to their needs, assisting them in acquiring the goods they want with the least amount of work possible.

According to research done by Teo et al. (2003), increased levels of user interaction can improve a website's ability to offer relevant information effectively and efficiently, which in turn leads to increased levels of user satisfaction with the website. Another study by Jaiswal and Singh (2020) demonstrated that e-service quality and customer satisfaction are closely related, with efficient, reliable, and secure services being especially significant for online shoppers. As the previous studies have implied that efficiency does significantly and positively influence customer satisfaction (Das et al., 2019), hence the following hypothesis is posited.

H1: Efficiency is significantly and positively associated with customer satisfaction.

Reliability

Reliability refers to the capability of the platform to perform in a consistent and effective manner, hence satisfying the expectations and requirements of users in the absence of substantial interruptions or mistakes. Customers value reliability in online shopping platforms, as it reduces the risk of encountering issues such as delayed delivery or technical problems. Reliability not only enhances the overall customer experience but also builds trust and confidence in the company, leading to increased customer satisfaction and loyalty. Customer opinions, decision-making, satisfaction, and purchasing behavior are all significantly influenced by the dependability of website information. Businesses may improve customer satisfaction and increase the desire of customers to make online purchases by offering trustworthy information. According to Nasidi et al. (2021), since reliability serves as a measure of whether customers can trust online firms to fulfill their commitments, it is almost risk-related. Businesses can reduce perceived risks, develop trust, and encourage repeat business and consumer loyalty, by constantly proving reliability. Promoting trust in consumers as well as encouraging participation in online transactions depends significantly on the reliability of online businesses.

The research by Das et al. (2019) revealed that reliability is a significant and positive factor that contributes to customer satisfaction. This finding aligns with another investigation by Mkhize (2019), which discovered that reliable technological factors have a positive and significant impact on online customer satisfaction. Therefore, the following hypothesis is constructed.

H2: Reliability is significantly and positively associated with customer satisfaction.

Assurance

Assurance, within the realm of digital platforms, pertains to the actions implemented by the provider of the platform to cultivate a sense of trustworthiness, assurance, and dependability among its customers. The role of assurance is of utmost importance in influencing customer satisfaction, as it has a direct impact on their perception of the platform and their inclination to participate in it. As such, it is imperative for business entities to possess a robust capacity to instill in their customers a sense of confidence and trust, as noted by Ali et al. (2021). Furthermore, customer trust and confidence in the markets and their products have been found to positively impact profitability. Therefore, it is imperative for businesses and markets to prioritize this aspect in order to gain a competitive edge and foster customer loyalty (Ali et al., 2020).

A study by Pham and Ahammad (2017) uncovered that security assurance is an essential factor in boosting online customer satisfaction, particularly in the post-purchase phase. The research by Das et al. (2019) exhibited that assurance is significantly and positively related to customer satisfaction, explaining that assurance plays a vital role in

affecting customer satisfaction, fostering trust and confidence, and ultimately propelling business success in online platforms. Hence, the researchers hypothesize:

H3: Assurance is significantly and positively associated with customer satisfaction.

Responsibility

The term “responsibility” refers to the platform’s accountability and obligation to ensure that ethical and legal practices are followed, as well as the protection of users’ interests and rights. Ensuring compliance with data protection regulations is crucial for businesses of all types, including those operating in the e-commerce sector. Legal compliance procedures are also involved in this aspect of a business’s operation, making noncompliance with these procedures an additional obvious legal risk for a company. Before very recently, the marketing code of practice did not extend to online media in its scope of enforcement (Iqbal et al., 2013). The jurisdiction of the Advertising Standards Authority (ASA, 2011) was dramatically expanded in 2011 to give more comprehensive consumer protection online. As per the theoretical framework, the trust of users can be enhanced by digital marketing platforms when they demonstrate accountability through various means such as compliance with legal and ethical standards, adherence to data protection regulations, and prioritization of user safety.

Research conducted by Mahmood and Mahmood (2021) found that responsibility affects customer satisfaction significantly and positively. Another research by Pham and Ahammad (2017) discovered that the responsiveness or responsibility of customer service has also been identified as one of crucial factors in enhancing online customer satisfaction, particularly in the post-purchase phase. Therefore, the following hypothesis is constructed.

H4: Responsibility is significantly and positively associated with customer satisfaction.

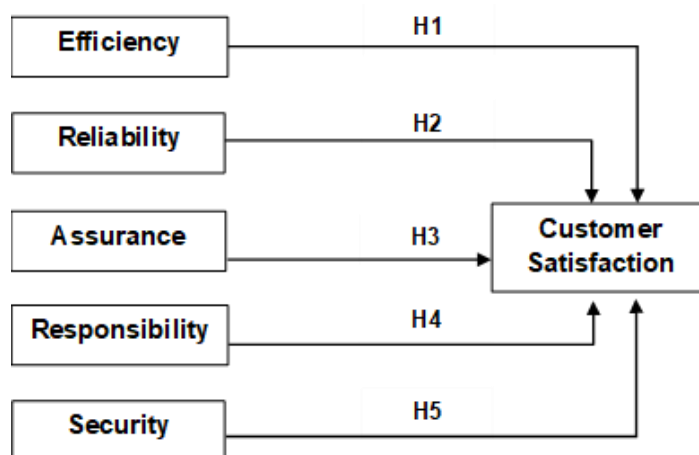
Security

The level of security on a website is a critical factor that can significantly impact customers’ perceptions and trust in online shopping platforms. Security refers to the measures a website takes to protect and store personal information of its visitors, ensuring that sensitive data is not compromised (Chong et al., 2023). Consumers’ perceptions of the internet’s safety as a medium for exchanging sensitive information with a company are closely tied to the level of security of the website. This perception of security is a crucial determinant of trust, which in turn affects e-satisfaction (Kim et al., 2009). Customers’ comfort and security with online shopping platforms play a significant role in shaping their expectations and subsequent purchasing behavior. Conversely, a lack of security can lead to a loss of trust, negatively affecting customers’ perceptions of the shopping platform and their likelihood to make purchases.

Based on Vehovar’s (2003) research, security vulnerabilities have a negative impact on online business operations and can significantly affect customer satisfaction. Another relevant research discovered that safe product delivery, perceived security, information quality, and product variety play a role in shaping customer satisfaction in online shopping (Mofokeng, 2021). Hence, customers’ worries about fraud, privacy, and hacking are highlighted as critical issues impacting customers’ views of security and their participation in online buying platforms. As research by Das et al. (2019) asserted that security significantly and positively influences customer satisfaction, hence the hypothesis below is made:

H5: Security is significantly and positively associated with customer satisfaction.

Figure 1. Research Framework



The research framework adopted in this paper provides a structured approach to examining the correlation between customer satisfaction and key dimensions of online shopping platforms, namely efficiency, reliability, assurance, responsibility, and security. By delineating these factors, the framework offers a comprehensive lens through which to analyze the intricate dynamics shaping consumer perceptions and experiences in the realm of e-commerce.

RESEARCH METHOD

Research methods refers to strategies or theory about how to undertake a research (Saunders et al., 2009). Qualitative, quantitative and mixed method are three categories of research methodology (Strijker et al., 2020). In this research paper, quantitative are the most data collected. It involves the collection and examination of numerical data that can be organized and expressed in quantitative terms to elucidate a specific situation (Goertzen, 2017).

Six variables, namely efficiency, reliability, responsibility, assurance, security, and customer satisfaction were used in this study to test the hypothesis of the proposed conceptual framework. In conducting this research, primary data were utilized, which are defined as unique and original data that are freshly collected by the researcher from a source such as surveys, interviews, questionnaires, etc. A questionnaire survey was prepared via Google Form and shared through an online platform to all Lazada customers in Malaysia and Indonesia. The data that were obtained from the questionnaire are called primary data. The questionnaire was designed with 7 sections. The first section is for demographic information of the respondents and the rest are based on our independent and dependent variables of the research. Questions in the survey are set with 5-level Likert scale, with the scales ranging from 1 to 5, in which 1 signifies strongly disagree and 5 implies strongly agree. The questionnaire prepared is then disseminated to the public via social media platforms, such as WhatsApp, Telegram, and Instagram. A deadline of two weeks was set for collecting the questionnaire, both Malaysian and Indonesian can and are allowed to participate in the questionnaire as long as they have used the Lazada platform and there is a total of 100 respondents who have participated in this online survey. The data gathered would accurately reflect the opinions and views of the whole Malaysian and Indonesian because the questionnaire was distributed at random, making it accessible to all users of social media sites.

Lastly, after all primary and secondary data were collected, Statistical Package for the Social Sciences (SPSS) software was used as a tool to process and analyze the data. Several tests have been carried out via SPSS software, which include reliability test, correlation test, regression test, and frequencies test. The result of the analysis is observed in assessing the hypotheses made and determining the relationship between the independent variables and dependent variable.

Several hypotheses were made to indicate the association between the independent variables and customer satisfaction. Each of the variables form one hypothesis with customer satisfaction. Therefore, five hypotheses are constructed in this research: H1, H2, H3, H4, and H5. Each hypothesis explained how the dependent and independent variables related to one another. Figure 1 shows the research model with all the hypotheses labeled.

RESULTS

Table 1. Descriptive Analysis of Respondents' Demographics (N=100)

Variables	Category	Frequency	Percentage (%)
Gender	Female	57	57
	Male	43	43
Age	20 and below	18	18
	21 - 30	60	60
	31 - 40	14	14
	41 - 50	5	5
	51 and above	3	3
Ethnicity	Chinese	34	34
	Indian	3	3
	Malay	50	50
	Javanese	13	13
Nationality	Malaysian	84	84
	Indonesian	15	15
	Chinese	1	1
Educational Level	Secondary School	5	5
	Pre-University	21	21
	Bachelor's Degree	74	74
Occupation Status	Student	4	4
	Employed	90	90
	Unemployed	6	6
Monthly Household Income	Below RM2,000	71	71
	RM2,001 – RM4,000	17	17
	RM4,001 – RM6,000	7	7
	RM6,001 – RM8,000	1	1
	RM8,001 – RM10,000	2	2
	RM10,000 above	2	2

Table 1 summarizes the demographic data of the 100 respondents. 57 (57%) respondents are male while 43 (43%) respondents are female. The majority of the respondents are from 21 to 30 years old, with 60 (60%) responses, followed by those below 20 years old (18%) and 31 to 40 years old (14%). Respondents who are between 41 and 50 years old and 51 years old and above are the minority group in this survey, with 5 (5%) and 3 (3%) people respectively. In term of ethnicity, most of the respondents are Malay, with 50 (50%) people and followed by Chinese with 34 (34%) people. Meanwhile, 13 (13%) and 3 (3%) of the respondents are Javanese and Indian

respectively. Talking about the nationality of the respondents, 84 (84%) of them are Malaysian, 15 (15%) are Indonesian, and only 1 (1%) is coming from China. Next, most of the respondents with 74 (74%) people possess Bachelor's degree as their highest educational qualifications, followed by 21 (21%) respondents with highest educational level at pre-university, and lastly only 5 (5%) respondents study up to secondary school level. Moving on to the employment status of the respondents, 90 (90%) of them are employed, 6 (6%) of them are unemployed and only 4 (4%) are currently a student. Lastly, the majority of the respondents with 71 (71%) people have lower than RM2,000 of their household income, followed by 17 (17%) respondents having their household income between RM2,001 and RM4,000, 7 (7%) of them have household income of between RM4,001 and RM6,000, 2 (2%) with income from RM8,001 to RM10,000, 2(2%) with more than RM10,000 of household income, and lastly, only 1 (1%) of them have household income of between RM6,001 and RM8,000.

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

Variables	1	2	3	4	5	6
Efficiency	0.950					
Reliability	0.889**	0.936				
Assurance	0.853**	0.901**	0.955			
Responsibility	0.769**	0.782**	0.867**	0.938		
Security	0.512**	0.515**	0.582**	0.693**	0.951	
Customer Satisfaction	-0.081	-0.015	0.068	0.061	-0.050	0.951
Mean	3.838	3.802	3.858	3.779	3.600	4.344
Standard Deviation	0.882	0.859	0.849	0.857	0.899	0.721
No. of Items	5	5	7	4	5	5

Note: N=100; *p<0.05, **p<0.01, ***p<0.001. Diagonal entries in bold indicate Cronbach's Coefficient Alpha

Table 2 depicts the descriptive statistics, Cronbach's coefficients alpha, and zero-order correlations between all the investigated variables. Cronbach's coefficients alpha for efficiency, reliability, and assurance are 0.950, 0.936, and 0.955 respectively. Meanwhile, Cronbach's coefficients alpha for responsibility, security, and customer satisfaction are 0.938, 0.951, and 0.951 respectively. The reliability of the research data is tested to be strong as the Cronbach's coefficients alpha of all the variables are recorded above 0.9.

Table 3. Summary of Multiple Regression Analysis

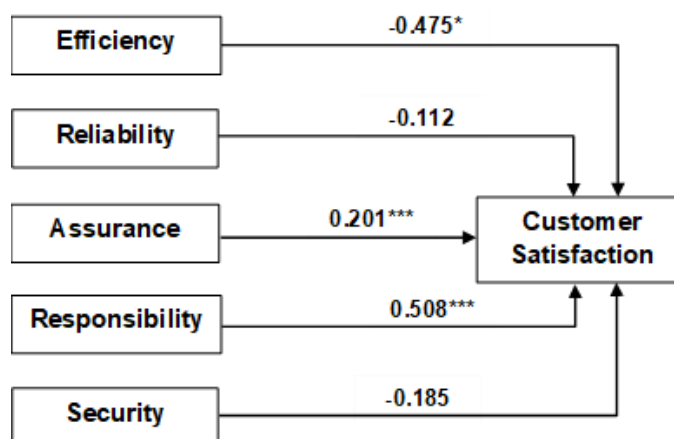
Variables	Consumer Satisfaction
Efficiency	-0.475*
Reliability	-0.112
Assurance	0.201***
Responsibility	0.508***
Security	-0.185
R ²	0.097
F Value	2.008
Durbin-Watson Statistic	2.386

Note: N=100; *p<0.05, **p<0.01, ***p<0.001

Table 3 presents the regression analysis on the variables, with efficiency, reliability, assurance, responsibility, and security being the independent variables, while customer satisfaction as the only dependent variable. By implementing regression analysis to test the hypothesis of this research, the result shows that assurance and responsibility significantly and positively influence customer satisfaction. Therefore, H4 and H5 are

proven. Meanwhile, efficiency turns out to be the only factor that is significantly and negatively associated with customer satisfaction, which does not support H1. The R^2 value of the research outcome is 0.097, indicating that 9.7% of customer satisfaction is affected by the factors of efficiency, assurance, and responsibility. On the other hand, although the output exhibits that reliability and security have a negative relationship with customer satisfaction, but they do not have a significant impact on customer satisfaction. Hence, H2 and H5 are not supported as well.

Figure 2. The Hypothesized Model



DISCUSSION

Based on the outcomes of the research, it is indicated that efficiency does provide a significant and negative influence on customer satisfaction, hence rejecting hypothesis H1, which asserts both the variables have a significant and positive relationship. This result is not aided by any of the previous research as the findings of all of it showed otherwise. Referring to a study constructed on examining the impact of service quality on customer satisfaction in 2021, the result shows that efficiency is significantly and positively related to customer satisfaction (Ali et al., 2021). However, there are reasons why there is a negative relationship between efficiency and customer satisfaction in Lazada platform. Firstly, Lazada platform often focuses on its efficiency by prioritizing streamlining and automating operations to handle a high volume of transactions quickly. However, this may result in a decreased level of personalized interaction and communication between the platform and the customers. The pursuit of efficiency may lead to potential challenges in providing timely and effective assistance to the customers, hence the customers may perceive this situation as a lack of attention and become less satisfied. Accordingly, business organizations should put more care on customers' personalized interaction while at the same time streamlining the shopping website or application. Increased shopping platforms' efficiency and personalized support may give a raise on the contentment level of the customers.

Besides, reliability has a negative relationship with customer satisfaction. However, it is found to be insignificantly related to customer satisfaction, which does not support hypothesis H2. This result is supported by previous research on the effect of service quality on customers' perceived value (Patma et al., 2021). This is because customers might have low expectations regarding the reliability of Lazada, given that technical glitches, delays, or occasional order issues are common in online shopping experience, hence it may not significantly impact their overall satisfaction.

Next, the results depict that assurance has a significant and positive relationship with the customer, which proves the hypothesis H3. This is because when customers perceive Lazada as trustworthy and reliable, it fosters a sense of confidence in their online transactions and shopping experience. The reveal of transparent information about return and refund policies and warranty coverage by Lazada reassures customers that their rights and interests are protected. Therefore, this trust will enlarge customers' satisfaction as they feel secure with shopping in Lazada. The findings of previous research also found that assurance does significantly and positively influence the satisfaction level of consumers (Iqbal & Kurniasih, 2019). Hence, it is recommended that business organizations offer a variety of secure payment methods, including reputable third-party payment gateways and encrypted transactions. Implementing robust security measures to protect customers' data and privacy is also an important remedy in increasing the assurance of the online platform.

On the other hand, the findings indicate that responsibility provides a significant and positive impact on customer satisfaction, which proves the hypothesis H4. Lazada is known for being great at addressing customers' issues and complaints and taking appropriate actions, showing that Lazada values its customers and is committed to providing a positive shopping experience. Not only that, but Lazada also actively seeks customer input and incorporates suggestions for improvement based on customer needs. As a result, customers' trust and loyalty towards Lazada platform will be fostered and hence leading to increased satisfaction. This result is also in line with research (Wiradarma & Respati, 2020), which explored that responsibility on providing high service quality is significantly and positively related to customer satisfaction. Therefore, business entities are encouraged to provide proactive customer support to address any customers' issues or concerns promptly. Providing high service quality and great responsiveness to the customers helps to enhance customer experience and satisfaction.

Lastly, security is negatively associated with customer satisfaction. Nevertheless, it is insignificantly influencing customer satisfaction. Therefore, hypothesis H5 is not supported. Similar results were depicted in the research by Ludin and Cheng (2014), which implied the insignificant relationship between security and customer satisfaction. This is due to the fact that customers assume that basic security measures, such as secure payment gateways, data encryption, and fraud prevention are already set up when they shop in Lazada. As these security measures are standard in the e-commerce industry, the presence of security might not significantly impact satisfaction unless there are notable security vulnerabilities.

CONCLUSION

In summary, the aim of this research is to examine the correlation between multiple factors and the degree of contentment that customers derive from utilizing online platforms. The survey results have yielded significant insights into the various factors that influence the level of customer satisfaction. The study reveals that the independent variables of responsibility and assurance exerted a noteworthy and favorable influence on the degree of pleasure perceived by the consumer. The implication of this statement is that online businesses should prioritize emphasizing their dedication to their customers, precisely outlining their responsibilities, and establishing protocols to instill confidence and foster reliance in their consumer base.

Second, there was a statistically significant inverse link between the independent variable of efficiency and the dependent measure of customer satisfaction. However, it would appear from this that customers like online platforms that are both effective and

give a streamlined experience for their use, as well as enhancing personalized customers interaction. As a result, it is essential for organizations that operate online to place a strong emphasis on maximizing the effectiveness of their platforms without ignoring the significance of customer interaction. They will be able to boost the overall contentment of their users and the satisfaction of their customers if they accomplish this. On the other side, online platforms are advised to emphasize security measures and maintain reliable services to minimize any potential unwanted experiences although there is no statistical significance of link between reliability, security, and customer satisfaction.

This study makes a valuable contribution to the current body of literature on e-commerce by presenting empirical findings regarding the influence of e-marketing tactics on customer contentment. The findings of this research will not solely contribute to academic inquiry, but also yield practical implications for online platform businesses and operators. These implications will enable them to enhance their strategies and augment consumer satisfaction, ultimately resulting in increased customer loyalty and the prosperity of companies. This study aligns with two of the Sustainable Development Goals (SDG), specifically SDG 8 (Decent Work and Economic Growth) and SDG 12 (Responsible Consumption and Production). Therefore, it has the potential to contribute to economic prosperity and increase awareness of societal challenges, ultimately promoting a collective commitment towards achieving a sustainable future for the nation.

This study contributes to existing research on the relationship between various factors in online platforms and customer satisfaction. Therefore, the organizations and business entities with online business platforms should consider the factors which significantly affect the customer satisfaction. In this research, efficiency, responsibility, and assurance are the factors which leave strong impact on customer satisfaction in online platform. Thus, business entities should implement the recommended remedies as mentioned in the discussion part in order to increase the level of customers' contentment in using online shopping platforms. By increasing the assurance of customers' data privacy protection, uplift responsibility of the platform with great service quality and customer support, as well as enhancing individualized customers' communication, customers would be able to build trust with the online shopping platform and get higher satisfaction with their shopping experience.

The outcomes of the study also imply that security and reliability of the platform have negligible impact on customer satisfaction. Nonetheless, online platforms should continue to strive to improve platform security and reliability, while allocating sufficient resources and support to the above-mentioned factors that have the greatest impact. Accordingly, business entities are advised to regularly review and update products' descriptions, specifications, and pricing in ensuring accuracy and consistency. Not only that, but the businesses also need to implement strong password policies that prevent users from creating simple passwords which are easy to be guessed. Multi-factor authentication should be considered in adding more layers to the security of the users' account in online platforms.

LIMITATION

The research is subject to various limitations that constrain the extent to which its findings can be considered comprehensive. The research's sample size is inadequate to offer a comprehensive understanding of the variables that impact the contentment of users of online shopping platforms. It is recommended to employ a larger sample size when evaluating the primary determinants that contribute to customer satisfaction. Furthermore, it is recommended that the survey be made more inclusive and disseminated to a wider range of age cohorts. The large number of respondents falling

within the age range of 21 to 30 years old can be attributed to the utilization of a Google Form survey disseminated through social media platforms, which are predominantly frequented and utilized by younger individuals. Hence, it is imperative to contemplate alternative approaches for circulating the survey questionnaire to cater to diverse age cohorts and acquire varied perspectives pertaining to the research subject matter.

Next, this research fully deploys the primary data obtained from the online survey, which is not enough to determine the real factors which contribute to customer satisfaction in online platform. A physical interview session should be conducted with the respondents in getting their detailed response and point of view regarding the issues mentioned in the research. Lastly, this research only includes five variables which possibly influence customer satisfaction in online platform, when in fact there are other factors which contribute to the change of dependent variable as well. Hence, some other variables should be added to the future research as these factors could possibly have significant impact on customer satisfaction, hence generating more accurate and inclusive research outcomes.

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DECLARATION OF CONFLICTING INTERESTS

No conflict of interests.

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