

Relationship of Perceived Ease of Use, Trust, Customer Satisfaction, and Customer Loyalty in E-Commerce: A Case Study of The Shopee Application

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ABSTRACT

Purpose – The purpose of the study is to provide empirical evidence on the impact of perceived ease of use and trust on customer satisfaction, and in turn, how customer satisfaction influences customer loyalty in the context of the Shopee application.

Design/methods/approach – The study employs a quantitative research approach. Data was collected through surveys distributed to Shopee users. The analysis was conducted using Structural Equation Modeling (SEM) to test the hypothesized relationships between perceived ease of use, trust, customer satisfaction, and customer loyalty.

Findings – The findings indicate that both perceived ease of use and trust have a positive and significant effect on customer satisfaction. Additionally, customer satisfaction has a positive and significant impact on customer loyalty. This suggests that improving the ease of use and trustworthiness of the Shopee platform can enhance customer satisfaction, leading to greater customer loyalty.

Research implications/limitations – Implications: The results provide practical insights for e-commerce platforms, particularly Shopee, highlighting the importance of focusing on ease of use and building trust to improve customer satisfaction and loyalty.

Limitations: The study's limitations include its focus on a single e-commerce platform (Shopee), which may not generalize to other platforms. Future research should consider including multiple e-commerce platforms to expand the findings. Additionally, only customer loyalty was used as a dependent variable; future studies could explore other dependent variables related to customer behavior

Originality/value – This research adds value by offering new insights into the dynamics of customer satisfaction and loyalty in the e-commerce sector, specifically within the Shopee platform. It underscores the critical roles of perceived ease of use and trust in fostering customer satisfaction and loyalty, which can guide e-commerce businesses in their strategic planning and customer relationship management

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Introduction

The growth of internet users in Indonesia has increased every year, as of January 2023 there were 212.9 million people (We Are Social, 2023). The internet makes it easier for people to get information, learn activities work online, communicate with everyone conduct business online, and shop online. The development of internet technology has changed the way Indonesians, especially in terms of shopping, due to easier internet access. According to researchers Ilhamalimy and Ali (2021), the increase in e-commerce in Indonesia is very rapid thanks to the popularity of online shopping, especially among the millennial generation. In Indonesia, there are 5 digital platforms or e-commerce that are frequently visited by consumers such as Shopee, Tokopedia, Lazada, Blibli, and Bukalapak (Populix, 2023; Riansyah, 2023). The enthusiasm of the public to visit e-commerce is still high every year. Shopee ranks first in the most e-commerce visits in Indonesia with 158 million on average per month (Ahdiat, 2023).

The development of so many E-Commerce has led to customer disloyalty to one E-Commerce (Ilhamalimy & Ali, 2021), due to product promo factors to free product shipping. A strong customer loyalty base is based on perceived ease of use, trust, and customer satisfaction (Assaker et al., 2020; Chaudhuri, A Holbrook, 2001; Wilkins et al., 2009). Research by Nguyen et al. (2011) and Mensah et al. (2021) revealed that brand loyalty shows customer loyalty in making future repurchases, without changes in brand loyalty in different situations. Customers who experience dissatisfaction with the current experience, then customers will not be able to expect positive results in the future. Therefore, the brand or company will lose customer trust (Assaker et al., 2020; Saleem et al., 2017).

Customers feel disappointed that Shopee's product screening is not satisfactory because there are still many fake products and products that do not match the images displayed before purchase. In addition, the growth in the number of Shopee users also affects the delivery time of products to customers. Items that are promised to be delivered on time often experience delays in their delivery, causing many complaints from consumers (Saidani et al., 2019). Based on the problems described above, researchers are interested in conducting further research related to the influence of perceived user convenience, trust, and customer satisfaction on loyalty.

Literature Review

Customer Loyalty

According to research by Pappu and Quester (2016), brand loyalty is the extent to which customers have an attachment to a brand, thus encouraging customers to take consistent purchasing actions against the preferred brand (Atulkar & Kesari, 2017; Coelho et al., 2018). Brand loyalty is the attitude of customers to set brands based on previous shopping experiences (Thompson et al., 2014) which is measured through customer repurchase behavior for the same brand (Atulkar, 2020). Fixed seriousness to repurchase or subscribe to selected products or services consistently in the future, despite situations or marketing efforts that cause behavioral changes (Veloutsou, 2015). Akoglu and Ozbek (2022) reveal that brand loyalty is a positive response of customers to a product based on their positive perceptions of the brand. loyalty is customer loyalty to a particular good or service that is seen through purchasing behavior (Maryanto & Kaihatu, 2021).

Perceived Ease Of Use

Shah and Attiq (2016) found that perceived ease of use is the extent to which customers find it easy to use or operate the system (Davis, 1989; Oktarini & Wardana, 2018). The meaning of perceived ease of use is that a system or technology is considered easy if someone

understands or can even operate the system or technology (Tu et al., 2012). Wahyuningtyas & Widiastuti (2015) revealed that when customers consider a system easy to use, the higher the level of use of the technology. Perceived ease of use is the overall user perception related to convenience when purchasing a mobile system through a customer's mobile phone (Amin et al., 2014). Wilson et al. (2021) reveal that perceived ease of use is the customer's perception of how much effort is spent to understand new technology or products.

In the context of e-auction marketplace research, perceived ease of use has a positive and significant effect on customer satisfaction (Tu et al., 2012). Shah and Attiq's (2016) research in the context of e-learning, perceived ease of use has a positive and significant effect on customer satisfaction. Wilson et al. (2021) suggest that perceived ease of use has a positive impact on customer satisfaction. Perceived ease of use has a positive and significant effect on customer satisfaction (Amin et al., 2014; Oktarini & Wardana, 2018; Tandon et al., 2016; Wilson et al., 2021). Based on the above concept, it can be said that perceived ease of use has a positive effect on customer satisfaction.

H1: Perceived ease of use has a positive effect on customer satisfaction.

Trust

Trust is trusting the brand and believing in the promises made by the brand, so brand trust is considered an important antecedent of brand loyalty (Atulkar, 2020; He et al., 2012; Rubio et al., 2017). Wilson et al. (2021) revealed that trust is a customer's assessment of a company's brand regarding the integrity and honesty of the company. Veloutsou (2015) found that companies fulfill customer promises by instilling trust in the minds of customers through integrity and honesty. Trust is present when customers feel confident in the products, goods, and services purchased (Handayani et al., 2021). Akoglu and Ozbek (2022) reveal that brand trust can be interpreted as the average consumer's desire to trust the ability of a brand to fulfill needs and functions. Brand trust is a customer's expectation to rely on a brand that is considered trustworthy (Moorman et al., 1992; Sohaib & Han, 2023).

Gul (2014) found that trust can be interpreted as a person's belief that others will be able to fulfill customer needs and desires. Sohaib and Han (2023), trust is a significant success factor in social media. Research from Amin et al. (2014), many people prefer to trust mobile devices rather than the internet and shopping activities. Wilson et al. (2021) found that trust is the company's ability to fulfill its promises to customers. Brand trust has a positive and significant effect on customer satisfaction (Gul, 2014; Handayani et al., 2021; Sun & Lin, 2010; Tran Xuan et al., 2023). Based on the above concept, it can be said that trust has a positive effect on customer satisfaction.

H2: Trust has a positive effect on customer satisfaction.

Customer Satisfaction

Customer satisfaction is a post-purchase assessment and emotional response from customers to the overall product or service experienced (Amin et al., 2014; Lin & Wang, 2006; Platonova et al., 2008). The definition of satisfaction according to Veloutsou (2015) finds that the evaluation of fulfillment focuses on the goods or services used and can be assessed for one-time or ongoing consumption. Customer satisfaction is the customer's assessment of the brand based on all interactions and experiences (Shin & Kim, 2008). Wilson et al. (2021) reveal that customer satisfaction is a customer's assessment of the goods or services used, where customers tend to assess whether the goods or services meet or exceed customer expectations. Customer satisfaction can be considered as a feeling of pleasure or disappointment after comparing the suitability of performance with what the user previously expected (Maryanto & Kaihatu, 2021).

Satisfaction is one of the determining factors of loyalty (Tu et al., 2012; Veloutsou, 2015). Research from Shah and Attiq (2016) in the context of e-learning, customer satisfaction has a positive and significant effect on loyalty. Customer satisfaction can be measured from the shopping experience or after consuming a good or service. So that there is a positive relationship between customer satisfaction and loyalty (Chan et al., 2022; Christodoulides & Michaelidou, 2010; Gul, 2014; Handayani et al., 2021; Maryanto & Kaihatu, 2021). Based on the above concept, it can be said that customer satisfaction has a positive effect on loyalty.

H3: customer satisfaction has a positive effect on customer loyalty.

Research Model

This study uses four constructs, namely perceived ease of use, trust, customer satisfaction, and loyalty. Based on the development of the hypothesis that has been built, a conceptual framework is formed as a research model as shown in Figure 1.

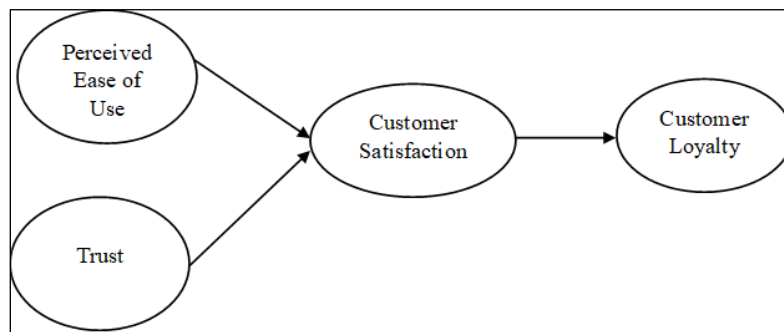


Figure 1 Research Framework

Methods

This research applies an explanatory research method used to identify whether one or more variables can explain causation to other variables. This research can be classified as quantitative research because the method used is hypothesis testing. The type of data used in this research is cross-sectional data. Cross-sectional data is data obtained at one specific moment in time (Cooper & Schindler, 2014). The population involved in this study are Indonesians who have made online purchases. The sampling technique chosen in this study was purposive sampling. The criteria for respondents in this study were individuals who had made purchases at Shopee. To collect data, a self-administered survey method was used by directly sending questionnaires to respondents. The questionnaire used was an online questionnaire using Google Forms.

The data collection technique used in this study uses primary data collected by researchers to answer specific problems faced by research questions (Cooper & Schindler, 2014). The primary data collection method was carried out using the survey method. The survey method is carried out by distributing questionnaires directly to the target or respondent and then the respondent fills in the answers to the questions that have been prepared by the researcher (Sekaran & Bougie, 2016). This research uses electronic and online questionnaires. The researcher sent invitations to respondents by attaching links to electronic media. The online questionnaire was created using Google Forms.

The measurement scale used is Likert scale 1 (strongly disagree) - 5 (strongly agree). The data analysis technique used in this research is Partial Least Squares- Structural Equation Modeling (PLS-SEM). PLS-SEM was used to test the research hypothesis. Testing the characteristics of respondents using SPSS Version 26 software. This test takes 3 stages, namely first, testing the measurement model which aims to test the validity and reliability of the construct.

Second, testing using SmartPLS.03 software. Finally, the characteristics of respondents using SPSS Version 26 software.

Result

The questionnaire was distributed to respondents using an online electronic questionnaire. Researchers sent invitations to respondents via links on electronic media to complete the survey with Google Forms. The number of respondents who filled in was 110 respondents. Respondents were mostly female (58,2%), their ages ranged from 23-28 years old (30,9%), and their expenditure per month < Rp. 1.000.000 (46,4%). Based on their occupation, 24,5 % are private employees. The frequency of respondents using Shopee is (39,1%), The reasons why respondents shop at Shopee are free delivery (93,6%), and getting discounts (91,8%). The product categories purchased by respondents are fashion (94,5%), personal care (64,5%), and cosmetics (60,9%).

Validity Test

Validity testing involves determining how well empirical indicators and ideas of the construct are to be measured (Neuman, 2014). In this study uses two categories of construct validity, namely convergent validity and discriminant validity. Convergent validity is the extent to which scores from one scale correlate with scores from other scales that have been designed to assess the same construct (Cooper & Schindler, 2014). Convergent tests use the standard Average Variance Extracted (AVE) and factor loading with values must be greater than 0.5 or more, while discriminant validity uses the SmartPLS 3 analytical tool (Hair, J.F. et al., 2019).

Convergent Validity Test

Table 1.
Convergent Validity Test

Construct	Indicator	Convergent Validity Teist	
		AVE	Factor Loading
Perceived Ease of Use	PE1	0,608	0,852
	PEi2		0,801
	PEi3		0,675
Trust	TR1	0,597	0,746
	TR2		0,726
	TR3		0,815
	TR4		0,800
Customer Satisfaction	CS1	0,504	0,756
	CS2		0,675
	CS3		0,644
	CS4		0,610
	CS5		0,841
Customer Loyalty	CL1	0,729	0,808
	CL2		0,853
	CL3		0,898

Table 1 shows the results of convergent testing of the measurement items used in this study. The AVE value and factor loading in this study have met the standard, which is greater than 0.5, so the convergent validity test in this study is declared convergently valid and has good convergent validity.

Discriminant Validity Test

Discriminant validity is assessed by comparing the square root of the AVE, of each construct with the correlation relationship between one construct and another (Ghozali, 2021).

Table 2.
Discriminant Validity Test

Construct	Discriminant Validity Teist			
	PEi	TR	CS	CL
PEi	0,780			
TR	0,269	0,773		
CS	0,442	0,617	0,710	
CL	0,400	0,645	0,772	0,854

Note: PE (Perceived Ease of Use), TR (Trust), CS (Customer Satisfaction), CL (Customer Loyalty)

Table 2. shows the results of convergent testing of the measurement items used in this study. The AVE value and factor loading in this study have met the standard, which is greater than 0.5, so the convergent validity test in this study is declared convergently valid and has good convergent validity.

Reliability Test

Construct reliability can be measured by one of them using composite reliability. The construct is declared reliable if the composite reliability value is more than 0.70 (Ghozali, 2021; Hair Jr et al., 2014).

Table 3.
Reliability Test

Variable	Composite Reliability	Note
Perceived Ease of Use	0,822	Reliable
Trust	0,855	Reliable
Customer Satisfaction	0,834	Reliable
Customer Loyalty	0,890	Reliable

Table 3. shows the results of the reliability test, it can be seen that all constructs are declared reliable because the composite reliability value is more than 0.7. This means that all constructs in this study have good reliability.

Coefficient of Determination

A high coefficient of determination (R Square) indicates a higher level of predictive accuracy (Hair Jr et al., 2014). According to Hair Jr et al. (2014). To achieve a high level of model prediction accuracy, several rules of thumb must be followed, namely a value of 0.75 can be categorized as strong, a value of 0.50 can be categorized as medium, and a value of 0.25 can be categorized as weak. Therefore, the Adjusted R Square value can be used to prevent any tendency towards complex models.

Table 4
Coefficients of Determination

Variable	R Square	R Square Adjusted
Customer Loyalty	0,604	0,600
Customer Satisfaction	0,463	0,453

Table 4. reveals the results of the coefficient of determination value, as follows the Adjusted R Square value is 0.600. This means that as much as 60% of the variation or change in customer loyalty can be explained by the variables perceived ease of use, trust, and customer satisfaction. The remaining 40% can be explained by other variables. Next, the Adjusted R Square value is 45.3% variation or change in customer satisfaction can be explained by customer loyalty. Meanwhile, the remaining 54.7% can be explained by other variables.

Model Fit

SmartPLS offers a lot of model fit, this research uses the SRMR, NFI, and RMS_Theta model fit assessments. The SRMR assessment must be less than 0.08. This means that the model fit assessment can be said to be good, NFI can be said to be good if it is closer to one, finally, the RMS_Theta assessment can be said to be a good fit model if it is close to zero (Ghozali, 2021).

Table 5.
Model Fit

Criteria	Estimated Model
SRMR	0,102
NFI	0,216
RMS_Theita	0,657

Table 5. shows the results of testing the fit model. The SRMR fit model assessment shows poor results (0.102) because it exceeds the predetermined fit model. The NFI model fit assessment shows good results (0.657) because it is by the provisions. The RMS_Theta model fit assessment shows good results (0.216) because it is by the provisions.

Path Coefficients Test

Measurement of significance can be seen in the path coefficients table found in the SmartPLS output below:

Table 6
Path Coefficients Test

Hypothesis	β	<i>t-statistic</i>	<i>P-value</i>	Remarks
H1 Peirceiiveid Eiasei of Usei -> Customeir Satisfaction	0,297	3,921	0,000	Accepted
H2 Trust -> Customer Satisfaction	0,537	6,937	0,000	Accepted
H3 Customer Satisfaction -> Customer Loyalty	0,777	17,924	0,000	Accepted

Table 6 shows the level of significance in hypothesis testing. All hypotheses in this study are supported and have a p-value <0.05, namely the effect of perceived ease of use on customer satisfaction, the effect of trust on customer satisfaction, and customer satisfaction on customer loyalty.

Discussion

The effect of perceived ease of use on customer satisfaction (β of 0.297 and p-values 0.000). These results indicate that there is a positive and significant influence between perceived ease of use on customer satisfaction. This means that the better the perceived ease of use of Shopee, the more satisfied customers are. The results of this study are supported by several previous studies (for example, Amin et al., 2014; Oktarini & Wardana, 2018; Shah & Attiq, 2016; Tu et al., 2012; Wilson, Keni, et al., 2021) which prove that perceived ease of use is a determining factor of customer satisfaction and has a positive and significant impact on customer satisfaction.

Research by Suryani, et al (2021) revealed that perceived ease of use has a positive and significant effect on GO-JEK customer satisfaction in Binawidya District. This means that the ease of use of an application can increase customer satisfaction. These results are in line with research from Rizan, et al (2019) which states that the better the Grab application technology provides the convenience felt by its users, the higher the satisfaction felt by its users. Thus, Mandasari and Giantri's research (2017) found that the role of perceived ease of use can influence success in customer satisfaction.

The effect of trust on customer satisfaction (β of 0.537 and p-values 0.000). These results indicate that there is a positive and significant influence between trust on customer satisfaction. This means that the higher the trust in Shopee, the more satisfied customers will be. The results of this study are supported by several previous studies (Al-Ansi et al., 2019; Jiddi, 2023; Saidani et al., 2019; Uzir et al., 2021; Wilson et al., 2021) which provide evidence that trust is one of the factors that can affect customer satisfaction.

Research on Aditya, et al (2021) revealed that trust has a positive and significant effect on Halodoc E-Health customer satisfaction. This means that customer trust in the application used can increase customer satisfaction. These results are in line with research from Manurung, et al (2022) found that using the Halodoc application can provide a sense of security during transactions, and user trust in the application they use can increase user satisfaction.

The effect of customer satisfaction on customer loyalty (β of 0.777 and p-values 0.000). These results indicate that there is a positive and significant influence between customer satisfaction on customer loyalty. This means that the better the customer satisfaction at Shopee, the more loyal customers will be. The results of this study are supported by previous researchers (for example, Assaker et al., 2020; Atulkar & Kesari, 2017; Christodoulides & Michaelidou, 2010; Handayani et al., 2021; Maryanto & Kaihatu, 2021) who found that customer satisfaction is the strongest predictor of customer loyalty in using the Shopee application.

Djoyohadikusomo (2017) revealed that there is a positive and significant influence between customer satisfaction on customer loyalty on e-ticketing purchases through online airline ticket sales agents. This means that if customer satisfaction increases, customer loyalty to the company will arise (Bernarto & Patricia, 2017). These results are in line with the research from Sumantri (2020) which states that PT Raharja Duta Solusindo's customer satisfaction has increased and customer loyalty to the company will arise.

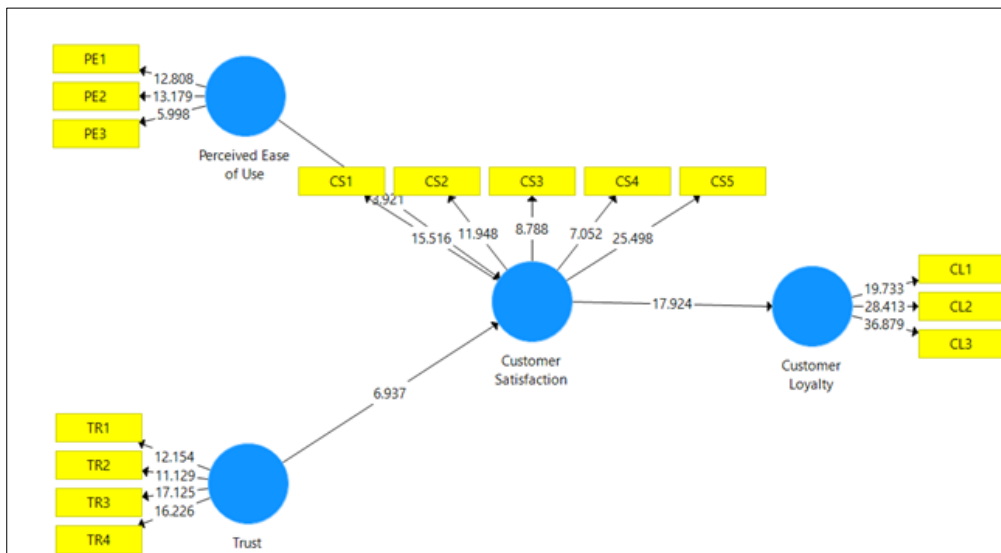


Figure 2. Results of Path Coefficients (Inner Model)

Source: Data Processing Results (2024)

Conclusion

This study shows empirical evidence regarding the effect of perceived ease of use, and trust on customer satisfaction and customer satisfaction on customer loyalty on the Shopee platform. This research includes practical implications about new understanding for Shopee companies to pay more attention to perceived ease of use and trust in customer satisfaction, to create customer loyalty. The results of this study reveal that perceived ease of use and trust have a positive and significant effect on customer satisfaction and are likewise related to customer satisfaction to customer loyalty. This research has limitations. First, this study uses the Shopee object, future research needs to include other e-commerce platform objects to expand the research findings. Second, this study only uses the customer loyalty variable as the dependent variable. So, further research can use other dependent variables as a consequence of customer loyalty.

Declarations

Author contribution statement

The lead author participated in the conceptualization and design of the study, analysis, interpretation of data, and initial drafting of the paper. Each author contributed to the critical revision of the content for intellectual rigor and provided final approval for the published version. All authors are responsible for every aspect of the work

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Data availability statement

The data that support the findings of this study are available from the corresponding author upon reasonable request. Due to privacy and ethical considerations, the data are not publicly accessible.

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