



## The Effect of E-Service Quality on Customer Satisfaction of Shopee Users (Study on Psdku Students of Tadulako University)

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### ARTICLE INFO

*Keywords:* E-Service Quality, Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact and Customer Satisfaction

*Received :* 3 April

*Revised :* 18 May

*Accepted:* 20 June

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### ABSTRACT

This study aims to determine and analyze: (1) the significant influence of e-service quality consisting of efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact on customer satisfaction of Shopee users (2) the influence of efficiency on customer satisfaction of Shopee users (3) the influence of fulfillment on customer satisfaction of Shopee users (4) the influence of privacy on customer satisfaction of Shopee users (5) the significant influence of responsiveness on customer satisfaction of Shopee users. (6) the significant influence of compensation on customer satisfaction of Shopee users. (7) the significant influence of contact on customer satisfaction of Shopee users. The type of research used is quantitative. The population of this study were active students of the 2021-2024 intake of the Economics Management Study Program at PSDKU Tadulako University in Ampana. The sampling technique in this study used purposive sampling, with a sample size of 85 respondents. Data collection used online and offline questionnaires that had been tested for validity and reliability. The analysis method used multiple linear regression analysis. The results of the study show that (1) e-service quality consisting of Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact have a simultaneous effect on customer satisfaction of Shopee users. (2) efficiency has a partial effect on customer satisfaction of Shopee users. (3) reliability, has a partial effect on customer satisfaction of Shopee users. (4) fulfillment does not have a partial effect on customer satisfaction of Shopee users. (5) privacy has a partial effect on customer satisfaction of Shopee users. (6) responsiveness does not have a partial effect on customer satisfaction of Shopee users. (7) compensation has a partial effect on customer satisfaction of Shopee users. (8) Contact has a partial effect on customer satisfaction of Shopee users

## INTRODUCTION

The internet is a very important medium for accessing various activities in cyberspace. The internet is a source of very useful information. The internet increases people's income, namely as a means of business promotion and also as a reference and benchmark for someone to make the right decisions for business. With the internet, humans are much more helped, especially for those who have high mobility (Melawati et al., 2023).

Developments in online business have occurred a lot from time to time, for example shopping through e-commerce. The market in the traditional concept, which is physical and located in a certain location, has changed in the modern concept and given rise to a concept known as e-commerce. E-commerce is a type of electronic commerce that leads to the purchase of goods, sales, and services online. E-commerce allows people to shop and buy necessities through electronic media such as mobile phones that can be accessed online (Islamiati et al., 2023).

E-commerce also allows people to make transactions via the internet using electronic fund transfers as a payment method. This convenience allows payments to be made without the two parties meeting, such as through bank transfers and other virtual accounts (Ananda, 2023).

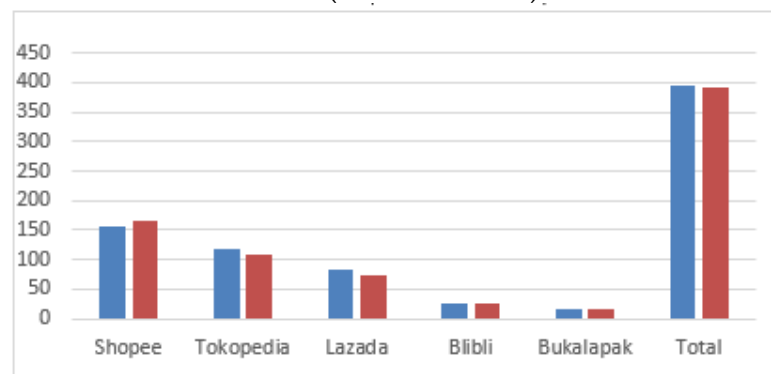


Figure 1. E-Commerce Visitor Diagram

Source: ((Simanjuntak, 2023)

The diagram data above from Goodstats in (Simanjuntak, 2023) shows that Shopee is the most visited e-commerce in 2023 in Indonesia with a total of 158 million visits (Q1), and 167 million visits (Q2).

Shopee has a more attractive and easily accessible appearance, more products are offered, has many attractive discounts, and has many different shipping services, reviews are easier to access and of course offer cheaper prices compared to other online stores such as Tokopedia, Bukalapak, Lazada, Blibli, Elevania and even conventional stores in general, by providing good shopping access and services, it is hoped that it can encourage consumer interest in shopping online (Sumaa et al., 2021).

Digital marketing management includes various elements such as market research, strategic planning, marketing campaign implementation, data analysis, and data-based decision making. So in this digital era, digital marketing is very important because many consumers actively use the internet to shop and search for product information (R.P. Adam, 2024)

Factors that drive buying interest include a smooth and positive purchasing process, from easy-to-use websites to fast payment processes, which increase customer satisfaction. Shopee's service quality is also important. Friendly and effective service, which includes good customer support, builds customer trust in this platform, drives customer satisfaction (Simanjuntak, 2023). The Shopee marketplace still has several customer complaints, which we find in the Shopee user review column on the Google Playstore, both buyers and sellers who use the Shopee application. Examples of reviews such as no change in the status of shipping goods, no deletion of inactive stores so that they still appear in the item search column, customer service responses that cannot solve problems, there are still many sellers who offer fake goods or goods that do not match the search system, the goods ordered do not match the image results seen, unfriendly sellers and goods sent not according to schedule (Rahmawati & Handayani, 2024).

In order to avoid mistakes, from these reviews there are still many things that need to be improved by the developer shopee so that the shopee application can provide better service. Ignoring complaints not only wastes a golden opportunity, but can also be a threat to the company (Zaman et al., 2021).

Shopee also provides good reviews of customer satisfaction and it is very much needed for a store's rating on the shopee application. Customer satisfaction is the main key to the success of an e-commerce platform like Shopee. (Islamiati et al., 2023; Mumtaz et al., 2011) When customers are satisfied with their shopping experience, they will return to shop, recommend it to others, give positive reviews and increase loyalty so that the available products also experience a fast turnover. Customer satisfaction is the basic level of customer feelings towards a service or product quality that they have received. This is measured by comparing what is received and the desired expectations according to customer needs (Bali, 2022)

E-service quality provide the website's ability to facilitate shopping, purchasing, and delivery of products and services effectively and efficiently. If e-service quality on a website or online sales is successful, then product sales can effectively and efficiently meet consumer needs without causing problems (Melawati et al., 2023; Pranitasari & Sidqi, 2021). Good and optimal service quality to buyers will create customer satisfaction, consumers will feel more appreciated by the extra effort from e-commerce in paying attention to the needs of consumers themselves, so that they can also create a loyal attitude of consumers in considering shopping again to the same e-commerce as before (Putri & Patrikha, 2021).

Good service quality will provide its own satisfaction to customers so that transactions in online purchases continue to run. Regardless of the final decision on which to buy and e-commerce depends on the preferences of each consumer. E-service quality is now recognized as an important means of meeting customer needs quickly via the internet in modern consumer life (Febriani & Cahya, 2022). The E-Service Quality model includes seven dimensions according to Parasuraman et, al. in (Pranitasari & Sidqi, 2021), namely: Efficiency includes the ease for customers to find information related to products and fast and easy

access when visiting and leaving the website. In addition, the fulfillment of the right product and timely delivery are also very crucial aspects in meeting customer needs. The company's reliability in providing the promised services accurately and consistently also increases customer trust. Privacy is no less important, where companies must maintain the security of customer data and transactions properly without sharing them with third parties that can be detrimental. Responsiveness refers to the company's ability to respond quickly and provide accurate solutions when problems arise, as well as provide a clear warranty mechanism for customers. Fair compensation needs to be given to customers in the event of a system error or failure, such as a refund or product replacement. Finally, easy contact between customers and the company, in getting the information or assistance needed. If these seven aspects of e-service quality can be met, it will form satisfaction in customers to be loyal to using Shopee services.

Table 1. Percentage of Consumer Complaint Factors in Online Shopping

<b>Complaint Factors</b>	<b>Percentage %</b>
Slow Complaint Response	44%
Goods not received	36%
Disadvantageous system	20%
Refund not given	17%
Alleged fraud	11%
Goods purchased do not match	9%
Alleged cybercrime	
Product defect	8%
Service	6%
Price	2%
Information	1%
Late receipt of goods	1%

Source: Indonesian Consumer Foundation (YLKI), 2020  
in the article (Safitri et al., 2022)

The Indonesian Consumer Foundation (YLKI) in the article (Safitri et al., 2022) reported that in 2019, Shopee received 1,871 consumer complaints, with 5% of these complaints coming from financial product service problems. One source of these complaints is online shopping, where Shopee is responsible for 14.7% of these complaints. Other factors contributing to these complaints include slow complaint responses at 44%, items not yet received at 36%, and other factors explained in Table 1.1.

Based on Table 1.1, various customer complaints are described, indicating that the quality of e-commerce services, especially Shopee, needs to be improved. One way to measure the level of customer satisfaction with e-commerce is to look at customer complaints during and after using the available services. Therefore, online shopping businesses usually concentrate on measuring and developing e-services. The Ministry of Communication and Information reported that the majority of internet users in Indonesia are aged 17 to 23 years, along with e-commerce's attention to customer satisfaction levels. According to (Rahma et al., 2024) stated that among generation Z, students are the second largest contributor

to digital economic transactions in Indonesia. A report released in 2023 by Kredivo and Katadata Insight Center (KIC) showed that generation Z, consisting of people aged between 18 and 25 years, contributed an average of 25.2% in the last three years.

Students, as one of the largest segments of Shopee users, have unique characteristics and behaviors in online shopping. They prioritize aspects of ease of access, affordable prices, and attractive promotions offered by e-commerce platforms (Rahma et al., 2024).

Students tend to use e-commerce applications to meet urgent needs, such as buying books, stationery, and daily necessities. Based on the observations that have been reviewed, PSDKU students of Tadulako University are very active in using the Shopee application, but many complain about several aspects of their shopping experience, such as inconsistent delivery times and difficulty in navigating the application.

The following is an interview with several opinions of Shopee users at PSDKU students of Tadulako University regarding the E-Service Quality Variable on Customer Satisfaction Variable

My Hazra customer shops at Shopee about two to three times a month. I choose Shopee because the price is cheaper than offline stores and there are free shipping and cashback promos that help save my expenses. So I feel satisfied and always shop at Shopee.

The resource person in the first interview was Hazra, a Management Study Program student, class of 2022. I often shop at Shopee, because Shopee provides the latest products and services in accessing fast searches and the delivery of goods that I usually receive arrives early so I really like shopping at Shopee.

The resource person in the second interview was Mutma, a Management Study Program student, class of 2022. I like shopping at Shopee because there are many interesting promos and if I want to cancel a purchase, the seller quickly handles the complaints I give so that shopping at Shopee is a satisfaction for me. The resource person in the third interview was Yuni, a Management Study Program student, class of 2024. I like shopping at Shopee because Shopee provides a variety of products, fast seller responses, data and transaction security is maintained, seller responses are friendly so I like shopping at Shopee

The resource person in the fourth interview was Zubair, class of 2023. I like shopping at Shopee because of the many shipping services and the speed of shipping access that makes me shop at Shopee but there are things that sometimes make me disappointed when shopping at Shopee, namely the product does not match the image results provided.

The resource person in the fifth interview was Fina, a Management Study Program student, class of 2021. I like shopping at Shopee because the information related to the products that I get is easy, the seller service is friendly, but sometimes the delivery of goods information does not change so it is difficult for me to estimate when my package will arrive.

The resource person in the sixth interview was Echi, a Management Study Program student, class of 2024. I like shopping at Shopee because I can quickly get the items I'm looking for, but sometimes there are still many sellers who offer fake or inappropriate items in the search system, so we as buyers must be careful when shopping on the Shopee application.

The resource person in the seventh interview was Nadia, a Management Study Program student, class of 2024. I like shopping at Shopee because Shopee provides compensation for shopping so I'm not afraid if the items that arrive are not as expected because they can be returned or exchanged.

The resource person in the eighth interview was Dhea, a Management Study Program student, class of 2021. I like shopping at Shopee because I feel safe shopping at Shopee, but sometimes what I experience is that the seller is slow in handling complaints and the arrival of the package I'm waiting for does not match the schedule given.

Previously, there have been many research results regarding the effect of e-service quality on customer satisfaction of Shopee users. The results (Safitri et al., 2022) show that partially the variables efficiency, fulfillment, privacy, compensation, contact have a positive and significant effect on customer satisfaction. Then the research conducted by (Muniarty & Saputri, 2022) this study found that the quality of electronic services has a positive and significant effect on electronic customer satisfaction. But the research conducted by (Brand et al., 2024) showed that the quality of electronic services had a negative impact on customer satisfaction in an online study conducted in Bandung City, Lazada users.

Along with the increasing number of Shopee users, Shopee must adapt quickly to changes in consumer preferences. Therefore, this study is important to dig deeper into how the quality of electronic services provided by Shopee can affect the level of satisfaction of students as consumers. The explanation of the description that has been explained above, the author is interested in researching with the title "The Effect of E-Service Quality on Customer Satisfaction of Shopee Users (Study on PSDKU Students of Tadulako University)". The purpose of this study is to find out and analyze:

1. To find out and analyze the effect of e-service quality consisting of efficiency, reliability, fulfillment, privacy, responsiveness, compensation, and contact simultaneously have a significant effect on customer satisfaction of Shopee users.
2. To find out and analyze the effect of efficiency (Efficiency) has a significant effect on customer satisfaction of Shopee users.
3. To find out and analyze reliability (Reliability) has a significant effect on customer satisfaction of Shopee users.
4. To find out and analyze fulfillment (Fulfillment) has a significant effect on customer satisfaction of Shopee users.
5. To find out and analyze privacy has a significant effect on customer satisfaction of Shopee users.
6. To find out and analyze responsiveness has a significant effect on customer satisfaction of Shopee users.

7. To find out and analyze compensation has a significant effect on customer satisfaction of Shopee users.
8. To find out and analyze contact has a significant effect on customer satisfaction of Shopee users.

## LITERATURE REVIEW

### 1. Definition of E-Service Quality

E-Service Quality or the quality of electronic services is currently experiencing very rapid development. Along with increasingly sophisticated technology and increasing consumer demands for fast, easy, and personal services, companies are competing to improve the quality of their digital services. E-Service Quality is now a topic of research because it has been developed from several previous studies that have offered various conceptual definitions in the growth of e-commerce.

According to Tjiptono, e-service quality is defined as an effort to meet human needs and customer desires and the accuracy of delivery that meets customer expectations for the quality of service provided (Febriani & Cahya, 2022).

### 2. E-Service Quality Indicators

E-Service Quality is an overall assessment and evaluation of the excellence of an electronic service in the virtual market as stated by (Putri & Patrikha, 2021). Indicators that can be used in measuring variables consist of 7 dimensions, namely:

1. Efficiency (Efficiency) is the ease of access to the internet and product information. Efficiency focuses on how quickly and easily users can interact with the platform and complete their transactions. In terms of time and smooth processes, this indicator has a direct impact on customer satisfaction.
2. Reliability (Reliability) or related to how the website functions. Examples are measures of how stable and reliable the Shopee platform is in terms of technical aspects, including whether the site or application can be accessed smoothly without interruption.
3. Fulfillment, which means that the information is exactly as promised. Examples refer to the platform's ability to fulfill promises regarding product delivery and availability.
4. Privacy by avoiding the distribution of data to unauthorized parties. Examples include the level of protection of customer personal data that is collected and stored.
5. Responsiveness to consumer complaints. Examples refer to how quickly and effectively the platform responds to complaints, questions, or problems faced by customers.
6. Compensation is the return of goods or money if it does not match the customer's wishes. Examples include how well the platform can compensate for problems experienced by customers.
7. Contact is the existence of services to customers or services provided by employees via the internet. Examples include the ability of customers to

contact customer service, through easily accessible and effective communication channels, such as telephone, email, or direct chat.

### 3. Understanding Customer Satisfaction

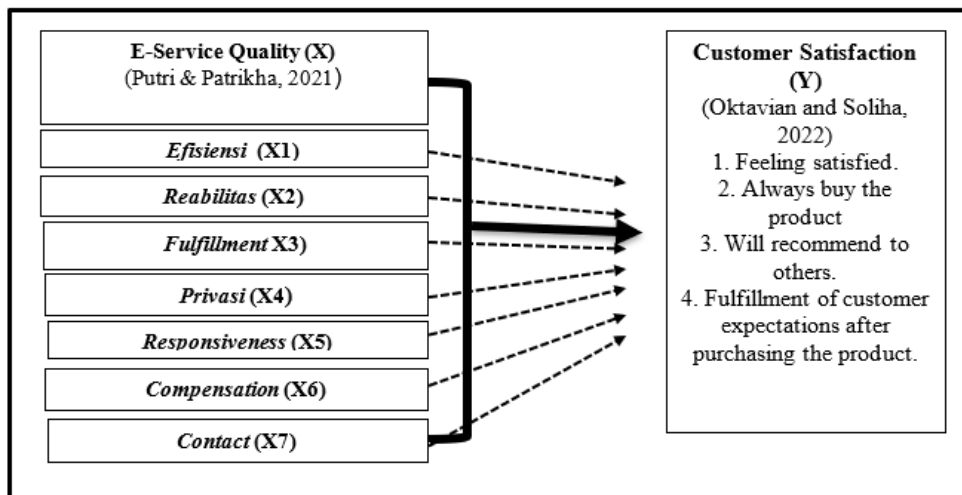
According to (Kotler et al., 2020) customer satisfaction depends on the perceived product performance relative to the buyer's expectations. If the product performance does not meet expectations, the customer is dissatisfied. If the performance meets expectations, the customer is satisfied. If the performance exceeds expectations, the customer is very satisfied or happy.

### 4. Customer Satisfaction Indicators

The indicators of customer satisfaction according to (Oktavian and Soliha, 2022) are as follows:

1. Feelings of satisfaction. Customers who receive good service and high-quality goods from the company can show feelings of satisfaction or dissatisfaction.
2. Always buy products. That is, customers will continue to use and continue to buy a product if their desired expectations are achieved.
3. Will recommend to others. That is, customers who are satisfied with a product or service will tell others, and this can help the company get new customers.
4. Fulfillment of customer expectations after purchasing a product. That is, whether or not the quality of a good or service after purchasing a product is in accordance with the customer's expectations

### 5. Theoretical Framework



### Hypothesis

This hypothesis will be tested later so that the hypothesis proposed in this study is as follows:

1. E-Service Quality variables consisting of Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, Contact have a significant effect on customer satisfaction in shopee users.
2. Efficiency has a significant effect on customer satisfaction in shopee users.
3. Reliability has a significant effect on customer satisfaction in shopee users.
4. Fulfillment has a significant effect on customer satisfaction in shopee users.

5. Privacy has a significant effect on customer satisfaction in shopee users.
6. Responsiveness has a significant effect on customer satisfaction in shopee users.
7. Compensation has a significant effect on customer satisfaction in shopee users.
8. Contact has a significant effect on customer satisfaction in shopee users.

## **METHODOLOGY**

The research model used in this study is quantitative research. This method is called a quantitative method because the research data is in the form of numbers and the analysis uses statistics Sugiyono, (2020). This study seeks the influence of the independent variable E-Service Quality (X) on the dependent variable Customer Satisfaction (Y). Researchers conducted a survey to collect data in the field. The data collection technique uses (interviews or questionnaires) which are not in-depth, and the results of the study tend to be generalized.

### **Operationalization of Variables**

#### **1. Independent Variable**

The independent variable (X) in this study is E-Service Quality. The measurement of e-service quality uses 7 indicators, namely: from efficiency, fulfillment, reliability, privacy, responsiveness, compensation, and contact.

#### **2. Dependent Variable**

The dependent variable (Y) in this study is customer satisfaction of shopee users of PSDKU Tadulako University students which consists of several indicators, namely: feelings of satisfaction, always buying products, will recommend to others, and fulfillment of customer expectations after buying products

### **Population and Sample**

The population in this study were active students of the 2021-2024 intake of the Economics Management Study Program at PSDKU Tadulako University in Ampana with a population of active students of the 2021 intake of 88, the 2022 intake of 142, the 2023 intake of 193, the 2024 intake of 167, so the total population was 590 students. The sampling technique to determine the sample to be used in this study used a non-probability sampling technique, namely purposive sampling.

The sample in this study were students who were mostly shopee users and were in the PSDKU Tadulako University Campus environment. To determine the number of samples, the researcher refers to the Slovin formula in Sugiyono (2020), so the number of sample members is 85 respondents.

### **Data Analysis Tools**

This study uses the SPSS (Statistical Program for Social Scane) software application version 27 which is used to analyze the direct and indirect influence of E-service quality on customer satisfaction of Shopee users on PSDKU students at Tadulako University. The data analysis technique used in this study is multiple linear analysis. Multiple linear regression analysis is used to calculate the influence of independent variables, namely e-service quality as a predictor factor manipulated (increased and decreased in value) and the dependent variable of

customer satisfaction (Manap et al., 2023). The structural equation in this path analysis model is as follows:

$$Ss Y = \alpha + b1X1 + b2X2 + \dots + bnXn + e$$

## RESULTS

### Multiple Linear Regression Analysis

Regression analysis is one of the data analysis techniques in statistics that is used to study the relationship between several variables and predict a variable (Nimon et al., 2008; Ottaviani & Marco, 2022) Before determining the relationship between several variables using regression analysis, researchers must determine one response variable and one or more predictor variables. The multiple linear regression model is a model in statistics to see the relationship between two or more variables (Aiken et al., 2003; Uyanık & Güler, 2013)

Table 2. Multiple Linear Regression Test Results

Variabel Dependent Y = Customer satisfaction					
Variabel Independent	Unstandardizer Coefficients		Standardizer	t	Sig
	B	Std. Error	Beta		
(Constant)	.555	0.421		6073	<,001
Efficiency (X1)	.171	0.055	0.201	3.128	0.002
Reliability (X2)	.229	0.058	0.259	3.944	<,001
Fulfillment (X3)	.069	0.051	0.087	1.349	0.181
Privacy (X4)	.089	0.040	0.103	2.164	0.034
Responsiveness (X5)	.046	0.037	0.064	1.243	0.218
Compensation (X6)	.107	0.048	0.139	2.211	0.030
Contactc (X7)	.215	0.061	0.216	3.545	>,001
R = 0,972		Sig.f = 0s,000			
R Square = 0,944		α = 0,05			
Adjusted R Square = 0,939					

Source: Processed data, 2025

From the calculation of the results of multiple regression analysis with the help of the SPSS program, the following equation function can be compiled:

$$Y = 2.555 + 0.171 + 0.229 + 0.069 + 0.086 + 0.046 + 0.107 + 0.215 + e$$

## DISCUSSION

1. The calculation results of the Efficiency variable (X1) show a significance level value of t = 0.002. When compared with α (0.05) or a confidence level of 95%, the sig.t value is > α. Based on the results of the t-test, it can be stated that the efficiency variable (X1) partially has a significant effect on customer satisfaction of Shopee users. Therefore, the first hypothesis is accepted.

2. The calculation results of the Reliability variable (X2) show a significance level value of t = 0.000. When compared with α (0.05) or a confidence level of 95%, the sig.t value is > α. Based on the results of the t-test, it can be stated that the Reliability variable (X2) partially has a significant effect on customer satisfaction of Shopee users. Therefore, the second hypothesis is accepted.

3. The calculation results of the Fulfillment variable (X3) show a significance level value of t = 0.181. When compared with α (0.05) or a 95% confidence level, the sig.t value is > α. Based on the results of the t-test, it can be stated that the

Fulfillment variable (X3) partially has no significant effect on customer satisfaction of Shopee users. Therefore, the third hypothesis is rejected.

4. The calculation results of the Privacy variable (X4) show a significance level value of  $t = 0.034$ . When compared with  $\alpha$  (0.05) or a 95% confidence level, the sig.t value is  $> \alpha$ . Based on the results of the t-test, it can be stated that the Privacy variable (X4) partially has a significant effect on customer satisfaction of Shopee users. Therefore, the fourth hypothesis is accepted.

5. The calculation results of the Responsiveness variable (X5) show a significance level value of  $t = 0.218$ . When compared with  $\alpha$  (0.05) or a 95% confidence level, the sig.t value is  $> \alpha$ . Based on the results of the t-test, it can be stated that the Responsiveness variable (X5) partially does not have a significant effect on customer satisfaction of Shopee users. Therefore, the fifth hypothesis is rejected.

6. The calculation results of the Compensation variable (X6) show a significance level value of  $t = 0.030$ . When compared with  $\alpha$  (0.05) or a confidence level of 95%, the sig.t value is  $> \alpha$ . Based on the results of the t-test, it can be stated that the Compensation variable (X6) partially has a significant effect on customer satisfaction of Shopee users. Therefore, the sixth hypothesis is accepted.

7. The calculation results of the Contact variable (X7) show a significance level value of  $t = 0.001$ . When compared with  $\alpha$  (0.05) or a confidence level of 95%, the sig.t value is  $> \alpha$ . Based on the results of the t-test, it can be stated that the Contact variable (X7) partially has a significant effect on customer satisfaction of Shopee users. Therefore, the seventh hypothesis is accepted.

## CONCLUSIONS

Based on the research results as described in the previous chapter, several conclusions can be drawn, namely:

1. Efficiency, Reliability, Fulfillment, Privacy, Responsiveness, Compensation, and Contact simultaneously have a significant effect on customer satisfaction for Shopee users.
2. Efficiency has a significant effect on customer satisfaction for Shopee users.
3. Reliability has a significant effect on customer satisfaction for Shopee users.
4. Fulfillment does not have a significant effect on customer satisfaction for Shopee users.
5. Privacy has a significant effect on customer satisfaction for Shopee users.
6. Responsiveness does not have a significant effect on customer satisfaction for Shopee users.
7. Compensation has a significant effect on customer satisfaction for Shopee users.
8. Contact has a significant effect on customer satisfaction for Shopee users.

## **RECOMMENDATIONS**

Based on the conclusions above, the following suggestions can be proposed that are expected to be useful for the company, namely:

1. The results of the study on the reliability variable with the highest mean value are in the statement "delivery provisions" and the lowest are in the statement "accuracy of product information" therefore it is recommended that the Shopee marketplace should create a concise description that is honest and informative, including material, size, color, and product function. Add an explanation that the color may differ slightly due to lighting and that the size may be 1-2 cm off.
2. The results of the study on the fulfillment variable with the highest mean value are in the statement "availability of various shipping methods" and the lowest are in the statement "guaranteed stock of goods" therefore it is recommended that the Shopee marketplace should implement a real-time stock integration system between the platform and the seller, so that information on the availability of goods is always accurate and updated automatically. In addition, it is necessary to implement automatic notifications when stock is running low, so that both sellers and buyers can immediately find out the actual condition of the product.
3. The results of the study on the privacy variable with the highest mean value are in the statement "payment security" and the lowest in the statement "clear privacy policy" therefore it is recommended that the Shopee marketplace simplify the privacy policy in the form of an easy-to-understand summary, using infographics or important points, and adding notifications when user data is collected. This step will increase transparency and user trust in the protection of their personal data.
4. The results of the study on the responsiveness variable with the highest mean value are in the statement "customer service response time" and the lowest in the statement "quick response to complaints" therefore the Shopee marketplace should increase the speed and efficiency in responding to complaints, by improving a more responsive customer support system. This can be done by adding a customer service team. Researchers recommend that skincare sellers on Shopee provide competitive prices, and ensure that the products sold do have quality that matches the price offered.
5. Researcher The results of the study on the compensation variable, the highest mean value is in the statement "easy refund policy" and the lowest in the statement "clear refund policy" therefore the Shopee marketplace should simplify and clarify the refund procedure, by providing a step-by-step guide that is easy for users to follow.
6. The results of the study on the contact indicator, the highest mean value is in the statement "clear refund availability" and the lowest in the statement "24/7 service available" therefore the Shopee marketplace should strengthen 24/7 customer support by updating and optimizing chatbots to handle more complex problems, and providing automatic escalation options to human agents if the problem cannot be resolved by the chatbot. In addition, Shopee can introduce a priority ticket system for urgent issues, which provides faster handling of complaints related to damaged products or late delivery, both during working hours and holidays.

## FURTHER STUDY

This research still has limitations so further research is needed on the topic of The Effect of E-Service Quality on Customer Satisfaction to perfect this research and increase insight for readers and writers.

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