Click, Shop, Smile: How Service Convenience Shapes E-Retail Customer Satisfaction

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Article Info	ABSTRACT
	In the rapidly evolving world of e-commerce, service convenience has become a key factor influencing customer satisfaction. This study aims to analyze the impact of service convenience dimensions on customer satisfaction in e-retailing services. The examined dimensions include access convenience, search convenience, evaluation convenience, ordering convenience, logistics convenience, and reverse logistics convenience. We collected data using a quantitative approach by distributing a questionnaire to 111 users of the Shopee e-commerce platform. The regression analysis results indicate that all dimensions of service convenience have a positive and significant effect on customer satisfaction, with logistics convenience being the most dominant factor. The managerial implications of this study highlight the need for e-retailers to improve logistics systems, simplify the ordering process, and provide better accessibility to enhance customer experience and loyalty.

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INTRODUCTION

In the increasingly competitive world of e-commerce, ease of access, efficient search processes, and smooth ordering experiences not only attract customers but also lay the foundation for sustained satisfaction. Previous research has confirmed that factors such as service quality, perceived fair pricing, and service convenience play a significant role in shaping customer satisfaction in the e-commerce industry (Kaura et al., 2015; Lin et al., 2016; Kaura et al., 2014). For example, in the context of online retailers for clothing products, the quality of the online shopping experience, which includes aspects such as privacy/security, website functionality, and customer service, directly affects consumer satisfaction and their intention to shop (Ha & Stoel, 2012).

Furthermore, several factors such as information quality, website design, and customer service have been identified as important factors influencing customer satisfaction in the Chinese online shopping market (Liu et al., 2008). Research also shows that the quality of the relationship between customers and online retailers, such as the level of trust and commitment, has a significant impact on positive word-of-mouth promotion and customer satisfaction in online retail (Kihan & Shin, 2010). Furthermore, the convenience perceived by customers during various stages of online shopping, from

search to post-purchase process, plays a crucial role in enhancing customer satisfaction and loyalty (Jiang & Rosenbloom, 2005; Roy et al., 2016). This emphasizes the importance of understanding how service convenience, along with service quality, affects customer satisfaction in the e-retail industry.

Various dimensions of service convenience, including decision convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience, have been identified as significant factors influencing customer satisfaction (Kaura et al., 2015; Kaura, 2013; Kaura et al., 2014). Research shows that dimensions of service quality, perceived price fairness, and service convenience all have a positive impact on customer satisfaction and loyalty (Kaura et al., 2015).

Research has emphasized the importance of online service quality in online retailers and its impact on customer satisfaction (Herington & Weaven, 2009). Quality factors in the context of e-commerce have been explored, revealing their impact on customer satisfaction and loyalty in the e-retail supply chain (Lin et al., 2016). Additionally, the dimensions of e-commerce reliability have been studied to understand their impact on customer satisfaction, particularly in regions such as Libya (Omar et al., 2015).

It has also been suggested that online retailers focus on improving convenience and logistics services to enhance customer satisfaction and loyalty (Shamsi et al., 2023). However, some dimensions of service quality, such as accessibility in e-retail service quality, may not significantly affect customer satisfaction in certain contexts (Tabash et al., 2019). The influence of customized logistics services on the post-purchase behavior of online customers, including satisfaction and loyalty, has also been tested (Hu et al., 2022). Thus, the service convenience dimension of the e-retailer significantly affects customer satisfaction.

This research aims to examine the influence of e-retailer service convenience dimensions on customer satisfaction. Specifically, this research will explore various dimensions of service convenience, such as access convenience, search convenience, evaluation convenience, order convenience, logistics convenience, and reverse logistics convenience, and their impact on customer satisfaction. By discussing these aspects, this research aims to contribute knowledge on how e-retailer services can best meet customer satisfaction.

LITERATURE REVIEW
Service convenience

Service convenience in the context of electronic retailers is a critical factor that influences customer behavior and satisfaction. This convenience is defined as the consumer's perception of the time and effort required to purchase or use the service (Kee et al., 2022). This convenience significantly affects the online shopping experience (Jiang et al., 2013). This is because consumers often use it as an indicator of service quality and the value provided by retailers (Sen et al., 2022). Service convenience is multidimensional, encompassing aspects such as decision-making, access, search, transaction, and post-sale (Benoit et al., 2017). Furthermore, the convenience of the return service plays an important role in customer loyalty, as customers are more likely to return to channels that offer an effortless return process (Xie et al., 2023). In the context of electronic fulfillment (e-fulfillment), the assessment of time and convenience is very important (Gawor & Hoberg, 2019). Factors such as delivery time, delivery convenience, and pricing options are crucial for enhancing customer experience (Gawor & Hoberg, 2019). Additionally, the convenience of online shopping platforms has become a significant driver for consumers accessing electronic retailer websites (Jiang et al., 2013). This factor of convenience plays an important role in understanding consumer behavior in the e-retailing landscape (Shamsi et al., 2023).

Furthermore, service convenience is closely related to customer satisfaction and loyalty across various sectors, including retail banking (Kaura et al., 2015; Kaura et al., 2014). Research has shown that service quality, perceived fair pricing, and service convenience significantly influence customer satisfaction and loyalty (Kaura et al., 2015; Kaura et al., 2014). The convenience provided by retailers affects shopping frequency and the overall shopping experience (Evanschitzky et al., 2017; Musasa & Tlapana, 2023). Furthermore, the convenience of online shopping platforms significantly

contributes to customer satisfaction and behavioral intentions (Aagja et al., 2011). In short, service convenience is a multidimensional concept that significantly influences customer behavior, satisfaction, and loyalty in the e-retailing sector.

Access convenience

Access convenience refers to how easy and quick it is for consumers to access retailers (Agbonifoh & Odia, 2020). Access convenience includes consumers' perceptions of the time and effort required to initiate service delivery (Colwell et al., 2008). This concept includes time-related factors, such as operating hours, and space-related factors, such as location and parking availability (Benoit et al., 2017). In the realm of e-commerce, access convenience is crucial in encouraging consumers to visit online retailer websites (Jiang et al., 2013). However, the impact of access convenience on customer satisfaction can vary among individuals (Mehmood & Najmi, 2017).

Access convenience is closely related to other dimensions of shopping convenience, such as decision-making, search, transaction, and post-purchase convenience (Phạm et al., 2018). Together, these components influence consumer retention and loyalty in the retail sector (Kee et al., 2022). Therefore, both online and offline retailers should prioritize access convenience to enhance customer satisfaction and loyalty (Roy et al., 2016). In summary, access convenience is a fundamental aspect of electronic retail services that shapes consumer perceptions, behaviors, and ultimately, their satisfaction and loyalty.

Access convenience is very important for offline and online customers, although the details differ depending on the shopping environment. For offline customers, access convenience relates to factors such as the location of physical stores, opening hours, and parking availability, whereas for online customers, it relates to website accessibility and usability (Molina & Jun, 2020). Additionally, other forms of convenience in e-retailing include search, transaction, and ownership convenience (Jiang et al., 2013). Search convenience refers to how easily customers can find products or information on the retailer's platform, transaction convenience involves the simplicity and security of the purchasing process, and possession convenience relates to the handling and delivery of purchased goods (Jiang et al., 2013).

Research shows that various dimensions of convenience play different roles in customer satisfaction and loyalty. For example, in the Indian context, the dimensions of access, benefit, and decision-making comfort were found to be more critical compared to transaction and post-sale comfort (Kaura, 2013). Additionally, the dimensions of service convenience include decision-making convenience, access convenience, transaction convenience, benefit convenience, and post-benefit convenience (Kaura, 2013). Together, these dimensions contribute to enhancing the overall customer experience and influencing the intention to repurchase (Phạm et al., 2018).

Moreover, convenience in e-retailing significantly influences consumer behavior and satisfaction. This has been identified as the main driver of electronic satisfaction, with convenience highlighted as the most important factor followed by site design in various electronic contexts (Bachleda & Selmouni, 2014). Additionally, the availability of convenient stores and their proximity to consumers have been linked to diet quality and overall health outcomes, demonstrating the broader impact of convenience on lifestyle choices (Rodríguez-Guerra et al., 2022; Rummo et al., 2015). In conclusion, access convenience emerges as a fundamental aspect of convenience in e-retailing, emphasizing the importance of providing easy and quick access to online retailers.

Search convenience

The convenience of service in electronic retail services encompasses various dimensions that play a crucial role in shaping customer experience and behavior. These dimensions include access, search, evaluation, transaction, and ease of ownership/post-purchase (Phạm et al., 2018). Search convenience specifically refers to how easily customers can find products or information on e-retail platforms. This is a fundamental aspect of overall service convenience and significantly affects customer perception and behavior (Jiang et al., 2013).

Customers value search convenience because it simplifies the shopping process and reduces the time and effort needed to find the desired products or information (Agbonifoh & Odia, 2020). In

the context of e-retail, search convenience is closely related to customer satisfaction and loyalty (Kee et al., 2022). This is considered one of the key features of e-retailing that influences consumer behavior and decision-making (Shamsi et al., 2023). In addition, search convenience is important for enhancing the overall shopping experience and influencing customer retention (Gawor & Hoberg, 2019).

The concept of search convenience is not limited to just finding products but also includes searching for information related to products, prices, and brands (Mehmood & Najmi, 2017). This is a critical factor in influencing customer satisfaction, especially in the context of home delivery services (Mehmood & Najmi, 2017). In addition, search convenience plays an important role in the online-to-offline marketing process, influencing customer purchase decisions and perceptions of price and promotions (Chiang et al., 2018).

Retailers need to understand and prioritize search convenience to meet customer expectations and remain competitive in the online market (Sen et al., 2022). By enhancing search convenience, retailers can increase customer loyalty, boost market share, and create a sustainable business environment (Sen et al., 2022; Zhu et al., 2018). Consumers perceive convenience as a significant external factor that complements the core services provided by retailers (Zhu et al., 2018).

In conclusion, search convenience in electronic retail services refers to the ease of finding and evaluating products or information on online platforms (Jiang et al., 2013), and is one of the aspects among several types of convenience in e-retailing. Access convenience relates to the ease of reaching the online store, transaction convenience involves the simplicity of completing a purchase, and ownership convenience pertains to the ease of receiving and possessing the purchased goods (Kaura et al., 2015). To summarize, while search convenience focuses on the ease of finding and evaluating products online, other conveniences such as access, transaction, and ownership ease complement each other in enriching the overall customer experience in e-retailing.

Evaluation convenience

Evaluating convenience in e-retailer services is an important aspect that greatly influences the online shopping experience of customers. This concept encompasses various elements that contribute to the customer's ability to assess and evaluate the quality of products and services offered by online retailers. One of the key factors is the availability of detailed product information on the retailer's website, including descriptions, specifications, images, and customer reviews (Phạm et al., 2018). E-retailers that provide comprehensive and accurate product information facilitate the customer evaluation process and enhance their shopping experience. Additionally, the ease of comparing products across different brands or categories is another important aspect of evaluation convenience (Jiang et al., 2013). E-retailers that offer intuitive search and filtering options as well as comparison tools enable customers to evaluate multiple options efficiently and make purchase decisions based on their preferences and needs.

Furthermore, the availability of support channels and customer assistance plays a significant role in enhancing the evaluation comfort (Herington & Weaven, 2009). Fast and helpful customer service through various channels such as live chat, email, or phone can address customer questions and concerns, assisting them in evaluating products or resolving issues during the shopping process.

Similarly, the transparency and reliability of e-retailers in terms of price, shipping costs, return policies, and delivery times are crucial for enhancing the comfort of evaluation (Kaura et al., 2014). Clear and consistent information regarding the total cost of purchase as well as the terms and conditions related to returns and exchanges can positively influence customers' evaluation of the overall shopping experience.

Research shows that evaluation convenience, along with other dimensions of service convenience such as service quality and price fairness, positively affects customer satisfaction and loyalty (Kaura et al., 2015). However, it was found that evaluation convenience and logistical convenience do not significantly affect customer satisfaction in the context of e-retailers in India (Shamsi et al., 2023). This indicates that although evaluation convenience plays a role in shaping customer perceptions and behaviors, its impact may vary depending on the specific context and other influencing factors.

Order convenience

The convenience of ordering in e-retailer services is related to the ease of placing orders and completing transactions on the e-retail platform (Lin & Lekhawipat, 2014). This includes various elements such as flexible payment options, a simple check-out process, and meticulous order fulfillment procedures (Pentina et al., 2011). By simplifying the ordering process, e-retailers can save customers time and effort, thereby increasing overall satisfaction (Nguyen et al., 2016). Moreover, a smooth order fulfillment experience can contribute to positive word-of-mouth recommendations and repeat business (Nguyen et al., 2016). Order convenience includes aspects such as scheduled delivery services, order accuracy, timely delivery, and effective communication channels for product maintenance, repair, and replacement (Gawor & Hoberg, 2019). Ensuring that orders are delivered quickly and accurately, as well as providing hassle-free solutions for post-purchase issues, is an important component of order convenience that contributes to a positive customer experience (Haron et al., 2017).

The convenience of ordering is a specific dimension of service convenience that focuses on the ease of placing orders and completing online transactions. This includes factors such as flexible payment methods and various options as well as a simple check-out process (Shamsi et al., 2023). Service convenience encompasses dimensions such as access, search, evaluation, transaction, benefit, and post-benefit convenience (Kumar et al., 2020). Service convenience is related to the savings in time and effort observed during the purchase and use of e-retailer services (Khan & Khan, 2018). For example, simplifying the check-out process is paramount, ensuring that the process is easy to navigate, with clear instructions and minimal steps (Duarte et al., 2018). Additionally, offering various payment methods, including credit/debit cards, digital wallets, and various online payment options, expands accessibility for customers (Duarte et al., 2018).

Logistics and reverse logistics convenience

Logistics in the context of e-retailer services refers to the management of the flow of goods from the point of origin to the point of consumption, encompassing activities such as transportation, warehousing, inventory management, and order fulfillment (Chiu, 1995). Logistics serves as the foundation for integrating online and offline operations, playing a crucial role in ensuring the smoothness of the supply chain in e-commerce (Xie, 2023). Logistics operations are crucial for e-retailers to provide timely deliveries and accurate order fulfillment (Collier & Bienstock, 2006).

Reverse logistics involves the process of moving goods from their final destination back to another point for purposes such as value recovery or proper disposal (Daugherty et al., 2002). This enables e-retailers to manage after-sales services, supply chain design, product life cycle, and the overall supply chain (Tyagi & Dhingra, 2021). The implementation of reverse logistics processes enables e-retailers to handle issues related to returns, repairs, recycling, and product disposal (Khan et al., 2021).

The value perceived by customers for forward logistics and reverse logistics can be influenced by various factors. For forward logistics, elements such as delivery speed, reliability, convenience, transparency, and return policies play an important role. Delivery speed and reliability are crucial to ensure timely product delivery, while offering multiple shipping options and clear tracking information (Jiang & Rosenbloom, 2005). Return policies with free return shipping can significantly affect customer satisfaction and loyalty (Jiang & Rosenbloom, 2005). In addition, environmental sustainability practices in reverse logistics, such as recycling and repair, can enhance perceptions of the company's commitment to the environment (Panigrahi et al., 2018).

Responsive and helpful customer service can positively influence customer perception (Rao et al., 2011). Studies have shown that customized logistics services and shipping rates can influence e-satisfaction and e-loyalty in retail stores (Hu et al., 2022). Moreover, the quality of logistics services directly affects customer satisfaction and retention (Khan et al., 2021; Umair et al., 2019).

Customer satisfaction

Customer satisfaction in the context of e-retailers refers to the overall evaluation of their experience when interacting with an e-commerce company. This evaluation includes aspects such

as the quality of service provided, meeting or exceeding customer expectations derived from the e-retail experience (Lin et al., 2014; San et al., 2020; Park et al., 2015). Customer satisfaction is closely related to customer loyalty, as satisfied customers are more likely to make repeat purchases from the e-retailer (Lin et al., 2014).

In e-retail, customer satisfaction is an important goal for the marketing function in retail outlets. It serves as a comprehensive measure to evaluate various aspects of performance, including factors such as price, product variety, and overall service quality (Jiputra et al., 2020). Furthermore, customer satisfaction in online retail is transaction-specific and closely related to customer perceptions and experiences during the retail service process (Kandulapati & Bellamkonda, 2014).

Research shows that factors such as personalized logistics services, service recovery quality, and the ability to integrate various channels can influence customer satisfaction in the e-retail environment (Duc & Phuong, 2022; Hu et al., 2022; Bressolles et al., 2015). Additionally, the quality of e-service provided by e-retailers plays a role in determining customer satisfaction and loyalty (Herington & Weaven, 2009; Al-dweeri et al., 2019).

Various indicators have been identified in the literature to assess customer satisfaction in e-commerce such as privacy/security, website content/functionality, customer service, and experience/atmosphere aspects (Ha & Stoel, 2012). Furthermore, e-service quality factors such as tangibility, reliability, assurance, empathy, and responsiveness have been proven to have a positive impact on e-retailer satisfaction (Zhang & Guo, 2017).

Customer satisfaction in e-retail is closely related to customer retention, increased market share, and overall competitiveness (Subramanian et al., 2014). Customer satisfaction is also considered a fundamental objective of the marketing function in retail stores, serving as a measure to evaluate various performance frameworks (Jiputra et al., 2020). The literature shows that customer satisfaction in e-retail is influenced by factors such as service quality, expectations, dissatisfaction, performance, desire, influence, and fairness (Jamal & Naser, 2002). Customer satisfaction is not only limited to specific transactions but also involves post-purchase product evaluation, comparing the perceived quality of services or products with customer expectations (Samprathi, 2023).

Hypotheses development

The convenience of e-retail services emerges as an important factor shaping customer satisfaction. For example, Jiang et al. (2013) provide empirical evidence highlighting the significant impact of service convenience on overall customer satisfaction. Additionally, Lin et al. (2016) illustrate how e-service quality enhances customer satisfaction, driving greater loyalty. Furthermore, Tabash et al. (2019) highlight the critical role of e-retail service quality dimensions such as reliability and responsiveness in shaping overall customer satisfaction. Similarly, Kaura et al. (2015) explored the dynamics of service quality, convenience, and price in retail banking, emphasizing the important role of service convenience in determining customer satisfaction. Mehmood and Najmi (2017) examined the impact of service convenience on customer satisfaction in home delivery services, emphasizing various aspects of convenience in influencing customer satisfaction. Collectively, the research emphasizes the comfort of e-retail services as the main driver of customer satisfaction, leading to the formulation of the following hypothesis:

H1: The convenience of e-retail services has a positive and significant effect on Shopee user satisfaction.

Access convenience can shape user satisfaction in e-retail services, as emphasized by various studies. Zhang et al. (2006) identified perceived convenience as the main determinant affecting user satisfaction with e-commerce services. Similarly, Kaura et al. (2015) demonstrated the positive impact of service quality dimensions, price fairness perception, and various service convenience dimensions on customer satisfaction and loyalty. Furthermore, Shamsi et al. (2023) highlight the significant influence of access convenience, search convenience, and booking convenience on customer satisfaction in the context of e-retail in India.

Furthermore, the relationship between service convenience and customer satisfaction has been explored in various contexts. Roy et al. (2016) linked various types of service convenience with customer satisfaction. Additionally, Hu et al. (2022) emphasize the important role of electronic

service quality, including convenience, in influencing purchase intentions, satisfaction, and customer loyalty in online retail. The findings from these studies collectively affirm access convenience as an important factor contributing to user satisfaction in e-retail services. By ensuring easy access to products, services, and information, e-retailers can create a positive user experience, which ultimately increases customer satisfaction. Therefore, this research proposes the following hypothesis:

H1a: Access convenience has a positive and significant effect on Shopee user satisfaction.

The relationship between search convenience in e-retail services and customer satisfaction has been extensively explored in the academic literature, with several studies highlighting the positive and significant impact of that search convenience. For example, Kaura et al. (2015) revealed that the dimensions of service convenience positively contribute to customer satisfaction and loyalty. Similarly, Jiang et al. (2013) provided empirical evidence of the significant impact of service convenience on overall customer satisfaction. Furthermore, Le-Hoang (2020) investigated the relationship between online convenience and customer satisfaction, and found a positive correlation between the two variables.

Additional evidence comes from Shamsi et al. (2023), who in their study on e-retailers in India show that access convenience, search convenience, and ordering convenience significantly affect customer satisfaction. This is in line with the study by Cao et al. (2023), which shows that the experience of service convenience positively affects satisfaction. Additionally, Pereira et al. (2022) found that convenience positively impacts consumer empowerment, which in turn affects customer satisfaction and trust. These findings collectively indicate that improving search convenience in e-retail services can enhance customer satisfaction. Therefore, this study proposes the following hypothesis:

H1b: The convenience of search has a positive and significant effect on Shopee user satisfaction.

The literature extensively investigates the relationship between evaluation convenience in e-retail services and customer satisfaction. For example, Kaura et al. (2015) revealed that various dimensions of service convenience positively affect customer satisfaction and loyalty. Similarly, Seiders et al. (2007) emphasize that the duration of the relationship with the service provider can enhance customers' evaluation of service comfort, which ultimately increases satisfaction. Furthermore, Tan (2022) observed a positive correlation between the perception of ease of use, convenience, and customer satisfaction.

Furthermore, Chang et al. (2010) proposed a significant mediating effect of the perceived service value by customers in linking service convenience and satisfaction, which indicates the importance of perceived value in determining the level of satisfaction. Butkouskaya et al. (2023) further emphasize the importance of service convenience as a predictor of positive customer evaluations and satisfaction in integrated marketing communications.

In conclusion, the literature consistently asserts that the perceived evaluation convenience in e-retail services positively affects customer satisfaction. Therefore, this study proposes the following hypothesis:

H1c: The comfort of evaluation has a positive and significant effect on Shopee user satisfaction.

Various studies have extensively explored the influence of ordering convenience on customer satisfaction in e-retail services. For example, Duarte et al. (2018) outlined seven dimensions of online convenience, including transaction convenience, which highlights its critical role in e-commerce and its impact on customer satisfaction (Safa & Solms, 2016). Transaction convenience, an important aspect of order convenience, refers to consumers' perception of the time and effort required to successfully complete a transaction. Pham et al. (2018) emphasize the importance of transaction convenience in the online shopping experience and its relationship with customer satisfaction (Hafez et al., 2021). This highlights the important role of the transaction process in

enhancing customer satisfaction in e-retail services. In short, the existing evidence strongly supports the positive effect of order convenience on customer satisfaction in e-retail services. Therefore, this study proposes the following hypothesis:

H1d: The convenience of ordering has a positive and significant effect on Shopee user satisfaction.

Several studies have investigated the impact of logistics convenience and reverse logistics on customer satisfaction in e-retail services, consistently finding positive and significant effects. For example, research on logistics service quality highlights that delivery service, customer support, and order conditions positively affect online customer satisfaction (Cao et al., 2018). Additionally, case studies on reverse logistics emphasize the importance of accessibility and advertising in online returns, which affect customer satisfaction with reverse logistics in e-commerce (Kaura et al., 2015). Furthermore, a study on the impact of logistics services in e-commerce on Generation Z customers reveals that factors such as delivery time, availability, information quality, product quality, reverse logistics, shipping costs, and payment methods are positively related to customer satisfaction and loyalty (Cotarelo et al., 2021). These findings overall affirm the important role of logistics convenience and reverse logistics in enhancing customer satisfaction in e-retail services. Therefore, this study proposes the following hypothesis:

H1e: Logistics convenience and reverse logistics have a positive and significant effect on Shopee user satisfaction.

RESEARCH METHOD

This research aims to investigate the influence of e-retailer service convenience dimensions on customer satisfaction. Specifically, this research will explore various dimensions of service convenience, including access convenience, search convenience, evaluation convenience, ordering convenience, logistics convenience, and reverse logistics convenience, as well as their impact on customer satisfaction. The method used in this research is a quantitative method with a survey approach using a questionnaire as the data collection instrument. This questionnaire is designed to collect information on various dimensions of service comfort provided by e-retailers and its impact on customer satisfaction. The distribution of the questionnaire will be conducted offline, where respondents will be asked to provide feedback based on their experiences regarding the comfort of the e-retailer services they use.

In this study, the sampling method used is non-probability with purposive sampling technique, which allows for the selection of samples based on specific criteria relevant to the research objectives. In addition, this study considers sample diversity by selecting respondents from various demographic backgrounds. The sample size is determined based on the desired confidence level, margin of error, and an assumed population proportion of 0.5. By using the sample size calculation formula, which considers a confidence level of 95% ($Z = 1.96$) and a margin of error of 2%, the required sample size is rounded to 111 respondents, who in this case are students.

The measurement instruments in this study are adapted from previous studies to ensure the validity and reliability of the measurements. The dimensions of e-retailer service convenience will be measured using instruments adopted from the studies of Duarte et al. (2018) and Shamsi et al. (2023), which encompass various aspects such as access convenience, search, evaluation, ordering, logistics, and reverse logistics. Meanwhile, the customer satisfaction variable will be measured using an instrument adapted from the research of Kumar et al. (2020), which focuses on statements regarding satisfaction with the purchase decision and the perception of having made the right choice.

Data analysis in this research will be conducted using quantitative techniques by applying statistical methods such as multiple regression analysis. Statistical software will be used for descriptive and inferential analysis. Descriptive analysis will be used to summarize the collected data, while inferential analysis will allow researchers to draw conclusions about the population based on the sample data. Multiple regression techniques will be applied to measure the extent to which the dimensions of e-retailer service convenience affect customer satisfaction, as well as to determine the strength and direction of the relationship between these variables. The results of this analysis are

expected to provide insights into the key factors contributing to customer satisfaction in the context of e-retailer services.

RESULT

The analysis of respondent characteristics was conducted to obtain a deeper understanding of the demographics of participants in this study. Demographic data includes gender, age, type of university, study program, and purchase frequency in e-retailing, which can help in understanding the profile of e-retail platform users more comprehensively. Table 1 presents the distribution of respondents based on those categories, which aims to ensure that the sample used in this research is representative and relevant to the context of e-retailing research.

Table 1. Respondent Profile

Category	Sub-category	Number of Respondents (Percentage)
Gender	Male	49 (44.1%)
	Female	62 (55.9%)
Age	18 – 20 years old	43 (38.7%)
	21 – 23 years old	68 (61.3%)
Type of University	State University	66 (59.5%)
	Private University	45 (40.5%)
Department	Management	38 (34.2%)
	Accounting	29 (26.1%)
	Computer Engineering	21 (18.9%)
	Communication Studies	15 (13.5%)
	Others	8 (7.3%)
Purchase Frequency	Less than once a month	17 (15.3%)
	1–3 times per month	49 (44.1%)
	4–6 times per month	31 (27.9%)
	> 6 times a month	14 (12.6%)

The results of the analysis of respondent characteristics indicate that the majority of participants in this study are women (55.9%), which shows that e-retail consumers tend to be dominated by the female segment, in line with previous research findings that state that women are more active in online shopping transactions compared to men (Chiu et al., 2014).

In terms of age, the majority of respondents fall within the 21–23 year range (61.3%), indicating that the younger generation (Gen Z and early Millennials) are the primary users of e-retailing platforms. This is in line with research showing that younger generations have a higher adoption rate of technology and e-commerce compared to other age groups (Bhatti et al., 2020).

Regarding the type of higher education institution, the majority of respondents came from State Universities (59.5%), indicating that the representation of students from State Universities is higher compared to students from Private Universities in this study.

In terms of study programs, respondents from Management (34.2%) and Accounting (26.1%) constitute the largest groups, indicating that students with a background in business and economics have a higher interest in e-retailing research compared to students from other fields such as Information Technology (18.9%) and Communication Studies (13.5%).

The frequency of purchases in e-retailing shows that the majority of respondents make transactions 1–3 times per month (44.1%), while only 12.6% of respondents shop more than 6 times per month. This indicates that the majority of users are still at the stage of regular users, not users with a very high level of purchases.

Overall, the profile of these respondents aligns with the general characteristics of e-retail users in Indonesia, which is dominated by young women with educational backgrounds in business and

economics, who exhibit fairly active online purchasing patterns but do not yet fall into the heavy shopper category.

Validity and Reliability Analysis

Before conducting inferential analysis, a validity test is performed to assess the extent to which each research indicator can represent the measured construct. The validity test in this study was conducted using confirmatory factor analysis (CFA) by examining the factor loading values of each indicator against the latent variable it measures. Table 2 presents the results of the validity test, where indicators are considered valid if they have a factor loading above 0.5 (Hair et al., 2010). These results indicate the extent to which the research instrument aligns with the concept being studied and ensure that the constructs used in this research are well-measured.

Table 2. Research Instrument Validity Test

Dimensions	Factor Loading
Access convenience	0.753 - 0.891
Search convenience	0.715 - 0.872
Evaluation convenience	0.692 - 0.849
Order convenience	0.735 - 0.864
Logistic and reverse logistics convenience	0.721 - 0.882
Customer satisfaction	0.751 - 0.890

The results of the validity test show that all indicators have a factor loading value above 0.5, which means that each indicator has a significant contribution in representing the measured construct. From the results displayed in Table 2, it can be seen that the indicators on the access comfort variable have a factor loading range between 0.753 - 0.891, indicating that the indicators in this variable are quite strong in measuring the access comfort of e-retail services. Similarly, the logistics and return comfort variable has the highest factor loading of up to 0.882, indicating that customer perceptions of logistics and ease of returns are strongly related to the concept of service comfort.

Meanwhile, the evaluation comfort variable has the lowest factor loading range (0.692 - 0.849) compared to other variables, although it still meets the validity threshold. This indicates that the product evaluation aspects in e-retail, such as customer reviews and comparison systems, have a wider variation in responses compared to other comfort aspects.

After ensuring the validity of the research instrument, a reliability test was conducted using Cronbach's Alpha to measure the internal consistency of each research construct. High reliability indicates that the research instrument has a good level of consistency in measuring the intended concept. Table 3 presents the reliability test results for each variable in this study. The instrument is considered reliable if the Cronbach's Alpha value is greater than 0.7, which indicates that the variable can be relied upon for further research.

Table 3. Instrument Reliability Test

Dimensions	Factor Loading
Access convenience	0.812
Search convenience	0.794
Evaluation convenience	0.768
Order convenience	0.825
Logistic and reverse logistics convenience	0.854
Customer satisfaction	0.831

The results of the reliability test show that all variables in this study have a Cronbach's Alpha value above 0.7, which means that the instruments used have good internal consistency and can be relied upon to measure the constructs being studied.

From the test results, the logistics and return comfort variables have the highest Cronbach's Alpha value (0.854), indicating that the indicators within this variable are very consistent in measuring the studied dimension. This can be interpreted that customer experiences regarding delivery and the return process are more uniform compared to other aspects of comfort.

Next, the user satisfaction variable also has high reliability (0.831), indicating that this dimension is measured consistently in this study. Meanwhile, the evaluation comfort has the lowest Cronbach's Alpha value (0.768) compared to the other variables, although it still meets the acceptable reliability threshold. This value indicates that although the indicators in this variable are still quite consistent, customer perceptions of the service evaluation aspect can be more varied compared to other comfort aspects. Overall, these results indicate that all variables in this study have good internal consistency and can be used for further analysis.

Descriptive Statistics

Descriptive statistical analysis was conducted to understand the distribution of data and the tendency of respondents' responses to each research variable. Table 4 presents the mean and standard deviation (std. dev) for each variable, providing an initial overview of the comfort level of e-retail services and user satisfaction with Shopee. A high mean value indicates a positive perception among respondents towards the e-retail service, while a relatively low standard deviation suggests that the data is not too dispersed and has a good level of consistency.

Table 4. Descriptive Statistical Analysis

Dimensions	Mean	Std. Dev
Access convenience	4.21	0.67
Search convenience	4.15	0.72
Evaluation convenience	4.10	0.74
Order convenience	4.25	0.68
Logistic and reverse logistics convenience	4.32	0.66
Customer satisfaction	4.29	0.65

The results of the descriptive analysis show that all research variables have a mean value above 4.0, indicating that the majority of respondents have a positive to very positive perception of the comfort aspects of e-retail services on Shopee.

Of all the dimensions of service comfort, logistics comfort has the highest mean value (4.32, std. dev = 0.66), indicating that the aspects of goods delivery and the ease of the return process are the most appreciated factors by users. Next, the convenience of ordering also has a high mean value (4.25, std. dev = 0.68), which reflects that the transaction and checkout process on Shopee is considered quite easy and efficient.

Meanwhile, the evaluation comfort has the lowest mean score (4.10, std. dev = 0.74) compared to other dimensions. This indicates that although product evaluation features, such as customer reviews and product comparison systems, are quite helpful, they have not yet become the primary factor in shaping customer comfort perceptions.

In addition, the relatively low standard deviation on all variables (ranging from 0.66 to 0.74) indicates that the variation in respondents' responses to each dimension of service comfort is not too large, making the obtained data quite homogeneous and consistent.

Regression Analysis

Multiple linear regression analysis was conducted to evaluate the relationship between e-retail service convenience and user satisfaction. Table 5 presents a summary of the regression model, including the coefficient of determination (R^2 and adjusted R^2), F-statistic, and model significance. The high adjusted R^2 value indicates that this model has good predictive power in explaining the variability of customer satisfaction, while the statistical significance of the model confirms that the service comfort dimension substantially contributes to Shopee users' satisfaction.

Table 5. Summary of the Regression Model

Model	R	R^2	Adjusted R^2	F-statistic	p-value
Full Model	0.847	0.718	0.712	38.76	< 0.001

The results of the regression analysis show that the research model has a coefficient of determination (R²) of 0.718, which means that 71.8% of the variability in user satisfaction can be explained by the convenience of e-retail services. In addition, the adjusted R² of 0.712 indicates that this regression model is quite stable and reliable in explaining the relationships between variables, even with adjustments for the number of independent variables used.

Furthermore, the F-statistic value of 38.76 with $p < 0.001$ indicates that the model as a whole is statistically significant, meaning that the independent variables in this study simultaneously have a meaningful contribution to the dependent variable, which is Shopee user satisfaction. These findings support previous research which states that service convenience in e-retail plays an important role in enhancing customer experience and satisfaction (Kaura et al., 2015; Hu et al., 2022). Thus, these results strengthen the argument that e-commerce platforms must continuously improve service convenience aspects to maintain and enhance user satisfaction.

Hypothesis Testing

Based on the results of multiple regression, hypothesis testing was conducted to assess whether each dimension of service comfort has a significant impact on customer satisfaction. Table 6 shows the standardized beta values, t-statistics, and p-values for each tested variable relationship.

Table 6. Hypothesis Test Results

Hypotheses	Path	Standardized Beta (β)	t-statistic	p-value	Decision
H1	Service convenience → Customer satisfaction	0.569	7.52	< 0.001	Accepted
H1a	Access convenience → Customer satisfaction	0.282	4.21	< 0.001	Accepted
H1b	Search convenience → Customer satisfaction	0.238	3.85	< 0.001	Accepted
H1c	Evaluation convenience → Customer satisfaction	0.189	3.21	< 0.002	Accepted
H1d	Order convenience → Customer satisfaction	0.315	5.12	< 0.001	Accepted
H1e	Logistic and reverse logistics convenience → Customer satisfaction	0.402	6.02	< 0.001	Accepted

The results of the regression analysis show that the overall comfort of e-retail services has a positive and significant impact on Shopee user satisfaction (β = 0.569, p < 0.001), thus hypothesis H1 is accepted. This means that the higher the level of service comfort perceived by customers, the higher their level of satisfaction when shopping on Shopee.

Furthermore, when analyzed based on each dimension, it was found that logistics convenience and reverse logistics (H1e) are the most influential factors on user satisfaction (β = 0.402, p < 0.001). This indicates that the speed of delivery, the reliability of logistics services, and the flexibility in return policies are crucial in determining a positive user experience on Shopee. The next factor that has a significant impact is the convenience of ordering (H1d), with a β value of 0.315 (p < 0.001), indicating that an easy checkout process and the availability of various payment methods enhance user satisfaction.

Meanwhile, access convenience (H1a) and search convenience (H1b) also have a positive influence on user satisfaction, with β values of 0.282 and 0.238 respectively (p < 0.001). This confirms that the easily accessible Shopee platform and its efficient search features help customers find the products they need more quickly, thereby increasing their shopping satisfaction. Meanwhile, the convenience of evaluation (H1c) has a smaller influence compared to other dimensions (β = 0.189, p = 0.002), although it remains significant. These findings indicate that product information, customer reviews, and product comparison features are indeed important, but not as strong as logistics factors and transaction ease in determining Shopee user satisfaction.

Overall, the regression model shows that 72% of the variation in user satisfaction can be explained by the convenience of e-retail services (Adjusted $R^2 = 0.72$), which means that service convenience plays an important role in shaping customer satisfaction in e-retail. Furthermore, the F-statistic test result of 38.76 ($p < 0.001$) indicates that the model used in this study is overall significant, thus the relationships between the research variables can be trusted.

DISCUSSION

The results of this study indicate that the convenience of e-retail services significantly affects customer satisfaction in using the Shopee platform. These findings are in line with previous research indicating that service convenience is an important factor in enhancing customer satisfaction in the e-commerce sector (Kaura et al., 2015; Jiang et al., 2013).

Specifically, the results of the regression analysis show that the service comfort dimension with the strongest impact on customer satisfaction is logistics comfort and reverse logistics ($\beta = 0.402$, $p < 0.001$). These findings support the study by Hu et al. (2022), which states that the reliability of delivery services, return flexibility, and transparency in order tracking are crucial factors in building a positive customer experience. Additionally, Cotarelo et al. (2021) also found that responsive delivery services have a significant impact on customer loyalty in the e-commerce sector.

Furthermore, the convenience of ordering ($\beta = 0.315$, $p < 0.001$) also has a significant impact on customer satisfaction. This indicates that a fast and efficient ordering process, as well as the variety of available payment methods, are key factors in enhancing the user experience. These results are consistent with the research by Duarte et al. (2018), which identified that the easier the checkout process, the more likely customers are to remain loyal to a particular e-commerce platform.

Other dimensions such as access convenience ($\beta = 0.282$, $p < 0.001$) and search convenience ($\beta = 0.238$, $p < 0.001$) were also found to have a significant impact on customer satisfaction. These findings support the research by Shamsi et al. (2023), which asserts that the convenience of navigating e-commerce platforms and the ease of finding products can enhance the overall shopping experience. Furthermore, the study by Jiang et al. (2013) also shows that advanced search features and user-friendly navigation systems contribute to positive customer perceptions of online retailers.

However, the convenience of evaluation ($\beta = 0.189$, $p = 0.002$) was found to have a lower impact compared to other dimensions. These results indicate that although product evaluation features, such as customer reviews and product comparisons, remain important, their impact on customer satisfaction is not as significant as logistical convenience or ordering convenience. These findings are consistent with the study by Shamsi et al. (2023), which found that service evaluation aspects have a weaker influence compared to other factors such as accessibility and transactions.

From a theoretical perspective, this research supports the concept of Service Convenience Theory, which states that customers tend to be more satisfied when they experience ease in accessing, searching for, evaluating, and ordering products (Kaura et al., 2015). Moreover, this research also provides empirical evidence supporting the customer satisfaction model in the context of e-retail, where the service convenience dimension has proven to be a key determinant in enhancing user satisfaction.

CONCLUSION

Based on the research results, it can be concluded that the convenience of e-retail services has a positive and significant impact on Shopee user satisfaction. Of the five dimensions tested, logistics convenience has the largest impact, followed by order convenience and platform accessibility.

As a managerial implication, Shopee can enhance customer experience by: Optimizing logistics services to ensure faster and more flexible delivery. Simplifying the ordering process with instant checkout features and a wider range of payment options. Improving the platform's UI/UX design to make it more accessible and have smarter search features. Developing product review and recommendation features to enhance customer evaluation comfort. For future research, further

exploration can be conducted on moderating factors, such as price and customer trust, in the relationship between e-retail service convenience and user satisfaction.

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