# 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 used 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 perceived ease of use and trust positively and significantly affect 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 emphasizing 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 customer satisfaction and loyalty dynamics 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 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 shop, especially 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, 5 digital platforms or e-commerce 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 sites has led to customer disloyalty to one e-commerce site (Ilhamalimy & Ali, 2021) due to product promo factors and 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 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 many fake products and products 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 promised to be delivered on time often must be delivered more timely, causing many consumer complaints (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 customers' positive response to a product based on their positive perceptions of the brand. Customer loyalty to a particular good or service 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

technology use is higher. Perceived ease of use is the overall user perception of 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 understanding 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 positively impacts customer satisfaction. Perceived ease of use positively and significantly affects customer satisfaction (Amin et al., 2014; Oktarini & Wardana, 2018; Tandon et al., 2016; Wilson et al., 2021). Based on the above concept, perceived ease of use positively affects 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 customers' minds 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 a brand's ability 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) state that trust is a significant success factor in social media. According to 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 customer promises. Brand trust positively and significantly affects customer satisfaction (Gul, 2014; Handayani et al., 2021; Sun & Lin, 2010; Tran Xuan et al., 2023). Based on the above concept, trust positively affects 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). According to Veloutsou (2015), the definition of satisfaction 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 brand assessment 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 a feeling of pleasure or disappointment after comparing performance suitability with what the user previously expected (Maryanto & Kaihatu, 2021).

Satisfaction is one of the determining factors of loyalty (Tu et al., 2012; Veloutsou, 2015). According to 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 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, customer satisfaction positively affects loyalty.
H3: customer satisfaction has a positive effect on customer loyalty.

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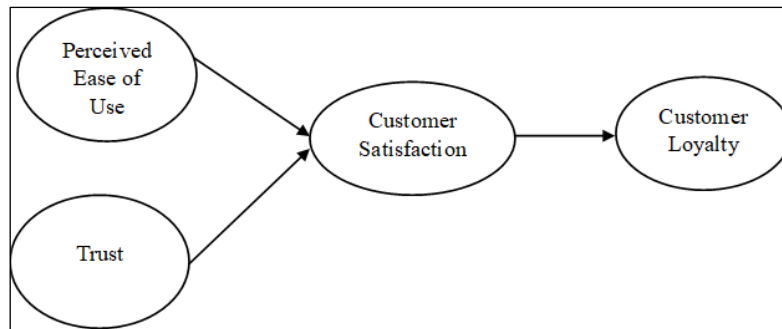


Figure 1 Research Framework

# 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 obtained at a specific moment (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 purchased at Shopee. A self-administered survey method was used to collect data 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 the survey method. The survey method is carried out by distributing questionnaires directly to the target or respondent. Then, the respondent fills in the answers to the questions 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). Partial Least Squares- Structural Equation Modeling (PLS-SEM) is the data analysis technique used in this research. 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). This study uses two categories of construct validity: convergent and discriminant. Convergent validity is the extent to which scores from one scale correlate with scores from other scales 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. In contrast, 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 concurrent testing of the measurement items used in this study. The AVE value and factor loading have met the standard 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 each construct's square root of the AVE 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 concurrent testing of the measurement items used in this study. The AVE value and factor loading in this study have met the standard greater than 0.5, so the concurrent 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 exceeds 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 are reliable.

**Coefficient of Determination**

A high coefficient of determination (R Square) indicates higher predictive accuracy (Hair Jr et al., 2014), according to Hair Jr et al. (2014) Several rules of thumb must be followed to achieve a high level of model prediction accuracy: 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 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 coefficient of determination value results: 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 perceived ease of use, trust, and customer satisfaction. Other variables can explain the remaining 40%. Next, the Adjusted R Square value is 45.3%. Customer loyalty can explain 45.3% of the variation or change in customer satisfaction. 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 must show better 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 | t-statistic | P-value | 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, trust on customer satisfaction, and customer satisfaction on customer loyalty.

## Discussion

The effect of perceived ease of use on customer satisfaction ($\beta$ of 0.297 and p-values 0.000). These results indicate a positive and significant influence between perceived ease of use and 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 positively and significantly affects GO-JEK customer satisfaction in the Binawidya District. This means that the ease of use of an application can increase customer satisfaction. These results align 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 perceived ease of use can influence success in customer satisfaction.
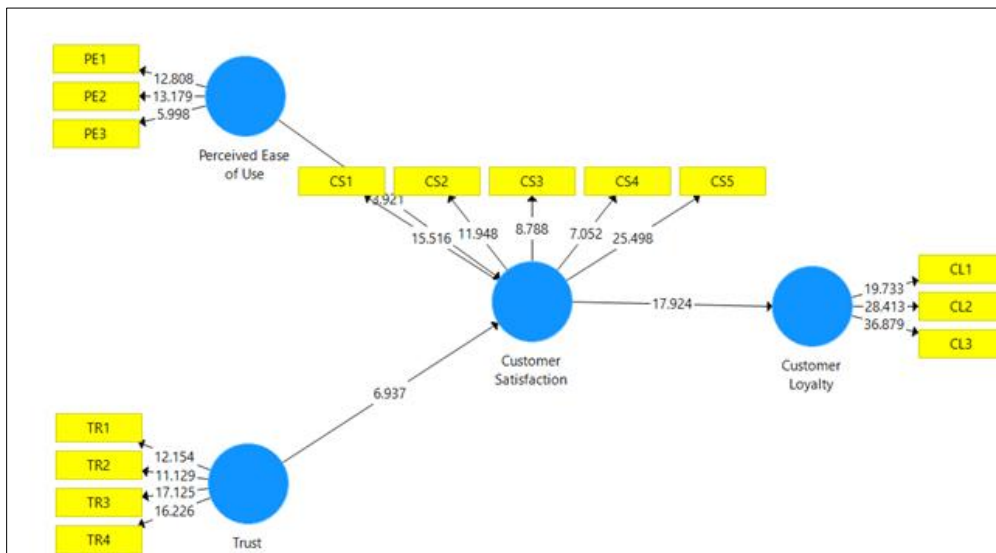
The effect of trust on customer satisfaction ($\beta$ of 0.537 and p-values 0.000). These results indicate a positive and significant influence between trust and customer satisfaction. This means that the higher the trust in Shopee, the more satisfied customers will be. The results of this study are 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 by Aditya et al. (2021) revealed that trust positively and significantly affects Halodoc E-Health customer satisfaction. This means that customer trust in the application used can increase customer satisfaction. These results align with research from Manurung et al. (2022), who 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 ($\beta$ of 0.777 and p-values 0.000). These results indicate a positive and significant influence between customer satisfaction and 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 a significant positive influence between customer satisfaction and 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 (Bernardo & Patricia, 2017). These results align 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 provides empirical evidence on the impact of perceived ease of use and trust on customer satisfaction and loyalty to the Shopee platform. The research highlights practical implications for Shopee, suggesting that the company should pay more attention to perceived ease of use and trust to enhance customer satisfaction and customer loyalty. The findings reveal that perceived ease of use and trust positively and significantly affect customer satisfaction, which in turn is closely related to customer loyalty.

However, this research has some limitations. Firstly, it focuses solely on Shopee; future studies should include other e-commerce platforms to broaden the findings. Secondly, this study only considers customer loyalty as the dependent variable. Future research could explore other dependent variables related to customer loyalty.

## Declarations

### Author contribution statement

The lead author participated in the study's conceptualization and design, 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 supporting this study's findings are available from the corresponding author upon reasonable request. However, due to privacy and ethical considerations, the data are not publicly accessible.

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