

Factors Influencing Customer Satisfaction on the Shopee E-commerce Application

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ABSTRACT

This research aims to analyze the factors influencing Consumer Satisfaction among Shopee e-commerce users by incorporating the Perceived Benefits variable, focusing on the Shopee application in Indonesia. Consequently, consumers using the Shopee e-commerce platform are expected to gain specific perceived benefits. The subjects of this study are consumers who have used the Shopee e-commerce application. Sampling was conducted using purposive sampling, with a total of 125 respondents. The data analysis technique employed is SEM-PLS, processed using SmartPLS software. The results of this study show that Perceived Usefulness does not have a positive and significant effect on Consumer Satisfaction, Ease Of Use does not have a positive and significant effect on Consumer Satisfaction, Trust has a positive and significant effect on Consumer Satisfaction, Convenience has a positive and significant effect on Consumer Satisfaction, and Benefit does not have a positive and significant effect on Consumer Satisfaction.

INTRODUCTION

The existence of the internet has triggered changes, such as modifying the behavior of many people, who now prefer to shop online, purchase goods from merchants in real time, or not physically go to a store. To connect electronic transactions between businesses and consumers, e-commerce is a technique that refers to an internet-based sales and purchase agreement for goods and services connected through computer hardware or application technology (Kenneth Laudon, 2021). The Technology Acceptance Model (TAM) was first introduced by Davis (1987) and was developed from the Theory of Reasoned Action by Ajzen and Fishbein. The application of the TAM theory aims to describe the factors influencing the adoption of specific technologies within an organization, as well as to provide recommendations regarding such adoption (Sugiarti & Rusmana, 2022). This model explains how individuals accept technology based on Perceived Ease of Use and Perceived Usefulness (Chen et al., 2024). Perceived Ease of Use indicates how easy a technology is to use, while Perceived Usefulness reflects the benefits of the technology in enhancing productivity (Park & Park, 2020). In Indonesia, the e-commerce sector is increasingly developing and advancing in line with the rising public knowledge about online sales and purchase transactions, in addition to the high rate of internet access. One e-commerce platform that is currently growing rapidly is Shopee; Shopee is expanding quickly, especially in Indonesia.

Based on data involving 1,420 respondents across Indonesia, Shopee achieved 77% of the 1,420 respondents, with around 1,000 respondents choosing Shopee as their e-commerce preference, making it the primary choice for the Indonesian public in 2022 (Goodstats, 2022). Shopee has helped revitalize this sector as a result of the continuous development of e-commerce in Indonesia. Currently, Shopee dominates the Gross Merchandise Value (GMV) or gross transaction value, reaching US\$47.9 billion, or 48.14% of the total e-commerce transactions in Southeast Asia, significantly ahead of its e-commerce competitors. Of the total GMV, Indonesia recorded the highest number of transactions with a proportion of 52%, or US\$51.9 billion, becoming the highest in Southeast Asia. Out of Indonesia's 52% share of total transactions in Southeast Asia, the Shopee e-commerce platform became the largest contributor in Indonesia, accounting for 36% of the total e-commerce market in the country. This proves that Shopee is the largest in both Indonesia and Southeast Asia. The success of a company largely depends on its ability to satisfy its customers. To manage their strategies and make necessary corrections to create a profitable and durable customer connection and compete with the market, businesses must be able to satisfy their customers (Kee et al., 2023). Previous studies have discussed how ease of use, convenience, trust, and perceived usefulness influence customer satisfaction on the Shopee e-commerce application in Malaysia. This research shifts the scope to Indonesia and incorporates the Perceived Benefits variable to analyze its impact on Consumer Satisfaction

THEORETICAL REVIEW

Technology Acceptance Model (TAM)

The application of the Technology Acceptance Model (TAM) aims to describe the factors influencing the adoption of specific technologies within an organization and to provide recommendations regarding such adoption (Sugiarti & Rusmana, 2022). This model explains how individuals accept technology based on Perceived Ease of Use and Perceived Usefulness (Chen et al., 2024). Perceived Ease of Use indicates how easily a technology can be used, while Perceived Usefulness reflects the benefits of the technology in enhancing productivity (Park & Park, 2020)..

This is further explained by Wardani (2022), stating that theories measuring the acceptance level of a technology implementation widely utilize the TAM model by examining the aspects of usefulness and ease of use in information technology. This acceptance model was originally developed by Davis (1989) to determine the influence of external factors on internal factors, such as attitudes, intentions, and habits in using a technology, with reference to its usefulness and ease of use. The TAM model is extensively used by researchers to measure technology acceptance levels, considering that it is specifically designed for the adoption of computer technology innovations based on social psychology theories or user behavior, supported by empirical data.

Perceived Usefulness and Consumer Satisfaction

Perceived Usefulness is one individual perception that describes the extent to which a specific technology is used to enhance performance. Users believe that a system is more flexible, easy to understand, and easy to operate; these are the characteristics of Perceived Ease of Use (Wafiyah & Kusumadewi, 2021). Perceived ease of use refers to the user's subjective perception regarding the simplicity of a technology (Iriani & Andjarwati, 2020). When a technology is considered easy to use, users are more likely to adopt it (Chen et al., 2024).). In this case, consumers can gather sufficient and useful information about the desired product, because Perceived Usefulness can affect customer satisfaction with online purchases. Studies show that sufficient and detailed product information has benefited consumers in making decisions (Yo et al., 2021).

When consumers have access to appropriate and relevant product information, Perceived Usefulness can affect their satisfaction. Accurate product information has helped consumers see the usefulness of the online shopping platform and make wise decisions (Kee et al., 2023). Based on the theory and previous research findings, it can be concluded that:

H1a: Perceived Usefulness has a positive effect on Customer Satisfaction.

Perceived Ease of Use and Consumer Satisfaction

Perceived Ease of Use (PEOU) is the degree to which a person feels that utilizing a specific system will be effortless. When a person feels that the technology is easy to use and easy to learn, they will use it. Conversely, they will not use it if the technology is difficult to use and difficult to learn (Oktafiana et al., 2021). Time and energy are benefits gained by a person when using technology because they achieve ease of use within that technological system (Wafiyyah & Kusumadewi, 2021). Perceived Ease of Use refers to the consumer's impression of how simple it is to interact with the E-commerce platform. Research shows that the physical and mental stress of face-to-face shopping has inspired customers to choose online purchasing. Perceived Ease of Use is one of the important elements of technology because people increasingly favor things that are simpler and easier and that will not reduce productivity; thus, the easier it is to use, the better the public acceptance (Michelle Olivia, 2022). Customers expect online transactions to be more efficient, time-saving, and easy to perform (Yo et al., 2021). Perceived Ease of Use is a person's depiction of how simple it is to utilize a system. This system must be adaptable, convenient, and viable, which are all features of ease of use.

The tendency of consumers to make online purchases will increasingly grow thanks to the availability of product search tools that make it easier to find what they want (Hui Chong, 2023). Therefore, Perceived Ease of Use has a positive effect on consumer online purchasing behavior because the ease of use on e-commerce platforms impacts customer satisfaction with their online buying experience (Yo et al., 2021). Based on the theory and previous research findings, it can be concluded that:

H2a: Perceived Ease of Use has a positive effect on Customer Satisfaction.

Perceived Trust and Consumer Satisfaction

Trust is described as a set of specific beliefs related to the virtue, honesty, and dignity of the other party in online shopping activities. Trust is very important in the interaction between the seller and the consumer to convince the consumer to rely on the seller (Latifah et al., 2020). The higher the level of consumer trust in online product purchases, the higher the consumer's intention to make a repeat purchase, as online shopping is considered to have satisfied consumers with its various services (Wafiyyah & Kusumadewi, 2021). Consumers have placed trust in the E-commerce platform, and they expect the platform to process online transactions honestly and to uphold integrity rather than deceive customers. This will help reduce the perception of risk that consumers who frequently shop on the internet generally have. Trust is a crucial factor in internet transactions for both potential and existing customers (Yo et al., 2021). The higher the level of consumer trust in online product purchases, the higher the consumer's intention to make a repeat purchase, and if consumers already trust, it can be said that customer satisfaction exists (Wafiyyah & Kusumadewi, 2021). Based on the theory and previous research findings, it can be concluded that:

H3a: Perceived Trust has a positive effect on Customer Satisfaction.

Perceived Convenience and Consumer Satisfaction

Perceived Convenience has a significant influence on customers' decision to purchase online. According to (Pikkarainen et al., 2004), convenience is described as a state where a person uses a technology in their activity and it is deemed pleasurable. Studies reveal that consumers consider online shopping as a platform for searching for products rather than conducting the actual transaction. Convenience refers to the online shopping practice that saves customers time and effort during the transaction process. Factors like shipping costs and delivery time positively impact the online purchasing decision (Yo et al., 2021). The relationship between the perception of convenience and intention to use has received theoretical and empirical support. The reason is that individuals who experience pleasure or enjoyment from using an information system are more likely than others to form an intention to use it (Yolanda & Widijoko, 2014). The convenience of making online purchases is increasingly popular among consumers, as it is an option for shopping on the go through various mobile-specific promotions available on online platforms (Hanif et al., 2010). According to (Hui Chong, 2023), service convenience enhances customer satisfaction and leads to profitability. Based on the theory and previous research findings, it can be concluded that:

H4a: Perceived Convenience has a positive effect on Customer Satisfaction.

Perceived Benefits and Consumer Satisfaction

According to Al-debei et al. (2015), Perceived Benefits describe how the perceived benefits become the sum of advantages that fulfill consumers' needs or desires and result in consumer satisfaction. In this context, perceived benefits are defined in terms of convenience and time savings. Perceived Benefits is also the individual's subjective probability that the use of a specific application system will enhance the performance of the individual concerned (Zendy Artades Pranata, 2019).

Internet shopping can be considered an innovation. The relative advantage of innovation is the perceived benefit. The perceived relative advantage of an innovation, expressed as economic profitability, social prestige, and/or other benefits, is an important factor in the decision-making process. Online shopping allows users to buy items whenever and wherever they want. With this, the perceived benefit of online purchasing is a major reason why people do it and contributes to the development of goods and a positive attitude about buying goods online. Consumers will be satisfied if they obtain efficient products that match their needs (Evelina, 2022). The more benefits people see in E-commerce, the more likely they are to like online shopping (Kee et al., 2023). Based on the theory and previous research findings, it can be concluded that:

H5a: Perceived Benefits has a positive effect on Customer Satisfaction.

This research uses the model expansion method from the study entitled "The Influencing Factors of Customer Satisfaction: A Case Study of Shopee in Malaysia" (Yo et al., 2021), with the addition of the Perceived Benefits variable from the research "Are You Satisfied With Shopee? A Study Of Customer

Satisfaction Towards Shopee” (Kee et al., 2023). This research explains the relationship between the variables “Perceived Usefulness, Perceived Ease of Use, Perceived Trust, Perceived Convenience, and Perceived Benefits toward Consumer Satisfaction” with the following research model:

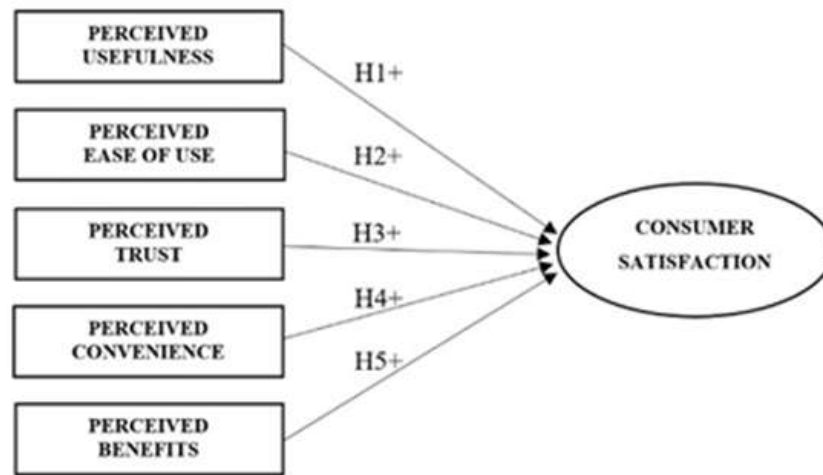


Figure 1. Conceptual Framework

METHODOLOGY

The research design utilizes a quantitative method with the data processing technique being Partial Least Square Structural Equation Modeling (PLS-SEM). The population in this study is all Indonesian citizens who use the Shopee E-commerce application. The sampling for this research uses the purposive sampling method, which is a sampling technique based on criteria where samples are purposively selected to represent the population (Sugiyono, 2019). Data collection spanned 1 week, with the distribution process taking place from August 8 to August 28, 2025. This questionnaire distribution was carried out using electronic media, namely Google Forms. The distribution process was conducted by the researcher using electronic media such as WhatsApp, Line, and Instagram, and with the help of close relatives to assist with questionnaire dissemination. The total number of respondents in this study is 125 respondents, all of whom met the criteria as users who have used the Shopee E-commerce application.

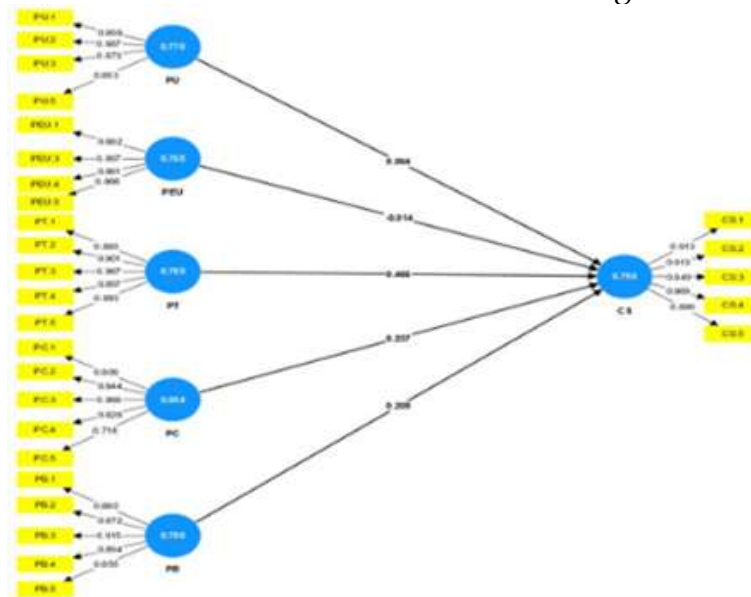
RESULTS

The total number of respondents in this study is 125 respondents, and all met the criteria of having previously shopped on the Shopee E-commerce Application. A total of 42.4% of users use Shopee 3-4 times, 18.4% of users use Shopee more than 6 times, 16.8% of users use Shopee 5-6 times, and 22.4% of users use Shopee 1-2 times within a one-month period. The shopping frequency that is quite often in a month is dominated by 3-4 times. The majority use Shopee to shop for goods in the beauty care category, accounting for 39.2%, followed by women's/men's fashion at 32%, and sports equipment/hobbies at 12%.

Full Test Validity

The data obtained in the validity test after the deletion mentioned above shows that all variable indicators from the 5 variables used and tested from the questionnaire data of 125 respondents have an outer loading value above >0.70 , which means they can be declared valid because they meet the rule of thumb for the loading factor, which is > 0.70 (Hair et al., 2018).

Discriminant Validity evaluation can be performed using the cross-loading test by looking at the correlation between the outer loading value of the variable indicator itself and the indicators of other variables. The correlation value of the outer loading for the variable itself must be greater than the correlation values with the indicators of other variables (Hair et al., 2018). Figure 4 below shows the structural model that I executed using the PLS Algorithm.



Source: SmartPLS 4.0 (2025)

Figure 2. Outer model results

Reliability Test

Reliability testing is carried out using Composite Reliability. Composite Reliability measures internal consistency, and its value must be above 0.70, and the Cronbach's Alpha value must also be above 0.70 (Ghozali, 2021). The results in Table 5 show the overall values of Cronbach's Alpha and Composite Reliability to assess construct reliability, where the Composite Reliability value is greater than or equal to 0.70 and can be declared acceptable. It can be concluded that this research is valid and feasible for use, acceptable, or meets the average criteria.

The t-test uses bootstrapping within the SmartPLS application. Decision making in this PLS analysis uses the probability value (P-Values) of significance: if it is greater than 0.05, then H_0 is accepted and H_a is rejected; if the probability value of significance is less than 0.05, then H_0 is rejected and H_a is accepted (Ghozali, 2021). Based on the analysis, the R-Square value can indicate how much the exogenous variables can explain the endogenous variable and whether the influence is substantive. The presented data shows the Consumer Satisfaction value is 0.829 or 82.9%. This indicates that the exogenous variables explain

Consumer Satisfaction by 0.829 or 82.9%. Therefore, the R-Square in this study is categorized as strong because it is > 0.75 (Hair et al., 2018). The remaining portion is explained by other variables not examined in this study.

Hypothesis Testing

The significance of the estimated parameters provides highly useful information regarding the influence between the variables in the research. The basis used in testing the hypothesis is the value contained in the path coefficients output in Table 1, as follows:

Table 1. Path Coeffients

Path	Original Sample	P-Values	T-Statistic	Conclusion
Perceived Usefulness -> Consumer Satisfaction	0.064	0.515	0.651	No data supported
Perceived Ease Of Use -> Consumer Satisfatction	-0.014	0.907	0.117	No data supported
Perceived Trust -> Consumer Satisfatction	0.466	0.000	4.511	Data Supported
Perceived Convenience -> Consumer Satisfatction	0.237	0.003	2.932	Data Supported
Perceived Benefit -> Consumer Satisfatction	0.209	0.051	1.955	No data supported

Source: SmartPLS (2025)

The results of this study show that out of the five relationships between variables above, three negative relationships were found, which turned out to be unsupported (not proven). These relationships were between Perceived Usefulness (PU) and Consumer Satisfaction (CS), Perceived Ease Of Use (PEU)

and Consumer Satisfaction (CS), and Perceived Benefit (PB) and Consumer Satisfaction (CS). Meanwhile, the other two variable relationships showed that the suspected positive and significant relationships hypothesized were proven, specifically the relationship between Perceived Trust (PT) and Consumer Satisfaction (CS), and Perceived Convenience (PC) and Consumer Satisfaction (CS).

Perceived Usefulness on Consumer Satisfaction

In this study, it was not proven that Perceived Usefulness has an influence on Consumer Satisfaction. The table above shows that the P-value for the relationship between Perceived Usefulness and Consumer Satisfaction is 0.515. This value does not meet the criterion that the P-value must be less than 0.050, meaning the relationship between these two variables is not significant (Hair et al., 2018). The table above also states that Perceived Usefulness is not significant and has an influence on Consumer Satisfaction with a value of 0.064. The results from this data processing align with previous research where Perceived Usefulness negatively influenced Consumer Satisfaction (Yo et al., 2021). The utility of using an application can simplify consumer tasks; thus, the greater the utility, the higher the consumer satisfaction (Oktafiana et al., 2021). This aligns with the explanation by Kee et al. (2023) that quick-search features for products available in online shopping encourage consumers to shop online. Consequently, consumers can find items rapidly. Customers perceive online shopping information as easily accessible and less burdensome, which results in more positive purchase experience reviews.

Perceived Ease of Use on Consumer Satisfaction

In this study, it was not proven that Perceived Ease of Use has an influence on Consumer Satisfaction. The table above shows that the P-value for the relationship between Perceived Ease Of Use and Consumer Satisfaction is 0.907. This value does not meet the criterion that the P-value must be less than 0.050, meaning the relationship between these two variables is not significant (Hair et al., 2018). The table above also states that Perceived Ease of Use is not significant and has an influence on Consumer Satisfaction with a value of -0.014. The result from this data processing does not align with previous research, where Perceived Ease of Use positively influenced Consumer Satisfaction (Yo et al., 2021); (Oktafiana et al., 2021); (Michelle Olivia, 2022). In their research, Perceived Ease Of Use positively influenced Consumer Satisfaction. The perceived ease of use in utilizing the Shopee E-Commerce platform affects consumer satisfaction in using the Shopee E-Commerce platform. In this study, respondents' perceptions of the ease of use of Shopee E-Commerce may not yet be aligned. They feel that Shopee has not fully met their expectations regarding convenience. Shopee could promote the ease of online shopping compared to traditional shopping to highlight how much simpler it is for consumers. For instance, shopping can be done anywhere and at any time, without being limited by distance or time constraints (Wafiyyah & Kusumadewi, 2021).

Perceived Trust on Consumer Satisfaction

In this study, it was proven that Perceived Trust has an influence on Consumer Satisfaction. The table above shows that the P-value for the relationship between Perceived Trust and Consumer Satisfaction is 0.000. This value meets the criterion that the P-value must be less than 0.050, meaning the relationship between these two variables is significant (Hair et al., 2018). The table above also states that Perceived Trust is significant and has an influence on Consumer Satisfaction with a value of 0.466. The result from this data processing does not align with previous research, where Perceived Trust did not positively influence Consumer Satisfaction (Yo et al., 2021). This contrasts with research by (Wafiyah & Kusumadewi, 2021), (Latifah et al., 2020), and (Hanif et al., 2010) which explained that Perceived Trust positively influences Consumer Satisfaction.

Perceived Convenience on Consumer Satisfaction

In this study, it was proven that Perceived Convenience has an influence on Consumer Satisfaction. The table above shows that the P-value for the relationship between Perceived Convenience and Consumer Satisfaction is 0.003. This value meets the criterion that the P-value must be less than 0.050, meaning the relationship between these two variables is significant (Hair et al., 2018). The table above also states that Perceived Convenience is significant and has an influence on Consumer Satisfaction with a value of 0.237. The result from this data processing aligns with previous research where Perceived Convenience positively influenced Consumer Satisfaction (Yo et al., 2021).

Perceived Benefit on Consumer Satisfaction

In this study, it was not proven that Perceived Benefit has an influence on Consumer Satisfaction. The table above shows that the P-value for the relationship between Perceived Benefit and Consumer Satisfaction is 0.051. This value does not meet the criterion that the P-value must be less than 0.050, meaning the relationship between these two variables is not significant (Hair et al., 2018). The table above also states that Perceived Benefit is not significant toward Consumer Satisfaction with a value of 0.209. The result from this data processing does not align with previous research, where Perceived Benefit influenced Consumer Satisfaction (Kee et al., 2023), (Al-debei et al., 2015), (Zendy Artades Pranata, 2019) explained in their research that Perceived Benefit positively influenced Consumer Satisfaction. In this study, respondents feel that the perceived benefits have not yet met customer satisfaction. The majority of respondents are aged 17–21 and 22–25 years old, representing a demographic of students, university students, and fresh graduates. Respondents perceive a lack of promotions provided by Shopee. Specifically, Shopee's promotional efforts are seen as suboptimal, which prevents consumers from fully experiencing the benefits of shopping on the platform

DISCUSSION

For the Perceived Trust (PT) indicator 1, it involves making Shopee safer and more comfortable to use for online purchases. Shopee can continue to improve the security and convenience for users when shopping and transacting on Shopee. One aspect of security and convenience is regarding user data. User data consists of personal information from every user who shops on Shopee, such as Name, Personal Number, Home Address, Email Address, and User Account details. Perceived Convenience (PC) indicator 1, Shopee must make further adjustments to the shipping services that collaborate with Shopee. Shopee acts as the bridge between consumers and producers, and shipping services act as the medium for delivering products to consumers. In this regard, everyone must align with the mission of consumer satisfaction. The Perceived Benefit (PB) indicator 4, respondents were not entirely convinced by the provision of free shipping and discounts. Shopee can further offer more attractive promotions to consumers so that consumers are satisfied and find it easy to obtain these promotions. Perceived Usefulness (PU) indicator 2, Shopee must improve its application. The application should be further simplified for users so that they can quickly and easily use the Shopee application. Improvements should be made in all aspects so that the consumer experience when shopping on Shopee is of good quality. And for the Perceived Ease Of Use (PEU) indicator 5, Shopee must innovate its application so that it can be further simplified, ensuring that consumer ease in shopping using Shopee can be fulfilled.

CONCLUSIONS AND RECOMMENDATIONS

This study examines the factors forming Consumer Satisfaction, such as Perceived Usefulness, Perceived Ease Of Use, Perceived Trust, Perceived Convenience, and Perceived Benefit. The conclusions of the research findings are as follows:

1. It is not proven that Perceived Usefulness positively influences Consumer Satisfaction.
2. It is not proven that Perceived Ease Of Use positively influences Consumer Satisfaction.
3. It is proven that Perceived Trust positively influences Consumer Satisfaction.
4. It is proven that Perceived Convenience positively influences Consumer Satisfaction.
5. It is not proven that Perceived Benefit positively influences Consumer Satisfaction.

The recommendations include: Increasing promotions related to consumer trust, enhancing Shopee's internal systems, urging online sellers who sell their products on Shopee to synergize regarding consumer priorities, and continuous innovation in this rapidly evolving digital development. This is to ensure that Shopee remains the E-Commerce platform of choice for the Indonesian community.

FURTHER STUDY

This research was limited to the age group of 17–35 years old. Therefore, future research can include the population aged 35 years and above to understand their experiences and perceptions. To broaden the scope of the study, future research is also suggested to add new variables. For example, the inclusion of Perceived Price or the addition of the Consumer Loyalty variable as the dependent variable with Consumer Satisfaction acting as the mediator.

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