1. Introduction

Vietnam is a country with enormous potential in the digital economy, having regularly achieved high economic transformation speeds in recent years because of unique assets such as a youthful, educated and easily accessible populace. Early exposure to digital technology: Vietnam has 71.54 million smartphone users (Statista, 2021). The digital economy market was valued at VND 267 billion in 2020, accounting for 5.5 percent of total product and service sales in Vietnam that year (Minh Ngoc Nguyen, 2021). Despite the current economic circumstances, Vietnam’s e-commerce will continue to grow and will go a long way toward changing Vietnamese customers’ buying habits. Vietnam is predicted to generate 1733 billion VND by 2030, approximately equal to 27 percent of its GDP in 2020, if it can fully leverage the benefits that the digital economy provides to the economy (AlphaBeta, 2021). In 2020, it is anticipated that 49.3 million Vietnamese would purchase online (Ministry of Industry and Trade, 2020). With the huge influence of the COVID-19 pandemic on people’s preferences for online buying and delivery, it can be seen that online shopping behavior is creeping and growing widespread everywhere and everyone in the territory of Vietnam. Rather of going to the store and shopping in person, it is far more convenient to shop at home. Shopee is without a doubt Vietnam’s most well-known e-commerce company.

Shopee is an application/website to buy and sell goods online. This e-commerce exchange is located in Singapore. Shopee was first launched in 2015, covering the following countries: 

FACTORS AFFECTING CUSTOMERS’ SATISFACTION SHOPEE VIETNAM’S ECOMMERCE SERVICE

PhD. Tran Van Dat*

Abstract: Based on data from 238 participants customers shopping on an e-commerce website, regardless of gender, age, education level, job and income. The results found that five factors have a positive impact on satisfaction with Shopee Vietnam’s e-commerce services, which are: responsiveness, website design, information quality, safety and security. From measuring the influence of these factors, the administrative implications of this study contribute to improving customer satisfaction for the Shopee Vietnam e-commerce service, which is the commercial channel. This will receive satisfaction from customers when using the service, leading to more purchases here.

• Keywords: e-commerce, service quality, responsiveness, website design, information quality, safety and security.

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Tóm tắt: Dựa trên 238 khách hàng tham gia mua sắm trên website thương mại điện tử, không phân biệt giới tính, độ tuổi, trình độ học vấn, công việc và thu nhập. Kết quả cho thấy 5 yếu tố có tác động tích cực đến sự hài lòng đối với dịch vụ thương mại điện tử của Shopee Việt Nam, đó là: khả năng đáp ứng, thiết kế website, chất lượng thông tin, an toàn và bảo mật. Từ việc đo lường mức độ ảnh hưởng của các yếu tố này, ý nghĩa quản trị của nghiên cứu này góp phần nâng cao sự hài lòng của khách hàng đối với dịch vụ thương mại điện tử Shopee Việt Nam, là kênh thương mại. Điều này sẽ nhắm được sự hài lòng của khách hàng khi sử dụng dịch vụ, dẫn đến việc mua hàng tại đây nhiều hơn.

• Từ khóa: thương mại điện tử, chất lượng dịch vụ, khả năng đáp ứng, thiết kế website, chất lượng thông tin, an toàn và bảo mật.
Singapore, Taiwan, Vietnam, Malaysia, Thailand, Indonesia, Philippines and Brazil, respectively. With an activity orientation, a shopping application on smartphones has the same operation as a social network, meeting the shopping needs of customers anytime, anywhere. Moreover, Shopee, as an intermediary between buyers and sellers, integrated the operating, shipping and payment support systems by linking with AirPay (later renamed ShopeePay). On the shopee.vn website, there are many items for customers to choose from in various categories, from health and life, household items, cosmetics, fashion, food products, electronics, etc., with price ranges from high to low. Vietnamese customers can consult products before deciding to buy them based on a public product review system, and Shopee also provides a customer care system to handle problems in commercial transactions. 

Shopee’s appearance in Vietnam is one of the steps to stimulate Vietnamese people to participate in online shopping and contribute to changing Vietnamese buying behavior.

In the fiercely competitive e-commerce market, the big players joined in, constantly investing and upgrading service quality to bring the highest satisfaction to customers. Shopee’s major competitors, such as Lazada and Tiki, are gradually improving the quality of their e-commerce services to compete for the top position in the industry. If Shopee in 2020 has a number of visits of up to 281,385,626 times, ranking first among the 10 most visited e-commerce websites in Southeast Asia, Lazada is in second place with 132,154,967 likes and Tiki is in sixth place with 22,491,175 likes (iPrice Group, 2020). Tiki’s distinguishing feature that Shopee cannot match is the high rate of genuine goods and the return rate of goods of less than 1% (Qandme, 2020). Although Lazada is not as prominent and accounts for many visits as Shopee, it ranks second in the index of visits on the iOS operating system and first in the index of visits for Android users. It can be said that if Shopee is subjective and negligent in maintaining and improving the quality of its e-commerce services, its leading position in the industry may be lost to its competitors. Shopee needs to understand the wishes of customers when experiencing Shopee’s e-commerce services and how to improve and ensure the same quality of its e-commerce services. In other words, service quality is the most important factor in increasing customer satisfaction when making purchases on Shopee.

2. Literature Review

E-commerce refers to the practice of purchasing, selling, and exchanging ownership of things, services and information through the internet (Mesenbourg, 2001). E-commerce refers to the electronic manufacturing, distribution, marketing, sale and delivery of products and services (WTO, 2017). E-commerce, according to contemporary definitions, now encompasses not only the buying and selling of products and services via the Internet, but also the activities of exchanging electronic data, online money transfer, depositing and withdrawing money by credit card online and so on. As a result, the scope of e-commerce operations encompasses nearly every sphere of economic activity, with a wide range of behaviors. E-commerce, e-marketplace, e-procurement, e-government, e-banking and other similar terms come to mind.

E-commerce services are comparable to other types of services but differ from products in that they contain traits that make them difficult to describe and measure, such as intangibility, heterogeneity, inseparability and non-storability (Zeithaml & Britner, 2000).

When clients utilize e-commerce websites, the customer’s assessment and impression of service quality is referred to as e-commerce service quality. Many theoretical models have been developed/improved by researchers all around the globe to evaluate service quality in general and e-commerce service quality in particular. Zeithalm et al (2000) developed the e-SERVQUAL model by extending the original Parasuraman et al (1988) model on service quality criteria to include e-service quality research. E-service quality is assessed using this model, which considers seven factors: efficiency, dependability, commitment, privacy, responsiveness, compensation and interaction.
Customer satisfaction when shopping on an e-commerce channel is the degree to which customers feel compared to the experience they had before shopping (Li & Zhang, 2002). Anderson & Srinivasan (2003) define customer satisfaction when shopping on an e-commerce network as when customers are satisfied with the previous buying experience of a commercial service provider electronic. Customer satisfaction as an outcome, service quality as a cause. Satisfaction is predictive and expected; service quality is an ideal standard. Customer satisfaction or satisfaction is a general concept, expressing customers’ satisfaction when consuming a service and service quality, focusing on specific components of the service (Zeithaml & Bitner, 2000). In other words, service quality and customer satisfaction are closely related, in that service quality is what appears before deciding customer satisfaction. The causal relationship between these two factors is a key question in the majority of customer satisfaction research. If the quality is improved but not according to the customer’s needs, i.e., what the customer wants, the customer will never be satisfied with this service. Therefore, when using a service, if customers perceive the service as having high quality, they will be satisfied with that service. Conversely, if the customer perceives the service as being of poor quality, dissatisfaction will arise. As a result, the dependability elements of responsiveness, website design, information quality, safety and security will be used to measure e-commerce service quality in this study, which is based on the theoretical framework of (Zeithalm et al, 2000). On the other hand, when buying through e-commerce platforms, these characteristics have a direct influence on client satisfaction.

At Digikala Company, Iran’s most popular B2C e-commerce platform, Giti and Farid (2018) explored the important elements determining consumer happiness. As a result, the writers concentrate on aspects such as website design, information quality, website usability, order fulfillment quality, security and privacy, as well as trust thinking. According to the findings, all of the aforementioned criteria have a substantial positive link with customer satisfaction. Security and privacy have a greater impact than the other six critical criteria. Manuela and Robert (2019) investigated and assessed the influence of online service quality on consumer satisfaction and purchase intent on e-commerce websites. The study examines the impact of the following criteria on e-service quality: website design, dependability, responsiveness and privacy. Isar et al (2020) detected the impact of five service quality dimensions, including content usefulness, content effectiveness, service stability, service responsiveness and supplier reliability. These five factors have a relationship between customer satisfaction and online purchase intention. This study has highlighted that customer satisfaction has the strongest influence on customers’ online purchase intentions. In other words, the quality of e-commerce services not only affects the satisfaction but also the purchase intention of customers in the e-commerce channel.

3. Research Methods

The article uses the least squares (OLS) method to measure the impact of five factors, including responsiveness, website design, information quality, safety and security on customer satisfaction when purchasing on e-commerce channels from Shopee. The proposed research model is as follows:

\[ SA = \beta_0 + \beta_1*RE + \beta_2*WD + \beta_3*IQ+ \beta_4*SF + \beta_5*SE \]  
(1)

\[ \beta_0 \] is the coefficient of freedom. The coefficients \( \beta_1; \beta_2; \beta_3; \beta_4; \beta_5 \) is the regression coefficient of the RE, WD, IQ, SF, and SE.

The dependent variable SA is customer satisfaction with e-commerce services of Shopee. The independent variable are responsiveness (RE), website design (WD), information quality (IQ), safety (SF) and security (SE).

Data is collected from two sources: secondary data and interviews with experienced experts in the field of e-commerce to build and complete the research variables, thereby completing the questionnaire and primary data through questionnaires was sent to 238 individual customers shopping on an e-commerce website.
regardless of gender, age, education, job and income (research paper using ways to write decimals according to international standards).

**Research results**

*Table 1: Descriptive statistical results of quantitative factors*

<table>
<thead>
<tr>
<th>Factors</th>
<th>Minimum</th>
<th>Maximum</th>
<th>Mean</th>
<th>Std. Error</th>
</tr>
</thead>
<tbody>
<tr>
<td>Responsiveness (RE)</td>
<td>1.00</td>
<td>5.00</td>
<td>3.2675</td>
<td>0.73481</td>
</tr>
<tr>
<td>Website design (WD)</td>
<td>1.00</td>
<td>5.00</td>
<td>3.5899</td>
<td>0.93280</td>
</tr>
<tr>
<td>Information quality (IQ)</td>
<td>1.00</td>
<td>5.00</td>
<td>3.4580</td>
<td>1.04580</td>
</tr>
<tr>
<td>Safety (SF)</td>
<td>1.33</td>
<td>5.00</td>
<td>3.0420</td>
<td>0.64742</td>
</tr>
<tr>
<td>Security (SE)</td>
<td>1.33</td>
<td>5.00</td>
<td>3.6286</td>
<td>0.96776</td>
</tr>
</tbody>
</table>

Of the 5 factors, the customer’s level of agreement with safety is the lowest, with an average score of 3.042 and the highest is the security factor, with an average score of 3.6286. The remaining factors are still evaluated around an average score of approximately 3.5.

*Table 2: Table of regression results by enter method*

<table>
<thead>
<tr>
<th>Model</th>
<th>R</th>
<th>R² correction</th>
<th>Error of estimate</th>
<th>Durbin-Watson</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>0.713a</td>
<td>0.508</td>
<td>0.497</td>
<td>0.52093</td>
</tr>
</tbody>
</table>

According to the results of Table 2, the coefficient of determination R² is adjusted by 0.508. The variation of five independent factors (RE, WD, IQ, SF, and SE) explains 50.8% of the variation in SA (customer satisfaction). The Durbin-Watson (d) test shows us the result d = 2.036 (1 < d < 3), so we can conclude that the residuals are independent of each other, that is, there is no correlation between the residuals.

*Table 3: Regression coefficients*

<table>
<thead>
<tr>
<th>Model</th>
<th>Unnormalized coefficients</th>
<th>Normalization coefficient</th>
<th>t</th>
<th>Sig.</th>
<th>Statistics collinear</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>B</td>
<td>Std. Error</td>
<td>Beta</td>
<td>t</td>
<td>Tolerance</td>
</tr>
<tr>
<td>(Constant)</td>
<td>-0.109</td>
<td>0.256</td>
<td>0.428</td>
<td>0.669</td>
<td></td>
</tr>
<tr>
<td>RE</td>
<td>0.269</td>
<td>0.041</td>
<td>0.341</td>
<td>6.608</td>
<td>0.000</td>
</tr>
<tr>
<td>WD</td>
<td>0.231</td>
<td>0.035</td>
<td>0.329</td>
<td>6.610</td>
<td>0.000</td>
</tr>
<tr>
<td>IQ</td>
<td>0.189</td>
<td>0.054</td>
<td>0.166</td>
<td>3.525</td>
<td>0.001</td>
</tr>
<tr>
<td>SF</td>
<td>0.107</td>
<td>0.040</td>
<td>0.141</td>
<td>2.673</td>
<td>0.008</td>
</tr>
<tr>
<td>SE</td>
<td>0.178</td>
<td>0.057</td>
<td>0.167</td>
<td>3.154</td>
<td>0.002</td>
</tr>
</tbody>
</table>

Table 3 demonstrates that the regression coefficients of all independent variables RE, WD, IQ, SF, and SE have a significance level Sig. less than 0.05. As a result, the regression coefficients of the independent variables RE, WD, IQ, SF, and SE are all statistically significant, indicating that they all have an influence on the dependent variable SA. The following is the model of elements that influence customer satisfaction when utilizing Shopee’s services:

\[ SA = 0.341 \times RE + 0.329 \times WD + 0.166 \times IQ + 0.141 \times SF + 0.167 \times SE \]

According to the beta coefficient in Table 3, it can be seen that the survey subjects rated the importance of the factors affecting customer satisfaction as reliability (0.341), responsiveness (0.329), information quality (0.166), website design (0.141), safety and security (0.167). The findings of the evaluation will aid in the formulation of management implications based on the degree of attention placed on undervalued elements and the promotion of highly valued aspects. The coefficients of the independent factors are all positive, indicating that the factors are positively connected with customer happiness while using Shopee’s services and that Shopee has to improve these aspects if it wants to retain customer satisfaction.

4. Management implications

Shopee must adhere to the promises and policies made to customers. This is the most important component in determining Shopee’s reputation and gaining consumer confidence. Return, exchange, warranty, claim and compensation policies should be edited and completed in a more clear and reasonable manner. Shopee should pay greater attention to these rules so that customers are aware of their benefits and do not perceive too many dangers while making a purchase. On the website, don’t brag about your products or services; instead, utilize self-portraits to provide authenticity and provide correct introduction information. Customers also want vendors to feature genuine photographs of things in their adverts, according to research, so they can study and buy exactly what they want.
Shopee has to give a pricing comparison table, calculate shipping costs, a shopping plan (if consumers wish to buy a whole set of pricey items) or comparable product alternatives and alternative products on the website to help customers save time looking and choosing. To be able to operate better in customer service, Shopee’s customer support and consultation hotline must be upgraded. To reduce client wait times, hotline employees must be able to rapidly resolve any issues that arise, and the number of consultants should be increased.

To avoid a situation where the information on the website is one kind and the product/service delivered to clients is another, the posted product/service information must first be filtered. Some information items and services on Shopee are currently too limited and repetitious in different booths. We need to enhance and give more information about items and services to customers, such as shape, color, attributes, usage and so on. Furthermore, information about the goods must be clearly and accurately announced on the packaging and product labels so that customers can better understand and feel the product, avoiding the situation where customers’ perceptions differ from their actual experience when purchasing in a traditional manner.

Shopee’s website must be designed to be rigorous, simple, and easy to use. The text on the website must be short, clear and attractive to readers. The website’s ability to navigate must also be convenient, presenting the table of contents clearly and linking it, allowing customers to find products easily, quickly and accurately so that readers can see it again and again when they need to. The company’s human resources need to be ready to help customers when they have difficulties with online shopping. It should be able to automatically identify problems when customers notify them that they need help and add an FAQ feature (Frequently Asked Questions) so that the system can classify itself and immediately find answers in the list of available answers, or else the question will be referred to the admin department and the customer will be notified of the response time. In addition, it is necessary to create automatic reply emails or instructions during the purchase process to help customers feel cared for, respected and show the professionalism of the service, thereby increasing customer service satisfaction.

To ensure that customer information is not disclosed, Shopee should organize training and remind and check employees’ professional ethics on a regular basis. When it comes to sensitive consumer data, security software must be used with caution. Only those who have been given permission can be handled. Shopee should also select a security solution provider for online transactions, particularly those involving electronic payments. The organization must have its own security policy, which must be revised on a regular basis as the work environment or technology evolves. Shopee has to put up a mechanism to deliver alerts on the website and even via email to customers to confirm transaction, order and payment status for consumers’ peace of mind.

References: