

The Effect of Shopee E-Commerce Service Quality on Consumer Satisfaction in Shopee Indonesia Users in Surabaya

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Abstract

The rapid growth of e-commerce in Indonesia has changed consumer shopping behavior from traditional stores to digital platforms. Among the various e-commerce platforms that exist, Shopee has experienced significant growth and has become one of the most widely used platforms by consumers. The quality of electronic services is one of the important factors to maintain customer satisfaction and competitiveness in the e-commerce market. The creation of customer satisfaction can have a positive impact, including the relationship between the company and customers to be harmonious, thus causing customer loyalty. This research aims to examine the influence of Shopee's e-commerce service quality on customer satisfaction among users in Surabaya. The research employs a quantitative approach. The target population includes Surabaya residents who have utilized the Shopee mobile application. Through Google Forms distributed by the researcher, data was collected from 100 Surabaya residents who had made online purchases via Shopee. The Lemeshow formula was applied to determine the sampling method. Data gathering involved reviewing existing literature, document analysis, and distributing questionnaires. The survey instruments were then assessed for validity, reliability, and normality. Analysis was conducted using normality testing and simple regression through the Statistical Product and Service Solution (SPSS) software. The results of the research supported the proposed hypothesis, revealing a positive and significant relationship. Consequently, it can be concluded that the quality of Shopee's online services significantly and positively impacts customer satisfaction among Shopee users in Surabaya.

Keywords: Shopee; Service Quality; Consumer Satisfaction; E-Commerce.

Introduction

Today's technological developments are taking place very rapidly, marked by significant advances in various fields, especially information and communication technology. The internet is one of the tangible manifestations of this progress, which has now become an inseparable part of people's lives. Easier and wider internet access not only affects the way we communicate, but also changes people's lifestyles to be more practical and efficient. More than that, the internet also plays an important role in shaping consumer behavior, both in terms of searching for information, considerations before buying, and making purchase decisions (Handoyo, 2024)

The rapid development of internet technology has fueled the rapid expansion of electronic commerce (e-commerce) in Indonesia. Consumer shopping habits have shifted from traditional in-store purchases to digital platforms, largely due to convenient accessibility, a wide range of available products, and streamlined transaction processes. Among the e-commerce platforms operating in Indonesia, Shopee stands out as one that has experienced substantial growth (Wiyata et al., 2020).

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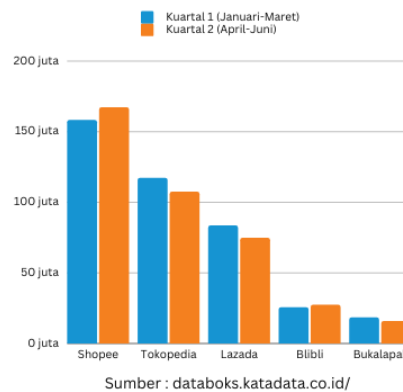


Figure 1. Online Shopping User Data

Nowadays there are a lot of choices of *websites* and online shopping applications. Some people choose to shop *online* on *online* sites such as youra.id, povilio.com, Ittaherl.com and cottoinink.co.id. There are also those who choose to shop online on *e-commerce* application platforms, such as Shopee, Bukalapak, Tokopedia, Sociolla, Lazada, Zalora and many other online shopping applications (Juhria et al., 2021; Pratama et al., 2024). Many factors affect the selection of an online shopping site, one of which is service satisfaction. The service quality in e-commerce is an important factor that affects the level of consumer satisfaction. Service quality includes various aspects such as the speed of customer service response, the accuracy of product information, the clarity of the delivery process, and the ease of conducting transactions and solving problems (Santoso et al., 2024). Good service is believed to increase consumer trust and loyalty, while inadequate service has the potential to reduce consumer interest in making a repurchase.

Consumer satisfaction itself is the primary measure of an e-commerce platform's success in fulfilling user expectations. Satisfied consumers tend to give positive reviews, make additional and repeat purchases, then recommend the platform to others. Conversely, dissatisfaction can trigger negative perceptions that impact the image and performance of the platform in the market (Oktaviani & Nisa, 2024; Wiyata et al., 2020; Saraswati & Rahyuda, 2021). In increasingly intense competition among digital platforms, making service quality a crucial element in preserving consumer satisfaction. E-commerce encompasses the process of purchasing and selling goods and services conducted through electronic media using internet connectivity. In the context of the marketplace, the quality of service is not only determined by human interaction, but also by the performance of the digital systems used.

Service quality in e-commerce is known as e-service quality, which is the ability of online platforms to facilitate shopping activities effectively and efficiently, starting from product searches, transactions, to after-sales services (Widodo & Istiono, 2026). The main dimensions of e-commerce service quality include efficiency, reliability, responsiveness, security, and ease of use. Good service quality will shape a positive perception of consumers towards the platform used Salsabila et al., 2022). Consumer satisfaction is defined as an emotional state that arises after consumers compare initial expectations with perceived service performance. When the service performance aligns with or exceeds their expectations, the consumer will feel satisfied, while the mismatch between expectations and the reality of the service will cause dissatisfaction. In the context of online shopping, consumer satisfaction serves a vital role for stimulating repeat purchases and customer loyalty (Yanti et al., 2025).

Some past research has evidenced a favorable relationship between e-commerce service quality and consumer satisfaction. Service quality exerts a significant influence on customer

satisfaction and loyalty in Indonesia's e-commerce sector (Amalia & Kuswanto, 2023). The research emphasizes that service responsiveness and transaction security are the dimensions that most affect consumer satisfaction. Shopee users in Indonesia shows that service quality and e-recovery have a positive influence on consumer satisfaction (Syafriani & Hidayah, 2025). The results of this research indicate that the platform's ability to handle consumer complaints and problems quickly and appropriately is an important factor in building user satisfaction.

Utilized the E-SERVQUAL approach and found a mismatch between what consumers expect and their actual perceptions of Shopee's service quality, especially in the dimensions of efficiency and responsiveness (Suherman et al., 2022). This gap has direct implications for the level of consumer satisfaction, so improving service quality is still the main need for e-commerce platforms. In numerous previous studies discovered that the quality of e-commerce services is the main determinant of consumer satisfaction. However, most of the research is still general and has not specifically studied Shopee users based on specific regions. Previous research mostly examines national level users and rarely analyzes regional differences in consumer behaviour. Therefore, this research focuses on Shopee users in Surabaya to provide an empirical picture of how e-commerce service quality influences consumer satisfaction in the local context (Zahra et al., 2023).

Differences in demographic characteristics, purchasing behaviors, and the level of adoption of digital technology in each region can affect consumers' perception of service quality and the level of satisfaction they experience. Therefore, there is still a research gap in understanding how the quality of e-commerce services affects consumer satisfaction in the context of local areas, especially in big cities with high e-commerce adoption rates. Based on these gaps, this study specifically focuses on Shopee users in the city of Surabaya. Surabaya is one of the largest cities in Indonesia with a high internet penetration rate and quite intensive e-commerce use activities. The city represents an urban market that actively uses digital platforms for various daily shopping activities. Therefore, understanding how service quality affects consumer satisfaction in this context is essential to improve the effectiveness of service strategies on e-commerce platforms (Putri & Sutarmin, 2025). The novelty of this research lies in providing empirical evidence on the relationship between e-commerce service quality and consumer satisfaction specifically among Shopee users in Surabaya. Therefore, the objective of this study is to analyze the influence of Shopee's e-commerce service quality on consumer satisfaction among Shopee users in Surabaya.

Method

A quantitative approach with causal associative research is applied in this research to analyze the effect or impact of e-commerce service quality variables on consumer satisfaction of Shopee users. The quantitative approach was chosen because this research examined the relationship between variables that were measured numerically and analyzed using statistical methods (Mackiewicz, 2018; Nuryadi et al., 2017; Sugiyono, 2019). The results of the research were interpreted through numerical data with statistical procedures. Quantitative research is based on the philosophy of positivism which views reality as objective and measurable. This approach is used to test theories by systematically examining the relationships between variables (Al-Qaisi, 2023).

This research's population consists of all Shopee application users located in Surabaya. Given the considerable population size and lack of precise data, non-probability sampling with

purposive sampling was selected as the sampling technique. Sample selection is carried out based on certain criteria or considerations set by the researcher. The respondent criteria for in this research involve: 1) Active users of the Shopee app, 2) Domiciled in Surabaya, 3) Have made a purchase transaction through Shopee at least once. The samples for this research is 100 respondents, considered to have met the minimum requirements of statistical analysis in quantitative research (Nuryadi et al., 2017). The research was conducted between March – September 2025 in Surabaya, Indonesia. Data were collected through an online questionnaire distributed via Google Forms.

Independent Variable (X): E-Commerce Service Quality, which is measured through several dimensions, including: a) Responsiveness, b) Accuracy of information, c) Service reliability, d) Ease of use, e) Transaction security. Dependent Variable (Y): Consumer Satisfaction, which is measured based on the level of respondent satisfaction after using the Shopee service. This research employs primary data collected via online questionnaires (gform) using a Likert scale of 1-5, with responses spanning from strongly disagree to strongly agree (1 = strongly disagree; 2 = disagree; 3 = neutral; 4 = agree; 5 = strongly agree). The questionnaire was designed according to variable indicators relevant to e-commerce service quality and consumer satisfaction. All respondents participated voluntarily in this research. Before filling out the questionnaire, respondents were informed of the research objectives and were assured that their responses would remain anonymous and only used for academic purposes. Therefore, the study adheres to basic research ethical principles, including voluntary participation, confidentiality, and informed consent.

Before conducting the main statistical analysis, the data screening process was carried out to ensure the completeness and consistency of the data collected. Responses with incomplete answers or inconsistent response patterns were excluded from the dataset to improve data quality. The collected data were examined and analyzed using statistical software (SPSS). The phases of data analysis encompass: testing instrument validity and reliability, classical assumption testing (for regression analysis), simple linear regression analysis, hypothesis testing (t-test), and coefficient of determination (R^2).

Statistical tests in this research were carried out to ensure the quality of the data before the main analysis was carried out. The validity test is used to assess the extent to which each statement item in the questionnaire is able to represent the construct being measured. An item is declared valid if *the calculated r value exceeds the r of the table*. Furthermore, the reliability test aims to test the level of consistency and stability of the measurement instrument. The instrument is declared reliable if Cronbach's Alpha value is more than 0.60, which indicates that the questionnaire can be trusted in measuring the research variables (Al-Qaisi, 2023).

The normality test is carried out to ensure that the data is normally distributed, considering that normal distribution is one of the basic assumptions in regression analysis. In addition, the heteroscedasticity test is used to determine whether or not there is a residual variance inequality, which has the potential to affect the accuracy of the estimation results. The analysis stage is followed by simple linear regression to test the simultaneous influence of independent variable on dependent variable, as well as identify the direction and magnitude of variable's contribution. In the regression model, the t-test is used to test the partial influence of each independent variable on the dependent variable, while the F test is used to assess the influence of independent variables together on the dependent variable. Furthermore, the coefficient of determination (R^2) is analyzed to find out the extent to which the independent

variable is able to explain the variation in the dependent variable as a whole, thus providing an overview of the explanatory power of the regression model.

The framework of thinking is a conceptual model of how theories relate to several factors that will be defined as a problem. Based on the formulation of the problem above, the relationship between service quality and Shopee E-commerce consumer satisfaction can be explained below:

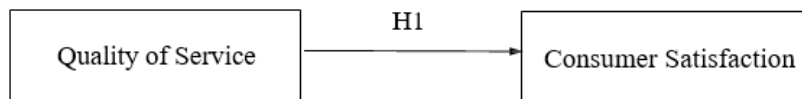


Figure 2. Framework of Thinking

The hypotheses proposed in this research are:

1. H_0 : The quality of Shopee's e-commerce services has no effect on consumer satisfaction.
2. H_1 : The quality of Shopee's e-commerce services has a positive and significant effect on consumer satisfaction

Results

Respondent Characteristics

The research involved as many as 96 respondents who were rounded up into 100 respondents from the people of Surabaya City, who had been selected using the purposive sampling technique. All respondents are Shopee users in Surabaya and have purchased products online. Of the 100 respondents sampled in this study, it is known that they are between 17 and 25 years old. Respondents aged 17–20 years were 3%, 21-25 years old were 47%, and respondents who were > 25 years old were 50% which dominated in the study. It is known that respondents with female gender dominated in this research, which was 57%, and male respondents by 43%. As many as 90% of respondents have made purchases on Shopee > 3 times and most of them know about the Shopee platform through social media (76%) because there are many promos, curiosity, and recommendations from friends.

Validity and Reliability Tests

The validity test aims to measure the validity or not of a statement in a questionnaire. If the rtable value is greater than the rtable, then the statement in the questionnaire is considered valid. In this research, the validity test was carried out involving 100 respondents, the comparison between the calculation and the table was carried out using the degree of freedom (df) = n-2, namely df = 100-2, which resulted in df = 98. Through a significance level of 0.05, the rtable value obtained is 0.355 (Sugiyono, 2019).

Table 1. Outcomes of Validity Testing

No	Quality Variables	Value r		Sig value	Remarks
	Service (X)	Calculate	Table		
1	1	.773**	0,355	.000	Valid
2	2	.590**	0,355	.000	Valid
3	3	.522**	0,355	.000	Valid
4	4	.807**	0,355	.000	Valid
5	5	.612**	0,355	.000	Valid
6	6	.725**	0,355	.000	Valid
7	7	.731**	0,355	.000	Valid

No	Quality Variables	Value r		Sig value	Remarks
	Service (X)	Calculate	Table		
8	8	.641**	0,355	.000	Valid
9	9	.551**	0,355	.000	Valid
10	1	.693**	0,355	.000	Valid
11	2	.782**	0,355	.000	Valid
12	3	.808**	0,355	.000	Valid

Based on table 1. the validity test results revealed that all statement items pertaining to e-commerce service quality and consumer satisfaction variables exhibited Corrected Item-Total Correlation values above 0.355, resulting in all items being confirmed as valid. Reliability testing refers to the extent to which an instrument is reliable as a data collection tool that shows that the instrument is consistent and stable in measuring the variables being studied. A variable is considered reliable if it has a Cronbach Alpha value greater than 0.60. Conversely, if the Cronbach Alpha value is less than 0.60, the data is considered unreliable (Saraswati & Rahyuda, 2021).

Table 2. Reliability Testing Outcomes

No	Variabel	Cronbach's Alpha	N of Items
1	Quality of Service (X)	.841	9
2	Consumer Satisfaction(Y)	.638	3

Based on table 2. The results of the reliability test on 100 respondents, all indicators stated on the variables of service quality and buyer satisfaction were declared reliable (Cronbach's Alpha > 0.6), so that the instrument was consistent for repeated testing Using Cronbach's Alpha coefficient, the reliability assessment indicated values of 0.841 for service quality and 0.638 for customer satisfaction. Being greater than 0.60, the research instrument is recognized as reliable and fit for utilization (Nuryadi et al., 2017).

Normality Test

The normality test was performed to determine the distribution of data based on the Kolmogorov-Smirnov test decision rule: if the significance value (Sig.) is greater than 0.05, the data is normally distributed. On the other hand, if the significant value (Sig.) is less than 0.05, then the research data is not normally distributed.

Table 3. Normality Testing Outcomes

One-Sample Kolmogorov-Smirnov Test			
			Unstandardized Residual
N			100
Normal			
Parameters ^{a,b}			
Mean			.0000000
Std. Deviation			1.02061294
Most Extreme Absolute			.076
Differences Positive			.071
Negative			-.076
Test Statistic			.076
Asymp. Sig. (2-tailed)			.172 ^c
a. Test distribution is Normal.			
b. Calculated from data.			
c. Lilliefors Significance Correction.			

Based on table 3. the calculated significance value (2-tailed) is 0.172, which exceeds the significance level of 0.05 used in this research. Therefore, based on the table 3. results above, it can be concluded that the variable exhibits normal distribution.

Heteroscedasticity Test

The objective of this process is to identify the presence of heteroscedasticity in the regression model. This test utilizes the Glejser method for heteroscedasticity assessment, involving the regression of the absolute residual value onto the independent variable.

Table 4. Heteroscedasticity Testing Outcomes

Coefficients ^a					
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	B	Std. Error	Beta		
1 (Constant)	-.633	.481		-1.318	.191
X	.140	.074	.631	1.909	.061
a. Dependent Variable: Quality of Service					

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The independent variable's significance value is $0.061 > \alpha 0.05$, therefore no heteroscedasticity is detected. Through the Glejser test, it is observed that significance values for independent variables are above 0.05. This can be interpreted as the regression model free from heteroscedasticity and possessing homoscedastic properties (Sugiyono, 2019).

Simple Linear Regression Analysis

The simple linear regression analysis reveal that e-commerce service quality has a favorable effect on consumer satisfaction of Shopee users in Surabaya. The regression equation formulated is:

$$Y = 2,705 + 0,111X$$

Table 5. Simple Linear Regression Testing Outcomes

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	2.705	.886		3.052	.003
	X	.111	.051	.212	2.153	.033
a. Dependent Variable: Consumer Satisfaction						

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Based on the results shown in Table 5, the simple linear regression equation model obtained can be formulated as follows: $Y = 2.705 + 0.111X$, where Y is a dependent variable, namely buyer satisfaction, while X represents an independent variable of service quality. A constant value of 2.705 indicates that if all independent variables are in a constant condition or have not changed, then the value of the buyer satisfaction variable remains at 2.705. The Live Streaming regression coefficient (X_1) is 0.111. According to the equation, it indicates that when other variables are held constant, each unit increase in service quality boosts consumer satisfaction by 0.111 units.

Hypothesis Test (t-Test)

Based on the t-test results, the calculated t-value is $2.153 > t$ table which is 2.045, with a significance level of 0.033 (< 0.05). Thus, H_1 is accepted and H_0 is rejected, proving that Shopee's e-commerce service quality significantly and positively affects consumer satisfaction.

Coefficient of Determination (R^2)

The coefficient of determination (R^2) value is 0.554, indicating that e-commerce service quality explains 55.4% of the variance in consumer satisfaction, while the remaining 44.6% is affected by external factors such as price, promotion, trust, and risk perception.

Table 6. Coefficient of Determination (R^2) Test Outcomes

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.774 ^a	.554	.554	1.121

a. Predictors: (Constant), Quality of Service
b. Dependent Variables: Consumer Satisfaction

Based on the table 6. above, the R value of 0.774 signifies a very strong correlation between e-commerce service quality and consumer satisfaction. Based on general interpretation standards, values within the 0.60-0.79 range denote a strong relationship, whereas values between 0.80 and 1.00 indicate a very strong relationship. As the obtained R value approaches 0.8, it can be concluded that service quality is strongly related to consumer satisfaction, meaning that enhancements in service quality generally leads to increased consumer satisfaction.

F Test (Simultaneous)

The F test aims to find out whether the regression model as a whole is feasible to use and whether independent variables (quality of service) together have an effect on dependent variables (consumer satisfaction). The research model used can explain the relationship between service quality and consumer satisfaction statistically, so the model is suitable for further analysis (Ramadhani et al., 2024).

Table 7. F Test (Simultaneous) Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	4.877	1	4.877	4.634	.034 ^b
	Residual	103.123	98	1.052		
	Total	108.000	99			

a. Dependent Variable: Kepuasan Konsumen
b. Predictors: (Constant), Kualitas Pelayanan

The F-test aims to evaluate whether the regression model is significant as a whole. With an F calculated value of 4.634 and Sig. = 0.034 (< 0.05), this indicates that the regression model is simultaneously significant, signifying that the service quality variable collectively affects consumer satisfaction.

Discussion

Based on the results of a descriptive analysis of the characteristics of the respondents, most of the respondents in this study were of productive age with a diverse age range starting from 17 years old, with the age of > 25 years reaching 50% (quite dominant). This shows that this age group is included in the category of digital natives who use social media intensely and have a high interest in online shopping trends, especially through Shopee. This age group is also classified as a segment with significant purchasing power and influence in shaping consumption patterns Haykal et al., 2023). Therefore, the dominance of respondents in this age category shows that digital commerce is increasingly integrated into the lifestyle of urban consumers.

Shopee users also turned out to be still dominated by women (57%), while male respondents account for 43%. These findings indicate that products that use the Shopee platform attract more female consumers than men. The dominance of female respondents also confirms that this segment is a relevant target market and is active in product purchase

activities on digital platforms, especially Shopee. Female consumers play significant role in online shopping activities on the Shopee platform compared to men particularly for categories such as fashion, beauty, and household products (Amalia & Kuswanto, 2023). The dominance of female consumers also suggests that Shopee's platform design, promotional strategy, and product offerings may be very attractive to this market segment. Furthermore, the findings show that 90% of respondents have made purchases on Shopee more than three times, indicating a high level of platform familiarity and repeat purchasing behavior among users. The majority of respondents (76%) also reported that they learned about Shopee through social media promotions, recommendations from friends, and promotional offers. These findings highlight the importance of digital marketing strategies and promotional campaigns in attracting and retaining consumers on e-commerce platforms.

Before conducting the main statistical analysis, several data quality tests are performed to ensure the validity and reliability of the research instrument. The results of the validity test showed that all questionnaire items that measured e-commerce service quality and consumer satisfaction had a correlation value greater than the r-table value of 0.355. This indicates that all measurement indicators are valid and capable of representing the construct being measured. In addition, the results of the reliability test showed that Cronbach's Alpha values for the service quality variable were 0.841 and 0.638 for customer satisfaction. Because both values exceed the minimum reliability threshold of 0.60, the measurement instruments used in this study can be considered reliable and consistent in measuring the research variables (Nuryadi et al., 2017). These results show that the questionnaire instruments used in this study meet the standards required for validity and reliability, thus ensuring the accuracy and consistency of the data collected. Furthermore, the classical assumption test shows that the data used in this study meet the assumptions required for regression analysis. The normality test using the Kolmogorov-Smirnov method yielded a significance value of 0.172, which is greater than the significance level of 0.05. These results show that the residual data are normally distributed, meeting the normality assumptions for regression analysis. In addition, the heteroscedasticity test using the Glejser method showed a significance value of 0.061, which is also greater than 0.05. This shows that there is no heteroscedasticity problem in the regression model and that the residual variance is homoskedastic. Therefore, the regression model used in this study can be considered statistically appropriate for further analysis.

The main findings of this research confirm that the Shopee's e-commerce service quality has positive and significant affects on consumer satisfaction among Shopee users in Surabaya. The results of the simple linear regression analysis show a regression equation of $Y = 2.705 + 0.111X$. Based on the results of Simple Linear Regression test and T-test ($\beta = 0.111$, $t = 2.153$, $p = 0.033$). This shows that every one unit increase in perceived service quality leads to an increase of 0.111 units in consumer satisfaction. In addition, the results of the t-test showed that the calculated t-value (2.153) was greater than the table t-value (2.045), with a significance value of 0.033, which was lower than the significance level of 0.05. These results confirm that the research hypothesis (H_1) is accepted, meaning that the quality of Shopee's e-commerce services significantly affects consumer satisfaction. These results show that improving the quality of Shopee's services significantly increases consumer satisfaction among users in Surabaya. Regression analysis confirms that higher perceptions of service quality are associated with greater levels of satisfaction, thus supporting the hypothesis proposed. These findings are consistent with previous research that stated that the quality of digital services plays an important role in determining consumer satisfaction on e-commerce platforms. Discovered that online service quality positively influences Shopee user satisfaction

and loyalty (Amalia & Kuswanto, 2023). The consistency of these results strengthens the validity that service quality is a crucial determinant of e-commerce platform success. That service quality and effective complaint handling have a positive effect on user satisfaction among Shopee customers (Syafriani & Hidayah, 2025). The consistency between these findings and previous research further confirms that service quality is a key determinant of consumer satisfaction on digital marketplace platforms.

This empirical finding is consistent with the electronic service quality (E-S-QUAL) framework proposed, which emphasizes efficiency, reliability, responsiveness, security, and usability as primary factors shaping online consumer assessments. Key service quality dimensions including service responsiveness, accuracy of product information, user-friendly application features, and secure transaction processes serve as critical elements in creating a satisfying shopping experience. Shopee users in Surabaya tend to experience satisfaction when the platform delivers fast, informative, and secure services throughout their transactions.

Theoretically, these results are consistent with expectation-confirmation theory, which suggests that satisfaction arises when perceived performance meets or surpasses prior expectations. In an urban setting like Surabaya marked by high digital penetration and competitive marketplace exposure, consumers likely have heightened expectations for leading platforms such as Shopee. Therefore, sustaining satisfaction necessitates ongoing service improvement rather than fixed performance levels.

Nevertheless, the R^2 value of 54.4% indicates that consumer satisfaction is not solely determined by service quality. The strength of the relationship ($R = 0.774$) indicates a substantial association between service quality and satisfaction in the Surabaya context. With 44.6% of variance remaining unexplained, consumer satisfaction appears to be multidimensional and not solely dependent on service quality. Variables such as price competitiveness, promotional incentives, perceived value, trust, brand image, and customer reviews may also meaningfully shape satisfaction results (Firdaus & Astuti, 2024; Kirom et al., 2016; Ramadhani et al., 2024).

Based on the results of the simultaneous test (F test), an F value of 4,634 was obtained with a significance value of 0.034. These results show that independent variables of service quality have a significant influence on consumer satisfaction in Shopee e-commerce. In line with the findings that state that service quality shows a significant influence on consumer satisfaction (Haykal et al., 2023). This simultaneous test confirms that the quality of service increases the effectiveness of consumer satisfaction. While also strengthening consumers' intention to make a purchase (Rosalina & Kusumawati, 2018).

In highly competitive marketplace ecosystems such as Tokopedia, Lazada, and Bukalapak, service quality may serve as a fundamental requirement rather than a unique competitive advantage. Consumers may view acceptable service as a minimum expectation, while differentiation could be achieved through pricing strategies, promotional intensity, ecosystem integration, and perceived economic value (Pratama et al., 2024). Overall, this research establishes that e-commerce service quality plays a significant role in determining consumer satisfaction among Shopee users in Surabaya. Service quality serves as an essential operational base, though it should be recognized as one component within a wider strategic framework for marketplace competition. Long-term platform success necessitates both consistent service excellence and comprehensive value creation strategies that encompass economic, psychological, and relational aspects of the consumer experience.

Methodologically, employing a quantitative approach with simple linear regression offers clarity in identifying direct effects; however, it restricts the ability to explore mediating or moderating relationships. The use of purposive sampling with 100 respondents limits the generalizability of findings beyond the studied population. Additionally, the cross-sectional design captures perceptions at one point in time and does not account for dynamic changes in user experience or loyalty development. Future research is advised to utilize Structural Equation Modeling (SEM) or Partial Least Squares (PLS-SEM) for exploring multidimensional pathways, including the possible mediating effects of perceived value and trust, as well as longitudinal approaches to assess the durability of satisfaction.

Conclusion

Based on the results of data analysis and discussion on the Influence of Shopee E-Commerce Service Quality on Consumer Satisfaction in Shopee Indonesia Users in Surabaya, the results of this research can be concluded that Service Quality has a positive and significant effect on Consumer Satisfaction. Based on SPSS processing results, a strong connection exists between Service Quality and Consumer Satisfaction. This implies that favorable service performance matching consumer expectations leads to a notable increase in consumer satisfaction.

This study is limited by sample size, geographic focus on Surabaya, self-reported data bias, short observation period, and exclusion of other variables influencing consumer satisfaction and e-commerce service quality perceptions. According the conclusions of the research, some of the recommendations that can be submitted are as follows: 1). On behalf of Shopee. It is recommended that Shopee continues to improve service quality, with a focus on customer service responsiveness and ensuring product information accuracy. Optimizing the complaint service system and increasing supervision of sellers can help increase consumer satisfaction in a sustainable manner; 2). For Sellers on Shopee. Sellers are expected to provide clear product information in accordance with actual conditions, as well as respond quickly to consumer questions and complaints so that consumer trust and satisfaction are maintained; 3). For further research. Future research should incorporate additional variables like price, trust, promotion, or consumer loyalty, as well as use more complex analysis methods such as SEM or PLS to obtain more comprehensive results; 4). For Academics. It is hoped that the findings of this research will prove and provide an additional reference for the development of academic studies related to commerce service quality and the satisfaction of consumer, especially in the context of marketplaces in Indonesia.

Acknowledgment

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