

The Study of Customer Satisfaction of Shopee Customers In Malaysia

Lim Kah Boon¹, Yeo Sook Fern¹, Hardave Singh Kler a/l Bhajan Singh¹

¹ Faculty of Business, Multimedia University, Malaysia

Abstract

The main objective of this study is to investigate the factors affect customer satisfaction level among Shopee customers in Malaysia. A set of self-administered questionnaires has been distributed to 200 targeted Shopee users in three states of Malaysia which are Johor, Melaka and Selangor. The five independent variables, which are price, trust, electronic word of mouth, website quality and security have been tested on their relationship towards the dependent variable, which is consumer satisfaction towards online shopping platform, Shopee in Malaysia. The collected data were keyed into SPSS version 25 and followed by using Partial Least Square Structural Equation Modeling (PLS-SEM 3.2.8) to assess the hypothesis. The result of this research given the feedbacks where trust, electronic word of mouth and website quality have significant effect towards consumers satisfaction on Shopee in Malaysia. However, price and security does not show a significant relationship with Shopee's consumer satisfaction. In conclusion, this study helps to better understand the consumer satisfaction of Shopee's online shopping services in Malaysia.

Keywords: *customer satisfaction; Shopee; trust; electronic word of mouth; website quality*



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INTRODUCTION

In Malaysia, the digital platform has evolved rapidly over the last decades. Currently, online buying and selling have become consumer's choices due to their busy lifestyles. The e-commerce platform is growing at a fast and astonishing rate, and this has created a great opportunity for e-commerce retailers. In Malaysia, the online retail industry is going towards a new phase of competition. Malaysia's web-based business is on a development direction and has just begun profiting the nation following the full usage of 13 key programs under the National E-Commerce Strategic Roadmap's (NeSR) six thrust areas that will also benefit to the small-medium enterprises (SME) (The Star, 2018). Research indicated that women shop online more than men, there were 58% online transactions made by women as compared to men at 42% (Export.Gov, 2019). Besides that, a survey had conducted by The Star have stated that income from e-commerce transaction has grown at a rate of about 6% per year, up to 2017. Online shopping, or in other words can be defined as E-Commerce, a purchasing method that is done via the internet. It is an act of the purchasing products or services via the internet as it is convenient. Despite that, it is easy to purchase through fingertip from the end-user, can be either from home or even in the office. Moreover, it is an activity of buying products that purchased based on their self-interest, landing on the seller's website, choosing on the products, and arranging for the delivery. Consumer may choose either pays via credit or debit card, cash on delivery, meaning to say pay upon collecting the

items or E-Wallet. Besides that, online shopping was totally opposite compared to physical retail stores, where it saves the time and cost of the consumers.

The normal development in the E-Commerce stage is because of a quick development in the quantity of PC's and just as mobile devices in Malaysia that have a few unique applications that have snared to the web every year. According to an iPrice website article about online shopping in Malaysia, Shopee has the highest traffic and rank in the online platform (The Map of E-Commerce in Malaysia, 2019). Shopee was first launched in June 2015 in Malaysia. Shopee is one of the online shopping sites in Malaysia emerging with better product offerings, high satisfaction and good consumer feedback compared to their competitors (Sea Group, 2019). Shopee is leading because they noticed things that the competitor does not, such as, intrinsic cues, physical characteristics, EWOM and the importance of rating system.

Consumer satisfaction can be defined as the way business organization or as known as retailers who fulfill the consumer needs and wants based on consumer expectations (Momtaz et al., 2011). Moreover, consumer satisfaction involving experience gained by consumer during the ongoing process of purchasing. Consumer satisfaction are the key important factors in the business world where it brings success for a business organization. Since the online shopping in Malaysia has begun to grow, the most important is for the retailers to focus on issues that will influence the consumer's satisfaction or their behaviour on purchasing the products or services, this is known as Consumer-to-Consumer (C2C) or Business-to-Business (B2B), which is transaction risks and the problem of face-to-face meetings. Hence, the main objective of this study is to investigate the factors affecting Malaysian consumers' satisfaction towards Shopee.

LITERATURE REVIEW

Consumer satisfaction towards online shopping

Li and Zhang (2002) characterised customer fulfillment as the degree to which devours' view of the internet shopping experience affirm their desire. The European Public Administration Network (EUPAN) explained customer satisfaction with a model abuse the refusal theories, during which suggests that shopper fulfillment with an organization is said to the size of the dismissal experience that wherever of forbiddance is related to the person's fundamental wants (Guo et al., 2012). In a layman term, consumer satisfaction is an appraisal which is type of a benefit of a goods or services. Besides that, it equips a level of solace related with satisfying a need, including addressing the requirements under desire or satisfying the necessities of consumers. Moving on, consumer satisfaction can be defined as all positive or negative emotions with respect to the estimation of administrations got from specialist organizations. Organizations need to screen and improve the degree of consumer loyalty.

Consumers should be glad with their e-commerce looking expertise before getting additional product and services online. Moreover, it can be said that consumer's perceptions towards online shopping experience that meet their expectations. Most of the consumers have an expectation of its product, vendor, service and quality of the website that they gave the importance before purchasing through online shopping activities. Hence, all of the expectations will influence their attitudes and its intention in the online shopping platform and to make the decision-making process and the purchasing behaviour (Li & Zhang, 2002). Consumers who are highly satisfied or delighted keep purchasing the same products and brands. Furthermore, they will provide a positive

and encouraging word-of-mouth to others about the product or services, and this often become “consumers for life” (Schiffman et al., 2015). Besides that, Schiffman et al. (2015) also mentioned that the booming of consumer satisfaction will lead to consumer repurchases behavior and that will move to consumer loyalty in Business to Consumer (B2C) behavior.

Price

Price is the quantity of cash paid for the amount that is paid for the items or the advantages that shoppers get from the utilization of the product or services. Moreover, in this way, the price is the privilege to utilize certain items since consumers have acquired the product or services that they have searched for (Amanah & Harahap, 2019). Price, on the other hand, is the money related estimation of a decent, administration or asset built up during an exchange. Price can be considered as one of the most significant criteria which influence the consumer's buy expectation and choice (Mansori, 2012). Based on the Assimilation–Contrast Theories, it had stated that consumer convey with the adjustment of level costs or a latitude of acceptable prices for a given item class and judge the real cost of an item to be high, low, or reasonable in correlation with these internal standards. The perceived price carries the important part compared to the actual prices, that affects the consumer's product evaluation and choices (Dholakia & Ching, 2003).

Online retailers need to give more intrigue and aggressive cost and more assortment of items so as to draw in more individuals urging them to settle on a buy choice (Delafronz, 2010). On the other hand, when shopping on the web, consumers can't really observe or then again handle the item as the product is intangible and they are unsure that what is displayed in on the web is predictable with what is really gotten (Jiang & Rosenbloom, 2005). With the instant price comparisons on the online shopping platform, designed by the powerful search engines, consumers are likely to compare prices of the product or services before they would want to purchase, that will give the consumer with a satisfaction level. So, consumers are forced to depend on price cues. Moving on to the efficient angles, accommodation and other useful features of online markets encourage the correlation of costs for comparable items; henceforth, on the web, consumers are ending up more cost cognizant (Mansori, 2012).

Moreover, consumers rely on the price and brand itself when they are on the online shopping platform, during evaluating the products or services, consumers are expecting the products or services to be prestige and symbolic value and to use more concrete attributes of a product, such as performance, durability and other related things that link to the products, and to judge the overall performance. Liu et al. (2008) concluded that more extensive product assortment and low cost will affect consumer satisfaction through the web-based shopping condition. Moreover, consumer satisfaction is high, at that point, the client would be purchasing more is due to the service as consumer consider it and will make rehash buys from a similar retailer. Satisfaction of the consumer likewise have extraordinary effects on the value affectability, in such a case that the consumer is faithful to the company, then the consumer will make rehash buys it is just conceivable when the consumer is fulfilled (Usman & Ur, 2017). Hence, this is expected that price plays an important role in the online shopping platform.

Hypothesis 1: There is a significant relationship between price and consumer satisfaction towards Shopee's online service in Malaysia.

Security

Security can be defined as how much the site is sheltered and secures consumers' close to home data. It is the classification of data that gives a guarantee of well-being to site clients. Besides that, it refers to the capacity of a person to control, oversee, what's more, specifically uncover individual data (Yang et al., 2015). Security is characterised as the degree to which clients believe that the Internet is secure for them to transmit delicate data to the business exchange and hence, it plays a crucial role in affecting the consumer's attitude and as well as their purchasing intention towards online shopping (Ling et al., 2010). Cheung and Lee (2005) defined security as the site's capacity in shielding purchaser individual data gathered from its electronic exchanges from the unapproved utilization of divulgence. Essentially, security worries in electronic commerce can be separated into worries about client verification and worries about information and exchange security (Guo et al., 2012).

Security is a center of a large portion of the web exchanges, e-consumers have a solid effect towards the obtaining conduct because of the security alerts on the web. To show signs of improvement approaches to make individuals trust the security of the web and to build the buying conduct there should standard that ought to be made to demonstrate that the site the e-business is directed it trust commendable (Raman, 2011). Besides that, with the improvement and use of high innovation, the security of web-based shopping condition in Malaysia has improved essentially. For example, banks give advanced testaments to buyers to improve the security of exchanges (Muda et al., 2016). Security or privacy incorporates with security of charge card installments and protection of shared data. Starting exploration on web-based business shows that hazard identified with misfortune of purchaser's protection and security of individual data is a significant hindrance to shoppers' Internet reception and use. Consumer's dispositions and convictions with regards to comfort and security concerns that have affect their expectation to buy on online shopping platforms, hence this is to anticipate guaranteed for security and protection on the site to directly impact on e-trust yet in a roundabout way impact e-satisfaction through e-trust (Kim et al., 2009). Hypothesis 2: There is a significant relationship between security and consumer satisfaction towards Shopee's online service in Malaysia.

Trust

Trust is a key variable for relationship advertising achievement (Morgan & Hunt, 1994). Online shopping is seen to be increasingly hazardous and thusly trust and hazard assume conspicuous jobs in online exchange (Ling et al., 2010). In another word, trust is a person's faith in having believe in something from others that is dictated by the uprightness they feel, approaches and abilities. Comprehension of trust with regards to online buys is the readiness of purchasers to rely upon different gatherings during the internet shopping process with the expectation that other gatherings will do worthy practices and will give the guaranteed items and administrations (Madjid et al., 2018). Moreover, trust is defined as the inclination of one gathering to an eagerness to acknowledge the demeanor of the other party even in spite of the fact that the main party isn't secured constantly and neglected to control the demeanor of second parties (Puspitasari et al., 2018).

Loyalty, or in other words called trust, is characterised as the rehashed buy conduct exhibited over some undefined time frame driven by a good disposition toward the subject,

including both attitudinal and conduct perspectives (Keller, 1993). This consolidated conceptualization of reliability is firmly contended by Jacoby and Chestnut (1978), who censured the social part of reliability explore which concentrated just on continue buying (Kim et al., 2009). Besides that, to encourage online social shopping, social shopping web- destinations such as Lazada, Shoppe and Zalora, that have created to empower purchasers to peruse, find, and follow items they like; share shopping suggestions with companions, family, and like-minded individuals and discover audits by trustworthy specialists (Yang et al., 2015). Pavlou (2002) indicated that better feedback profiles prompt higher trust. As such, if consumers accept that a specific shopping site can be trusted, their purchasing aim will tend to increase. An online retailer notoriety decidedly identifies with consumers' trust in the reality that the site won't uncover individual data to others (Tsai & Yeh, 2010).

Trust is a basic precursor of structure connections among purchaser and dealer. In any purchaser vender relationship, shopper's trust assessments before a particular trade scene is found to have a direct impact on their post buy fulfillment (Kim et al., 2009). The relationship between trust and consumer satisfaction is considered to remain constant in web-based retailing settings where trust might be a key segment for starting the exchange. Consumer's see a more elevated amount of hazard with online retailers than conventional retailers as far as conveyance, installment, data exposure, and so forth. In this manner, online clients may like to execute with online retailers they can trust. Besides that, the outcomes demonstrate that e-trust and e-satisfaction have a positive direct relationship on e-loyalty. Further, e-trust not just directly affects e-loyalty yet additionally has a circuitous impact through consumer satisfaction. The outcome affirms the investigation of Singh and Sirdeshmukh (2000), who suggested that shoppers' trust assessments impact their post buy fulfillment (Kim et al., 2009). Lee and Turban (2001) opposed that abnormal state of security and protection in the web-based shopping background positively affects buyer trust because of the apparent hazard associated with the data trade. Besides, organization unwavering quality can impact the shopper's online trust and buy aim (Ling et al., 2010). In addition, based on Doney and Cannon (1997), in the web- shopping condition, most buyers expect that the huge organizations have better capacity to build their online trust. It is additionally recommended that an organization with positive notoriety increases the shopper's trust.

Lastly, Shopee is one of many online shopping platforms in Malaysia that gives a good reputation that Shopee have made some innovativeness to keep the consumers trusted and have consistently focused its business on delivering mobile phone shopping experience, hence to users having a long-term relation with something we need to make sure that it is can give benefit and also can be trusted. To trust around one organization, clients will ensure the administration execution is great, so the goal to repurchase will increment as well. One of the significant things is dependable (Pardede et al., 2018).

Hypothesis 3: There is a significant relationship between trust and consumer satisfaction towards Shopee's online service in Malaysia.

Electronic Word of Mouth (EWOM)

In a large context, the comprehension of Word of Mouth (WOM) is an oral correspondence between one individual to another that is passing on different data about an experience of a product or

services that they use or encountered normally to different purchasers (Kotler, 2009). However, Electric Word-of-Mouth (e-WOM) is a negative or positive proclamation made by genuine purchasers or past shoppers with respect to items or organizations where the data is shared through the internet (Septiari, 2018). In addition, buyers who consume the experience of others when they need to purchase an item will in the long run choose to make a buy, with the goal that individual considers EWOM as a significant factor in impacting their purchasing conduct (Madjid et al., 2018). Besides that, Word of Mouth (WOM) can be defined as a consumer's relational correspondence about items or administrations, and all in all now WOM assumes a key job in affecting buyer frames of mind, buyer patterns and consumer conduct. WOM in this online framework was called EWOM (Puspitasari et al., 2018).

Huete-Alcocer (2017) mentioned that EWOM is all casual communication through the internet routed to purchasers and identified with the utilization or qualities of merchandise or benefits or the merchants. The upside of this instrument is that it is accessible to all buyers, who can utilize online stages to impart their insights and surveys with different clients. With the development of online life and computerized channels, the impact of EWOM extended exponentially, reach over an overall system (Septiari, 2018).

In addition, EWOM is a significant item data source since it gives an outward wellspring of shopper assessments about the items or retailer to planned shoppers (Lee & Lee, 2009). EWOM has financial incentive for both online shoppers what's more, retailers. By perusing the data given by individual consumers, consumers lessen their apparent dangers and their time spent before settling on a buy choice (Yang et al., 2015). Moreover, it very well may be reasoned that EWOM is demonstrated to assume a job in interceding the connection between e-consumer satisfaction and online shop brand picture, or in other words EWOM is a factor that ought to be the fundamental worry of online senior supervisor since it will quicken the accomplishment of a positive online shop brand picture. To improve a positive brand picture, online head supervisors should concentrate on the most proficient method to support the quantity of purchasers who will give audits about online stores where purchasers are shopping or at the end of the day step by step instructions to urge more purchasers to be eager to give their suppositions by on the internet and EWOM. (Riorini & Widayati, 2019).

Hypothesis 4: There is a significant relationship between electronic word-of-mouth and consumer satisfaction towards Shopee's online service in Malaysia.

Website Quality

Website quality can be defined as the content in a website where consumers can accessed into and search for information's before making a purchase. Moreover, the systematical order in the website shows an important role as it gives guarantee and consumer satisfaction level to consumers. Afshardost et al. (2013) defined that consumer discernment about website quality is dependent on highlights in a website address with client's issues, moreover, dazzle of that website. Besides that, it is clarified that measurements of a website quality can be sorted as security, pleasure, data quality, convenience, and administration quality (Suhardi & Taufik, 2018). On the other hand, website quality is characterised as the degree to which a website encourages productive and viable shopping, acquiring and conveyance of products and services. Website quality assumes a key job in deciding the web involvement of the clients. In addition, a website is viewed as one of the online

retailer's instrument for conveying the nature of electronic administration to online consumers (Ting et al., 2016). Hence, website quality is the consumer's impression of the overall general nature or features of a website. Website properties are applying the website quality are the highlights or parts of a website what is more, can be determinants of the site quality and its performance, inspiring purchasers to take part in the website (Yang et al., 2015).

Ali (2016) concluded that website quality has increased extraordinary consideration from academically wise and specialists similarly due to its imperative job in building up client's purchasing goals is characterized for the website quality as the general magnificence or viability of a website in conveying proposed messages to its crowd and watchers. The website can be characterised as immediate promoting in light of the fact that when consumer's open the site or visits the website, the guest will feel with a given website based on a business firm (Jauhari, 2019). To add, Ali (2016) has discovered that website quality which incorporate information and usefulness to purchase intention have a compelling impact on satisfaction. Consumer need some advancement, for example, time-saving and helpful and furthermore, to have much different merchandise and offer items that is obtained online such as a compelling instrument to fulfill the buyer who need to get a few items or to purchase, and the primary thing that shopper do is looking through the data of the item from online store or internet business (Jauhari, 2019).

In conclusion, an assortment of elements identified with website quality have been shown to altogether impacting consumers on the web shopping mentalities and conduct. Better site of quality can manage the consumers complete exchanges easily and pull in them to return to this internet store. Conversely, more regrettable quality would impede their web-based shopping moves (Li & Zhang, 2002). In this situation, the marketers must know that website quality is the key term to success, to maintain consumers and to build positive relationships with both the retailers and consumer's as well.

Hypothesis 5: There is a significant relationship between website quality and consumer satisfaction towards Shopee's online service in Malaysia.

RESEARCH METHOD

For the data collection purposes, we have randomly distributed 215 sets of self-administered questionnaires to those targeted respondents. The minimum required sample size based on the G^* power calculation is 138 respondents. A total of 200 sets of completed questionnaires are used for analysis purposes in this study. The successful response rate is 93.02%. Data were collected through a convenience sampling method in this study. The set of questionnaires is distributed in three states of Malaysia which are Johor, Melaka and Selangor. There are three main sections in the set of questionnaire include demographic variables, the measurement items for independent and dependent variables. The four independent variables which studies in this study are price, security, trust, electronic word of mouth and website quality. All of the measurement items are measured based on the five-point Likert scale (1 = strongly disagree to 5 = strongly agree). All of the measurement items for independent and dependent variables are adopted from Madjid et al. (2018) and Yang et al. (2015) to ensure content validity. After the data collection process, data were keyed into SPSS version 25 and followed by using Partial Least Square Structural Equation Modelling (PLS-SEM 3.2.8) to assess the hypothesis.

FINDINGS AND DISCUSSION

There were 77 or 38.5% of male respondents and 123 or 61.5% of female respondents who have participated in this survey. The results showed that more females have participated in the study compared to males. The questionnaire offers five age categories. The age of 18 to 24, shows 101 respondents or 50.5%. Next, the respondents aged between 25 to 31, shows 57 respondents or 28.5%. Followed by age of 32 to 38 years old, shows 19 respondents or equivalent to 9.5%. Moving on, for the respondent aged between 39 to 45 years old, shows 12 respondents or 6.0% only. Lastly, the respondents aged above 45 years old shows the least, accounted only 11 respondents, which is only 5.5%. The study is conducted in four levels of monthly income level. The monthly level of respondents below RM2,000 shows the highest of 90 respondents or 45%. Moving on, monthly income level of RM2,000 to RM2,999 and RM3,000 to RM3,999 shows a total respondent of 37 and 35 respectively or 18.5% and 17.5% respectively. Lastly, for the income level above RM4,000, shows 38 respondents or 19%.

Table 1: Summary of respondents' profile

Demographic profile	Frequency	Percentage(%)
Gender		
Female	77	38.5
Male	123	61.5
Age		
18 - 24 years old	101	50.5
25 - 31 years old	57	28.5
32 - 38 years old	19	9.5
39 - 45 years old	12	6.0
Above 45 years old	11	5.5
Monthly Income		
Less than RM2000	90	45.0
RM2000 - RM2999	37	18.5
RM3000 - RM3999	35	17.5
RM4000 and above	38	19.0

The Structural Equation Modelling (SEM) from PLS statistical software version 3.2.8 is used to analysed the data. Table 2 summarised the result of the modification of the convergent validity test. The results showed that all indicators have met convergent validity as all the item loadings are above 0.5. The result of testing the composite reliability (CR), Cronbach's alpha (CA), AVE and Rho_A show satisfactory values as the value of CR, CA and Rho_A for all variables above 0.7 and AVE value are above 0.5. Hence, the result indicates that the convergent validity of all variables has been established.

Table 2: Convergent validity assessment

Model construct	Items	Loadings	AVE	CR	CA	Rho_A
Consumer	CS1	0.841	0.641	0.877	0.813	0.814
	CS2	0.765				

Satisfaction	CS3	0.801				
	CS4	0.794				
Electronic Word of Mouth (EWOM)	EWOM1	0.850	0.614	0.887	0.840	0.852
	EWOM2	0.818				
	EWOM3	0.801				
	EWOM4	0.781				
	EWOM5	0.650				
Price	P1	0.669	0.533	0.850	0.782	0.802
	P2	0.726				
	P3	0.820				
	P4	0.678				
	P5	0.746				
Security	S1	0.728	0.575	0.871	0.814	0.816
	S2	0.704				
	S3	0.804				
	S4	0.760				
	S5	0.791				
Trust	T1	0.759	0.585	0.876	0.827	0.848
	T2	0.757				
	T3	0.757				
	T4	0.756				
	T5	0.794				
Website Quality	WQ1	0.773	0.565	0.866	0.808	0.812
	WQ2	0.785				
	WQ3	0.746				
	WQ4	0.741				
	WQ5	0.711				

On the other hand, Table 3 shows that all the values of Heterotrait-Monotrait (HTMT) criteria were lower than the required threshold value of HTMT 0.90 by Gold et al. (2001).

Table 3: Heterotrait-Monotrait Ratio (HTMT) for discriminant validity

	Consumer Satisfaction	EWOM	Price	Security	Trust	Website Quality
Consumer Satisfaction						
EWOM	0.807					
Price	0.750	0.774				
Security	0.698	0.735	0.671			
Trust	0.732	0.767	0.671	0.709		
Website Quality	0.868	0.849	0.742	0.723	0.659	

Figure 1 shows the structural model of this study. The R2 value of this model is 0.657, and this indicates that 65.7% of the total variation of consumer satisfaction can be explained by all the five independent variables. The result of the bootstrapping analysis shown in Table 4. The hypothesis testing result showed that trust (H3), electronic word of mouth (H4) and website quality (H5) have significant relationship on consumer satisfaction towards Shopee's online service. However, price

(H1) and security (H2) does not showed significant relationship on consumer satisfaction towards Shopee’s online service in Malaysia.

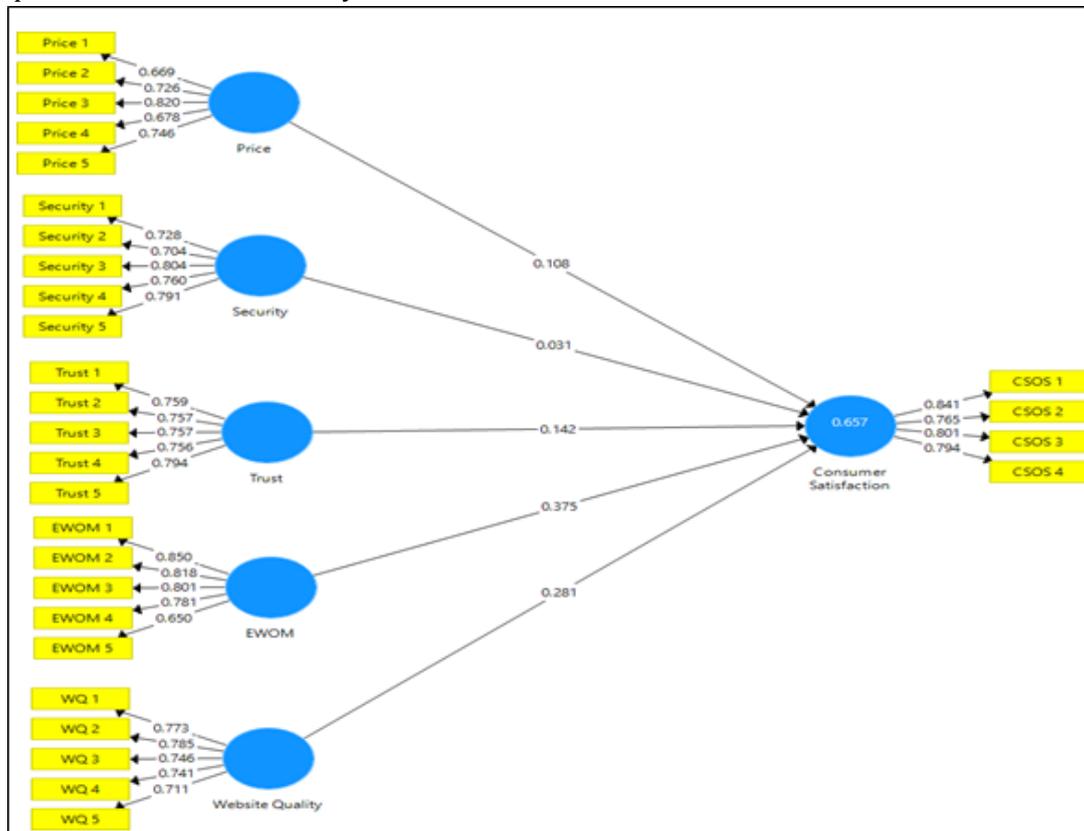


Figure 1: Structural model

Table 4: Result of the hypothesis testing

Relationship	Std Beta	Std Error	t-value	LL	UL	Decision
EWOM-> Consumer Satisfaction	0.375	0.079	4.742**	0.231	0.535	Supported
Price -> Consumer Satisfaction	0.108	0.067	1.620	-0.012	0.241	Not Supported
Security -> Consumer Satisfaction	0.031	0.054	0.568	-0.069	0.138	Not Supported
Trust -> Consumer Satisfaction	0.142	0.070	2.042**	0.012	0.283	Supported
Website Quality-> Consumer Satisfaction	0.281	0.072	3.892**	0.149	0.426	Supported

**p<0.01, *p<0.05, Bootstrapping (n=5000)

The analysis result showed that price (H1) do not have a significant relationship with consumer satisfaction towards Shopee’s online service in Malaysia. According to Alba et al. (1997), a key distinction between the online and offline shopping is the capacity of online buyers to obtain more

data about both cost and non-value data subsequently of reduced search costs. This is due to customers can acquire more value data on the web and contrast across online retailers and a couple clicks, they are likely to shop online when the price of a product is high rather than low (Dholakia & Ching, 2003). In the event that the cost on the Internet and in some nearby store is around indistinguishable, the shoppers will give more consideration and enthusiasm on choice of merchandise as opposed to cost (Uzun & Poturak, 2014).

Furthermore, the analysis result also indicated that security (H2) do not have a significant relationship with consumer satisfaction towards Shopee's online service in this research. Surviving writing has contended that the assurance of security on the individual data decreases the clients' interests about the unlawful divulgence of individual information and introduction of exchange information. Park et al. (2012) contends that web shopping is portrayed by hazard and vulnerability for clients. Along these lines, hypotheses that clarify human conduct under states of hazard and vulnerability can reveal insight into client conduct with regards to Internet shopping. Chang and Chen (2009) opposed an absence of saw security as a significant motivation behind why numerous potential buyers don't shop on the web. There is basic impression of dangers associated with transmitting delicate data, for example, charge card numbers, over the Internet (Pílk & Juříčková, 2016).

On the other hand, the analysis results conclude that there is significant relationship between trust (H3) and consumer satisfaction. This result is reliable with the previous research that done by (Ling et al., 2010), which also show that to expand the degree of online trust, e-retailers must give legitimate and dependable data to the potential web customers at unsurpassed. Egger (2006) contends that adequate trust needs to exist while submitting a request on the web and when the client present their money related data and other individual information in attempted budgetary exchanges. Gefen and Straub (2000) affirmed that the presence of trust will build the customers' conviction that the e-retailers won't take part in artful conduct. Jarvenpaa and Tractinsky (1999) and Gefen and Straub (2004) presume that the higher the degrees of buyers' trust, the higher level of buyers' buy aims of shoppers (Ling et al., 2010). At the point when individuals consider having a long-haul connection with something, we have to ensure that it is can give profit and furthermore can be trusted, on the grounds that no one needs to be tricked. Trust is likewise considered as a key component in building up long haul associations with clients and in keeping up an organization's piece of the overall industry by Urban et al. (2000) and Pardede et al. (2018).

The hypothesis testing result also concludes that there is a significant relationship between electronic word-of-mouth (H4) and consumer satisfaction. This result is reliable with the previous research done by Yang et al. (2015). Network drivees is emphatically identified with shopper interest in this social shopping site is very much planned as an online network with different social shopping instruments available, consumers take an interest all the more effectively in the website. In other words, a feeling of having a place with the network is the most significant factor decidedly influencing interest conduct in the site for an online social shopping consumer (Yang et al., 2015). To add, Cheung and Lee (2012) distinguished the main thrusts for EWOM in online buyer assessment stages as reputation, sense of belonging and delight got from aiding others. In expansion, virtual network interest permits site clients to speak with one another progressively by taking part in exchanges and sharing their encounters and desires (Yang et al., 2015).

Lastly, the hypothesis testing results conclude that there is a significant relationship between website quality (H5) and consumer satisfaction. This might be because of the low degree of association of the purchasers who have involvement with web-based shopping. By further investigation, we found that buyers thought about that their web-based buying will be impacted by acceptable quality website. Along these lines, it is accepted that general site quality helps in upgrading the purchasers to purchase on the web (Haq, 2007). Chen and Wells (1999) have mentioned the predecessors of satisfaction are more extensive than website quality measurements and incorporate elements not really part of a website. Advertising scientists additionally discovered experimental proof that uplifting mentalities toward a site are related with three components of site quality which is entertainment, usefulness, and association (Kim & Stoel, 2004).

CONCLUSION

This study is to determine the consumer satisfaction of Shopee's online shopping services in Malaysia. Other than that, the study is presenting the correlation between the consumer satisfaction and online shopping services, and it can benefit other researchers to use this study as a reference for their study. This research can help to understand better the impact of consumer satisfaction of Shopee online shopping. Thus, these variables can be used to increase the satisfaction of the consumer towards online shopping shopee. The findings of this research showed that trust will affect the Malaysian consumer satisfaction towards online shopping. Therefore, the study suggest that online seller should be able to provide valuable content as content is the most important elements where it impacts on the customer purchasing behaviour.

Communication is the key to every success in business. Shopee Seller should be able to communicate with the customers so that they are able to understand the pros and cons of the products and services. Besides that, electronic word-of-mouth is one of the significant factors for consumer satisfaction towards online shopping. EWOM can be said in a layman term, which is a positive or negative comment on a certain product or services that is delivered via the internet. The more, the better. This term is used whereby, the more comments are included, the better it will be for the users to skim and scan the products. The more EWOM comments can be discovered, the more urged individuals will be to share a comment, and furthermore the other route round, individuals probably will pass on EWOM if there are just not many EWOM messages unmistakable. Besides that, website quality is another significant factor that have contributed for consumer satisfaction towards online shopping. Connecting your Shopee shop to the website is an excellent way to increase the visibility of your Shopee shop, support deals, quickly develop traffic, and increase customer trust. A consistent and reliable connection will improve your online visibility on search engines such as Google. This means that the higher the quality of links to your shop page, the higher web search tools will rank your shop in list items. This will result in increased visibility and traffic to your Shopee store.

Next, the study recommends to make sure the content of Shopee online shopping and consumer satisfaction to be enhanced, especially for security. As this is the most important element or key factors in order to fulfill customer satisfaction. Customers will feel a lack of trust in terms of security towards the seller in Shopee as hackers can create the exact content so that the customer will willingly trust and purchase the products. Shopee should improve their security system, to store all of the personal information securely. The primary concerns of online clients purchasing items or services on the web are exchange security and shopper information security. As a result of improving their mechanical frameworks, online merchants can guarantee their customers by offering individual data protection assurance approach and assurance for exchange security. Price plays an important role, and this significant factor need to be contributed for consumer satisfaction towards online shopping. Consumer might search for the cheaper options in order to purchase their products. The recommendation that should be implemented is to reduce the price according to

another seller's price. Besides that, to provide discounts, either for the product itself or the shipping fees. Next, the seller should try on bundle pricing. Finally, as previously discussed, Shopee sellers should be aware of consumers' needs and wants.

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