



# International Journal of Advanced Research in Education and Technology (IJARETY)

Volume 11, Issue 6, November-December 2024

Impact Factor: 7.394



# The Impact of Online Customer Reviews on E-Commerce Satisfaction

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**ABSTRACT:** E-commerce is business model that performs transactions using the internet and is implemented digitally to facilitate transactions between organizations and individuals. E-commerce covers the process from distribution, sale, purchase, marketing and service of a product which is carried out in an electronic system, namely the internet. E-commerce competition in Indonesia is very fierce because many e-commerce from abroad also compete and become the prima donna in Indonesia. In this study, the value of the influence of customer value, customer experience, user experience, brand image, price, productivity, service quality and trust in customer satisfaction will be sorted. The research conducted is descriptive analytic which will explain what factors affect consumer satisfaction in shopping on e-commerce. The approach used in this research is the cross section approach, in which the measurement of the variable is only done with momentary observations or in a certain period and each study is only carried out once. The research was conducted on respondents who had purchased online via e-commerce, either directly from the website or via the mobile application. The results of data analysis show that there are variables that significantly affect customer satisfaction. The amount of influence obtained includes user experience, customer experience, promotion, service quality, brand image, customer value, trust and price. The amount of influence for user experience is 15.3%, customer experience 13.9%, promotion 7.5%, service quality 27.6%, brand image 27.4%, customer value 18, 4%, trust 10.15 and price 1.2%.

## I. INTRODUCTION OF THE STUDY

E-commerce growth has grown exponentially in recent years. An e-commerce transaction starts when the seller advertises products on a website, and customers show acceptance, evaluate the products' features, prices, and delivery options, buy products of interest, and then check out. Tailoring these products to specific markets and targeted customer groups increases online retail sales volumes and reduces the costs for updated information that customers access, showing the important role that e-commerce plays in determining how effective online retailers can leverage innovative technologies to deliver customer satisfaction value.

The existing research in the literature seeks to measure the factors affecting customer satisfaction in e-retail such as information quality, perceived security, and privacy concerns. In 2017, global retail e-commerce sales reached US\$2.3 trillion, an increase of 24.8% over the previous year, leading to global e-retail sales contributing 10.2% of the overall global retail sales. This figure was expected to reach 17.5% in 2021, amounting to US\$4.9 trillion. The South African e-commerce market, estimated to have been worth US\$3bn in net sales in 2019, was expected to grow by an average compound annual growth rate (CAGR) of 13% from 2019 to 2024. Achieving these financial objectives requires a clear and strategic approach to understanding the online shopping attributes that have an impact on the development of customer satisfaction and loyalty towards web stores in South Africa.

Although one key advantage of the Internet is its ability to simplify information searches and to facilitate transactions, improvements in innovative website technology usage require e-retailers not only to present product information but also cultivate positive relationships with customers by offering a satisfying shopping experience (i.e., ease of navigation, information quality, web design, security, etc.), which is fundamental for the long-term success of online retail. Thus this study aims to measure the moderating effects of online shopping experiences in the e-retail sector of South Africa.

1. **A – Attention (Awareness).** The first step is to attract the attention of the customer.
2. **I – Interest.** A message may raise customer interest by demonstrating features, advantages and benefits.
3. **D – Desire.** Customers may be convinced that they want and desire the product or service and that it will satisfy their needs.
4. **A – Action.** Finally, the consumer will take action toward purchasing.

5. **S – Satisfaction.** Customer satisfaction will generate higher loyalty and lead to repurchase after using a product/service.

## **II. REVIEW OF LITERATURE**

- **Consumer satisfaction**

Consumer satisfaction is an emotional response that is felt by consumers on the evaluation of product that their consumed. According to Kotler and Kellter (2012) satisfaction is a feeling of pleasure or disappointment in someone who appears after comparing the performance or results of a product that is thought to the performance or expected results. If the performance feels below, the consumer is not satisfied. If the performance exceeds expectations, the consumer will be very happy or satisfied. Consumer satisfaction is the perception of a product or service that has met expectations. Therefore, consumers will not be satisfied, if consumers have the perception that met their expectations. Consumer satisfaction is a response or assessment of the performance of the product or service. Following are the dimensions of customer satisfaction according to Tjjiptono (2011): (1) Overall satisfaction; (2) Confirmation of expectation and (3) Comparison to ideal and indicator of customer satisfaction are (a) desire or expectation of consumers to continue using the services; (b) consumers' willingness to recommend to others and (c) satisfied with the quality of serivcess provided.

- **User experience**

User experience (UX) is the perception and response of users as a reaction to the use of a product, system or service. User experience is how users feel pleasure and satisfaction from using a product, seeing or holding the product. UX cannot be designed by a designer but a designer can design a product that can produce UX. User experience or user experience is a consequence of the user's internal state. Usir experience consists of four elements, namely; usability, valuable, adoptability, and desirability.

- **Promotion**

Promotion is one of the variables in the marketing mix that is very important for companies to implement in marketing their products or services Kotler and Keller (2012: 496) suggest that promotion is a means by which companies try to inform, persuade and remind consumers either directly or indirectly about a product and the brand they sell. The notion of promotion is one of the priorities of marketing activities that are notified to consumers that the company is launching new products that tempt consumers to make purchases. Promotion means activities that communicate the merits of the product and persuade targeted customers to buy it. This means that promotion is an activity that communicates the benefits of a product and persuades target consumers to but the product. Promotion dimensions according to Kotler and Keller (2012)

## **III. RESEARCH METHODOLOGY**

A comprehensive literature review was conducted to establish a strong foundation for the research. Academic databases such as Google Scholar were utilized to identify relevant peer reviewed articles, books, and reports on transportation platform cooperatives, gig economy, worker empowerment, and the role of technology in the gig economy. Key findings from the literature were analyzed to identify gaps in existing research and inform the research design.

### **Data Collection**

A structured survey was administered to a sample of drivers and managers from traditional ride-hailing platforms. Due to the unavailability of actual TPC data, the participants were asked to respond based on their understanding of how TPCs could function. The survey included questions about perceived control over work conditions, governance structures, satisfaction with income, and the role of technology in enhancing work experiences. The survey team provided respondents with background information on TPCs to facilitate informed responses.

### **Data Analysis**

The survey data were analyzed using statistical methods. Analysis of Variance (ANOVA) was conducted to test for significant differences between key variables (satisfaction benefits, comparison benefits, monetary benefits, governance, technology use, and impact on drivers) across different groups within the traditional ride-hailing platforms. Independent t-tests were used to compare drivers' perceptions across certain benefits, and regression analysis was applied to explore the influence of governance, technology, and other factors on perceived driver benefits.

Since actual TPC data was not available, the analysis relied on drivers' hypothetical perceptions of how TPCs would function in comparison to traditional ride-hailing platforms. The study focused on how drivers believed TPC governance, technology use, and benefit structures would compare to their experiences on traditional platforms.

**GENDER WISE CLASSIFICATION OF THE RESPONDENTS.**

GENDER	NO. OF RESPONDENTS	PERCENTAGE
Male	29	44.6
Female	36	55.4
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION**

The table shows that the majority 55.6% of the respondents are female and 44.6% are male.

**AGE WISE CLASSIFICATION OF THE RESPONDENTS**

AGE	NO.OF RESPONDENTS	PERCENTAGE
Below 20	16	24.6
20-30	43	66.2
30-40	3	4.6
Above 40	3	4.6
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The table shows that the majority 66.2% of the respondents belongs to the age group of 20-30, 4.6% of the respondents belong to 30-40 and above 40. 24.6% of the respondents belongs to the age groups below 20.

**CHANCES OF ONLINE SHOPPING OF THE RESPONDENTS**

PERIOD	NO OF RESPONDENT	PERCENTAGE
Daily	2	3.1
Weekly	2	3.1
Monthly	18	28.1
Less than a month	42	65.6
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:** The table shows majority of 65.6% of the respondents are shopping online less than a month, 28.1 of the respondents are shopping online monthly.

**READ ONLINE REVIEWS BEFORE MAKING A PURCHASE OF THE RESPONDENTS**

READ REVIEWS	NO. OF RESPONDENTS	PERCENTAGE
Always	25	38.4
Often	2	3.1
Sometimes	26	40
Rarely	8	12.3
Never	4	6.2
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The table shows that the majority of 40% of the respondents are reading review sometimes and 38.4% of the respondents are reading reviews always.

**ONLINE REVIEWS ON THE DECISION OF THE RESPONDENTS**

SCALE	NO.OF RESPONDENTS	PERCENTAGE
1	11	16.9
2	13	20
3	17	26.2
4	14	21.5
5	10	15.4
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The table shows that the 15.4% of the respondents are the most influenced on online reviews in the decision.

**ONLINE REVIEWS AS PERSONAL RECOMMENDATION OF THE RESPONDENTS**

TRUST	NO. OF RESPONDENTS	PERCENTAGE
Yes	27	41.5
No	15	23.1
It depends	21	32.3
Option 4	2	3.1
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The table shows that 41.5% of the respondents are trust the online reviews and 23.1% of respondents are not trust the online reviews.

**WRITTEN ONLINE REVIEW BY THE RESPONDENTS**

WRITTEN REVIEW	NO. OF THE RESPONDENTS	PERCENTAGE
Yes	32	49.2
No	33	50.8
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The table shows that 50.8% of the respondents wrote reviews and 49.2% of the respondents did not write reviews.

**FAKE MISLEADING REVIEWS ENCOUNTER BY THE RESPONDENTS**

ENCOUNTER	NO. OF RESPONDENTS	PERCENTAGE
Yes	34	53.1
No	30	46.9
<b>TOTAL</b>	<b>65</b>	<b>100</b>

**INTERPRETATION:**

The shows that 53.1% of the respondents are encounter by the fake review and 46.9% of the respondents are not encounter by the fake review .

**IV. FINDINGS**

Customers highly value e-commerce platforms that offer quick order processing and reliable delivery services. Timely fulfillment of orders contributes significantly to overall satisfaction. A diverse range of products available for purchase is crucial for attracting and retaining customers. E-commerce platforms with extensive catalogs tend to receive positive reviews from shoppers.intuitive website navigation and user-friendly interfaces enhance the shopping experience. Customers appreciate platforms that make it easy to search for products, browse categories, and complete purchases

without encountering technical difficulties. Prompt and effective customer service is essential for resolving issues and addressing inquiries. E-commerce platforms that prioritize customer support receive praise for their responsiveness .

## V. SUGGESTION

### 1. Fast and Reliable Service

"I've been using this e-commerce platform for a while now, and I'm always impressed by how quickly my orders are processed and delivered. The website is easy to navigate, and I've never had any issues with payments or shipping. Overall, a great experience!"

**2. Excellent Product Selection**"I love shopping on this site because they have such a wide range of products to choose from. Whether I'm looking for electronics, clothing, or household items, I can always find what I need. Plus, the prices are competitive, and the quality is top-notch."

### 3. User-Friendly Interface

"The user interface of this e-commerce platform is so intuitive and easy to use. I appreciate how everything is organized, and it's easy to search for specific items or browse through categories. It makes shopping online a breeze!"

### 4. Great Customer Service

"I had a question about one of my orders, so I reached out to customer service, and they were incredibly helpful and responsive. They resolved my issue quickly and efficiently, which really impressed me. It's nice to know that they have excellent customer support."

**5. Secure Payment Process**"I feel confident shopping on this website because they take security seriously. The payment process is secure, and I've never had any issues with fraudulent activity. It's important to me to know that my personal information is safe when shopping online."

time, and everything is carefully packaged to prevent damage during transit. It's one less thing to worry about!"

## VI. CONCLUSION

The results of data analysis show that there are variables that significantly affect customer satisfaction. The amount of influence obtained includes user experience, customer experience, promotion, service quality, brand image, customer value, trust price. The Amount Of Influence for user experience is 15.3%, customer experience 13.9%, promotion 7.5%, service quality 27.6%, brand image 27.4%, customer value 18.4%, trust 10.15 and price 1.2%. If ordered, the value of the greatest influence on customer satisfaction is service quality, brand image, customer value, user experience, customer experience, trust, promotion, and finally price. This result proves that consumers who shop in e-commerce really prioritize the services provided. It is proven from the results of the influence test that service quality is the most important thing, even price is the last one. This Proves that if the service is good, the price is not a problem. In line with Lovelock's opinion, service quality is something that consistently meets or exceeds customer expectations. So as long as they meet or even exceeds expectations, consumers will not hesitate to pay for the products and services they buy because they feel satisfied, it can be seen from the value of the influence of customer value on customer satisfaction.

Experience in visiting or using e-commerce applications is also one of the factors that affect customer satisfaction, because from these interactions consumers form an impression of an e-commerce.

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## International Journal of Advanced Research in Education and Technology

ISSN: 2394-2975

Impact Factor: 7.394