

The Influence of Online Platform on Satisfaction: Mediating Role of Online Shopping Experience

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Abstract

Online shopping become one of the transaction methods for human beings to purchase products and services, especially since the pandemic of COVID-19. The goal of the study is to examine the relationship between functionality, delivery, and security towards satisfaction mediated by the online shopping experience at an e-commerce marketplace platform. The research is a quantitative research approach and gathers data using an online survey. The survey data were collected using an electronic questionnaire on Microsoft Forms from 292 respondents who used e-commerce marketplace platforms. The structural equation method AMOS was utilized to evaluate the data. The results demonstrated as follows: the functionality and delivery variable have a significant effect on online shopping experiences; the online shopping experience variable as mediation has shown a significant effect on satisfaction, however, the security variable has no favorable effect on online shopping experience in e-commerce marketplace platform.

Keywords

Online shopping, experience, security, satisfaction, pandemic

1. Introduction

The global pandemic already changed heavily our daily activities and daily operations of business. Government implemented several strict restrictions and lockdown in order to minimize the transmission of the virus. Some countries experienced in and out the lockdowns for many times such as Australia, New Zealand, and the United Kingdom as the virus mutated in several variants' of COVID-19 such as Alpha, Delta, and Omicron. Some consequences of the lockdown were work-study from home, confinement at home, and morbidity psychosocial increased (Freeston, M. et al. 2020). As the social distancing restriction implemented in many public places, therefore the customers shifted from offline buying into online buying behavior as the safest way during the pandemic. Most of the customers make online shopping for products and service through e-commerce.

Starting on March 2020, instead of lockdown the Indonesian government implemented the large-scale social restriction as known as Pembatasan Sosial Berskala Besar (PSBB) and was impacted to the closure of shopping malls, mass-meeting areas, religious activities, educational activities, government offices, and office buildings in order to minimize the mobility while groceries shops and drug stores were allowed to operate with limited operational hours. Jakarta where is the area with the highest density of population and during the pandemic is number one of the top 5 provinces in Indonesia with the highest COVID-19 cases (COVID-19.go.id 2021). With the highest density made difficult to maintain social distancing. From the Table 1, the highest case of COVID-19 in Indonesia were Jakarta and other provinces nearby Jakarta which categorized as high-density as well.

Table 1. The Provinces with the Highest Record of COVID-19 Cases in Indonesia

Province	COVID-19 Case	Percentage
Jakarta	1,248,902	20.6%
West Java	1,105,949	18.3%
Middle Java	627,313	10.4%
East Java	575,834	9.5%
Banten	292,709	4.8%

Source: COVID-19.go.id 2021

In order to minimize the transmission and also the mobility, the citizens do online shopping to fulfil the necessity products and services. The growth of online shoppers in Indonesia from 35.5 million on 2019, become 39.2 million on 2020, and reached 42.1 million on 2022 (Statista.com 2022). This research focused respondents are the online shoppers in Jakarta who shopped on the online shopping application during pandemic. With increased growth in online shopping in Indonesia, the factors that affect the online shopping experience and satisfaction play important roles. According to Schmitt (1999), there are five elements of online experience such as sensory, emotional, cognitive, behavioral, and relational components.

In this research, we analyze the mediating effecting of the online experiences on the relationship between the functionality, delivery, and security/ privacy factors, and the satisfaction. It is important to explore the customer online experience as creating value and competitive advantages. Although there are existing studies about experiences and satisfaction, but very limited that focused on online experience environment. This was followed by literature review, methods, data collection, results and discussion. The paper concludes with research's contribution, limitation, and future research recommendations.

2. Literature Review

2.1. Functionality

Nowadays, doing online transaction is become day to day activity, so website functionality is become an important part in e-commerce marketplace. A remarkable characteristic of online shopping indicates that individual has their own judgement on product and service information displayed including pictures, product description, customer feedbacks over the websites (Bilgihan and Bujisic 2015). Additionally, buying decisions are normally based on the layout and e-commerce platform design components such as picture with good resolution and graphics, information quality and animation of the product and service (Chiu et al. 2014; Rahi et al. 2017).

Moreover, web function can be described to user friendly operation, web design, presentation, layout, classification, aesthetic, visual design, personalized (Liao and Shi 2017; Rasli et al. 2018). Consequently, online sites especially deal with e-commerce marketplace, must provide user friendly platform that present clear information about the product and service, ease to use, and logically arrange an appropriate information into different group such as accessories, fashion, and home appliances (Liao and Shi 2017; Morrison, A. et al. 2013). At the same time, the promise of e-commerce marketplace platform and other online sites is stimulated by persistently, user friendly interface, accuracy and how people associate with smart phones, desktops and website (Pearson et al. 2012).

Furthermore, be function can be defined as ease to navigate the site, user friendly and good aesthetic website design arouse online shopping intention, pleasure and influence customers satisfaction (Floh and Madlberger 2013). Some scholars demonstrated site signals such as font size and color, background contrast, animated pictures and interactivity elements heavily affected the emotions felt by e-commerce shoppers (Ha and Im 2012; Wu et al. 2020). Previous

research emphasized that site design influences service quality of e-commerce marketplace (Oh et al. 2008). Online customer experience sensorics data from a span of simulation on the e-commerce marketplace such as text information, visual image, animation, or audio. Consumers viewing the data from cognitive and affective point of view, then making perception of e-commerce marketplace (Gentile et al. 2007). Previous study demonstrated that positive results an online shoppers look from using site can be classified as hedonic shopping orientation is utilized for fun and joy of the online shopping experience and utilitarian shopping orientation means resulting an action of purchase a product, or searching the right price (Bilgihan et al. 2016; O'Brien 2010).

Furthermore, website elements including function and features have heavily influenced individual perceptions of online shopping, online fashion satisfaction service and repurchase intention (Holloway and Beatty 2008; S. Kim and Stoel 2004; Pentina et al. 2011; Wolfinbarger and Gilly 2003). Based on previous findings, it is normal to propose that site functionality, features, design will affect online shopping experience and satisfaction in e-commerce marketplace. Site functionality variable may rise pleasure, enjoyment for customers browsing the site and extent the degree of online shopping experience and satisfaction. Therefore, hypotheses as follow:

H1: There is a favorable effect between functionality and online shopping experience variable

2.2. Delivery

Delivery is one of the essential parts in online shopping. To assure a satisfaction shopping experience for customers and trend of e-commerce, the effectiveness of shipping delivery acts a vital role (Li and Dinlersoz 2012). Previous study has verified and highlighted the most essential part of e-commerce success was home shipping deliver (Li and Dinlersoz 2012; Wang et al. 2016). Moreover, on time shipping delivery and good handling are placed relatively critical to forecasting customer satisfaction such as match a price, which is relate to e-commerce study has spotlighted (Reibstein 2002). According to Hsu (2008) stated that conveying goods to customer house on time and handling returned products perfectly are two elements that shape online customers satisfaction.

Next, e-commerce logistic credibility become a vital factors to lead online customer experience and satisfaction (Cao et al. 2018). Delivery to customer home refers to e-commerce product via own logistic courier service or e-commerce third party logistics company to transport ordered products to prefer customer's address (Asdemir et al. 2009). Wang et al. (2016) point out home delivery is a vital part for both offline and online transactions cycle from add products to cart or take to cashier, purchase items and finalize the payment. During online shopping, customer will receive the products throughout delivery service, therefore need to confirm customers will receive right product at the right time (Shin and Lee 2018).

Moreover, online shoppers need practically in time and less effort in getting goods (Ramus and Nielsen 2005; Singh and Söderlund 2020). The practical of online shopping from home within arm length and receiving products at home are the sole motive to purchase online. Continuously, online consumers want to settle their shopping with least physical and mental exertion (Wolfinbarger and Gilly 2003). Drawing on previous study, customers want a pleasant experience with goods delivery by obtaining the product based on description, free delivery fee and receiving right product (Singh and Söderlund 2020). Hence, hypotheses as follow:

H2: The delivery has more favorable effect to online shopping experience

2.3. Security / Privacy

Site security and privacy deal with free of harm, risk, doubt or ambiguity including financial transaction matters (Santos 2003). Security and privacy can be classified as one of the crucial variables in e-service quality. Security is one of the determinant factor from e-service quality (Yang et al. 2003) and also important element that affect online consumer experience and increase satisfaction. Other scholars added security, privacy, ease of use, e-satisfaction and trust have influenced online shopping experience and repurchase intention (Trivedi and Yadav 2020). Consistently, consumers feel secure in doing online transaction, privacy, ease to utilize technology system provided by e-commerce marketplace, therefore customers satisfy with service that provided by seller and e-commerce marketplace provider and make them to have repurchase intention.

Normally, customers satisfaction become base foundation for consumer behavior and majority use to measure consumer loyalty (Parasuraman et al. 2021). DeLone and McLean (2003) expressed information quality element, benefit and security of information system as one of core component to fulfill the need of customer secure. Moreover, security of site, quality of site will continue determine customer satisfaction (Valdez-Juárez et al. 2021). Furthermore, some scholars posited, e-commerce marketplace widely responsible for individual perceive risk of purchasing online

and some consumers lack of confidence in the security / privacy of sites (Kim and Lennon 2013). In addition, individual who purchase online always concern about personal identity security, payment safety that may create fraudulent activities (Ingaldi and Brožova, 2020; Tran and Nguyen 2022).

E-commerce marketplace has shaped customer trust by improving high protection privacy and security level issues (Kim 2019; Riquelme & Román 2014). Other scholars from previous findings have demonstrated that customer want to buying online determine by perceived security and privacy concerns. (Tran and Nguyen 2022). Drawing from the facts, company can protect customer's security and privacy is based on the ability of company to secure personal information during transactions in marketplace or on the other hand, company disclose personal identity information to third party illegally and unauthorized use the information (Nguyen et al. 2020; Pavlou and Fygenson 2006; Zhang et al. 2019). Some type of customer pays detail attention to security and privacy matters, they only want to share highly sensitive information to only reputable e-commerce marketplace site and limit their transactions (Gurung and Raja 2015). Consistently, when customers trust e-commerce marketplace to purchase online, it will increase enjoyment of online shopping experience and arouse satisfaction. Therefore, we proposed hypotheses as below:

H3: The security / privacy variable has favorable impact on online shopping experience

2.4. Online Shopping Experience

During buying online, online experience has heavily impacted buying decision and can be varied on each good and brands sold. Online shopping experience not only affect value and price, however as a whole in economy, society, conditions and aesthetic both for traditional and online factors (Vakulenko et al. 2019). Before, a company consider of customer experience as a set of instrument for gaining customer satisfaction with the purpose of expanding loyalty and increasing revenues (Zeithaml et al. 2017). Wolfenbarger & Gilly (2003) claimed that online experience covers not only site interface, it includes come across personal experience with the e-commerce marketplace sites, receive the items accurately, in time delivery, responsiveness and interaction with customer service.

Online customer shopping experience has four elements such as information (cognitive), society (social), affective and sensory (Bleier et al. 2019). According to Gentile et al. (2007), identified online experience as the degree where sites supply customers with full resources and accurate information include update information as cognitive dimension of online shopping experience. In addition, customer relations with online products can increase affective interactions and enjoyment. At the same time, customer experience over the web includes fun, happy, relaxation of online shopping and may accelerate purchase possibility (Zeithaml et al. 2000). This kind of activities will stimulate enthusiastic over the e-commerce marketplace web page (Hsieh et al. 2018). Social presence can be described as warmest and caring of human interactions via sites and can rise happiness, purchase intention and loyalties (Cyr 2013).

Online customer shopping experience as powerful tool to understand customers perception and expectation about e-commerce marketplace (Pappas et al. 2014). Previous findings found online shopping experience related with satisfaction and loyalty intention (Izogo and Jayawardhena 2018; Rose et al. 2012). Furthermore, online customer experience has shaped customer satisfaction, as one of the main purpose in customer experience relationship (Vakulenko et al. 2019). In line with prior studies, we developed hypotheses as follow

H4. Online shopping experience has more favorable effect to satisfaction

2.5. Satisfaction

Satisfaction in one of the main elements in marketing, business when company need to provide good products and service to fulfill customer expectations. Satisfaction can be described as a situation of constantly increasing and maintaining reliability, favorite, loyalty of goods, services and brand in e-commerce marketplace and escalate number of returning visitors (Khalid et al. 2018). Tzeng et al. (2021) identified satisfaction as conclusion of psychological situation resulting when human emotion felt dissatisfy with customers previous online experience. Consistently, other scholars found satisfaction as fulfillment of the individual resulting from his or her buying online experience (Anderson and Srinivasan 2003).

Continuously, e-satisfaction is expressed as individuals happy fulfillment about their previous online shopping experience such as searching the product, ease of use and buying the products over e-commerce marketplace site (Tang et al. 2005). In online shopping experience, there are many factors have affected satisfaction including efficiency, fulfillment, privacy and security (Khan et al. 2019). Many studies researched that satisfaction means customer is declared and provide positive feedbacks of the service that has been supplied by e-commerce marketplace (Zeithaml et al. 2017).

3. Research Methodology

3.1. Population and Sample

The object studied is the online shopping platform in Indonesia. This research sample focused on people who shopped using online shopping platforms according to criteria, such as: a. Minimum age of 17 years old, b. Installed at least one of the online shopping platforms, c. Respondents have shopped on one of the online shopping applications at least 1 time in the past month. The method of determining samples based on purposive sampling. Purposive sampling is a sample determination technique with certain considerations or criteria (Sugiyono 2013). The number of samples taken is at least 10 x from the indicator item (Hair et al. 2019). Therefore, in this study the minimum sample size is 10 x 25 indicator items or as many as 250 respondents. The sample results were collected according to the criteria of 292 respondents.

3.2. Data Collection

The dissemination of questionnaires is done using google form. The study used a Likert Scale of 1 –5 from strongly disagreeing to strongly agreeing. The distribution of questionnaires was carried out during February - April 2022 in Jakarta, Indonesia.

3.3. Data Analysis

The analysis in this study was carried out using structural equation modelling (SEM) analysis techniques with the tool of the AMOS Program. SEM is a second-generation data technique for estimating complexity among multiple constructions (Byrne 2010). SEM differs from traditional statistical methods (e.g., regression, LOGIT and ANOVA). The traditional statistical method can only test the paired relationship between the observed variables, SEM builds latent variables (abstract concepts that cannot be measured directly) and complex causal paths (hierarchical, recursive) between these variables. Therefore, the target can be evaluated. This is the reason why SEM Analysis Techniques are increasingly to be used in the social sciences recently (Gefen et al. 2000).

4. Results and Discussions

4.1. Respondent Characteristic

The characteristics of the respondents who completed this research questionnaire are described in Table 2. the majority of respondents are male at 57.78%, and most are 17 to 27 years old at 34,81%. Less than one-fourths of the respondents are more than 28 years old. Respondents are most likely using Shopee application for their Online Shopping Platform. A large proportion of respondents had visited the respective online shopping platform 1 time per month. The most shopping item that the respondent bought through online shopping is beauty product with 33,16%, followed by fashion product as much as 21,43%.

Table 2. Respondent Characteristics

Characteristics	Category	Percentage %
Age	17 – 27	34.81%
	28 – 38	41.48%
	39 – 48	16.30%
	49 – 58	7.41%
Gender	Male	57.78%
	Female	42.22%
Most use of Online shopping Platform	Shopee	35.85%
	Lazada	24.53%
	Tokopedia	15.09%
	Blibli	20.75%
	Bukalapak	3.77%
Frequency of Shopping per month	1 time	37.78%
	2 times	27.41%
	3 times	17.04%
	More than 3 times	17.78%
Shopping items	Fashion	21.43%
	Beauty Product	33.16%

	Stationary	16.33%
	Electronic	23.98%
	Other product	5.10%

4.2. Validity and Reliability Test

Validity is a measure of the accuracy of the information used on a questionnaire object in a study (Said, H., et al. 2011). To test the validity of each object in the questionnaire, the Instrument is said to be valid if the loading factor amount ≥ 0.50 (Ghozali 2016) (table 3). Standard factor loading showed that all items in the questionnaire used in the study were well loaded on each latent construction and that the correlation between constructions ranged from 0.71-0.81. This means all indicators can be declared valid and can be used for future testing.

Table 3. Results of validity and reliability test

Variable	Item	SFL	Error	Reliability	AVE
Functional	F1	0.553	0.443		
	F2	0.768	0.47		
	F3	0.705	0.496		
	F4	0.686	0.589		
	F5	0.666	0.306		
	Total	3.378	2.304	11.41088	0.832007
Delivery	D1	0.749	0.542		
	D2	0.696	0.669		
	D3	0.818	0.485		
	D4	0.736	0.562		
	D5	0.522	0.272		
	Total	3.521	2.53	12.39744	0.830513
Security	P1	0.549	0.074		
	P2	0.574	0.437		
	P3	0.760	0.577		
	P4	0.661	0.33		
	P5	0.572	0.062		
	Total	2.516	1.48	6.330256	0.810506
Online Experience	OS1	0.624	0.321		
	OS2	0.692	0.394		
	OS3	0.682	0.465		
	OS4	0.628	0.479		
	OS5	0.566	0.39		
	Total	3.192	2.049	10.18886	0.832569
Satisfaction	S1	0.548	0.261		
	S2	0.693	0.356		
	S3	0.668	0.446		
	S4	0.596	0.481		
	S5	0.511	0.3		
	Total	3.016	1.844	9.096256	0.831448185

SLF: Standard Factors Loading

From the results of reliability and variance extracted tests, the reliability of each construct turned out to meet the results where the value was above the cut-of value of 0.70. and the Average Variance Extracted (AVE) value is greater than 0.50. That is, the latent variables in this study are reliable and can be tested using the SEM model.

4.3. Test of Model Fit

The theoretical model that has been created is further described in a diagram path, to make it easier for researchers to see the causality relationships they want to test. A path diagram is a visual representation of a model that describes

the entire relationship between the variables contained in it (Parandani, X. A., and Budiman 2014). The development of the Path Diagram can be seen in the following Figure 1.

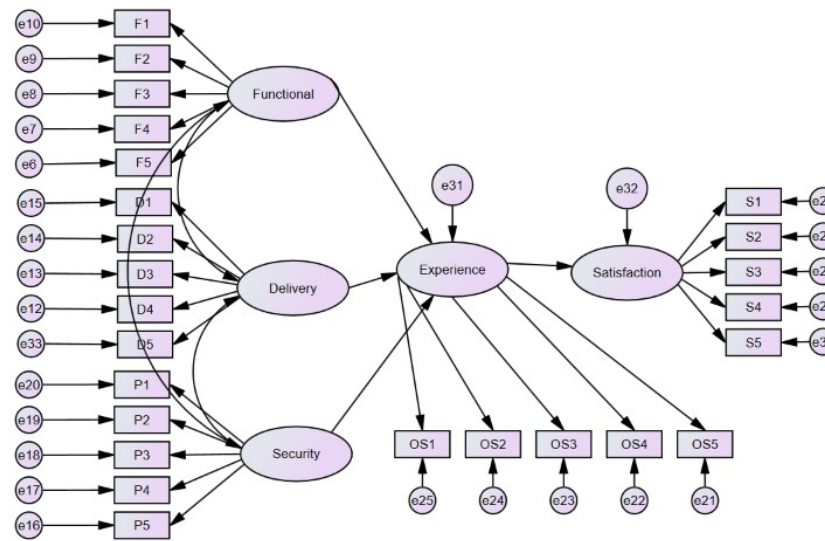


Figure 1. SEM Model

Assessing goodness of fit becomes the main goal in SEM to find out how far the model is hypothesized "Fit" or matches the data sample. Goodness of fit results are displayed in the following data.

Table 4. Results of model goodness-of-fit tests

Goodness of fit index	Cut-off value	Result	Meaning
Chi-Square	$1 < \text{normed } \chi^2 \leq 2$ or $2 < \text{normed } \chi^2 \leq 3$	101.847	Good Fit
Probability Chi Square	≤ 0.05	.000	Good Fit
RMSEA	≤ 0.08	.097	Good Fit
GFI	≥ 0.90	.976	Good Fit
AGFI	≥ 0.90	.931	Good Fit
TLI	≥ 0.95	.959	Good Fit
CFI	≥ 0.95	.957	Good Fit

Based on Table 4, it can be seen that the results of the goodness of fit test on the structural model are fit. Thus, hypothesis testing can be done. Hypothesis tests are performed by looking at the critical ratio (C.R) at the output.

4.4. Hypothesis Test

The results of hypothesis testing are presented in the Table 5.

Table 5. Result of hypotheses test

Hypotheses	Relationship	Estimate	S.E.	C.R.	P	Result
H1	$OS \rightarrow F$	0.266	0.074	3.61	***	Accepted
H2	$OS \rightarrow D$	0.37	0.071	5.2	***	Accepted
H3	$OS \rightarrow P$	0.16	0.13	1.238	0.216	Rejected
H4	$S \rightarrow OS$	0.819	0.105	7.811	***	Accepted

Function has a positive and significant effect on the online experience. From the results of data processing obtained the result of CR value of $3.61 > 1.96$, and p value of $0.000 < 0.05$, so that the first hypothesis was accepted. Delivery has a positive and significant effect on the online experience with a CR value of $5.2 > 1.96$ and a p value of $0.000 < 0.05$.

0.05. Thus, the second hypothesis is accepted. Security did not have a positive and significant effect with a result of $CR\ 1,238 < 1.96$ and a p value of $0.218 > 0.000$. Hypothesis 3 was rejected. Security had a positive and significant effect with a result of $CR\ 7,811 > 1.96$ and a p value of $0,000 < 0.05$. Thus, H4 is accepted.

5. Conclusion

In the Function variable, there are five indicators used to be measured. It was found that the enjoyment to browse the platform indicator had a high value. In addition, it is known that the functionality of the online shopping platform, has a significant influence on online services. This is in accordance with research conducted by Gentile et al. (2017), which states that interesting technology-based applications will make visitors enjoy and browse longer on the application.

In the Delivery variable, there are five indicators used, the match price for the delivery fee is considered by respondents as important. And, this variable has an impact on online delivery services that customers like. This is in accordance with research conducted by Singh and Söderlund (2020), which found that the appropriate delivery product fee will provide satisfaction to customers, in addition to customers receiving goods that are ordered physically.

In the security variable, the measurement on the doubt indicator has the highest value in customer assessment. There are still many customers sometimes have doubts or lack of trust in e-commerce. Thus, customers are careful in providing their Personal data. But in this study, the results of questionnaire data showed that security variables had no impact on customers' online experience when using the e-commerce platform, they used to use. According to Nguyen et al. (2020), this is possible, because customers do not always log-in on platform applications with things of a personal nature. For example, their full name is not given when they register. When customers do a search for the item they want, they don't worry that their name is personally visible. It's just that when they want to make payments and provide customers will assess the security review of other customers' testimony, so that they trust the e-commerce when giving a personal address or making payments online.

In the online experience variable, the feedback indicator has the highest value when taking measurements. Variable online experience is also proven to have a great impact on satisfaction. This is in accordance with research conducted by Zeithaml et al. (2017), which states that feedback affects customer satisfaction when shopping online. Customers will pay close attention to the comments of previous customers before determining whether they will buy products that are in demand in the intended e-commerce.

For further research, it is expected that more detailed research development will be carried out on the comparison of customer shopping interests on online shopping platforms, so that it is known which platform online shopping customers prefer in Indonesia. In addition, research can also be done for the owners of each product about supplier satisfaction, when they cooperate with their chosen e-commerce platform.

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