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# Customer Experience And Service Quality Effects On Shopee User Satisfaction In North Sulawesi

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**Abstract**

*This study aims to analyze the effect of customer experience and service quality on customer satisfaction among Shopee e-commerce users in North Sulawesi. Existing studies have widely examined e-commerce satisfaction in Indonesia, yet research focusing on users in archipelagic regions remains limited, particularly in relation to logistical constraints, service reliability, and digital shopping experience. This study employed a quantitative approach with an explanatory research design. Primary data were collected through an online questionnaire using a five-point Likert scale from 100 Shopee users selected through purposive sampling. The data were analyzed using validity and reliability testing, classical assumption testing, multiple linear regression, t-test, F-test, and coefficient of determination with statistical software. The findings show that customer experience has a positive and significant effect on customer satisfaction, while service quality also has a positive and significant effect. Simultaneously, both variables significantly influence customer satisfaction, with an R Square value of 0.720. The novelty of this study lies in highlighting customer experience as the dominant determinant of Shopee customer satisfaction in the regional context of North Sulawesi.*

**Keywords: customer experience, service quality, customer satisfaction, Shopee, e-commerce**

## INTRODUCTION

The rapid development of digital technology has transformed commercial activities through e-commerce, enabling consumers to conduct transactions efficiently without geographical boundaries. The increasing internet penetration in Indonesia, which



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reached 79.5% of the total population, indicates that the internet has become an essential part of digital economic activities, including electronic commerce (Gusfi et al., 2024). Along with this development, e-commerce platforms such as Shopee, Tokopedia, Lazada, and Blibli compete to provide digital services that meet consumer needs. Among these platforms, Shopee is one of the e-commerce platforms with the highest number of visits in Indonesia, reflecting a high level of adoption and usage among society (Gunawan et al., 2025). This condition indicates that Shopee has become one of the main platforms used by consumers in conducting online transactions (Rita et al., 2019)

The phenomenon of Shopee usage also occurs at the regional level, including in North Sulawesi Province, where people increasingly use e-commerce platforms to fulfill daily needs. The increase in e-commerce use in North Sulawesi is supported by wider internet access and digital technology adoption (BPS, 2024). However, the geographical characteristics of North Sulawesi as an archipelagic region with logistical and distribution infrastructure limitations may affect customers' experiences in using e-commerce services, including Shopee. Delayed delivery, service reliability, and system quality are important factors that influence customer perceptions toward e-commerce services. In this context, customer satisfaction becomes a key factor in determining the success of Shopee services because it influences customer loyalty and continued platform use (Abdella & Indradewa, 2024). Customer satisfaction refers to the evaluation result of customers after experiencing a particular service (Marliana et al., 2023).

Customer experience is one of the main factors influencing customer satisfaction. Customer experience reflects the overall interaction between customers and the Shopee platform, including ease of application use, product information clarity, transaction security, and purchasing convenience. A positive customer experience can increase customer satisfaction and strengthen customer trust in e-commerce platforms (Dewi et al., 2025). Previous studies have shown that customer experience significantly affects customer satisfaction, where good customer experience can improve satisfaction and loyalty toward e-commerce platforms (Syahnur et al., 2020). In addition, customer experience plays an important role in forming long-term relationships between customers and e-commerce platforms such as Shopee (Shalihah et al., 2024).

In addition to customer experience, service quality is an important factor that affects customer satisfaction among Shopee users. Service quality reflects the platform's ability to provide reliable, responsive, and expectation-based services, including delivery speed, transaction security, and customer support quality (Dehantiansah & Yolanda, 2024). Good service quality can increase customer satisfaction and strengthen customer


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trust in e-commerce platforms (Rita et al., 2019). Furthermore, strong electronic service quality has been proven to have a positive influence on customer satisfaction and to encourage sustainable platform use (Abdella & Indradewa, 2024; Gusfi et al., 2024).

Although Shopee is one of the most widely used e-commerce platforms in Indonesia, studies that specifically examine the effect of customer experience and service quality on customer satisfaction among Shopee users in North Sulawesi remain limited. The archipelagic characteristics, logistical constraints, and regional consumer behavior may shape customers' experiences and satisfaction when using Shopee. Therefore, this study aims to analyze the effect of customer experience and service quality on customer satisfaction among Shopee users in North Sulawesi. This research is expected to contribute theoretically to digital marketing literature and practically to e-commerce service improvement, especially in archipelagic regions such as North Sulawesi.

**Objectives**

This study aims to:

1. Analyze the effect of customer experience on customer satisfaction among Shopee users in North Sulawesi.
2. Analyze the effect of service quality on customer satisfaction among Shopee users in North Sulawesi.
3. Analyze the simultaneous effect of customer experience and service quality on customer satisfaction among Shopee users in North Sulawesi.
4. Identify the most dominant variable affecting customer satisfaction among Shopee users in North Sulawesi.

**Literature Review**

**Grand Theory: Expectation Confirmation Theory**

Expectation Confirmation Theory (ECT) was introduced by Richard L. Oliver and explains that customer satisfaction is formed through a comparison between initial customer expectations and the actual performance perceived after using a product or service. If actual performance meets or exceeds expectations, positive confirmation occurs and produces satisfaction. Conversely, when actual performance is below expectations, dissatisfaction occurs. In modern marketing, this theory remains relevant for explaining customer behavior in the digital era, especially in application-based services and e-commerce, which rely heavily on user experience (Oliver, 1980).



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Recent studies indicate that ECT remains an important basis for analyzing satisfaction and continuance intention in digital platforms. Pradana (2025) found that electronic service quality, expectation confirmation, and satisfaction have a positive relationship with e-commerce users' repurchase intention. This implies that when platforms such as Shopee can meet customers' expectations related to security, transaction convenience, and service speed, customer satisfaction and loyalty are likely to increase significantly (Pradana, 2025).

**Middle Theory: SERVQUAL Theory**

SERVQUAL Theory was developed by Parasuraman, Zeithaml, and Berry as a model for measuring service quality based on the gap between customer expectations and perceptions of received service. This theory consists of five main dimensions: tangibles, reliability, responsiveness, assurance, and empathy. SERVQUAL has been widely used in sectors such as banking, education, health services, and e-commerce because it provides a structured framework for evaluating service quality (Parasuraman et al., 1988)

In digital business environments, SERVQUAL dimensions have been adapted into e-service quality, while maintaining the core assumption that service quality is assessed by whether the service meets customer needs and expectations. Recent research indicates that reliability and responsiveness are dominant factors influencing customer satisfaction in online services because customers expect fast responses, accurate information, and transaction processes without obstacles. Therefore, SERVQUAL is relevant as a middle theory to explain the relationship between service quality and customer satisfaction in modern e-commerce platforms (Abboodi, 2025; Parasuraman et al., 1988).

**Applied Theory: Customer Experience Theory**

Customer Experience Theory emphasizes that customer satisfaction is not only determined by product or service quality, but also by the overall experience perceived by customers during interactions with a company. The experience includes cognitive, emotional, sensory, social, and behavioral aspects. In digital commerce, customer experience is formed from product search, application use, payment processes, and after-sales services. The more positive the experience perceived by customers, the higher the likelihood of satisfaction and repurchase behavior.


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Recent research shows that customer experience has become a strategic factor in digital business competition. Platforms such as Shopee and Tokopedia that can create user-friendly interfaces, attractive promotions, personalized recommendations, and responsive services tend to generate higher customer satisfaction. Therefore, this theory is appropriate as an applied theory because it practically explains how customer experience directly shapes satisfaction, loyalty, and long-term relationships between consumers and digital platforms (Khatun et al., 2026).

## RESEARCH METHOD

This study used a quantitative approach with a survey method. The quantitative approach was selected because the study aims to empirically test the effect of customer experience and service quality on customer satisfaction through numerical measurement and statistical analysis. This approach enables objective and measurable testing of relationships among variables (Creswell, 2014).

The type of research is explanatory research, which aims to explain causal relationships between independent and dependent variables. Customer experience and service quality act as independent variables, while customer satisfaction acts as the dependent variable. The study was focused on Shopee users in North Sulawesi Province. The study was cross-sectional because data were collected at one specific period from respondents who met the research criteria.

The population of this study consisted of Shopee users in North Sulawesi who had made online purchases through the Shopee platform. Because the exact population size was unknown, the sampling technique used was non-probability sampling with a purposive sampling approach. The criteria were: respondents were domiciled in North Sulawesi, had purchased through Shopee at least once in the last six months, were at least 17 years old, and were willing to complete the questionnaire voluntarily.

The sample size was determined using the Cochran formula because the population was considered large or unknown (Sugiyono, 2019). With a 95% confidence level, Z value of 1.96, margin of error of 10%, and population proportion of 0.5, the minimum sample size was 96 respondents. The sample was rounded to 100 respondents to strengthen the adequacy of data analysis.

Primary data were collected through an online questionnaire using Google Forms, WhatsApp, and social media. The questionnaire used a five-point Likert scale to measure respondents' perceptions. Secondary data were obtained from scientific journals, books,


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research reports, and official sources relevant to customer experience, service quality, and customer satisfaction.

The variables in this study consisted of customer experience (X1), service quality (X2), and customer satisfaction (Y). Customer experience was measured through indicators such as ease of use, transaction convenience, security, service personalization, and navigation convenience. Service quality was measured through reliability, responsiveness, security assurance, empathy, and service speed. Customer satisfaction was measured through overall satisfaction, expectation fulfillment, positive experience, and service satisfaction.

Data analysis was conducted using descriptive statistics, instrument testing, classical assumption testing, multiple linear regression, t-test, F-test, and coefficient of determination. Validity testing was used to determine whether each questionnaire item accurately measured the research variables. Reliability testing was conducted using Cronbach's Alpha. Classical assumption testing included normality, multicollinearity, and heteroskedasticity tests before multiple linear regression was applied (Ghozali, 2019; Sugiyono, 2019)

**Table 1. Operational Definition of Variables**

| Variable | Operational Definition | Indicators | Scale |
|---|---|---|---|
| Customer Experience (X1) | Customers' perception of the overall experience when interacting with the e-commerce platform | Ease of use, transaction convenience, security, service personalization, navigation convenience | Likert 1-5 |
| Service Quality (X2) | Customers' perception of the quality of services provided by the e-commerce platform | Reliability, responsiveness, security assurance, empathy, service speed | Likert 1-5 |
| Customer Satisfaction (Y) | The level of customer | Overall satisfaction, expectation | Likert 1-5 |


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| | | | |
|---|---|---|---|
| | satisfaction after using e-commerce services | fulfillment, positive experience, service satisfaction | |

Source: Previous studies.

**Result**

The validity test showed that all indicator items for customer experience, service quality, and customer satisfaction had positive and significant item-total correlations at the 5% significance level. Most significance values were 0.000. Therefore, all questionnaire items were declared valid and suitable as research instruments (Ghozali, 2019).

The reliability test showed that the Cronbach's Alpha value for all items was 0.755. Since this value is greater than 0.60, the research instrument was declared reliable. This result indicates that respondents' answers to the questionnaire items were consistent and could be used for further statistical analysis (Sugiyono, 2019).

The normality test using the One-Sample Kolmogorov-Smirnov test showed an Asymp. Sig. value of 0.083. Because this value is greater than 0.05, the residual data were normally distributed. The multicollinearity test showed that customer experience and service quality each had a Tolerance value of 0.724 and a VIF value of 1.381. Since Tolerance values were greater than 0.10 and VIF values were less than 10, the model was free from multicollinearity (Ghozali, 2019).

The heteroskedasticity test based on the scatterplot showed that residual points were randomly distributed above and below the zero line and did not form a specific pattern. Therefore, the regression model did not indicate heteroskedasticity and was suitable for hypothesis testing.

**Table 2. Instrument and Classical Assumption Test Results**

| Test | Result | Decision |
|---|---|---|
| Validity | All items significant at 0.05 level | Valid |
| Reliability | Cronbach Alpha = 0.755 | Reliable |
| Normality | Asymp. Sig. = 0.083 | Normal |
| Multicollinearity | Tolerance = 0.724; VIF = 1.381 | No multicollinearity |
| Heteroskedasticity | Random scatterplot pattern | No heteroskedasticity |

Source: Processed research data.



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The multiple linear regression equation obtained in this study is: Y = 6.108 + 0.480X1 + 0.280X2. The constant value of 6.108 indicates that when customer experience and service quality are assumed to be zero, customer satisfaction is 6.108. The regression coefficient of customer experience is 0.480, meaning that every one-unit increase in customer experience increases customer satisfaction by 0.480, assuming other variables remain constant. The regression coefficient of service quality is 0.280, meaning that every one-unit increase in service quality increases customer satisfaction by 0.280.

**Table 3. Regression and Hypothesis Test Results**

| Variable/Test | Coefficient / Value | t / F Value | Sig. | Decision |
|---|---|---|---|---|
| Constant | 6.108 | - | - | - |
| Customer Experience (X1) | 0.480 | 8.938 | 0.000 | Significant |
| Service Quality (X2) | 0.280 | 6.378 | 0.000 | Significant |
| F Test | - | 124.606 | 0.000 | Significant |
| R Square | 0.720 | - | - | Strong explanatory power |
| Adjusted R Square | 0.714 | - | - | Strong explanatory power |

Source: Processed research data.

The t-test results show that customer experience has a t-value of 8.938 with a significance value of 0.000. Since the significance value is less than 0.05, customer experience has a positive and significant effect on customer satisfaction. Service quality has a t-value of 6.378 with a significance value of 0.000. Since the significance value is less than 0.05, service quality also has a positive and significant effect on customer satisfaction. The F-test result shows an F-value of 124.606 with a significance value of 0.000, indicating that customer experience and service quality simultaneously have a


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significant effect on customer satisfaction. The R Square value of 0.720 indicates that 72.0% of the variation in customer satisfaction can be explained by customer experience and service quality, while the remaining 28.0% is explained by other variables outside this model.

## DISCUSSION

The findings show that customer experience has a positive and significant effect on customer satisfaction among Shopee users. This result indicates that the better the customers' experience in using Shopee, including ease of application use, convenience of transactions, security, system navigation, and overall interaction experience, the higher their level of satisfaction. This finding supports the argument that customer experience is a central factor in digital marketing because customers evaluate not only the product purchased but also the entire process of interacting with the digital platform (Dewi et al., 2025; Syahnur et al., 2020)

The dominance of customer experience in this study is consistent with Customer Experience Theory, which emphasizes that satisfaction is shaped by customers' cognitive, emotional, behavioral, and practical experiences during their interaction with a company. In the context of Shopee, experience begins from product search, application navigation, transaction processing, payment convenience, and after-sales service. When these interactions are perceived positively, customers are more likely to feel satisfied and continue using the platform. This finding is also in line with Shalihah et al. (2024), who found that customer experience contributes to repurchase intention through customer satisfaction in Shopee e-commerce settings.

Service quality also has a positive and significant effect on customer satisfaction. This result shows that Shopee users value reliable services, responsive customer support, security assurance, empathy, and service speed. In digital transactions, customers expect the platform to provide accurate information, secure payment systems, responsive complaint handling, and timely delivery. This finding supports the SERVQUAL perspective, which explains that service quality is assessed based on the extent to which services meet or exceed customer expectations (Parasuraman et al., 1988).

The result is also consistent with previous e-commerce studies showing that electronic service quality significantly affects customer satisfaction and customer behavior in online shopping (Rita et al., 2019). Abdella & Indradewa (2024) also found that service quality, product quality, and e-servicescape influence customer satisfaction through perceived value. In this study, service quality is particularly important because


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North Sulawesi's archipelagic characteristics may affect logistics, delivery reliability, and customer service expectations. Therefore, improving service quality is crucial for maintaining satisfaction among users in regional markets.

The simultaneous test shows that customer experience and service quality jointly influence customer satisfaction. This means that customer satisfaction in e-commerce is not determined by one factor alone, but by the combination of experiential and service-related aspects. This finding strengthens Expectation Confirmation Theory, which explains that satisfaction emerges when actual platform performance confirms or exceeds customer expectations (Oliver, 1980). When Shopee provides a positive experience and good service quality, customers' expectations are more likely to be confirmed, resulting in higher satisfaction.

The R Square value of 0.720 indicates that customer experience and service quality explain 72.0% of customer satisfaction. This value reflects strong explanatory power and shows that both variables are important determinants of satisfaction among Shopee users. The novelty of this study lies in showing that customer experience is more dominant than service quality in explaining satisfaction in the context of Shopee users in North Sulawesi. This finding contributes to digital marketing literature by emphasizing the importance of regional context in e-commerce satisfaction research, especially in archipelagic areas where logistics and digital service experiences may differ from more urbanized regions.

## CONCLUSION

This study concludes that customer experience has a positive and significant effect on customer satisfaction among Shopee users. The better the customer experience in terms of ease of use, transaction convenience, security, navigation, and overall platform interaction, the higher the level of customer satisfaction. Service quality also has a positive and significant effect on customer satisfaction, indicating that reliable, responsive, secure, and timely services are essential for improving customer satisfaction in e-commerce.

Customer experience and service quality simultaneously have a significant effect on customer satisfaction, with an R Square value of 0.720. This means that 72.0% of the variation in customer satisfaction can be explained by both variables, while 28.0% is influenced by other factors such as trust, price perception, product quality, brand image, promotion, and loyalty. The most dominant variable is customer experience, indicating


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that Shopee should prioritize user experience development while maintaining service quality, especially in regions with logistical challenges such as North Sulawesi.

The theoretical implication of this study is that it strengthens Expectation Confirmation Theory, SERVQUAL Theory, and Customer Experience Theory in explaining customer satisfaction in digital commerce. Practically, Shopee and other e-commerce companies should improve application usability, personalize recommendations, strengthen transaction security, accelerate complaint handling, and improve delivery reliability. The study is limited by its sample size of 100 respondents, cross-sectional design, and focus on only two independent variables. Future research is encouraged to include variables such as trust, perceived value, price perception, brand image, repurchase intention, and loyalty, and to use broader samples or more advanced analysis methods such as Structural Equation Modeling or Partial Least Squares.

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