



The Effect of Online Shopping Convenience on Customer Satisfaction, Behavioral Intention, and Electronic Word of Mouth (E-WOM)

Tania Feby Khairial ^{a*} and Erlita Ridanasti ^{a++}

^a Department of Management, Faculty of Business and Economics University of Islam Indonesia, Indonesia.

Authors' contributions

This work was carried out in collaboration between both authors. Both authors read and approved the final manuscript.

Article Information

DOI: 10.9734/AJEBA/2023/v23i241205

Open Peer Review History:

This journal follows the Advanced Open Peer Review policy. Identity of the Reviewers, Editor(s) and additional Reviewers, peer review comments, different versions of the manuscript, comments of the editors, etc are available here: <https://www.sdiarticle5.com/review-history/111024>

Original Research Article

Received: 24/10/2023

Accepted: 29/12/2023

Published: 29/12/2023

ABSTRACT

Online shopping activities in Indonesia have grown rapidly in the last five years. The convenience of shopping online plays a significant role in marketing and has become one of the main factors why people want to shop online. This study seeks to identify the primary dimensions of online shopping convenience (specifically, access, search, evaluation, transaction, possession/post-possession) that significantly contribute to enhancing customer satisfaction, behavioral intention, and fostering E-WOM. This study used 225 samples taken by purposive sampling from Shopee marketplace application users in Indonesia. CFA (Confirmatory Factor Analysis) and SEM (Structural Equation Modeling) Amos 24 were used to validate the measurement model and to evaluate the relationships in the model. The results reveal that all seven dimensions of online convenience had a significant positive effect on online convenience without such a large margin. Furthermore, it also indirectly positively affects online customer satisfaction, behavioral intentions, and E-WOM.

⁺⁺ Lecturer;

*Corresponding author: E-mail: taniafkhairial@gmail.com;

Keywords: *Online convenience; online shopping; customer satisfaction; behavioral intention; E-WOM.*

1. INTRODUCTION

According to a survey, 34.10% of businesses have engaged in online buying and selling activities [1]. E-commerce sales have consistently grown by 133.5% from 2017 to 2022 [2]. Online shopping is an electronic transaction activity conducted without face-to-face interaction and can be done through various platforms, including marketplaces. This non-face-to-face activity poses several challenges for businesses, particularly in providing convenience in online shopping. Every step in the online shopping process, from selecting items to delivery, is filled with uncertainty.

Furthermore, the payment procedure, frequently conducted via electronic platforms, is vulnerable to security concerns [3]. This unpredictability diminishes the convenience level in online shopping, despite its pivotal role in influencing individuals' inclination to engage in online shopping [4]. However, the term 'convenience' proves challenging to interpret as it encompasses a broad spectrum of contributing factors.

The measurement of convenience initially developed by Seiders in 2007 is known as SERVCON. This scale comprises decision convenience, access convenience, benefit convenience, transaction convenience, and post-benefit convenience. Subsequently, in 2013, Jiang expanded on these dimensions, proposing five dimensions of convenience in online shopping: access convenience, search convenience, evaluation convenience, transaction convenience, and possession/ post-possession convenience. These dimensions continue to be discussed and developed to the present day. However, [5] excluded access convenience in his research, suggesting that it does not significantly impact customer satisfaction as customers perceive online shopping as an efficient virtual store where they can complete the purchase process independently [6]. On the other hand, there is another dimension that is equally crucial in the current era: attentiveness. Attentiveness is demonstrated by providing personalized services tailored to customers [7].

There is a diversity of findings in the literature of previous research that discusses the

dimensions of online shopping convenience [5,7]. From the various dimensions of online convenience, when assessed based on their level of influence, some dimensions are considered more crucial than others. Some have a greater impact on customer satisfaction, ultimately driving shopping behavior intention and leading to Electronic Word of Mouth (E-WOM). Understanding this, business owners and managers can focus more on selecting and determining the enhancement of service quality based on dimensions of online shopping convenience that align with customer preferences and address various obstacles that customers might perceive. Consequently, several variables are interesting to investigate, namely the seven dimensions of online convenience (access, search, evaluation, transaction, possession, post-possession convenience, and attentiveness). This study aims to identify the primary dimensions of online shopping convenience (specifically, access, search, evaluation, transaction, possession/post-possession) that significantly contribute to enhancing customer satisfaction, behavioral intention, and fostering E-WOM. Therefore, the researcher is interested in examining which dimension of online convenience is most crucial in online shopping according to customer perceptions. By understanding it, business owners and managers can focus more on sorting and determining the development of service quality based on the dimensions of online shopping convenience to align with customer preferences and address various barriers that customers may perceive.

2. LITERATURE REVIEW

2.1 Technology Acceptance Model (TAM)

The technology acceptance theory is a framework used to understand users' acceptance of technology or information systems. This model has become one of the most widely used models in the context of technology acceptance, including in Indonesia [8]. The theory employs a behavioral theory approach to examine the information technology adoption process [9]. In the context of online shopping (marketplace), TAM can be

used to comprehend the factors influencing customer acceptance of marketplace services.

The model discusses two main factors influencing technology acceptance: perceived usefulness and perceived ease of use [8]. Perceived usefulness refers to the extent to which individuals believe that the use of technology will enhance their performance or effectiveness in achieving their goals. In the context of online shopping, customers are more likely to accept a marketplace platform if they believe that online shopping will be more efficient, easy, and assist them in achieving their shopping goals. Meanwhile, perceived ease of use is the extent to which individuals feel that the use of technology is straightforward and does not require excessive effort. In the context of online shopping, customers will feel more comfortable if the marketplace platform has an easily understandable design and a straightforward payment process.

2.2 Access Convenience

Access convenience to the platform can be characterized as the speed and ease of interaction between customers and the seller/service provider [10,11] defines access convenience in online shopping platforms as customers' subjective perception of ease and convenience in accessing the online shopping platform, including page loading speed, clear product information availability, and effective navigation systems. Access to the marketplace remains a crucial factor for customers in determining shopping convenience [12]. It is because if customers face difficulties accessing the retailer, they may abandon their purchase intentions due to a lack of opportunity [13]. Several studies have examined the impact of access convenience on perceived online convenience for customers [6,10,14,15,16]. Access convenience to service providers does not affect customer satisfaction because they perceive online shopping as an efficient virtual store where they can complete the purchase process independently [6]. Furthermore, [17] mention that the access dimension is one of the main drivers of online shopping satisfaction. Ironically, [14] found that access convenience does not significantly impact online convenience in older respondents.

In their research, [10,15,16] found that access convenience is one of the most critical dimensions influencing online convenience. In

the online business context, accessibility to marketplace sites is considered the most important factor in determining online shopping convenience. Assuming that the easier it is for customers to interact with the service provider, the easier and faster the customers can shop. Therefore, the hypothesis is formulated:

H1: The greater the perceived access convenience, the greater the perceived online convenience.

2.3 Search Convenience

Search convenience is the speed and ease with which customers can identify and select products they want to purchase. Evaluation ease relates to the availability of product descriptions that are easily understandable through various presentation features [13]. From a retailer's perspective, search convenience is linked to the ease of information found through keyword optimization for products. It is intended to facilitate the purchase decision-making process for customers [18]. In this regard, paid advertising also has customization features that can help online retailers identify the right business connections (target customers) [19].

Empirical research has been conducted on the impact of search convenience on online convenience [10,16,20] found that search convenience is the most crucial convenience dimension in online shopping because it is what prompts people to shift from conventional shopping to online shopping. This contradicts the findings of [21], who discovered that some people refrain from online shopping due to information overload [10,16] found that search convenience influences online convenience, customer satisfaction, and the intention to make a purchase. Assuming that the more effective the seller's efforts in facilitating product search, the quicker and easier it is for customers to shop. Based on this explanation, the hypothesis used is:

H2: The greater the perceived search convenience, the greater the perceived online convenience.

2.4 Evaluation Convenience

Evaluation is a process to assess how well something that is being evaluated conforms to the established standards and measurement

criteria. The results of these measurements are then used to conclude whether they align with the measurement standards or deviate from them [22].

In their research, [10,16] found that search convenience positively influences online convenience. Furthermore, [13,17] discovered that search convenience has an impact on online customer satisfaction. The findings of [10] indicate that evaluation is one of the most crucial convenience factors for customers, driving satisfaction in online shopping. Ironically, [5] found no significant and positive relationship between evaluation and consumer experience. Nevertheless, the availability of online discussions with other customers about products and services, along with easy price comparisons, remains an essential factor influencing online convenience [10]. Therefore, the hypothesis used is:

H3: The greater the perceived evaluation convenience, the greater the perceived online convenience.

2.5 Attentiveness Convenience

Attentiveness convenience refers to how retailers attract and maintain customers' attention. Online customers expect attention to their needs through personalized services, allowing them to save time and effort when seeking information and making purchasing decisions [7]. This phenomenon has led to the widespread use of Artificial Intelligence (AI) among online retailers (Keke, 2022). Consequently, users can comprehend information more easily and smoothly [19].

Research by Pham [4] Chen [23] states that attentiveness influences online purchase interest. However, a study conducted by Rachbini et al. [24] found that attentiveness does not affect online purchase interest. Furthermore, research by Duarte et al. [10], where attentiveness convenience becomes a less influential dimension compared to other convenience dimensions. Nevertheless, [25] found that the Attention dimension is significantly and positively related to customer satisfaction. Therefore, the hypothesis used is:

H4: The greater the perceived attentiveness convenience, the greater the perceived online convenience.

2.6 Transaction Convenience

Customers require an online payment mechanism that is easy, secure, and convenient to minimize doubts about online transactions [26]. The flexibility of payment methods also adds value that enhances convenience for customers [13]. [10,16,27] found that transaction convenience has a positive impact on online satisfaction. Ironically, [14] found that transaction convenience does not significantly affect online convenience. Nevertheless, according to Mehmood et al. [6], customers perceive online transactions as complex processes, and simplifying them or providing alternative payment methods will enhance customer satisfaction. Therefore, the hypothesis used as follows:

H5: The greater the perceived transaction convenience, the greater the perceived online convenience.

2.7 Possession Convenience

Possession convenience is defined as the speed and ease with which customers can obtain the desired products, encompassing various factors related to production planning, such as pricing policies and delivery times [10]. The waiting time from ordering to product delivery to customers is considered a non-monetary cost for customers [28]. It has led marketplaces to provide tracking features for transparency in the delivery process [13].

According to Pham [4], customers should be informed about the time and place of delivery so that they can be engaged when receiving the goods. Items should be carefully packaged to avoid damage during transportation. Duarte et al. [10] found that possession convenience significantly and positively influences online satisfaction, even identifying it as the most important dimension of online shopping. Online shopping relieves buyers from the burden of physically traveling from store to store, making customers prefer to buy heavy items online. In line with this, [16,29] found that possession convenience has a positive impact on online convenience. Therefore, the hypothesis used is:

H6: The greater the perceived possession convenience, the greater the perceived online convenience.

2.8 Post-Possession Convenience

Post-possession Convenience is related to the accountability of the purchase transaction by the seller. In recent years, the importance of Post-Possession Convenience has been emphasized [30]. This emphasis has arisen due to the challenges faced by customers when returning online purchases. The easier it is for online customers to make claims, the more comfortable it is for them to shop online [10].

Khalid et al. [21] identified various reasons why people refrain from online shopping, one of which is the lack of convenient return, claim, and replacement services in online shopping. Supporting this statement, [6,10,16] found that Post-possession convenience experienced by customers is positively related to online convenience. Furthermore, in their research, [30] found that Post-possession convenience is a dimension that positively influences satisfaction. Therefore, the hypothesis used is:

H7: The greater the perceived Post-Possession Convenience, the greater the perceived online convenience.

2.9 Online Convenience

Duarte et al. [10] define online convenience as the time and effort costs associated with shopping in the retail environment. Convenience factors are reported as the primary reasons customers engage in shopping through virtual stores like the internet [31]. It is due to advancements in information systems, technology, and distribution that have increased the convenience of searching, ordering, and efficiently delivering products to customers, making them feel more comfortable [32].

According to Khalid et al. [21], the convenience factor has a more significant impact than other factors in attracting people to shop online. Online convenience significantly and positively influences online customer satisfaction [10,13,16,17]. Convenience is even found to be the primary motivation for conventional shoppers switching to online outlets [9]. Therefore, the hypothesis used is:

H8: Perceived online convenience has a positive impact on online customer satisfaction.

2.10 Online Customer Satisfaction, Behavioral Intention, and E-WOM

Kotler et al. [33] define customer satisfaction as an individual's feeling of liking or disliking a product after comparing its performance with expectations. Customer satisfaction is often defined as a condition of the difference between post-possession by the customer, pre-purchase expectations, and actual results [34]. In the context of online shopping, customer satisfaction tends to lead customers to use the marketplace more frequently for online purchases [13].

Duarte et al. [10] explain that behavioral intent can be perceived through steps such as the intent to repurchase, word of mouth, loyalty, complaining behavior, and price sensitivity. Moreover, high service convenience, according to customers, usually leads to favorable behavioral intent. Pham [4] state that customers are willing to pay more for higher convenience, or some are willing to sacrifice convenience for lower prices. Referring to these opinions, higher convenience services will also enhance the perceived value of customers. In their research, [4,10] found that all five dimensions of online shopping convenience have a positive effect on the intention to repurchase.

H9: Online customer satisfaction has a positive impact on behavioral intention.

Online customer satisfaction tends to lead customers to engage in E-WOM [13]. E-WOM can be defined as any positive or negative statement made by potential, actual, or former users about a product or company posted to many people and institutions via the Internet [35]. E-WOM becomes a new way for marketers to reinforce their value to buyers and potential buyers by leveraging various online-based social media sites, websites, or other online discussion media [36]. [6,10] explain the significant effect of online shopping convenience on online satisfaction, which in turn impacts behavioral intent and E-WOM behavior. According to Troise et al. [37], customer satisfaction positively impacts E-WOM.

H10: Online customer satisfaction has a positive impact on E-WOM.

3. METHODOLOGY

The research is designed using a quantitative approach. An online questionnaire with a 6-point Likert scale is employed to obtain primary data from respondents. The location of the study is in Indonesia. The reason for choosing this location is because the researcher resides in Indonesia. Additionally, data collection in this study utilizes an online questionnaire method, which facilitates the collection of data without spatial limitations. The selection of this location also takes into consideration the convenience for the author to conduct the research. The sample comprises users and active customers of the Shopee e-commerce site in Indonesia. Purposive sampling is the chosen technique for this research. The selection of this technique is based on a population with specific criteria related to the research, allowing the sample to effectively represent the objectives of this study in providing information. The specific criteria include individuals aged over 16 years who have used the Shopee online shopping application (at least two times) to purchase a

product. Finally, the study successfully gathered 225 respondents for further analysis.

The analysis methods employed in this research include descriptive and statistical approaches. Descriptive analysis involves data collection methods, simplification of figures, and measurements of central tendency and dispersion to make the obtained data more interesting, useful, and easily understandable. In this study, the questionnaire data is processed using Structural Equation Modeling (SEM), with the testing tool AMOS version 24.

4. RESULTS AND DISCUSSION

4.1 Respondent Profile

The analysis of respondent profiles is based on gender, age, monthly income, and hometown. The results of the demographic analysis of respondents can be seen in the following respondent profile data table (Table 1).

Table 1. Respondents' characteristics

Category	Frequency	%
Gender		
Male	66	29.3
Female	159	70.7
Age		
< 16 years	0	0
16-30 years	183	81.3
31-45 years	37	16.4
>45 years	5	2.2
Income per Month		
< 1 Million	28	12.4
1 – 3 Million	99	44
3 – 5 Million	54	24
5 – 10 Million	31	13.8
> 10 Million	13	5.8
Hometown		
Balikpapan	4	1.8
Banda Aceh	2	0.9
Bandung	4	1.8
Banjarbaru	28	12.4
Banjarmasin	26	11.6
Barabai	17	7.6
Bekasi	4	1.8
Binuang	3	1.3
Bogor	4	1.8
Bulukumba	1	0.4
Cilacap	2	0.9
DKI Jakarta	19	8.4

Category	Frequency	%
Kandangan	7	3.1
Karawang	1	0.4
Kudus	1	0.4
Lampung	1	0.4
Magelang	2	0.9
Makassar	3	1.3
Malang	3	1.3
Martapura	9	4.0
Medan	4	1.8
Palangkaraya	1	0.4
Palembang	2	0.9
Pekalongan	2	0.9
Purworejo	1	0.4
Rembang	1	0.4
Semarang	13	5.8
Sleman	5	2.2
Solo	3	1.3
Surabaya	7	3.1
Tangerang	3	1.3
Yogyakarta	42	18.7

Source: Primary data (2023)

Based on Table 1, it is known that female respondents (70.7%) dominate this research. Furthermore, 81.3% of the respondents in this study are aged between 16 and 30 years, with an income of 1 – 3 million (44%). The majority of respondents in this study are from Yogyakarta (18.7%).

4.2 Results of SEM Data Analysis

In accordance with the model developed in this study, the data analysis tool used is Structural Equation Modeling (SEM), operated using the AMOS 24 application. The AMOS 24 application is utilized to indicate measurements and structural issues used to analyze and test the proposed hypothesis model. In this analysis, the research framework is converted into structural and measurement equations (Fig. 1).

Based on Fig. 1, the Online Convenience variable with the dimension of Access Convenience consists of 4 indicator items, the Search Convenience dimension consists of 3 indicator items, the Evaluation Convenience dimension consists of 3 indicator items, the Attentiveness convenience dimension consists of 3 indicator items, the Transaction Convenience dimension consists of 3 indicator items, the Possession convenience dimension consists of 6 indicator items, and the Post-possession Convenience dimension consists of 3 indicator items. The Online Customer

Satisfaction variable consists of 3 indicator items. The Behavioral Intention variable consists of 3 indicator items. Finally, the EWOM variable consists of 4 indicator items.

Next, the goodness of fit assessment in SEM is used to determine how accurately the hypothesized model "fits" or matches the sample data. The results of the goodness of fit are presented in the following data (Table 2).

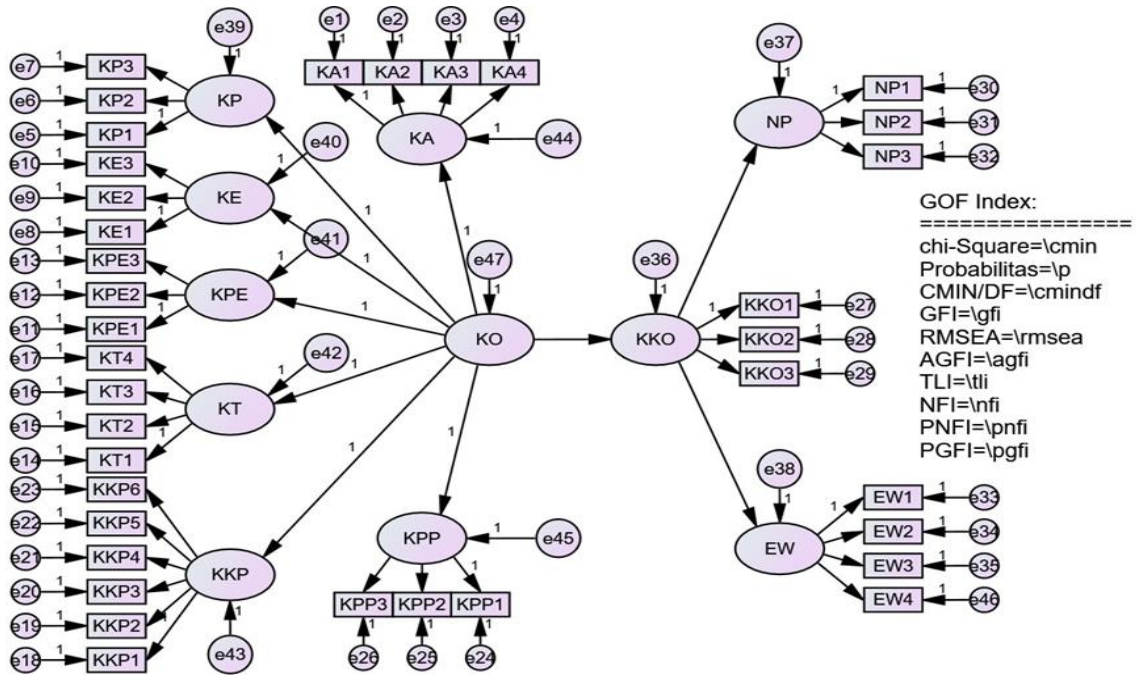
Table 2 shows the goodness of fit assessment in SEM. This data is used to determine how accurately the hypothesized model "fits" or matches the sample data. Based on these results, indices indicate a marginal fit for the research model. Nevertheless, the model proposed in this study is still acceptable because the values of CMIN/DF, RMSEA, TLI, PNFI, and PGFI meet the fit criteria.

Further, hypothesis testing is conducted. Hypothesis testing is used to answer the research questions and hypotheses proposed in this study or to determine the cause-and-effect relationships between research variables. From the data processing, the direction of the relationship can be known through the standardized regression coefficient and the acceptance of the relationship's significance if C.R shows a value above 1.96 and below 0.05 for the *P* value [38]. The results of hypothesis

testing can be shown in the following table (Table 3).

Based on Table 3, it can be seen that there is a direction of the relationship through the standardized regression coefficient and the acceptance of the relationship's significance if C.R shows a value above 1.96 and below .05 for the *P* value (Ghozali, 2018). From this

output, it is found that all seven dimensions of online convenience have a positive effect on online satisfaction. The post-possession convenience dimension has the most significant influence on online convenience (0.995), followed by possession convenience (0.994), evaluation convenience (0.993), attentiveness convenience (0.991), transaction convenience



Source: Primary data (2023)

The research framework is adopted by Duarte, Silva, and Ferreira (2018).

Notes: Access convenience (KA), Search convenience (KP), Evaluation convenience (KE), Attentiveness convenience (KPE), Transaction convenience (KT), Possession convenience (KKP), Post-possession convenience (KPP), Online convenience (KO), Online customer satisfaction (KKO), Behavioral intention (NP), E-WOM (EW).

Fig. 1. Structural equation model

Table 2. Goodness of fit index test results

Goodness of fit index	Cut-off value	Research Model	Model
Chi-Square	647,616	834,221	Marginal Fit
Significant probability	≥ 0.05	0,000	Marginal Fit
CMIN/DF	≤ 2.0	1,414	Good Fit
GFI	≥ 0.90	0,840	Marginal Fit
RMSEA	≤ 0.08	0,043	Good Fit
AGFI	≥ 0.90	0,820	Marginal Fit
TLI	≥ 0.90	0,963	Good Fit
NFI	≥ 0.90	0,893	Marginal Fit
PNFI	0.60 - 0.90	0,836	Good Fit
PGFI	0 - 1.0	0,745	Good Fit

Source: Primary data (2023)

Table 3. Hypothesis testing results

Hypothesis	Standardized Regression	S.E.	C.R.	P Value	Conclusion
KA → KO	0,982				H1 Supported
KP → KO	0,989				H2 Supported
KE → KO	0,993				H3 Supported
KPE → KO	0,991				H4 Supported
KT → KO	0,990				H5 Supported
KKP → KO	0,994				H6 Supported
KPP → KO	0,995				H7 Supported
KO → KKO	0,680	0,064	10,464	0,000	H8 Supported
KKO → NP	0,742	0,081	9,469	0,000	H9 Supported
KKO → EW	0,748	0,070	9,687	0,000	H10 Supported

Source: Primary data (2023)

*Notes: Access convenience (KA), Search convenience (KP), Evaluation convenience (KE), Attentiveness convenience (KPE), Transaction convenience (KT), Possession convenience (KKP), Post-possession convenience (KPP), Online convenience (KO), Online customer satisfaction (KKO), Behavioral intention (NP), E-WOM (EW)

(0.990), search convenience (0.989), and the least influential is access convenience (0.982). Based on the results of hypothesis testing, each dimension has a positive effect without a significant difference between them.

4.2.1 Influence of access convenience on perceived online convenience

The results indicate that the access convenience dimension has a positive influence on the online convenience perceived by Shopee application users (standardized regression coefficient of 0.982). Thus, H1, which states "The greater the perceived access convenience, the greater the perceived online convenience," is supported. The study's findings assert that access convenience is a dimension that influences the perceived online convenience of Shopee application users. Users perceive that the Shopee application can provide excellent accessibility services, making it easy for them to access whenever they need to. Users also feel that the Shopee application can meet their shopping needs easily, providing a platform to contact sellers for any product-related inquiries or transactional processes. It aligns with prior research by Duarte et al. [10] [15,16], emphasizing the significance of access convenience in influencing online convenience.

4.2.2 Influence of search convenience on perceived online convenience

The results indicate that the search convenience dimension has a positive influence on the online convenience perceived by Shopee

application users (standardized regression coefficient of 0.989). Thus, H2, which states "The greater the perceived search convenience, the greater the perceived online convenience," is supported. The study suggests that search convenience is a dimension that influences the perceived online convenience of Shopee application users. Users perceive that the availability of search facilities can facilitate them in finding the products they need. The Shopee application features search filters, allowing customers to narrow down their searches and find desired items more easily. It is consistent with previous research by Duarte et al. [10],[16,20], which found that search convenience influences online convenience, customer satisfaction, and the intention to make a purchase.

4.2.3 Influence of evaluation convenience on perceived online convenience

The results indicate that the evaluation convenience dimension has a positive influence on the online convenience perceived by Shopee application users (standardized regression coefficient of 0.993). Thus, H3, which states "The greater the perceived evaluation convenience, the greater the perceived online convenience," is accepted. The study reveals that evaluation convenience is a dimension that influences the perceived online convenience of Shopee application users. The Shopee application provides comprehensive information about the offered products in their storefronts, including detailed specifications, accompanied by visual elements such as photos and videos.

As a result, customers can easily assess whether a product meets their needs, reducing the risk of dissatisfaction. It aligns with previous research by Duarte et al. [10,16], indicating that evaluation convenience influences online convenience, satisfaction, and customer interest in making a purchase.

4.2.4 Influence of attentiveness convenience on perceived online convenience

The results indicate that the attentiveness convenience dimension has a positive influence on the online convenience perceived by Shopee application users (standardized regression coefficient of 0.991). Thus, H4, which states "The greater the perceived attentiveness convenience, the greater the perceived online convenience," is accepted. The study highlights that attentiveness convenience is a dimension that influences the perceived online convenience of Shopee application users. Attentiveness convenience refers to the service from online store sellers to their customers that enhances convenience in shopping. The Shopee application's service can provide attentiveness convenience to customers through product recommendations that match their searches. It can save customers time and make it easier for them to find products that meet their needs. It corresponds with previous research by Duarte et al. [10], stating that evaluation convenience has a positive influence on forming perceptions of online convenience.

4.2.5 Influence of transaction convenience on perceived online convenience

The results indicate that the transaction convenience dimension has a positive influence on the online convenience perceived by Shopee application users (standardized regression coefficient of 0.990). Thus, H5, which states "The greater the perceived transaction convenience, the greater the perceived online convenience," is accepted. The study indicates that transaction convenience is a dimension that influences the perceived online convenience of Shopee application users. Transaction convenience describes the ease of the purchasing transaction process that customers can experience on online store applications. A transaction process perceived as complicated by customers can reduce their interest in making a purchase. Customers feel that the Shopee application's service is reliable in facilitating a transaction process that is quick and accurate, with flexible payment options.

Transaction convenience that reflects the ease and security of the product purchase process up to its delivery to the customer can enhance the perceived convenience of customers. It aligns with previous research by Duarte et al. [10,27], stating that transaction convenience has a positive influence on perceptions of online convenience.

4.2.6 Influence of possession convenience on perceived online convenience

The results indicate that the possession convenience dimension has a positive influence on the online convenience perceived by Shopee application users (standardized regression coefficient = 0.994). Thus, H6, which states "The greater the perceived possession convenience, the greater the perceived online convenience," is supported. The study asserts that possession convenience is a dimension that influences the perceived online convenience of Shopee application users. Possession convenience refers to the ease and speed of the process that customers experience in purchasing products through an online store until they receive the purchased products. Purchasing products through an online store requires customers to wait for products to be packaged and shipped by the seller. Reliable information about the buyer's received process can increase convenience in online shopping. Customers perceived Shopee to provide complete and accurate information about the packaging and delivery process of products according to the destination address. It corresponds with previous research by Duarte et al. [10,16,29], which found that possession convenience has a positive influence on online convenience.

4.2.7 Influence of post-possession convenience on perceived online convenience

The results indicate that the post-possession convenience dimension has a positive effect on the online convenience perceived by users of the Shopee application (standardized regression coefficient of 0.995). Thus, H7, which states "The greater the perceived post-possession convenience, the greater the perceived online convenience," is accepted. The research results state that post-possession convenience is a dimension that influences the perceived online convenience of users of the Shopee application. Post-possession convenience refers to the willingness of online

stores to handle issues that may arise after the customer receives the product. Online purchases that require products to be shipped through a courier service may lead to damage or packaging errors, making the product not meet the buyer's expectations. The Shopee app offers a product return service with agreed-upon terms and conditions. It can reduce customer concerns if the purchased product is not suitable or if there is a risk of fraud. It is consistent with previous research by Mehmood [6,10,16] finding that post-possession convenience experienced by customers is positively related to online convenience.

4.2.8 Influence of perceived online convenience on online customer satisfaction

The results indicate that perceived online convenience has a positive and significant effect on the perceived online customer satisfaction of Shopee application users (standardized regression coefficient = 0.680, CR = 10.464 > 1.96, *P* value .00). Thus, H8, which states "Perceived online convenience has a positive impact on online customer satisfaction," is accepted. The research results state that perceived online convenience has a positive impact on increasing the satisfaction perceived by customers in online stores. In the process of online purchasing, customers cannot touch and directly receive the products they buy. However, they are required to make a purchase transaction, and the product is then delivered to the destination address. It can cause concerns and discomfort for buyers. Thus, online stores are required to play an active role in providing services that can guarantee the transaction process. Shopee application customers feel that the services they receive in the online purchasing process can provide good service convenience. Customers feel that purchasing transactions through the Shopee app are easy, secure, and can meet their needs, resulting in satisfaction with the transaction. It is in line with previous research by [10,13,16,17], proving that online convenience significantly influences online customer satisfaction.

4.2.9 Influence of online customer satisfaction on behavioral intentions

The results indicate that online customer satisfaction has a positive and significant effect on perceived behavioral intentions by Shopee application users (standardized regression

coefficient = 0.742, CR = 9.469, *P* value = .00). Thus, H9, which states "Online customer satisfaction has a positive impact on behavioral intentions," is accepted. The research results state that online customer satisfaction has a positive impact on increasing the behavioral intentions of customers to shop in online stores. Customer satisfaction with online stores comes from the evaluations they make of the services offered. Customers who experience pleasant and satisfying experiences are more likely to have the intention to make repeated purchases from the same online store and not switch to competitors. When customers are satisfied with their online shopping experience, they are more likely to have a positive intention to continue that shopping behavior. Shopee application customers feel that the services they receive are satisfying, thereby encouraging their intention to make repeat purchases. It is in line with previous research by Pham [4,10], stating that customer satisfaction with online stores has a positive and significant impact on the behavioral intentions that arise.

4.2.10 Influence of online customer satisfaction on E-WOM

The results indicate that online customer satisfaction has a positive and significant effect on E-WOM among Shopee application users (standardized regression coefficient = 0.748, CR = 9.687, *P* value = .00). Thus, H10, which states "Online customer satisfaction has a positive impact on E-WOM," is accepted. The research results state that online customer satisfaction has a positive impact on increasing E-WOM among customers to shop in online stores. Pleasant and satisfying experiences while shopping online are likely to encourage customers to recommend it to others. When customers are satisfied with their online shopping experience, they are more likely to engage in positive E-WOM. Furthermore, online stores that focus on creating customer satisfaction in their online shopping experience indirectly influence positive E-WOM. They can create opportunities for customers to share their positive experiences and reduce the risk of negative E-WOM. A satisfying online shopping experience on the Shopee can make customers recommend it to others for online shopping.

5. CONCLUSION

The main point of this research is to determine the dimensions of online convenience that play

the most significant role in enhancing customer satisfaction, behavioral intentions, and driving Electronic Word of Mouth (E-WOM). The research results indicate that all seven dimensions of convenience examined in this study have a positive impact on online convenience. It means that all seven dimensions have proven their influence. In this context, the post-possession convenience dimension has the most significant impact on online convenience compared to other dimensions. It is because post-possession convenience is an alternative solution to concerns about uncertainty in online shopping. The easier it is for customers to make post-possession claims, the more comfortable it becomes for them to shop online [10]. Furthermore, the level of influence on online convenience after the post-possession dimension includes possession convenience, evaluation convenience, attentiveness convenience, transaction convenience, and search convenience. The access convenience dimension has the smallest influence. These research findings were obtained after passing model testing (CFA), which is valid and reliable. Additionally, the model has also undergone goodness-of-fit index testing and has proven to meet the fit criteria.

Overall, the finding of this study is in line with previous research [10] that has explored several factors, specifically satisfaction, e-WOM, and behavioral intentions, emphasizing the strong correlation between content customers and their inclination to use the online service again and recommend it. This addition was crucial as e-WOM and behavioral intentions emerged as significant indicators of system success and customer loyalty. On the contrary, this finding contradicts to [39] that online shopping convenience has no impact on customer satisfaction.

Theoretically, this research provides a new perspective on the importance of post-possession convenience in online shopping convenience. Many studies have examined which dimensions of online convenience have the most significant impact on overall online convenience. However, researchers have not yet identified post-possession dimensions as the main driver. From a managerial perspective, this research contributes by suggesting that customer service managers should closely monitor customer service teams. Additionally, information technology managers are advised

to control and update product tracking systems for returns. Finally, marketing managers, sales managers, as well as risk and compliance managers can collaborate to create strategic systems and policies.

The respondents in this study were not specifically targeted at a particular group or segment, so the results are still general. Future research is recommended to focus on specific research subjects to obtain more specific results. For example, researching convenience dimensions based on generation, occupation, or specific locations. Moreover, research could be conducted on different marketplace platforms to gain a more comprehensive understanding of the conditions.

COMPETING INTERESTS

Authors have declared that no competing interests exist.

REFERENCES

1. Ahdia A. 5 E-Commerce with the Most Visitors in the First Quarter of 2023. Katadata, (April). 2023. Accessed on 13 October 2023. Available at: <https://databoks.katadata.co.id/datapublish/2023/01/31/5ecommercedenganpengunjungterbesarkuartaliv2022><https://databoks.katadata.co.id/datapublish/2023/01/31/5ecommercedenganpengunjung-terbanyak-kuartal-iv-2022>.
2. Databox. 2022, Indonesian E-Commerce Sales Will Reach US\$ 16 Billion', Databoks.Katadata.co.Id, p. 1. 2022. Accessed on 13 October 2023. Available at :<https://databoks.katadata.co.id/datapublish/2018/02/12/2022penjualanecommerce-indonesia-mencapai-rp-16-miliar>.
3. Noviarni EN. Analysis of factors that influence online consumer satisfaction: B2C (Business to Customer) in Pekanbaru City. *Al-Iqtishad Journal*. 2018;14(2):23–40. DOI: 10.24014/jiq.v14i2.6799
4. Pham QT. et al. Relationship between convenience, perceived value, and repurchase intention in online shopping in Vietnam. *Sustainability(Switzerland)*. 2018;10(1). DOI: 10.3390/su10010156

5. Mahapatra S. Mobile shopping among young consumers: an empirical study in an emerging market. *International Journal of Retail and Distribution Management*. 2017;45(9):930–949. DOI: 10.1108/IJRDM-08-2016-0128
6. Mehmood SM, Najmi A. Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. *International Journal of Electronic Customer Relationship Management*. 2017;11(1):23–43. DOI:10.1504/IJECRM.2017.086752
7. Pappas IO, Kourouthanassis PE, Giannakos MN, Chrissikopoulos V. Explaining online shopping behavior with fsQCA: The role of cognitive and affective perceptions. *Journal of Business Research*. 2016;69(2):794-803. DOI: 10.1016/j.jbusres.2015.07.010
8. Ilmi M, Liyundira FS, Rachmawati A, Juliasari D, Habsari P. Development and application of the theory of acceptance model (TAM) in Indonesia. *Relations: Economic Journal*. 2020; 16(2): 436-458. DOI: 10.31967/relasi.v16i2.371z
9. Handayani PW. et al. Acceptance model of a hospital information system. *International Journal of Medical Informatics*. 2017;99:11–28. DOI: 10.1016/j.ijmedinf.2016.12.004
10. Duarte P, Costa E Silva S, Ferreira MB. How convenient is it? Delivering online shopping convenience to enhance customer satisfaction and encourage e-WOM. *Journal of Retailing and Consumer Services*. 2018;44:161–169. DOI: 10.1016/j.jretconser.2018.06.007.
11. Chao-Min C. et al. Determinants of customer repurchase intention in online shopping. *Online Information Review*. 2019;33(4):761–784.
12. Stephen FK, Jung-Shiuan L. A framework for internet channel evaluation. *International Journal of Information Management*. 2016;24(6):473–488.
13. Le-Hoang PV. The relationship between online convenience, online customer satisfaction, purchasing intention and electronic word-of-mouth. *Independent Journal of Management & Production*. 2020;11(7):2943–2966. DOI: 10.14807/ijmp.v11i7.1251
14. Bi Y, Kim I. Older Travelers' E-Loyalty: The Roles of Service Convenience and Social Presence in Travel Websites. *Sustainability*. 2020;12(1):410. DOI: 10.3390/su12010410
15. Byun H, Chiu W, Bae JS. Exploring the adoption of sports brand apps: An application of the modified technology acceptance model. *International Journal of Asian Business and Information Management*. 2018;9(1):52–65. DOI: 10.4018/IJABIM.2018010105
16. Nurdianasari R, Indriani F. Faculty of economics and business, diponegoro university, Indonesia. Study of Perceived Online Convenience and Customer Satisfaction Toward Behavioral Intention in Online Shopping. 2021;5(2):399–409.
17. Bongso LA, Kristiawan A. Online convenience in creating online customer satisfaction for tokopedia users. *JMBI UNSRAT (Sam Ratulangi University Scientific Journal of Business Management and Innovation)*. 2022;9(1). DOI: 10.35794/jmbi.v9i1.38621
18. Widijoko. Analysis of the influence of online service convenience on mobile commerce consumer satisfaction in Indonesia. *Economics and Business*.2018;7(2):1–23.
19. Chaffey D, Ellis-Chadwick F. *Digital Marketing: Strategy, implementation and practice*. 6th edn. Harlow: Pearson Education Limited; 2016.
20. Kakar AK, Kakar A. Providing superior service to Shoppers by identifying the determinant dimensions of shopper convenience for Online versus Instore shopping', in *AMA summer 2020*. Chicago: American marketing association. 2020.
21. Khalid R, Farooq M. Online Shopping Hesitation in Pakistan. 2019;1(1):53–65.
22. Banjařnahor AR. et al. *Marketing communications management*. We write foundation; 2021.
23. Chen YRR. Perceived values of branded mobile media, consumer engagement, business-consumer relationship quality and purchase intention: A study of WeChat in China. *Public Relations Review*. 2017;43(5): 945–954. DOI: <https://doi.org/10.1016/j.pubrev.2017.07.005>.
24. Rachbini W, Anggraeni D, Febrina D. Effect of service Quality on Customer Loyalty through satisfaction, perceived value, and customer engagements (Study

- on Indonesian Ride-Hailing Online). *Advances in Social Sciences Research Journal*. 2020;7(10):300–310. DOI: 10.14738/assrj.710.9204.
25. Ling J, Yang Z, Minjoon J. Measuring consumer perceptions of online shopping convenience. *Journal of Service Management*. 2018;24(2):191–214.
26. De Kerviler G, Demoulin NTM, Zidda P. Adoption of in-store mobile payment: Are perceived risk and convenience the only drivers? *Journal of Retailing and Consumer Services*. 2016;31: 334–344. DOI:10.1016/j.jretconser.2016.04.011.
27. Kin N, Farida N. Effects of convenience online shopping and satisfaction on repeat-purchase intention among students of higher institutions in Indonesia. *Journal of Internet Banking and Commerce*. 2016;21(2).
28. Michelle BB, Nicole P. Perceptions of retail convenience for in-store and online shoppers. *Marketing Management Journal*. 2020;20(1):49–65.
29. Zhang D, Shen Z, Li Y. Requirement analysis and service optimization of multiple category fresh products in online retailing using importance-Kano analysis. *Journal of Retailing and Consumer Services*. 2023;72:103253. DOI: 10.1016/j.jretconser.2022.103253.
30. Cao Y, Ajjan H, Hong P. Post-Purchase shipping and customer service experiences in online shopping and their impact on customer satisfaction: An empirical study with comparison. *Asia Pacific Journal of Marketing and Logistics*. 2018;30:400-416. DOI:10.1108/APJML-04-2017-0071.
31. Forsythe SM, Shi B. Consumer patronage and risk perceptions in Internet shopping. *Journal of Business Research*. 2016;56(11):867–875.
32. Lee BCY. Consumer attitude toward virtual stores and its correlates. *Journal of Retailing and Consumer Services*. 2017;14(3):182–191. DOI: 10.1016/j.jretconser.2006.07.001.
33. Kotler P, Keller KL. *Marketing Management*. 15th edn. London: Pearson education limited;2016.
34. Fatihudin D, Firmansyah A. *Services Marketing: Strategy, measuring customer satisfaction and loyalty*. Yogyakarta: Deepublish;2019.
35. Suwantee S, Surachart Kumtonkun J, Lertwannawit A. EWOM firestorm: young consumers and online community. *Young Consumers*. 2020;21(1):1–15. DOI: 10.1108/YC-03-2019-0982
36. Kudeshia C, Kumar A. Social eWOM: does it affect the brand attitude and purchase intention of brands? *Management Research Review*. 2017;40(3):310–330. DOI: 10.1108/MRR-07-2015-0161
37. Troise C, Camilleri MA. The use of digital media for marketing, CSR communication and stakeholder engagement. *Strategic Corporate communication in the digital age*. 2021;161–174. DOI:10.1108/978-1-80071-264-520211010
38. Ghazali I. *Structural equation models: Concepts and applications with the AMOS 24 update bayesian sem program*. 7th ed. Semarang: UNDIP publishing agency;2017.
39. Djan I, Adawiyah SR. The effect of convenience and trust to purchase decision and its impact to customer satisfaction. *International Journal of Business and Economics Research*. 2020;9(4):269. DOI: 10.11648/j.ijber.20200904.23

© 2023 Khairial and Ridanasti; This is an Open Access article distributed under the terms of the Creative Commons Attribution License (<http://creativecommons.org/licenses/by/4.0>), which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited.

Peer-review history:
The peer review history for this paper can be accessed here:
<https://www.sdiarticle5.com/review-history/111024>