

## The Effect of Perceived Ease of Use and Service Quality on Customer Satisfaction with The ShopeeFood Marketplace in Semarang

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### Abstract

The aim of the research conducted on ShopeeFood in Semarang was to determine how perceptions of ease of use influence ShopeeFood customer satisfaction in Semarang. To determine how service quality influences ShopeeFood customer satisfaction in Semarang. And to determine the influence of perceptions of ease of use and service quality on ShopeeFood customer satisfaction in Semarang. This research employs a quantitative approach using a causal study design, i.e., cause and effect. Thus, there are independent variables (variables that influence) and dependent variables (variables that are influenced). The data collection technique used in this study was Google Forms, with the population comprising ShopeeFood users in Semarang City and a sample size of 50. The stages of data analysis employed were descriptive statistics, data quality testing, classical assumption testing, multiple linear regression analysis, and hypothesis testing. The results of this study indicate that the perception of ease of use does not influence customer satisfaction; service quality influences customer satisfaction; and the perception of ease of use and service quality influence customer satisfaction with the ShopeeFood marketplace in Semarang.

**Keywords:** *Perceived Ease of Use; Service Quality; Customer Satisfaction; Shopee Food; Online Food Delivery*

### Introduction

The rapid digitalisation of the global market has significantly altered consumer behaviour, particularly in the way individuals interact with products and services online (Borhan et al., 2024). These digital markets enable consumers to market their products and services to customers easily and efficiently, in line with the growth in internet usage and the expansion of e-commerce platforms (Hamid & Mohamed, 2022). According to the 2021 State of E-Commerce App Marketing Report, Indonesia is the third-largest market for Android e-commerce apps in the world, accounting for 8% of the global total (Wisnel et al., 2022). E-commerce has revolutionised the retail industry by offering consumers convenience and access to a wide variety of products and services (Xun & Hashim, 2025).

In an increasingly competitive e-commerce landscape, ease of access, efficient search processes and a seamless ordering experience not only attract customers but also form the basis for sustained satisfaction (Ginting et al., 2025). One of the largest e-commerce platforms in Indonesia is Shopee. Shopee is the largest, most comprehensive, and cheapest e-commerce site in Indonesia, featuring a collection of over 500 local and international brands and designers, whilst providing buying and selling facilities (Indarti et al., 2022). Shopee has introduced its food delivery service, named ShopeeFood, which functions similarly to other food delivery services (Ariyani & Albari, 2022). ShopeeFood is a food delivery service available on the Shopee app (Ar Rasyid & Pradana, 2024).

ShopeeFood operates in much the same way as other food delivery apps, connecting consumers, merchants and drivers through a single online ordering system via the Shopee app (Jayaputra & Kempa, 2022). ShopeeFood offers benefits to all three parties involved—merchants, drivers, and consumers. The benefits for merchants include the ability to expand their food business as they become better known to the public, access to promotional media, increased revenue for their eateries, easier product marketing, simpler and faster payments, and a flexible working system due to its online nature (Jayaputra & Kempa, 2022). One of the key factors influencing purchases on the Shopee e-commerce platform is customer satisfaction.

Customer satisfaction is one of the most important factors in online shopping, and it is assumed that satisfaction is the primary consideration in online shopping (Yunus et al., 2023). Customer satisfaction helps customers form a positive impression of the products and services offered by a business organisation. A positive attitude plays a significant role in future repurchases of products or services; customer satisfaction is also heavily influenced by consumers' expectations regarding the quality of the products offered, the clarity of information provided via websites or apps, and their perception of the prices offered through marketplace apps (Pratama & Santoso, 2022).

One factor influencing customer satisfaction is the perception of ease of use. The perception of ease of use refers to the degree to which a person believes that a system is not difficult to understand and does not require significant effort to use. Thus, ease of use can

be defined as a system designed to provide convenience for its users (Rohmah & Fanani, 2021). The intensity of use and interaction between the user and the system can also indicate ease of use. One factor influencing the perception of ease of use is service quality.

According to Tjiptono (2016), service quality is a dynamic condition relating to products, services, human resources, processes and the environment that meets or exceeds expectations (Dimas & Soliha, 2022). According to Kotler & Keller (2012), service quality is one of the determining factors for the survival of consumer-oriented companies or industries, particularly amidst increasingly fierce competition. Consumers will readily switch to similar industries if the service quality provided is unsatisfactory (Jayaputra & Kempa, 2022).

**Table 1.** Percentage of GrabFood, GoFood and ShopeeFood Transactions in Indonesia, 2020–2022

| Year  | GrabFood                              | GoFood                               | ShopeeFood                         |
|-------|---------------------------------------|--------------------------------------|------------------------------------|
| 2020  | US\$ 1,96 billion (Rp 30,6 trillion)  | US\$ 1,74 billion (Rp 27,1 trillion) | -                                  |
| 2021  | US\$ 2,25 billion (Rp 35,2 trillion ) | US\$ 1,98 billion (Rp 31 trillion)   | US\$ 276 million (Rp 4,3 trillion) |
| 2022  | US\$ 2,21 billion (Rp 34,4 trillion ) | US\$ 1,98 billion (Rp 31 trillion)   | US\$ 315 million (Rp 4,9 trillion) |
| TOTAL | US\$ 6,42 billion (Rp 100,2 trillion) | US\$ 5,7 billion (Rp 89 trillion)    | US\$ 591 juta (Rp 9,2 trillion)    |

Source: katadata.co.id

Based on Table 1.1, the data above shows that ShopeeFood's GMV in Indonesia increased last year. However, the figure remains lower than that of GrabFood and GoFood. Comparing data from 2021 to 2022, GrabFood's transaction volume stood at US\$4.22 billion, or approximately Rp64.4 trillion. This figure is seven times that of ShopeeFood, which stood

at US\$591 million or Rp9.2 trillion. Meanwhile, Gojek recorded US\$3.96 billion or Rp61.8 trillion. This value is 6.7 times that of ShopeeFood.

**Table 2.** Percentage of GrabFood, GoFood and ShopeeFood Transactions in Indonesia, 2022–2023

| Services   | 2022    |                   | 2023    |                   |
|------------|---------|-------------------|---------|-------------------|
|            | Portion | Value             | Portion | Value             |
| GrabFood   | 49%     | US\$ 2,2 billion  | 50%     | US\$ 2,3 billion  |
| GoFood     | 44%     | US\$ 1,98 billion | 38%     | US\$ 1,75 billion |
| ShopeeFood | 7%      | US\$ 315 million  | 12%     | US\$ 552 million  |

Source: katadata.co.id

Transactions on ShopeeFood and GrabFood in 2023 increased year-on-year. Meanwhile, orders on GoFood fell. Momentum Works has released a report titled 'Food Delivery Platforms in Southeast Asia 2023'. Food delivery transactions on platforms such as GoFood, GrabFood and ShopeeFood rose slightly from US\$4.5 billion to US\$4.6 billion. Breakdown of GoFood, GrabFood and ShopeeFood transaction shares in Indonesia for 2022 and 2023. Therefore, in light of the issues outlined above, this research was conducted under the title The Effect of Perceived Ease of Use and Service Quality on Customer Satisfaction with Online Marketplaces in Semarang.

## Literature Review

### *Perception Ease of Use*

Fred Davis (1989) was one of the pioneers of the concept of perceived ease of use. He defined perceived ease of use as the belief that working with a particular system will not be difficult, and that a system that is easier to use than others will be more readily accepted by users. The time and effort required by a person to use technology will be reduced when the technology system is user-friendly. This ease of use means that a person's work will be easier with technology than without it or when done manually. The perception of ease of use refers to consumers' assessment of a product as being easy to operate, which influences and drives their intention to use that product to meet their needs (Suryo & Untoro, 2023).

Perceived ease of use is a key factor for an e-commerce platform to build consumer trust, thereby fostering consumer loyalty and encouraging them to return to the platform (Sawitri & Giantari, 2020). Based on various explanations from experts regarding the perception of ease of use in the context of online shopping via Shopee, it can be concluded that the perception of ease of use is a person's belief that using a particular system is not difficult; thus, a user-friendly system will be more widely accepted. If a technological system is easy to use, it will save consumers time and effort, making the shopping experience easier for them compared to manual methods when shopping via e-commerce.

The indicators used to measure the perceived ease of use variable in this study are based on those proposed by Jokhu & Rahmawati (2022). The following are the indicators of perceived ease of use:

1. Ease of finding information refers to the user's confidence that the application allows them to obtain the information they need quickly, clearly, and without much effort.
2. Ease of access refers to the user's confidence that the app can be accessed and used easily anytime and anywhere, without technical barriers, and without requiring significant effort to get started or use its features.
3. Ease of understanding: the user's confidence that the information, instructions, and interface within the app are easy to understand, clear, and not confusing, so that users can operate the app quickly without needing additional explanations or significant mental effort.
4. Ease of recall and understanding of procedures refers to the user's confidence that the procedures or steps for using the application are easy to understand, easy to remember, and can be repeated without difficulty even if the user does not use the application frequently.

Ease of learning and mastering the system refers to the user's confidence that the system or application can be learned quickly, is easy to master, and allows users to become increasingly proficient with frequent use without requiring significant effort.

### *Service Quality*

According to Arianto (2018), “service quality can be defined as a focus on meeting needs and requirements, as well as the timeliness of meeting customer expectations (Awad et al., 2023). Service quality is assessed based on the actual performance of the service through its unique attributes in a specific context (Yen et al., 2022)”. The indicators used to measure service quality variables in this study are based on those identified by Alexander & Smith (2023). The following are the service quality indicators:

1. Efficiency refers to the ability of online food delivery apps to simplify and speed up the ordering process by minimizing the time, effort, and energy required from users.
2. Needs Alignment refers to the ability of online food delivery services to meet users’ needs, expectations, and goals regarding online food ordering in their daily lives.
3. Responsiveness refers to an online food delivery service’s ability to provide quick, accurate, and helpful responses to questions, requests, or issues encountered by users while using the app.
4. Contact Availability refers to an online food delivery service’s ability to provide communication channels or contact information that users can easily access when they need assistance, information, or encounter issues while using the app.
5. Service Interaction refers to the ability of an online food delivery service to facilitate effective communication between users and service providers—including customer service representatives and delivery drivers—through communication features available within the app.

### ***Customer Satisfaction***

Satisfaction is defined as the emotional state or customer response resulting from a comparison between the actual service experience or product consumption and their expectations prior to purchase (N. H. Nguyen & Hoang, 2024). The satisfaction phase begins when customer expectations align with the company’s offerings, which ultimately fosters loyalty following the initial adoption stage (Tan, 2025). The indicators used to measure

customer satisfaction in this study are based on those proposed by Zaato et al. (2023). The following are the customer satisfaction indicators:

1. Usability refers to the extent to which users feel comfortable, unstressed, and do not encounter difficulties when interacting with the application.
2. User security refers to the level of confidence users have that their personal data, payment information, and transactions are protected and will not be misused when shopping on the Shopee app.
3. Emotional satisfaction is the feeling of joy, happiness, and comfort that customers experience after evaluating their shopping experience using the Shopee app.
4. The satisfaction rate is customers' overall assessment of their shopping experience through the Shopee app.
5. Relative satisfaction is the extent to which customers find shopping on Shopee more satisfying than shopping at physical stores or through other channels.

## **Research Methods**

The method used in this study is a quantitative research method, which can be defined as a research method based on the philosophy of positivism, used to study a specific population or sample (Sugiyono, 2019). The population for this study comprises all ShopeeFood users in the city of Semarang. The determination of the minimum sample size to be used is based on the guidelines set out by Roscoe (as cited in Sugiyono, 2019) in the book *\*Research Methods for Business\**, which provides the following recommendations regarding sample size for research: A suitable sample size for research is between 30 and 500. The sample size for this study is 50.

## **Results and Discussion**

### **Validity Test**

If the calculated R-value is greater than the table R-value, the item or question is considered valid, and thus the validity test is deemed valid (Ghozali, 2018). There are 15 statements in total.

From the r table, we can determine that  $df = (N-2)$ , which is  $50-2 = 43$ . At a 5% significance level (0.05), the critical value of r is 0.279. All items are considered valid because all calculated r values are greater than the critical value of 0.279.

### Reliability Test

**Table 3.** Reliability Test Results

| No. | Variable              | Cronbach’s Alpha value | Description |
|-----|-----------------------|------------------------|-------------|
| 1.  | Perceived Ease of Use | 0,875                  | Reliabel    |
| 2.  | Service Quality       | 0,789                  | Reliabel    |
| 3.  | Customer Satisfaction | 0,860                  | Reliabel    |

Source: Data compiled by the researcher, 2026

The reliability of the test results can be seen in the reliability statistics table using the Cronbach’s alpha method. Reliability can be measured using the Cronbach’s alpha ( $\alpha$ ) statistical test, and a variable can be considered reliable if Cronbach’s alpha > 0.70 (Ghozali, 2018).

### Test of Classical Assumptions

#### a. Normality Test

**Table 4.** Results of the normality test One-Sample Kolmogorov-Smirnov Test

|                                  |                | Unstandardize<br>d Residual |
|----------------------------------|----------------|-----------------------------|
| N                                |                | 50                          |
| Normal Parameters <sup>a,b</sup> | Mean           | .0000000                    |
|                                  | Std. Deviation | 1.55155071                  |
| Most Extreme Differences         | Absolute       | .147                        |
|                                  | Positive       | .082                        |
|                                  | Negative       | -.147                       |
| Test Statistic                   |                | .147                        |
| Asymp. Sig. (2-tailed)           |                | .009 <sup>c</sup>           |

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.

## b. Multicollinearity Test

**Table 5.** Results of the Multicollinearity Test

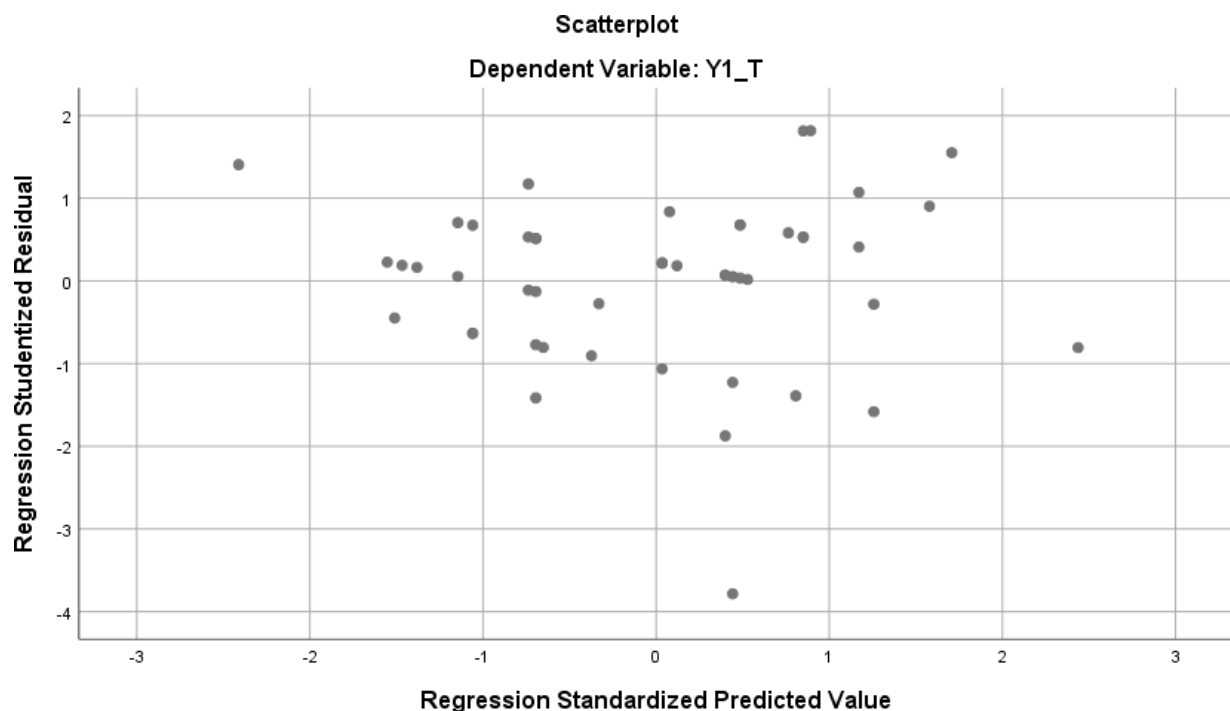
|   |      |      |       |
|---|------|------|-------|
| 1 | X1_T | .983 | 1.017 |
|   | X2_T | .983 | 1.017 |

a. Dependent Variable: Y1\_T Source:

SPSS analysis results, 2026

The results of the multicollinearity test above show that the tolerance value of 0.983 is greater than or equal to 0.10; therefore, there is no multicollinearity in the data. Furthermore, the calculated VIF value is 1.017, which indicates that there is no multicollinearity (Ghozali, 2018).

## c. Heteroscedasticity Test



**Figure 1.** Results of the Heteroscedasticity Test

Source: SPSS analysis results, 2026

Based on the results of the scatterplot above, it can be seen that the data points are distributed above 0, below 0 and around 0. The points do not form a pattern that widens and then narrows. It can therefore be concluded that there is no issue of heteroscedasticity, meaning that the regression model is sound and meets the ideal

criteria.

### Multiple Linear Regression Analysis

**Table 6.** Results of the Multiple Linear Regression Analysis

|       |                        | Coefficients <sup>a</sup>   |            |                                |       |      |
|-------|------------------------|-----------------------------|------------|--------------------------------|-------|------|
| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients Beta | t     | Sig. |
|       |                        | B                           | Std. Error |                                |       |      |
| 1     | (Constant)             | 11.211                      | 3.943      |                                | 2.844 | .007 |
|       | Perception Ease of Use | .230                        | .152       | .206                           | 1.513 | .137 |
|       | Service Quality        | .258                        | .121       | .290                           | 2.128 | .039 |

a. Dependent Variable: Customer

Satisfaction Source: SPSS analysis results,

2026

According to (Jaya, 2020), the multiple linear regression equation can be expressed as follows:  $Y = a + \beta_1.X_1 + \beta_2.X_2 + e = 1.513 + 0,001 (X_1) + 2.128 (X_2) + e$

Note:

- If the Perceived Ease of Use variable ( $X_1$ ) and the Service Quality variable ( $X_2$ ) are both 0, then the Customer Satisfaction variable ( $Y$ ) is 1.513 points.
- $\beta_1 = 0.001$ . A coefficient of 0.001 indicates that for every 1-point increase in the Perceived Ease of Use ( $X_1$ ), Customer Satisfaction ( $Y$ ) increases by 0.001, holding all other variables constant.
- $\beta_2 = 2.128$  The coefficient of 2.128 indicates that for every 1-point increase in Service Quality ( $X_2$ ), Customer Satisfaction ( $Y$ ) increases by 2.128 units, holding all other variables constant.

## Hypothesis Testing

### a. t-test

**Table 7.** Results of the t-test Coefficients<sup>a</sup>

| Model |                        | Unstandardized Coefficients |            | Standardized Coefficients Beta | t     | Sig. |
|-------|------------------------|-----------------------------|------------|--------------------------------|-------|------|
|       |                        | B                           | Std. Error |                                |       |      |
| 1     | (Constant)             | 11.211                      | 3.943      |                                | 2.844 | .007 |
|       | Perception Ease of Use | .230                        | .152       | .206                           | 1.513 | .137 |
|       | Service Quality        | .258                        | .121       | .290                           | 2.128 | .039 |

a. Dependent Variable: Customer

Satisfaction Source: SPSS analysis

results, 2026

1. A constant value of 11.211 indicates that if the variables 'Perceived Ease of Use' and 'Service Quality' are set to 0, the value for 'Customer Satisfaction' is 11.211.
2. The regression coefficient for the 'Perceived Ease of Use' variable, which is 0.230, indicates that a one-unit increase in the perceived ease of use will increase customer satisfaction by 0.230, assuming all other variables remain constant.
3. The regression coefficient for the Service Quality variable, which is 0.258, indicates that a one-unit increase in service quality will increase Customer Satisfaction by 0.258, assuming all other variables remain constant.

The "Perception of Ease of Use" variable has a significance value of  $0.137 > 0.05$ , and therefore has no significant effect on customer satisfaction. The Service Quality variable has a significance value of  $0.039 < 0.05$ , and therefore has a significant effect on Customer Satisfaction.

### b. F-test

**Table 8 Results of the F-test ANOVA<sup>a</sup>**

| Model |            | Sum of Squares | df | Mean Square | F     | Sig.              |
|-------|------------|----------------|----|-------------|-------|-------------------|
| 1     | Regression | 19.562         | 2  | 9.781       | 3.897 | .027 <sup>b</sup> |
|       | Residual   | 117.958        | 47 | 2.510       |       |                   |
|       | Total      | 137.520        | 49 |             |       |                   |

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality , Perception

Ease of Use Source: SPSS analysis results, 2026

Based on the results of the F-test, the calculated F-value was 3.897 with a significance level of

0.027. As the significance level of 0.027 is less than 0.05, it can be concluded that the variables 'Perception of Ease of Use' and 'Service Quality' have a significant combined effect on Customer Satisfaction.

### c. Test of the Coefficient of Determination (R<sup>2</sup>)

**Table 9: Results of the Test of the Coefficient of Determination (R<sup>2</sup>)**

| Model Summary |                   |          |                   |                            |
|---------------|-------------------|----------|-------------------|----------------------------|
| Model         | R                 | R Square | Adjusted R Square | Std. Error of the Estimate |
| 1             | .377 <sup>a</sup> | .142     | .106              | 1.584                      |

a. Predictors: (Constant), Service Quality , Perception Ease

of Use Source: SPSS analysis results, 2026

1. The R value of 0.377 indicates that the relationship between the variables 'Perceived Ease of Use' and 'Service Quality' and 'Customer Satisfaction' falls into the category of a weak relationship.
2. The R-squared value of 0.142, or 14.2%, indicates that the variables 'Perceived Ease of Use' and 'Service Quality' account for 14.2% of the variation in 'Customer Satisfaction', whilst the remaining 85.8% is explained by other

variables outside the scope of this study.

3. The adjusted R-squared value of 0.106 indicates that, after adjusting for the number of independent variables and the sample size, the model explains 10.6% of the variation in the Customer Satisfaction variable.

The Standard Error of the Estimate of 1.584 indicates the level of prediction error in the regression model for the Customer Satisfaction variable.

## **Conclusion**

### **1. The Effect of Perceived Ease of Use on Customer Satisfaction ShopeeFood marketplace in Semarang.**

Based on the results of the data analysis in this study, it was found that the variable of perceived ease of use in the (partial) t-test had no effect on customer satisfaction ShopeeFood marketplace in Semarang. The findings of the study on the relationship between perceived ease of use and customer satisfaction are supported by research conducted by Tresiana et al. (2024), which found that perceived ease of use does not influence customer satisfaction. Furthermore, a study conducted by (Aprilia & Sukriy, 2025) described that the perception of ease of use does not affect customer satisfaction. This indicates that ease of use has become a standard factor expected by users; customer satisfaction is more determined by the perceived benefits and the end result of using the application. Previous research used to examine the relationship between service quality and customer satisfaction has yielded several findings; for instance, the study by (Wu et al., 2024) found that service quality has a significant effect on customer satisfaction.

### **2. The impact of service quality on customer satisfaction with the ShopeeFood marketplace in Semarang**

Based on the results of the data analysis in this study, it was found that the service quality variable in the (partial) t-test has an effect on customer satisfaction ShopeeFood marketplace in Semarang. The findings of this study on the relationship

between service quality and customer satisfaction are supported by previous research on service quality, which is defined as the extent to which a service meets consumer needs (Zhao et al., 2024). Based on research conducted by (Dsouza et al., 2025), it is described that service quality has a positive influence on customer satisfaction, which can be interpreted to mean that the better the quality of service provided to customers, the greater the increase in customer satisfaction. Research conducted by (Ly., 2025) shows that service quality has a positive effect on customer satisfaction. This indicates that service quality drives customer satisfaction. Research conducted by (Frederick & S, 2021) states that service quality has a positive effect on customer satisfaction. When service quality meets customer expectations, customer satisfaction is achieved.

### **3. The effect of perceived ease of use and service quality on customer satisfaction with the ShopeeFood marketplace in Semarang**

Based on the results of the data analysis in this study, it was found that the F-test (simultaneous) for the variables of perceived ease of use and service quality has an effect on customer satisfaction ShopeeFood marketplace in Semarang.

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