

Determinants of Shopee Customer Satisfaction: Price, Product Quality, and Service Quality

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Abstract

Purpose: This study aims to analyze the influence of price, product quality, and service quality on consumer satisfaction with Shopee among Accounting students at Politeknik Negeri Lampung.

Methodology/approach: A quantitative approach was employed using a survey questionnaire distributed to 100 respondents. Data were analyzed using multiple linear regression, t-test, F-test, and coefficient of determination through IBM SPSS Statistics 26. Validity and reliability tests were conducted, and outliers were removed, resulting in 94 valid respondents.

Results/findings: The results indicate that product quality (beta = 0.646, p-value = 0.000) and service quality (beta = 0.557, p-value = 0.000) have a significant positive effect on consumer satisfaction, while price (beta = 0.153, p-value = 0.239) does not show a significant influence. The regression model is significant simultaneously (F = 37.041, p-value = 0.000) with an adjusted R-squared of 0.538, indicating that 53.8 percent of the variance in consumer satisfaction is explained by the independent variables.

Conclusions: Product quality and service quality are the primary drivers of consumer satisfaction in e-commerce platforms.

Limitations: The sample is limited to one study program and institution, and the quantitative design limits in-depth exploration of subjective reasons.

Contributions: This research provides empirical evidence on youth consumer behavior in digital marketplaces within a regional context in Sumatra, Indonesia, and supports the application of Expectation Confirmation Theory in e-commerce settings.

Keywords: *Consumer Satisfaction, Price, Product Quality, Service Quality, Shopee*

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1. Introduction

Digital transformation has fundamentally reshaped consumer behavior, particularly among younger generations who are highly embedded in digital ecosystems. Generation Z consumers, characterized by their technological literacy and preference for convenience, increasingly rely on e-commerce platforms for their purchasing decisions (Djafarova & Bowes, 2021; Dragolea et al., 2023). In emerging markets such as Indonesia, the rapid expansion of digital infrastructure and mobile penetration has accelerated the adoption of online shopping platforms, with Shopee emerging as one of the dominant marketplaces. Its popularity is largely driven by competitive pricing, extensive product variety, and aggressive promotional strategies (Savandha, 2025).

Despite this growth, sustaining long-term competitiveness in e-commerce depends not merely on transactional efficiency but on the ability to deliver superior customer satisfaction. Customer satisfaction reflects a post-purchase evaluative judgment that arises from the comparison between expectations and perceived performance (Oliver, 1980). In digital contexts, this evaluation is more complex due to the absence of physical interaction, thereby increasing the importance of perceived

value, trust, and service quality ([Blut, Wang, & Schoefer, 2016](#); [Rose, Clark, Samouel, & Hair, 2012](#)). Prior studies have consistently identified price, product quality, and service quality as key determinants of satisfaction in online environments ([Rahmayanti, Wirdianto, Arief, Zahra, & Ahmad, 2021](#); [Verhoef et al., 2021](#)).

However, empirical findings regarding these determinants remain inconclusive. While price is often considered a primary driver of purchase decisions, its direct effect on satisfaction varies across contexts. Some studies report a significant positive relationship, suggesting that competitive pricing enhances perceived value ([Hsu, Chen, & Kumar, 2018](#)), whereas others find that price sensitivity among digital consumers may weaken its influence when product quality and service reliability become more salient ([Rita, Oliveira, & Farisa, 2019](#)). Similarly, product quality in e-commerce is subject to perceived uncertainty due to the inability to physically inspect goods, making it a critical yet complex factor influencing satisfaction ([Filiari, McLeay, Tsui, & Lin, 2018](#); [Konuk, 2019](#)). Service quality, particularly in terms of responsiveness, delivery accuracy, and after-sales support, has also been highlighted as a decisive factor shaping customer experiences in online platforms ([Blut et al., 2016](#); [Jaiswal & Singh, 2020](#)).

These inconsistencies indicate a need for further investigation, particularly within specific demographic and contextual settings. Existing research has largely focused on heterogeneous consumer groups, which may obscure behavioral patterns unique to certain segments. In this regard, university students—especially those with academic exposure to business and digital systems—represent a distinct and relevant consumer group. Accounting students, for instance, are likely to possess higher analytical capabilities and a more critical evaluation of value propositions, making them an ideal population for examining consumer satisfaction in e-commerce contexts.

This study focuses on accounting students at Politeknik Negeri Lampung as a representative segment of digitally active young consumers. By narrowing the population scope, this research aims to reduce data heterogeneity and provide more precise insights into consumer behavior within a specific demographic. Furthermore, the study responds to the evolving dynamics of digital markets, where rapid changes in pricing strategies, product offerings, and service delivery mechanisms continuously reshape consumer expectations. According to [Gunawan, Adam, Zahara, and Palawa \(2026\)](#), this study aims to empirically examine: (1) the effect of price on customer satisfaction; (2) the effect of product quality on customer satisfaction; (3) the effect of service quality on customer satisfaction; and (4) the simultaneous effect of these variables on customer satisfaction in the context of Shopee users.

This research contributes to the literature in several ways. First, it provides updated empirical evidence on the determinants of customer satisfaction in e-commerce, addressing inconsistencies in prior findings. Second, it offers a context-specific analysis focusing on a homogeneous and analytically informed consumer group, thereby enhancing the robustness of the results. Third, it contributes to the understanding of consumer behavior in emerging digital markets, where competitive dynamics and consumer expectations evolve rapidly ([Irmayani, Yusran, & Nurhaedah, 2025](#)).

2. Literature Review and Hypothesis Development

2.1 Expectation Confirmation Theory (ECT)

Expectation Confirmation Theory (ECT), originally proposed by [Oliver \(1980\)](#), provides a foundational framework for understanding customer satisfaction formation. The theory posits that satisfaction arises from a comparison between pre-consumption expectations and post-consumption performance. When perceived performance meets or exceeds expectations, positive confirmation occurs, leading to satisfaction; conversely, negative disconfirmation results in dissatisfaction.

In the context of e-commerce, ECT becomes particularly relevant due to the intangible nature of online transactions, where consumers rely heavily on digital information such as product descriptions, images, pricing, and service promises ([Bhattacharjee, 2001](#); [Rose et al., 2012](#)). The absence of physical interaction increases uncertainty, making expectation formation more critical and potentially more volatile ([Filiari et al., 2018](#)). Recent studies have extended ECT to digital environments, emphasizing

that satisfaction in online platforms is shaped not only by functional performance but also by perceived value, trust, and service quality ([Blut et al., 2016](#); [Jaiswal & Singh, 2020](#)). Therefore, ECT serves as an appropriate theoretical lens to examine how price, product quality, and service quality influence customer satisfaction in e-commerce platforms.

2.2 Customer Satisfaction

Customer satisfaction is defined as a consumer's overall evaluation of the purchase and consumption experience ([Asmin, Yulianingsih, & Lupita, 2026](#)). It represents a key outcome variable in marketing and consumer behavior research, as it influences repurchase intention, word-of-mouth, and long-term loyalty ([Oliver, 1980](#); [Verhoef et al., 2021](#)). In digital commerce, customer satisfaction is more complex due to the integration of multiple touchpoints, including platform usability, transaction efficiency, delivery performance, and after-sales service ([Verhoef et al., 2021](#)).

Empirical evidence suggests that satisfied customers are more likely to provide positive reviews, recommend platforms to others, and maintain long-term relationships with sellers ([Djafarova & Bowes, 2021](#); [Rita et al., 2019](#)). Conversely, dissatisfaction can quickly spread through negative online reviews, significantly affecting brand reputation and platform credibility ([Filiari et al., 2018](#)). Thus, understanding the determinants of customer satisfaction in e-commerce is crucial, particularly in highly competitive platforms such as Shopee, where switching costs are relatively low and alternatives are abundant ([Lukiya, Kamaruddin, & Firmansyah, 2026](#)).

2.3 The Effect of Price on Customer Satisfaction (H_1)

Price is a fundamental determinant of consumer decision-making and perceived value. In e-commerce environments, competitive pricing strategies such as discounts, flash sales, and free shipping are widely used to attract customers ([Savandha, 2025](#)). According to perceived value theory, consumers evaluate price in relation to the benefits received, which in turn influences satisfaction ([Konuk, 2019](#)). However, the relationship between price and satisfaction is not always straightforward. While lower prices can enhance perceived value, excessively low prices may raise concerns about product quality or authenticity ([Hsu et al., 2018](#)). Additionally, digital consumers, particularly Generation Z, tend to prioritize overall value rather than price alone, considering factors such as product reliability and service experience ([Dragolea et al., 2023](#)). Empirical studies provide mixed findings. Some studies report a positive and significant effect of price on satisfaction ([Hidayat, Saifullah, & Ishak, 2016](#); [Shamsudin, Nayan, Ishak, Esa, & Hassan, 2020](#)), while others suggest that the influence of price diminishes when other factors such as product quality and service quality are more dominant ([Rita et al., 2019](#)). These inconsistencies highlight the need for further empirical validation in specific contexts.

H_1 : Price has a positive and significant effect on customer satisfaction.

2.4 The Effect of Product Quality on Customer Satisfaction (H_2)

Product quality refers to the extent to which a product meets customer expectations in terms of performance, reliability, and conformity to specifications. In e-commerce settings, product quality is often evaluated based on perceived attributes such as accuracy of product descriptions, visual representation, and condition upon delivery ([Filiari et al., 2018](#)). Within the ECT framework, product quality plays a crucial role in shaping expectation confirmation. When the received product matches or exceeds expectations, positive confirmation occurs, leading to satisfaction; otherwise, dissatisfaction emerges ([Rahmayanti et al., 2021](#)). This is particularly important in online transactions, where the inability to physically inspect products increases the risk of mismatch between expectations and reality. Recent empirical studies consistently show that product quality significantly influences customer satisfaction in online marketplaces ([Andri, Jasfar, & Kristaung, 2022](#)). High product quality not only enhances satisfaction but also reduces return rates and strengthens customer trust.

H_2 : Product quality has a positive and significant effect on customer satisfaction.

2.5 The Effect of Service Quality on Customer Satisfaction (H_3)

Service quality in e-commerce encompasses various dimensions, including responsiveness, reliability, delivery speed, communication effectiveness, and after-sales service ([Blut et al., 2016](#)). Unlike traditional retail, service quality in online platforms involves both system-based interactions (e.g.,

platform usability) and human interactions (e.g., seller responsiveness) (Farah, Santi, Sutomo, & Farid, 2026). High service quality can significantly enhance customer experience by reducing uncertainty and building trust (Jaiswal & Singh, 2020). For instance, timely delivery, accurate order fulfillment, and efficient handling of complaints contribute to positive evaluations of the shopping experience. Recent studies confirm that service quality is one of the strongest predictors of customer satisfaction in e-commerce (Kim & Yum, 2024). In highly competitive platforms such as Shopee, superior service quality can serve as a key differentiator and driver of customer retention.

H₃: Service quality has a positive and significant effect on customer satisfaction.

2.6 Simultaneous Effects of Price, Product Quality, and Service Quality (*H₄*)

Customer satisfaction is a multidimensional construct that is influenced by the combined effects of multiple factors rather than a single variable. Within the ECT framework, overall satisfaction is achieved when multiple aspects of the consumption experience collectively meet or exceed expectations (Oliver, 1980). In e-commerce, the interaction between price, product quality, and service quality creates a holistic customer experience. For example, competitive pricing may attract customers, but satisfaction is sustained only when product quality and service performance meet expectations (Verhoef et al., 2021). Empirical studies support the notion that these variables jointly influence customer satisfaction (Hidayat et al., 2016; Rita et al., 2019). Therefore, examining the simultaneous effects of these variables provides a more comprehensive understanding of customer satisfaction formation.

H₄: Price, product quality, and service quality simultaneously have a positive and significant effect on customer satisfaction.

3. Methodology

3.1 Research Type and Approach

This study employs a quantitative approach with an explanatory research design, aimed at examining the causal relationships between the independent variables price, product quality, and service quality and the dependent variable, customer satisfaction. This approach is appropriate as it enables hypothesis testing through statistical analysis using numerical data collected via structured questionnaires.

3.2 Population and Sample

The population of this study consists of all active students in the Accounting Study Program at Politeknik Negeri Lampung, totaling 915 students. The sample was selected using a purposive sampling technique, based on the following criteria:

1. Active students enrolled in the Accounting Study Program at Politeknik Negeri Lampung;
2. Students who have taken or are currently taking courses related to e-commerce or digital business;
3. Students who actively use the Shopee platform.

The sample size was determined using the Slovin formula with a margin of error of 10%, resulting in the required number of respondents for this study.

$$x = \frac{N}{1+Ne^2} = \frac{915}{1+915(0,01)} \quad x = \frac{915}{90,15} = 90,15 = 100 \quad (1)$$

3.3 Definition Operasional Variables

Table 1. Definition operasional variables

Variables	Sources	Definition	Indicator
Price (<i>X₁</i>)	Pratama and Santoso (2018)	Price is not solely defined as the monetary amount paid by consumers, but also represents the overall value sacrificed, including both financial and non-financial costs,	<ol style="list-style-type: none"> 1. Affordability of Price 2. Price suitability with Product Quality 3. Price competitiveness Price suitability with product benefits

		to obtain the benefits of a product or service.	
Product quality (X_2)	Fadilah and Sholikhah (2024)	Product quality refers to a product's ability to meet or exceed customer expectations, encompassing key attributes such as performance, reliability, ease of use, and physical appearance.	<ol style="list-style-type: none"> 1. Performance 2. Features 3. Reliability 4. Conformance to specifications 5. Durability 6. Serviceability 7. Aesthetics Perceived quality
Service quality (X_3)	Rahellea and Rianto (2023)	Service quality is determined by consumers' perceptions of service performance relative to their expectations, taking into account the importance of each service dimension.	<ol style="list-style-type: none"> 1. Responsiveness 2. Reliability 3. Assurance 4. Empathy Physical evidence
Customer satisfaction (Y)	Alfajar, Tawil, Mustainah, and Polii (2021)	Customer satisfaction is conceptualized as the outcome of a comparison between expectations and perceived performance, where negative disconfirmation leads to dissatisfaction, confirmation results in satisfaction, and positive disconfirmation produces a high level of satisfaction.	<ol style="list-style-type: none"> 1. Performance Perception 2. Expectation Conformance Customer Evaluation

3.4 Data Collection Technique

Primary data were collected using an online questionnaire administered through Google Forms. The questionnaire was distributed directly to accounting students via class groups and social media platforms. The data collection process was conducted from June 4 to June 16, 2025, resulting in a total of 100 valid responses. Prior to data analysis, the questionnaire instrument was tested for validity and reliability to ensure the quality and accuracy of the collected data.

3.4.1 Validity Test

The validity test was conducted to assess the extent to which the instrument accurately measures the variables under study. An item is considered valid if the calculated correlation value ($r_{\text{calculated}}$) exceeds the critical value (r_{table}) at a significance level of $\alpha = 5\%$. With a sample size of 100 respondents, the degree of freedom (df) is calculated as $n - 2 = 98$, resulting in a critical value of $r_{\text{table}} = 0.196$. The results of the validity test indicate that

all questionnaire items have $r_{\text{calculated}}$ values greater than 0.196, and therefore, all items are considered valid.

Table 2. Validity test results

Item Variables	Rcount	RTable	Description
X1.1	.713		Valid
X1.2	.706		Valid
X1.3	.813		Valid
X1.4	.786		Valid
X1.5	.673		Valid
X1.6	.750	0,196	Valid
X2.1	.690		Valid
X2.2	.558		Valid
X2.3	.663		Valid
X2.4	.705		Valid
X2.5	.691		Valid
X2.6	.768	0,196	Valid
X3.1	.752		Valid
X3.2	.688		Valid
X3.3	.698		Valid
X3.4	.645		Valid
X3.5	.696		Valid
X3.6	.695	0,196	Valid
Y1	.735		Valid
Y2	.816		Valid
Y3	.791		Valid
Y4	.758		Valid
Y5	.784		Valid
Y6	.832		Valid
Y7	.738		Valid
Y8	.656	0,196	Valid

3.4.2 Reliability Test

The reliability test is conducted to measure the consistency of respondents' answers. A variable is considered reliable if the Cronbach's Alpha value is ≥ 0.60 (Ghozali, 2018). The test results show:

Table 3. Reliability test results

Variables	Cronbach's Alpha	Rule of Thumb	Description
Price (X_1)	.833	$>.60$	Reliable
Product quality (X_2)	.766	$>.60$	Reliable
Service quality (X_3)	.786	$>.60$	Reliable
Customer satisfaction (Y)	.897	$>.60$	Reliable

Based on these results, all variables in the study are categorized as reliable, supported by Cronbach's Alpha > 0.60 .

3.5 Data Analysis Technique

Data analysis is performed using IBM SPSS Statistics 26 with the following stages:

1. Classical assumption tests: normality, multicollinearity ($VIF < 10$), heteroskedasticity.
2. Multiple linear regression analysis: $(Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e)$
3. Hypothesis testing: t-test (partial), F-test (simultaneous), coefficient of determination (R^2).

4. Results and Discussion

4.1 Descriptive Statistics

According to [Ghozali \(2018\)](#), descriptive statistics are used to describe the characteristics of data through measures such as mean, standard deviation, minimum and maximum values.

Table 4. Descriptive statistics test results

Variables	N	Minimum	Maksimum	Mean	Standard Deviation
Price	100	15.00	30.00	24.0000	3.39340
Product quality	100	13.00	30.00	23.7500	2.94521
Service quality	100	16.00	30.00	23.7900	3.30073
Customer satisfaction	100	18.00	40.00	32.5100	4.78105

Descriptive statistical analysis was conducted to describe the characteristics of the data for each research variable. Based on the data processing results using IBM SPSS Statistics 26, summary statistics were obtained, including minimum, maximum, mean, and standard deviation values. Table 1 shows that the customer satisfaction variable has a mean score of 32.51 with a standard deviation of 4.781, indicating that respondents' perceptions are relatively consistent and fall within the range of moderate to high satisfaction. The product quality and service quality variables exhibit nearly identical mean values (23.75 and 23.79, respectively), suggesting that respondents evaluate these two aspects with a similar level of importance and perception. Meanwhile, the price variable has a mean value of 24.00, indicating that product prices on Shopee are perceived as relatively competitive by the respondents.

4.2 Classical Assumption Test

4.2.1 Normality

The normality test is conducted to determine whether the residuals from the regression model follow a normal distribution. In this study, the normality test uses the One-Sample Kolmogorov-Smirnov test with the following criterion: if the significance value (Asymp. Sig.) > 0.05, then the residuals are normally distributed.

Table 5. Normality test results (data before outlier removal, 100 respondents)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	3.27839850
Most Extreme Differences	Absolute	.110
	Positive	.110
	Negative	-.071
Test Statistic		.110
Asymp. Sig. (2-tailed)		.005 ^c

The initial normality test conducted on 100 respondents yielded a significance value of 0.005 (< 0.05), indicating that the data were not normally distributed. Based on outlier detection using unstandardized residuals, six extreme observations (respondents 14, 32, 43, 73, 85, and 86) were identified as contributing to the skewed distribution. After removing these outliers, the normality test was repeated using the remaining 94 respondents. The results showed a significance value of 0.200 (> 0.05), indicating that the residuals were normally distributed. Therefore, the regression model satisfies the normality assumption and is appropriate for further analysis.

Table 6. Normality test results (data after outlier removal, 94 respondents)

One-Sample Kolmogorov-Smirnov Test		
		Unstandardized Residual
N		94
Normal Parameters ^{a,b}	Mean	.0000000

	Std. Deviation	2.82058128
Most Extreme Differences	Absolute	.066
	Positive	.066
	Negative	-.049
Test Statistic		.066
Asymp. Sig. (2-tailed)		.200 ^{c,d}

4.2.2 Multicollinearity Test

The multicollinearity test was conducted to detect the presence of high correlations among the independent variables. This assessment was based on the Tolerance and Variance Inflation Factor (VIF) indicators, where a Tolerance value greater than 0.10 and a VIF value below 10 indicate the absence of multicollinearity.

Table 7. Multicollinearity test results

Coefficiens			
Model		Collinearity Statistics	
		Tolerance	VIF
1	Price	.553	1.809
	Product quality	.662	1.510
	Service quality	.674	1.483

a. Dependent Variable: Customer satisfaction

All variables exhibit Tolerance values greater than 0.10 and Variance Inflation Factor (VIF) values below 10, indicating the absence of multicollinearity among the independent variables. This suggests that each variable contributes uniquely to explaining the variance in the dependent variable, and that the regression estimates are not biased due to intercorrelations among predictors.

4.2.3 Heteroscedasticity Test

The heteroscedasticity test was conducted using a scatterplot of the Standardized Predicted Values (ZPRED) against the Standardized Residuals (SRESID). The results indicate that the distribution of data points does not form any specific pattern, does not cluster on one side, and does not exhibit funnel-shaped or wave-like structures. Instead, the points are randomly dispersed around the horizontal axis. This pattern suggests that the variance of the residuals is constant, indicating the absence of heteroscedasticity. Therefore, the regression model satisfies the assumption of homoscedasticity.

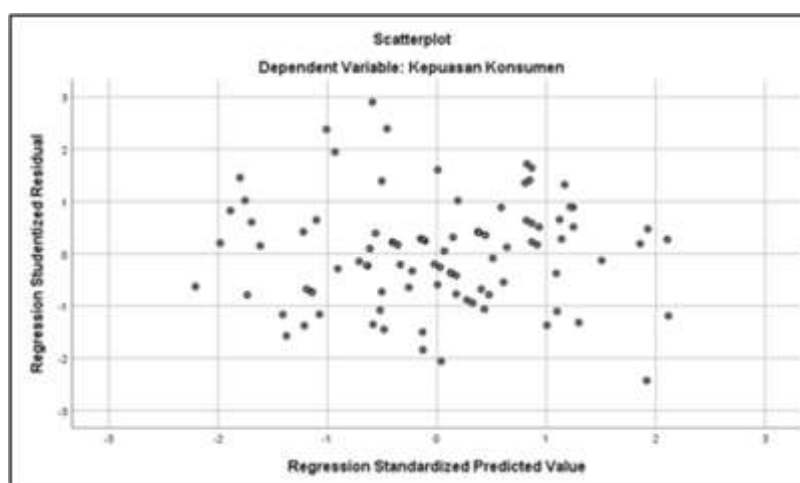


Figure 1. Heteroscedasticity test results (scatterplot model)

4.3 Multiple Linear Regression Analysis

Multiple linear regression analysis was employed to examine the effect of price (X_1), product quality (X_2), and service quality (X_3) on customer satisfaction (Y). The estimated regression model is expressed as follows:

Table 8. Multiple linear regression analysis results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.491	3.138		.157	.876
	Price	.153	.129	.112	1.185	.239
	Product quality	.646	.150	.374	4.312	.000
	Service quality	.557	.116	.414	4.823	.000

$$Y = 0,491 + 0,153X_1 + 0,646X_2 + 0,557X_3 + e \quad (2)$$

Based on the regression equation, the constant value of 0.491 indicates that customer satisfaction remains at a positive level even when all independent variables are assumed to be zero, suggesting the presence of other influencing factors outside the model. The regression coefficient for price is 0.153, implying that a one-unit increase in price is associated with a 0.153 increase in customer satisfaction; however, this effect is not statistically significant. In contrast, product quality ($\beta = 0.646$) and service quality ($\beta = 0.557$) demonstrate strong, positive, and statistically significant effects on customer satisfaction, indicating that improvements in these variables substantially enhance satisfaction, with product quality exerting the strongest influence among the predictors.

4.4 Hypothesis Testing

4.4.1 T-Test (Partial)

Table 9. T-test (partial) results

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.491	3.138		.157	.876
	Price	.153	.129	.112	1.185	.239
	Product quality	.646	.150	.374	4.312	.000
	Service quality	.557	.116	.414	4.823	.000

The *t*-test was conducted to examine the individual effect of each independent variable on customer satisfaction. The regression results indicate that product quality has a positive and significant effect on customer satisfaction, with a *t*-value of 4.312 and a significance level of 0.000 (< 0.05). Therefore, the second hypothesis (H_2) is accepted. This finding suggests that the alignment between product descriptions, authenticity, and the actual condition of the received items plays a crucial role in shaping customer satisfaction in an e-commerce context. Furthermore, service quality also demonstrates a positive and significant effect on customer satisfaction, with a *t*-value of 4.823 and a significance level of 0.000 (< 0.05), leading to the acceptance of the third hypothesis (H_3).

This result highlights that factors such as seller responsiveness, delivery accuracy, and ease of return procedures are critical in enhancing the overall customer experience. In digital environments where direct interaction is limited, service quality serves as a key indicator of seller reliability and platform credibility. In contrast, price does not show a significant effect on customer satisfaction, as indicated by a *t*-value of 1.185 and a significance level of 0.239 (> 0.05). Consequently, the first hypothesis (H_1) is rejected. This finding implies that, among digitally literate student consumers, price is no longer the primary determinant of satisfaction. Instead, price tends to function as a baseline expectation, while

satisfaction is more strongly influenced by product quality and service experience. Overall, these results suggest that customer satisfaction in e-commerce platforms is driven more by perceived value and experiential factors rather than purely economic considerations, particularly among younger, digitally savvy consumers.

4.4.2 F-Test (Simultaneous)

Table 10. F-test (simultaneous) results

ANOVA ^a						
	Model	Sum of Squares	df	Mean Square	F	Sig.
1	Regression	913.537	3	304.512	37.041	.000 ^b
	Residual	739.878	90	8.221		
	Total	1653.415	93			

The F-test results indicate that the regression model is statistically significant, with an F-value of 37.041 and a significance level of 0.000 (< 0.05). This finding demonstrates that the independent variables—price, product quality, and service quality—collectively have a significant effect on customer satisfaction. These results confirm that the model has strong explanatory power and is appropriate for analyzing the relationships among the variables. In other words, the combination of the three predictors provides a meaningful contribution to explaining variations in customer satisfaction within the studied context. Overall, the significance of the F-test supports the validity of the regression model and reinforces the importance of considering multiple factors simultaneously when examining customer satisfaction in e-commerce environments.

4.4.3 Coefficient of Determination (R^2) Test

Table 10. Coefficient of determination (R^2) test results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.743 ^a	.553	.538	2.2867

The coefficient of determination shows that the model has an R^2 value of 0.553 and an Adjusted R^2 of 0.539. This indicates that approximately 53.8% of the variation in customer satisfaction can be explained by the independent variables, namely price, product quality, and service quality. The relatively high explanatory power suggests that the model has adequate predictive capability in explaining customer satisfaction within the context of e-commerce users. However, the remaining 46.2% of the variance is influenced by other factors not included in this study. These may include variables such as trust, brand image, perceived value, and prior shopping experience, which have been widely recognized in the literature as important determinants of customer satisfaction. Overall, these findings indicate that while the selected variables provide substantial explanatory power, customer satisfaction remains a multidimensional construct, requiring a more comprehensive model to fully capture the complexity of consumer behavior in digital environments.

4.5 Discussion

The findings of this study reveal that product quality and service quality have a positive and significant effect on customer satisfaction among accounting students using the Shopee platform, while price does not exhibit a significant influence. These results provide empirical support for Expectation Confirmation Theory (ECT) (Oliver, 1980), which posits that satisfaction arises when perceived performance meets or exceeds prior expectations. In the context of e-commerce, consumers form expectations primarily based on digital cues such as product descriptions, ratings, and seller responsiveness making the confirmation process highly dependent on perceived quality and service performance. The significant effect of product quality underscores its critical role in shaping post-purchase evaluation. This finding aligns with prior studies (Andri et al., 2022; Filieri et al., 2018; Hidayat et al., 2016) which highlight that product authenticity, accuracy of information, and physical condition upon delivery are central determinants of satisfaction in online marketplaces.

For digitally literate consumers, particularly students, discrepancies between product representation and actual delivery are quickly identified and often lead to dissatisfaction. This reflects the heightened expectations and evaluative standards of Generation Z consumers, who rely heavily on digital information and peer reviews when making purchasing decisions. Consequently, product quality functions as a primary driver of positive confirmation within the ECT framework.

Similarly, service quality emerges as a strong predictor of customer satisfaction. This result is consistent with contemporary research emphasizing the importance of responsiveness, delivery reliability, and effective complaint handling in digital commerce ([Ali et al., 2021](#); [Blut et al., 2016](#); [Jaiswal & Singh, 2020](#)). In online environments where face-to-face interaction is absent, service quality becomes a critical signal of seller credibility and platform reliability. Efficient communication, timely delivery, and flexible return policies not only reduce perceived risk but also enhance overall customer experience. This supports the argument that service quality plays a dual role in both reducing uncertainty and strengthening trust, which ultimately contributes to higher satisfaction levels.

In contrast, the finding that price does not significantly influence customer satisfaction offers an important insight into evolving consumer behavior. While price has traditionally been considered a key determinant of satisfaction, its role appears to diminish in digital contexts characterized by intense competition and price transparency. This result is consistent with studies by [Kim and Yum \(2024\)](#), which suggest that younger consumers prioritize overall value rather than price alone. In platforms such as Shopee, competitive pricing is often perceived as a baseline expectation rather than a differentiating factor. As a result, price may influence initial purchase decisions but does not necessarily determine post-purchase satisfaction unless accompanied by satisfactory product and service performance ([Konuk, 2019](#); [Taha, Jahed, Ahmad, & Zakaria, 2013](#)).

The simultaneous effect of price, product quality, and service quality further confirms that customer satisfaction is a multidimensional construct shaped by the interaction of multiple factors. The regression model demonstrates strong explanatory power (Adjusted $R^2 = 0.538$), indicating that these three variables jointly account for a substantial proportion of the variance in customer satisfaction. This finding reinforces prior research suggesting that satisfaction in e-commerce is not driven by a single attribute but rather by the cumulative evaluation of the entire consumption experience ([Rita et al., 2019](#); [Verhoef et al., 2021](#)).

However, the remaining unexplained variance (46.2%) suggests the presence of additional influential factors not captured in this model. Variables such as trust, brand image, promotional strategies, and electronic word-of-mouth are likely to play significant roles in shaping customer satisfaction in digital platforms ([Djafarova & Bowes, 2021](#); [Rose et al., 2012](#)). This highlights the need for a more comprehensive framework in future research to better capture the complexity of consumer behavior in e-commerce environments. Overall, this study contributes to the growing body of literature by demonstrating that, within the context of young and digitally literate consumers, satisfaction is primarily driven by experiential and performance-related factors rather than economic considerations alone. These findings reflect a shift from price-based competition toward value-based competition in digital marketplaces.

5. Conclusions

5.1 Conclusion

This study aims to examine the effects of price, product quality, and service quality on customer satisfaction among accounting students using the Shopee platform. The findings indicate that product quality and service quality have a positive and significant effect on customer satisfaction, whereas price does not exhibit a significant influence. These results suggest that, within the context of digitally literate young consumers, satisfaction is driven more by the perceived reliability of products and the quality-of-service experience than by pricing considerations alone. Furthermore, the simultaneous analysis demonstrates that price, product quality, and service quality collectively have a significant effect on customer satisfaction, with an explanatory power of 53.8%. This highlights the multidimensional nature of customer satisfaction in e-commerce, where multiple factors interact to shape overall consumer

evaluations. The findings reinforce the relevance of Expectation Confirmation Theory, indicating that positive confirmation across multiple attributes particularly product and service quality—plays a critical role in enhancing customer satisfaction.

5.2 Research Limitations

This study is subject to several limitations. First, the sample is limited to accounting students from a single higher education institution, which may restrict the generalizability of the findings to broader consumer populations. Second, the study does not incorporate additional variables such as trust, perceived value, or shopping frequency, which may act as mediators or moderators in influencing customer satisfaction. Third, the use of a quantitative approach limits the ability to capture deeper insights into consumers' subjective experiences and behavioral motivations.

5.3 Suggestions and Directions for Future Research

Future research is encouraged to expand the scope of the study by including more diverse respondent groups across different regions, educational backgrounds, and demographic characteristics to enhance generalizability. Additionally, incorporating mediating variables such as trust and perceived value, as well as moderating variables such as digital literacy or purchase frequency, would provide a more comprehensive understanding of customer satisfaction in e-commerce.

Further studies may also adopt mixed-method approaches by combining quantitative and qualitative techniques to explore consumer perceptions more deeply. Finally, comparative studies across different e-commerce platforms could offer valuable insights into competitive positioning and platform-specific factors influencing customer satisfaction.

Author Contributions

EA contributed to the conceptualization, data curation, formal analysis, methodology, and writing of the original draft. PD was responsible for the investigation, validation, and writing of the review and editing of the manuscript. DAK provided supervision, contributed to the writing of the review and editing, and gave final approval of the manuscript. All authors have read and agreed to the final version of the manuscript.

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