<u>Original Research Article</u>

Enhancing Customer Satisfaction and Stimulating E-WOM through Improved Online Shopping Convenience

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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 aims to determine which dimensions of online shopping convenience (namely, access, search, evaluation, transaction, possession/post-possession)play the most role in increasing customer satisfaction, behavioral intention, and encouraging 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.

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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.

Moreover, the payment process, often done through electronic facilities, is susceptible to security issues [3]. This uncertainty reduces the level of convenience in online shopping, even though convenience is a crucial factor influencing people's willingness to shop online [4]. However, when someone mentions the word 'convenience,' it becomes challenging to interpret due to the wide range of contributing factors.

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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-possessionconvenience. 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. Based on this, several variables are interesting to investigate, namely the seven dimensions of online convenience (access, search, evaluation, transaction, possession, post-possessionconvenience, and attentiveness). This study aims to determine which one of these seven dimensions of online convenienceplays the most significant role in enhancing customer satisfaction, behavioral intention, and driving 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.

Comment [DO3]: Is this the Problem ststement? mention the problem statement clearly and identify the research gap(why we are doing this research).Otherwise add the research objectives precisely.

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.

2.2Access 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] definesaccess 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]. [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 [4, 23] states that attentiveness influences online purchase interest. However, a study conducted by [24] found that attentiveness does not affect online purchase interest. Furthermore, research by [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 [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 [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. [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 Convenienceis 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].

[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 convenienceexperienced by customers is positively related to online convenience. Furthermore, in their research, [30] found that Post-possession convenienceis 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

[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 [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

[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].

[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. [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 companyposted 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 [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 sample comprises users and active customers of the Shopee e-commerce site in Indonesia. Purposive sampling is the chosen technique for this research. 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 being AMOS 24 software.

Comment [DO4]: Indicate the research philosophy,Research approach ,Time Frame,why used non random samplin(Purposive sampling) This needs to be further developed before the final submission.

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		
<16years	0	0
16-30years	183	81.3

31-45 years	37	16.4
>45years	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
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 (Figure 1).
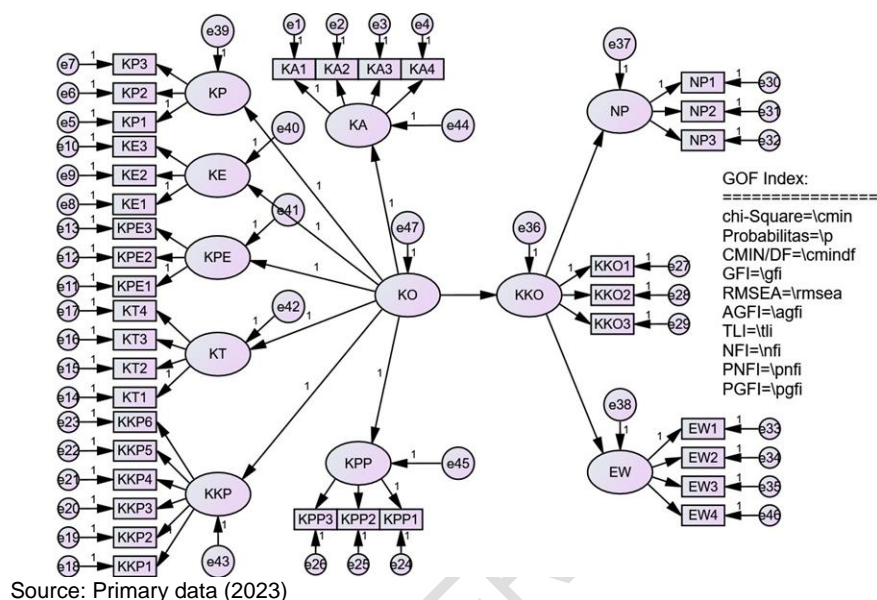

Source: Primary data (2023)

Fig. 1.Structural Equation Model

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).

Based on Figure 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-possessionConvenience 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.   Goodness of Fit Index Test Results

Goodness of fitindex	Cut-off value	ResearchModel	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	GoodFit

Source: Primary data (2023)

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, indicesindicate 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).

Table 3.   Hypothesis Testing Results

Hypothesis	StandardizedRegression	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).

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-possessionconvenience 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 (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 [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 [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 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 [10, 16], indicating that evaluation convenience influences online convenience, satisfaction, and customer interest in making a purchase.

4.2.4 Influence of 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 [10], stating that evaluation convenience has a positive influence on forming perceptions of online convenience.

4.2.5 Influence of 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 [10, 27], stating that transaction convenience has a positive influence on perceptions of online convenience.

4.2.6 Influence of ofPossession 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 [10, 16, 29], which found that possession convenience has a positive influence on online convenience.

4.2.7 Influence of Post-possessionConvenience on Perceived Online Convenience

The results indicate that the post-possessionconvenience 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-possessionconvenience, the greater the perceived online convenience," is accepted. The research results state that post-possessionconvenience is a dimension that influences the perceived online convenience of users of the Shopee application. Post-possessionconvenience 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 [6, 10, 16] finding that post-possessionconvenience 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 [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-possessionconvenience dimension has the most significant impact on online convenience compared to other dimensions. It is because post-possessionconvenience 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.

Theoretically, this research provides a new perspective on the importance of post-possessionconvenience 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.

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