



## Evaluating customer satisfaction through the excellence of service delivered by an E-commerce entity

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### Abstract

This study examines the customer Satisfaction Through the excellence of service delivered by an E-commerce entity. Data was collected from 384 customers using a self-administered questionnaire on a five-point Likert scale. The study revealed a positive correlation between User experience, Customer value, Promotion, Brand Image, Price, and Customer Satisfaction. Further analysis through regression found that User experience, Customer value, Brand Image, and Price are the primary factors affecting Customer Satisfaction. Consequently, it is concluded that if Ecommerce organizations prioritize policies related to User experience, Customer value, Brand Image, and Price in favor of customers, it is highly likely that Customer Satisfaction can be increased. Based on the data analysis, it seems that focusing on user experience, customer value, brand image, and price can have a significant impact on customer satisfaction in e-commerce organization. By prioritizing these factors and developing policies that cater to customers' needs and preferences, e-commerce organizations can improve their performance and generate profits. It's important to keep in mind that customer satisfaction is a critical aspect of e-commerce success, and organizations that prioritize it are more likely to build loyal customer bases and succeed in the long run.

**Keywords:** service delivery, customer satisfaction, ecommerce organization, self-administered questionnaire, likert scale

### Introduction

The need for the study on the factors affecting customer satisfaction in E-commerce organizations arises from the growing importance of customer satisfaction in the success of businesses in today's highly competitive market. As E-commerce continues to grow rapidly, it has become increasingly important for E-commerce organizations to provide high-quality services that meet or exceed customer expectations to retain customers and gain a competitive advantage.

Understanding the factors that affect customer satisfaction in E-commerce can help organizations identify areas for improvement and develop effective strategies to enhance customer satisfaction and loyalty. Additionally, by meeting or exceeding customer expectations, E-commerce organizations can reduce the likelihood of negative reviews and increase positive word-of-mouth, which can help attract new customers and improve overall business performance.

Customer satisfaction is a critical factor for the success of e-commerce organizations. Many studies have been conducted to investigate the factors that influence customer satisfaction in e-commerce organizations. One such study by Kim *et al.* (2017) [22] identified the following factors as significant determinants of customer satisfaction in e-commerce organizations: website quality, product quality, delivery quality, customer service quality, and price.

Poudel *et al.* (2018) [39] aimed to identify the factors affecting customer satisfaction in e-commerce organizations in Nepal. The study used a survey questionnaire to collect data from 218 online shoppers, and the results showed that website quality, product quality, and customer service had a significant positive impact on customer satisfaction. On the other hand, delivery time and payment security were found to have a negative impact on customer satisfaction.

It is true that selling or buying products on the internet has become a new trend. Online customer expectations grow every day, so companies are forced to adopt a more planned approach to e-commerce. Evidences show that customer satisfaction plays an important role in E-commerce, that is why marketers should pay attention to it, while they are selling goods or service on the internet (Nisar & Prabhakar, 2017) [37]. Because of the development of living standards and the accelerating pace of life, consumers' shopping behavior has changed dramatically. E-commerce economy has been affecting the daily lifestyles that people have.

Consumer satisfaction is a present issue in the accomplishment of any business model, customary or online (Hu, 2014) [16]. In a disordered e-business environment, with a specific end goal to manage the development and pieces of the overall industry, website organizations need to see how to satisfy clients, because customer loyalty is necessary for setting up the long customer connections (Biswas, Nusari, & Ghosh, 2019) [6]. It is confirmed that in the recent five years, consumer loyalty reviews have gotten to be regular in numerous budgetary organizations. Accordingly, a superior comprehension of variables affecting web-consumer loyalty is of extraordinary significance to e-business. Besides, the requirement for examination in web-consumer loyalty has been emphasized by the expanding interest for the long haul gainfulness of dotcom organizations and conventional organizations that are "Net-improved" (Cao, 2018) [7].

In recent years, E-commerce has become an increasingly popular means of shopping for consumers worldwide. As a result, the quality of service provided by E-commerce organizations has become a critical factor in determining customer satisfaction and loyalty. According to a study by Statista, the global E-commerce market is expected to reach 4.9 trillion US dollars by 2021, highlighting the significance of E-commerce in the retail industry (Statista, 2021) [44].

Research on the factors affecting customer satisfaction towards online shopping in Nepal is still limited. However, a few studies have been conducted on related topics in Nepal. For instance, in a study conducted by Shrestha and Adhikari (2018) <sup>[41]</sup> on online shopping behavior in Nepal, it was found that product quality, website design, and delivery time were significant factors that influenced customer satisfaction. Similarly, a study by Paudel *et al.* (2021) <sup>[38]</sup> on the determinants of online shopping behavior in Nepal revealed that website design, product quality, and trust were key factors that affected customer satisfaction.

Despite these studies, there is still a lack of comprehensive research on the factors that affect customer satisfaction towards online shopping in Nepal. Future research could focus on identifying other significant factors that contribute to customer satisfaction in the context of Nepal, such as pricing, customer service, and logistics. By understanding the unique factors that affect customer satisfaction in Nepal, online retailers can tailor their strategies to meet the needs and preferences of Nepalese consumers, thereby improving their overall satisfaction and loyalty. Therefore, it is crucial for E-commerce entities to ensure that their services meet or exceed customer expectations to remain competitive and retain customer loyalty. The objectives of the proposed study are as mentioned below

- To measure the relationship between User experience, Promotion, Brand Image, Customer value, Price and Customer Satisfaction.
- To examine the effect of User experience, Promotion, Brand Image, Customer value, and Price on Customer Satisfaction.

### Review of literature

E-commerce is the combination of internet technology and traditional offline business activities, which realizes the rapid flow of logistics, capital flow and information flow among the main bodies of e-commerce (Meng, 2016) <sup>[35]</sup>. In today's digital world, the rise of e-commerce business in the global scope has not only brought great changes to people's purchasing habits, but also brought great changes to the whole retail and logistics industry (Leung *et al.*, 2017) <sup>[32]</sup>. In the context of "Internet plus", cross border e-commerce and mobile e-commerce will push e-commerce to another climax. The development of the express logistics service industry as an e-commerce supporting industry will directly affect the customer experience of e-commerce (Wu & Yu, 2016) <sup>[48]</sup>. The operation mode of e-commerce can conduct online transactions at anytime and anywhere, which is a historical innovation of the traditional business model (Zhao, 2018) <sup>[50]</sup>. Under the new normal of the economy, just like the real economy, e-commerce will also start a shift from weight to quality after undergoing a phase of volume increase.

Customer satisfaction can better maintain the willingness to repeat purchases of products or services and maintain a lower propensity for consumption transfer. Therefore, how to improve online customer satisfaction has become a key issue for e-commerce companies to increase customer stickiness and promote customer repeat purchases (Liu & Zhang, 2016) <sup>[33]</sup>. Service providers conduct empirical analysis through the establishment and continuous improvement of the evaluation index system of e-commerce websites, in order to achieve the purpose of understanding the real needs of consumers, improving consumer

satisfaction, and enhancing the competitiveness of the website, so as to effectively solve the above problems and to provide new ways for development (Zhao, 2018) <sup>[50]</sup>. Researchers have applied various methods and paid attention on many relative parts for finding out the customer satisfaction in e-commerce. Some learners focus on these factors about website, such as website design, website security and logistical support. Therefore, identifying these characteristics of online stores and establishing customer satisfaction can both represent those special insights (Sun & Pan 2016) <sup>[45]</sup>.

An empirical study by Al-Debei, Al-Lozi, and Papazafeiropoulou (2013) <sup>[2]</sup> examined the factors affecting customer satisfaction in e-commerce organizations. The study collected data from 206 online shoppers in Jordan using a survey questionnaire. The results showed that user experience, promotion, brand image, customer value, and price were all significant factors that had a positive impact on customer satisfaction in e-commerce. In particular, user experience and customer value were found to be the most important factors influencing customer satisfaction, while promotion was found to have the least impact.

Similarly, a study by Ali, Yu, and Sohail (2016) <sup>[3]</sup> investigated the relationship between customer satisfaction and different factors in e-commerce, using data collected from 267 online shoppers in Pakistan. The study found that website design, product quality, trust, and customer service all had significant positive effects on customer satisfaction in e-commerce. In addition, the study showed that price had a negative impact on customer satisfaction, indicating that e-commerce companies need to find the right balance between pricing and quality to maintain customer satisfaction.

Another study conducted by Kim and Moon (2018) explored the factors influencing customer satisfaction in the context of mobile e-commerce in South Korea. The study used data collected from 391 mobile e-commerce users and found that perceived usefulness, ease of use, customer service quality, and website design were all significant factors that influenced customer satisfaction. The study also revealed that perceived usefulness had the greatest impact on customer satisfaction, followed by customer service quality and ease of use. Furthermore, a study by Wang, Chen, and Liang (2020) <sup>[46]</sup> investigated the factors affecting customer satisfaction in cross-border e-commerce in China. The study collected data from 394 Chinese consumers who had purchased products from cross-border e-commerce platforms. The results showed that website quality, product quality, customer service, and perceived value were all significant factors that influenced customer satisfaction in cross-border e-commerce. In addition, the study found that trust in the e-commerce platform played a mediating role in the relationship between website quality and customer satisfaction, as well as between perceived value and customer satisfaction.

The design of an online shopping website can significantly influence customer satisfaction. According to a study by Kim and Moon (2018) <sup>[23]</sup>, website design factors such as layout, ease of navigation, and visual appeal can positively influence customer satisfaction.

Good customer service is essential for online retailers to achieve high levels of customer satisfaction. According to a study by Wu *et al.* (2019) <sup>[47]</sup>, customer service factors such as responsiveness, reliability, and empathy can significantly impact customer satisfaction.

Product quality is a crucial factor in online shopping, and customers are more likely to be satisfied with their purchase if the product meets their expectations. According to a study by Gao *et al.* (2019) <sup>[12]</sup>, product quality factors such as accuracy of product description, product performance, and product appearance can significantly influence customer satisfaction.

While price is not the only factor that affects customer satisfaction, it is still an important consideration for many online shoppers. According to a study by Zhang and Zhao (2019) <sup>[49]</sup>, pricing factors such as price transparency, price fairness, and perceived value can significantly impact customer satisfaction.

Building trust with customers is crucial for online retailers to achieve high levels of customer satisfaction. According to a study by Chen and Shen (2015) <sup>[8]</sup>, trust factors such as perceived security, privacy, and reliability can positively influence customer satisfaction.

Timely delivery and reliable logistics are essential for ensuring customer satisfaction in online shopping. According to a study by Ho *et al.* (2020) <sup>[15]</sup>, delivery and logistics factors such as delivery speed, delivery reliability, and order tracking can significantly impact customer satisfaction.

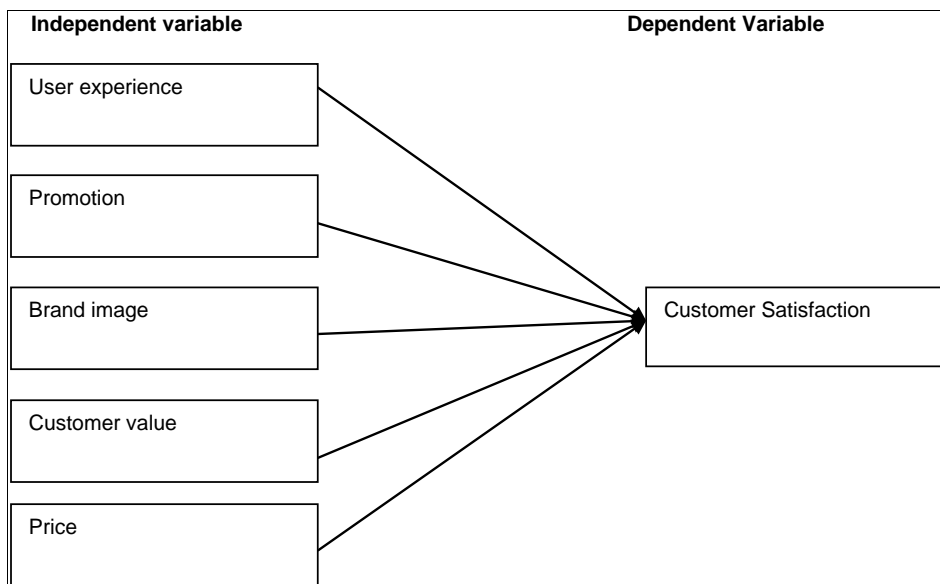
Considering the below mentioned research framework, the hypotheses of the study are as mentioned below:

- H1: There is a significant relationship between User experience and Customer Satisfaction

- H2: There is a significant relationship between Promotion and Customer Satisfaction
- H3: There is a significant relationship between Brand Image and Customer Satisfaction
- H4: There is a significant relationship between Customer value and Customer Satisfaction
- H5: There is a significant relationship between Price and Customer Satisfaction
- H6: There is a significant impact of User experience on Customer Satisfaction
- H7: There is a significant impact of Promotion on Customer Satisfaction
- H8: There is a significant impact of Brand Image on Customer Satisfaction
- H9: There is a significant impact of Customer value on Customer Satisfaction
- H10: There is a significant impact of Price on Customer Satisfaction.

The theoretical framework is the structure that can hold or support a theory of a research study. The theoretical framework introduces and describes the theory that explains why the research problem under study exists. Theoretical framework is a structure which shows the relation between independent and dependent variable. The theoretical framework of the study is as presented below.

**Research framework**



Note: Adapted from Hadianitini et.at. 2020

**Fig 1**

**Research methodology**

**Research design**

The current research utilized a descriptive research design, which aims to describe or define a subject by collecting data and tabulating the frequencies of research variables or their interaction, as Cooper and Schindler (2003) <sup>[9]</sup> explained. This approach is suitable for the study as it aims to depict the existing state of affairs without manipulating variables. Additionally, a causal-comparative design was employed to investigate the relationships between independent and dependent variables after a specific action or event has taken place.

**Population, sample size and sampling method**

Population refers to the entire group of individuals or objects that possess certain characteristics or qualities that are of interest to the researcher. In research, the population is the group that the researcher wants to generalize their findings to. It is the entire group that has the characteristics or traits that the researcher is interested in studying.

The research area for this study is Rupandehi districts. So all the customers who are engaged in purchasing products and services of Ecommerce based Organizations in this area is the population of the study Thus, the population of the study is unknown.

A sample is a smaller group or sub-group obtained from the accessible population. This subgroup is carefully selected so as to represent the whole population with the relevant characteristics. Each member or case in the sample is referred to as subject, respondent or interviewees. The formula of sample size calculation is given below.

$$n = z^2 p (1-p)/e^2$$

Where n= sample size

When we have no idea about the population then put the value of p=0.5

e= error which is 5 percent so the value of e is 0.05

z= when the error is assumed as 5 percent then the value of Z=1.96 from the normal area table.

Therefore,  $n = 1.96^2 * 0.5(1-0.5)/0.05^2 = 384$

So the sample size of the study is 384.

The sampling method chosen determines how the sample respondents are approached for data collection. In this study, the convenience sampling method has been chosen to approach sample respondents. This method has been chosen because it is not possible to identify all potential customers, and so they has been approached based on the convenience of the researcher.

The questionnaire was chosen as the data collection instrument primarily due to its practicality, applicability to the research problem, and the size of the population. A self-administered questionnaire with closed-ended questions was developed and administered to 384 respondents. Out of the 384 questionnaires, 359 were collected, resulting in a response rate of 93.5 percent.

The questionnaire had two major sections. The first part sought demographic information from the respondents, while the second part sought information on different variables. The questionnaire was also used to collect data on different independent and dependent variables, using a five-point Likert scale, where 5 represents "Strongly Agree," 4 represents "Agree," 3 represents "Neutral," 2 represents "Disagree," and 1 represents "Strongly Disagree."

The data was analyzed by using the SPSS software version 20. Analysis was conducted via correlation and multiple regressions.

The regression equation of the study is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5$$

Whereas

- Y = Customer Satisfaction
- X1 = User experience
- X2 = Promotion

- X3 = Brand Image
- X4 = Customer value
- X5 = Price

**Results and analysis**

Table 1 shows that the value of Cronbach Alpha for User experience, Promotion, Brand Image, Customer value, Price and Customer Satisfaction are 0.987, 0.989, 0.981, 0.993, 0.721, 0,728 respectively which means that the questions in the questionnaire for different variable are reliable.

Further, the mean value of User experience is 3.48 which shows that the response of respondents are inclined towards Agree. This means the perception of respondent towards User experience is positive.

Similarly, the mean value of Promotion is 3.60 which shows that the response of respondents are inclined towards Agree. This means the perception of respondent towards Promotion are agree to some extent. Hence, it is suggested that the Ecommerce based Organization should take initiatives of formulating and implementing policies to provide good Promotion to attract them and make them loyal.

**Table 1:** Descriptive Statistics of Independent variable and Dependent variable

Independent Variable	N	Mean	S.D	Cronbach Alpha
User experience	359	3.48	1.363	.987
Brand Image	359	3.69	1.268	.989
Price	359	3.62	1.289	.981
Promotion	359	3.60	1.312	.993
Customer value	359	3.42	.923	.721
Customer Satisfaction	359	3.54	1.012	.728

Likewise, the mean value of Brand Image is 3.69 which shows that the response of respondents are inclined towards Agree but nearer to neutral. This means the perception of respondent towards Brand Image of products is positive to some extent. However, the company should focus more in-terms of Brand Image to make them satisfied and loyal.

Moreover, the mean value of Customer value is 3.42 which shows that the response of respondents are inclined towards Agree. This means the perception of respondent towards Customer value are positive.

Further, the mean value of Customer Satisfaction is 3.54 which shows that the response of respondents are inclined towards Agree. This means the customers are positive to some extent.

Furthermore, the mean value of Price is 3.62 which shows that the response of respondents are inclined towards Agree. This means the perception of respondent towards Price of products is positive.

**Correlation**

**Table 2:** Correlation

		User experience	Brand Image	Price	Promotion	Customer value	Customer Satisfaction
User experience	Pearson Correlation	1	.919**	.945**	.913**	.350**	.412**
Brand Image	Pearson Correlation		1	.984**	.951**	.391**	.527**
Price	Pearson Correlation			1	.972**	.376**	.497**
Promotion	Pearson Correlation				1	.416**	.523**
Customer value	Pearson Correlation					1	.931**
Customer Satisfaction	Pearson Correlation						1

\*\* . Correlation is significant at the 0.01 level (2-tailed).

Table 2 depicts the relationship between user experience and customer satisfaction. Since the P-value of User experience found from the Table 2 is less than 0.01, the alternative Hypothesis H1 is accepted that there is significant relationship between User experience and Customer Satisfaction. The value of correlation coefficient is 0.412 which is indicator that there is strong positive relationship between User experience and Customer Satisfaction.

Table 2 depicts the relationship promotion and customer satisfaction. Since the P-value of promotion found from the Table 2 is less than 0.01, the alternative Hypothesis H2 is accepted that there is significant relationship between Promotion and Customer Satisfaction. The value of correlation coefficient is 0.523 which is indicator that there is strong positive relationship between Promotion and Customer Satisfaction.

Table 2 depicts the relationship brand image and customer satisfaction. Since the P-value of Brand Image found from the Table 2 is less than 0.01, the alternative Hypothesis H3 is accepted that there is significant relationship between Brand Image and Customer Satisfaction. The value of correlation coefficient is 0.527 which is indicator that there is strong positive relationship between Brand Image and Customer Satisfaction.

Table 2 depicts the relationship customer value and customer satisfaction. Since the P-value of Customer value found from the Table 2 is less than 0.01, the alternative Hypothesis H4 is accepted that there is significant relationship between Customer value and Customer Satisfaction. The value of correlation coefficient is 0.931 which is indicator that there is strong positive relationship between Customer value and Customer Satisfaction.

Table 2 depicts the relationship price and customer satisfaction. Since the P-value of Price found from the Table 2 is less than 0.01, the alternative Hypothesis H5 is accepted that there is significant relationship between Price and Customer Satisfaction. The value of correlation coefficient is 0.497 which is indicator that there is strong positive relationship between Price and Customer Satisfaction.

Thus, hypothesis (H1, H2, H3, H4 and H5) have been accepted.

**Overall regression**

**Table 3: Model Summary**

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.962 <sup>a</sup>	.926	.925	.278

a. Predictors: (Constant), Price, Customer value, User experience, Promotion, Brand Image

**Table 4: ANOVA**

Model	Sum of squares	df	Mean square	F	Sig.	
1	Regression	339.236	5	67.847	880.791	.000 <sup>b</sup>
	Residual	27.192	353	.077		
	Total	366.427	358			

a. Dependent Variable: Customer Satisfaction

**Table 5: Coefficient**

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	.286	.062		-4.640	.000
	User experience	.334	.034	.449	-9.841	.000
	Promotion	.050	.050	.065	-.990	.023
	Brand Image	.370	.068	.464	5.468	.000
	Customer value	.940	.018	.857	52.530	.000
	Price	.161	.102	.205	1.574	.016

a. Dependent Variable: Customer Satisfaction

Table 5 shows the effect of overall factors of Customer Satisfaction (Price, Customer value, User experience, Promotion, Brand Image) in Independent Variable and Customer Satisfaction in Ecommerce Organization as dependent variable. The regression equation is as follows:

$$Y = a + b_1x_1 + b_2x_2 + b_3x_3 + b_4x_4 + b_5x_5$$

$$CS = .286 + .334x_1 + .050x_2 + .370x_3 + .940x_4 + .161x_5$$

$$R = .962, R^2 = .926$$

In the above equation the value of R<sup>2</sup> is .926 which means that 92.6 percent variation in Customer Satisfaction is explained by Promotion, Brand Image, Customer value, User experience and Price of products.

The regression equation can be explained as one unit change in User experience will lead Customer Satisfaction to change with .334 keeping all others variables as constant. Similarly, one unit change in promotion, brand image, customer value and price will lead Customer Satisfaction to change with .050, .370, .940 and .161 respectively keeping all others variables constant.

**Discussion**

Online shopping is still a relatively new concept in Nepal, and the number of online shoppers is increasing gradually. However, research on the factors that affect customer satisfaction towards online shopping in Nepal is still limited. Despite this, some studies have been conducted on related topics, shedding some light on the factors that affect customer satisfaction in the Nepalese context.

User experience is a critical aspect of customer satisfaction in e-commerce organizations. As e-commerce continues to grow, businesses need to ensure that their customers are satisfied with their online shopping experiences. According to a study by Forrester Research, 83% of consumers are more likely to make a purchase if they have a positive experience on a website. Therefore, creating a positive UX can lead to increased customer satisfaction and ultimately, higher sales (Forrester, 2014) [11]. Likewise, one of the key elements of a good user experience is the website's design. A well-designed website should be easy to navigate, visually appealing, and responsive. A study by Nielsen Norman Group found that users are 88% more likely to return to a website if they have a positive experience with its design. Additionally, users are more likely to recommend a website with a good design to others (Nielsen Norman Group, 2019) [36]. Another important aspect of user experience is personalization. E-commerce organizations can personalize the shopping experience for each customer by offering personalized product recommendations, personalized emails, and personalized promotions. A study by Epsilon found that personalized emails have an open rate that is 29% higher than non-personalized emails, and click-

through rates that are 41% higher (Epsilon, 2018) <sup>[10]</sup>. In addition to design and personalization, website speed is another crucial factor in user experience. A slow website can be frustrating for users and may lead to them abandoning their shopping carts. According to a study by Google, 53% of mobile users will abandon a website if it takes more than three seconds to load. Therefore, it is important for e-commerce organizations to optimize their website speed to ensure a positive UX (Google, 2018) <sup>[13]</sup>. Thus, it can be said that the findings of previous study is consistent with the findings of the current study.

Price is a critical factor in e-commerce organizations as customers are often looking for the best deals. However, price alone does not determine customer satisfaction. A study by McKinsey & Company found that customers are willing to pay more for a product or service if they perceive it to be of higher value. Therefore, it is important for e-commerce organizations to focus on providing value to customers rather than just offering the lowest price (McKinsey & Company, 2019) <sup>[34]</sup>. Thus, it can be said that the findings of previous study is consistent with the findings of the current study.

Customer value is another important factor in e-commerce organizations. Providing value to customers means offering products and services that meet their needs and expectations. A study by the Journal of Retailing found that customer value is positively related to customer satisfaction. Therefore, it is important for e-commerce organizations to understand their customers' needs and provide them with products and services that meet those needs (Journal of Retailing, 2010) <sup>[19]</sup>. Thus, it can be said that the findings of previous study is consistent with the findings of the current study.

Promotion is another important factor in e-commerce organizations. Promotions such as discounts, free shipping, and other special offers can attract customers and increase sales. However, it is important for e-commerce organizations to ensure that their promotions do not compromise their brand image. A study by the Journal of Marketing found that promotion-related factors can positively or negatively affect brand image, which in turn can impact customer satisfaction (Journal of Marketing, 2006) <sup>[18]</sup>. Thus, it can be said that the findings of previous study is consistent with the findings of the current study.

Brand image is a critical factor in e-commerce organizations. A strong brand image can attract customers and build loyalty, while a weak brand image can drive customers away. A study by the Journal of Consumer Psychology found that brand image is positively related to customer satisfaction. Therefore, it is important for e-commerce organizations to invest in building a strong brand image that aligns with their customers' values and expectations (Journal of Consumer Psychology, 2016) <sup>[17]</sup>. Thus, it can be said that the findings of previous study is consistent with the findings of the current study.

### Conclusion and implication

According to the analysis of the data, it appears that customer satisfaction in e-commerce organizations can be increased by focusing on user experience, customer value, brand image, and price. E-commerce organizations can improve their performance and profitability by prioritizing these factors and developing policies that cater to customers' needs and preferences. It is essential to keep in mind that

customer satisfaction is critical to the success of e-commerce organizations, and those that prioritize it are more likely to build loyal customer bases and succeed in the long run.

The study's implications include recommending that e-commerce organizations focus on user experience, customer value, brand image, and price to increase customer loyalty. It is also recommended that researchers use other statistical tools besides regression and correlation to analyze data. Marketing and business units should pay proper attention to the quality of products, and it is necessary to set product standards and implement strategies accordingly for better protection and promotion of products.

Based on the results, e-commerce organizations should consider implementing policies that improve promotion, brand image, customer value, user experience, and price of products to enhance customer satisfaction. Finally, the study highlights the importance of continuously monitoring and improving the factors that influence customer satisfaction, as these factors play a critical role in the success of e-commerce organizations.

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