Factors Influencing Customer Satisfaction Through E-Commerce Platforms

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Abstract: *The researchers aim to study the factors influencing customer satisfaction through e-commerce platforms such as Tiktok, Shopee, Lazada, etc. The study employed a quantitative research design, specifically a descriptive research design, to analyze the relationship between variables such as transaction/payment convenience, price, customer service, product quality, and customer satisfaction. Data collection was carried out in Mabalacat City, focusing on Barangay Dau, Pampanga, utilizing a cluster-convenience sampling technique. Ethical considerations were important, ensuring participant privacy, informed consent, and data confidentiality. The statistical tools used in the study were the percentage and the mean of the grouped data. The research findings revealed significant correlations between transaction/payment convenience, price, customer service, product quality, and customer satisfaction in the e-commerce context. Based on these findings, recommendations are made for businesses to prioritize these factors to enhance customer satisfaction and loyalty in their e-commerce operations. The study contributes valuable insights for businesses aiming to improve their e-commerce platforms and customer experience, emphasizing the importance of understanding and addressing customer needs to build long-term relationships and drive business success in the digital marketplace.)*

1. INTRODUCTION

E-commerce grew rapidly recently, especially during the pandemic. As a result, businesses focused more on building their online presence and meeting the new expectations of customers. One of the most important aspects of e-commerce was customer satisfaction. Customer satisfaction measured how satisfied a customer was when engaging with a business, whether buying a product or a service. Every customer had their journey, and the outcome ranged from very happy to not happy. Therefore, it was essential to understand the factors influencing customer satisfaction on e-commerce platforms. This research aimed to identify the factors influencing customer satisfaction on e-commerce platforms. To achieve this, we reviewed the existing literature on the topic and analyzed the factors affecting customer satisfaction on e-commerce platforms. Several studies were conducted to identify the factors influencing customer satisfaction on e-commerce platforms.

Customer satisfaction with e-commerce platforms was a phenomenon influenced by countless factors that collectively shaped users' experiences in the digital marketplace. As the e-commerce landscape continued to evolve, understanding the detailed dynamics behind customer satisfaction became important for businesses striving to thrive in this competitive environment.

According to a study by Magenest (2020), the following ten factors affected customer satisfaction in e-commerce: page load speed, product display, personalized experience, price, real-time response, delivery, receptivity to feedback, good reviews, easy checkout process, and mobile optimization. Another study by Heegaard (2023) highlighted the importance of customer satisfaction in e-commerce and explained the process for measuring customer satisfaction. The study also explored the impact of high customer satisfaction on the health of e-commerce businesses.

The research entitled "Comparative Study between Romania and Moldova" (2020) identified 11 indicators that influenced e-commerce consumer satisfaction. These indicators included the existence of in-app after-sales services, the existence of a periodic notification system regarding the status of the order, the possibility of canceling an order, the existence of live consultant support, the existence of a price comparison feature, the existence of reviews from previous customers, the diversity of payment methods, the ease of use of the web platform, the option to open the package on delivery, and the existence of loyalty programs. Another study by Yuan et al. (2019) evaluated customer satisfaction in e-commerce using two methods. The study found that the

satisfaction of consumers in online shopping was closely related to communication and interaction during shopping. The study proposed several hypotheses, including the hypothesis that customer satisfaction positively correlated with the interaction in the online shopping process.

A study by Lui and Kao (2020) found that pre-purchase expectation had a significant negative influence on customer satisfaction, while product quality, brand image, e-commerce platform, and logistics service quality had a significant positive impact on customer satisfaction. A seamless and user-friendly interface was foundational to customer satisfaction in e-commerce. According to a study by Nielsen Norman Group (2018), intuitive navigation and visually appealing designs significantly contributed to positive user experiences. Clarity in presentation, ease of navigation, and an aesthetically pleasing layout were factors that directly impacted how customers perceived and engaged with an e-commerce platform.

Trust was paramount in online transactions, and customers were more likely to be satisfied when they felt secure. Research by Kim and Park (2019) highlighted the factors such as secure payment gateways, robust data encryption, and transparent privacy policies that contributed to building trust. Any perceived vulnerabilities in these areas could erode customer confidence and satisfaction. Customers valued accurate and comprehensive product information. A research paper by Li and Zhang (2019) underscored that transparent product descriptions, honest customer reviews, and detailed specifications contributed to informed decision-making, ultimately impacting customer satisfaction positively. The efficiency of order fulfillment and delivery processes significantly influenced satisfaction levels. According to a report by Accenture (2021), timely deliveries, accurate tracking, and transparent communication regarding shipment status contributed to positive customer experiences. Delays or uncertainties in this regard could lead to dissatisfaction.

In conclusion, this introduction highlighted the multifaceted nature of factors influencing customer satisfaction in e-commerce. Understanding and optimizing these elements were critical for businesses that fostered positive user experiences and built long-lasting customer relationships in the dynamic digital marketplace. Customer satisfaction was a critical aspect of e-commerce platforms. Several factors influenced customer satisfaction, including page load speed, product display, personalized experience, price, real-time response, delivery, receptivity to feedback, good reviews, easy checkout process, mobile optimization, in-app after-sales services, periodic notification system, live consultant support, price comparison feature, reviews from previous customers, diversity of payment methods, ease of use of the web platform, the option to open the package on delivery, and loyalty programs. This research aimed to identify the factors influencing customer satisfaction on e-commerce platforms and analyze their impact on customer satisfaction.

2. REVIEW OF RELATED LITERATURE

This part of the study covered the review of relevant theories, related literature, and studies. At the end of this portion, a synthesis of the reviewed related literature was presented.

The rapid evolution of digital technology led to a significant transformation in human lifestyles, shifting towards a digitalized way of living (Abdel et al., 2018). This lifestyle heavily relied on the internet, mobile applications, and electronic devices to fulfill various needs, giving rise to a digital landscape where e-commerce played a pivotal role (Abdel et al., 2018). E-commerce, a product of integrating digital technology with traditional industries, enhanced productivity, efficiency, and consumer services (Guo, 2018). The adoption of e-commerce offered advantages such as time savings, reduced energy expenditure, access to a greater variety of products, and lower prices.

The growth of e-commerce, driven by advancements in Internet technology and 5G mobile communication, improved the convenience and efficiency of online shopping (Zhonghui Dong, 2019). However, it also brought forth challenges, with logistics distribution being a significant factor impacting e-commerce development and customer satisfaction. Mobile e-commerce emerged as a response, integrating advanced mobile network communication technologies to provide more efficient, convenient, and secure real-time transactions (Zhihan, 2019).

According to Farid (2018), e-commerce was classified into four primary types, each distinguished by the nature of the parties involved. This study focused on the B2C model, where transactions occurred directly between businesses and end-consumers over the internet. This model, characterized by eliminating intermediaries, provided a personalized and direct shopping experience, contributing significantly to the evolution of modern retail.

Advancements in Internet technology, especially wireless networks and 5G mobile communication, transformed the landscape of online shopping, increasing its convenience and efficiency (Rahman, 2019). Consumers engaged in online shopping for various reasons, including recreation, enjoyment, and the excitement of finding deals. Key dimensions such as website quality, security, pricing, and product quality played crucial roles in shaping customer satisfaction in online shopping (Ghose et al., 2019). Businesses needed to address these factors to foster customer loyalty and satisfaction in the dynamic and competitive online shopping landscape.

Customer satisfaction served as a critical gauge for assessing the success of e-commerce platforms. Website quality, security, pricing, product quality, and service quality were identified as key factors influencing customer satisfaction (Francis et al., 2021). The interconnectedness of these factors and their impact on the overall customer experience underscored the importance of a holistic approach to customer satisfaction in e-commerce.

Further exploration of customer satisfaction in online shopping involved analyzing specific metrics such as website design, customer service, security/privacy, and fulfillment. E-commerce platforms prioritizing these aspects could create a more seamless and trustworthy customer shopping environment (Khaled et al., 2020).

In addition to these factors, Zhonghui Dong's (2021) research highlighted the customer's prioritization of accuracy in delivery time, the significance of outer packaging, and the attitude of delivery personnel. As emphasized by Princy Francis et al. (2021), service quality emerged as a crucial predictor of customer satisfaction, defined by comparing customer expectations with service performance.

A fusion of technological advancements, consumer-centric motivations, and evolving expectations characterized the evolving nature of online shopping. As the e-commerce landscape continued to evolve, understanding and addressing the multifaceted factors influencing customer satisfaction became imperative for the sustained growth and success of e-commerce platforms. This literature review provided a comprehensive overview of the key dimensions influencing customer satisfaction in the context of e-commerce, laying the groundwork for further research on this dynamic and evolving topic.

In the realm of innovation, e-commerce platforms leveraged technology to develop user-friendly features, ensuring a more enjoyable and efficient shopping experience. Strategies to enhance user interaction, personalization, and the overall user interface contributed to sustained customer satisfaction (Lee et al., 2023). As online shopping became deeply ingrained in modern lifestyles, continuous research and analysis were crucial to staying ahead of evolving customer preferences. Insights gained from ongoing surveys and market studies could help e-commerce businesses adapt to changing consumer needs and maintain their position as preferred platforms (Bhalerao, 2020).

Several studies were conducted on the factors influencing customer satisfaction through e-commerce platforms. According to the study by Ilieva (2022), the main factors influencing customer satisfaction could be reflected in a theoretical model with six constructs, including security and privacy, information quality, system quality, service quality, product quality, and delivery quality. Another study identified six factors that impacted online customer satisfaction, including information quality, system quality, service quality, product quality, delivery quality, and perceived price (Lin et al., 2018). Additionally, a study found that the most important factors affecting customer satisfaction in e-commerce were delivery quality and product quality. Other factors that were identified as affecting customer satisfaction in e-commerce included page load speed, personalized experience, and good reviews (Garcia, 2020).

Understanding the impact of pricing strategies on customer satisfaction required examining how perceived prices aligned with customer expectations. Developing pricing structures that reflected value for money and transparency contributed to positive customer perceptions and satisfaction (Nicholas, 2019).

Studies on e-commerce customer satisfaction emphasized the significant influence of product quality on customer satisfaction. These studies identified product quality as one of the four important factors for customer satisfaction in e-commerce, highlighting its pivotal role in shaping customer satisfaction (Tania et al., 2022). Additionally, a study on the critical factors impacting online customer satisfaction emphasized the influence of product quality on user satisfaction, underscoring the importance of product quality in e-commerce customer satisfaction (Chang et al., 2018). Furthermore, a study on the Indonesian e-commerce industry found that product variety and delivery performance, which are closely related to product quality, had a positive and significant effect on customer satisfaction (Wilson, 2019). These findings collectively underscored the critical role of product quality in influencing customer satisfaction in the context of e-commerce.

Effective customer service was vital for the growth and sustainability of all e-commerce businesses. This crucial factor was dedicated to addressing and resolving customers' inquiries and issues promptly and satisfactorily. According to the research conducted by Noori in 2019, out of a total of 110 participants, 70 respondents agreed, and 40 respondents strongly agreed that the website effectively handled their service-related issues. Furthermore, 53 respondents agreed, and 57 respondents strongly agreed that the website provided timely service. Additionally, 58 respondents agreed, and 52 strongly agreed that the website was prepared to respond to their requests promptly. Moreover, 56 respondents agreed, and 54 respondents strongly agreed that the website's staff consistently demonstrated courteous behavior. The study indicated a positive perception among the participants regarding the website's reliability in addressing service problems, delivering prompt services, readiness to respond to requests, and maintaining consistently courteous staff. These findings underscored the importance of these factors in shaping users' experiences and satisfaction with the website (Noori, Ahmadulla 2019).

A study explored the effect of delivery performance on customer transactions and proposed that different delivery performance dimensions, such as on-time delivery rate, early delivery inaccuracy, and late delivery inaccuracy, affected customer transaction quantity and unit prices (Peng et al., 2018). Research indicated that delivery performance was a critical touchpoint in consumers' overall satisfaction with e-commerce, and it had been recognized as a significant determinant of overall customer satisfaction (Ravula, 2022). The impact of fast delivery services on revenue growth in the e-commerce sector had been highlighted, with fast delivery leading to increased consumer confidence and market expansion (Peng et al., 2018). Free shipping had been

identified as the most significant factor influencing retailer selection, and the availability of products in stock and ready to ship was also crucial for e-commerce satisfaction (Winters, 2023). The impact of delivery conditions, including speed, cost, convenience, and reliability, had been found to significantly influence purchasing decisions for online shoppers, with convenient delivery options impacting the customer experience (Urban, 2023).

Pricing strategies played a noteworthy role in customer satisfaction as well. Rahmayanti et al.'s (2018) research indicated a direct correlation between product pricing and customer satisfaction. Ganguli et al. (2021) echoed this sentiment, highlighting the positive impact of pricing on both e-satisfaction and e-loyalty. Product quality was another crucial dimension influencing customer satisfaction. Ghose et al.'s (2019) research established a significant relationship between product quality and customer satisfaction, underscoring its pivotal role in enhancing overall customer experience. This aligned with Yan and Du's (2019) perspective, emphasizing the interconnectedness of product quality, customer value, and satisfaction. Ganguli et al.'s (2021) study further affirmed the positive influence of product quality on e-satisfaction and e-loyalty. Zhonghui Dong's (2021) research brought attention to the customer's prioritization of accuracy in delivery time, the significance of outer packaging, service quality, and the attitude of delivery personnel. Service quality, highlighted by Princy (Francis et al., 2021), emerged as a crucial predictor of customer satisfaction. Suciptawati et al. (2019) defined service quality by comparing customer expectations with service performance, noting its impact on customer satisfaction and market competitiveness. Achieving high service quality involved addressing service issues, implementing measures for performance and outcomes, and gauging customer satisfaction levels, focusing on the disparity between expected and perceived service.

Numerous studies delved into the factors that significantly impacted customer satisfaction in the realm of e-commerce, with a specific emphasis on the product. In this context, product quality emerged as a critical determinant of customer satisfaction. A study focused on online customer satisfaction highlighted that the quality of the product played a key role in positively influencing user satisfaction. Another study underscored the importance of product quality in the broader e-commerce landscape, emphasizing that customers considered both product and delivery quality as pivotal factors affecting their overall satisfaction (Chang et al., 2018).

As a focal point of investigation in several studies, price stood out as a crucial factor influencing customer satisfaction in e-commerce. Research indicated that reasonable prices were at the core of customer satisfaction in any business operating in the online sphere. However, overpricing or hidden costs could lead to dissatisfaction among customers. Perceived price, as identified in a study on critical factors impacting online customer satisfaction, had been recognized as a

significant factor influencing user satisfaction, further underscoring the importance of transparent and reasonable pricing strategies (Lin et al., 2018; Rana et al., 2022).

Beyond the tangible aspects of products and pricing, studies also explored the intangible elements that significantly contributed to customer satisfaction in e-commerce, focusing specifically on service, communication, and value. In the service domain, exceptional customer service and a positive customer experience were identified as essential factors for businesses to succeed in e-commerce (Kao et al., 2021). Furthermore, effective communication, including accessible customer support and prompt response times, was recognized as a crucial aspect that enhanced user satisfaction. The broader concept of value, encompassing fair pricing, high-quality products, and excellent customer service, was identified as pivotal in creating a positive and satisfying customer experience (Rana et al., 2022).

3. CONCEPTUAL FRAMEWORK

The study determined the independent and dependent variables that played a crucial role in customer satisfaction, which served as the dependent variable under this study. These independent variables encompassed fast transactions, convenience in payment methods, price, customer service, and product quality.

Fast transactions were identified as a significant factor influencing customer satisfaction with e-commerce platforms. The expeditious handling of transactions significantly influenced customers' decision-making processes when selecting between e-commerce platforms. The efficiency of transaction processes, characterized by prompt order confirmation, seamless payment processing, and fast delivery (Smith et al., 2021), held a considerable impact on consumer satisfaction (Jones & Wang, 2022). In a study by Davis and Chen (2023), the importance of fast transaction processing in e-commerce was emphasized, highlighting its role in enhancing the overall customer experience. The immediacy and responsiveness of transactional interactions contributed to e-commerce platforms' perceived reliability and effectiveness, influencing customer satisfaction and loyalty (Chen et al., 2020).
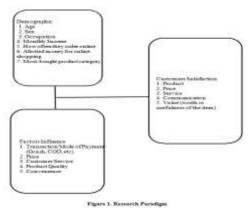
Price was identified as a significant factor that influenced consumers' decisions when choosing between e-commerce platforms and traditional retail. The perceived cost-effectiveness of online purchases, known for their competitive prices and widespread consumer appeal (Smith, 2021), compared to traditional brick-and-mortar stores (Jones et al., 2023) significantly impacted whether a consumer decided to make a purchase. A relatively lower price for products on e-commerce platforms often convinced consumers to opt for online shopping over traditional retail.

The efficiency of customer service emerged as a pivotal factor influencing consumers' satisfaction with e-commerce platforms. A swift and helpful customer support system, characterized by prompt issue resolution and clear communication, significantly impacted users' overall

shopping experience. Studies by Customer Satisfaction Journal (2021) emphasized the importance of responsive customer service in enhancing user satisfaction.

Lastly, product quality, the perceived quality of products on these platforms, significantly influenced consumers' decisions when making online purchases. Numerous studies highlighted the importance of product quality as a determining factor in customer satisfaction (Ghose et al., 2019; Yan and Du, 2019).

Customer satisfaction, serving as the dependent variable, resulted from the intricate interplay of various independent variables. This study aimed to delve into the intricate relationships among fast transactions, convenience in payment methods, pricing, customer service, and product quality. Understanding these interactions was essential for clarifying the factors that influenced customers' satisfaction and provided valuable insights.

Figure 1. Research Paradigm

4. STATEMENT OF THE PROBLEM

This research aimed to determine the factors influencing customer satisfaction through e-commerce platforms. It sought to address the following key issues:

1. Demographic profile:

    1.1 Age

    1.2 Sex

    1.3 Occupation

    1.4 Monthly Income

    1.5 How often they order online

    1.6 Allotted money for online shopping

    1.7 Most-bought product category

2. Factors influenced when purchasing through e-commerce platforms in terms of:

    2.1 Transaction/Mode of Payment (Gcash, COD, etc.)

    2.2 Price

    2.3 Customer Service

    2.4 Product Quality

    2.5 Convenience

3. How satisfied are the customers in purchasing through e-commerce platforms?

    3.1 Product

    3.2 Price

    3.3 Service

    3.4 Communication

    3.5 Value (worth or usefulness of the item)

4. Is there a significant relationship between Factors' Influence and Customers Satisfaction?

5. THE HYPOTHESIS OF THE STUDY

The study hypothesized a significant relationship between factors influencing customer satisfaction and actual customer satisfaction levels.

6. SIGNIFICANT OF THE STUDY

The results of the study were valuable to e-commerce platforms, customers, online shops, and future researchers

E-commerce Platforms: The study enabled e-commerce platforms to optimize services based on identified customer satisfaction factors, providing them with a strategic advantage in a competitive market. By consistently meeting and exceeding customer expectations, platforms could build a strong brand reputation, attract new users, and foster long-term loyalty.

Customers: Customers benefited from an improved online shopping experience as e-commerce platforms implemented changes and tailored their services based on identified satisfaction factors. This led to more enjoyable and personalized interactions. Heightened satisfaction not only increased the likelihood of repeat business but also encouraged positive word-of-mouth recommendations, contributing to the platform's user acquisition.

Online Shops (Sellers): Sellers within e-commerce platforms experienced increased marketplace success as the platform implemented improvements based on the study's findings. This created a more favorable environment for sellers and contributed to customer retention. The enhanced customer satisfaction levels also served as a testament to the quality and reliability of individual sellers, fostering trust among consumers and potentially attracting new customers to their businesses.

Future Researchers: This study provided a valuable foundation for exploring new dimensions of customer satisfaction in e-commerce. Investigating additional factors or delving into specific market segments could contribute to a more comprehensive understanding. This understanding allows for the continuous enhancement of strategies for e-commerce platforms, customers, and sellers alike.

7. METHODOLOGY OF THE STUDY

This chapter offered such support by outlining the research' setting in terms of established study practices, giving details on how the study was conducted, the reasons it was conducted in this manner, and the methods used to gather the results. It began by providing a broad overview of the study method. This was followed by a breakdown of the methodology's components, such as the research design, respondents, the research instrument, validity and reliability of the instrument, data collection process, statistical treatment, analysis, and ethical standards that were appropriate for the study objective while answering the research question.

8. INSTRUMENT AND PROCEDURES

The main instrument used to collect data for this study was a survey questionnaire constructed using a printed hard copy. All questions in the survey were designed to assist researchers in addressing current issues. The research instrument employed in this study was the Four-Point Likert scale. The Likert scale is commonly used to evaluate changes in behavior, attitudes, knowledge, and perceptions. This scale assessed beliefs, attitudes, or actions through a series of statements, each followed by four to six response options. Respondents chose the option that best reflected their feelings toward the statements or questions (Pritha Bhandari, et al., 2020). Researchers conducted a Reliability Test to determine if the random respondents understood the validated self-made questionnaires.

9. RESULTS AND DISCUSSION

This chapter focused on a survey questionnaire regarding the factors influencing customer satisfaction through e-commerce platforms. The questionnaire comprised three (3) parts: Demographic Profile, factors influencing satisfaction, and level of satisfaction. The data were extracted and interpreted based on the specific questions and the responses of the chosen respondents. These interpretations contributed to achieving the objectives of the study.

1. Demographic Profile:

1.1 Age

Frequencies for Age

Age	Frequency	Percent
16-25	103	38.29
26-35	83	30.86
36-45	44	16.36
46-55	30	11.15
56 and above	9	3.35
Total	269	100.00

The table above showed the frequency of the respondents' age. As presented, 103 (38.29%) of them are in the age range of 16

– 25 years old. 83 (30.86%) are ages 26 – 35 years old, 44 (16.36%) are in the age arrange of 36 – 45 years old, 21 (7.81%) are ages 46 – 55 years old, 9 (3.35%) are in the age range of 45 – 55 years and old, another 9 (3.35%) are 56 years old and above.

1.2 Sex

Frequencies for Sex

Sex	Frequency	Percent
Female	136	50.56
Male	133	49.44
Total	269	100.00

Occupation	Frequency	Percent
Employed full-time	132	49.07
Employed part-time	26	9.67
Self-employed	34	12.64
Unemployed	77	28.62
Total	269	100.00

The table above showed the frequency of the respondents' sex. As presented, 136 (50.56%) are female and 133 (49.44%) are male.

1.3 Occupation

Frequencies for Occupation

The table above showed the frequency of the respondents' occupation. As presented, most of them are employed full time, having a frequency of 132 (49.07%). On the other hand, 77 (28.62%) are unemployed, 34 (12.64%) are self-employed, and 26 (9.67%) respondents employed part-time.

1.4 Monthly Income

Frequencies for Monthly Income

The table above showed the frequency of the respondents' monthly income. As presented, 101 (37.55%) are earning Php 5,001 - Php 15,000. 78 (29%) have a monthly income of Below Php 5,000, 69 (25.65%) are earning Php 15,001 - Php 25,000 per month, and 21 (7.81%) respondents are earning Php 25,000 above.

1.5 How often they order online

Frequencies for How often do you order?

How often do you order?	Frequency	Percent
Frequently	72	26.77
Rarely	75	27.88
Sometimes	122	45.35
Total	269	100.00

The table above showed the frequency of the respondents' order online. As presented, many of them are ordering online sometimes, with a frequency of 122 (45.35%). 75(26.77%) are frequently ordering online and 72 (27.88%) are rarely ordering online.

1.6 Allotted money for online shopping

Frequencies for Allotted money for online shopping.

Allotted money for online shopping	Frequency	Percent
Above Php 3,000	15	5.58
Below Php 1,000	143	53.16
Php 1,001 - Php 2,000	79	29.37
Php 2,001 - Php 3,000	32	11.90
Total	269	100.00

The table above showed the frequency of the respondents' allotted money for online shopping. As presented, 143 (53.16%) of them are P 1,000 pesos and below. On the other

Products	Frequency	Percent
Books	5	1.86
Clothes/Shoes/watches	118	43.87
Computer & office	4	1.49
DIY/tools/car	17	6.32
Electronics	31	11.52
Grocery/Health/Beauty	54	20.07
Home/Garden/Pets	24	8.92
Sports/Outdoors	12	4.46
Toys/Children/Baby	4	1.49
Total	269	100.00

hand, 79 (29.37%) are allotting at least P1, 001 – P2, 000, 32 (11.90%) are allotting an amount of P 2,001 – P3,000 for online shopping and only 15 (5.58%) respondents are allotting an amount of P3,000 and above.

1.7 Most-bought product category

Frequencies for Products

The table above showed the frequency of the respondents' most bought product category. As presented, many of them which is 118 (43.87%), are purchasing Clothes/Shoes/watches. 54 (20.07%) are usually into Grocery/Health/Beauty, 31 (11.52%) are purchasing Electronics, 24 (8.92%) are buying Home/Garden/Pets, 17 (6.32%) are usually buying DIY/tools/car, 12 (4.46%) are into Sports/Outdoors, 5 (1.86%) are into Books, 4 (1.49%) are purchasing Computer & Office and another 4 (1.49%) respondents are into Toys/Children/Baby.

2. Factors influenced when purchasing through e-commerce platforms in terms of:

2.1. Transaction/Mode of Payment (Gcash, COD, etc)

Descriptive Statistics

Transaction/ Mode of Payment (Gcash, COD, etc)	
Mean	3.53

The table above showed the Factors influenced when purchasing through e- commerce platforms in terms of Transaction/Mode of Payment (Gcash, COD, etc). As presented, it obtained a mean of 3.53. This means that most respondents are very satisfied in the factor mentioned when they are purchasing online.

Monthly Income	Frequency	Percent
Descriptive Statistics		
Price		
Mean		3.41
Php 5,001 - Php 15,000	101	37.55
Total	269	100.00

2.2. Price

The table above showed the Factors influenced when purchasing through e-commerce platforms in terms of price. As presented, it obtained a mean of 3.41. This means that most respondents are satisfied in the price of the products when they are purchasing online.

2.3. Customer Service

Descriptive Statistics

Customer Service	
Mean	3.17

The table above showed the Factors influenced when purchasing through e-commerce platforms in terms of customer service. As presented, it obtained a mean of 3.17. This means that most respondents are satisfied in the customer service experience when they are purchasing online.

2.4. Product Quality

Descriptive Statistics

Product Quality	
Mean	3.51

The table above showed the Factors influenced when purchasing through e-commerce platforms in terms of product quality. As presented, it obtained a mean of 3.51. This means that most respondents are very satisfied in the product quality when they are purchasing online.

2.5 Convenience

Descriptive Statistics

Convenience	
Mean	3.56

The table above showed the Factors influenced when purchasing through e-commerce platforms in terms of convenience. As presented, it obtained a mean of 3.56. This means that most respondents are very satisfied in the convenience of e commerce when they are purchasing online.

3. How satisfied are the customers in purchasing through e-commerce platforms?

3.1 Product

Descriptive Statistics

Product	
Mean	3.49

The table above showed the satisfaction of the customers in purchasing through e-commerce platforms. As presented, product obtained a mean of 3.49, interpreted as satisfied. This implies that most respondents are satisfied in the product that they are purchasing through e commerce platforms.

3.2 Price

Descriptive Statistics

Price	
Mean	3.48

The table above showed the satisfaction of the customers in purchasing through e-commerce platforms. As presented, price obtained a mean of 3.48, interpreted as satisfied. This implies that most respondents are satisfied in the price of the product that they are purchasing through e commerce platforms.

3.3 Service

Descriptive Statistics

Service	
Mean	3.36

The table above showed the satisfaction of the customers in purchasing through e-commerce platforms. As presented, service obtained a mean of 3.36, interpreted as satisfied. This implies that most respondents are satisfied in the service when they are purchasing through e commerce platforms.

3.4 Communication

Descriptive Statistics

Communication	
Mean	3.31

The table above showed the satisfaction of the customers in purchasing through e-commerce platforms. As presented, communication obtained a mean of 3.31, interpreted as satisfied. This implies that most respondents are satisfied in the service when they are purchasing through e commerce platforms.

3.5 Value (worth or usefulness of the item)

Descriptive Statistics

	Value
Mean	3.59

The table above showed the satisfaction of the customers in purchasing through e-commerce platforms. As presented, value obtained a mean of 3.59, interpreted as very satisfied. This implies that most respondents are very satisfied in the value of the product they are purchasing through e commerce platforms.

4. Is there a significant relationship between Factors Influence and Customers Satisfaction?

Pearson's Correlations

	Pearson's r	p
Factors - Customer Satisfaction	0.69	< .001

The table above showed the correlation between the factors influence and customers satisfaction, using Pearson's r correlation coefficient. As presented, it obtained an r value of 0.69 which falls on moderate positive correlation and a p value of less than .001. This means that there is a moderate positive significant relationship between the mentioned variables. In other words, the more respondents are considering factors that influence their purchasing ability, the more they become satisfied to their purchase**.**

10. CONCLUSION

With the data gathered and based on the findings drawn, the researchers then concluded the following**:**

1. The study determined that factors such as product quality, pricing, service satisfaction, and user experience significantly influenced customer satisfaction on e-commerce platforms. Understanding and addressing these key factors was crucial for enhancing customer satisfaction and loyalty. Furthermore, the study revealed that convenience received the highest mean score, indicating that this factor played a vital role in shaping customer satisfaction in the e-commerce environment. This suggested that customers prioritized ease of use, quick access, and streamlined purchasing processes when engaging with e-commerce platforms. Salehi et al. (2021) emphasized the importance of convenience in e-commerce, identifying it as a major factor behind the recent increase in online shopping. They noted that while convenience might not always have been the primary factor for initial purchase decisions, a difficult checkout process could result in abandoned carts. This underscored the necessity of optimizing the user experience to ensure a seamless customer journey.

2. The study indicated a high satisfaction level concerning value, indicating customers' perception of products' worth and benefits purchased through e-commerce platforms. This perception enhanced overall satisfaction and loyalty, as customers were likely to continue patronizing the platform and recommend it to others. Jaylene Khaw et al. (2023) examined the influence of e-commerce platforms like Shopee on e-consumer perception and satisfaction. They emphasized the impact of perceived value on customer satisfaction, highlighting how it influenced satisfaction levels and the likelihood of recommending the platform to others.

3. The study findings revealed a significant positive relationship between factors influencing purchasing decisions and customer satisfaction in the e-commerce context. The moderate positive correlation coefficient of 0.69 indicated that as customers considered more factors during their purchasing process, their satisfaction with the purchases tended to increase. This highlighted the importance of understanding and addressing various factors such as product quality, pricing, customer service, and user experience design to positively impact customer satisfaction levels on e-commerce platforms. By recognizing and leveraging these relationships, e-commerce businesses could tailor their strategies to meet customer expectations, enhance satisfaction, and ultimately drive business growth and customer loyalty.

11. RECOMMENDATIONS

With the data gathered, the interpretation, and the conclusion of the researcher in the study, the researcher then recommended the following:

For future researchers:

1. Future researchers should delve deeper into demographic variations to understand how factors influencing satisfaction differed across age groups, gender, occupation, income levels, frequency of online shopping, preferred spending amounts, and product categories. Analyzing these variables could provide nuanced insights into customer behavior and preferences, enabling more targeted strategies for e-commerce platforms.

2. Future researchers should explore regional differences in factors affecting customer satisfaction. Cultural, economic, and geographical variations may have impacted consumer preferences. Comparative studies across regions could reveal unique challenges and opportunities for e-commerce platforms to tailor their approaches accordingly.

For E-commerce platforms:

1. Prioritized training customer service representatives to offer exceptional support. Provided various support channels such as live chat, responsive email, comprehensive FAQ that enhanced satisfaction. Used

AI chatbots for routine inquiries, allowing human agents to handle complex issues, ensuring quick resolutions and building trust and loyalty.

2. Provided detailed product descriptions, high-quality images, and customer reviews to convey the quality and unique features of each product. Incorporated user-generated content, such as customer photos and testimonials, to reinforce the credibility of the product and increase confidence in the purchase decision.

3. To enhanced customers' shopping experience, we recommended introducing a feature that allowed customers to either scan or upload a picture of a product they desired. Used advanced image recognition technology, this feature identified and displayed a selection of similar products available on the platform. This innovative functionality streamlined the shopping process, making it easier for users to find exactly what they were looking for even if they didn't know the specific product name. By leveraging this technology, e-commerce platforms significantly improved user engagement, reduced the time spent searching for items, and boosted conversion rates, ultimately enhancing customer satisfaction and increasing sales.

For customers:

1. Product quality affected customer satisfaction, which was why customers should read the provided product information and reviews from other customers on e-commerce sites before buying to avoid poor-quality items.

For online shops (sellers):

1. Keeping product quality high was key to customer satisfaction. Online sellers provided a quality control system to ensure products met expectations, protected the seller's reputation, and built customer trust and loyalty.

2. Competitive pricing attracted customers. Sellers set prices lower than competitors while maintaining profitability to boost satisfaction.

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