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THAI CUSTOMER SATISFACTION IN SHOPEE APPLICATION

Abstract:

The paper aims to study the level of customer satisfaction in using Shopee application for shopping in Thailand. Shopee is the largest retail e-commerce in Southeast Asia. The study is based Electronic Service Quality Model (E-S-QUAL) and electronic recovery service quality (E-Recs-QUAL). 100 online questionnaires have been distributed to Shoppe customers who had an experience in using Shopee application. The study result reveals that most respondents are single and female with an average age of 21. The level of satisfaction is high for all dimensions. To be more specific, the highest level of satisfaction is witnessed in system availability while privacy, efficiency, responsiveness, fulfillment and contact share similar satisfactory level of high. The lowest is compensation. The study also reveals that there are differences in placing important to those dimensions, which can be divided into 3 categories. High degree of importance efficiency and fulfillment while moderate degree of significance consists of privacy system availability responsiveness. The least importance factors are contact and compensation. The study suggests that the quality of fulfillment should be improved because of there being high level of importance from customer perspective with moderate satisfactory level.

Keywords:

Shopee Application, Satisfaction, Thai Customer

JEL Classification: M31