

## An empirical research of factors affecting customer satisfaction: a case of the Indonesian e-commerce industry

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Abstrak

**ABSTRACT**

The purpose of this study is to analyze the effect of website design, reliability, time saved, product variety, and delivery performance towards customer satisfaction in the Indonesian e-commerce industry. The instrument for collecting the data is using the questionnaire. The number of samples that obtained in this study is 200 samples, in which, 15 of them should be omitted since those questionnaires weren't filled properly, resulted in a total of 185 samples being deemed usable and used for this study. The data were analyzed using PLS-SEM Method. The results of this study found reliability, time saved, product variety, and delivery performance has positive and significant effect toward customer satisfaction, in which product variety has the highest effect toward customer satisfaction among the other variables. However, this study also found out that there is no significant effect between website design and customer satisfaction. This study further suggests that company specializing in the e-commerce industry should always enhance their product and services to their customer, in which customers will be satisfied, thus increasing their likeliness to repeat their purchasing experience on the company in the future.