

# THE ROLE OF MARKETING LOGISTICS IN IMPROVING CUSTOMER SATISFACTION

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## Abstract

In the e-commerce industry, customer satisfaction is a key factor influencing loyalty, positive word of mouth, and repurchase intention. This study aims to analyze the effects of delivery speed, product condition, tracking facility, product availability, and return facility on customer satisfaction, as well as their impact on customer loyalty and word of mouth in online shopping applications in Indonesia. The research employed a quantitative approach using Structural Equation Modeling (SEM), with data analysis conducted through SPSS 27 and SmartPLS 4.0 software. Validity and reliability tests were carried out using factor analysis in SPSS, and the Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values were used to assess the suitability of the factor analysis. Data were collected through an online survey involving 135 respondents who had used online shopping services. The findings revealed that delivery speed, product condition, and tracking facility significantly affect customer satisfaction. However, product availability and return facility are perceived as basic service standards and thus do not provide additional impact. Customer satisfaction was found to positively contribute to customer loyalty, repurchase intention, and word of mouth. This study suggests that online shopping platform developers should optimize logistics efficiency, service transparency, and strengthen product quality control. The study's contribution includes strategic implications for enhancing customer experience and maintaining competitive advantage in the e-commerce sector.

**Keywords:** e-commerce, customer satisfaction, delivery speed, customer loyalty, word of mouth

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## INTRODUCTION

In the online shopping industry such as Alfagift, KlikIndomaret, My Super Indo, Hypermart, AlloFresh, and HappyFresh customer loyalty is a key factor determining business sustainability. Customer loyalty is crucial because it plays a significant role in retaining customers amid the increasingly intense competition in the digital marketplace (Ahmad et al., 2020). Loyal customers not only generate recurring revenue but also contribute to a company's reputation through positive recommendations, making loyalty an essential aspect of business strategy in the online retail industry (Polas et al., 2022; Song et al., 2022; Wahyudi, 2019; Kustiawan et al., 2022; Edastama, 2014; Syah & Olivia, 2022; Anindita & Seda, 2018).

Customer loyalty encompasses three main aspects: repurchase intention, resistance to switching, and positive word of mouth. In the context of online shopping platforms such as Alfagift and KlikIndomaret, repurchase intention is often influenced by customer experiences with services, including delivery speed and the quality of received products (Ahmed et al., 2023; Lin et al., 2017; Hafez et al., 2021). Resistance to switching reflects a customer's commitment despite the presence of alternatives, often supported by competitive advantages such as superior service or high switching costs (Nguyen & Pham, 2023; Southworth, 2019; Kawa & Światowiec-Szczepańska, 2021; dan Hafez et al., 2021). Positive word of mouth refers to customers' willingness to recommend products or services, which strengthens the company's reputation (Chen et al., 2023; Riley & Klein, 2019). Factors such as delivery speed on Alfagift, tracking facilities on KlikIndomaret, and product availability on AlloFresh have a strong influence on customer loyalty in online shopping platforms (Lin et al., 2017; Hafez et al., 2021).

Customer loyalty is influenced by the level of satisfaction with products or services. Research shows that satisfied customers are more likely to be loyal (Kim & Ahn, 2017; Song et al., 2022; Shokouhyar et al., 2020). On platforms like Alfagift and Hypermart, on-time delivery and good product quality play an important role in customer satisfaction. This satisfaction supports customer retention and increases market share. According to Zins, (2001); Prasad et al. (2017), positive experiences such as real-time tracking on KlikIndomaret strengthen long-term relationships. Consistent product availability on online platforms enhances satisfaction, prevents customer loss, and encourages repeat purchases (Dias et al., 2022; Erciş et al., 2012; Liu et al., 2017).

Customer satisfaction is influenced by various factors, one of which is marketing logistics (Al-Adwan et al., 2022; Jones et al., 2019). Marketing logistics includes delivery speed, timeliness, product quality, tracking facilities, and return convenience (Su et al., 2023). These factors play a major role in creating positive customer experiences that enhance satisfaction. This satisfaction, in turn, drives repurchase intention, positive word of mouth, and customer

loyalty (Wang et al., 2019; Jones et al., 2019). With effective marketing logistics, companies can strengthen their brand image and build long-term customer relationships, making it a crucial strategy for business success (Revindran et al., 2020; Tripathi et al., 2024).

In the online shopping industry, customer satisfaction plays a crucial role in influencing post-purchase behavior and word of mouth. Satisfied customers are more likely to recommend services to others, generating a positive impact on word of mouth (Prasad et al., 2017). customer satisfaction (Al-Adwan et al., 2022; dan Xing et al., 2011). This understanding helps companies design effective strategies to retain customers and build long-term relationships, and in this context, marketing logistics plays a vital role in ensuring higher customer satisfaction (Rajendran et al., 2018; dan Cao et al., 2018).

Previous studies have shown that marketing logistics significantly affects customer satisfaction, with faster delivery and better product conditions enhancing trust and reducing returns (Lin et al., 2017; Hafez et al., 2021; dan Liu et al., 2017). Delivery speed reflects efficiency in meeting customer needs, while good product condition reduces the likelihood of returns and strengthens customer trust (Rita et al., 2019; Hafez et al., 2021). By integrating delivery speed, product quality, accurate tracking, and product availability, effective marketing logistics can improve satisfaction, build customer loyalty, and support business sustainability (Riley & Klein, 2019; Hua & Jing, 2015; Cao et al., 2018; Caruana et al., 2016; Dias et al., 2022).

According to Dias et al. (2022) and Koronios et al. (2020), delivery speed, product condition, availability, and tracking facilities are the main factors that enhance customer satisfaction. Good logistics practices also strengthen trust and encourage customer loyalty (Shaibun & Anuar, 2021; Hu et al., 2019). However, return facilities, which offer additional convenience, remain underexplored in e-commerce marketing logistics strategies (Shokouhyar et al., 2020). This study introduces the return variable as a strategic dimension that can reduce uncertainty, increase the sense of security, and influence customer satisfaction (Rajendran et al., 2018). Furthermore, this study analyzes the interaction among various logistics factors such as delivery speed, product quality, and returns in building customer loyalty and word of mouth (Hafez et al., 2021). Nevertheless, the importance of the return variable is emphasized as a crucial factor in modern logistics strategies to create added value and build customer trust (Rahmawati & Edastama, 2024) dan (Ramadhani & Ruswanti, 2020).

The objective of this study is to analyze the influence of delivery speed, product condition, tracking facility, product availability, and return on customer satisfaction, as well as their impact on repurchase intention, switching resistance, and positive word of mouth (WOM). This research is expected to provide empirical evidence regarding the influence of marketing logistics and offer relevant managerial implications to enhance customer experience and satisfaction in the online shopping industry.

## METHOD

This study measured the research variables based on adaptations from previous studies. Data were collected through an online survey using a questionnaire distributed via Google Forms. Respondents were selected using a purposive sampling method, with criteria including customers who had used online shopping applications within the past six months. The sampling focus was on regions in Indonesia, particularly Jabodetabek. Respondent characteristics included gender, age, occupation, education level, and frequency of using online shopping applications. Before the main data collection, a pre-test was conducted with 30 respondents to ensure the validity and reliability of the instrument.

This research employed a quantitative approach using the Structural Equation Modeling (SEM) method. Data analysis was performed using SPSS 27 and SmartPLS 4.0 software. Validity and reliability tests were carried out through factor analysis using SPSS. The Kaiser-Meyer-Olkin (KMO) and Measure of Sampling Adequacy (MSA) values were used to evaluate the suitability of the factor analysis, with values above 0.5 indicating appropriateness. Instrument reliability was tested using Cronbach's Alpha, where values approaching 1 indicate high reliability (Hair et al., 2014).

The variables of Delivery Speed, Product Condition, Product Availability, Tracking Facility, Return, Customer Satisfaction, and Word of Mouth were all found to be valid. Of the total 30 questions included in the pre-test stage, all were declared valid and subsequently used in the main questionnaire. The total number of respondents in this study was 135 participants.

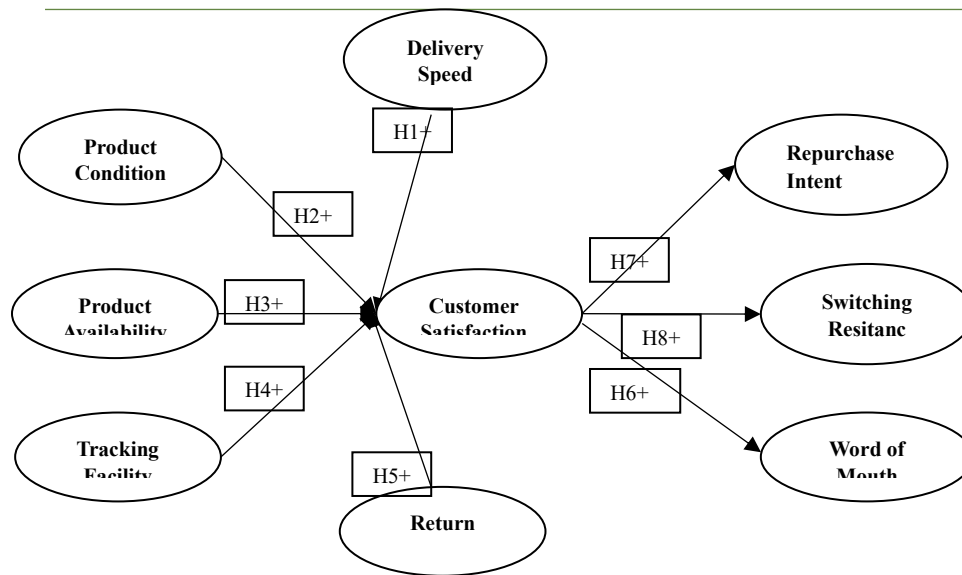


Figure 1. Research Model

In this study, there are several variables that are connected, namely:

- H1:** Delivery Speed has a Positive Effect on Customer Satisfaction
- H2:** Product Condition Has a Positive Effect on Customer Satisfaction
- H3:** Product Availability Has a Positive Effect on Customer Satisfaction
- H4:** Tracking Facilities have a positive influence on Customer Satisfaction
- H5:** Returns have a positive effect on Customer Satisfaction
- H6:** Customer Satisfaction Has a Positive Effect on Repurchase Intent
- H7:** Customer Satisfaction Has a Positive Effect on Switching Resitance
- H8:** Customer Satisfaction Has a Positive Effect on Positive Word of Mouth

## RESULTS

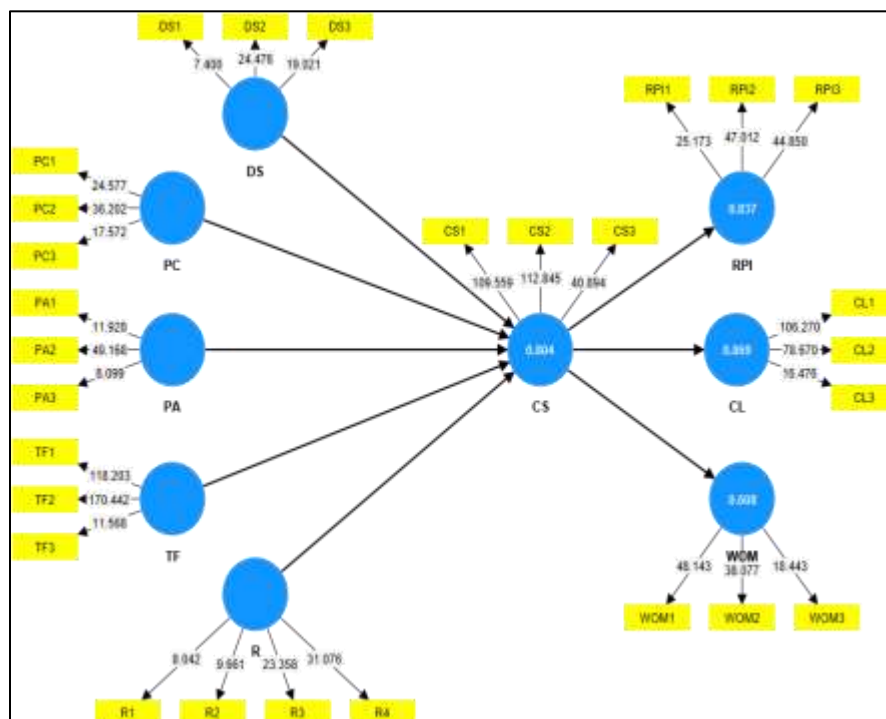


Figure 2. Path Diagram T- Value

**Table 1. Construct Reliability and Convergent Validity**

Variable	Cronbach's Alpha	Composite Reliability (rho_c)	Composite Reliability (rho_a)	Average Variance Extracted (AVE)
CL	0.906	0.922	0.941	0.841
CS	0.944	0.946	0.964	0.900
DS	0.695	0.694	0.832	0.623
PA	0.745	0.849	0.849	0.693
PC	0.880	0.883	0.883	0.807
R	0.792	0.807	0.875	0.675
RPI	0.888	0.890	0.931	0.817
TF	0.903	0.917	0.940	0.795
WOM	0.877	0.878	0.925	0.804

PA: Product Availability, PC: Product Condition, R: Return, RPI: Re-purchase Intention, TF: Tracking Facility, WOM: Word of Mouth, CL: Customer Loyalty, CS: Customer Satisfaction, DS: Delivery Speed

Table 1 shows that all constructs in this study meet the criteria for good reliability and convergent validity. The Cronbach's Alpha values for all variables are above the minimum threshold of 0.70, except for the Delivery Speed (DS) variable, which has a value of 0.695; however, it is still acceptable as it is close to the tolerance limit. Furthermore, the Composite Reliability (rho\_c and rho\_a) values for all constructs are above 0.70, indicating high internal consistency of the instruments. The Average Variance Extracted (AVE) values also demonstrate good results, as all variables exceed 0.50, meaning that more than 50% of the indicator variance can be explained by the measured construct. Overall, these findings indicate that the indicators used in this study regarding the role of marketing logistics including product availability, product condition, delivery speed, tracking facilities, and return process are valid and reliable in explaining customer satisfaction, loyalty, and post-purchase behavior.

**Table 2. Path Analysis**

H	Path	O	M	STDEV	T Statistics	p-Values	Support
H1	CS → WOM	0,78	0,775	0,051	15,246	0	Yes
H2	PC → CS	0,417	0,412	0,056	7,463	0	Yes
H3	PA → CS	-0,17	-0,155	0,075	2,276	0,023	Yes
H4	TF → CS	0,106	0,089	0,109	0,974	0,33	No
H5	R → CS	0,417	0,435	0,098	4,242	0	Yes
H6	DS → CS	0,182	0,174	0,078	2,331	0,02	Yes
H7	CS → RPI	0,915	0,913	0,021	43,668	0	Yes
H8	CS → CL	0,932	0,931	0,016	58,68	0	Yes

The path analysis results presented in Table 2 indicate that most of the hypotheses in this study are supported, demonstrating significant relationships between marketing logistics variables and customer satisfaction. The variables Product Condition (PC), Product Availability (PA), Return (R), and Delivery Speed (DS) were found to have significant effects on Customer Satisfaction (CS), with p-values less than 0.05. The strongest influences on customer satisfaction come from Product Condition ( $\beta = 0.417$ ) and Return ( $\beta = 0.417$ ), suggesting that good product condition and an easy return process are crucial factors in shaping customer satisfaction. Meanwhile, the Tracking Facility (TF) variable shows no significant effect on customer satisfaction ( $\beta = 0.106$ ;  $p = 0.33$ ), indicating that this hypothesis is not supported. Furthermore, the findings reveal that Customer Satisfaction has a very strong influence on Word of Mouth (WOM) ( $\beta = 0.78$ ), Repurchase Intention (RPI) ( $\beta = 0.915$ ), and Customer Loyalty (CL) ( $\beta = 0.932$ ), all with high t-statistic values and  $p = 0.000$ . These results confirm that customer satisfaction serves as a key mediating variable linking marketing logistics to post-purchase behavior and customer loyalty.

**Table 3. Coefficient of Determination Test Results**

Outcome variable	R-square	R-square adjusted
CL	0,869	0,868
CS	0,804	0,797
RPI	0,837	0,836
WOM	0,608	0,606

The results of the coefficient of determination test presented in Table 3 show that the research model has a strong explanatory power for the dependent variables. The highest R-square value is found in the Customer Loyalty (CL) variable at 0.869, indicating that 86.9% of the variation in customer loyalty can be explained by customer satisfaction and other related variables in the model. The Customer Satisfaction (CS) variable also demonstrates a high R-square value of 0.804, suggesting that 80.4% of the variation in customer satisfaction is influenced by marketing logistics factors such as product availability, product condition, delivery speed, tracking facilities, and return processes. Furthermore, the Repurchase Intention (RPI) variable shows an R-square value of 0.837, indicating that customer satisfaction accounts for most of the variance in repurchase intention. Meanwhile, Word of Mouth (WOM) has an R-square value of 0.608, showing that customer satisfaction explains 60.8% of the variation in customers' positive communication behavior. Overall, these values indicate that the research model possesses excellent predictive power and is highly relevant in explaining the relationships among marketing logistics, customer satisfaction, and post-purchase customer behavior..

## DISCUSSION

This study identifies the relationship between various factors that affect customer satisfaction (CS) in the context of online shopping app use, as well as their impact on customer loyalty, repeat purchase intention, and positive word of mouth. The results of the analysis provide important information regarding the influence of independent variables such as delivery speed, product condition, product availability, tracking facilities, and return system on CS. The results showed that the speed of delivery had a positive and significant relationship with satisfaction. This indicates that customers highly value efficiency in the delivery process, especially in e-commerce that prioritizes convenience. This hypothesis is accepted, confirming that delivery speed is one of the key factors in shaping customer perception of online shopping platform services. In this study, delivery speed was considered an element that contributed to a positive shopping experience, reduced uncertainty, and increased customer trust in the platform.

These findings are consistent with previous research, e.g. Chan et al. (2018) and Fernandes et al. (2018), which states that delivery speed increases customer confidence in service efficiency. In addition, Riquelme et al. (2016) and van Doorn et al. (2017) Explaining that on-time delivery can reduce customer anxiety while waiting for the item to arrive, which directly affects the satisfaction rate. Study by Zhang et al. (2005), companies that provide fast delivery services have a greater chance of increasing customer loyalty compared to competitors who are unable to meet delivery time expectations.

In terms of the Indonesian e-commerce market, this study has special relevance. Logistics are often a challenge in the region, especially due to the diverse infrastructure and complex distribution. Therefore, the speed of delivery is decisive in attracting new customers and retaining existing customers. These results emphasize the importance of e-commerce companies to continue investing in sophisticated and efficient logistics systems. Thus, the speed of delivery not only provides a competitive advantage but also strengthens the company's relationship with customers.

The results of this study show that product condition has a very significant influence on customer satisfaction. This shows that product quality is one of the main factors that affect the customer experience in online shopping. Products received in good condition create a positive perception of the e-commerce platform, as it meets customer expectations and increases trust in the brand. These findings support previous studies such as Gounaris et al. (2010) and Kim & Park (2013) who stated that maintained product quality not only creates customer satisfaction but also strengthens their loyalty. Conversely, products that are defective or do not match the description can lower trust levels and generate negative reviews, which is detrimental to the platform's reputation.

Products that match the description and are defect-free have a broader positive impact on customer behavior. Ziaullah et al. (2014) mentioned that customers who receive high-quality products tend to give positive reviews and recommend the platform to others, creating a favorable word of mouth effect. Conversely, failure to meet customer expectations in terms of product quality can trigger complaints and returns, which negatively impacts customer satisfaction levels. Therefore, product quality control is an essential strategic step. A strict quality inspection process before shipment can minimize the risk of defective products, which ultimately reduces customer complaints and improves operational efficiency.

In addition to creating customer satisfaction, consistent product quality also strengthens the company's competitiveness in the increasingly competitive e-commerce market. Customers tend to compare their shopping experience with other platforms, and services with superior product quality are often the top choice. Research by Guo et al. (2012) and Revindran et al. (2020) showed that companies that are consistent in delivering high-quality products are more likely to retain loyal customers and attract new customers. In this regard, effective and transparent supply chain management is essential to ensure high quality standards. With this approach, the company can strengthen its reputation as a leader in the industry, while also increasing customer satisfaction and loyalty levels.

This study is related to product availability that the results do not have a significant influence on customer satisfaction. This indicates that customers consider product availability as a basic prerequisite that is naturally fulfilled by e-commerce platforms. In other words, customers do not give more appreciation when a product is available because



the existence of the product is considered part of the standard service they expect. These findings support the research of Riquelme et al. (2016), which states that product availability does not provide direct added value to customer satisfaction, but product absence can trigger dissatisfaction. In this context, customers are more likely to pay attention to shortcomings or inconsistencies than to give appreciation for the fulfillment of basic expectations.

While the direct effect of product availability on customer satisfaction is not significant, poor inventory management can negatively impact the platform's reputation. Boyer & Hult (2005) and Jain et al. (2015) highlighted that poor customer experience due to frequently out-of-stock items can reduce customer loyalty to the platform. Conversely, a good inventory system, such as the use of technology to monitor stock in real-time, can help the platform meet customer expectations consistently. Hausman & Siekpe (2009) added that although the availability of a product does not directly affect satisfaction, its existence can consistently strengthen customer trust in e-commerce platforms. Efficient inventory management allows companies to maintain customer trust without significantly increasing operational costs.

Customers who frequently face product unavailability are more likely to switch to other platforms that are considered more reliable in meeting their needs. In an increasingly competitive e-commerce market, product availability is essential to maintain customer trust, despite the impact on indirect satisfaction. Revindran et al. (2020) emphasizing that companies that successfully ensure product availability around the clock have a greater chance of building customer loyalty in the long run. Transparency of stock information to customers is also an important strategy to mitigate the negative impact of product unavailability. For example, by providing real-time stock updates, customers can set their expectations and choose other alternatives if the desired product is not available (Ziaullah et al., 2014). This strategy not only helps maintain customer trust but also provides a competitive advantage in the e-commerce market.

The results of this study show that the tracking facility does not have a significant influence on customer satisfaction. This shows that customers consider tracking features to be a basic thing that should be present in e-commerce services. In the modern online shopping ecosystem, tracking facilities have become the industry standard, so their presence is no longer considered a great plus by customers. These findings support the idea that tracking features serve more as an expectation management tool than an element that directly increases customer satisfaction. However, Otim & Grover (2006) and Riley & Klein (2019) point out that while not statistically significant, the existence of a tracking facility is still important in creating a positive customer experience through the transparency of shipping information. The transparency offered by the tracking facility allows customers to monitor the status of the delivery of goods in real-time, which can increase trust in the service. Accurate shipping information helps customers manage customer expectations, especially when there are delays or problems in the delivery process. Clear and timely status updates can minimize customer frustration and improve the perception of the platform despite operational constraints. Thus, although the tracking facility does not directly affect customer satisfaction, its existence still contributes to a better shopping experience. Research by Riley & Klein (2019) also emphasizes that effective tracking features can indirectly increase customer loyalty by creating a sense of security during the online shopping process.

In the case of the increasingly fierce competition of the e-commerce market, tracking facilities can be an element of differentiation when combined with advanced technologies such as GPS or automatic update systems. For example, the integration of this technology can provide real-time delivery status information that is easily accessible to customers, creating a more transparent and satisfying experience. Conversely, the absence of tracking features or inaccurate information can trigger complaints and lower customer trust in the platform. Riley & Klein (2019) also notes that customers often do not realize the importance of this feature until they experience inconvenience due to its absence. Therefore, even though the tracking facility is not significant in increasing satisfaction, its existence remains relevant as part of the service standard that supports long-term positive relationships with customers.

Returns systems have a significant influence on customer satisfaction. The findings underscore the importance of flexibility and efficiency in the return process as important in creating a positive online shopping experience. Previous research, such as that conducted by Kim et al. (2019) and Zarei et al. (2019), supporting this finding, a customer-friendly return system is able to increase customer trust in e-commerce platforms. In addition, the ease of product returns provides a sense of security to customers, especially when customers feel that the problem can be solved without a hitch. According to Handoko (2016) and Guo et al. (2012) A reliable return system not only creates a sense of satisfaction, but also reinforces a positive perception of service quality.

The existence of a reliable return system can reduce the uncertainty that customers often experience when shopping online. With a clear, fast, and flexible return policy, customers feel more comfortable in making purchasing decisions. Ziaullah et al. (2014) and Jain et al. (2017) emphasized that the return feature is one of the indicators of professionalism of e-commerce services, especially in a highly competitive market. However, companies need to reduce customers' reliance on return systems by improving the accuracy of product descriptions, order processing, and packaging quality. With this approach, the company can ensure that customers rarely need return services because the products received have met expectations from the beginning (Revindran et al., 2020)

Although important, companies must be careful in managing the return system so that its efficiency does not add to excessive operational burden. Zarei et al. (2019) reminds that inefficient return management can harm companies and

reduce profit margins. An effective return management strategy includes the use of technologies such as automatic labeling and return tracking to speed up the process and minimize administrative errors (Otim & Grover, 2006). With this approach, the return system not only serves as a means to improve customer satisfaction, but also supports operational efficiency on a sustainable basis. This combination provides a double benefit for the company, namely retaining customers while maintaining profitability.

Customer satisfaction has a significant influence on positive word of mouth (WOM), these results indicate that customer satisfaction not only creates a good experience but also encourages customers to share that experience through various channels, such as social media and live conversations (Shankar et al., 2003; Jain et al., 2015). In the digital age, WOM is one of the factors that greatly influences the purchase decision of potential customers, where the positive reviews shared by customers can strengthen the brand reputation while acting as an effective organic promotion tool. With the large contribution of customer satisfaction to WOM variability, companies can increase their customer base without relying on large marketing costs.

The positive WOM resulting from customer satisfaction not only increases trust in the platform but also accelerates the acquisition of new customers. Recommendations provided by customers often include service-specific elements, such as delivery speed, product quality, or return policy flexibility. Khalifa & Liu (2007) explains that satisfied customers tend to act as brand advocates by recommending the platform to family, friends, or other communities. Recommendations from known people have higher credibility compared to traditional advertising, thus creating a chain effect that expands the reach of the market. In addition to strengthening brand reputation, positive WOM triggered by customer satisfaction also increases customer loyalty and lifetime value, making a significant contribution to long-term business growth.

Integrating these findings, companies must ensure that customer satisfaction is achieved consistently across all points of interaction. Paul et al. (2016) shows that customers are more likely to leave reviews or recommendations when their experience exceeds expectations. Therefore, strategies such as improving service quality, responsive complaint management, and providing incentives for positive reviews can amplify the impact of WOM. With customer satisfaction as a top priority, positive WOM can create a sustainable flywheel effect where an exceptional customer experience results in better WOM, attracts new customers, and ultimately strengthens the company's competitive position in the market.

Customer satisfaction has a significant influence on purchase intent indicating that the positive experience customers perceive contributes directly to their decision to return to the same platform. These results are consistent with previous research by Micu et al. (2019) and Mofoken (2021), which found that customer satisfaction not only increases short-term loyalty but also strengthens the long-term relationship between customers and the platform. In addition, Jain et al. (2017) highlighting that customers who are satisfied with their previous experience are more likely to stick with the same service because of the trust and satisfaction that has been formed.

A positive experience during the shopping process is key in driving repeat purchase intent. As Khalifa & Liu (2007) argues, elements such as delivery reliability, product quality, and responsive customer support play a crucial role in building customer loyalty. When these aspects are met, customers feel that the platform not only meets their needs but also provides added value. Conversely, negative experiences such as shipping delays or errors in orders can hinder repurchase intent and affect customer perception of the platform as a whole.

Furthermore, repurchase intent is often a key indicator of the long-term success of an e-commerce platform. As Jones et al. explain. (2019), returning customers make a significant contribution to the company's revenue while reducing marketing costs to attract new customers. Customer loyalty formed from satisfaction also creates opportunities for companies to strengthen relationships through loyalty programs and exclusive offers. Thus, maintaining consistent customer satisfaction is a strategy that not only improves customer retention but also provides a sustainable competitive advantage.

Customer satisfaction has a very significant influence on customer loyalty. Satisfied customers tend to trust the platform more and remain loyal, even if there are cheaper offers than competitors. This is in line with the research of Shankar et al. (2003) and Khalifa & Liun (2007), which emphasized the importance of trust and satisfaction in building loyalty. This loyalty not only increases repeat purchases, but also creates long-term, mutually beneficial relationships. Loyal customers provide higher lifetime value, such as increased purchase frequency and positive word-of-mouth contributions, without the need for additional marketing costs (Jones et al., 2019; Yaseen et al., 2020). Loyalty based on satisfaction also helps companies reduce the cost of acquiring new customers and improve operational efficiency. To maintain customer loyalty, companies need to maintain quality of service at every stage, including on-time delivery and responsive customer support. Consistency in providing high-quality service strengthens the emotional connection between customers and the company, creating lasting loyalty (Gounaris et al., 2010).

## CONCLUSION

The majority of the hypotheses built in this study are successfully proven by providing comprehensive insights into various factors that affect customer satisfaction in the context of online shopping applications in Indonesia, including

Alfagift, KlikIndomaret, My Super Indo, Hypermart, AlloFresh, and HappyFresh. Shipping speed, product condition, and return system were found to have a significant influence on customer satisfaction. The speed of delivery reflects its operational efficiency and ability to meet customer needs quickly, which is a key factor in establishing a positive perception of the platform's services. The condition of the products received in good condition and as per the description shows the effectiveness of the company's quality control, which not only meets customer expectations but also increases long-term loyalty and trust. The flexible and easily accessible return system provides customers with a sense of security, thereby encouraging customer convenience and trust in online transactions. However, the availability of products and tracking facilities, while considered important, did not show a significant impact on customer satisfaction. However, maintaining service standards in these aspects is relevant to maintain a reputation and ensure a consistent customer experience.

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