

The Effect of Price Perception, Service Quality Perception, Perception of Ease of Use and Consumer Trust on Consumer Satisfaction of Using Shopee E-commerce in Purwokerto

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ABSTRACT

This study examines the effect of perceived price, service quality, ease of use, and trust on Shopee customer satisfaction in Purwokerto. Using a quantitative approach through a survey of 122 purposively selected respondents, the data were analyzed by multiple linear regression using SPSS version 26. The results show that perceived price and service quality have a positive and significant effect on customer satisfaction, while ease of use and trust are not significant. The four variables explain 73.9% of the variation in customer satisfaction. This finding supports the partial validity of Expectancy Disconfirmation Theory. Shopee is advised to prioritize improving price perceptions and service quality to increase customer satisfaction. The research was conducted in the even semester of the 2024/2025 academic year.

INTRODUCTION

The rapid digital transformation has changed people's consumption patterns, with previously conventional shopping now shifting to daily routines integrated with digital technology (Tabina et al., 2025). The development of information technology allows consumers to make transactions more flexibly through various online platforms that can be accessed with smartphones and computers (Ginting et al., 2023). The activity of buying, selling, and promoting products or services through electronic media is known as e-commerce, which utilizes digital channels such as the internet and mobile devices to support transactions (Tjiptono, 2022). According to Kotler and Keller (2022), e-commerce is an activity of buying and selling goods and services facilitated by digital networks, including all online business transactions.

In Indonesia, the growth of e-commerce shows a significant trend in line with the increasing adoption of digital technology, causing fierce competition between platforms in attracting consumer attention and loyalty (Saputri et al., 2023). This competition is seen among the five main players in the Indonesian digital market: Tokopedia, Shopee, Bukalapak, Lazada, and Blibli. One indicator of marketplace success is the volume of site visits, where high traffic indicates a large potential for purchase conversions (Saribu et al., 2024).

In this context, Shopee stands out as the dominant e-commerce platform in Indonesia, with a high rate of user visits, especially from the millennial generation, reflecting consumer preferences towards the services offered. Marketplace visit data in 2025 shows that Shopee is in the top position in the number of monthly visits compared to its competitors. Shopee was recorded as the e-commerce platform with the highest visits in Indonesia, reaching 132 million visits in April 2025 despite a decrease of 10.6% compared to the previous month (GoodStats, 2025). This high traffic confirms Shopee's dominance as a market leader and the public's main choice in online shopping (Antaranews, 2024).

However, behind this dominance, Shopee faces serious challenges related to declining consumer satisfaction due to increasing cases of fraud and service complaints (Garamba et al., 2024; Febi et al., 2025). Incidents of product counterfeiting at Shopee Mall and other complaints such as improper delivery and data misuse have also worsened user perceptions (Antaranews, 2024; Business Technology, 2024). Data from the Indonesian Ministry of Trade shows that 91% of the 7,019 consumer complaints in 2023 came from e-commerce transactions, with Shopee as the most reported platform (BisnisTechnology, 2024). This condition shows the importance of understanding the factors that affect consumer satisfaction as a key indicator of the success of the platform.

Consumer satisfaction is defined as an emotional response to the evaluation between expectations and actual results of a product or service (Tjiptono, 2022). One of the main factors is price perception, which is the consumer's assessment of the balance between the benefits received and the costs incurred (Kotler & Keller, 2022; Walyullah et al., 2024). Previous research has shown mixed results regarding the influence of price on satisfaction (Ariyanti et al., 2024; Prasetyo et al., 2023).

In addition to price, service quality also plays an important role. This perception reflects the reliability of providers in meeting customer expectations (Kotler & Keller, 2022; Tjiptono, 2023). Previous studies have provided mixed results, but most have shown a positive relationship between service quality and satisfaction (Natulisiya, 2024; Umar et al., 2025).

The ease of use of the system is also a crucial factor in the digital context. The perception that the platform is easy to use can improve user convenience and retention (Davis, 1989; Laudon & Traver, 2021). Although many studies show positive effects, others show insignificant results (Juan et al., 2023; Nurazizah et al., 2025).

Consumer trust plays a major role in risk-prone digital transactions. Trust reflects expectations for the integrity and reliability of service providers (Tjiptono, 2023). Several studies state a positive influence on satisfaction (Latoki et al., 2023; Arini et al., 2025), while others show different results (Meida et al., 2022; Hendayana et al., 2021).

Based on these varied findings, this study developed the model of Firdaus et al. (2022) by adding the consumer trust variable from Anindita et al. (2023), to highlight the psychological aspect of user satisfaction. Empirical support also comes from Wardah & Khalikussabir (2024) and Kholis & Colia (2023), which affirm the importance of price, quality of service, and trust in influencing satisfaction and purchasing decisions. Therefore, this study is expected to make a theoretical and practical contribution in understanding the determinants of consumer satisfaction on the Shopee platform.

LITERATURE REVIEW

Expectancy Disconfirmation Theory This study uses the Expectancy Disconfirmation Theory (EDT) from Oliver (1980) to explain consumer satisfaction. According to Oliver (2022), satisfaction arises when product performance is compared to initial expectations. Variables such as price perception, service quality, ease of use, and trust shape these expectations (Dewi, 2022; Firdaus et al., 2022; Kamal et al., 2024). If performance meets or exceeds expectations, there is a positive disconfirmation that results in satisfaction; on the contrary, if it is under expectations, it will cause dissatisfaction. Therefore, managing perception and trust is key in creating customer satisfaction and loyalty.

Consumer Satisfaction

Consumer satisfaction is an emotional response to a comparison between expectations and performance of a product or service. Performance that meets or exceeds expectations leads to satisfaction, while those that are below expectations lead to dissatisfaction (Kotler & Keller, 2022). Mutiara et al. (2021) affirm that satisfaction arises from the alignment between the received and the expected results. Satisfaction indicators in this study include product and service quality, emotional aspects, price perception, location, and cost (Kotler & Keller, 2022; Tjiptono, 2023).

Price Perception

Price perception is a consumer's assessment of the value of money paid to get the benefits of a product or service (Kotler & Keller, 2022). Consumers judge prices subjectively, whether they are considered cheap, expensive, or reasonable (Olifiana et al., 2024). Walyullah et al. (2024) emphasize that this perception is based on a balance between the benefits received and the costs incurred. Price perception indicators include affordability, conformity with quality, comparison with competitors, fairness, and price-quality correlation (Kotler & Keller, 2022).

Perception of Service Quality

Service quality refers to the ability of a product or service to meet customer needs, whether stated or not (Kotler & Keller, 2016). Tjiptono (2016) stated that quality reflects the level of service perfection expected. Aminulloh et al. (2025) emphasize the importance of conformity between the services received and those expected; The smaller the difference between the two, the higher the perceived quality. The SERVQUAL model, which includes elements such as physical evidence, reliability, responsiveness, assurance, and empathy, remains the primary reference in measuring service perception (Maulana et al., 2023; Lestari et al., 2024). In the context of e-commerce, additional dimensions such as service consistency and information security are also important (Suryani et al., 2025).

Perception of Ease of Use

The perception of ease of use describes the extent to which a technological system can be used easily without much effort (Davis, 1989). Easily accessible technology facilitates users' work and supports a more efficient learning process (Adzhandra et al., 2023; Susila et al., 2023). According to Venkatesh et al. (2022) and Laudon & Traver (2021), the indicators include: (1) collaborative connectivity, (2) adaptability, (3) ease of understanding, (4) simplicity of operation, (5) intuitive user interface, and (6) ease of transactions.

Consumer Trust

Consumer trust is an individual's belief in the integrity, competence, and goodwill of a product or service provider to meet their expectations (Laudon & Traver, 2021). Trust is formed through evaluation of service security, information transparency, and consistency of performance (Aisyah et al., 2025). Revani et al. (2025) added that the guarantee of data protection and the convenience of online interactions also affect trust, which strengthens consumer loyalty. Trust indicators include Perception of Integrity, Virtue, Competence, Data Security, and Transparency (Kotler & Keller, 2016).

The Influence of Price Perception on Consumer Satisfaction

Price perception is the total value that consumers sacrifice to benefit from a product or service, and is an important strategy in marketing (Fitriana et al., 2023). According to Oliver (2022), in Expectancy Disconfirmation Theory (EDT), consumer satisfaction is influenced by the comparison between initial expectations and actual performance. Satisfaction is achieved if the performance

of the product meets or exceeds the expectations of the value of the price paid; on the contrary, incompatibility can lead to dissatisfaction (Aprilia & Nugraha, 2023). Research shows a positive and significant influence between price perception and consumer satisfaction (Ariyanti et al., 2024; Laili et al., 2025). H1: Price Perception Has a Positive and Significant Effect on Consumer Satisfaction.

The Effect of Service Quality Perception on Consumer Satisfaction

Service quality is the action of service providers in providing products or services according to standards to meet customer needs (Farizi et al., 2025). According to Oliver (2022), in EDT, consumer satisfaction is influenced by the comparison between initial expectations and the quality of service received. If the service meets or exceeds expectations, there will be satisfaction; On the other hand, if it is below expectations, dissatisfaction will arise. Therefore, understanding customer expectations and consistency in providing quality services are essential to achieve customer satisfaction (Parasuraman et al., 1988; Kotler & Keller, 2016). Research shows that service quality has a positive effect on customer satisfaction (Natulisiya, 2024). H2: Service Quality Has a Positive and Significant Effect on Consumer Satisfaction.

The Effect of Ease of Use Perception on Consumer Satisfaction

The perception of ease of use refers to the extent to which consumers rate digital systems, such as shopping applications, as easy to use and convenient for transactions (Kamal et al., 2024). Based on EDT, consumer satisfaction is determined by the extent to which ease of use meets or exceeds initial expectations (Oliver, 2022). Intuitive, simple, and accessible systems tend to create positive disconfirmation that results in satisfaction, while hard-to-use systems trigger dissatisfaction. Several previous studies have shown that ease of use assessments have a positive and significant impact on customer satisfaction (Juan et al., 2023; Muqodash, 2023; Deliyana et al., 2021). H3: Perception of Ease of Use Has a Positive and Significant Effect on Consumer Satisfaction.

The Influence of Consumer Trust on Consumer Satisfaction

Consumer trust is an interpretation that includes knowledge and conclusions about a product or service (Hasanah et al., 2021). According to EDT, trust plays an important role in shaping initial expectations that affect consumer satisfaction (Oliver, 2022). Trust confirmed by actual performance results in positive disconfirmation and increases satisfaction, while non-conformity leads to negative disconfirmation and dissatisfaction. Therefore, building and maintaining trust is essential to creating customer satisfaction. Previous research has shown that consumer trust has a positive and significant effect on satisfaction (Latoki et al., 2023; Arini et al., 2025; Priambada et al., 2025). H4: Consumer Trust Has a Positive and Significant Effect on Consumer Satisfaction.

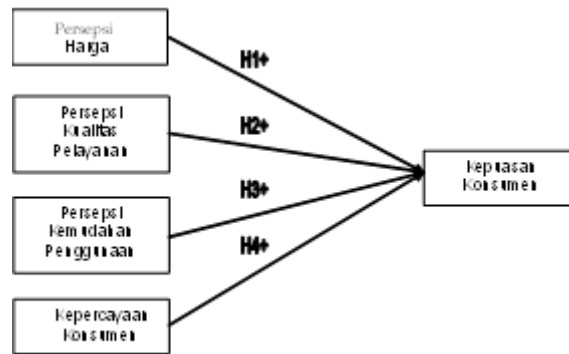


Figure 1. Conceptual Framework

METHODOLOGY

This study uses a quantitative methodology to analyze the relationship and influence of independent variables, namely price perception, service quality perception, ease of use perception, and consumer trust in dependent variables, consumer satisfaction. Data was collected through a questionnaire with a 5-point Likert scale, ranging from strongly disagree to strongly agree. The research was conducted in Purwokerto with the object of Shopee e-commerce users who have made at least one transaction in the last 6 months. The study population included all Shopee users in Purwokerto, and the number of samples was determined using the Lemeshow formula (1997) because the population is not known for sure.

$$n = \frac{Z^2 P(1-P)}{d^2}$$

$$n = \frac{1,96^2 \cdot 0,5(1-0,5)}{0,1^2}$$

$$n = \frac{3,8416 \cdot 0,25}{0,01}$$

$$n = 96,04 = 100$$

Assuming:

Z = 1.96 (Z value for 95% confidence level)

p = 0.5 population proportion assumptions (because it is unknown, the maximum variation value, i.e. 0.5 is used for conservative results)

d = 0.1 margin of error 10%

The results of the calculation showed a minimum sample size of 96, which was rounded up to 100 respondents. To increase the strength of the data and reduce bias, the total number of respondents collected was 122 people, all of whom met the research criteria. The sampling strategy used is non-probability with the purposive sampling method, which involves selecting samples based on the criteria of domicile in Purwokerto, at least 17 years old, and have used Shopee more than once in the last six months. The collected data will be analyzed using multiple linear regression with SPSS 26.

RESEARCH RESULTS

This study used a quantitative methodology with the determination of sample size based on the Lemeshow (1997) formula, which resulted in a minimum sample number of 96, rounded to 100 respondents. To increase the strength of the data and reduce bias, the total number of respondents collected was 122 people, all of whom met the research criteria. Data were analyzed statistically, including descriptive statistics, validity and reliability evaluation, classical assumption testing, multiple linear regression analysis, and F and t tests.

This study aims to examine the impact of independent variables on dependent variables, both individually and collectively.

Table 1. Respondent Characteristics

Respondent Characteristics	Information	Frequency (people)	Presentation (%)
Gender	Male	20	16,4%
	Woman	102	83,6%
Address	West Purwokerto	64	52,5%
	East Purwokerto	24	19,7%
	North Purwokerto	14	11,5%
	South Purwokerto	20	16,4%
Age	17 - 22 th	34	27,9%
	23 - 28 th	66	54,1%
	29 - 34 th	14	11,5%
	35 - 40 th	3	2,5%
	> 40 th	5	4,1%
Final Education	High School/K Equivalent	86	70,5%
	Bachelor S1	34	27,9%
	Other	2	1,6%
Income/allowance per month	< Rp. 1,000,000	31	25,4%
	IDR 1,000,000 - IDR 3,000,000	66	54,1%
	> Rp. 3,000,000	25	20,5%

The majority of respondents were women (83.6%), young productive age with high school/K education equivalent (70.5%) and domiciled in West Purwokerto (52.5%), likely due to geographical factors and access to questionnaire distribution. In terms of income, most (54.1%) have an allowance of IDR 1,000,000–IDR 3,000,000, reflecting the condition of students or early career workers. As many as 25.4% have an income below IDR 1,000,000, likely not working, while 20.5% earn above IDR 3,000,000, consisting of permanent workers or freelancers. This economic diversity affects respondents' perceptions of price, service, and satisfaction.

Descriptive Analysis Test

Table 2. Descriptive Analysis Test

	N	Minimu m	Maximu m	Mean	Hours of deviation
Price Perception	122	1,67	5,00	4,1448	0,63246
Perception of Service Quality	122	1,17	5,00	4,1092	0,65793
Perception of Ease of Use	122	1,33	5,00	4,2951	0,67631
Consumer Trust	122	1,83	5,00	4,0955	0,64094
Consumer Satisfaction	122	1,00	5,00	4,1378	0,65890
Valid N (listwise)	122				

The results of the descriptive analysis test were used to provide a comprehensive picture of the data, which included minimum, maximum, mean, and standard deviation values (Belisca *et al.*, 2022). From the SPSS output table presented, it can be seen that the number of respondents (N) is 122 people, with the lowest variable score (Minimum) of 1.00 and the highest variable score (Maximum) reaching 5.00. The results of the analysis showed a mean of 4.1564 with the data distribution rate indicated by the standard deviation of 0.6537.

Validity Test

The Validity Test aims to see whether or not each questionnaire item can be used. The r-value of the table used as a reference is 0.1764. If the calculated r-value is greater than or equal to the r-value of the table, then the question indicator can be considered valid (Suryani & Amanah, 2024). Once tested, all questions from each variable have a calculated r value > r table.

Table 3. Validity Test

Variabel	Stateme nt Items	R Hit	R table	Itself	Validation Description
Price Perception	X1.1	0,780	0.1764	0,000	Valid
	X1.2	0,772	0.1764	0,000	Valid
	X1.3	0,787	0.1764	0,000	Valid
	X1.4	0,770	0.1764	0,000	Valid
	X1.5	0,816	0.1764	0,000	Valid
	X1.6	0,768	0.1764	0,000	Valid
	X2.1	0,853	0.1764	0,000	Valid
	X2.2	0,862	0.1764	0,000	Valid

Perception of Service Quality	X2.3	0,800	0.1764	0,000	Valid
	X2.4	0,877	0.1764	0,000	Valid
	X2.5	0,834	0.1764	0,000	Valid
	X2.6	0,844	0.1764	0,000	Valid
	X3.1	0,870	0.1764	0,000	Valid
	X3.2	0,851	0.1764	0,000	Valid
	X3.3	0,881	0.1764	0,000	Valid
	X3.4	0,799	0.1764	0,000	Valid
Perception of Ease of Use	X3.5	0,858	0.1764	0,000	Valid
	X3.6	0,842	0.1764	0,000	Valid
	X4.1	0,846	0.1764	0,000	Valid
Consumer Trust	X4.2	0,845	0.1764	0,000	Valid
	X4.3	0,834	0.1764	0,000	Valid
	X4.4	0,827	0.1764	0,000	Valid
	X4.5	0,768	0.1764	0,000	Valid
	X4.6	0,823	0.1764	0,000	Valid
Consumer Satisfaction	Y1	0,856	0.1764	0,000	Valid
	Y2	0,798	0.1764	0,000	Valid
	Y3	0,803	0.1764	0,000	Valid
	Y4	0,828	0.1764	0,000	Valid
	Y5	0,799	0.1764	0,000	Valid
	Y6	0,698	0.1764	0,000	Valid

This means that all questions in the questionnaire are considered valid and worth using. If all the questionnaire statements are valid, then the questions can be used for the next test step, which is the reliability test.

Reliability Test

The reliability test in this study uses the standard limit of the Cronbach Alpha value as stated by Ghazali (2018), which is 0.60. In this study, all variables had a Cronbach Alpha value of > 0.60. Thus, all variables are considered reliable and can proceed to the next test.

Table 4. Reabilty Test

		Unstandardized Residual
N		120
Normal Parametersa, b	Mean	,0000000
	Hours of deviation	,25953884
Most Extreme Differences	Absolute	,069
	Positive	,069
	Negative	-,051

Test Statistic	,069
Asymp. Sig. (2-tailed)	0,200c, d

This test aims to ascertain whether the data is distributed normally. The test results showed a double-sided significance value of 0.200, exceeding 0.05. Therefore, the distribution of data is considered normal and can be continued to the next test.

Multicollinearity Test

This test aims to determine the correlation between independent variables in the regression model. If the Tolerance value is greater than 0.10 and the VIF is less than 10, there is no problem of multicollinearity (Suryani & Amanah, 2024). The test results showed that the Tolerance value for the variables of price perception, service quality, ease of use, and consumer trust was more than 0.10, while the VIF value for these variables was less than 10. This means that there are no multicollinearity issues, so the analysis can proceed to the next test.

Table 5. Results of the Mulicolinierity Test

Variabel	Tolerance	BRIGHT	Information
Price Perception	0,243	4,114	No Multicollinearity Occurs
Perception of Service Quality	0,269	3,711	Not Occurring
Perception of Ease of use	0,259	3,859	Multicollinearity
Consumer Trust	0,324	3,085	No Multicollinearity Occurs

Heteroscedasticity Test

This test aims to check whether the Glejser test still has a fixed or changed residual data distribution. As a result, the significance values of Price Perception, Service Quality Perception, Ease of Use Perception, and Consumer Trust > 0.05. This means that there are no heteroscedasticity problems in the model, so the analysis can be proceeded to the next stage, which is the multiple linear regression test.

Table 6. Heteroscedasticity Test

Variabel	Significance	Information
Price Perception	0,234	Heteroscedasticity does not occur
Perception of Service Quality	0,333	Heteroscedasticity does not occur
Perception of Ease of use	0,442	Heteroscedasticity does not occur
Consumer Trust	0,451	Heteroscedasticity does not occur

Coefficient Determination Test

The coefficient of determination (R^2) is used to measure how much variation from an independent variable affects a dependent variable.

Table 7. Coefficient of Determination Test (R²)

Model	R	R Square	Adj. R Square	Std. Error of the Estimate
1	.865	.747	.739	.33672

The determination coefficient test was carried out to find out how much the independent variable (X) contributes in explaining the dependent variable (Y) in a regression model. Based on the test results, the Adjusted R Square value was 0.739, which means that 73.9% of consumer satisfaction is influenced by price perception, service quality perception, ease of use perception, and consumer confidence. The rest, at 26.1%, was influenced by other factors not covered in this study.

F test

Table 9. Test Tests f

Model	Sum of Squares	df	Mean Square	F	Itself.
Regression	39,267	4	9,817	86,582	.000
Residual	13,265	117	.113		
Total	52,532	121			

Based on the table above, if the value of F is calculated $> F$ of the table, then at least one independent variable significantly affects the dependent variable, so the regression model is worth using (Wardani & Wati, 2023). In this study, F counted $86.582 > F$ table 2.45, showing that the regression model fits. The results of the F test also showed a significance value of <0.05 , which means that the model matched all variables that significantly affected consumer satisfaction.

T test

The t-test is used to determine the influence of each independent variable (X1, X2, X3, and X4) on the bound variable (Y) (Wijaya et al., 2024). Based on the t-test in Table 10, the Price Perception variable shows t to count 4.423, greater than t table 1.980, with a significance of $0.000 < 0.05$, so the H1 hypothesis is accepted. The Service Quality Perception variable also has a t count of 4.103 $>$ a table of 1.980 and a significance of 0.000, supporting the H2 hypothesis. On the other hand, the perception of ease of use and consumer trust had no significant effect, so the H3 and H4 hypotheses were rejected. Only Price Perception and Service Quality have a significant effect on consumer satisfaction.

Multiple Linear Analysis Test

Table 10. Multiple Linear Regression Analysis Test

Variabel	B	Std. Error	t	Itself.	Conclusion
Price Perception	0,439	0,099	4,423	0,000	H1 accepted
Perception of Service Quality	0,374	0,091	4,103	0,000	H2 accepted

Perception of Ease of use	0,105	0,091	1,164	0,247	H3 rejected
Consumer Trust	0,022	0,085	0,254	0,800	H3 rejected

This test is to evaluate the variability described by the regression model in describing how the independent variable (X) affects the dependent variable (Y) by testing the significance of the regression coefficient (Marlin, 2020). The results of the multiple linear regression analysis test in table 15 produced the following regression equations :

$$Y = \alpha + \beta_1PH + \beta_2PKL + \beta_3PKP + \beta_4KK + e$$

$$Y = 0.238 + 0.439PH + 0.374PKL + 0.105PKP + 0.022KK + e$$

Information:

Y = Consumer Satisfaction

α = Constant

b1 b2 b3 b4 = Koefisien Regresi

PH = Price Perception

PKL = Perception of Service Quality

MCO = Perception of Ease of Use

KK = Consumer Trust

e = Error or residual

Based on the above results, it can be explained as follows:

- The constant value of 0.238 indicates that if all independent variables are zero, the consumer satisfaction rate is 0.238.
- β_1PH of 0.439 means that if price perception increases by 0.1 units, consumer satisfaction will increase by 0.439 units, assuming other independent variables are constant.
- β_2PKL of 0.374 indicates that an increase of 0.1 units in the perception of service quality will increase consumer satisfaction by 0.374 units.
- β_3PKP of 0.105 means that an increase of 0.1 units in the perception of ease of use will increase consumer satisfaction by 0.105 units.
- β_4KK of 0.022 indicates that a 0.1 unit increase in consumer confidence will increase consumer satisfaction by 0.022 units.

DISCUSSION

The Influence of Price Perception on Consumer Satisfaction

The analysis shows that price perception has a positive and significant relationship with consumer satisfaction in Shopee e-commerce. Consumers are more satisfied when prices match the benefits and quality of the product, which reflects value and fairness in the transaction. These findings are in line with Richard L. Oliver's Expectancy Disconfirmation Theory (1980), which states that satisfaction arises from the correspondence between expectations and actual performance. Reasonable prices increase satisfaction and influence purchasing decisions as well as loyalty. Research by Ariyanti et al. (2024), Laili et al. (2025), and Ramadhany et al. (2025) supports that price perception has a significant effect on consumer satisfaction.

The Effect of Service Quality Perception on Consumer Satisfaction

The results of the study show that the perception of service quality has a positive and significant effect on consumer satisfaction at Shopee. Good service quality, such as ease of navigation and quick response, creates a positive experience, supports the Expectancy Disconfirmation Theory (Oliver, 1980) and is in line with the findings of Natulisiya (2024) and Boesroh (2024).

The Effect of Ease of Use Perception on Consumer Satisfaction

The results showed that the perception of ease of use did not have a positive and significant effect on consumer satisfaction, so the hypothesis was not statistically supported. These findings indicate that ease of use is considered a basic feature in digital applications, so it does not contribute significantly to satisfaction (Wijayanto & Widiartha, 2025; Noviyasari, 2025). Although services met expectations, there was no significant increase in satisfaction, contrary to the Expectancy Disconfirmation Theory (EDT) by Oliver (1980). This study is in line with previous studies that also found that ease of use does not have a significant effect on satisfaction (Nurazizah et al., 2025; Yusuf et al., 2021; Jennah and Hartono, 2025).

The Influence of Consumer Trust on Consumer Satisfaction

The results of the study show that consumer confidence does not have a positive and significant effect on consumer satisfaction. Although consumers trust Shopee, this trust is not strong enough to directly increase satisfaction. According to Akbar et al. (2025), trust serves as a prerequisite in interaction, not the main driver of satisfaction. When consumers are satisfied with the price and quality of service, the added trust does not have a significant impact. These findings do not fully support the Expectancy Disconfirmation Theory (EDT) by Oliver (1980). Trust may have become a basic expectation that is met, in line with research by Meida et al. (2022) and Hendayana et al. (2021).

CONCLUSIONS AND RECOMMENDATIONS

The results showed that the perception of price (X1) and service quality (X2) had a positive and significant effect on Shopee consumer satisfaction in Purwokerto, while ease of use (X3) and trust (X4) were not significant. Shopee needs to focus on pricing strategies and service improvement.

ADVANCED RESEARCH

This study has limitations in narrow geographical coverage and focuses only on the Shopee platform, so the findings cannot be generalized nationally. It is recommended to expand the territory, increase the sample, adopt more diverse theories, and include variables such as product quality and system security.

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