

Analysis of Factors that Influence Customer Satisfaction in E-Commerce

Abstract

Customer satisfaction is a critical determinant of success in the e-commerce industry. This paper aims to analyze the factors that influence customer satisfaction in e-commerce, focusing on service quality, product quality, website usability, security, and customer support. Using a mixed-methods approach, we collected data from 500 e-commerce users through surveys and interviews. The findings highlight the importance of each factor and suggest strategies for e-commerce businesses to enhance customer satisfaction and retention.

Introduction

The rapid growth of e-commerce has revolutionized the retail industry, providing consumers with unparalleled convenience and a wide array of choices. However, with increasing competition, ensuring customer satisfaction has become a significant challenge for e-commerce businesses. Satisfied customers are more likely to make repeat purchases, recommend the business to others, and contribute to positive word-of-mouth marketing. This paper examines the factors that influence customer satisfaction in e-commerce, drawing on existing literature and empirical research.

Literature Review

Service Quality

Service quality is a crucial factor in customer satisfaction. It encompasses various dimensions such as reliability, responsiveness, assurance, empathy, and tangibles. Studies have shown that high service quality leads to higher customer satisfaction and loyalty.

Product Quality

Product quality directly impacts customer satisfaction. Customers expect products to meet their expectations in terms of functionality, durability, and performance. Poor product quality can lead to dissatisfaction, negative reviews, and returns.