THE RELATIONSHIP BETWEEN SHOPEE'S BRAND AWRANESS, BRAND ASSOCIATION AND PERCEIVED QUALITY TOWARDS SHOPEE'S CUSTOMER SATISFACTION AMONG INDONESIAN YOUNG-ADULTS

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ABSTRACT

Due to their adaptability and the capacity of technology to integrate aspects of human life, technological advancements and developments, particularly in the fields of telecommunications, information, and multimedia, have a significant impact on adaptations in social relationships. The number of Indonesians who utilize the internet is steadily increasing. Due to the high mobility of humans, the commercial world places high value on the provision of goods and services and goods on demand and in a timely basis. Consumers now have the option of participating in convenient and cost-effective e-commerce. Numerous e-commerce platforms exist today. The platform is expansive and reaches all populations. The purpose of this research is to examine the relationship between Shopee's brand awareness, brand association and perceived quality towards Shopee's customers satisfaction among Indonesian Young-adults both partially and simultaneously. This research explains the findings of research contributing to Aaker and Keller's theory of brand equity. The primary population for this research is young adults aged 15 to 24 years old from throughout Indonesia, with a total of 100 respondents. The analysist tool used in this research is Kendall Tau_b Correlation Test to calculate ordinally ranked-data. The result of the study explained that Shopee's brand awareness, brand association and perceived quality have a significant effect partially and simultaneously to customers satisfaction. Therefore, the result shows that brand awareness has a moderate and positive relationship, meanwhile brand association and perceived quality has a strong and positive relationship with customers satisfaction. This research 's result may be incorporated into the marketing strategies of companies and interested parties for maintaining and maximizing Brand Awareness, Brand Association, and Perceived Quality in order to have a good significant effect on potential customers, which can lead to Customer Satisfaction.

Keywords: Brand Awarenes, Brand Association, Perceived Quality, Customer Satisfaction, Shopee.

PREFACE

Advances in technology, especially telecommunications, information, and multimedia, affect social connections because of their flexibility and telematics' potential to accommodate human life. Indonesians are increasingly online. Indonesia's Internet users rose by 27 million (+16%) between 2020 and 2021, reaching 202.6 million. Working from home, remote learning, and purchases are done online. Pandemic increased internet access. The internet is expanding and increasingly crucial in modern culture. Internet provides several ways to exchange information and communicate. One convenience is time-efficiency in shopping. Modern civilization embraces online buying. Indonesia Digital Landscape says 40% of internet users had shopped online.

Humans are mobile, therefore businesses must supply services and things rapidly. Ecommerce is today convenient and affordable. Shahriari, M. Shahriari, and S. Ggheiji (2015) defined e-commerce as online shopping. There are various e-commerce platforms today (Source: 5 most-visited e-commerce sites in Indonesia). Population (2022, April 21). https://info.populix.co/articles/ecommerce-indonesia/ (accessed June 13, 2022). The internet is unlimited and all-groups with its platform. E-commerce or internet purchasing is a common phrase these days. In Indonesia, e-commerce is growing rapidly, and people's shopping habits are moving to online shopping, which creates new opportunities. According to Statista.com, e-commerce consumers and market value grow every year in Indonesia. By 2020, there will be 39.3 million more e-commerce consumers than in 2017.

Younger generations were impacted by technology and the internet. Source: Pew Research Center (2020, May 30). Youth, social media. Internet, Science & Tech. (http://www.pewresearch.org/internet/2010/02/03/social-media-and-young-adults/). Young individuals connect, learn, have fun, and even start a relationship online. They love internet shopping. This describes today's youths. **WHO defines adolescents as 10 to 24 years old. UN defines youth as ages 15-24.**

We Are Social and Hootsuite performed a study in January 2021 to discover the overall number of individuals in each age group. From a total population of 275 million, 77.5 percent or about 213.200.000 are aged 13 and above, followed by 69.1% or 190.100.000 aged 18 and above. These data show that most Indonesians are still young adults. We Are Social and Hootsuite performed a study in January 2021 to determine the proportion of internet users in each age group who completed an online transaction in the prior month. In the last month, 84.8% of 16-24-year-olds bought a product online, according to the statistics.

According to the data above, Indonesians, especially young adults, like online buying, especially on e-commerce platforms. E-commerce platform shopping is practical, safer, and more profitable. Indonesia has several e-commerce sites, including Shopee. Shopee is a 2015 Sea Group subsidiary. Shopee is a smartphone app that lets users purchase and sell products instantly. Shopee, a Sea Group company, aims to enhance consumers' and small business owners' lives through technology. Shopee features a varied assortment of fashion and

everyday goods and is accessible as a mobile app to make online shopping easier. Shopee uses free shipping coupons, brand ambassadors, influencers, and sales ads to attract users and visitors. Shopee includes features that make online transactions easier for customers, such as ShopeePay, which allows users to transact cashless in the app or at offline merchants, and Shopee Pay Later, which allows users to buy things in advance and pay at the end of the month, under certain terms and conditions. Shopee Food is an online food ordering service. Shopee has 52.9% of the Top Brand Gen-Z index 2021, according to topbrand-award.com. The top brand index comprises top-of-mind-awareness, last used brand, and future intent. Shopee ranks #1, followed by Tokopedia with a 29.2% gap at 23.7%.

Shopee was the most remembered and used e-commerce, according to SnapCart. 75% likes Shopee. The market is growing, and competition is getting increasingly competitive. E-commerce enterprises need a solid marketing plan to attract customers and earn money. Brand equity is one way to boost marketing. Kotler and Armstrong (2016) define brand equity as the influence of knowing the brand name on customer preferences and loyalty. Kotler and Keller (2013) define brand equity as products' and services' added value. Aaker says brand awareness, loyalty, associations, and perceived quality are brand equity's aspects.

Shopee's marketing message is key. Baby Shark from 2020 was a viral hit. This was Shopee's promotional content at the time, and the song's easy-to-remember tone helped build brand awareness. Brand awareness is vital to a brand's strength and competitive advantage, according to brand management literature (Urbanek, 2002). Brand awareness encourages recurrent buying, according to Sasmita and Suki (2015) and Macdonald et al. (2000). Shopee got the Bright Awards Indonesia prize for having the best advertisements in 2017. Shopee gives enormous discounts to entice more customers. One of the most unusual deals is free shipping, which purchasers still find acceptable. Potential clients will no longer worry about delivery fees. Shopee also guarantees low prices to compete with other firms.

Advertising has remained a reasonably essential role for a company in attracting consumers, according to studies and statistical data assembled by a digital marketing specialist. People still choose television and social media ads over search engines. Brand ambassadors, catchy jingles, and vivid logos help consumers remember television ads. More attractive attributes boost brand equity quicker. Shopee's 9.9 Super Shopping Day Midnight Sale commercial had more viewers than Tokopedia's Waktu Indonesia Belanja x BTS ad. Shopee's YouTube channel has 12M views (YouTube) (2021, September 8). 9.9 Super Shopping Day Midnight Sale | 00:00 - 02:00 wib! YouTube (https://www.youtube.com/watch?v=mvrG_9zx174). Tokopedia only received 3M views (Source: Tokopedia + BTS: Indonesia shopping time! Wikipedia (2021, September 18). 13.06.2022 https://youtu.be/hNOfYFInUxY>). This shows that Indonesians are aware of Shopee's ads. There are several brand ambassadors (Source: Shopee Brand Ambassadors from Year to Year. Ginny (2021, October 24). Shopee's brand ambassadors include Syahrini, Prilly Latuconsina, Didi Kempot (Alm),

Amanda Manopo and Arya Saloka, Joe Taslim, leading Korean girl groups Blackpink, Red Velvet, ITZY, GFriend, Secret Number and Korean boy groups GOT7 and NCT 127 to Jackie Chan.

Shopee employs brand ambassadors and taglines to improve product identity. Taglines may help listeners or readers recall the promoted goods. The slogan is only delivered for a few seconds, thus it's vital for a product. Many firms utilize taglines (Brahmbhatt & Vyas, 2013). Shopee's slogan *"Gratis Ongkir"* is easy for customers to remember; if they hear "gratis ongkir," they'll think of Shopee. Tokopedia and other online purchasing sites, including Shopee, also provide free shipping. Shopee and other e-commerces may compete for customers' brand loyalty. Customer brand loyalty is defined by Aaker (1991).

Shopee's logo is another brand-building approach. A beautiful and original logo may capture consumers' attention. A logo is a brand-management tool that builds brand equity, consumer commitment, and competitiveness. The logo is considered the company's visual identity (Foroudi et al. 2017; van Riel and Balmer 1997). Branding-focused companies carry their identity successfully. The company's logo is a major identifier (Brahmbhatt & Vyas, 2013). People can easily recognize a company's logo. Visually appealing logos use color, wording, and forms to stand out. Shopee's logo is a shopping bag, indicating it's an online shopping app. Orange may offer enthusiasm, appeal, and delight for customers, so they'll recognize the Shopee brand.

Shopee uses advertising jingles to deliver information and enhance brand equity. A jingle is a brief tune used in ads to build brand loyalty. The jingle's melodic phrases and meaning promote and position the marketed goods, usually through advertising slogans to strengthen brand identification (Pooja & Utkarsh Jain, 2016). Jingles help customers remember ads. Shopee is one of the most active in creating advertising variants, continuously innovating to build viral content by making it familiar, approachable, and clear. Shopee utilizes the Baby Shark song as their jingle, repackaged by altering the words from "baby shark do do do do" to "di Shopee pi pi pi pi pi" and adding some dancing variation.

Consumers persist with a favorite brand to avoid switching expenditures (Jeon, 2017). An established brand's devoted customers are one of its greatest assets. Brand equity affects consumers' perceptions of a product's quality when making a buying choice. Customers with brand-savvy, favorable, strong, and clear relationships have customer-based brand equity (Keller in Sherman, et.al.2015). Brand and customer portfolios are intangible marketing assets that help organizations generate money via competitive advantage (Romero & Yague, 2016).

Shopee invests much in advertising and marketing to rank highly. Shopee's marketing expenditure grew from 2017 to 2020, outspending Tokopedia. Shopee spent 291 million rupiahs in 2017, less than Tokopedia. In 2018, Shopee overtook Tokopedia in expenditure, which climbed from 922 million to 1.7 trillion rupiahs. These numbers show Shopee's great brand equity.

Shopee has also done marketing (EcomEye) (2021, September 11). Asia eCommerce Trends.

(https://ecomeye.com/shopee-marketing-strategy/) Shopee increased brand equity to win Top Brand Index's 2021 study. Despite promoting in many media, deploying brand ambassadors, cooperating with several K-Pop singers, and investing a large advertising budget, Shopee has not ranked top in customer satisfaction for Indonesian e-commerce. Tokopedia beats Shopee in customer satisfaction, according to the Jajak Pendapat (Jakpat) Special Report for the first quarter of 2021. Consumer satisfaction in Indonesian e-commerce is so high that the difference between applications is minor. Tokopedia has a 4.53 score, followed by Shopee, Blibli, and Lazada (4,20). Jakpat Special Report also reveals consumers' e-commerce purchase considerations. Consumers favor promotions over other aspects (65%). Tokopedia has the best customer happiness, according to this study.

Tokopedia outranked Shopee in e-commerce consumer satisfaction based on 7 score scales such as discounts, in-app experience, trusted assortment, and shipping. Shopee has a solid brand, but its app isn't as popular. The inquiry is if Shopee's brand awareness, brand association, and perceived quality affect Indonesian young-adults' customer happiness. Jajak Pendapat ranks Shopee second in customer satisfaction despite its various branding operations and top place in the Top Brand Index Gen-Z and Snapcart (Jakpat).

Therefore, the focus of this study is to determine whether there is a relationship between Shopee's brand awareness, brand association and perceived quality towards Shopee's customer satisfaction among Indonesian young-adults.

RESEARCH PURPOSE

The focus of this study is to determine whether there is a relationship between Shopee's brand awareness, brand association, and perceived quality among Indonesian young-adults.

THEORITICAL FRAMEWORK

1. Brand Awareness

Almost all brand equity models highlight awareness (Aaker 1991, Kapferer 1991, Keller 1992, Agarwal and Rao 1996, Krishnan 1996, Na, Marshall and Keller 1999, Mackay2001). Keller (2003) defines brand awareness as "consumer recognition of a brand." Aaker (1996) differentiates cognition, memory, and higher levels of consciousness (Aaker1991). "Brand Dominance," "Brand Understanding," and "Brand Opinion" characterize a brand's position in consumers' thoughts. New and specialized companies need brand recognition, says Aaker (1996). Famous corporations are more sensitive to recalls and top-of-mind. Including brand information and opinions helps brand recall. Y&R and TR use the same indications. Aaker says brand recognition should come first. First-awareness from a consumer matters for the brand and company (Washburn and Plank, 2002).

Brand awareness affects repeat purchases (Sasmita & Suki, 2015; Macdonald et al., 2000). A brand's product is also associated with it. Create and retain consumer power (Aaker, 1996). Brand awareness improves brand image, according to study. Brand image building is simpler with brand-conscious consumers (Hyun & Kim, 2011; Yang & Petersen, 2004).

Brand awareness is one of the most essential aspects determining a brand's strength, according to brand management studies. Today's businesses must ensure brand recognition meets standards. Brand awareness needs brand name or structure understanding. Brand search is limited by the consumer's capacity to recognize and recall brands. A good brand is crucial to the

company's short- and long-term success. A professional brand management team aims to develop new goods and build an enduring brand. Kapferer et al.; Keller et al. Both Aaker and Keller's consumer-based brand equity models focus on customer ratings.

2. Brand Association

A brand association is "something remembered from a brand" (Aaker, 1991). A brand association has a degree of strength, and the connection to a brand (from the association) is stronger when it's established on many experiences or exposures to communications and when it's backed by a network of other relationships. Brands can represent product qualities. Brand association would provide customers a purchasing rationale as most brand associations are related to brand attributes, the target consumer market, and the advantages consumers seek, establishing the foundation of brand loyalty and consumer purchase decisions (Len, Cind& Lynn 2007).

Chen's (2001) brand association typology includes product connections and organizational linkages. Aaker (1991) suggested that brand associations might add value by providing customers a reason to acquire the brand and creating positive attitudes/feelings. Brand associations are vital for building and managing brand equity, according to Rio et al. (2001). High brand equity means people have positive brand associations.

Organizational affiliations are customer-company relationships. This is founded on the idea that a positive relationship would affect customer perceptions and brand behavior. This is better than relying on a product's popularity (Aaker, 2012). Foroudi, Jin, Gupta, Foroudi, and Kitchen (2018) found a relationship between brand association and brand loyalty, as did Romaniuk and Nenycz-Thiel (2013), Severi and Ling (2013), Maderer, Holtbrugge, and Woodland (2016). (2018). More brand connection, more consumer like and loyalty.

Most brand associations are connected to brand qualities, the target consumer market, and customer benefits, therefore they underpin brand loyalty and buy intentions (Len et al., 2007). Brand association is crucial to consumers' buying decisions (Boisvert and Burton, 2011).

3. Perceived Quality

Perceived quality is another essential brand asset (Aaker, 1991). Perceived quality is "the consumer's evaluation of a product or service's overall quality or superiority relative to alternatives," according to Aaker (1991). Many organizations use customer-driven quality as a competitive weapon. Consistently and profitably achieving quality standards and preferences builds customer satisfaction and value. Kotler (2000) links product and service quality, customer pleasure, and company profitability. Perception determines quality, according to Boulding et al. Perceived quality affects purchases. When customers' perceived quality improves, so does their buy intent (Rust and Oliver, 1994). Brand equity includes perceived quality (Aaker, 1991; Kamakura and Russell, 1993; Feldwick, 1996; Motameni and Shahrokhi, 1998; and Yoo et al., 2000).

Perceived quality is a consumer's assessment of a product or service's performance compared to others (Zeithaml, 1998; SNOJ et al., 2004). Perceived quality and value are often interchanged. Both are client ratings of products or services. Each has varied width. Perceived value comprises customers' product and service performance judgments based on their own experiences (Zeithaml, 1998).

Perceived quality determines perceived value, according to Grewal, Krishnan, Baker, and Borin (1998). Prior research has shown a link between perceived quality and brand loyalty (Baker; Crompton, 2000) and brand purchase intention (Grewal; Monroe; Krishnan, 1998; Bao; Bao; Sheng, 2011; Calvo-Porral; Lèvy-Mangin, 2017; Foroudi et al., 2018).

There are several attributes used to measure perceived quality according to Garvin (1984) that suits this research,

such as:

1. Performance
2. Reliability
3. Features
4. Conformance and durability
5. Serviceability
6. Aesthetics

4. Customer Satisfaction

According to Keller and Lehman (2006), customer satisfaction increases the willingness to pay for the product or service and also increases brand loyalty. According to Chen and Tseng (2010), strong brand boosts customer's trust for purchasing a product. Researches prove that there is substantial relationship between brand equity and customer satisfaction.

According to Oliver (1997), satisfaction is "the overall psychological state that results when the emotion around unconfirmed expectations is combined with earlier sentiments about the consumer experience." Consumer satisfaction is critical for long-term corporate performance and is one of the most extensively investigated themes in marketing (Pappu & Quester, 2006). This is also significant in terms of a company's economic performance.

Consumers who make a purchase of a certain commodity generally have already specified expectations pertaining to its quality, purpose, or application. They do not pay for the thing in the physical sense; rather, they pay for the value or what they expect from the commodity. Expectations vary in breadth and might be misleading at times.

RESEARCH METHODOLOGY

This quantitative research illustrates the association between Shopee's Brand Awareness (X1), Brand Association (X2), and Perceived Quality (X3) and Shopee's Customers' Satisfaction (Y) (Y).

Men and women aged 15-24 in Indonesia who have seen Shopee's advertisements, are active Shopee app users, and have made Shopee purchases in the previous 3 months are included in this study as respondents. The population of this research would be young adults as the greatest e-commerce market in Indonesia and are productive (Safitri, K.) (2020, August 4). Based on the aims, the research population size is unknown. This research uses non-probability sampling. Because specific criteria must be satisfied, this technique does not give an equal opportunity for individuals of the population to be selected as sampling. Sampling is the process of determining population-based sampling units, per Singh (2007). Singh (2007) discovered that the unknown probability of each unit being picked eliminates random selection. On-the-fly random sampling is employed. Respondents know and satisfy the researcher's requirements. To accurately reflect the population, this study needs a sample size of more than 30 participants (Singh, 2007). This study will include 100 participants.

This research will also be using primary data sources, which are received directly from respondents, and secondary data to assist research challenges. The author utilizes a questionnaire to collect responses. The responder fills out a questionnaire with independent and dependent variables.

FINDINGS AND DISCUSSION

A total of 100 questionnaires was distributed and collected from young-adults in Indonesia. It can be concluded that the respondents that meets the respondent characteristic of this research majority are women, because it was presented by 72% female and 28% male. In terms of domicile, 48% of respondents comes from Tangerang and 83% of the respondent's occupation are universities students with the latest education is senior high school.

A. Validity Test

A validity test is used to determine if data in a research is reliable. If there are similarities between the data obtained and the data that actually happened to the object being researched, the data is said to be valid. The value of r count will be compared to the value of r table in this test using SPSS version 25. If r count > r table, the data is valid; otherwise, it is invalid. In this study, a test

sample of 100 people was selected to analyze the correlation. The two-tailed t table from 100 responders has a value of 0.677.

Table 1.
Brand Awareness

Item	R Count	R Table	Description
Q1.1	0.780	0.677	VALID
Q1.2	0.705	0.677	VALID
Q1.3	0.835	0.677	VALID
Q1.4	0.705	0.677	VALID
Q1.5	0.825	0.677	VALID
Q1.6	0.780	0.677	VALID

Table 2.
Brand Association

Item	R Count	R Table	Description
Q2.1	0.925	0.677	VALID
Q2.2	0.720	0.677	VALID
Q2.3	0.923	0.677	VALID
Q2.4	0.925	0.677	VALID
Q2.5	0.693	0.677	VALID
Q2.6	0.925	0.677	VALID
Q2.7	0.720	0.677	VALID
Q2.8	0.744	0.677	VALID
Q2.9	0.925	0.677	VALID

Table 3.
Perceived Quality

Item	R Count	R Table	Description
Q3.1	0.924	0.677	VALID
Q3.2	0.859	0.677	VALID
Q3.3	0.830	0.677	VALID
Q3.4	0.924	0.677	VALID
Q3.5	0.903	0.677	VALID
Q3.6	0.846	0.677	VALID
Q3.7	0.924	0.677	VALID
Q3.8	0.790	0.677	VALID

Table 4.
Customer Satisfaction

Item	R Count	R Table	Description
Q4.1	0.878	0.677	VALID
Q4.2	0.910	0.677	VALID
Q4.3	0.878	0.677	VALID
Q4.4	0.915	0.677	VALID
Q4.5	0.789	0.677	VALID
Q4.6	0.705	0.677	VALID
Q4.7	0.910	0.677	VALID
Q4.8	0.915	0.677	VALID

B. Reliability Test

The reliability test used in this study aims to see how much consistency and stability the research data has done. The data from the research is declared reliable if there are similarities in the data of the research object and the questions are answered consistently. The reliability test was calculated using Cronbach's Alpha > 0.600.

Item	Alpha Cronbach	Criteria	Description
Brand Awareness	0.888		Reliable
Brand Association	0.927	Alpha Cronbach 0.600	Reliable
Perceived Quality	0.953		Reliable
Customer's Satisfaction	0.948		Reliable

All the variables have a value of Cronbach's alpha coefficient > 0.600, the questionnaire in this study was declared reliable.

DISCUSSION

Based on the research result, Brand Awareness, Brand Association, Perceived Quality and Customer Satisfaction have relationships both partially and simultaneously. This research supports and approves Aaker and Keller's brand equity and customer satisfaction theory.

There are several discussions from this research:

1. According to the Kendall Tau b correlation test against hypothesis 1, there is a relationship between Shopee's brand awareness and customer satisfaction because 0.000 is significant and 0.552 suggests a moderate correlation between the two variables. According to the test, Shopee's brand awareness increases consumer satisfaction. Therefore, hypothesis 1 is accepted: Shopee's brand awareness affects consumer satisfaction.

2. Based on the Kendall Tau b correlation test against hypothesis 2, it can be stated that Shopee's brand association and customer happiness are related because 0.000 is significant and 0.801 indicates a very strong correlation between the two variables. A high Shopee brand association boosts consumer satisfaction, according to the hypothesis test. Hypothesis 2 that Shopee's brand association affects consumer satisfaction is accepted.

3. According to the Kendall Tau b correlation test against hypothesis 3,

there is a relationship between Shopee's perceived quality and customer happiness. A significance value of 0.000 indicates a significant relationship, and a correlation value of 0.928 indicates a very strong correlation. The hypothesis test determined that Shopee's perceived quality increases customer satisfaction. Hypothesis 3 that Shopee's perceived quality affects customer satisfaction is accepted.

4. According to the Kendall Tau b correlation test against hypothesis 4, there is a relationship between Shopee's brand awareness, brand association, perceived quality, and customer satisfaction. A significance value of 0.000 indicates a significant relationship, and a correlation value of 0.973 indicates a strong correlation. This research reveals that Shopee's brand awareness, brand association, and perceived quality increase consumer satisfaction. Hypothesis 4 that Shopee's brand awareness, brand association, perceived quality, and customer satisfaction are correlated is accepted.

5. Based on the research results, this data contributes to the most updated theory of brand equity, which focuses on brand awareness, brand association, and perceived quality. It also confirms Aaker and Keller's brand equity and consumer satisfaction theories, both of which are significant in the study of marketing communications. This data also may be utilized to strengthen Shopee's brand equity and increase consumer happiness. Lastly, this data informs potential buyers about the impact of brand awareness, brand association, and perceived quality in influencing people's satisfaction, as well as how the components reflect each other. This study shows that most people buy something because it's trustworthy and easy to remember, not because of its quality.

CONCLUSION AND SUGGESTION

Conclusion

1. Brand Awareness has a significant relationship and a moderate correlation towards Customer Satisfaction

2. Brand Association has a has a significant relationship and a really strong correlation towards Customer Satisfaction

3. Perceived Quality has a significant relationship and a very strong correlation towards Customer Satisfaction

4. There is a simultaneously relationship between Brand Awareness, Brand Association and Perceived Quality towards Customer Satisfaction

Suggestion

There are several suggestions that will be suggested by the researcher for this research. These suggestions were obtained based on the results of research on the relationship between Shopee's brand awareness, brand association, and perceived quality towards Shopee customer satisfaction.

1. Shopee's brand awareness, association, and perceived quality affect consumer satisfaction. Higher brand awareness, brand association, and perceived quality increase customer satisfaction. However, brand awareness has a moderate, not large, impact on consumer satisfaction. The researcher recommends that Shopee continue to differentiate its products and leverage the media by implementing a marketing strategy that includes brand ambassadors and other forms of advertising that incorporate the social component of their customers, such as an attractive television campaign emphasizing the fun, convenience, and sociable qualities of online shopping.

2. Shopee should improve its platforms' appearance and features. In-depth research with a wider range of respondent characteristics and a larger geographic reach may give more reliable results. As the E-commerce business in Indonesia evolves and develops, new consumer-impacting features may emerge.

3. This research result will support Shopee's marketing managers in allocating limited resources such as money, time, and manpower to develop brand and marketing strategies. They can prioritize resources across the variables discussed in this research using this information.

4. For further research, it is recommended to conduct a study with other variables in examining the customer satisfaction variable. Other variables that can influence consumers to feel satisfied include brand image, brand equality, as well as other promotional strategies used by Shopee.

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