The Impact of Online Shopping on Consumer Satisfaction: A Literature Review

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Article Info	Abstract
Keywords: Online Shop, Consumer Satisfaction, Literature Review, Technology	Advancements in technology lead to societal changes, resulting in evolving needs and diverse desires, particularly in the realm of shopping. The prevalence of online shopping is on the rise, especially among individuals who regularly utilize Internet services. This method of shopping can be conveniently conducted through various devices such as smartphones, tablets, and laptops connected to the internet. Ensuring consumer satisfaction is paramount for success in the online business landscape and crucial for staying competitive. This study aims to explore the impact of online shopping on consumer satisfaction, along with the factors contributing to the unique satisfaction derived from online shopping experiences. Employing the literature review method, this research conducts a thorough exploration of existing literature using platforms like Google Scholar. Initially, a search using the keywords "online shop, consumer satisfaction" yielded 52,200 scholarly articles. Following a selection process based on predefined criteria, only five journals were deemed relevant for inclusion in this study. The findings underscore the significant influence of online shopping on consumer satisfaction, which plays a pivotal role in shaping the trajectory of online commerce. The convenience and efficiency afforded by online shopping, sparing consumers the need to invest extensive time and energy, emerge as key drivers behind consumer preference for this mode of shopping. Consumer satisfaction is further delineated by factors such as alignment with individual preferences and needs.

INTRODUCTION

The development of science and technology globally can affect all aspects of the world including the business world. The pace of development of e-commerce is very fast and has undergone many significant changes in innovation. The development of e-commerce is what then changes the overall pattern of human life, starting from mindset, character, attitude, and daily consumption patterns). The presence of e-commerce has provided a new pattern in the business world, which also changes the pattern of society in transactions (Salsabilla & Ardhiyansyah, 2021). Opportunities to run an online business are increasingly open to business

people in Indonesia. Online shopping makes it easier for us to shop without spending time and energy. Online shopping activities can be done via smartphones, tables, laptops that are connected to the internet network. Consumers on the buyer's side will be able to see the products displayed and decide to buy the products offered through the site. Examining digitalization is more than just questioning how digital and electronic technologies shape new media.

Online Shop is one of the facilities presented by the internet, which is able to make it easier for people to shop without having to look face to face with customers, without having to queue and bargain. E-commerce means that companies or sites offer to transact or facilitate the sale of products and services online. In Indonesia E-Commerce retail that uses the internet network in the form of a website that displays an online store as an online marketing channel has experienced promising growth in recent years due to rapidly growing digital trade transactions. Electronic Money is something that is considered very important for Indonesian people today.

Online Shop is a trade carried out in cyberspace, where there is no meeting between the seller and the buyer. The method used to offer merchandise is by uploading the image or photo to a site or blog or social network. Seeing the condition of product sales mushrooming through online shops, it is possible for people in Indonesia not to shop online, considering that Indonesian people are currently a very consumptive society and are experiencing development. For people who shop online, they must be really careful about the quality of the product before making a purchase. Because later it will affect the level of consumer satisfaction itself. Seeing this phenomenon requires companies to continue to compete with their competitors. One of the efforts that can be made is by formulating marketing strategies to win the market competition (Naomi & Ardhiyansyah, 2021).

Customer satisfaction can be shown if consumers make repeated transactions, inform others and are satisfied with the services provided. Repeated transactions are carried out because consumers have felt the benefits of the product or service received, which creates trust not to switch to another brand or product. Consumer confidence is generated by the security, convenience, and practicality of making online transactions. This is evidenced by research shown by that satisfaction is influenced by perceived usefulness and trust. For consumers, online shopping will be very high if they are satisfied with the service quality of the online sales system on the site. Consumer satisfaction is a feeling of pleasure or disappointment from comparing consumer expectations with the products offered.

Satisfaction is achieved when quality meets and exceeds consumer expectations, wants, and needs. If the quality does not meet and exceed the expectations, desires, and needs of consumers, satisfaction is not achieved.

Customer satisfaction is also a very important factor in doing business online to win the competition. In this case, the company will try to satisfy its customers and fulfill consumer desires. Some companies know that retaining customers is more profitable than finding new customers.

LITERATURE REVIEW

Online Shop

The high intensity of internet use by consumers will bring a tendency for consumers to adopt online shopping, where online shopping is an innovation that was originally only an information network used for activities such as browsing, chatting, and email.

Online shopping or Online Shopping via the Internet, is a process of buying goods or services from those who sell via the Internet. Since the presence of the internet, merchants have been trying to create online stores and sell products to those who often surf the internet. Customers can visit online stores easily and comfortably, they can make transactions at home, while sitting in their comfortable chairs in front of the computer.

Online shopping is also the purchase of products or services through internet media. Online shopping has grown in popularity over the years, mainly because people find it convenient and easy to bargain for stores from the comfort of home or office. One of the most attractive factors of online shopping is that it can avoid queues when making purchases (Madyatmadja et al., 2023). For consumers, the use of online stores will make shopping time shorter. Consumers do not need to come directly to various shops to get the desired goods, and in online stores usually, the prices offered are cheaper than those sold in regular stores because the distribution costs from the producer to the consumer will be shorter. Electronic commerce/e-commerce is the process of buying and selling products or services involving sellers and buyers as well as individuals or agencies via the Internet. Online stores that exist today can be classified into several categories. For example, from the way of presenting products, appearance, paid/paid hosting used, payment methods, buying and selling methods, security standards, and others.

From the implementation of shopping done online, there is satisfaction if it can meet the needs and tastes of these consumers, and ongoing satisfaction fosters

trust, which is the result of consistent satisfaction with individual transactions over time.

Consumer Satisfaction

Satisfaction is a feeling of pleasure or disappointment for someone who arises after comparing between the perception or impression of the performance or results of a product and their expectations. Customer satisfaction as a response or reaction to the mismatch between the level of prior importance and the actual performance felt after use or use (Naser et al., 1999).

That satisfaction comes from comparing the performance of the product or service felt by the customer and the customer's expectations of the product or service. Show indicators of consumer satisfaction such as consumers: satisfaction with the online shopping experience, feeling wise using online shopping, and satisfaction that the use of online shopping can fulfill their requests, in general consumers think that the decision to purchase online shopping is the right thing (Pan et al., 2022).

RESEARCH METHODS

The approach employed in this study is the literature review methodology, specifically involving a thorough search conducted via Google Scholar. Initially, a total of 52,200 scientific articles were retrieved using the keywords "online shop, customer satisfaction." These journal articles were meticulously reviewed to assess their suitability for inclusion in the literature review based on predefined criteria set by the author. Following this selection process, only five journals were deemed pertinent for inclusion in the study. Subsequently, after discussing the various journal articles identified, the researcher draws conclusions based on the findings of the study.

RESULTS

Upon scrutinizing the compilation of journal articles incorporated as literature in this study, it emerges that the impact of online shopping on consumer satisfaction plays a pivotal role in shaping the landscape of e-commerce. The prevalence of online shopping, facilitated by its convenience and efficiency, has reshaped consumer behaviors. With the elimination of extensive time and energy expenditures typically associated with traditional shopping methods, consumers are increasingly drawn towards online platforms. This shift underscores the

significance of consumer satisfaction as a driving force behind the proliferation of online shopping.

Furthermore, the multifaceted nature of consumer satisfaction in online shopping is evident in its relationship with individual needs and preferences (Khaerudin, 2023). The flexibility and customization options afforded by online platforms cater to diverse consumer demands, contributing to heightened levels of satisfaction. From personalized recommendations to seamless transaction processes, online shopping endeavors to create tailored experiences that resonate with individual preferences (Aprina & Hadi, 2024). This alignment between consumer needs and online shopping offerings underscores the intrinsic link between satisfaction and consumer-centricity in the digital marketplace.

Satisfying consumer needs is the desire of every company. Apart from being the most important thing for the survival of the company, satisfying consumers can increase the advantage in competition. Consumer satisfaction is the value of satisfaction felt by consumers in using goods or services. Consumer satisfaction is the similarity between the performance of products and services received and the performance of products and services expected by consumers (Kusumaningrum et al., 2023).

The analysis of consumer satisfaction derived from the literature review of selected journal articles reveals a dominant theme: the correlation between the suitability of online shopping experiences and consumer contentment. Online shopping platforms offer consumers unparalleled ease and practicality, fostering a sense of satisfaction. This satisfaction stems from the streamlined nature of the online shopping process, which eschews complexities typically associated with traditional brick-and-mortar retail environments. By leveraging various dimensions such as user interface design and transactional efficiency, online retailers effectively entice consumers to explore and engage with their platforms.

Central to the satisfaction experienced by consumers in the realm of online shopping is the provision of top-notch service, coupled with adherence to regulatory standards and security protocols. Online retailers that prioritize customer service and uphold established regulations instill confidence in consumers, prompting a shift from traditional offline shopping methods to the convenience of online platforms. Leveraging social networks, including websites and social media channels, online retailers expand their reach and accessibility, further facilitating consumer engagement and satisfaction (Ali, 2022).

Several key factors contribute to the influence of online shopping on consumer satisfaction. Foremost among these factors is the assurance of product quality and reliability. Online retailers that offer high-quality products instill trust in consumers, mitigating concerns regarding potential missteps in product selection. Additionally, the allure of relatively affordable prices resonates with consumers, who often prioritize cost considerations in their purchasing decisions. Furthermore, the provision of exemplary customer service by online retailers fosters a sense of trust and satisfaction among consumers, thereby solidifying their loyalty and patronage.

Discussion

The burgeoning population of Internet users in Indonesia has led to a concurrent rise in public awareness regarding the Internet's utility as a means of fulfilling various needs. This trend is corroborated by data gleaned from diverse literature sources and journal articles pertinent to the research topic, indicating a steady increase in Indonesian consumers' inclination towards online shopping. This growing proclivity for online shopping among the Indonesian populace can be attributed to several factors. Firstly, the proliferation of online shopping platforms offering a diverse array of products caters to a wide spectrum of consumer preferences and needs. Secondly, the sheer abundance of online shopping websites further amplifies the accessibility and convenience of this mode of retail.

Furthermore, the convenience afforded by online shopping resonates strongly with Indonesian consumers, who increasingly opt to peruse and purchase goods through online platforms rather than navigating the traditional brick-and-mortar retail landscape. The preference for online shopping is underscored by the ease with which consumers can access online stores via their gadgets, predominantly smartphones and tablets. This preference is further fueled by the convenience of browsing through virtual storefronts and selecting desired items without the need for physical travel to malls or markets, aligning with the contemporary ethos of convenience and efficiency.

The shift towards online shopping in Indonesia is indicative of broader societal trends, reflecting an evolving consumer landscape shaped by technological advancements and changing lifestyle preferences. As digital connectivity becomes increasingly ubiquitous, Indonesian consumers are embracing online shopping as a convenient and efficient means of fulfilling their purchasing needs. This transformation underscores the transformative impact of digital technologies on

consumer behavior and retail paradigms, heralding a new era of commerce characterized by virtual storefronts and digital transactions.

The allure of online shopping lies in its inherent time efficiency and convenience, which serve as primary motivations for consumers to engage in this mode of retail. Unlike traditional brick-and-mortar stores, where factors such as cleanliness, location, and ambiance can impact consumer satisfaction, online shopping transcends these considerations. Instead, online consumers prioritize factors such as the quality of service, the caliber of products or services offered, and competitive pricing as key determinants of satisfaction.

Consumer satisfaction in the realm of online shopping is often conceptualized as the outcome of the dissonance between consumer expectations and the actual performance experienced. Various definitions of customer satisfaction, elucidated by marketing experts, converge on the notion that it constitutes a post-purchase evaluation wherein consumers assess the perceived performance of a product or service vis-à-vis their initial expectations. This evaluative process shapes consumers' perceptions of satisfaction or dissatisfaction, thereby influencing their subsequent behaviors and purchasing decisions.

In the digital marketplace, online product providers are under heightened pressure to deliver superior service quality and maintain competitive pricing to meet consumer expectations and foster satisfaction. Unlike traditional retail settings, where the physical environment plays a significant role in shaping consumer perceptions, online retailers must focus on aspects such as website usability, customer service responsiveness, and product quality to ensure customer satisfaction.

Furthermore, the proliferation of online reviews and rating platforms not only provides consumers with valuable insights into product quality and service but also empowers them to make informed purchasing decisions based on the experiences of fellow shoppers. Positive reviews and high ratings often serve to enhance consumer confidence and satisfaction, as they signal trustworthiness and reliability. Conversely, negative feedback can deter potential customers and erode trust in the brand or product, underscoring the importance of maintaining high standards of quality and service in the digital marketplace.

Satisfaction, as a concept, transcends mere expectations or imagined comfort; it involves a nuanced comparison between the experience and the evaluation results. It encompasses a holistic evaluation of the overall product or service experience, encompassing factors such as usability, functionality, and customer

service. Whether a consumer emerges satisfied or dissatisfied from a transaction hinges on this evaluative process, highlighting the significance of understanding and managing consumer expectations.

Research on customer satisfaction occupies a central position in the realm of market research and is experiencing rapid growth and expansion. As businesses increasingly recognize the pivotal role of customer satisfaction in driving brand loyalty and long-term success, there is a growing emphasis on understanding the factors that influence consumer perceptions and preferences. By delving into the intricacies of consumer behavior and satisfaction, businesses can glean valuable insights that inform strategic decision-making and enhance the overall customer experience.

CONCLUSION

This study aims to determine the effect of online shops on consumer shopping satisfaction accompanied by factors that make online shopping able to provide satisfaction for consumers. The research conducted consists of two variables, namely online shopping and consumer satisfaction. This research is the result of literature from 5 journal articles that are adjusted to the research topic through analysis and evaluation first. Based on this, it can be concluded that the implementation of the satisfaction received by consumers is dominant in the suitability of the results of online shopping that has been done, consumers become easy and practical. Consumer satisfaction is obtained because the online shopping system does not complicate things, then some dimensions can attract consumers to shop online. The factors that make online shops influence consumer satisfaction consist of good and reliable product quality so that consumers do not make the wrong choice in choosing products that are indeed presented by the online shop, then relatively cheap prices because seen from the consumer stigma regarding shopping done, of course, the first to be the center for choosing and sorting is seen from the price given from the product, and service from online shops to consumers is certainly able to provide the best to create trust and satisfaction for consumers.

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