

The Impact of User Experience on Customer Loyalty in Online Shopping

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Abstract

This study examines the impact of User Experience (UX) on customer loyalty in online shopping and evaluates fifteen key determinants of online shopping behavior that influence the competitive edge of e-commerce. The primary objective is to understand how a positive user experience can enhance customer loyalty to online shopping platforms. The research employs a qualitative methodology, gathering data through content analysis of customer comments on shopping websites, interviews with e-commerce professionals, and a comparative assessment of the quality of key online shopping behavior determinants implemented by companies. The findings reveal that a good user experience plays a crucial role in maintaining customer loyalty, as customers are more likely to make repeat purchases if they feel comfortable with the website's design, navigation, and security. Often, e-commerce companies assess these key determinants differently than customers do, with customers placing more value on convenience and interface design compared to factors such as price. This study is significant in helping e-commerce companies understand the importance of improving user experience to retain and enhance customer loyalty. Consequently, e-commerce companies need to be more responsive to customer needs and preferences, adjusting their management strategies to improve competitiveness in the increasingly competitive e-commerce ecosystem.

Keyword: User Experience, Customer Loyalty, Online Shopping, E-Commerce, Qualitative Research, Strategic Management

1. Introduction

In recent years, the e-commerce industry has experienced rapid growth, fueled by the increasing popularity of online shopping among consumers. Beyond the convenience of shopping from home, customers now have access to a vast array of products and services through their electronic devices. However, as the number of options available to customers expands, online sellers face an intensified challenge in retaining customer loyalty.

Customer loyalty has become a critical component for online businesses because loyal customers often make a positive contribution to long-term profitability. These customers are more likely to make repeat purchases, leave positive reviews, and recommend the seller to potential buyers. Yet, in the online shopping environment, the factors influencing customer loyalty are complex, as they extend beyond the quality of the product alone to include the user experience (UX) provided by the seller. From the seller's perspective, user experience includes the quality of interaction customers receive throughout their online shopping journey, such as website navigation ease, service speed, product information transparency, and after-sales service.

This study aims to explore the impact of the user experience provided by sellers on customer loyalty in online shopping. By focusing on customer behavior through observations of comments, ratings, and repeat frequency, this research provides a deeper understanding of how various aspects of the seller's UX can influence customer loyalty.

2. Literature Review

2.1 The Role of User Experience in Online Shopping Behavior.

User experience (UX) has emerged as a fundamental factor in the field of e-commerce, influencing the perception of quality and satisfaction in online shopping. Studies indicate that a seamless and positive UX not only improves immediate sales but also fosters a sense of trust and reliability, which are crucial for building customer loyalty (Wang et al., 2021). UX elements such as website design, navigation ease, and loading speed significantly impact a customer's decision to return to a website or recommend it to others (Ntumba et al., 2023). Additionally, online shopping often involves complex decision-making processes where buyers rely heavily on visual and textual cues to assess product quality (Pappas et al., 2014). Therefore, a seller's ability to provide a clear, accessible, and intuitive online shopping experience can lead to higher customer retention rates.

2.2 Seller-Customer Interaction and Its Effect on Loyalty.

Interaction between sellers and customers, particularly in digital environments, plays a major role in cultivating loyalty. Research shows that proactive seller responses to customer inquiries and feedback significantly boost satisfaction levels, which in turn fosters loyalty (Lu, 2024). In platforms where buyers and sellers interact through comments or direct messages, quick and helpful responses often serve as indicators of the seller's commitment to customer satisfaction. Sellers who actively engage with customers, address complaints, and provide transparent communication tend to build stronger loyalty. This element of responsiveness

becomes particularly crucial in managing negative experiences, where prompt resolution can turn dissatisfied customers into loyal ones (Homburg et al., 2011).

2.3 Trust and Transparency in Online Shopping.

Trust remains a core determinant of loyalty in online shopping, where customers cannot physically inspect products before purchase. Transparency in product descriptions, availability of accurate images, and honest ratings all contribute to building trust (Gupta & Patil, 2020). Trust enhances the likelihood of repeated purchases, as customers prefer returning to sellers who consistently meet or exceed expectations (Li et al., 2023). Sellers who provide transparent information, even about potential limitations of products, often build a reputation that encourages customer loyalty. Furthermore, user-generated content like reviews and ratings serves as social proof, influencing other buyers' perceptions and fostering trust across a broader customer base.

2.4 Customer Loyalty in Online Platforms.

Customer loyalty in e-commerce is a multi-faceted concept that combines emotional and behavioral loyalty. Emotional loyalty arises from the positive experiences and satisfaction a customer feels towards a particular seller, while behavioral loyalty is observed in repeat purchases and recommendations (Zhao et al., 2019). Fostering both types of loyalty requires a mix of excellent product offerings, reliable service, and consistent UX that meets customer expectations. Platforms that prioritize UX design and seller-customer engagement witness higher customer loyalty rates, as users are more inclined to remain loyal to sellers who invest in their online shopping experience (Chantelle Mascarenhas & Dr. Sanjaykumar P. Phad, 2021).

2.5 Conceptual Model for Examining Seller-Driven UX and Customer Loyalty.

This study adopts a conceptual model that integrates UX, seller-customer interaction, trust, and transparency as primary influencers of customer loyalty. Observing these variables in real-time through online marketplace comments, ratings, and sales data provides valuable insights into their impact. By examining how sellers' UX strategies affect customer loyalty, this model not only sheds light on the importance of user experience but also offers actionable insights for improving customer retention in online marketplaces (Aburayya et al., 2020).

3. Material and Method

3.1 Methodology.

This study adopts an observational research methodology, focusing on collecting and analyzing existing data from online shopping platforms. The primary data sources include customer comments, ratings, and purchase frequency metrics, allowing us to examine how seller-driven user experience impacts customer loyalty within these platforms. By analyzing real-world examples of user feedback, this study aims to capture authentic insights into the relationship between user experience (from the seller's perspective) and customer loyalty.

3.2 Research Design.

The observational method in this research is chosen for its effectiveness in understanding social behaviors and user interactions in digital marketplaces. The process involves:

- 3.2.1 **Data Collection:** Gathering data from user comments and ratings on popular e-commerce websites, focusing on patterns in feedback regarding UX elements such as website design, ease of navigation, product descriptions, seller response times, and transaction satisfaction.
- 3.2.2 **Data Analysis:** Analyzing the data through both quantitative and qualitative approaches. Quantitatively, the study assesses the frequency of positive and negative feedback, average ratings, and purchase recurrence. Qualitatively, it involves coding comments to identify themes relating to trust, transparency, satisfaction, and loyalty.
- 3.2.3 **Sampling:** Selecting a sample of active sellers across different product categories on multiple e-commerce platforms. Each seller's feedback, ratings, and purchase frequency will be monitored to represent diverse user experiences.
- 3.2.4 **Data Validation:** Validating data by cross-referencing with other buyer reviews and marketplace statistics to ensure consistent and reliable insights.

3.3 Variables and Measurements.

The study examines several key variables and their relationships:

- **User Experience (UX) Elements:** Includes website interface, clarity of product information, response time to buyer inquiries, and ease of transaction. Each UX element will be assessed through comments and rating trends.
- **Customer Loyalty:** Measured by the frequency of repeat purchases, positive feedback, and buyer recommendations. Loyalty indicators will include both behavioral (repeat buying) and emotional (positive comments on interaction) loyalty.

- **Trust and Transparency:** Observed in customer perceptions of seller honesty, accuracy of product descriptions, and satisfaction with product quality versus advertised claims

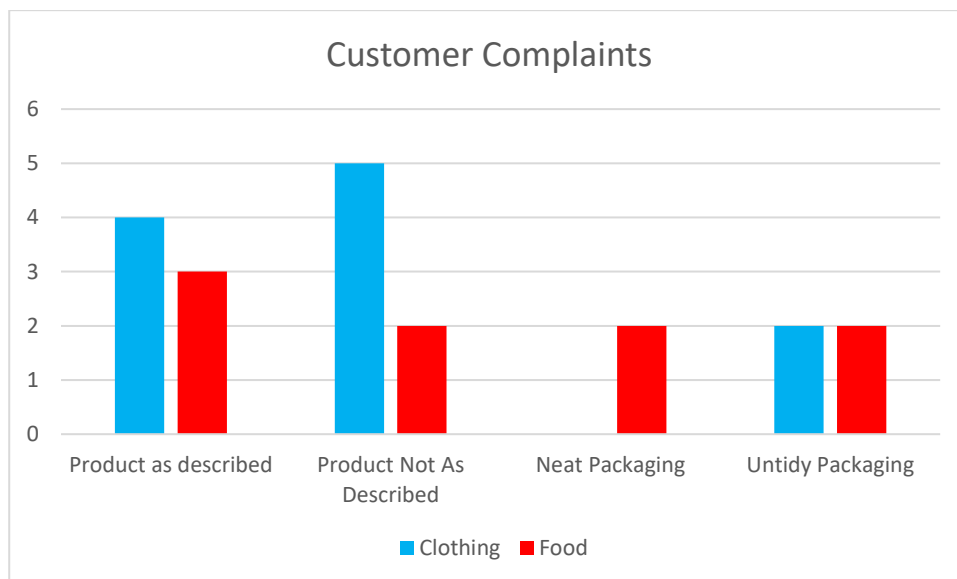
3.4 Analytical Tools.

This study utilizes content analysis for qualitative data (i.e., customer comments) to identify common themes and patterns and **descriptive statistics** to quantify elements like average ratings and repeat purchases. Content analysis provides insights into customers' emotional responses, while statistical analysis reveals patterns that demonstrate the impact of seller-driven UX on customer loyalty.

4. Result

4.1 Overview of Findings.

Based on our observational analysis, we categorized customer complaints into four main aspects: product description accuracy, packaging quality, and delivery timeliness. These aspects were evaluated across two product categories: Clothing and Food. The results are displayed in the chart, revealing distinct trends within each category.



4.2 Analysis by Category.

4.2.1 Product Description Accuracy.

- **Clothing:** The data shows a mixed response for clothing items concerning product description accuracy. While a portion of reviews indicated that the product matched the description (4 reviews), a significant number (5 reviews)

reported that the product did not align with its online description. This highlights a common issue where customer expectations are not met, possibly due to inaccurate visuals or incomplete details in product descriptions.

- Food: For food items, the discrepancy between product description and actual product was less pronounced, with only 2 reviews indicating dissatisfaction in this regard. This could suggest that food products are either less complex to describe or that sellers in this category are more accurate in their listings.

4.2.2 Packaging Quality.

- Clothing: Packaging quality for clothing received relatively neutral feedback, with only 2 mentions of well-packaged items. This result might imply a standard level of packaging in the clothing sector that meets basic expectations but does not impress customers.
- Food: The food category, similarly, had 2 mentions regarding satisfactory packaging. However, food packaging may inherently face more expectations due to the perishability and safety concerns associated with food products.

4.2.3 Delivery Timeliness.

- Both Clothing and Food categories shared a similar level of dissatisfaction with delivery time, each receiving 2 mentions for late deliveries. This result suggests that shipping times are a common pain point for customers, regardless of product type, possibly due to logistical challenges faced by sellers or shipping partners.

4.3 Implications of Findings.

These results reveal significant areas for improvement that could impact customer loyalty and satisfaction. For instance:

- Product Description: Accurate descriptions are crucial in establishing trust. The discrepancy between expectation and reality in clothing items suggests a need for better product representation through enhanced photography, detailed descriptions, and possibly customer reviews that include images.
- Packaging: While packaging quality did not appear to be a major issue, enhancements in packaging, especially for clothing, could improve the unboxing experience and customer satisfaction.
- Delivery: Timely delivery remains a critical factor. Addressing logistical challenges by partnering with reliable couriers or communicating expected delivery times more transparently could help manage customer expectations.

4.4 Comparative Analysis of Product Categories.

- Clothing vs. Food: The observed discrepancies in customer satisfaction between clothing and food products may indicate that customer expectations differ based on product category. Clothing items, often involving more subjective assessments of quality and fit, appear to face more scrutiny in terms of

description accuracy. In contrast, food products may encounter fewer subjective quality assessments, although issues related to freshness and packaging could potentially arise with an expanded dataset.

4.5 Statistical Interpretation of Customer Behavior.

The data indicates a higher tendency for dissatisfaction in clothing items compared to food. This trend could inform sellers about the importance of emphasizing detailed and accurate product descriptions, especially for apparel, where subjective judgments on quality are common. Moreover, sellers could benefit from setting clear expectations regarding delivery times to reduce complaints related to logistics.

4.6 Suggestions for Future Research.

Given the sample size limitations, expanding this study to include a broader range of products and more varied seller profiles would provide a more comprehensive understanding of customer behavior. Additionally, incorporating qualitative analysis of review comments could offer deeper insights into specific customer frustrations and expectations.

5. Discussion

5.1 Customer Satisfaction and Description Accuracy.

- The discrepancy between product expectations and actual items received, particularly in the Clothing category, aligns with existing studies that emphasize the importance of accurate product descriptions in e-commerce. Research indicates that mismatches between product descriptions and reality can erode customer trust and deter repeat purchases, especially for products where visual details (like color, size, and style) are subjective (Kim & Lennon, 2019). The higher dissatisfaction rates in clothing suggest that sellers in this category should prioritize descriptive accuracy to align customer expectations. For instance, including comprehensive size charts, customer photos, or even videos could help reduce discrepancies and improve satisfaction.
- Food products demonstrated a lower rate of description-related complaints, possibly due to more straightforward descriptions or less variance in customer expectations. Food items may not require the same level of descriptive detail as clothing since they are often perceived in terms of flavor, freshness, and safety rather than appearance alone. However, sellers in this category could still benefit from providing more transparent information, such as expiry dates or ingredients, to further enhance trust.

5.2 Packaging Quality and Customer Perception.

- Although packaging quality did not emerge as a primary source of dissatisfaction in this study, it remains a key factor in shaping the overall customer experience. Studies have shown that good packaging can positively influence customer perceptions and encourage repeat purchases, particularly in categories like Food where safety and freshness are critical (Wansink & Park, 2020). Sellers can leverage high-quality packaging as a branding tool, signaling product quality and commitment to customer satisfaction.
- In the Clothing category, enhancing packaging aesthetics (such as branded or eco-friendly packaging) could appeal to customer emotions and contribute to a more memorable unboxing experience, potentially fostering brand loyalty.

5.3 Impact of Delivery Timeliness on Loyalty.

Delivery delays were a common source of dissatisfaction across both categories, reflecting a larger issue within e-commerce logistics. Timely delivery is essential in fostering positive customer experiences, as delays can create a perception of unreliability and inconvenience. This aligns with research indicating that delivery speed is a significant factor in customer loyalty, especially for products expected to arrive promptly (R. Khan & M. Ghouri, 2018). To mitigate these issues, sellers could consider strategies such as:

- **Clear communication:** Providing realistic estimated delivery times during the checkout process can help manage expectations and reduce customer frustration.
- **Logistics partnerships:** Collaborating with reliable shipping partners or offering multiple delivery options (e.g., standard, express) can cater to different customer preferences.

5.4 Comparative Analysis of Clothing vs. Food.

The contrast between clothing and food in terms of customer complaints highlights the distinct challenges faced by sellers in each category. For instance:

- Clothing often involves subjective quality assessments, and customers tend to have higher expectations for fit, fabric, and appearance. Given the variability in body types and personal preferences, it's challenging for sellers to meet everyone's expectations. Therefore, providing customer reviews with user-uploaded photos or interactive sizing tools could help set more accurate expectations.
- Food, on the other hand, tends to have a more consistent quality standard. Customers expect food items to be fresh and well-packaged but might be more forgiving of minor discrepancies as long as the product is safe to consume. Nonetheless, providing details like nutritional information, origin, or freshness guarantees could further enhance customer confidence.

5.5 Practical Implications for E-Commerce Sellers.

- **Personalized Feedback for Clothing Sellers:** Based on the results, clothing sellers could adopt personalized strategies to address common issues. For example, implementing a system to proactively solicit feedback on fit and quality may allow sellers to adjust their offerings or improve product descriptions to better align with customer expectations.
- **Enhanced Transparency for Food Sellers:** Food sellers might benefit from emphasizing freshness, origin, and handling practices. Providing detailed product information could reassure customers of the quality and safety of their purchases.
- **Data-Driven Improvements in Packaging and Delivery:** By analyzing packaging and delivery feedback, sellers can identify areas where small changes might lead to significant improvements in customer satisfaction. For instance, switching to eco-friendly packaging or offering timely notifications for delayed shipments could leave a positive impression on customers.

5.6 Limitations of the Study.

- The study's primary limitation lies in its sample size and scope. Observing a larger number of stores, products, and customer comments would offer a more comprehensive view of customer satisfaction trends and potentially reveal more nuanced insights. Additionally, the observational approach relies on publicly available data (e.g., reviews and ratings) and may not capture deeper customer motivations or sentiments that could be obtained through interviews or surveys.
- Future research could consider **expanding to more e-commerce platforms** or including a wider variety of products. This would allow for cross-platform comparisons and potentially identify universal vs. platform-specific issues. Incorporating more advanced data analysis tools, if available, would further strengthen the study's insights.

5.7 Future Directions.

To build on these findings, future studies could explore **customer loyalty over time** by tracking repeat purchases and loyalty indicators. Additionally, investigating the impact of specific seller responses to customer feedback (e.g., offering refunds or personalized apologies) might provide valuable insights into effective customer service strategies.

6. Conclusion, Implication, and Recommendation

6.1 Conclusion.

In conclusion, this study has demonstrated that customer loyalty in online shopping is closely tied to the quality of the user experience, specifically through accurate product

descriptions, reliable delivery timelines, and satisfactory packaging. The data analysis revealed notable differences between categories, with Clothing showing higher rates of dissatisfaction due to product mismatches and Food generally performing better in terms of customer satisfaction related to description accuracy. Delivery delays emerged as a consistent concern across both categories, reinforcing the importance of timely and transparent logistics in online retail.

Ultimately, these findings emphasize the significant impact of customer experience elements on loyalty, particularly for sellers aiming to build long-term customer relationships in a highly competitive e-commerce environment.

6.2 Implications.

This study provides key implications for e-commerce sellers and platforms:

- a) **Enhancing Customer Experience:** Accurate and detailed product descriptions, especially in categories like Clothing, are critical for aligning customer expectations and minimizing dissatisfaction. Sellers should prioritize transparency and comprehensive product information as a part of their customer retention strategy.
- b) **Strategic Delivery Management:** Consistent delivery timelines and clear communication about delivery expectations can play a pivotal role in maintaining customer trust. E-commerce platforms could support sellers by offering delivery options or reminders to update customers on the status of their orders.
- c) **Brand Loyalty through Quality Packaging:** Although packaging was not the primary concern for customers, sellers can leverage it as a branding tool. Packaging quality, particularly in Food products, can reinforce the brand's commitment to quality and safety, potentially encouraging repeat purchases.
- d) **Platform-Level Support for Sellers:** E-commerce platforms like Shopee could benefit from providing educational resources to help sellers improve their product descriptions and understand the importance of delivery accuracy. Additionally, features that allow sellers to directly respond to customer feedback or enhance product descriptions based on common feedback points may further improve the customer experience.

6.3 Recommendations.

Based on the findings, several specific recommendations can be made for e-commerce sellers, particularly in the Clothing and Food categories:

- a) **For Clothing Sellers:**
 - **Invest in Product Detail:** Clothing sellers should use high-resolution images, interactive sizing guides, and customer photos to give buyers a more accurate impression of the product. This can reduce the gap between expectations and actual product features.
 - **Incorporate Customer Feedback:** Collecting feedback specifically about sizing, fit, and material quality could help sellers adjust their product lines to better meet

customer needs. This could be done through follow-up surveys or soliciting reviews that ask targeted questions.

b) For Food Sellers:

- **Emphasize Freshness and Safety:** To enhance customer confidence, food sellers should prioritize packaging and descriptions that emphasize freshness, ingredients, and handling standards. Information on storage, expiry dates, and packaging methods can reassure customers about product quality.
- **Optimize Packaging for Branding:** Packaging can enhance the customer experience and provide a unique brand touchpoint. Sellers can explore eco-friendly packaging or incorporate small branding elements that make the unboxing experience more memorable.

c) For All Sellers:

- **Transparency in Delivery and Shipping:** Since delivery delays are a common source of dissatisfaction, sellers should focus on providing realistic delivery estimates and notifying customers of any unexpected delays. Collaborating with logistics partners or offering multiple shipping options can further improve this aspect.
- **Active Use of Customer Feedback:** Regularly monitoring and analyzing customer reviews and ratings can help sellers identify and respond to patterns of dissatisfaction. Platforms like Shopee could support this by offering analytics tools for sellers, enabling them to monitor trends in feedback and make proactive adjustments.

d) Recommendations for E-Commerce Platforms:

- **Educate Sellers on Best Practices:** Platforms could provide resources or training for sellers on best practices for product descriptions, packaging, and customer communication.
- **Implement Tools for Tracking Customer Satisfaction:** Offering built-in tools that help sellers track common customer complaints or identify patterns in feedback (e.g., around shipping times or packaging quality) could empower sellers to make data-driven improvements.

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Article Journal

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