SEAJSM
Southeast Asian Journal of Service Management

March 15, 2025
Volume 2
Issue No. 1

The influence of user experience and e-service quality on customer satisfaction on Sociolla website users in Indonesia

Fidelia Arista The[1], Juliani Dyah Trisnawati[1], Fitri Novika Widjaja[1], Nasir Ahmad Zargar[2]

[1] *Faculty of Business and Economics, University of Surabaya, Surabaya, Indonesia*
[2] *Faculty of Economics, University of Jammu, Jammu, India*
Corresponding author: Juliani Dyah Trisnawati, juliani@staff.ubaya.ac.id

Abstract. This study examines how user experience and the quality of electronic services influence customer satisfaction among Indonesian users of the Sociolla website. All Sociolla website users in Indonesia were the focus of this research. Data was analyzed using Structural Equation Modeling (SEM) with SMART PLS 3 software, based on 327 primary data points collected from a questionnaire. The findings reveal a significant positive impact of user experience on e-service quality, e-service quality on customer satisfaction, and user experience directly on customer satisfaction. Moreover, e-service quality acts as a mediator between user experience and customer satisfaction.

Keywords: e-service quality, user experience, customer satisfaction

Introduction

In recent years, e-commerce has transformed the way buyers and sellers interact by enabling transactions without physical contact. Various e-commerce categories, including fashion, beauty, and household needs, have emerged (Ramadhina & Kusumahadi, 2021). For instance, a report by We Are Social indicates that spending on beauty products in Indonesian e-commerce reached US$ 1.56 billion in 2023. Moreover, Kelly (1998) noted a strong relationship between e-commerce and economic growth, emphasizing the critical role of innovation in driving this sector forward.

One prominent example in the beauty sector is PT Social Bella Indonesia, operating as Sociolla. Founded in March 2015 by Christoper Madiam, Chrisanti Indiana, and John Rasjid, Sociolla has evolved into a leading beauty e-commerce platform in Indonesia. It offers over 150 categories of beauty products and more than 5,000 trusted product options, all registered with BPOM. By collaborating with 325 brands and operating both offline stores and an online platform, Sociolla ensures safe and comfortable shopping experiences for its customers. The platform further encourages online shopping by offering attractive promotions, discounts, and shopping vouchers.

According to survey results presented in Figure 1, Sociolla ranks as the top beauty e-commerce choice among Indonesian consumers. In a survey conducted on March 20, 2022, with 786 respondents, Sociolla received 57.8% of the votes, significantly surpassing competitors such as Sephora (18.7%) and Beauty Haul (16.9%). This strong preference is attributed to Sociolla's diverse product range, active community engagement, and appealing promotional strategies. As an internet-based service, the Sociolla website exemplifies the use of technology to enhance transaction efficiency, where high e-service quality plays a crucial role in customer satisfaction.

Several studies have explored e-service quality and e-trust individually about customer loyalty in e-commerce, laying the groundwork for examining their combined impact. For example, Parasuraman et al. (2005) developed the E-S-QUAL scale to assess electronic service quality across dimensions such as

DOI: https://doi.org/10.24123/seajsm.v211

Article history: Received: 05/02/2025; Accepted date: 11/03/2025; Available Online: 13/03/2025; Published: 15/03/2025

security, reliability, responsiveness, and convenience. Gefen (2000) and Liu et al. (2005) further underscored the importance of trust in influencing online purchasing behaviors, linking e-trust with customer retention and loyalty. More recent studies, such as a study by Khan et al. (2019), have examined how variations in e-service quality affect satisfaction and loyalty, with e-trust acting as a mediating variable in online retail contexts. However, these studies generally address broad e-commerce environments without focusing on specific sectors like beauty. This gap highlights the need for research that specifically investigates how the combined dimensions of e-service quality and e-trust influence e-loyalty on beauty e-commerce platforms, such as Sociolla.

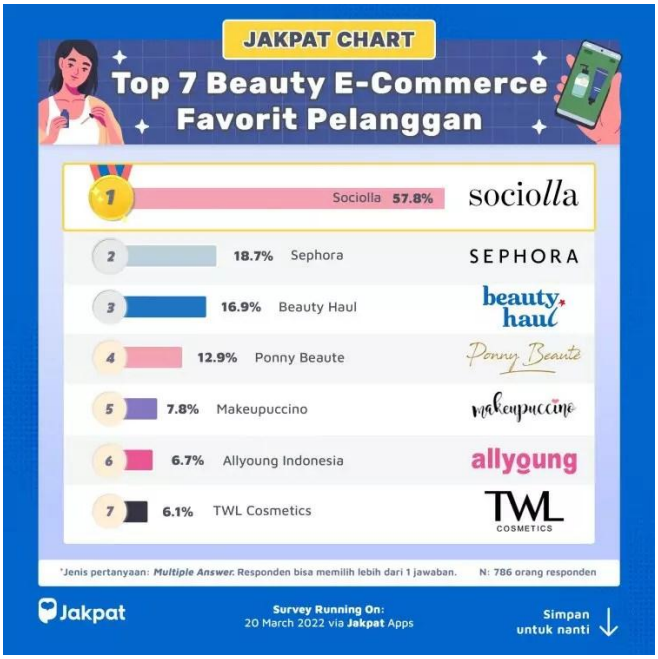

Figure 1. Ranking of Favorite Beauty E-Commerce in Indonesia 2022

Hypotheses Development

User experience dimensions such as app attractiveness and aesthetics can improve perceived service quality, along with increased user satisfaction with visually pleasing experiences (Zhou et al., 2019). Percpicuity in application comprehension and navigation facilitates ease of use, which improves efficiency as well as perceived service quality (Lee & Lin, 2005). App dependability reduces frustration due to technical glitches, thus building user trust and satisfaction (H.-S. Kim & Lee, 2018). Stimulation through interactive features and engaging content increases user engagement, which contributes to improved service quality (Nguyen, 2023). In addition, novelty in the provision of innovative features helps apps remain competitive by increasing users' perception of the app's adaptation to market trends (Oza et al., 2020). This confirms that it is important to pay attention to user experience details for the improvement of e-service quality. Mamakou et al. (2024) states that user experience has a positive influence on e-service quality. Therefore, this study proposes the following hypothesis:

H1: User experience has a positive effect on e-service quality.

User experience dimensions such as attractiveness and application aesthetics can improve perceived service quality, along with increasing user satisfaction with pleasant visual experiences (Zhou et al., 2019). Clarity (perspicuity) in improving e-service quality is considered an effective strategy to increase online

business attractiveness and customer satisfaction (Fasihah et al., 2020). S. Kim and Stoel (2004) identified e-service quality dimensions can affect customer satisfaction, while according to Udo et al. (2010) developed a measurement tool to assess the e-service quality of a website and its relationship with customer satisfaction. A promising approach to increase the attractiveness of online business while increasing customer satisfaction and retention is to improve e-service quality (Fasihah et al., 2020). Maintaining customer satisfaction and the services provided is the key to business success in competition (Sawitri et al., 2013). By determining the best service quality, then customer satisfaction can be achieved. Parameters of product or service use that customers use during subscriptions are used by entrepreneurs to measure customer satisfaction (Andreas, 2011). Research by Mamakou et al. (2024) also states that e-service quality has a positive influence on customer satisfaction. Therefore, this study proposes the following hypothesis:

H2: E-service quality has a positive effect on customer satisfaction.

User experience emphasizes the subjective, emotional, and temporal aspects of the interactions that occur between users and digital systems (Roto et al., 2011). According to Pushparaja et al. (2021), performance evaluation is the key to user satisfaction. User experience can affect customer satisfaction because all interactions that users have with the product or service will determine how well user needs, expectations, and preferences can be met (Park, 2019). The match between user experience and expectations will have an impact on the actions taken by users towards a service (Suroso et al., 2020). Research by Mamakou et al. (2024) also states that user experience has a positive influence on customer satisfaction. Therefore, this study proposes the following hypothesis:

H3: User experience has a positive effect on customer satisfaction.

Along with technological developments and increasing user expectations of online services, companies must continue to adapt and innovate to remain relevant in a competitive market so that a positive user experience can increase user satisfaction through e-service quality (Sudaryono et al., 2020). Continuous innovation in design and interactive features is a key element in improving e-service quality, which has an impact on increasing user satisfaction (H.-S. Kim & Lee, 2018), . Mamakou et al. (2024) also states that user experience variables affect customer satisfaction through e-service quality as a mediating variable. Therefore, this study proposes the following hypothesis:

H4: E-service quality mediates the effect of user experience on customer satisfaction.

Research methodology

This study conducted non-probability sampling using a purposive sampling technique. The purposive sampling technique is used to obtain representative data. According to Haryono (2017), the minimum sample size should be at least 5 times the number of indicators and no more than 10 times the number of indicators. The sample size, according to the number of indicators, is 47, so the sample size used is at least 235 respondents to a maximum of 470 respondents. The sample size in this study amounted to 327 respondents.

This research will use the interval level; measurements using this level have a clear distance and scale difference. In addition, the scale used is a seven-point Likert scale, where 7 = strongly agree and 1 = strongly disagree with the questionnaire statement. The use of this scale is done by asking respondents to provide an assessment by filling out an online questionnaire consisting of several questions.

Data processing in this study used the Partial Least Square - Structural Equation Model (PLS-SEM). PLS-SEM to manage questionnaire data that has been collected and test the correlation between independent and dependent variables. The data management software used is Smart PLS 3. The analysis in this study uses two models, namely, the outer model and the inner model. The outer model is used to

explain the relationship of the indicators related to the construct (Hair Jr et al., 2017). The inner model states the causal relationship between latent variables through the theoretical basis.

Findings

Descriptive Statistics

Respondent data in this study were collected by filling out questionnaires online with Google Forms as many as 327 respondents. The distribution of questionnaires was carried out in September 2024. The results obtained were respondents who filled out the questionnaire with male gender as many as 100 people (30.6%) and respondents with female gender as many as 227 people (69.4%). Respondents aged 17-25 years were 240 people (73.4%), age >25-35 years were 46 people (14.1%), age >35-56 years were 36 people (11%), and age >56 years were 5 people (1.5%). Respondents with male gender were 100 people (30.6%) and respondents with female gender were 227 people (69.4%). Respondents with the latest high school / vocational/equivalent education are 180 people (55%), Diploma education is 21 people (6.4%), Bachelor's degree education is 113 people (34.6%), Bachelor's degree education is 12 people (3.7%), and Bachelor's degree education is 1 person (0.3%). Respondents who have jobs as students are 203 people (62.1%), government agency employees are 12 people (3.7%), private employees are 62 people (19%), self-employed / entrepreneurs are 41 people (12.5%), and others are 9 people (2.7%).

Second Order Factor

The normality test in this study uses Kolmogorov-Smirnov with the criteria that if the test results show a significance value> 5% then the data is normally distributed. In this study, the test data shows a significance value of 0.200 where this figure exceeds 5% so it can be concluded that the data is normally distributed.

Second-order factor means a structural model that describes the relationship of each variable that has dimensions (first-order factors), where the dimensions are measured using indicators that are arranged in a reflective manner (Becker et al., 2012; Garson, 2016). The second-order factor approach is done in two steps:

Stage one: evaluating each low-level construct separately, where each smaller variable or dimension in the study is tested first to ensure the indicators are valid and accurate.

Stage two: after obtaining the scores of the low-level (first-order) constructs, these scores will be used as indicator scores for the high-level (second-order) constructs. So these scores are integrated to provide a broader picture.

Second-order factors are used to reduce the error or bias that occurs so that the accuracy of the measurement can be increased.

Outer Model

The outer model is used to explain the relationship of the indicators related to the construct (Hair Jr et al., 2017). This study uses supporting software, namely Smart PLS 3. This test is carried out with convergent validity, discriminant validity, and composite reliability (see Table 1).

Table 1. Convergent Validity Test Results

Construct	Measurement Item	AVE	Loading Factor
E-Service Quality	Efficiency	0,832	0,923
	Fulfillment		0,927

	System Availability		0,891
	Privacy		0,908
User Experience	Attractiveness	0,814	0,913
	Perspicuity		0,915
	Dependability		0,921
	Stimulation		0,909
	Novelty		0,851
Customer Satisfaction	CS1	0,753	0,871
	CS2		0,859
	CS3		0,874

The convergent validity test in this study is seen based on the loading factor value and Average Variance Extracted (AVE). The loading factor value ≥ 0.7 and the Average Variance Extracted (AVE) value> 0.5 so that it is considered valid (Hair Jr et al., 2017) . In this study, the results of the convergent validity test are considered valid because they have met the requirements, where the loading factor value is ≥ 0.7 and the Average Variance Extracted (AVE) value is > 0.5.

The discriminant validity test is carried out using the Fornell-Larcker Criterion and cross-loading (Hair Jr et al., 2017). The Fornell-Larcker Criterion value indicates that each latent variable must have a higher value than the correlation between other variables. The cross-loading value is qualified if the indicator value of each variable is greater than the other variable indicators.

Table 2. Fornell-Larcker Criterion Test Results

	Customer Satisfaction	E-Service Quality	User Experience
Customer Satisfaction	0,868		
E-Service Quality	0,770	0,912	
User Experience	0,817	0,899	0,902

Table 2 shows that the Fornell-Larcker Criterion test value has met the requirements, where the latent variable value that has been bolded has the greatest value than the correlation value of other variables. Then the following is the value of cross-loading can be seen as follows:

Table 3. Cross-Loading Test Results

	Customer Satisfaction	E-Service Quality	User Experience
Efficiency	0,714	0,923	0,855
Fulfillment	0,742	0,927	0,816
System Availability	0,646	0,891	0,797
Privacy	0,705	0,908	0,813
Attractiveness	0,745	0,845	0,913
Dependability	0,76	0,822	0,921
Perspicuity	0,739	0,814	0,915
Stimulation	0,724	0,812	0,909

Novelty	0,719	0,76	0,851
CS1	0,871	0,674	0,706
CS2	0,874	0,669	0,719
CS3	0,859	0,663	0,703

Table 3 shows that each indicator has met the requirements, namely the cross-loading value has the greatest value than other variable indicators, this can be seen through the bold value. This composite reliability test is carried out by looking at the value of Composite Reliability ≥ 0.7 (Hair Jr et al., 2017) and Cronbach's Alpha ≥ 0.6 (Hair Junior et al., 2014).

Table 4. Composite Reliability Test Results

Variables	Composite Reliability	Cronbach's Alpha
E-Service Quality	0,952	0,933
User Experience	0,956	0,943
Customer Satisfaction	0,902	0,836

Table 4 shows that all variables in this study have reliable results because the composite reliability value is ≥ 0.7 and the Cronbach's alpha value is ≥ 0.6.

Inner Model

R-square test/coefficient of determination (R^2) the effect of independent variables on the dependent variable(Hair Jr et al., 2017) . The results of the R-square / coefficient of determination (R^2) value of this study are shown in the Table 5.

Table 5. R Square Value

Variables	R-Square
E-Service Quality	0,809
Customer Satisfaction	0,675

Table 5 shows the level of influence of the independent variable in this study, namely user experience on the dependent variable, namely e-service quality with an R-Square value of 0.809 (80.9%) and customer satisfaction of 0.675 (67.5%). So through the R-Square value, it can be concluded that user experience has a moderate effect on e-service quality and customer satisfaction.

Hypothesis Testing

Table 6. Hypothesis Test Results

	Path	Original Sample	Sample Mean	P-Value	Results
H1	UX → ESQ	0,899	0,898	0,000	Accepted
H2	ESQ → CS	0,182	0,180	0,044	Accepted
H3	UX → CS	0,653	0,653	0,000	Accepted

H4	UX → ESQ → CS	0,164	0,162	0,045	Accepted

Table 6 shows that H1, H2, H3, and H4 in this study are accepted because they have t-statistics > 1.645 and p-values <0.1. This shows that the relationship proposed in the hypothesis has a fairly strong level of significance and is above the predetermined limit.

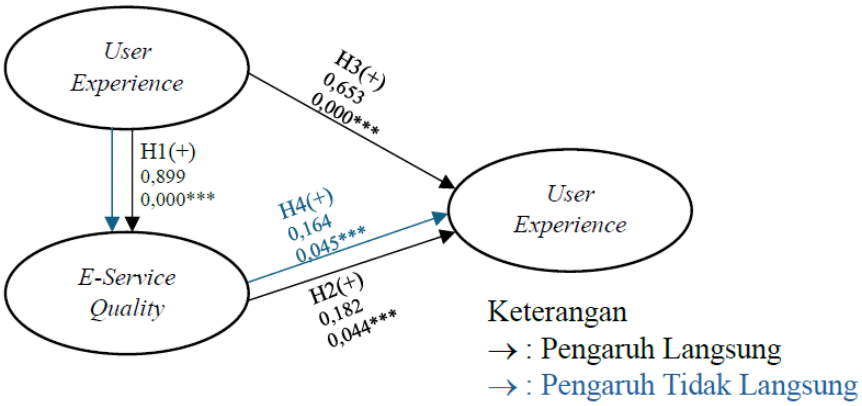

Figure 2. Model of Hypothesis Test Results

Based on Figure 2, the analysis reveals that the effect of user experience on e-service quality (H1) exhibits a positive coefficient of 0.899, with a p-value of 0.000 (< 0.1), indicating statistical significance. Similarly, the impact of e-service quality on customer satisfaction (H2) is positive, as evidenced by a coefficient of 0.182 and a p-value of 0.044 (< 0.1), which confirms the significance of the relationship. In the case of user experience on customer satisfaction (H3), the relationship is positive with a coefficient of 0.653 and a p-value of 0.000 (< 0.1), thereby demonstrating significance. Moreover, the mediating role of e-service quality in the relationship between user experience and customer satisfaction (H4) is supported by a positive coefficient of 0.164 and a p-value of 0.045 (< 0.1), confirming that this mediation effect is statistically significant.

Discussion

The results of the analysis show that hypothesis 1, user experience has a positive effect on e-service quality. This is supported by previous studies conducted by Mamakou et al. (2024) and Nasution and Adiwijaya (2024). Gusfi et al. (2024) emphasizes that UX includes not only ease of use but also the quality of user interaction with the platform, which can increase loyalty and positive perceptions of the service. On the Sociolla website, the user experience is improved by meeting their needs and utilizing Amazon Web Services (AWS) to ensure optimal site speed and performance, reducing technical problems. Sociolla also receives feedback from users to continuously innovate, which contributes to improved service quality and user satisfaction.

The results of the analysis show that hypothesis 2, e-service quality has a positive effect on customer satisfaction, and the hypothesis is accepted. According to research conducted by Tannus & Andreani (2020), E-service quality has a significant positive effect on customer satisfaction. This is also in line with research conducted by Ardila and Rahmidani (2023) that e-service quality has a significant positive effect on customer satisfaction. The information on the Sociolla website is specific and honest about the products sold to customers and Sociolla also continues to maintain the quality of its services to match customer expectations. Efficiency makes it easy to access services, fulfillment ensures promises are

fulfilled, system availability maintains platform stability, and privacy protects customer data. This has been well managed on the Sociolla website so that customers feel satisfied and trust when using the service.

The results of the analysis show that hypothesis 3, user experience has a positive effect on customer satisfaction and the hypothesis is accepted. This is supported by research conducted by Mamakou et al. (2024) and Humairoh and Aziz (2022). Arkaan Ramadhan et al. (2023) also emphasizes that the relationship between user experience and customer satisfaction is unidirectional, where a good user experience will increase customer satisfaction. On the Sociolla website, user experience is optimized by providing features that are relevant to user needs, such as educational content in the "Beauty Journal" which includes articles, product reviews, and beauty tips. This feature not only helps users choose the right product but also increases interaction, engagement, and shopping convenience, creating a strong bond between users and Sociolla.

The results of the analysis show that hypothesis 4, e-service quality mediates the effect of user experience on customer satisfaction and this hypothesis is accepted. Research conducted by Gusfi et al. (2024) has the result that e-service quality mediates the relationship between user experience and customer satisfaction. The Sociolla website consistently makes continuous innovations in interface design and interactive features to continuously improve e-service quality. This innovation goes beyond simply updating the look but also involves comprehensive improvements to the functionality and convenience of users interacting with the platform. As a result, improved e-service quality will have a significant impact on increasing the satisfaction level of users, who find the user experience easier and more enjoyable. In addition, the availability of complete products, the smoothness and ease of the payment process, and the responsiveness of the customer service team will be the main factors that are very influential in shaping customer perceptions regarding the quality of service offered by the Sociolla website. These factors can create a smooth and satisfying shopping experience.

Conclusions

This study concludes that user experience and e-service quality have a positive effect on customer satisfaction, user experience has a positive effect on e-service quality, and e-service quality mediates the effect of user experience on customer satisfaction. This research enriches the literature on the relationship between e-service quality, user experience, and customer satisfaction in the context of e-commerce. By including these three variables in the research model, it can provide insight into the complex interactions between factors and their influence on customer satisfaction. The findings of this study have important implications for e-commerce businesses that want to improve service quality and increase customer satisfaction.

Theoretical Contribution

This research advances the existing literature by integrating user experience, e-service quality, and customer satisfaction into a cohesive framework, and by empirically validating the mediating role of e-service quality between user experience and satisfaction. It extends prior theoretical models by demonstrating that not only do individual components like ease of use and interaction quality influence service perceptions, but their collective impact plays a crucial role in shaping customer satisfaction, particularly within the beauty e-commerce sector. To the author's understanding, this study is also the first study within beauty sector exploring e-service quality.

Managerial Contribution

For managers, the findings provide actionable insights into enhancing digital service delivery. By emphasizing the importance of optimizing user experience through technological investments—such as leveraging AWS for better performance—and continuously innovating platform interfaces and interactive features, the study offers clear guidance on improving e-service quality. This, in turn, drives customer satisfaction and loyalty, suggesting that targeted improvements in efficiency, system reliability, and customer engagement strategies can significantly boost competitive advantage in the beauty e-commerce market.

Limitation

This research only focuses on the Sociolla website without making comparisons with other platforms in the beauty e-commerce industry, thus limiting the generalizability of the findings to other platforms that may have different approaches, strategies, or technologies. The rapid development of technology allows other platforms to adopt innovations that are not implemented by Sociolla, such as artificial intelligence-based features, augmented reality to try products or the latest payment methods. The absence of this comparison makes the research less able to capture the competitive dynamics in the evolving industry and how technological changes can affect e-service quality, user experience, and customer satisfaction.

Suggestions for Future Research

Future research is recommended to conduct a comparative study between Sociolla and competitor platforms in the beauty e-commerce industry to identify the advantages and disadvantages of each platform. In addition, research can be focused on analyzing the preferences and shopping behavior of different generations, such as Gen Z and Gen Y to understand how these differences affect user experience and customer satisfaction on beauty e-commerce platforms. This approach can provide deeper insights for marketing strategy development and service quality improvement.

References

Andreas, J. (2011). Pengaruh Brand Credibility Terhadap Word of Mouth Melalui Customer Satisfaction Dan Customer Loyalty Pada Giant Hypermarket Di Surabaya.

Ardila, T., & Rahmidani, R. (2023). Pengaruh E-Service Quality Dan Satisfaction Terhadap Customer Loyalty Pada Marketplace Bukalapak Di Kota Padang. Jurnal Salingka Nagari, 2(1), 205–218. https://doi.org/10.24036/jsn.v2i1.96

Arkaan Ramadhan, H., Purwaamijaya, B., & Guntara, R. (2023). Pengaruh User Experience terhadap Customer Satisfaction pada Aplikasi Seluler Streaming Vidio. JTIM : Jurnal Teknologi Informasi Dan Multimedia, 5, 122–133. https://doi.org/10.35746/jtim.v5i2.367

Fasihah, W. N., Jasni, W., Raziff, M., Mohd, J., & Hanafiah, H. (2020). Online travel agencies (OTAs) e-service quality, brand image, customer satisfaction and loyalty. Journal of Tourism, Hospitality & Culinary Arts (JTHCA) 2020, 12(2), 96–111.

Gefen, D. (2000). E-commerce: the role of familiarity and trust. Omega, 28(6), 725–737.

Gusfi, D. A., Widodo, A., Dewi, C. K., Rubiyanti, N., & Silvianita, A. (2024). Pengaruh User experience Terhadap Customer Satisfaction dengan E-service quality Sebagai Mediator pada Blibli : A Conceptual Paper. 5(2), 2011–2023.

Hair Jr, J. F., Matthews, L. M., Matthews, R. L., & Sarstedt, M. (2017). PLS-SEM or CB-SEM: updated guidelines on which method to use. International Journal of Multivariate Data Analysis, 1(2), 107–123.

Hair Junior, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2014). A primer on partial least squares structural equation modeling (PLS-SEM). Los Angeles: Sage.

Haryono, S. (2017). Metode SEM untuk penelitian manajemen dengan AMOS LISREL PLS. Luxima Metro Media, 450.

Humairoh, N. D., & Aziz, F. (2022). Pengaruh User Experience Terhadap Customer Satisfaction Pada Pengguna Netflix The Influence Of User Experience On Customer Satisfaction Of Netflix's User. E-Proceedings of Management, 9(4), 2307–2319.

Khan, M. A., Zubair, S. S., & Malik, M. (2019). An assessment of e-service quality, e-satisfaction and e-loyalty: Case of online shopping in Pakistan. South Asian Journal of Business Studies, 8(3), 283–302.

Kim, H.-S., & Lee, S.-W. (2018). Dependability-enhanced unified modeling and simulation methodology for Critical Infrastructures. Information and Software Technology, 102, 175–192.

Kim, S., & Stoel, L. (2004). Apparel retailers: website quality dimensions and satisfaction. Journal of Retailing and Consumer Services, 11(2), 109–117.

Lee, G. G., & Lin, H. F. (2005). Customer perceptions of e-service quality in online shopping. International Journal of Retail and Distribution Management, 33(2), 161–176. https://doi.org/10.1108/09590550510581485

Liu, C., Marchewka, J. T., Lu, J., & Yu, C.-S. (2005). Beyond concern—a privacy-trust-behavioral intention model of electronic commerce. Information & Management, 42(2), 289–304.

Mamakou, X. J., Zaharias, P., & Milesi, M. (2024). Measuring customer satisfaction in electronic commerce: the impact of e-service quality and user experience. International Journal of Quality and Reliability Management, 41(3), 915–943. https://doi.org/10.1108/IJQRM-07-2021-0215

Nguyen, P. M. (2023). The Influence of E-Service Quality on Food Online Purchase Intention in Vietnam. Journal of Economic Development, 48(3), 131–155.

Oza, P., Nguyen, H. V., & Patel, V. M. (2020). Multiple Class Novelty Detection Under Data Distribution Shift. Lecture Notes in Computer Science (Including Subseries Lecture Notes in Artificial Intelligence and Lecture Notes in Bioinformatics), 12352 LNCS, 432–449. https://doi.org/10.1007/978-3-030-58571-6_26

Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). ES-QUAL: A multiple-item scale for assessing electronic service quality. Journal of Service Research, 7(3), 213–233.

Park, E. (2019). Motivations for customer revisit behavior in online review comments: Analyzing the role of user experience using big data approaches. Journal of Retailing and Consumer Services, 51, 14–18.

Pushparaja, V., Yusoff, R. C. M., Maarop, N., Shariff, S. A., & Zainuddin, N. M. (2021). User experience factors that influence users' satisfaction of using digital library. Open International Journal of Informatics, 9(Special Issue 1), 28–36.

Roto, V., Law, E.-C., Vermeeren, A. P. O. S., & Hoonhout, J. (2011). User experience white paper: Bringing clarity to the concept of user experience.

Sawitri, N. P., Yasa, N. N. K., & Jawas, A. (2013). Pengaruh kualitas pelayanan terhadap kepuasan dan loyalitas pelanggan Tegal Sari accommodation di Ubud. Jurnal Manajemen, Strategi Bisnis, Dan Kewirausahaan, 7(1), 40–47.

Sudaryono, S., Rahwanto, E., & Komala, R. (2020). E-Commerce Dorong Perekonomian Indonesia, Selama Pandemi Covid 19 Sebagai Entrepreneur Modern Dan Pengaruhnya Terhadap Bisnis Offline. Jurnal Manajemen Dan Bisnis, 2(02), 110–124.

Suroso, J. S., Kaburuan, E. R., & Setyo, J. (2020). Identification of e-commerce business approaches to improve customer satisfaction. 2020 8th International Conference on Orange Technology (ICOT), 1–5.

Tannus, J., & Andreani, F. (2020). Pengaruh E-Service Quality Dan Customer Satisfaction Terhadap Customer Loyalty Pada Toko Online Bukalapak. Jurnal Manajemen Dan Sains, 10(2), 1–5.

Udo, G. J., Bagchi, K. K., & Kirs, P. J. (2010). An assessment of customers' e-service quality perception, satisfaction and intention. International Journal of Information Management, 30(6), 481–492. https://doi.org/10.1016/j.ijinfomgt.2010.03.005

Zhou, R., Wang, X., Shi, Y., Zhang, R., Zhang, L., & Guo, H. (2019). Measuring e-service quality and its importance to customer satisfaction and loyalty: an empirical study in a telecom setting. Electronic Commerce Research, 19. https://doi.org/10.1007/s10660-018-9301-3