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Research on Customer Satisfaction in E-commerce Platforms—A Case Study of Taobao

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Abstract

Based on the Chinese Customer Satisfaction Index (CCSI) model, this paper adds two variables specific to e-commerce platforms: user experience and customer complaint handling. Regression analysis is used to test the hypotheses. The research finds that factors such as expected quality, user experience, and customer complaint handling have a significant positive impact on customer satisfaction. Based on these findings, the paper proposes strategic recommendations and rational measures to improve customer satisfaction, aimed at helping e-commerce platforms optimize service processes and enhance customer satisfaction.

Keywords: Customer Satisfaction, E-commerce Platform, Customer Complaint Handling, User Experience, CCSI.

1. Introduction

As society rapidly develops, the number of e-commerce platforms is increasing, and e-commerce has become an indispensable part of daily life. Each country has its own customer satisfaction evaluation model. Therefore, this paper focuses on exploring the key factors influencing customer satisfaction on e-commerce platforms. Based on the CCSI, it adds two variables: user experience and customer complaint handling. The aim is to construct a customer satisfaction index model suitable for e-commerce platforms in our country.

2. Literature Review

2.1. Customer Satisfaction Theory

2.1.1. Overview of the Concept of Customer Satisfaction

In terms of factors influencing customer satisfaction, scholars at home and abroad have conducted extensive research and exploration around multiple dimensions such as perceived quality, brand image, perceived value, expected quality, and customer loyalty. In 1965, Cardozo suggested that customer satisfaction is the gap between customer expectations and their efforts, which subsequently forms subjective evaluation results and feelings ^[1]. Khairawati S (2020) believes that customer satisfaction is the most important factor in measuring the success of a product or service. The satisfaction and evaluation provided by customers can be used to understand their satisfaction with the product or service. When the product obtained by customers meets their expectations and achieves the expected quality, perceived value acts as a mediator, and customers will feel satisfied ^[2]. Wilothama P P and Purnami N M (2024) believe that perceived quality has a direct and significant positive impact on customer satisfaction, and customer satisfaction has a direct and significant positive impact on customer loyalty ^[3]. The research findings of the aforementioned scholars on the factors influencing customer satisfaction in e-commerce platforms have provided insights and references for this paper.

2.1.2. Overview of Customer Satisfaction Models

2.1.2.1. The Swedish Customer Satisfaction Barometer (SCSB)

The Swedish Customer Satisfaction Barometer (SCSB) marks the birth of the world's first national customer satisfaction evaluation model, which can be traced back to 1989, as shown in Figure 1. This model covers five key structural variables: customer expectations,

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perceived value, customer dissatisfaction, customer loyalty, and customer satisfaction. Among these, customer expectations are the most important factor, reflecting the main aspects consumers consider when purchasing goods. Customer expectations and perceived value constitute the antecedent variables, while customer complaints and loyalty act as the outcome variables. There is a nonlinear relationship between customer complaints and customer

satisfaction. This model views perceived value as a product of perceived quality and price. Customer expectations are introduced into the model as an independent variable, establishing an analytical framework for consumer behavior decision-making within this theoretical structure. The SCSB model further introduces the new concept of Customer Satisfaction Elasticity, which denotes the sensitivity relationship between customer loyalty and their satisfaction.

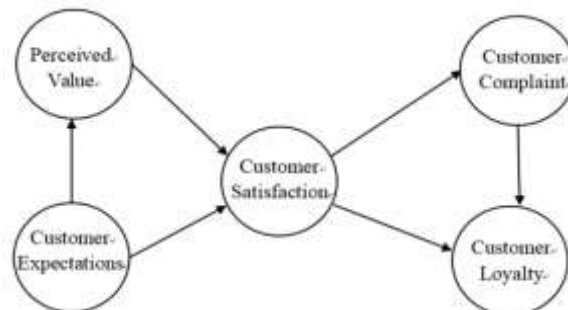


Fig. 1 Swedish Customer Satisfaction Index Model (SCSB) Diagram.

2.1.2.2. American Customer Satisfaction Index Model

The American Customer Satisfaction Model consists of six influencing factors: perceived quality, customer expectations, perceived value, customer loyalty, which is influenced by customer complaints and customer

satisfaction, as shown in Figure 2. Each variable has different degrees of uncertainty, and there are complex nonlinear relationships between them and customer satisfaction. The combined influence of these variables jointly shapes the final level of customer satisfaction.

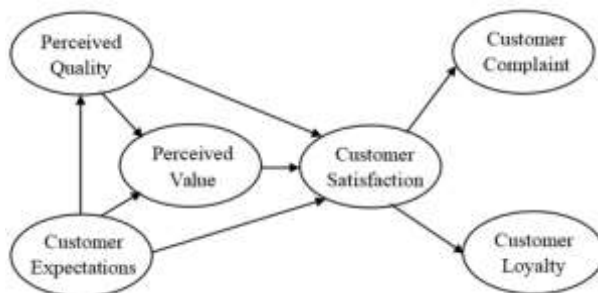


Fig. 2 American Customer Satisfaction Index Model (ACSI) Diagram

2.1.2.3. The European Customer Satisfaction Index (ECSI) Model

The European Customer Satisfaction Index (ECSI) model is built on the foundation of the ACSI, combining the practical realities of the European Union. This model maintains the core structure and key elements of the ACSI, such as customer expectations, perceived quality, perceived value, customer satisfaction, and loyalty to the company, as shown in Figure 3.

Based on the ACSI model, the ECSI model introduces a new structural element: corporate image. Corporate image is a comprehensive evaluation of a brand formed by consumers through direct or indirect means, intentionally or unintentionally. The ECSI model further refines perceived quality into two components: perceived hardware quality and perceived software value, and it no longer includes customer complaints as a structural variable.

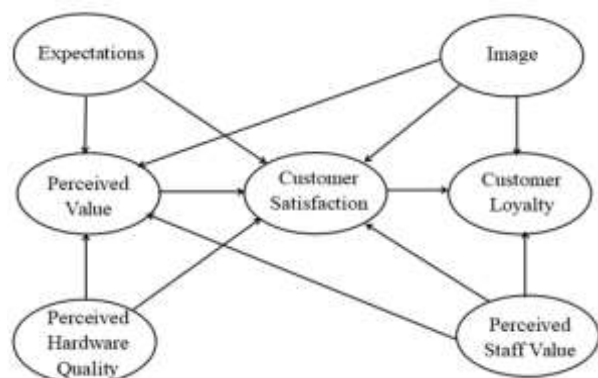


Fig. 3 European Customer Satisfaction Index Model (ECSI) Diagram

2.1.2.4. The Chinese Customer Satisfaction Index (CCSI) Model

The Chinese Customer Satisfaction Index (CCSI) model consists of six influencing factors. Brand image, perceived and expected quality, perceived value, customer satisfaction,

and loyalty. This model adds the factor of expected quality between brand image and perceived quality, placing more emphasis on customers' perceptions of product quality, as shown in Figure 4.

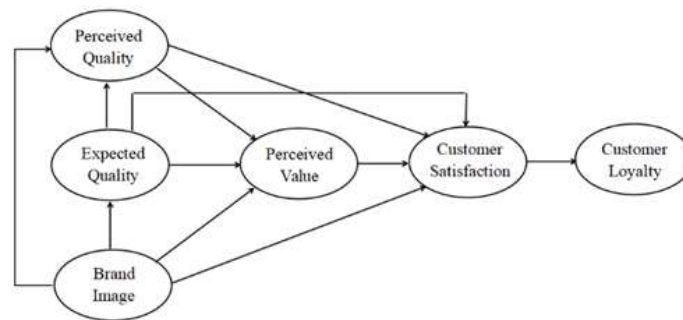


Fig. 4 Chinese Customer Satisfaction Index Model (CCSI) Diagram

2.2. Definition of Related Concepts

2.2.1. User Experience

The concept of user experience was first proposed by cognitive scientist Donald Norman in the mid-1990s. He defined user experience as a collection of user-centered feelings, encompassing all experiences during the interaction with a product. He pointed out that good user experience should first meet users' needs without disturbing them; secondly, products should be simple, aesthetically pleasing, and easy to use, making users feel happy [4]. Shaw (2005) proposed that customer experience is the interaction between suppliers and customers, a collection of customers' actions, perceptions, and emotions [5]. With the development of technology and consumption patterns, users not only focus on the functionality of the product but also increasingly value psychological experiences. Companies have also started to pay attention to user experience, striving to make users feel satisfied and enjoy the consumption process.

2.2.2. Customer Complaint Handling

Customer complaints refer to a series of reactions when customers are dissatisfied with the products or services they purchased. This dissatisfaction may stem from various aspects such as the quality, price, delivery time, and service attitude of the products or services. Customer complaints not only express dissatisfaction but also provide an opportunity for enterprises to improve service and customer satisfaction. Afify E A, Kadry M A (2019) believe that focusing on complaint handling issues helps to improve user satisfaction and achieve success [6]. Enterprises should quickly collect and analyze complaint information and develop solutions. Effective handling not only solves problems but also enhances customer satisfaction and loyalty, and even converts it into positive word-of-mouth. According to related research, such as Azzahra, Sarah Fathia (2024), complaints are feedback generated due to dissatisfaction with company products or services. Besides indicating concern for products or services, complaints also provide important information for improving customer service quality and relationship maintenance [7].

3. Research Methods

3.1. Research Design

The questionnaire was mainly created and distributed through Wenjuanxing. A total of 546 questionnaires were collected. After removing those with a response time of less

than 1 minute, completely identical answers, and obviously incorrect answers, 531 valid questionnaires were obtained in this survey, with an effective response rate of 97.25%.

This paper utilizes a combination of literature review, questionnaire survey, and statistical analysis methods for the research. The literature review method, with its characteristics of being unrestricted by time and space, accurate and reliable information, and low cost, provides a solid theoretical foundation for the research. Through distributing questionnaires on the online platform Wenjuanxing, the questionnaire survey method directly collects original data, facilitating subsequent statistical analysis. Finally, the data is analyzed using SPSS 24.0 statistical software for predictive analysis, reliability and validity verification, factor analysis, and correlation and regression analysis between variables, ensuring the scientificity and accuracy of the research.

3.2. Research Hypotheses and Models

This study develops 15 research hypotheses through the CCSI and ACSI models, among which H7 and H12-H14 are hypotheses regarding the newly added variables of user experience and customer complaint handling.

3.2.1. User Experience

Research indicates that an intuitive and user-friendly interface, smooth and natural interaction, and timely and effective after-sales service can enhance user experience, thereby increasing perceived value. Martins M A J, Riyanto S (2020) proposed that user experience consists of six sub-variables: attractiveness, insight, efficiency and reliability, stimulation, and novelty, which are the main scales to measure the user experience of interactive products and affect perceived value [8]. Kuppelwieser V G, Klaus P, Manthiou A (2022) suggested that customers evaluate the value of products or services based on their own experiences, which determines their satisfaction, repurchase intentions, and word-of-mouth [9]. Therefore, the hypothesis is proposed:

H7: User experience will positively affect perceived value.

H12: User experience will positively affect customer satisfaction.

3.2.2. Customer Complaint Handling

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- H12: User experience will positively affect customer satisfaction.

The selection of the evaluation system in this study is mainly based on the scales previously used and validated by other scholars, modified according to the characteristics of this research project, and ultimately formed. The measurement of user experience is mainly designed around (1) usefulness, (2) convenience, (3) stress relief, and (4) enjoyment. The measurement of customer complaint handling is designed around (1) claim progress, (2) claim attitude, (3) claim compensation, and (4) complaint process.

4. Data Analysis

4.1. Basic Data Analysis

To verify the characteristics of the collected data, we used descriptive statistical analysis methods, specifically involving the calculation of percentages and frequencies. A total of 531 valid questionnaires were collected in this study, of which 48.0% were male and 52.0% were female. Among the respondents, the majority, approximately 60%, were aged between 21 and 30 years. The number of respondents

with education levels of high school and below, college, and undergraduate was fairly even, indicating that education level is not a significant factor affecting the use of the Taobao e-commerce platform. Additionally, 49.01% of the respondents had a monthly income below 3,000 yuan, and 49.50% had an income between 1,500 and 3,000 yuan. The next highest income group was between 3,001 and 5,000 yuan, accounting for 24.50%. The proportions of respondents with incomes below 1,499 yuan, between 5,001 and 7,000 yuan, and above 7,001 yuan were relatively low, at 8.50%, 9.80%, and 7.70%, respectively. In terms of occupation, the respondents were mainly students and company employees, accounting for 34.80% and 37.50% respectively. A certain proportion were self-employed or freelancers, making up 20.0%. The proportion of government or public institution employees was relatively low, at 7.70%.

4.2. Reliability and Validity Analysis

4.2.1. Reliability Analysis

Reliability refers to the consistency of the measurement data, meaning the degree to which the results are consistent when the same method is repeatedly used to measure the same object. It is generally believed that a Cronbach's alpha coefficient above 0.8 indicates good internal consistency of the scale, which is acceptable. Table 1 presents the reliability analysis of the valid questionnaires. As can be seen from the table, the alpha coefficients for each dimension of the questionnaire are all above 0.8, and the overall alpha coefficient of the questionnaire is 0.959. This indicates that the internal consistency of the scale is good.

Table 1: Scale Reliability Coefficients.

| Variable | Number of Items | Alpha Coefficient |
|-----------------------------|-----------------|-------------------|
| Perceived Quality | 5 | 0.911 |
| Expected Quality | 6 | 0.899 |
| Brand Image | 5 | 0.881 |
| Perceived Value | 7 | 0.945 |
| User Experience | 6 | 0.932 |
| Customer Complaint Handling | 5 | 0.876 |
| Customer Satisfaction | 7 | 0.944 |
| Customer Loyalty | 5 | 0.894 |
| Overall Questionnaire | 46 | 0.959 |

4.2.2. Validity Analysis

Validity, also known as the degree of effectiveness or accuracy, was ensured by referencing a well-established scale for the survey questionnaire. It was modified based on extensive research by experts and scholars, and through surveys of the research subjects. The improvements in wording and measures made by the researchers meet the requirements for content validity. Generally, a KMO value above 0.6 indicates good correlation between variables and

suitability for factor analysis.

This study uses SPSS 24.0 statistical software to perform KMO and Bartlett's Test of Sphericity on the sample data. The specific results are shown in Table 2. The KMO value is 0.961, which is greater than 0.9; the P-value is 0.000, which is less than 0.05, indicating significance. This shows that the data meets the relevant test standards, implying that this dataset is suitable for subsequent factor analysis.

Table 2: KMO and Bartlett's Test of Sphericity.

| KMO and Bartlett's Test | | |
|----------------------------------|------------------------|-----------|
| KMO Measure of Sampling Adequacy | | 0.961 |
| Bartlett's Test of Sphericity | Approximate Chi-Square | 18334.218 |
| | Degrees of Freedom | 1035 |
| | Significance | 0.000 |

Based on the results of the KMO and Bartlett's Test of Sphericity, it is known that the data meets the conditions for in-depth analysis. Therefore, exploratory factor analysis was conducted on the data. By observing the rotated component

matrix, it can be seen that all variables are divided into 8 major factors. Each item can be classified into a specific factor based on the values, and the factor loadings for each dimension are all above 0.6, indicating good validity.

4.3. Regression analysis

Before conducting regression analysis, correlation analysis is necessary to explore whether there is a direct association between the two variables. An R coefficient greater than 0

indicates a positive correlation, while a value less than 0 indicates a negative correlation. The results of the correlation analysis in this study are shown in Table 3.

Table 3: Correlation Analysis Results.

| Correlation Coefficient | Perceived Quality | Expected Quality | Brand Image | Perceived Value | User Experience | Customer Complaint Handling | Customer Satisfaction | Customer Loyalty |
|-----------------------------|-------------------|------------------|-------------|-----------------|-----------------|-----------------------------|-----------------------|------------------|
| Perceived Quality | 1 | | | | | | | |
| Expected Quality | 0.404** | 1 | | | | | | |
| Brand Image | 0.346** | 0.263** | 1 | | | | | |
| Perceived Value | 0.546** | 0.520** | 0.356** | 1 | | | | |
| User Experience | 0.432** | 0.447** | 0.337** | 0.606** | 1 | | | |
| Customer Complaint Handling | 0.277** | 0.270** | 0.155** | 0.296** | 0.339** | 1 | | |
| Customer Satisfaction | 0.522** | 0.543** | 0.325** | 0.615** | 0.609** | 0.448** | 1 | |
| Customer Loyalty | 0.336** | 0.433** | 0.150** | 0.504** | 0.507** | 0.345** | 0.525** | 1 |

Note: ** indicates correlation is significant at the 0.01 level (two-tailed).

Observing the table, we find that there is a significant positive correlation between perceived quality, expected quality, brand image, perceived value, user experience, customer complaint handling efficiency, customer loyalty, and customer satisfaction. The correlation coefficients are 0.522, 0.543, 0.325, 0.615, 0.609, 0.448, and 0.525 respectively, all significant at the 1% level ($p < 0.01$). This preliminary validation of some research hypotheses indicates that it is suitable to use regression analysis to further explore the influence of these variables on customer satisfaction and their interrelationships.

4.4. Regression Analysis

Regression analysis essentially studies the relationship between independent variables and the dependent variable. This study will use regression analysis to test the hypotheses proposed earlier. The following Table 4 presents the results of the regression analysis. It can be seen that, except for the regression result of brand image on customer satisfaction ($P = 0.368 > 0.05$), which is not significant, the regression results of the other research hypotheses all reach a significant level ($P < 0.05$).

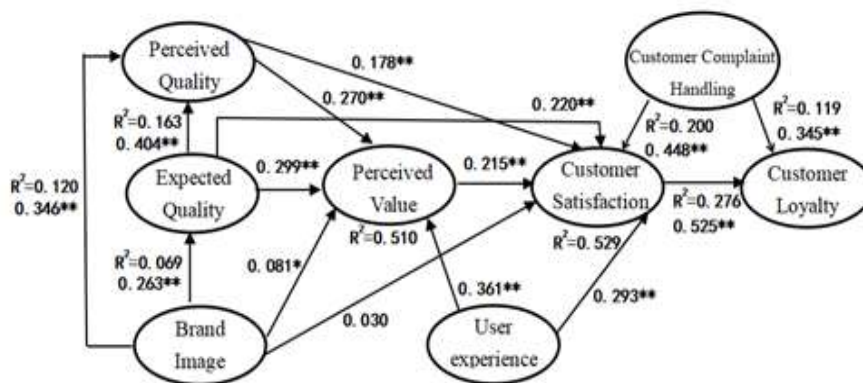
Table 4: Regression Analysis Results.

| Model | Coefficient | t | Significance | Collinearity Tolerance | Collinearity VIF | R-Squared | F-Value |
|---|-------------|--------|--------------|------------------------|------------------|-----------|---------|
| Brand Image → Expected Quality | 0.263 | 6.276 | 0.000 | 1.000 | 1.000 | 0.069 | 39.386 |
| Brand Image → Perceived Quality | 0.346 | 8.482 | 0.000 | 1.000 | 1.000 | 0.120 | 71.951 |
| Expected Quality → Perceived Quality | 0.404 | 10.166 | 0.000 | 1.000 | 1.000 | 0.163 | 103.355 |
| Perceived Quality → Perceived Value | 0.270 | 7.546 | 0.000 | 0.724 | 1.381 | 0.510 | 138.695 |
| Expected Quality → Perceived Value | 0.229 | 6.466 | 0.000 | 0.741 | 1.350 | | |
| Brand Value → Perceived Value | 0.081 | 2.415 | 0.016 | 0.832 | 1.202 | | |
| User Experience → Perceived Value | 0.361 | 9.914 | 0.000 | 0.699 | 1.430 | 0.529 | 119.881 |
| Perceived Quality → Customer Satisfaction | 0.178 | 4.834 | 0.000 | 0.654 | 1.530 | | |
| Expected Quality → Customer Satisfaction | 0.220 | 6.117 | 0.000 | 0.686 | 1.457 | | |
| Brand Image → Customer Satisfaction | 0.030 | 0.902 | 0.368 | 0.823 | 1.215 | | |
| Perceived Value → Customer Satisfaction | 0.215 | 5.038 | 0.000 | 0.487 | 2.055 | | |
| User Experience → Customer Satisfaction | 0.293 | 7.538 | 0.000 | 0.589 | 1.697 | 0.200 | 132.562 |
| Customer Complaint Handling → Customer Satisfaction | 0.448 | 11.514 | 0.000 | 1.000 | 1.000 | | |
| Customer Complaint Handling → Customer Loyalty | 0.345 | 8.445 | 0.000 | 1.000 | 1.000 | | |
| Customer Satisfaction → Customer Loyalty | 0.525 | 14.198 | 0.000 | 1.000 | 1.000 | 0.276 | 201.587 |

Based on this, the results of the research hypotheses proposed in this study are as shown in the Table 5:

Table 5: Research Hypothesis Results.

| Number | Hypothesis Content | Results |
|--------|---|---------------|
| H1 | Brand image will positively affect expected quality. | Supported |
| H2 | Brand image will positively affect perceived quality. | Supported |
| H3 | Expected quality will positively affect perceived quality. | Supported |
| H4 | Brand image will positively affect perceived value. | Supported |
| H5 | Expected quality will positively affect perceived value. | Supported |
| H6 | Perceived quality will positively affect perceived value. | Supported |
| H7 | User experience will positively affect perceived value. | Supported |
| H8 | Perceived value will positively affect customer satisfaction. | Supported |
| H9 | Expected quality will positively affect customer satisfaction. | Supported |
| H10 | Perceived quality will positively affect customer satisfaction. | Supported |
| H11 | Brand image will positively affect customer satisfaction. | Not Supported |
| H12 | User experience will positively affect customer satisfaction. | Supported |
| H13 | Customer complaint handling will positively affect customer satisfaction. | Supported |
| H14 | Customer complaint handling will positively affect customer loyalty. | Supported |
| H15 | Customer satisfaction will positively affect customer loyalty. | Supported |



Note: | indicates significance at the 0.05 level, ** indicates significance at the 0.01 level, the path coefficients are between variables, and R² represents explanatory power.**

Fig. 5 Research Model Diagram.

After multiple simple and multiple regression analyses, the final research model results can be obtained as shown in Figure. 5. The results show that the path coefficients of brand image, expected quality, perceived quality, and user experience on perceived value are 0.081, 0.299, 0.270, and 0.361 respectively, indicating that the higher the customer satisfaction with these aspects of the e-commerce platform, the higher the perceived value. Among these factors, user experience (0.361) has the greatest impact on perceived value, followed by expected quality (0.299), perceived quality (0.270), and finally brand image (0.081). Therefore, e-commerce platforms should prioritize improving user experience and expected quality to enhance customers' perceived value.

The research results show that expected quality, perceived quality, perceived value, user experience, and customer complaint handling all have a significant positive impact on customer satisfaction. Among these factors, user experience (0.293) has the greatest impact, followed by expected quality (0.220), perceived value (0.215), customer complaint handling (0.200), and perceived quality (0.178) having a relatively smaller impact. Therefore, to improve customer satisfaction and core competitiveness, e-commerce platforms should prioritize optimizing user experience,

enhancing expected quality, increasing perceived value, and effectively handling customer complaints.

5. Conclusions and Recommendations

5.1. Conclusions

Based on the Chinese Customer Satisfaction Index (CCSI) model, this paper constructs a comprehensive model to explore the factors influencing customer satisfaction on e-commerce platforms. It includes eight core variables: brand image, expected quality, perceived quality, perceived value, user experience, customer satisfaction, customer complaint management, and customer loyalty, and proposes corresponding hypotheses. Data was collected through an online questionnaire survey and analyzed using SPSS software for reliability and validity tests, correlation analysis, and regression analysis. The results show that most of the hypotheses are validated, providing empirical support for improving customer satisfaction on e-commerce platforms and enriching relevant literature.

This study innovatively integrates eight variables—brand image, expected quality, perceived quality, perceived value, user experience, customer satisfaction, customer complaint handling, and customer loyalty—into a single model to comprehensively analyze their interactions. Notably, this

study emphasizes the impact of customer complaint handling, revealing its crucial role in enhancing customer satisfaction and loyalty. It provides new management insights for e-commerce platforms, suggesting that optimizing complaint handling processes can increase customer retention.

With the rapid development of the e-commerce industry and changes in consumer preferences, competition among e-commerce platforms has intensified. The conclusions of this study suggest that e-commerce platforms can effectively enhance customer satisfaction and loyalty by improving brand image, enhancing product quality, optimizing user experience, and strengthening customer complaint handling measures, thereby standing out in the competitive landscape. Despite the gains made in this study, there are still limitations and areas for further exploration. Firstly, the data is limited to users of e-commerce platforms in a specific region; future studies should expand the sample range to improve generalizability. Secondly, customer satisfaction is a dynamic process; future studies could use longitudinal research designs to track its trends and influencing factors, deepening the understanding of its formation and evolution.

5.2. Recommendations

At the national government level, the government should establish quality standards for the e-commerce industry to ensure that products and services meet certain levels, thereby enhancing consumers' perceived and expected quality. Additionally, the government should encourage e-commerce platforms and merchants to innovate in technology and services to optimize user experience. Meanwhile, the government needs to strengthen consumer rights protection, establish a comprehensive complaint and rights protection mechanism, and safeguard consumer rights, thereby improving customer satisfaction and loyalty.

At the regulatory platform level, the regulatory platform should strengthen the supervision of e-commerce platforms to ensure compliance operations. It is necessary to strictly prevent issues such as false advertising and counterfeit and shoddy goods, thereby enhancing consumers' trust and satisfaction with e-commerce platforms.

At the e-commerce platform level, e-commerce platforms should continuously optimize interface design, shopping processes, and payment methods to enhance user experience and satisfaction. At the same time, they should strengthen the management of product and service quality to ensure they meet consumer expectations, thereby enhancing perceived and expected quality. Additionally, they should establish a comprehensive customer complaint handling mechanism and respond to complaints promptly to increase customer satisfaction and loyalty.

At the merchant level, merchants should focus on improving product quality and services to meet consumer expectations, thereby enhancing perceived and expected quality. Additionally, optimizing product descriptions, providing shopping guides, and strengthening after-sales service can optimize user experience, thus improving customer satisfaction and loyalty.

At the consumer level, consumers should enhance their consumption awareness, understand the rules of e-commerce platforms and the quality of products, and make informed decisions. They should also actively participate in reviews and feedback to provide references for other consumers and drive merchants and platforms to improve their services. When encountering issues, they should actively defend their

rights to ensure their rights are protected.

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