IRJEMS International Research Journal of Economics and Management Studies
Published by Eternal Scientific Publications
ISSN: 2583 – 5238 / Volume 4 Issue 5 May 2025 / Pg. No: 267-276
Paper Id: IRJEMS-V4I5P135, Doi: 10.56472/25835238/IRJEMS-V4I5P135

Original Article

The Role of Online Convenience in Enhancing Customer Satisfaction and Behavioral Intention

[1]Rista Nurdianasari, [2]Shabira Maharani, [3]Zelika Nidya Damarani
[1,2,3] Department of Management, Diponegoro University, Indonesia.

Received Date: 13 April 2025 Revised Date: 30 April 2025 Accepted Date: 05 May 2025 Published Date: 26 May 2025

Abstract: *The study explores how online convenience affects online customer satisfaction and behavioral intention in Indonesian e-commerce. Specifically, four dimensions—access, evaluation, transaction, and possession—are analyzed. The research relies on primary data sources. Data was collected via purposive sampling from 158 respondents with data collected through a structured questionnaire and analyzed using Structural Equation Modeling (SEM) through SmartPLS software. The findings indicate that all dimensions positively and significantly influence online satisfaction, which then leads to stronger behavioral intentions. The results also indicate an indirect relation between these four dimensions and behavioral intentions, and a direct relation between onlone consumer satisfaction and behavioral intentions. This study contributes by providing empirical validation of the importance of perceived convenience and highlights practical implications for e-commerce platforms aiming to optimize customer experience.*

Keywords: *Access Convenience, Behavioral Intention, Customer Satisfaction, E-Commerce, Evaluation Convenience, Online Shopping, Possession Convenience, Transaction Convenience.*

I. INTRODUCTION

The evolution of digital technology has drastically altered the behavior and preferences of modern consumers, prompting significant changes in how transactions are conducted globally. With the proliferation of internet access, digital devices, and user-friendly interfaces, electronic commerce (e-commerce) has emerged as a primary platform for consumers to fulfill their purchasing needs. This shift is particularly evident in Indonesia, where digital adoption has surged in recent years. According to the Indonesian Internet Service Providers Association (APJII), internet users in Indonesia surpassed 200 million in 2023, reflecting the vast potential for e-commerce growth across the country.

The convenience and efficiency associated with online shopping have been instrumental in accelerating consumer migration from traditional brick-and-mortar establishments to digital platforms. Online shopping's appeal lies in its perceived efficiency and convenience, which have driven many consumers to transition from traditional retail outlets to digital platforms. Online convenience is now a critical factor influencing consumer perception, satisfaction, and subsequent behavioral intentions. In contrast to in-store shopping, digital platforms allow consumers to browse and purchase at any time or location, offering benefits such as time savings, ease of navigation, and readily available information. For tech-savvy users, these features contribute significantly to their platform loyalty.

Despite the increasing popularity of online shopping, customer retention remains a persistent challenge for many e-commerce businesses. One of the critical determinants that influence repeat purchases is the consumer's perception of convenience throughout the shopping process. Scholars have conceptualized online convenience as a multidimensional phenomenon comprising several interrelated factors. Prior studies by Jiang et al. (2013) suggest that online convenience extends beyond initial access to include the entire customer experience, from the initial engagement with the platform to final delivery.

Indonesia's unique geographical and sociocultural landscape further complicates the dynamics of online shopping behavior. The diversity of infrastructure, income levels, digital literacy, and logistical efficiency across different regions necessitates a context-specific understanding of e-commerce. Consequently, there is a pressing need to investigate how Indonesian consumers perceive convenience and how it impacts their satisfaction and intention to engage with online platforms. While global research provides valuable frameworks, their application in the Indonesian context requires empirical testing and adaptation.

This study addresses that need by focusing on four core aspects of online convenience: access convenience, evaluation convenience, transaction convenience, and possession convenience. Access convenience refers to the ease of finding and using an online store; evaluation convenience pertains to how easily users can obtain product information and compare options;

transaction convenience concerns the simplicity and security of completing purchases; and possession convenience involves the speed and reliability of product delivery.

Building on these dimensions, the study explores how each factor influences online customer satisfaction and, in turn, affects behavioral intention. The research adopts a quantitative approach to test these relationships, drawing insights from the purchasing behavior of Indonesian e-commerce users. The findings are expected to contribute to academic discourse by validating the multidimensional construct of online convenience and to offer practical recommendations for e-commerce platforms operating in emerging markets such as Indonesia.

Furthermore, this research aligns with the ongoing digital transformation agenda promoted by the Indonesian government, which encourages broader adoption of online services and financial technologies. As such, understanding the behavioral drivers behind e-commerce success is not only important for private sector players but also for policymakers striving to foster inclusive digital economic growth.

In conclusion, the introduction of this study highlights the vital role of online convenience in shaping contemporary consumer habits and emphasizes the importance of examining this phenomenon within the Indonesian market. By evaluating how different aspects of convenience impact satisfaction and behavior, this research bridges global theories with local realities and delivers actionable insights for academics and industry professionals alike.

II. LITERATURE REVIEW

The construct of convenience, particularly in online shopping contexts, has emerged as a pivotal determinant of consumer engagement, satisfaction, and long-term loyalty. Traditionally, convenience in consumer behavior literature has been framed as a time- and effort-saving benefit, making the purchasing process smoother and less burdensome (Berry et al., 2002; Seiders et al., 2000). In the digital era, however, convenience is no longer confined to a single dimension—it has transformed into a multifaceted construct that encapsulates a variety of consumer expectations and interactions throughout the digital buying journey.

A) Theoretical Foundations of Convenience in Marketing

The conceptualization of convenience originates from early service marketing literature, which positioned it as a key attribute in consumer choice behavior. Convenience encompasses time savings, accessibility, and reduced physical and cognitive effort. With the proliferation of e-commerce, researchers began to expand this view, recognizing that online transactions involve a series of complex, often interdependent, phases that collectively shape convenience perception.

Seiders et al. (2007) contributed to this line of thinking by asserting that convenience is a service delivery mechanism that affects consumer decision-making across different touchpoints. They proposed five types: decision, access, transaction, benefit, and post-benefit convenience. However, in online commerce, the nature of convenience takes on new meanings, driven by technological affordances, user interface design, and logistical capabilities.

B) Evolution of Online Convenience Models

One notable model by Jiang et al. (2013) outlines six dimensions of online convenience—access, search, evaluation, transaction, possession, and post-possession. These categories reflect the online customer journey from initial engagement to after-sales service. Despite the framework's comprehensiveness, it has faced criticisms due to overlapping constructs and limited applicability across varying cultural contexts.

Subsequent research has therefore aimed to streamline these dimensions. In emerging market settings, scholars often focus on the four core areas that exhibit both conceptual clarity and empirical support: access, evaluation, transaction, and possession. This study adopts that structure while acknowledging the dynamic nature of online retail environments.

C) Access Convenience

Access convenience in digital commerce refers to how easily users can initiate interaction with a platform. It includes website and application responsiveness, mobile optimization, loading speed, compatibility across devices and browsers, and 24/7 availability. In studies by Jiang et al. (2013), access convenience significantly predicted online satisfaction, especially among first-time users.

In the Indonesian e-commerce context, where a significant portion of traffic originates from mobile devices, platform adaptability is essential. Poorly optimized websites or slow-loading apps may deter engagement, particularly among users in regions with inconsistent internet access. Therefore, the design and performance of digital storefronts are not mere aesthetic concerns but functional necessities that define the initial impression of convenience.

H_1. Access Convenience significantly influences Online Customer Satisfaction.

D) Evaluation Convenience

Evaluation convenience pertains to how easily consumers can obtain, compare, and interpret product or service information. This includes detailed descriptions, specifications, high-quality visuals, customer ratings, live chat support, AI-based recommendation engines, and filtering tools. The greater the availability and accessibility of information, the more empowered consumers feel to make informed decisions. Beauchamp and Ponder (2010) argue that evaluation convenience serves as a cognitive facilitator that reduces search cost and decision fatigue. For instance, in highly saturated product categories such as electronics or fashion, consumers rely heavily on comparative tools to identify the best fit.

In the Indonesian market, this is further complicated by inconsistent product labeling and the presence of counterfeit goods, making evaluation convenience a critical trust-building component. Recent developments also show that platforms integrating Augmented Reality (AR) features or virtual try-on systems enhance evaluation convenience by reducing uncertainty and simulating physical product inspection. The growing use of social proof (e.g., user-generated content and community Q&A) also contributes positively to perceived evaluation ease.

H_2. Evaluation Convenience significantly influences Online Customer Satisfaction.

E) Transaction Convenience

Transaction convenience refers to how smoothly consumers can execute the purchase. This involves interface simplicity, minimal steps to checkout, flexible payment systems, security protocols, return policy clarity, and real-time error handling. A high level of transaction convenience eliminates friction, enhances confidence, and shortens the decision-to-payment time. Furthermore, Mehmood and Najmi (2017) found that transaction convenience increases customer confidence, especially when users have access to local payment systems, availability of diverse payment options coupled with robust security measures can increase consumers' perceived convenience by reducing anxieties about cybercrime, thereby likely having a positive effect on their online shopping satisfaction.

In Indonesia, the need for localized payment gateways (GoPay, OVO, ShopeePay) reflects consumer expectations for seamless integration with existing financial behavior. The presence of reassurance mechanisms—SSL certification, trust badges, two-factor authentication—also plays a pivotal role. These signals communicate that the platform values security and reduces perceived risk, which is crucial in environments with a history of online scams.

H_3. Transaction Convenience significantly influences Online Customer Satisfaction.

F) Possession Convenience

Possession convenience deals with post-purchase logistics, focusing on how efficiently and reliably the product is delivered to the consumer. It includes delivery speed, location accuracy, packaging integrity, and ease of tracking. Zhou et al. (2020) found that possession convenience had the highest impact on repurchase intention among logistics-sensitive product categories such as food and fragile goods.

Indonesia’s geographical makeup introduces significant logistical challenges—remote islands, varying transport infrastructure, and uneven courier service quality. To mitigate these, major platforms have developed partnerships with hyperlocal courier services and introduced features such as real-time delivery tracking, same-day delivery options, and user-controlled delivery scheduling. In some cases, possession convenience also includes services such as order pickup at designated locations, smart locker systems, and customer-controlled time slots, which improve delivery success rates and user autonomy.

H_4. Possession Convenience significantly influences Online Customer Satisfaction.

G) Online Customer Satisfaction

Customer satisfaction in e-commerce stems from the perceived performance of the shopping experience relative to consumer expectations. It is influenced not only by the product received but by the holistic service journey. Parasuraman et al. (2005) highlight that convenience is central to perceived service quality, which in turn fuels satisfaction. In the context of this study, satisfaction serves as a mediating variable, affected by each convenience dimension and influencing downstream behaviors.

Customers reporting positive satisfaction levels are more inclined to show behaviors associated with being loyal, including word-of-mouth advocacy and repeated interactions. Satisfaction is also linked to emotional states such as enjoyment, stress relief, and trust, especially when the shopping process exceeds functional expectations and offers an unexpectedly smooth experience. In the Indonesian context, emotional satisfaction often translates into social endorsement, where users share positive experiences online.

H_5. Online Customer Satisfaction significantly influences Behavioral Intention.

H) Behavioral Intention in Digital Environments

Behavioral intention encompasses planned actions such as repeat purchases, platform loyalty, and promotional behavior (referrals, reviews). It is shaped by cognitive evaluations (e.g., price-value perception), affective outcomes (e.g., satisfaction), and external conditions (e.g., trust, usability). The Theory of Planned Behavior, developed by Ajzen in 1991, is a commonly referenced framework within explaining online consumer actions, noting that intention is a precursor to actual behavior when sufficient volitional control exists. Studies like Bilgihan et al. (2016) confirm that in digital contexts, the role of satisfaction as a predictor of intention is amplified due to the immediacy and transparency of service feedback loops.

In Indonesia, where digital ecosystems are closely intertwined with social media, behavioral intentions extend beyond individual acts. A satisfied consumer often influences their community through status updates, reviews, and video testimonials. Therefore, strengthening behavioral intention has strategic value for organic growth and brand positioning.

I) Integration and Relevance of Framework

Synthesizing the reviewed literature, this study constructs a model that positions access, evaluation, transaction, and possession convenience as direct antecedents to online customers satisfaction, which in turn predicts behavioral intention. Each pathway reflects a distinct phase in the customer journey, offering practical levers for e-commerce providers. Moreover, by contextualizing these variables within Indonesia's digital, financial, and logistical landscape, the model addresses cultural and infrastructural variables that global studies may overlook. Through this lens, a more intricate appreciation can be developed concerning how individuals in emerging markets encounter and prioritize the ease of online interactions.

Considering all the research variables, their interrelationships, and the development of the research hypotheses, a conceptual framework (Fig. 1) has been constructed to serve as a comprehensive guide throughout the research process.

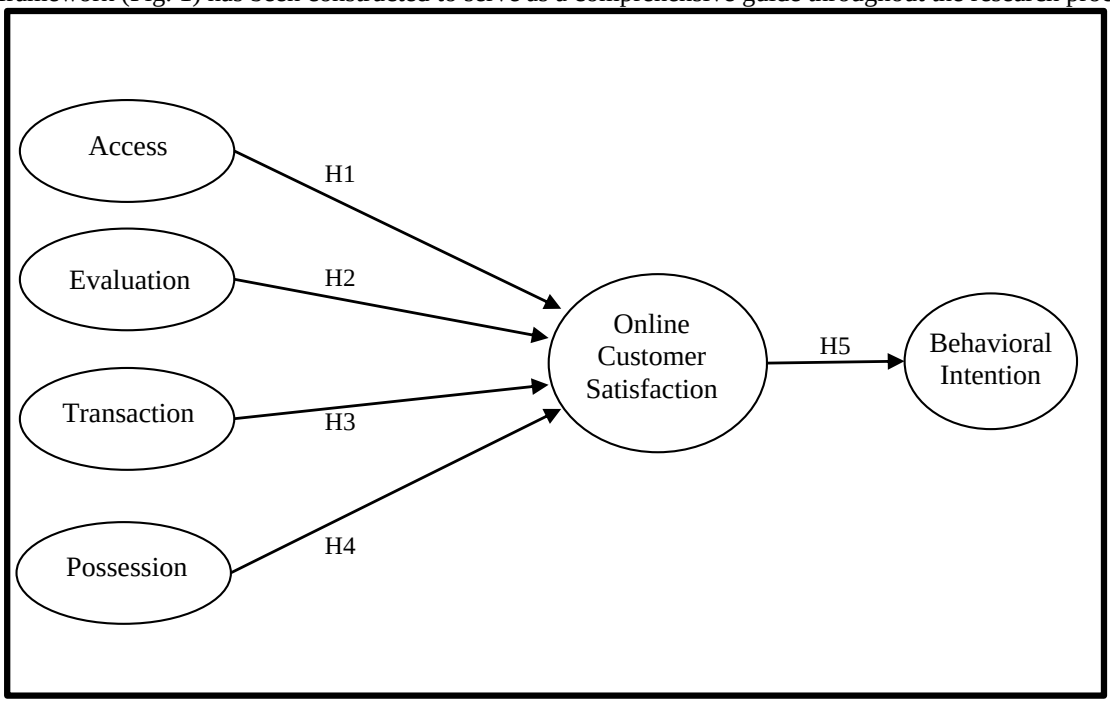

Figure 1. Theoretical Framework

III. RESULTS AND DISCUSSION

A) Participants and Data Collection

A quantitative methodology was utilized in this research, incorporating both primary and secondary data. Primary data collection involved the distribution of standardized questionnaires to a respondent pool chosen according to the study's defined criteria. Conversely, secondary data were obtained from scholarly publications, digital repositories, and pertinent statistical documents (Malhotra & Dash, 2016).

This study focused on Indonesian consumers between the ages of 18 and 35 who had completed at least five online purchases in the prior twelve months. The sampling strategy involved non-probability sampling, utilizing a purposive technique. Ferdinand (2014) posits that purposive sampling is well-suited for selecting respondents based on specific attributes relevant to

the study's goals. A total of 158 valid submissions were collected, which aligns with the recommended minimum sample size for Partial Least Squares-Structural Equation Modeling (PLS-SEM), as outlined by Hair et al. (2019).

This research incorporated four independent variables (access convenience, evaluation convenience, transaction convenience, and possession convenience), a mediating variable (customer satisfaction), and a dependent variable (behavioral intention). Multiple items, adapted from recognized scales, were used to gauge each variable. A five-level Likert scale, with 1 (completely disagree) and 5 (completely agree), was employed for all measurement items.

The collection of data was facilitated through a web-based questionnaire using Google Forms. This instrument incorporated both questions permitting open responses and those offering limited response options. The rationale for this method was its expediency and to engage a broad spectrum of participants in an efficient manner (Malhotra & Dash, 2016).

Analysis of the data was conducted employing the Partial Least Squares Structural Equation Modeling (PLS-SEM) method, utilizing the SmartPLS 4 program. The selection of this technique was based on its capacity to accommodate complex frameworks and its relevance for exploratory studies with comparatively limited sample sizes (Hair et al., 2019).

B) Data Analysis

Within this research, the assessment of the measurement framework involved examining the outer model via factor loading magnitudes and the Average Variance Extracted (AVE) for every construct, in line with the guidelines within SmartPLS 4. The results indicated that several indicators, namely AC1, TR2, TR4, PO2, PO5, and PO6 had loading values below the minimum threshold of 0,70 and were therefore removed from the model due to their low contribution to construct measurement. After eliminating these indicators, the revised measurement model showed satisfactory results, where all retained indicators had factor loadings above 0,70 and each construct achieved an AVE value exceeding the minimum requirement of 0,50, indicating acceptable convergent validity. Furthermore, reliability testing confirmed that all constructs met the reliability criteria, with composite reliability values greater than 0,70 (Table 1).

Table 1: Result of Validity Test

	Items	**Loading Factor**
AC	**Access** (Beauchamp & Ponder, 2010; Jiang et al., 2013)	
AC2	I am able to conduct online shopping from any location.	0,856
AC3	The application or website of the online store is easily accessible or downloadable.	0,876
AC4	The platform operates without significant delays or technical issues.	0,813
EV	**Evaluation** (Jiang et al., 2013)	
EV1	The online store includes detailed product specifications that match what is offered.	0,788
EV2	The storefront features multiple product visuals or media, including images, graphics, or videos.	0,853
EV3	I find that the descriptions provided by the store support my understanding and recognition of the product.	0,876
TR	**Transaction** (Beauchamp & Ponder, 2010; Jiang et al., 2013)	
TR1	The store offers several payment options for customer convenience.	0,835
TR3	The payment process during order placement is fast and efficient.	0,776
TR5	Security mechanisms such as passwords, PINs, or transaction codes are used to safeguard payments.	0,836
PO	**Possession** (Beauchamp & Ponder, 2010; Jiang et al., 2013)	
PO1	Received product aligns with my expectations in terms of quality and description.	0,894
PO3	The store guarantees that items will be delivered safely.	0,921
PO4	Every item ordered arrives completely and matches the details of the purchase.	0,974
OCS	**Online Customer Satisfaction** (Rita, Oliveira, & Farisa, 2019)	
OCS1	I experience a sense of satisfaction when purchasing from my chosen online store.	0,808
OCS2	In my view, the services provided meet what I anticipated.	0,784
OCS3	The store consistently addresses my shopping needs and preferences.	0,788
BI	**Behavioral Intention** (Jiang et al., 2013)	
BI1	I plan to make repeat purchases at my preferred online store.	0,835
BI2	I would recommend this store to others for their online shopping needs.	0,826
BI3	I intend to remain loyal to my favorite store rather than switching to another.	0,881

Considering these outcomes, it is reasonable to assert that the indicators kept in the conclusive model satisfy the necessary criteria for indicator validity. In PLS-SEM, indicator validity is primarily determined by the outer loading value. When indicators have loading values exceeding 0.70, they are considered to provide strong evidence that the observed variable effectively measures the latent construct. In this study, all retained indicators after refinement met or exceeded this threshold, indicating a high degree of consistency and relevance with their respective constructs.

The ability of these indicators to meet the loading requirement demonstrates that each item captures the conceptual meaning of the construct it represents, thereby enhancing the measurement model's robustness. This validity assures researchers and practitioners that the constructs being analyzed are built upon reliable indicators, which is crucial in supporting theoretical conclusions and practical recommendations. With this strong foundation, the study is ready to advance to the structural model analysis, where causal relationships among constructs are evaluated.

C) Measurement Model (Outer Model) Evaluation

To evaluate the measurement model, this study examined both convergent and discriminant validity using SmartPLS 4. The evaluation of convergent validity involved an examination of the factor loadings for every indicator, where values exceeding 0.70 indicate that the indicators sufficiently represent the latent constructs. In this study, most indicators demonstrated strong loading values above this threshold, confirming their validity. Indicators that failed to meet the required loading level (i.e., below 0.70) were removed from the model to improve measurement accuracy and reliability.

The evaluation of discriminant validity involved the application of various statistical benchmarks, notably Cronbach's alpha, Composite Reliability (CR), and Average Variance Extracted (AVE). The reliability of the constructs was confirmed, as both Cronbach's alpha and CR were greater than 0.70, and AVE was above 0.50. These outcomes demonstrate that the indicators for each construct are internally consistent and conceptually distinct from one another.

Additionally, the Fornell-Larcker criterion was implemented for the purpose of assessing whether each construct shared more variance with its associated indicators than with any other constructs in the model. As per this criterion, a construct is considered to have sufficient discriminant validity if the square root of its AVE surpasses its highest correlation with any other construct. The constructs in this study met these stipulations, with the diagonal values in the Fornell-Larcker matrix, which denote the square roots of AVE, being consistently larger than the correlations observed between the various constructs.

Based on these results (Table 2), it can be concluded that the indicators for each construct are not merely reliable and internally coherent but also adequately differentiated, thus substantiating discriminant validity. These findings support the validity and reliability of the measurement instruments utilized in this research, enabling the subsequent analysis of the structural model with assurance in the measurement foundation.

Table 2: Outer Model Result

	AC	BI	EV	OCS	PO	TR	Cronbach's alpha	Composite Reliability	AVE
AC	**0.849**						0.806	0.885	0.720
BI	0.674	**0.848**					0.804	0.885	0.719
EV	0.578	0.719	**0.840**				0.790	0.877	0.705
OCS	0.569	0.637	0.683	**0.793**			0.706	0.836	0.629
PO	0.601	0.697	0.625	0.601	**0.921**		0.910	0.944	0.848
TR	0.258	0.434	0.435	0.465	0.283	**0.816**	0.754	0.857	0.666

D) Structural Model (Inner Model) Evaluation

To evaluate the structural model (inner model) in SmartPLS 4, this research examined the path relationships between the constructs. This was done to ascertain the strength and significance of the connections between the various aspects of online convenience (access, evaluation, transaction, and possession) and their impact on both online customer satisfaction and behavioral intention. The coefficient of determination (R^2) values served as the main indicators for quantifying the extent to which the independent variables could account for the variance in the dependent constructs.

The R^2 value for customer satisfaction suggests that the four dimensions of convenience can account for a considerable amount of its variation. Likewise, the R^2 value for behavioral intention reveals the extent to which customer satisfaction influences future behavioral tendencies. Across the models examined, the link between possession convenience and customer satisfaction displayed the most significant impact, although all four convenience dimensions showed positive influences.

Based on these results (Table 3), the theoretical argument that online convenience is a critical factor in influencing satisfaction and future consumer behavior in e-commerce environments.

Table 3: Inner Model Result

	R-square	R-square adjusted

Online Customer Satisfaction	0.569	0.558
Behavioral Intention	0.406	0.402

To assess the statistical significance of the relationships in the structural model, a bootstrap analysis was carried out alongside the examination of path coefficients. A bootstrapping method using 5,000 subsamples was employed to evaluate the significance of the path coefficients. The derived t-statistics and p-values supported the strength and significance of all the anticipated relationships. This includes the positive effects of Access, Evaluation, Transaction, and Possession on Online Customer Satisfaction, and the mediating influence of satisfaction on Behavioral Intention.

To directly examine the connections among the variables outlined in the model, path analysis was employed (Fig. 2). Hypothesis testing was performed using bootstrapping to evaluate the statistical significance of the path coefficients. The analysis demonstrated that all formulated hypotheses, concerning the impact of each convenience dimension on satisfaction and the effect of satisfaction on behavioral intention, were supported by significant values (Table 4).

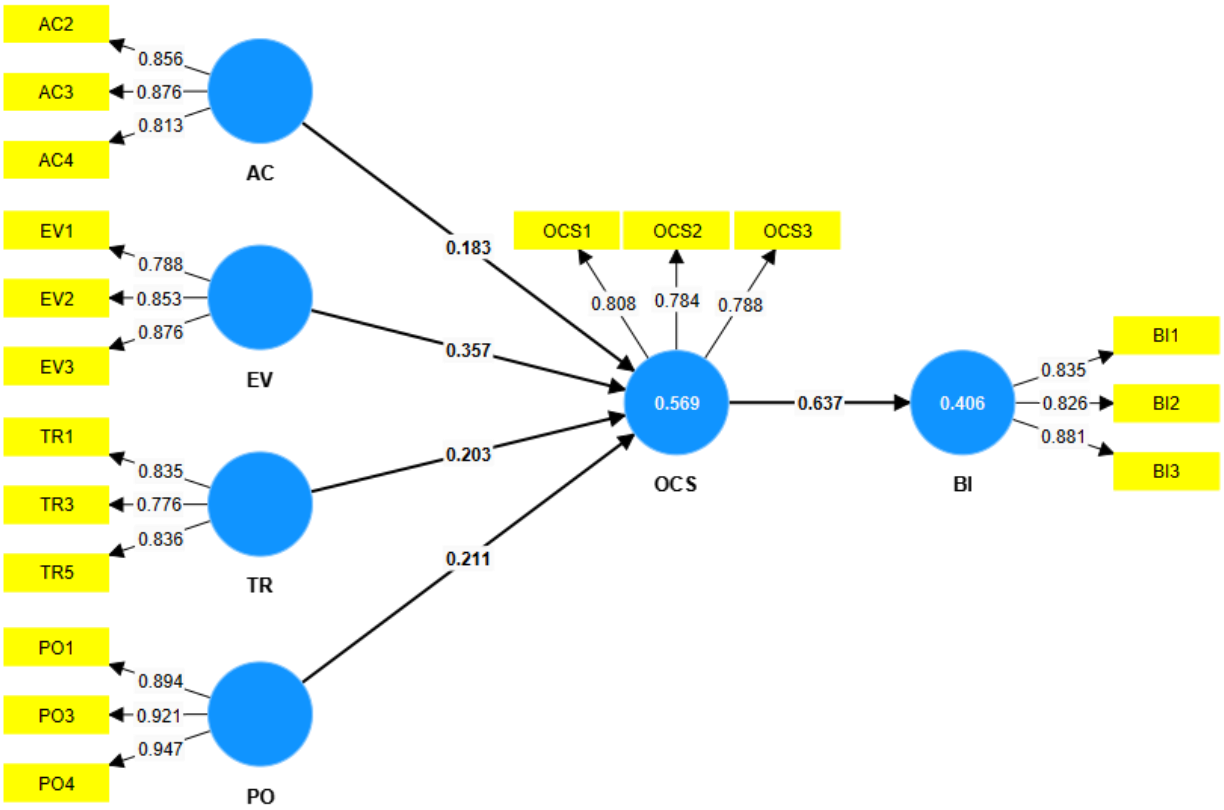

Figure 2. Graphical Result

Table 4: Direct Effect Result

	Coefficient	Standard Deviation	T statistics	P values	Conclusion
Access (AC) -> Online Customer Satisfaction (OCS)	0.183	0.083	2.207	0.027	Supported
Evaluation (EV) -> Online Customer Satisfaction (OCS)	0.357	0.096	3.703	0.000	Supported
Transaction (TR) -> Online Customer Satisfaction (OCS)	0.203	0.066	3.103	0.002	Supported
Possession (PO) -> Online Customer Satisfaction (OCS)	0.211	0.083	2.550	0.011	Supported
Online Customer Satisfaction (OCS) -> Behavioral Intention (BI)	0.637	0.049	13.013	0.000	Supported

Furthermore, this study examined the mediating effect of online customer satisfaction in the relationship linking online convenience to behavioral intention. The results from the bootstrapping procedure indicated that satisfaction significantly

mediates the influence of access, evaluation, transaction, and possession convenience on behavioral intention, thereby establishing partial mediation across the entire model (p-values < 0.05).

Table 5: Indirect Effect Result

	Coefficient	Standard Deviation	T statistics	P values	Conclusion
Access (AC) -> Online Customer Satisfaction (OCS) -> Behavioral Intention (BI)	0.117	0.055	2.122	0.034	Supported
Evaluation (EV) -> Online Customer Satisfaction (OCS) -> Behavioral Intention (BI)	0.228	0.067	3.416	0.001	Supported
Transaction (TR) -> Online Customer Satisfaction (OCS) -> Behavioral Intention (BI)	0.130	0.043	2.985	0.003	Supported
Possession (PO) -> Online Customer Satisfaction (OCS) -> Behavioral Intention (BI)	0.134	0.055	2.465	0.014	Supported

These outcomes (Table 5) underscore the necessity of elevating customer satisfaction as a strategy for reinforcing long-term behavioral intentions, including repurchase behavior and platform loyalty. The validation of all five hypotheses confirms that each dimension of online convenience contributes to behavioral intention both directly and through the mediating effect of satisfaction. This emphasizes the pivotal role of customer satisfaction as a bridge between service convenience and consumer loyalty in the Indonesian e-commerce context.

IV. CONCLUSION

This research explored how perceived online convenience influences customer satisfaction and behavioral intention within the Indonesian e-commerce environment. Through an analysis of four key dimensions (access, evaluation, transaction, and possession convenience), this study affirms that each of these aspects significantly affects consumers' perceptions and future actions.

The data from this study indicate that evaluation convenience emerges as the most significant determinant of customer satisfaction. This underscores the increasing need for online retailers to offer comprehensive, precise, and easily navigable product details. Features like thorough descriptions, comparison functionalities, customer feedback, and multimedia resources were found to boost consumer trust and satisfaction. These results align with earlier research by Jiang et al. (2013) and Rita et al. (2019), further supporting the idea that cognitive fluency during the product evaluation stage is key to a favorable online shopping experience. While possession and transaction conveniences were also found to be significant, their influence was secondary to that of evaluation convenience. This differs from some earlier studies (e.g., Zhou et al., 2020), which placed greater emphasis on delivery and logistics. Such variation suggests that Indonesian consumers may prioritize decision-making clarity over fulfillment logistics, particularly in categories with greater product complexity or higher perceived risk.

Moreover, satisfaction itself proved to be a crucial intermediary in shaping behavioral intention. Consumers reporting higher levels of satisfaction with their online shopping experience demonstrated a greater propensity to make repeat purchases and to recommend the platform to others. These results are consistent with established theoretical frameworks in digital consumer behavior, including the Theory of Planned Behavior, as well as prior research on service quality and convenience.

For practitioners, these findings emphasize the strategic importance of enhancing evaluation convenience. Practitioners should invest in platform accessibility, product information quality, seamless transaction systems, and efficient logistics can significantly enhance customer satisfaction and loyalty. Investment should be directed toward improving product presentation, integrating user feedback mechanisms, enabling real-time assistance (such as chatbots or live support), and utilizing AI-based recommendation tools. In Indonesia, where digital literacy and trust vary across regions, simplifying the decision-making process can bridge information gaps and boost consumer engagement.

Moreover, cross-functional collaboration between IT, marketing, and UX teams is essential to ensure that evaluation convenience is not only technically functional but also emotionally reassuring. Enhancing trust through transparent information, high-quality visuals, and social proof mechanisms (such as verified reviews) may further amplify customer satisfaction and loyalty.

Future research could incorporate additional moderating variables such as trust, perceived risk, or cultural factors to refine the current model. Moreover, this study opens several avenues for future exploration. First, researchers could examine the moderating role of trust, digital literacy, or age to determine how different user profiles influence the relationship between convenience and satisfaction. For instance, older consumers or those new to e-commerce may value transaction or possession convenience more than digital natives. Second, comparative cross-country studies could investigate whether evaluation convenience is universally dominant or varies across cultures and technological maturity levels. Such research would enhance

the generalizability of the findings. Third, a longitudinal research design would provide insight into how convenience perceptions and behavioral intentions evolve, particularly as platforms adopt emerging technologies such as augmented reality (AR), voice commerce, or blockchain-based payment systems. Lastly, future work could incorporate behavioral analytics or experimental methods (e.g., A/B testing) to objectively observe how users interact with different convenience features. Combining quantitative and qualitative methods would offer a more holistic view of consumer behavior in digital environments.

In conclusion, this study contributes to the growing body of knowledge in digital consumer behavior by empirically validating that online convenience is not a monolithic concept but rather a multi-dimensional construct with distinct and interrelated effects. By identifying evaluation convenience as the most critical factor in shaping customer satisfaction, the research advances theoretical clarity on the hierarchy of convenience elements in online shopping behavior. Moreover, the mediating role of satisfaction offers important insight into the psychological mechanisms that translate seamless digital experiences into long-term loyalty outcomes.

From a practical standpoint, the findings provide a comprehensive framework for e-commerce stakeholders to prioritize user-centric innovation. In a competitive market where switching costs are low and user expectations are high, delivering superior convenience—especially in how information is presented and decisions are supported—can be a decisive differentiator. Enhancing evaluation features not only facilitates smoother decision-making but also signals professionalism, transparency, and reliability, which are essential to cultivating trust in digital platforms.

Furthermore, this research has broader implications for platform scalability and market segmentation strategies. As platforms expand across different regions and user demographics in Indonesia, customizing convenience features based on localized needs and behavioral patterns can increase engagement and retention. For policymakers and ecosystem enablers, the findings also reinforce the importance of promoting digital literacy and equitable access to information, both of which are foundational to empowering consumers in a digital economy.

Ultimately, this study lays the groundwork for future inquiry into the evolving nature of convenience in e-commerce and serves as a strategic touchstone for platforms aiming to deliver not just transactions, but holistic digital experiences that are frictionless, satisfying, and loyalty-building. As digital commerce continues to redefine consumer-business interaction, understanding and enhancing convenience remains a critical pathway to sustainable growth and customer-centered innovation.

This research contributes theoretically and practically by deepening our understanding of how online convenience—especially evaluation convenience—drives satisfaction and loyalty in Indonesian e-commerce. The findings serve as a roadmap for digital marketers, platform developers, and policy stakeholders aiming to strengthen customer engagement and long-term retention.

V. REFERENCES

[1] APJII. (2019). Mengawali Integritas Era Digital 2019. Asosiasi Penyelenggara Jasa Internet Indonesia, 33, 1–6.

[2] Beauchamp, M. B., & Ponder, N. (2010). Perceptions of retail convenience for in-store and online shoppers. Marketing Management Journal, 20(1), 49–65.

[3] Berry, L. L., Seiders, K., & Grewal, D. (2002). Understanding Service Convenience / 1 U n d e rstanding Service Conv e n i e n c e. Journal of Marketing, 66(July), 1–17. https://doi.org/10.1509/jmkg.66.3.1.18505

[4] Bilgihan, A., Kandampully, J., & Zhang, T. (2016). Towards a unified customer experience in online shopping environments. International Journal of Quality and Service Sciences, 8(1), 102–119.

[5] Chang, H. H., Wang, Y. H., & Yang, W. Y. (2009). The impact of e-service quality, customer satisfaction, and loyalty. Total Quality Management & Business Excellence, 20(4), 423–443.

[6] Ferdinand, A. (2014). Metode Penelitian Manajemen (5th ed.). Universitas Diponegoro.

[7] Hair, J. F., Black, W. C., Babin, B. J., Anderson, R. E., Black, W. C., & Anderson, R. E. (2019). Multivariate Data Analysis. https://doi.org/10.1002/9781119409137.ch4.

[8] Hasanov, J., & Khalid, H. (2015). The impact of website quality on online purchase intention of organic food in Malaysia: A WebQual model approach. Procedia Computer Science, 72, 382–389.

[9] Jiang, L. (Alice), Yang, Z., & Jun, M. (2013). Measuring consumer perceptions of online shopping convenience. Journal of Service Management, 24(2), 191–214. https://doi.org/10.1108/09564231311323962.

[10] Malhotra, N. K., & Dash, S. (2016). Marketing Research : An Applied Orientation (7th ed.). Peason India Education Services

[11] Mehmood, S. M., & Najmi, A. (2017). Understanding the impact of service convenience on customer satisfaction in home delivery: Evidence from Pakistan. International Journal of Electronic Customer Relationship Management, 11(1), 23–43. https://doi.org/10.1504/IJECRM.2017.086752.

[12] Nurdianasari, R., & Indriani, F. (2021). Study on Perceived Online Convenience and Customer Satisfaction toward Behavioral Intention in Online Shopping. International Journal of Economics, Business and Accounting Research (IJEBAR), 5(2). https://doi.org/10.29040/ijebar.v5i2.2295.

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

[14] Rita, P., Oliveira, T., & Farisa, A. (2019). The impact of e-service quality and customer satisfaction on customer behavior in online shopping. Heliyon, 5(10), e02690. https://doi.org/10.1016/j.heliyon.2019.e02690.

[15] Seiders, K., Berry, L. L., Gresham, L. G., Leonard, L., & Larry, G. (2000). Attention, Retailers! How Convenient Is Your Convenience Strategy? Sloan Management Review, 41(3), 79–89.

[16] Seiders, K., Voss, G. B., Godfrey, A. L., & Grewal, D. (2007). SERVCON: Development and validation of a multidimensional service convenience scale.

Journal of the Academy of Marketing Science, 35(1), 144–156.
[17] Zhou, Y., Dai, L., & Zhang, D. (2020). Logistics service quality and customer loyalty: The role of customer satisfaction and switching barriers. Transportation Research Part E: Logistics and Transportation Review, 142, 102082.