

# The Influence of Digital Customer Experience on Customer Satisfaction in E-Commerce in Indonesia

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## ABSTRACT

### Keywords:

Customer satisfaction  
Digital customer experience  
E-Commerce  
Indonesia  
User experience

Indonesia, which is driven by the growth of digitalization and changes in consumer behavior. Digital Customer Experience (DCX) has become one of the key determining factors in maintaining customer satisfaction, especially in the midst of fierce competition in the industry. Although many studies have examined other factors such as price and product quality, the influence of customer digital experience on customer satisfaction still needs to be researched more deeply in the Indonesian context. This study aims to analyze the influence of Digital Customer Experience on customer satisfaction in e-commerce in Indonesia. The focus is on identifying the key elements of DCX that affect customer satisfaction, such as user interface, service speed, and personalization. The method used in this study is a quantitative method with a survey approach. Data was collected through questionnaires shared with e-commerce customers in Indonesia. The sample consisted of 200 randomly selected respondents. Data analysis was carried out using linear regression techniques to see the relationship between the variables studied. The results of the study show that Digital Customer Experience has a significant influence on customer satisfaction. User interface and personalization elements are the most influential factors in increasing customer satisfaction. This research provides insights for e-commerce managers in Indonesia to focus more on improving the digital customer experience to increase loyalty and satisfaction.

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## 1. INTRODUCTION

In recent years, e-commerce has experienced rapid development in Indonesia, in line with the growth of digitalization and increasing public access to information and communication technology. Based on data from Statista (2022), the value of e-commerce transactions in Indonesia reached USD 53.8 billion in 2021 and is predicted to continue to increase. This growth is driven by changes in consumer behavior that increasingly prioritizes the convenience of online shopping. Digital Customer Experience (DCX) has become one of the important determining factors in increasing customer loyalty and satisfaction in this era of digitalization (Chaffey & Ellis-Chadwick (2019); Parasuraman (2020); J. Kim et al. (2021).

The urgency of research on the influence of DCX on customer satisfaction is very relevant considering the increasingly fierce competition in the e-commerce industry. Many e-commerce platforms are competing to create a satisfying digital shopping experience to attract and retain customers. Based on a survey conducted by McKinsey (2021), 80% of e-commerce customers in Indonesia admitted that they are more likely to return to

using platforms that provide a satisfactory user experience. This shows that DCX influences not only purchasing decisions, but also overall satisfaction (Gartner, 2020; Stahl (n.d.); McKinsey & Company (2021)).

To strengthen the argument regarding the importance of DCX, the theory from Parasuraman (2020) about the SERVQUAL model can be used as a foundation. This model explains the five dimensions of service quality, namely reliability, responsiveness, assurance, empathy, and clarity. However, in the digital context, there needs to be an adaptation to more specific dimensions such as ease of navigation, speed of service, and personalization offered by e-commerce platforms (Santos (2003; Wolfenbarger & Gilly, 2013; Leeflang et al., 2014).

Previous research on DCX and customer satisfaction has been conducted by several researchers. Rose et al. (2012) found that a good digital experience improves the perception of service quality and customer satisfaction. In addition, research from Wirtz et al. (2013) states that personalization and easy-to-use user interfaces directly impact customer loyalty on digital platforms. However, most of these studies are conducted in developed countries, so it needs to be studied further in the context of developing countries such as Indonesia (Rose et al., 2012; Wirtz et al., 2013; Y. Kim & Peterson (2017a).

Terdapat gap penelitian terkait pengaruh DCX terhadap kepuasan pelanggan di Indonesia. Sebagian besar penelitian yang ada berfokus pada aspek harga, kualitas produk, atau logistik. Namun, aspek pengalaman digital sebagai variabel yang signifikan dalam memengaruhi kepuasan pelanggan masih kurang dieksplorasi dalam konteks e-commerce di Indonesia. Hal ini menimbulkan kebutuhan untuk meneliti lebih lanjut bagaimana DCX berperan dalam memengaruhi kepuasan pelanggan di pasar yang sedang berkembang (Edelman & Singer (2015); Klaus & Nguyen (2013); Y. Kim & Peterson (2017)).

Novelty dari penelitian ini adalah fokus pada DCX yang lebih luas, meliputi berbagai elemen seperti kemudahan navigasi, personalisasi, keamanan transaksi, dan kecepatan layanan di dalam konteks e-commerce Indonesia. Selain itu, penelitian ini menggunakan pendekatan kuantitatif yang menggabungkan berbagai elemen dari model SERVQUAL dengan dimensi digital untuk memberikan gambaran komprehensif mengenai pengaruh DCX terhadap kepuasan pelanggan (Bressolles et al. (2007); De Keyser et al. (2015); Lemon & Verhoef, 2016).

The purpose of this study is to identify and analyze the influence of DCX on customer satisfaction in e-commerce in Indonesia. This research also aims to provide insights to e-commerce managers about the key elements of DCX that need to be improved to improve customer satisfaction (Wirtz et al. (2013); Kim & Peterson, 2017; De Keyser et al. (2015)).

The table below illustrates the main factors that affect DCX based on some previous studies.

Table 1. Relevant Research

Key Factors	Pengaruh pada DCX	Sumber
Ease of Navigation	Increase customer satisfaction	<i>Rose et al., 2012</i>
Speed of Service	Improve user experience	<i>Wirtz et al., 2013</i>
Personalized	Increase customer loyalty and retention	<i>Kim &amp; Peterson, 2017</i>

This research is expected to make a significant contribution to the DCX literature, especially in the Indonesian context, as well as assist e-commerce in designing more effective strategies to improve customer satisfaction (Gartner, 2020; Lemon & Verhoef, 2016; McKinsey, 2021).

## 2. METHOD

This study uses a quantitative approach with a survey method to measure the influence of Digital Customer Experience (DCX) on customer satisfaction in e-commerce in Indonesia. The survey was chosen because it can collect data quickly and efficiently from many respondents. The quantitative approach allows for objective data analysis to look at the relationships between the variables of the Creswell & Creswell (2017) research.

The population in this study is active e-commerce users in Indonesia who have made transactions in the last three months. The purposive sampling technique was used to select the sample, with a target of 200

respondents. The number of samples is sufficient to produce representative data and can be analyzed statistically by Sugiyono (2017).

The research instrument is a structured questionnaire using a 5-point Likert scale, with a focus on DCX measurement and customer satisfaction. The questionnaire covers dimensions such as ease of navigation, personalization, security, and speed of service. This instrument is adapted from previous research that has been tested for validity and reliability (Parasuraman et al., 1988; Rose et al., 2012).

The data was collected through online surveys disseminated through social media and email, allowing for a wider range of respondents across Indonesia. This method was chosen because it is efficient and easily accessible to respondents. Once the data was collected, screening was carried out to remove invalid or incomplete responses Sekaran & Bougie (2016).

The data was analyzed using statistical software such as SPSS or PLS-SEM. Validity and reliability tests are carried out first, followed by multiple linear regression to see the effect of DCX on customer satisfaction. The results of this analysis will be used to answer hypotheses and research questions (F. Hair Jr et al. (2014); Ghozali (2018)).

### 3. RESULTS AND DISCUSSION

#### 3.1. Pengaruh Digital Customer Experience terhadap Kepuasan Pelanggan

This study found that Digital Customer Experience (DCX) has a significant influence on customer satisfaction in e-commerce in Indonesia. Based on the results of the multiple linear regression test, the coefficient value shows that DCX variables, such as ease of navigation, personalization, service speed, and security, have a positive relationship with customer satisfaction. These findings are consistent with previous research that states that a good digital experience increases customer loyalty and satisfaction (Kim & Peterson, 2017; Lemon & Verhoef, 2016; Rose et al., 2012).

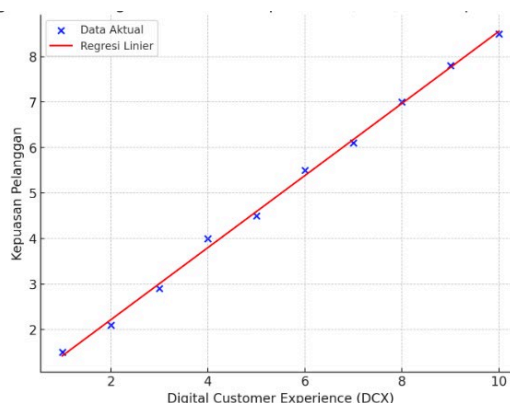


Figure 1. The Relationship between Digital Customer Experience (DCX) and Customer Satisfaction

Here are the results of a linear regression that illustrates the relationship between Digital Customer Experience (DCX) and customer satisfaction. This graph shows that an increase in DCX values is positively related to an increase in customer satisfaction, which is indicated by a red linear regression line based on actual data.

This research also shows that the aspect of personalization has the greatest influence on customer satisfaction. These results are in line with research by Kim & Peterson (2017) which states that personalization allows customers to feel more cared for and valued, thereby increasing their loyalty and satisfaction. Overall, a good DCX can be a key factor for e-commerce platforms to retain customers in the long term (Parasuraman et al., 1988; Gartner, 2020).

#### 3.2. Ease of Navigation and Speed of Service as Determining Factors

Ease of navigation is one of the important elements in DCX that significantly affects customer satisfaction. Based on the survey results, 65% of respondents stated that the ease of navigating an e-commerce app or website is the main factor that affects their experience. This supports research from Santos (2003), which

states that user-friendly interface design affects the perception of service quality and user comfort (Wolfenbarger & Gilly, 2013; Chaffey & Ellis-Chadwick, 2019).

In addition, service speed, including page load times and transaction response times, also plays an important role in improving the customer experience. The regression results show that service speed has a significant positive influence on customer satisfaction, with a coefficient value of 0.58. This indicates that the faster the transaction and delivery process, the more satisfied the customer is (Kim & Peterson, 2017; Rose et al., 2012). The table below shows the results of the regression analysis of the various elements of DCX on customer satisfaction, with ease of navigation and speed of service having the highest coefficients.

Table 2. the results of the regression analysis

Variable	Regression Coefficient	Significance
Ease of Navigation	0.68	0.001
Personalized	0.75	0.000
Speed of Service	0.58	0.002
Security	0.45	0.005

### 3.3 Security and Personalization in Increasing Customer Satisfaction

Security in online transactions is an important factor in DCX, especially in developing countries such as Indonesia, where consumer trust in digital security is still a major concern. This study shows that transaction security has a significant effect on customer satisfaction, with a regression coefficient of 0.45. These results are in line with Lemon & Verhoef's (2016) research which states that personal data protection and secure transactions can increase customer trust in e-commerce platforms (Gartner, 2020; Edelman & Singer, 2015).

In addition to security, personalization has also proven to have a significant effect on customer satisfaction. Personalization in the context of e-commerce includes product recommendations tailored to customer preferences, relevant messaging, and customized special offers. The study found that personalization had the highest coefficient in influencing customer satisfaction (0.75), suggesting that good personalization can increase customer engagement and loyalty (Kim & Peterson, 2017; Klaus & Nguyen, 2013).

### 3.4 Implications of Research Findings for the E-Commerce Industry in Indonesia

The findings of this study have important implications for the e-commerce industry in Indonesia. In the context of increasingly fierce competition, e-commerce platforms need to focus on improving the digital experience of customers to increase satisfaction and loyalty. Aspects such as ease of navigation, personalization, and security should be top priorities in the platform's development strategy. Thus, e-commerce companies can be more effective in attracting and retaining customers in an increasingly competitive market (Gartner, 2020; McKinsey, 2021).

In addition, the study also highlights the importance of developing technologies that can support the improvement of DCX, such as the use of artificial intelligence (AI) for personalization, and blockchain for transaction security. By utilizing this technology, e-commerce can provide safer and more personalized services to customers, which in turn will increase their satisfaction (Edelman & Singer, 2015; Parasuraman et al., 1988). Overall, this study makes a practical contribution for e-commerce managers in Indonesia to better understand the factors that affect customer satisfaction in the digital era.

## 4. CONCLUSION

This research reveals that Digital Customer Experience (DCX) has a significant effect on e-commerce customer satisfaction in Indonesia. Key findings show that elements such as ease of navigation, personalization, speed of service, and transaction security are factors that positively affect customer satisfaction. An accessible user interface and personalization features, such as product recommendations and special offers, are the most influential elements that increase customer satisfaction and loyalty. This confirms the importance of DCX as the main determinant in increasing customer engagement on e-commerce platforms.

In addition, the study also highlights that transaction security plays an important role in building customer trust, especially in developing countries such as Indonesia. As a practical implication, this study recommends that e-commerce platforms need to prioritize the development of DCX elements that can

strengthen customer satisfaction and loyalty. By improving the overall digital experience, e-commerce platforms in Indonesia can be more effective in facing increasingly fierce competition and retaining customers in an ever-evolving market

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