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SERVICE QUALITY OF SHOPEE E-COMMERCE IN VIETNAM

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Summary

The explosive growth of the E-commerce sector has brought about substantial changes to the retail industry. As online shopping becomes increasingly popular, e-commerce businesses rely heavily on service quality to maintain a competitive edge. In Vietnam, Shopee is a highly regarded e-commerce platform. In this article, I examined the service quality of Shopee E-commerce in Vietnam. I also provided an overview of the theoretical foundations of service quality at e-commerce companies, investigated Shopee's e-commerce service quality, and suggested methods to enhance their service quality.

Chapter 1 provides an overview of the theoretical basis of service quality at e-commerce enterprises. This chapter introduces the service, service quality, and e-commerce service quality theories. Based on research and literature review both domestically and internationally, the author provided scales to measure e-commerce service quality and popular e-commerce models worldwide and in Vietnam. This information is then used to evaluate the e-commerce service quality of Shopee Co., Ltd using the research method in Chapter 3.

In Chapter 2, I examined the quality of service provided by Shopee E-commerce in Vietnam. Shopee is one of Vietnam's leading e-commerce platforms, offering a wide range of goods and services to both buyers and sellers. The marketplace business model utilized by Shopee makes it easy for customers and sellers to communicate, and the company generates revenue by charging a fee to sellers who use its services. Shopee's e-service quality is evaluated based on metrics such as the efficiency of the ordering process, shipping procedures, customer service, and overall customer satisfaction. Shopee has become very popular for its user-friendly interface, secure payment options, and practical features such as Shopee Wallet and Shopee Guarantee.

In Chapter 3, I discussed the research methodology used to assess the quality of service provided by Shopee E-commerce in Vietnam. I conducted a survey with participants who have had at least one experience shopping on the Shopee platform. The majority of Shopee's user base in Vietnam are females aged 18 to 29, comprising 73% of the total user base. Employed users make up 48% of the total, followed by students at 18% and unemployed at 19%. According to the survey, around 40% of the participants frequently use Shopee, either several times a day or once a day. Most of the users have been using the platform for over two years, which indicates an established user base. More than half of the users access Shopee daily, with 27% using it multiple times a day.

In Chapter 4 of the study, it was found that the majority of Shopee users, around 50%, reported being satisfied with their overall experience on the platform. Most survey participants were content or not surprised with the quality of service, website design, and payment options provided by Shopee. However, a few respondents expressed discontent with the delivery time, product quality, and customer service. To enhance user satisfaction, Shopee may want to concentrate on improving these areas. User feedback indicates that 63% of users are happy with the website design, while 50% are satisfied with the payment options. However, the delivery time and product quality received lower satisfaction ratings, scoring 44% and 63%, respectively. Around 52% of users find the website responsive, but only 42% are pleased with the customer service.

In Chapter 5, I presented solutions to improve Shopee's E-service quality. I advised Shopee to concentrate on website design, product quality, and customer service to boost user satisfaction. It is also recommended that Shopee enhance the accuracy of information on their platform to avoid misunderstandings between buyers and sellers. Furthermore, I suggested that Shopee should improve its mobile application to provide a better user experience and encourage more mobile device users to access the platform.

This thesis evaluates the service quality of Shopee E-commerce in Vietnam. It does so by reviewing the theoretical basis on service quality at E-commerce enterprises, analysing the service quality of Shopee, and proposing solutions to enhance its E-service quality. Shopee has become one of the top E-commerce platforms in Vietnam by purchasing local E-commerce firms and modifying its business model to suit local economic, social, and consumption cultures. The company's marketplace business model makes it easy for consumers and sellers to interact, and the company makes money by charging sellers a fee to use its services. The study found that Shopee has an established user base in Vietnam, with users accessing the platform daily and using it multiple times a day. While most users are satisfied with Shopee's service quality, there is room for improvement in delivery time and product quality. The proposed solutions suggest that Shopee should focus on website design, product quality, customer service, and mobile application development.