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SERVICE QUALITY OF SHOPEE E-COMMERCE IN VIETNAM

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ABSTRACT

In recent years, e-commerce in Vietnam has grown remarkably, with numerous businesses becoming key players. Shopee, one of Vietnam's most well-known e-commerce platforms, has grown its market share significantly because of its user-friendly design, affordable prices, and a broad selection of goods. Despite its widespread use, little research has been done on Shopee's customer service in Vietnam. This study aims to look into how Shopee's e-commerce operates in Vietnam and how that affects consumer happiness.

The study uses a quantitative research methodology, and the primary tool for gathering data is a survey questionnaire. One hundred twenty people who had made purchases on Shopee between the ages of 18 and 45 participated in the poll. The survey aimed to gauge many aspects of service quality, such as dependability, responsiveness, assurance, empathetic response, and tangibility. Descriptive statistics, correlation analysis, and multiple regression analysis were all used to analyze the data.

The study's conclusions demonstrate that Shopee customer satisfaction is significantly impacted by service quality. Customer satisfaction is specifically positively impacted by dependability, responsiveness, assurance, and empathy. However, tangibility has little to no influence. The results also show a reasonably high level of customer satisfaction with Shopee, with the majority of respondents saying they were pleased with their purchasing experience there.

By providing empirical data on Shopee service quality in Vietnam, the study adds to the body of knowledge on the subject of e-commerce service quality. The study's conclusions have ramifications for e-commerce businesses since they emphasize how crucial it is to raise service quality to increase customer satisfaction and obtain a competitive edge.

INTRODUCTION

The Internet has been step-by-step asserting its position as a popular tool for providing and trading global information, goods, and services. In recent years, with convenient situations such as the young population, smooth internet connection, and information technology development, Vietnam's E-commerce has gained advantageous scale and revenue. Online shopping through E-commerce platforms now is not just a usual trend, but it has become one of the habits of almost all individuals in the world and Vietnam.

According to the e-Conomy SEA report by Google and Temasek, Vietnam's E-commerce marketplace scale in 2018 was 9 billion US dollars. The report also forecasts that the Compound Average Growth Rate between 2015 and 2018 will be 25% and the market will reach 33 billion US dollars in 2025. If this scenario happens, the market scale of Vietnam's E-commerce by 2025 might be ranked third place in Southeast Asia, after Indonesia (100 billion US dollars) and Thailand (43 billion US dollars) (Vecom,2020).







Vietnam is considered a potential market in E-commerce development with the fastest growth in the Southeast Asia region. Despite the great potential, the growth of scales of E-commerce in Vietnam is still being restrained and not commensurate with its potential, especially the online shopping activities. There are many reasons why Vietnam's E-commerce has not been achieved as expected, such as online shopping habits and beliefs, as well as online secure payment methods and more.

It is deniable that the E-commerce market in Vietnam is very attractive and has potential for many businesses from both abroad and domestically. It means that more units would like to participate in this market, making the market more and more competitive. At this point, once again, the E-commerce Service Quality issue is posed for each enterprise. Service Quality enhancement and development is a critical factor for achieving the business success of any business. Understanding the importance of this issue, Vietnam's E-commerce recently has made substantial efforts to improve Service Quality, thereby bringing better experiences to customers.

Among various E-commerce platforms operating in Vietnam, Shopee has become one of the leading E-commerce players, providing a wide range of products and services to Vietnamese customers. According to Reputa cited Metric's report, the top 4 E-commerce platforms' total sales in Vietnam reached 5.87 billion US dollars, in which Shopee led with 73% of total sales,

approximately 3.96 billion US dollars. Shopee has also become of the leading units in E-commerce Service Quality.

According to the report of Iprice Insight, "Ranking of the top E-commerce business in Vietnam," Shopee was in the third position in Q3/2018. But within seven months, Shopee has risen to the top position of both website visits and average mobile downloads, keeping the first position until now. Besides financial and technological factors, Service Quality also plays an essential role in the contribution of outstanding Shopee development, with specific policies like "Shopee Assurance," "Free delivery nationwide," and more.

Doanh nghiệp	Lượng truy cập web mỗi tháng	xếp hạng iOS	xếp hạng Android	Youtube	Instagram	Facebook
1  Shopee VN	84,520,000	#1	#1	856,000	302,070	24,946,140
2  Thế Giới Di Động	54,033,300	n/a	n/a	839,000	2,660	3,826,590
3  Điện Máy Xanh	20,816,700	#9	#8	595,000	n/a	1,979,130
4  Lazada VN	16,970,000	#2	#2	356,000	328,310	31,833,900
5  Tiki	15,073,300	#3	#3	384,000	161,270	3,211,170
6  FPT Shop	7,306,700	n/a	n/a	254,000	23,560	2,632,330

Ranking of the top E-commerce business in Vietnam Q1/2022 (Source: Iprice Insight)

I chose "Service quality of Shopee E-commerce in Vietnam" as a research topic for my bachelor's thesis in Business Administration and Management because of the topic's urgency and importance. I would like to give an accurate and objective assessment of the Service Quality of the Shopee E-commerce platform in Vietnam, the most popular platform within the country, and identify potential solutions to improve the service quality of this E-commerce platform also others.

1. Overview of the theoretical basis on Service Quality at E-commerce Enterprises

1.1. Overview of the research situation

E-commerce service quality has become a positive research area in recent years. With the rapid development of the E-commerce industry, enterprises have recognized the significance of providing high service quality to attract and retain customers.

Many researchers have pointed out that service quality is a key component of customer satisfaction and loyalty in E-commerce. There is a high chance that customers will come back to use the website if they experience high service quality. Therefore, E-commerce enterprises should understand the factors that influence customer perception about service quality and strive to provide high service quality to meet or exceed customer expectations.

Foreign research

The study "Perception of Service Quality in E-commerce" by Atanu and Liu Zheng was published in the International Journal of Electronic Commerce in 2004. The study aims to investigate the main factors impacting service quality perception and identify important aspects of service quality with online consumers. The study asked respondents to rate their perception of service quality on a 7-point Likert scale. The study results showed that each dimension's perceived importance depends on the type of E-commerce website. For instance, assurance is critically vital for financial websites, while tangibles are more important for travel ones.

In 2005, the research "Customers Perception of E-Service Quality in Online Shopping" by Gwo-Guang Lee and Hsiu-Fen Lin was published in the International Journal of Retail and Distribution Management. The study has developed a research model to examine the relationships between aspects of service quality with overall service quality. The study collected data from 297 respondents through a survey questionnaire. The analysis showed that website design, reliability, responsiveness, and assurance influence overall service quality and customer satisfaction. However, the personalization aspect was not significantly related to overall service quality. The study showed that to increase customer purchase intention, online businesses should develop their marketing strategies to advance the reliability and responsiveness of their platform.

The research "E-service quality and e-recovery service quality: effects on value perception and loyalty intentions" was conducted by Cemal Zehir and Elif Narchikara and published in the Journal of Business Economics and Management in 2016. The authors argued that the development and the service of online retail are considered essential components in determining the success level of an E-commerce business. The study collected data from 645 consumers using Turkey's ten most popular online retail services. The aim is to explore the connection between E-service quality, customer perception, and loyalty intention. According to the results, authors infer that there is a close relationship between E-service quality and loyalty intentions, and perceived value plays a mediating role between them.

In the research of HEIM, G. & FIELD, J. (2007), they argued that E-service operation managers are increasingly challenged to ensure high quality in their E-service. It aims to identify the potential E-service quality drivers managers could leverage to improve performance. The sample included 1000 online retailers from several retail industry segments. The results identify performance drivers related to customer ratings of e-service quality and guide future research on e-service quality drivers.

Domestic research (in Vietnam)

Nguyen Phuong Chi (2010) examined many successful E-commerce models in the world and brought out lessons for Vietnam through successful businesses that represent the three most popular E-commerce models today, which are Amazon.com (B2C); eBay (C2C); and Alibaba (B2B). Through the study of these three E-commerce models, the author recommended some suggestions to develop E-commerce activities within the country. On the operation side, effective solutions were also given, such as building websites with many personalized utilities, facilitating the building of online payment solutions, and strengthening information security measures.

According to a study on the development of E-commerce in Vietnam by Tran Thi Kim Phuong (2018), the country's E-commerce industry has grown rapidly as the economy recovers. However, significant obstacles remain to overcome, such as low customer confidence in online shopping; the unpopularity of online payment methods; poor shipping; and order fulfillment services. In addition, cross-border e-commerce and omnichannel selling are emerging rapidly. There are also significant disparities in information and communication technology infrastructure, domain names, and per capita income between different localities, which has led to a considerable gap in the e-commerce index. To narrow this gap, state management agencies

and organizations related to trade, investment, information technology, and communication must pay close attention and make concerted efforts. The article provides an analysis of the state of e-commerce in Vietnam at that time.

Truong Thi Thuy Vi, the author of the topic: "Factors affecting customer satisfaction with E-commerce services: A case study in Ho Chi Minh City", commented on and evaluated the main factors affecting customer satisfaction for e-commerce services. The results showed that factors such as product quality, website design, payment options, shipping, and customer support all play an important role in determining customer satisfaction for customer E-commerce services. This knowledge can help E-commerce enterprises develop their strategies and make decisions to enhance their competitiveness in the market. Doing so can help E-commerce companies improve their productivity and competitiveness.

General assessment and the reasons for choosing the topic

The research indicates that service quality plays a crucial role in the success of global e-commerce enterprises in Vietnam. Thus, it is imperative to continuously assess and enhance the quality of e-services. Of all the e-commerce platforms in Vietnam, Shopee has emerged as a popular choice among consumers and has gained significant market share in recent years.

The topic of Service Quality of E-commerce Shopee in Vietnam is relevant because it contributes to understanding E-commerce service quality and the factors that affect customer satisfaction and loyalty in the context of Shopee in Vietnam. This knowledge can help E-commerce businesses in Vietnam improve their service quality and enhance customer satisfaction, increasing loyalty and profitability.

1.2.Theoretical Basis of Service and Service Quality

Service definition and service attributes/characteristics

There are many theories to define the meaning of "Service".

"A service may be defined as a change in the condition of a person, or of a good belonging to some other economic unit, with the prior agreement of the former person or economic unit." (Hill,1997).

"Any purchase of services by an economic agent B (whether an individual or organization) would, therefore, be the purchase from organization A of the right to use, generally for a specified period, a technical and human capacity owned or controlled by A to produce useful

effects on agent B or goods C owned by agent B or for which he or she is responsible." (Gadrey, 1992).

According to Philip Kotler, "A service is an act or performance that one party can offer to another that is essentially intangible and does not result in the ownership of anything. Its production may or may not be tied to a physical product".

Therefore, we can define it in general: Services are social activities, creating goods and products that do not exist in the physical form. When discussing "Service", people often refer to the processes, not physical products. Service is an intangible part of the economy. It exists only while a vendor is providing it and a customer is using it. There is no transfer of ownership when a company provides services to customers. In addition, a service cannot be transported or stored after using it. For instance, watching a movie in the cinema is a service; you use the service after you pay, but you cannot store it or use it for later.

According to Karl Mart, Services are closely linked to the commodity-producing economy. When the economic commodity becomes increasingly complex and interconnected, it requires a smooth and continuous circulation to satisfy consumers' needs.

Most developed and developing countries have witnessed the development of service in the contribution to national economics. The service sector is improving and growing around the world.

According to Kotler and Keller, 2007, there are four main characteristics of Service: Intangibility, Inseparability, Variability, and Perishability.

- *Intangibility*

Unlike products, services can be perceived by only thinking or senses, but we can not "touch". Services also can not be measured by conventional measurement methods in terms of volume, weight, or size. For instance, tourists are not able to predict how is the service process or advance impact before they are provided and receive the services.

Another unique form of increasingly popular services is information, especially in modern services such as legal advice, consulting, telecommunications, and more. The production and consumption processes of these activities do not need to occur concurrently as in other standard services like distribution, healthcare, tourism, etc., but it requires direct contact between service providers and consumers.

- *Inseparability*

Service is a "product" that is inseparable from its origin, while the physical one exists independent of its origin's presence or absence. Unlike physical production, service production cannot be ready for storage and later use. The production and consumption process of services takes place at the same time. Some personalized services are created and consumed simultaneously and cannot be separated from the individual.

- *Variability/Heterogeneity*

Customer service is often human-made and highly variable. Service quality often fluctuates within a very wide range, depending on the circumstances in which the service was created. Service-related heterogeneity is primarily the result of human interaction (between service company employees and customers) and all the whims associated with it. Therefore, it is difficult to achieve uniform service quality occasionally. The more staff provide services, the more difficult it is to ensure the uniformity of quality.

- *Perishability*

Services are perishable, and the time factor is critical in in-service marketing. It is impossible to maintain service. For instance, buying a ticket for a match today and watching it tomorrow is impossible. In reality, demand for services is often unstable and fluctuating, and the companies providing services face issues utilizing human resources and technical equipment to meet customers' requirements.

Service Quality

The term "quality" means something different for different people. It combines two words, "Service" and "quality," to emphasize the availability of quality services for end-to-end users. This is why determining "quality" is often the first step in most quality improvement and innovation processes.

“Quality can also be defined as the totality of features and characteristics of a product or services that bear on its ability to satisfy stated or implied needs” (Kotler et al., 2002, p. 831).

According to Gronroos (1984), quality is everything that can meet the desires or requirements of customers.

“Service quality is the ability of a service to meet or exceed customer expectations. It involves providing services that are reliable, responsive, empathetic, and delivered with assurance. It is about creating an environment where customers feel valued, and their needs are understood and addressed.” – (*Forbes*)

Service quality is a measure of how companies perform their services relative to customer expectations. Service quality means the service is provided to customers according to standardized service standards and service delivery guidelines. Customers purchase the service according to their specific needs, and they have a certain standard to expect how the companies' services offer to meet their needs.

When the level of service perceived by a customer during his/her consumption is greater than expected, it means the service quality is high. If the customers' perception during consumption is equal to customers' expectations, the service quality will be considered acceptable. But, if the customer's perception when consuming the service is lower than the expectation, the quality will be judged as poor.

⇒ Barriers to Service quality improvement?

Service quality development is an ongoing process that involves identifying and removing barriers that prevent service providers from meeting or exceeding customer needs. These barriers arise for a variety of reasons and prevent organizations from delivering quality services. In this regard, it is important to identify and overcome these obstacles to improve the overall quality of service.

One of the major barriers to Service quality improvement is lacking resources and training programs for employees. Limited resources, such as staff or funding, could be obstacles for the organization to improve high-quality service. Lacking training and development programs for employees is also a barrier to service quality. If service providers are not properly trained about their products or relevant information, which they are offering, they will not be able to provide a standardized level of quality to meet customers' expectations.

Communication breakdown is considered a crucial barrier to service quality development. Effective communication is necessary to ensure that customers' expectations are delivered. However, poor and inconsistent communication between service providers, employees, and customers would lead to a negative impact on service quality. The unclear communication can create a misunderstanding or wrong information for customers.

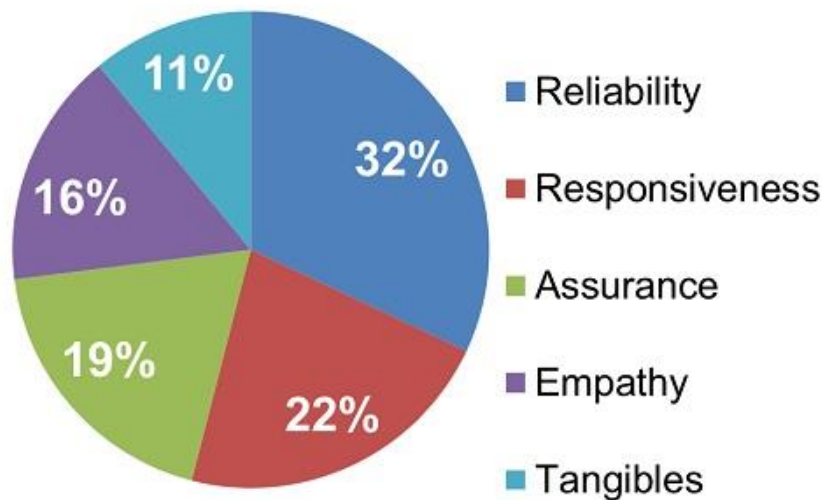
The overall perception of service quality that customers have is affected by their experiences at various stages in the delivery process. It is difficult to pinpoint who is responsible for the quality of the service issues, as many components in the service delivery process can affect the customer experience.

a) Customer's Expectations and Perceptions of service quality

According to Oliver, the expectation is an anticipation of future consequences based on prior experience, current circumstances, or other sources of information (2010). In Mudie and Pirrie's view, expectations are not only often formed before using the service but also occur when a customer is actively involved in the service providing. Overall, service expectations can be understood as what customers expect when using a service. This can be influenced by several factors, such as word of mouth, past experiences, personal needs, services offered, etc.

F.G. Crane & T.K. Klarke (1994). G.D. Harrel and G.L. Frazier (1998) have referred to customer perception as a process during which an individual acquires knowledge about the environment and interprets the information according to his/her needs, requirements, and attitudes. To understand basically, Perceived service defines how customer experiences the service provided. This may be affected by the content and process of the service.

Almsalam (2014) confirmed that both expected and perceived service quality has a significant impact on customer satisfaction. To ensure high service quality, businesses should focus on both customers' expectations and perceptions. Enterprises can identify areas for improvement and implement strategies to meet or exceed customer requirements by understanding what they expect and how they feel about the service provided. This can lead to an increase in customer satisfaction, loyalty, and business success.



The 5 Service dimensions customers care about (Source: Service performance)

Parasuraman et al. (1985) developed the SERVQUAL instrument to determine and measure the gaps between customers' expectations and perceptions of the service they received. From the consumer's point of view, service quality depends on the degree and direction of difference between expected service and perceived service.

After going through extensive research, Parasuraman, Zeithaml, and Berry found five dimensions to measure service quality include Reliability, Assurance, Tangibility, Empathy, and Responsiveness. If the service providers can deliver their excellent service to customers based on the right of these dimensions, customers will be ready to hand over the keys to their loyalty.

Reliability is considered one of the aspects that has the greatest influence on customers' perception of service quality. It is the ability to perform the service promised by the business reliably and accurately. Customers tend to do business with businesses that keep their promises and can meet customers' expectations, especially related to service outcomes and core service attributes.

Assurance is the company's ability to inspire and believe in the delivery of services. It is related to the knowledge and service of the company's employees providing the service, as well as the ability to inspire customers and gain their trust. This dimension is considered important for

high-risk services because customers cannot assess all the uncertainties associated with their use of the service.

Tangibility in service quality means that services are tangible products, and customers perceive service quality through a tangible comparison concerning the services provided. That is the appearance of facilities, equipment systems, personnel, etc.

Empathy represents the personalization of care of the companies to their customer. The service providers should always put themselves in the customers' shoes to help them see clearly from the customers' point of view. Empathy will help create trust and credibility in customers and turn ordinary customers into loyal customers.

Each customer will have their issues, request, and complaints. A company with high service quality is always ready to respond to customers as soon as possible and help them to address those problems.

1.3.Overview of E-commerce

What is E-commerce?

E-commerce is known by many different names, such as "electronic commerce", "online commerce", "paperless commerce," or "e-business". When it comes to the discussion of e-commerce definition, many people are confused it with the definition of e-business. E-commerce is primarily focused on online buying and selling processes (external focus); e-business uses the Internet and online technology to create efficient business processes with or without profits, therefore enhancing customers' benefits (internal focus).

- *In the broad sense:*

OECD (The Organization for Economic Cooperation and Development) defines e-commerce as the sale or purchase of goods or services conducted over computer networks by methods specifically designed to receive or place orders (OECD,2001).

E-commerce is also understood as electronic business activities such as electronic purchase and sale of goods and services; electronic fund transfer (EFT); electronic share trading (EST); electronic bill of lading (EB/L); commercial auction, and more different others.

- *In the narrow sense*

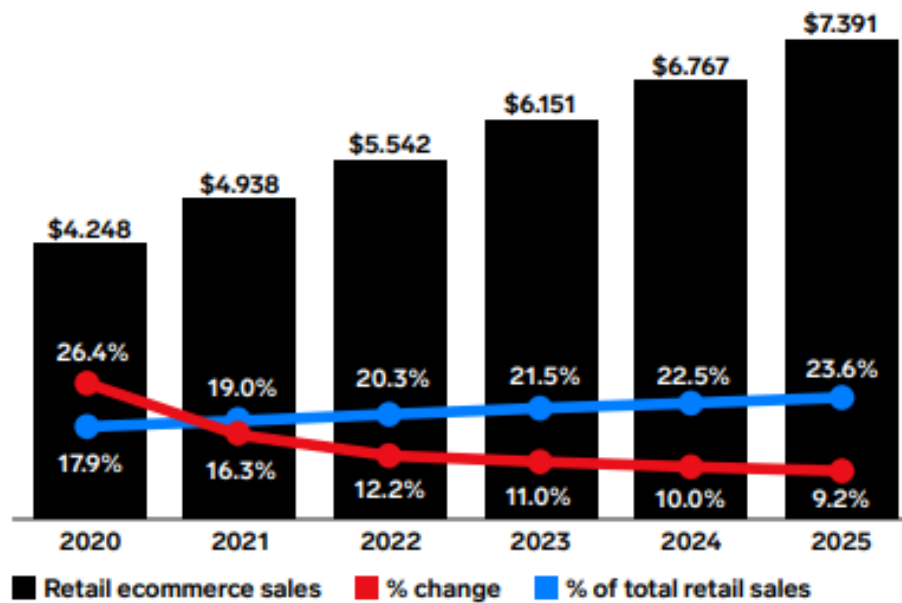
E-commerce or electronic commerce is the buying and selling of goods or services through activities such as transactions, sales, payments, orders, advertising, and delivery by electronic channels, primarily the Internet. This includes online marketplaces, online retailers, and business-to-business (B2B) transactions managed through online platforms. E-commerce platforms allow businesses to reach customers beyond their physical location and provide them with a convenient way to shop for products or services from anywhere with internet access.

E-commerce refers to the electronic processing of commercial transactions. This definition suggests that electronic commerce has been around since the mid-1800s when the first telegraph by Samuel Morse was transmitted in 1844, and the information on US stock prices was delivered from North America to Europe in 1858.

Electronic commerce can be traced back to the 1960s when businesses began using electronic data (EDI) to exchange business documents electronically. Later, EFT (Electronic Money Exchange) and IOS (System of Linking Organization) were developed with the same purpose of promoting business. But it was not until the mid-1990s, when Internet use became widespread, that e-commerce began to gain traction. The first online retail transaction occurred when a man sold his CS to a friend through his website in 1994. Since then, e-commerce has grown dramatically due to technological advances, the proliferation of the Internet, and changes in customer behavior.

The breakthrough in the process of creating and developing e-commerce should include Amazon.com, an online shopping site, and eBay, an online auction site that appeared in 1995. These two companies are believed to be the first and the most successful in implementing e-commerce activities.

According to eMarketer, global retail e-commerce sales are expected to reach 7.4 trillion US dollars in 2025, compared to 5.4 trillion US dollars in 2022. This growth is fuelled by mobile phone usage and technological evolution, the rise of online markets, and the expansion of cross-commerce. Additionally, during the Covid-19 pandemic, consumers turned to online shopping to avoid overcrowded stores and the risk of infection.



Retail E-commerce Sales Worldwide, 2020-2025 (Source: eMarketer)

Various e-commerce enterprises are now emerging and operating strongly. Alibaba was established in 1999, while Amazon and eBay continue to expand their market by acquiring companies like PayPal and Zappos.com, and more. E-commerce has emerged as a promising economic activity with many opportunities for innovation in science and technology.

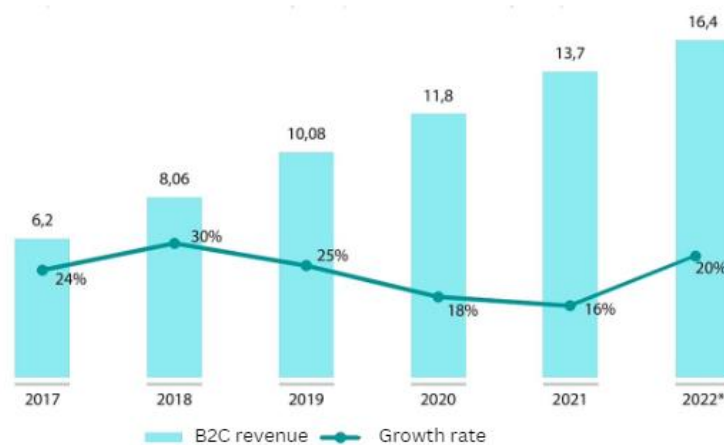
E-commerce situation in Vietnam

In 2021, Covid-19 has seriously affected the commerce and service activities of the world in general and Vietnam in particular. The negative growth of some service industries accounted for a large proportion, reducing the overall growth rate of the service sector and the whole economy.

In that context, Vietnam's e-commerce still maintains a stable growth rate of 16 percent, with retail revenue reaching 13.7 billion USD in 2021; The proportion of e-commerce retail sales in the total retail sales of consumer goods and services nationwide reached 7 percent, up 27 percent over the same period in 2020.

According to Statista, E-commerce revenue reached approximately 16,4 billion US dollars, taking 7.5 percent of the total sales of goods and services in Vietnam in 2022. With a growth rate of 20 percent this year, Vietnam has become one of the fastest-growing internet economies in Asia.

According to E-commerce market research in the first half of 2022 by data research company Metric.vn, Vietnam is becoming the second largest market in Southeast Asia, just behind Indonesia.



Vietnam B2C e-commerce revenue forecast in 2017 – 2022 (billion USD)

E-commerce models

Today's e-commerce includes everything from ordering "digital" content to instant online consumption to general orders and services.

At the institutional level, it is convenient to use the Internet to exchange financial data to facilitate domestic and international businesses by large corporations. Data integrity and security are critical components in e-commerce.

Currently, there are many arguments about the forms of participation in e-commerce and their distribution. There are three main objectives: G-Government, B-Business, C-Customer, or Consumer.

Popular e-commerce models

- B2B (Business-to-Business)

B2B (Business-to-Business) is a model providing products and services from one business to another through the e-commerce channels of each business. The majority of B2B applications are in areas of supply management (especially the order cycle), inventory management, distribution management, and payment management. An example of a typical B2B e-

commerce in Vietnam is Alibaba.com. Alibaba has built e-commerce marketplaces intending to create an environment and combine thousands of businesses from small to large.

- B2C (Business-to-Customer)

Unlike B2B, B2C is a business model that sells directly to the end customer. The B2C sales model is a traditional retail model where a business sells to individuals on e-commerce websites or through transaction channels. The advantage of this model is that it brings businesses to save on sales costs by simply creating an E-commerce website. It brings the ability to contact a huge number of customers via the Internet, without paying the rent, staff, etc. Consumers will also be more convenient when choosing and shopping for products without travel time as the products will be delivered to their homes. Example of successful companies with the relevant model includes Amazon.com, Walmart, Meta, etc.

- C2C (Customer-to-Customer)

C2C (Customer-to-Customer) is a model for buying and selling transactions between individuals through forms such as auctions, bartering, and the sale of virtual items. This type of model is categorized by the growth of e-marketplaces and online auctions. Companies and businesses can bid on what they need from various vendors. For instance, eBay and Amazon have known as two prominent C2C providers in the e-commerce industry. eBay is a leading auction site where individuals can list goods for customers to bid on, while Amazon operates in both marketplaces. Amazon allows businesses to sell their goods directly to customers and allows users to sell goods themselves.

Service quality of E-commerce

Parasuraman et al. (1988) considered a customer's service quality evaluation in terms of the customer's expectations of the service received from a particular service provider. According to Zeithaml et al. (2000), the quality of service on the Internet is the extent to which a website makes buying, selling, and receiving products and services efficiently. On the other hand, Santos (2003) defined E-commerce service quality as the actual service evaluation of the excellence and quality of e-service offerings in the online marketplace.

Gronroos (1984), Lehtinen (18982), and Czepiel et al. (1985) have examined service quality in two different dimensions: technical quality (output quality) and functional quality (process quality). These aspects are evaluated based on the customer representative's attitude and behavior, appearance and personality, service attitude, availability, and accessibility. However,

for the computer interfaces, these aspects of evaluation are of little value, as there are not directly interacting with customers, but accessibility and availability are relevant. Being able to visit the website is very important to conduct business transactions; the layout displayed should be user-friendly or accessible to encourage customers to continue using the service.

Czepiel et al. (1985) only precisely defined processes and outcomes of quality but also elaborated on three different aspects of service quality customer perceptions, supplier characteristics, and actual production. They suggest that these aspects include important common features in providing service and the determinants of satisfaction. Factors, which can affect customer satisfaction, were listed, such as purpose, motivation, outcome, patience, reversibility, and risk. Actual production is more related to factors such as technology, location, content, complexity, and duration. These two aspects can be compared with the customer's perception of a website and the complexity of relevant technologies. The third aspects of supplier characteristics have to do with employee expertise, attitude, and demographics, which are not crucial in this case.

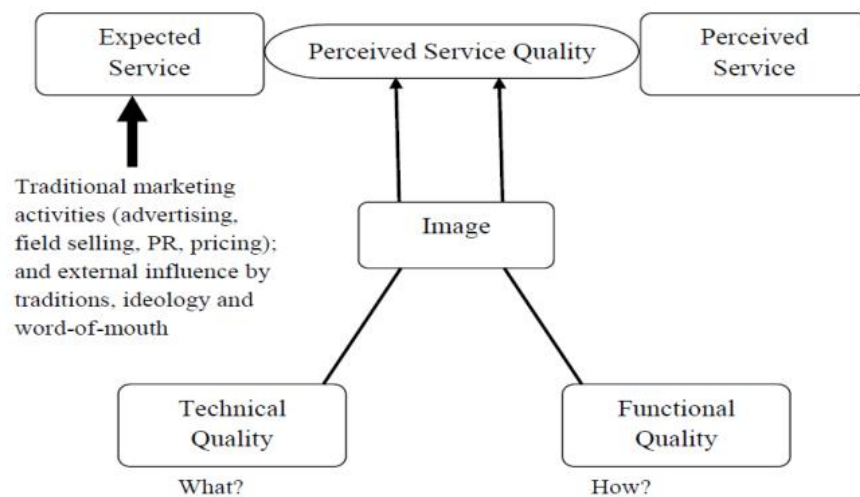
In 2002, Zeithaml et al. assembled current knowledge about service quality delivery through websites in five main aspects: ease of use, information availability, privacy policy, web design, and reliability. Another research was conducted by Parasurama et al. (1985; 1988a). In the beginning, they pointed out ten dimensions that can be used to measure service quality: website accessibility, communication, ability (service experience), politeness, reputation, reliability, responsiveness, privacy/security, tangible, and empathy. They have reduced from ten to five dimensions (RATER): Reliability, Assurance, Tangibles, Empathy, and Responsiveness. These five dimensions have been used as the key determinants in SERVQUAL service quality measurement tools.

Theories of E-commerce service quality measurement

- Gronroos model

The early service quality model conceptualization is formed by Gronroos (1982,1984). He argued that the business operator should understand the customers' perception of the provided products if the firm wants to be successful. Service quality management means keeping the gap between perceived quality and expected quality as small as possible to satisfy customers' requirements. The first dimension he suggested is Technical (outcome). It means what customers receive after the interaction with a service provider. The service outcome that customers receive is upon their desire, and the process of receiving services influences

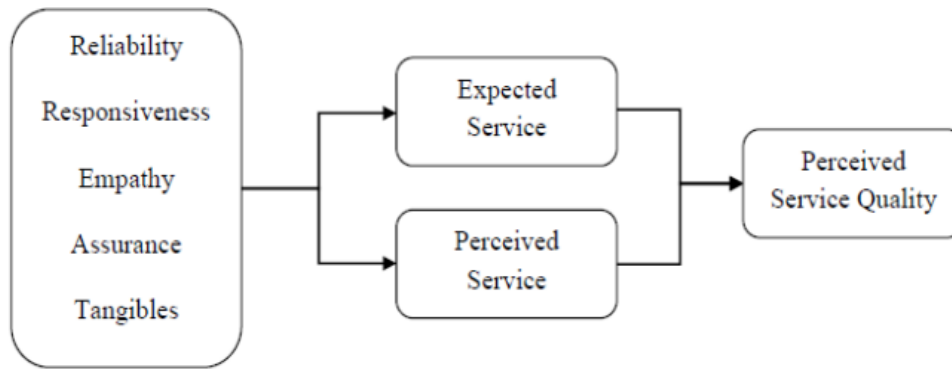
customers' evaluation of the service. The other aspect is Functional (process), which means how the technical service is received by the customers. It is also very important to lead to the final evaluation of customers for the whole service quality. The third dimension in this model is Corporate Image, which is the customers' views of the corporate or the brand. Gronroos believed that customers' view of the firm influence their service expectation, and it is the result of how customers perceive the services. Therefore, the Corporate Image is built up by technical and functional quality.



The Gronroos model (Gronroos, 1984)

- SERVQUAL/SERVPERF Model

The SERVQUAL/SERVPERF models measure service quality in five dimensions which are Reliability, Assurance, Tangibility, Empathy, and Responsiveness. These aspects are very suitable for measuring service quality of traditional service. However, online services have unique features that offline services do not possess. These features can be data backup problems, connectivity, or server issues.



SERVQUAL model (Parasuraman et al,1988)

- e-SERVQUAL; E-S-QUAL; and E-RecS-QUAL

Zeithaml, Parasuraman, and Malhotra (2000, 2002) developed E-service quality measurement model e-SERVQUAL with a broader perspective. They have found seven dimensions to measure E-service quality which are efficiency, reliability, assurance, privacy, responsiveness, compensation, and contact.

Authors have recently divided these seven dimensions into two separate scales. They believed that E-S-QUAL is the scale for core aspects such as efficiency, system availability, level of commitment, and security. The authors have changed from the system reliability aspect to the system availability one. The second scale is E-RecS-QUAL which includes responsiveness, compensation, and contact aspects, as well as the recovery section.

Customer satisfaction is the satisfaction degree of the customer towards the provided products/services. It is closely relevant to the belief between individuals (Geyskens, Steenkamp, Scheer, and Kumar 1996). According to previous research, people expected that the higher customers' satisfaction, the greater their loyalty will be. However, it is more complicated than that.

In Fisher point of view (2001), he believes that customer satisfaction only explains a part of the reason why customers change products/service providers. Anderson and Srinivasan (2003) found that both trust and perceived value significantly highlight the impact of satisfaction on E-commerce loyalty. In a recent study by Cyr (2008), it was found that website satisfaction is strongly related to customer loyalty in three countries: Canada, Germany, and China.

Brown (1952) classified *customer loyalty* into four types which are (1) undivided loyalty; (2) divided loyalty; (3) unstable loyalty, and (4) no loyalty.

Some researchers argued that a behavioral definition is insufficient because it does not distinguish between real and unreal loyalty (Day, 1969; Jacoby & Chestnut, 1978). To solve this problem, researchers have proposed to measure loyalty by the aspect of attitude in addition to the behavioral aspect. Engel & Blackwell (1982) define brand loyalty as the attitudes and behaviors that are well-responsive towards one or several brands for a product category over a period by a customer.

Later, service loyalty has been defined as the 'degree to which a customer exhibits repeat purchasing behavior from a service provider, possesses a positive attitudinal disposition toward the provider, and considers using this provider when a need for this service arises' (Gremler & Brown, 1996).

CONCLUSION

Chapter 1 introduces the theories of service, service quality, and E-commerce service quality. Based on research and literature review both domestically and internationally, the author provided scales to measure E-commerce service quality, as well as popular E-commerce models worldwide and in Vietnam. This information is then used as a basis for evaluating the E-commerce service quality of Shopee Co., Ltd using the research method in Chapter 3.

2. Service Quality of Shopee E-Commerce in Vietnam

2.1. Overview of Shopee E-commerce Business

Shopee is an E-commerce marketplace, which is owned by SEA Ltd group, first launched in Singapore in 2015. Shopee was born to be an E-commerce platform developed mainly on mobile devices, operating as a social network to serve customers' online shopping needs. Today this E-commerce platform has become a leading trading application in 7 countries: Singapore, Malaysia, Thailand, Indonesia, Vietnam, Philippines, and Taiwan.

Shopee has integrated a system that is operated, delivered, and supported in terms of safe, fast, and very convenient payment. It will be easier and safer for buyers and sellers on online shopping.

Shopee officially launched in the Vietnamese E-commerce market in August 2016. With a wide range of products, Shopee has provided a new safe online shopping policy name “Shopee Guarantee”, only paying the sellers when the buyers have successfully received the products. It has solved customer concerns about E-commerce transactions in Vietnam.

It has significantly expanded in Vietnam in recent years. Shopee Vietnam's gross merchandise value (GMV), with a market share of 42%, climbed from \$1.1 billion in 2018 to \$4.4 billion in 2020, according to a report by Google, Temasek, and Bain & Company. Comparatively, Lazada, which was its main rival, held a 23% market share.

Shopee's customized strategy and cutting-edge features are to thank for the company's success in Vietnam. The marketplace provides a huge selection of goods, such as clothing, electronics, and home appliances. It has also launched novel services like Shopee Live, which enables vendors to stream their goods live and engage with buyers in real-time.

Through collaborations with local companies and celebrities, Shopee has also increased its presence in Vietnam. For instance, it has worked with well-known Vietnamese businesses and influencers to develop exclusive collections and marketing initiatives.

Shopee's Business Models

Shopee operates on a marketplace business model, where sellers and buyers connect through the platform. The revenue model of Shopee is based on charging fees to sellers for using the service, such as sales commissions, using premium features, or advertising fees to increase visibility on the platform.

Shopee platform provides various features to help sellers manage their online businesses and easily reaching to customers. These features are involved in lists of goods, payment processing, logistics service, and delivery, as well as marketing and promotional tools.

Expansion into new markets is an important aspect of Shopee's business model. Shopee has been successfully expanding in Southeast Asia and Taiwan, entering new markets, and acquiring local E-commerce players to increase its market share.

Shopee at first was with the initial development model as an intermediary between individuals (C2C). In addition, when entering the Vietnamese E-commerce market, a market of more than 90 million people with many economic, social, and consumer cultures different from Singapore and some countries in the region. To fit into the E-commerce business model in Vietnam, Shopee has expanded to the B2C model with the launch of Shopee Mall. It is a sales portal with genuine commitments from leading brands and major retailers in Vietnam.

Shopee's market share

After one year of entering the marketplace, Shopee has recorded 80 million application downloads, with 5 million downloads in Vietnam. This platform is currently operating with more than 4 million suppliers with 180 million products. In Q4/2017, Shopee's total revenue was reported to reach 1,6 billion US dollars, an increase of 206% compared to the previous year.

According to Reputa's report, the total score of Shopee is three times higher than Lazada's. The report emphasized that Shopee is increasingly "overtaking" Lazada in terms of recognition on digital platforms and become a leading E-commerce platform in 2022. According to a Metric report on the E-commerce industry in 2022, Shopee is currently the most popular platform in Vietnam, accounting for almost 73% of the total revenue of the four major online platforms, which is approximately 3,9 billion US dollars. On the other hand, Lazada ranked second place with a revenue of 1,17 billion US dollars, accounting for 20% of the total revenue.



Ranking of popular e-commerce platforms (multi-category) on Vietnamese social networks in 2022 - Source: Reputa.

Shopee's product categories

At present, Shopee.vn is serving 27 categories of products on its e-commerce platform, including industries like fashion, beauty, food, technologies, and more.

2.2. Factors Affecting E-service Quality of Shopee in Vietnam

Quality of purchasing process

- Easy to use: Customers can use Shopee's E-commerce platform through the website interface or mobile application. Shopee is currently one of the leading platforms with the largest number of registrations. Customers can register as buyers or sellers with easy and quick operations.
- Privacy/Security: Shopee guarantees to respect customers' privacy and personal issues. Customer data will be included: Full name, Gender, Email address, Date of birth, Phone number, and Payment information. The privacy policy is sent to all the users when logging into their account about the rights, responsibilities, and obligations of the parties involved. In addition, users' data is stored behind a secure network and retains personal data under applicable laws.
- Website design: The landing page of Shopee is set up scientifically with a user-friendly interface. By integrating the shopping cart feature, users can easily check the products that are waiting for payment. Shopee also provides a social network integration feature, which allows users to advertise their brand through communication tools. In addition, there is also

a chat support system. This feature allows buyers to contact directly to sellers anytime if they have any queries about products.

- Website function: In addition to paying by bank card and cash, Shopee also has payment functions by Shopee Wallet and Airpay Wallet (local payment method). Another particular function that we can not find in other E-commerce sites is that buyers can bid on products with sellers through their live streams. The payment function by Shopee coin is also very convenient. Customers can collect coins after every time they shop and use them later for a discount or once.
- Information Accuracy: Products on the Shopee platform all have information in the product description, or customers can contact directly to sellers for advice or more detailed information.

Quality of post-purchase process

- Ordering conditions: Customers can conveniently purchase goods in simple steps. After that, products are accepted by sellers based on the availability of the products and censored by Shopee for 10 to 30 minutes.
- Order time: Shopee corporates with many fast and economical delivery partners. For inner city orders, the goods will be delivered in less than two days. For suburban orders, it is estimated that it takes around 3 or 4 days for the goods to reach customers. If the place customers ordered the products is further, it will take a maximum of 7 days to arrive to customers.
- Order accuracy: The products' designs, qualities, and images are often strictly as required by the order. Mistakes will be conducted by Shopee's recovery service.

Shopee's recovery service

- Shopee's warranty policy only applies to electronic products sold by genuine distributions. Customers can contact us by calling or sending an email to notify the warranty claim. There are two available warranty options:
- Manufacturer's warranty: Genuine guaranteed products are encouraged to send directly to their brand manufacturers to achieve guaranteed support in the fastest time. The average warranty period is taken a few days, depending on the parts that need to be replaced, and the warranty center will notify customers specifically.
- Shopee's warranty: Shopee will send the confirmation when they receive the products from customers. The products' warranty period will take approximately 20 to 45 working days,

depending on the parts that need to be replaced by the companies. Finally, Shopee will notify in detail to customers after receiving information from the company's warranty.

Shopee provides a fair procedure for Return and Refund policy to protect buyers' rights. Shopee allows product return and/or refund requests to be submitted depending on its required conditions. Sellers and buyers need to agree on who will bear the shipping costs for the returned items. Shopee will only refund buyers when the sellers confirm receipt of goods. In case the sellers do not respond within the pre-specified period, Shopee will automatically refund the buyers without further notice.

CONCLUSION

In conclusion, Shopee is one of the top e-commerce platforms in Vietnam, offering a variety of goods and services to both shoppers and sellers. By purchasing local E-commerce firms and modifying its business model to suit local economic, social, and consumption cultures, Shopee has effectively entered new countries, including Vietnam. The marketplace business model used by Shopee makes it simple for consumers and sellers to interact, and the company makes money by charging sellers a fee to use its services. Based on variables like the efficiency of the ordering procedure, shipping process, customer service, and general consumer happiness, Shopee's E-service quality is assessed. Shopee has garnered a lot of popularity thanks to its user-friendly interface, safe payment options, and practical features like Shopee Wallet and Shopee Guarantee.

3. Research Methodology

I chose to use the quantitative research method to acquire a thorough grasp of what people think about Shopee E-service quality. The research strategy allows users to recognize the correlations between variables as part of quantitative research.

Quantitative research – quantitative research starts with topic selection. Research conduct includes the selection of specific circumstances or populations to assess important characteristics and the research methods used, such as experiments or surveys. The quantitative method is the collection and analysis of information based on the collected data from the market. On the other hand, **qualitative research** will answer questions about the "why", and "how" of certain phenomena or behavior. One of the typical examples of this research is that the respondents can freely express their personal views based on the questions that will be asked by the interviewers. The qualitative method has great flexibility because it does not use a fixed structure.

This research aims to investigate the E-service quality of Shopee, one of the leading E-commerce platforms in Vietnam. It focuses on web design, website responsiveness, payment options, delivery speed, product quality, and customer service. The study also aims to consider factors that could affect customer loyalty towards Shopee and how Shopee service quality compared to its competitors. A quantitative will be employed to achieve these objectives.

Questionnaire Elements

In general, the survey was designed to align with the research objective and questions. The poll includes 17 questions, all of which are aimed at gathering information about the following:

- Demographic data
- Multiple choice questions
- Linkert scales

Questionnaire's Design and Material

The questionnaire was appropriately developed in a user-friendly presentation for the respondents (B.Wright,2005) - Googles Form. It is a Google website application that is used to provide a simple interface for users to access and maintain. The only shortcoming of this website which does not allow users to follow up with rates and responses from the participants. This study will be conducted with a cross-sectional research design. For this study, the

participants consisted of individuals belonging to different age groups at least 18 years old, that is, who have been using through services of Shopee Vietnam. I distributed the survey to a wide range of people and encouraged them to participate in the research investigation. Within a few weeks, I was able to accumulate a total of 120 responses.

Data collection

The questionnaire structure consists of 3 main parts, which are demographic information, usage questions, and service quality questions. The demographic section contains relevant information such as genders, ages, and occupation status of respondents. The usage question section will collect data about how often and how long customers have been using the Shopee platform. The service quality part will be included information about customers' evaluation of different aspects of Shopee service quality, as well as their loyalty and how they compare Shopee's service quality to its competitors. Since all the participants can speak English, the survey was only released in English. The form started with a brief description of the overall goal of the research, as well as a few ideas that were mentioned further in the survey.

All the questionnaire answers were transferred to an Excel spreadsheet, where the data were analyzed by Pivot table. The Pivot table was used to summarize the existence of a huge table of data by extracting the importance from a data set.

Limitation

The questionnaire I created and the replies I collected were subject to several limitations. It would have been beneficial to conduct a study in different nations and areas to better understand the differences in how people see the value of sustainability because these attitudes vary by country. However, I would have wanted to conduct a nationwide poll, given that this study is restricted to Vietnam.

Research ethics

Regarding privacy, the identities of the interview subjects and questionnaire responders will only be used for the investigation of this dissertation.

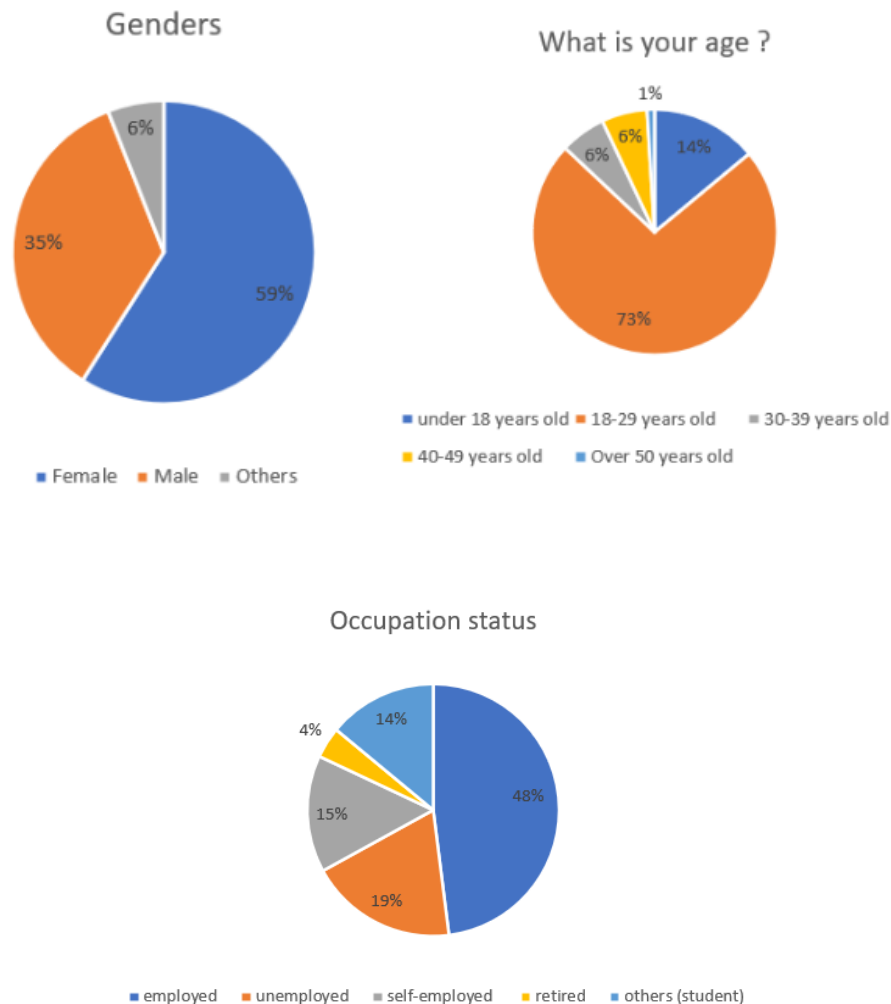
Various market research agencies and consulting businesses publish reports on the Vietnamese e-commerce market, offering information on the market's size, growth rate, consumer behavior, and other factors.

Reports on Shopee's performance: Shopee publishes annual reports and financial statements that provide data on the company's earnings, user base, and other important indicators. You may get a comprehensive knowledge of Shopee's development in Vietnam and its entire market share from these publications.

Academic research on the subject of the quality of e-commerce services is available, and it can shed light on the most effective methods for assessing and enhancing customer service.

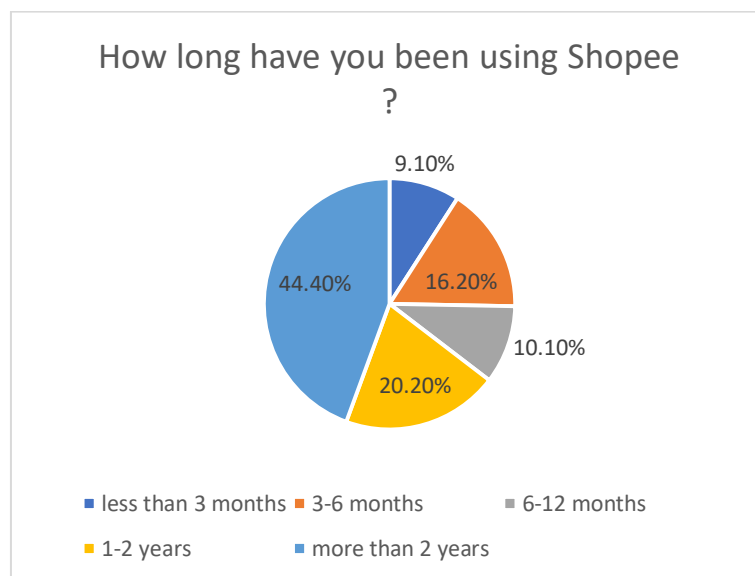
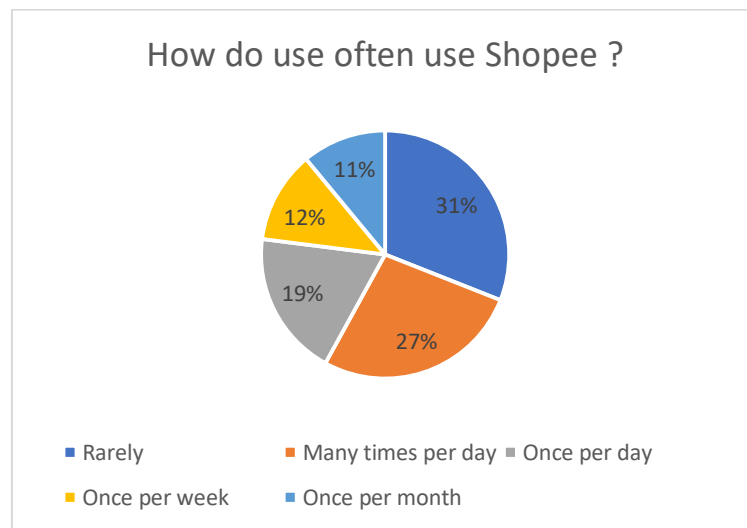
4. RESULT

Demographic questions



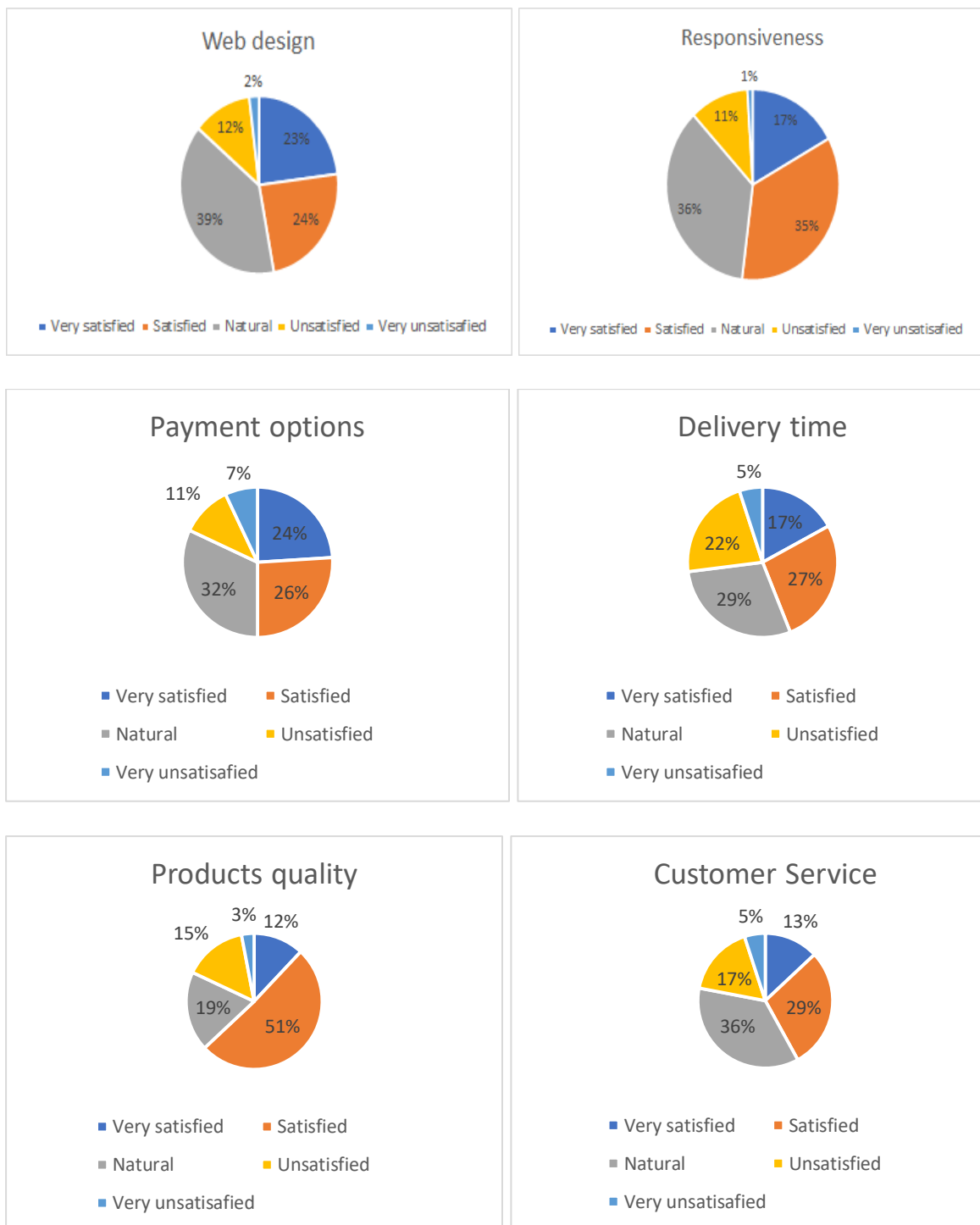
Each respondent has at least one experienced Shopee platform for online shopping. Shopee's user base in Vietnam is mainly made up of females, comprising 59% of the total users between 18 to 29 years old, making up 73% of the user base. Most users are employed, accounting for 48% of the total, followed by students at 18% and the unemployed at 19%. This demographic profile aligns with the age and gender distribution of the Vietnamese population. It appears that Shopee's target audience is young working adults who are comfortable with online shopping, have disposable income and are interested in the products offered on the platform.

Usage questions



The survey revealed that approximately 40% of the participants use Shopee often, either several times daily or once per day. Most have used the platform for over two years, indicating that Shopee has an established user base. However, many customers have been using Shopee for less than six months, which could mean the platform is attracting new users. More than half of the users access Shopee daily, with 27% using it multiple times daily. Moreover, 44% of respondents have used Shopee for over two years, and more than half have been loyal customers for over a year. These findings reveal that Shopee has a significant user base, and users are highly loyal to the platform. Many users integrate Shopee into their daily routine and use it multiple times daily

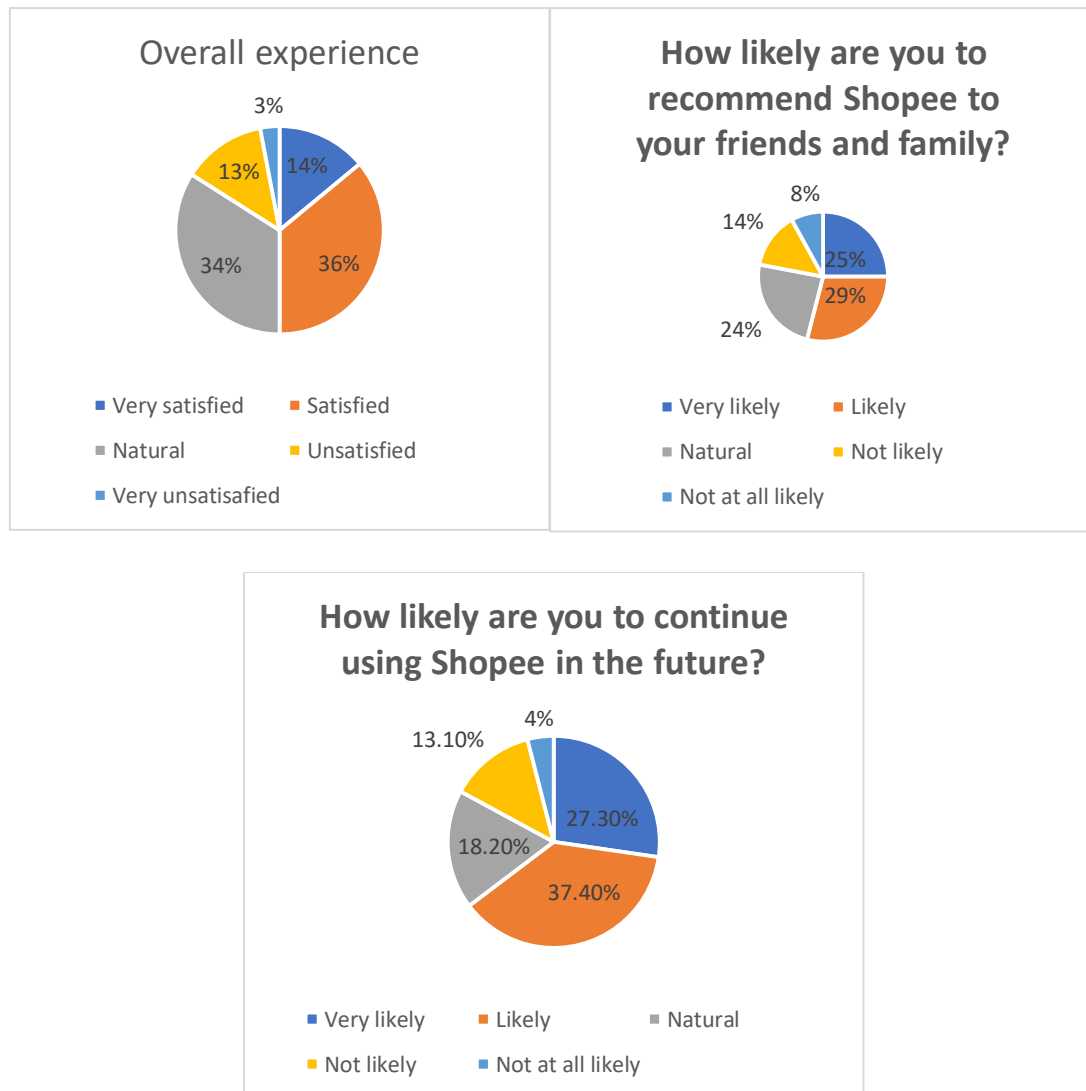
Service Quality Questions:



Most survey participants are happy or unsurprised with Shopee's service quality, website design, and payment methods. However, some respondents expressed dissatisfaction with delivery time, product quality, and customer service. Shopee may want to focus on improving these areas to increase user satisfaction. User feedback shows that 63% of users are satisfied with the website design, while 50% are satisfied with the payment options. However, delivery

time and product quality received lower satisfaction ratings of 44% and 63%, respectively. Around 52% of users find the website responsive, but only 42% are satisfied with the customer service. Although the customer service ratings are not very high, they are still within the natural range. Shopee's website design, responsiveness, and payment options are satisfactory, but there is room for improvement in delivery time and product quality.

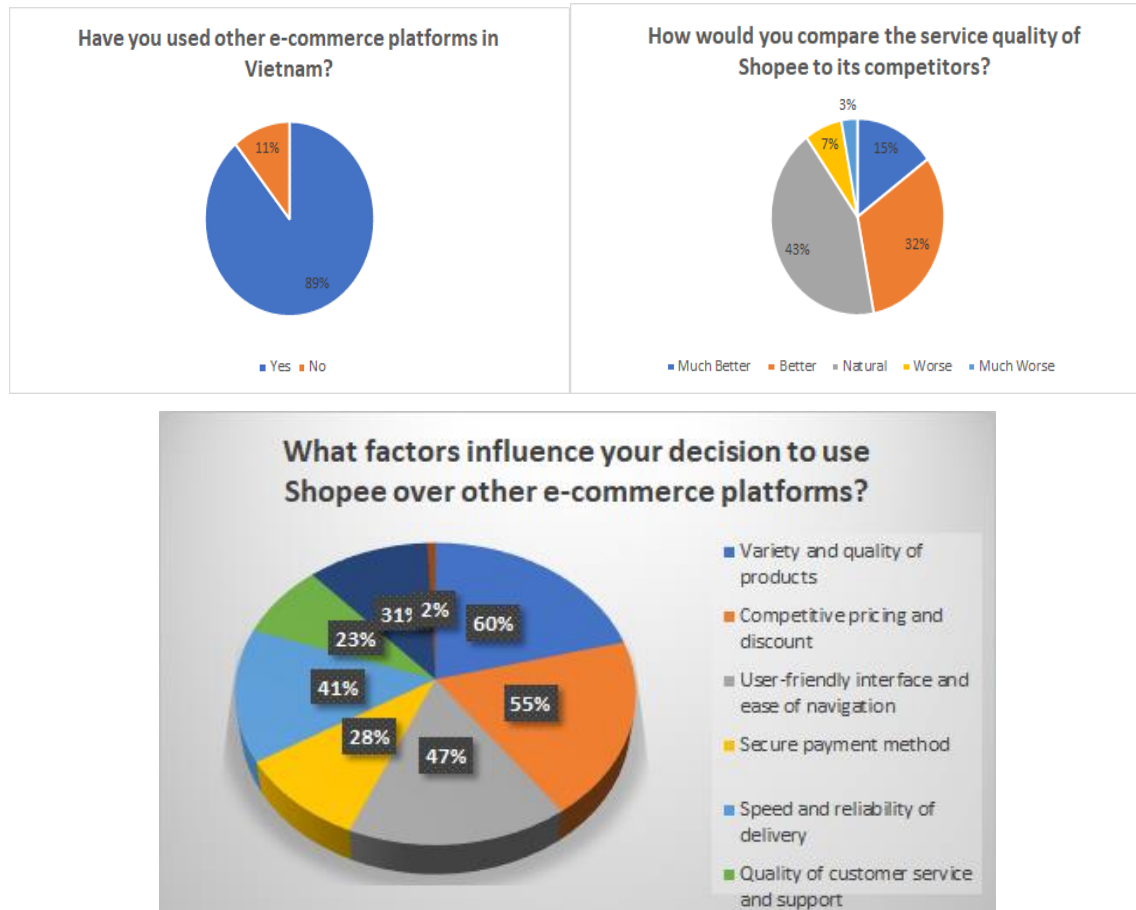
Loyalty Questions



The survey results indicate that the majority of Shopee users are satisfied with their experience using the platform, with 50% reporting overall satisfaction. In addition, 54% of users stated that they would recommend Shopee to their friends and family, demonstrating a high level of loyalty towards the brand. Furthermore, 65% of users expressed their intention to keep using Shopee in the future, indicating their satisfaction with the platform. Nevertheless, the likelihood of recommending Shopee to others is not as high, suggesting that there may be room for

improvement in addressing any issues and enhancing the brand's image. Overall, these findings suggest that Shopee is a popular platform among its users.

Competitor Comparison Questions



Compared to its competitors, most people believe that Shopee has equal or better service quality. Shopee is a preferred e-commerce platform due to its vast selection of high-quality products, reasonable prices, frequent sales, and easy-to-use interface. These findings support the notion that Shopee Vietnam has a solid customer base and performs well in certain aspects of service quality. However, there is still room for improvement in customer service and product quality. The Vietnamese e-commerce market is highly competitive, so Shopee must continue to innovate and enhance its services to remain a top e-commerce platform. A survey conducted in Vietnam revealed that while 89% of e-commerce users have used other platforms besides Shopee, 75% of users claimed that Shopee's service quality was either better or much better than its competitors. Users favour Shopee over other platforms because of the quality and variety of products available.

Limitation

In many ways, the study for this work faced limitations as there was no guarantee that the respondents would reply honestly without any external influence.

Enhancement solutions for Shopee based on the analysis

Even though many respondents felt just natural or satisfied with the Shopee website, there 14 percent were still unsatisfied or very unsatisfied with it. Therefore, Shopee should consider developing its *website design* to improve customer experience. It can lead to higher customer loyalty and satisfaction. The changes can include improving the navigation, simplifying the layout, and ensuring that the website is mobile-friendly. According to the data analysis of responsiveness, the author has found that there is space for improvement in the speed and performance of the website. Shopee website *responsiveness* was rated “Natural” by 36 percent of the respondents and “Unsatisfied” or “Very unsatisfied” by 12 percent of the respondents. Shopee can focus on optimizing the loading speed of its website and ensuring that the website is accessible and user-friendly on all devices. Shopee *customer service quality* was rated “Natural” by 36 percent of the respondents, while 22 percent of them felt either “Unsatisfied” or “Very unsatisfied”. To improve Shopee's customer satisfaction, the company could focus on improving its customer service by providing fast and effective support through multiple channels such as phone calls, emails, and live chats. Compared with Shopee's competitors, its service was rated as "Better" and "Much better" than other competitors, with only 47 percent. Therefore, Shopee should regularly consider comparing its services with competitors' services and continuously improve to maintain a competitive edge.

5. Proposed solutions to enhance E-service quality at Shopee

5.1. The development direction of Shopee Co, Ltd

General development goals and direction

According to the overall goal of Shopee Co, Ltd., Shopee believes in the power of technology transformation and wishes to make a better world by providing a platform to connect sellers and buyers in the same community. As online shopping has become popular, Shopee aims to continuously enhance its platform to provide a seamless and enjoyable shopping experience for all users and becomes a regional E-commerce platform.

Direction to improve E-service quality

As the number one E-commerce website in Vietnam, the position of Shopee has been strengthened with the latest data, with over 100 million app downloads in 2021. The number of online shoppers in Vietnam has been growing dramatically, with 57 percent of the population making online purchases in 2020, compared to 52 percent in 2019. Shopee has responded to this trend by continuously improving its service to meet customers' expectations. This can be considered an inevitable trend, while users can easily buy or sell products anytime on their phones. To improve E-commerce service quality itself, Shopee has been implementing many measures, including a shipping subsidy channel to support both sellers and buyers, as well as a guarantee program. This channel ensures the transaction amount is confidentially kept between customers and sellers until the buyers confirm that they are completely satisfied with the order. Shopee Mall is a prominent shopping mall on the platform that only sells genuine products and offers preferential policies such as a 7-day return/refund policy and genuine product guarantee. Shopee also uses free channels such as social networks to promote its platform and supports sellers to go online on Shopee channels. In addition, Shopee cooperates with reputable shipping units to bring customers multiple shipping options, including free shipping and fast shipping on orders of a specific value. Shopee's focus on improving products, prices, promotions, and distribution channels (the four Ps of marketing) has contributed to Shopee's continued success in the Vietnamese e-commerce market.

5.2. Enhancement resolutions for Shopee E-service quality

Website design

Building an open mechanism in using the website interface so that depending on the age, browser, and locality, the system can automatically switch or allow users to switch to the appropriate interface. From the first day it launched in Vietnam, Shopee still kept the dominant orange tone on all the application platforms. Since customers always chase novelty and uniqueness, Shopee should create an interface selection function for customers to be more enjoyable in their shopping process. Shopee should apply design versions according to seasons and anniversaries rather than a single color. (e.g., Google)

Product Quality

Not only leading "Top of the most popular E-commerce sites in Vietnam", but Shopee also surpassed other competitors in the ranking of the most popular online categories in 3 industry groups: Fashion, Health and Beauty, and Online department store. The product catalog of Shopee is very diverse, with 27 categories with thousands of products from different brands. The prices of products on Shopee are always sold at the right and competitive prices, giving customers a choice to compare with others. Then customers are most interested in Shopee customer support, warranty, and after-sales service.

According to the study's result, although the majority of the respondents were satisfied with the quality of the products offered on Shopee, there were still 18% of the respondents who were unsatisfied or very unsatisfied with it. To improve the E-service quality of the platform, Shopee needs to maintain the practical policies that are currently being applied; otherwise, there are a few suggestions that can be considered.

Firstly, improving product quality can be achieved by conducting seller management policies. Sellers must provide all the necessary information and documents related to the business items on Shopee. Before posting any item on the website, Shopee should check its origin and invoice document to clarify the quality. In addition, Shopee can set up training programs and live streams instructing sellers how to post products as well as the seller's rights and responsibilities. Building a shop reputation rating system will help customers feel secure when buying and ultimately increase sales for sellers.

Another area that Shopee can do is improve the quality of warranty services. Currently, the company only applies the warranty policies for electronic products of genuine suppliers.

However, Shopee can extend this policy to other technologies, electronic, and household electrical products from reputable suppliers as well.

Shopee's Customer Service (Interactive fairness)

Since I have personally experienced Shopee, I have noticed that it mainly operates with direct contact between sellers and buyers. Therefore, I suggest that Shopee establishes a team of qualified, dedicated, and understanding consultants to ensure that customers receive empathy and professional treatment. In addition, Shopee should enhance the response speed of the 24/7 switchboard, update the facilities, and synchronize the information to resolve customers' issues promptly. Besides interaction by calling the hotline or email, Shopee should expand the chat features between Shopee consultants and users. High interaction and communication will help customers to have better feelings and reviews about the website.

Accurate Information

The introduction of regulations on the accuracy of information provided to Shopee by sanctioned suppliers should be done promptly, following the provisions of the Cybersecurity Law to increase the value of legal compulsion on providing information. It is suggested that Shopee should build an automatic filter for prohibited, misrepresented, or beyond the true function of the product. Otherwise, Shopee should develop a list of suppliers, and user accounts that often give incorrect information to limit or ban the use of Shopee functions for a limited time or indefinitely.

6. CONCLUSION

In conclusion, this study looked at Shopee's customer service standards. Shopee is one of the top e-commerce sites in Vietnam. The review of the literature offers an overview of the theoretical underpinnings of service quality in e-commerce businesses and delivers an analysis of the global and domestic research environments. To determine the elements affecting the Shopee e-service quality in Vietnam, survey methodologies were used in the empirical research.

The results demonstrate that Shopee's e-service quality is significantly influenced by two important factors: the quality of the purchasing process and the post-purchase procedure. Based on the findings, suggestions for improving the Shopee website's design, product quality, customer service, and correct information are explored. Additionally, Shopee's development strategy is provided, with an emphasis on raising the quality of its online services.

The findings of this study can be used to improve the quality of e-services provided by Vietnamese e-commerce companies, especially Shopee. The suggested methods could improve client satisfaction and adherence, resulting in a stronger competitive position in the market.

This study adds to the scant body of knowledge on service quality in Vietnamese e-commerce businesses and offers suggestions for further study in the area. Additional research can be done to determine the effectiveness of the suggested fixes and to look into additional elements that influence the quality of e-services in the e-commerce sector.

The importance of e-service quality in e-commerce firms has generally been highlighted by this study, especially in the context of Vietnam, where e-commerce is expanding quickly. The findings and suggested remedies can be a valuable guide for other e-commerce companies in Vietnam and elsewhere as they work to improve the quality of their e-services and raise consumer happiness.

7.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.

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COPY OF THE QUESTIONS

Usage questions

How often do you use Shopee? *

☐ Rarely

☐ Many times per day

☐ Once per day

☐ Once per week

☐ Once per month

How long have you been using Shopee? *

☐ Less than 3 months

☐ 3-6 months

☐ 6-12 months

☐ 1-2 years

Service Quality questions

[illegible]

Competitor Comparison Questions

Have you used other e-commerce platforms in Vietnam? *

☐ Yes

☐ No

How would you compare the service quality of Shopee to its competitors? *

	1	2	3	4	5	
Much better	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Much worse

What factors influence your decision to use Shopee over other e-commerce platforms? *

- ☐ Variety and quality of products
- ☐ Competitive pricing and discounts
- ☐ User-friendly interface and ease of navigation
- ☐ Secure payment method
- ☐ Speed and reliability of delivery
- ☐ Quality of customer service and support
- ☐ Positive experience
- ☐ Khác...

Demographic questions

Gender? *

- ☐ Male
- ☐ Female
- ☐ Prefer not to say
- ☐ Khác...

What is your age? *

- ☐ Under 18 years old
- ☐ 18-29 years old
- ☐ 30-39 years old
- ☐ 40-49 years old
- ☐ Over 50 years old

...

What is your occupation? *

- ☐ Employed
- ☐ Unemployed
- ☐ Self-employed
- ☐ Retired
- ☐ Others

DECLARATION

on authenticity and public assess of final essay/thesis/master's thesis/portfolio 1

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Title of the document: _____ Service quality of Shopee E-commerce in Vietnam _____

Year of publication: _____ 2023 _____

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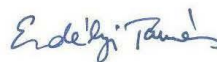
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As a supervisor of Ngo Diep Anh (Student's name) FG0W1C (Student's NEPTUN ID), I here declare that the final thesis¹ has been reviewed by me, the student was informed about the requirements of literary sources management and its legal and ethical rules.

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