Proceeding of International Bussiness and Economic Conference (IBEC) Vol. 5 No. 1, pp. 66-76, November, 2026
http://conference.eka-prasetya.ac.id/index.php/ibec

Enhancing ShopeeFood Customer Satisfaction through System Quality and User Experience

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ABSTRACT

This study examines the effects of System Quality and User Experience on Customer Satisfaction among ShopeeFood users in Medan, Indonesia. A quantitative explanatory design was employed using a cross-sectional survey. Data were collected from 150 respondents selected through purposive sampling and analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM) with SmartPLS. The results demonstrate that System Quality has a positive and significant effect on Customer Satisfaction ($\beta = 0.388$, $t = 6.273$, $p < 0.001$). User Experience also has a positive and significant effect on Customer Satisfaction ($\beta = 0.386$, $t = 5.806$, $p < 0.001$). The model explains 40.5% of the variance in Customer Satisfaction ($R^2 = 0.405$). These findings indicate that technical system performance and the overall experience of interacting with the application make relatively balanced contributions to customer satisfaction. Therefore, ShopeeFood should maintain application stability, responsiveness, reliability, and security while simplifying navigation and improving user convenience. This study extends the application of digital service satisfaction research by jointly examining System Quality and User Experience in the context of online food delivery services.

Keywords: *System Quality; User Experience; Customer Satisfaction; ShopeeFood; Online Food Delivery*

INTRODUCTION

The rapid growth of online food delivery platforms has intensified competition to deliver reliable and satisfying digital experiences. Ramdhansya et al. (2025) reviewed previous studies on online food delivery satisfaction and identified PLS-SEM and sentiment analysis among the commonly used analytical approaches, demonstrating the continued importance of evaluating customer satisfaction in digital food delivery services. Customers no longer judge these services only by restaurant choice and promotions, but also by application stability, response speed, ease of interaction, and the experience of the whole ordering process (Mamakou et al., 2024).

In Indonesia, ShopeeFood continues to strengthen its position in the app-based food delivery market by offering restaurant search, integrated digital payment, real-time order tracking, and promotional programmes (Soni & Ekka, 2025). Features alone, however, do not guarantee satisfaction, because users also expect an application that is stable, responsive, and easy to use. Kelvin et al. (2025) examined customer satisfaction among GrabFood and ShopeeFood users in Medan, providing local context for understanding customer evaluations of online food delivery services.

Research on ShopeeFood points in the same direction. Using Google's HEART framework, Oktarina et al. (2025) found positive user evaluations of happiness,

engagement, adoption, task success, and usability, but weaker retention, suggesting that a positive experience has not yet translated fully into continued use. For a platform whose revenue depends on repeat orders, this gap makes customer satisfaction a priority outcome. Similarly, Buana et al. (2024) found a strong positive relationship between application usability and user satisfaction among ShopeeFood and GoFood users, highlighting the importance of usability in shaping users' evaluations of food delivery applications.

Users of app-based food delivery services may encounter problems related to system stability, transaction processes, application responsiveness, and ordering experience (Salamah et al., 2022; Wu et al., 2024). Descriptive statistics from a survey of 150 ShopeeFood users in Medan provide an overview of these aspects. On the five-point response scale, the mean scores for application response speed, uninterrupted system operation during ordering, and recovery after a disruption were 3.47, 3.49, and 3.45, respectively. These scores indicate moderately positive assessments of the three aspects, while leaving room for further improvement. However, the descriptive results alone do not establish that users generally experienced system problems. Therefore, this study examines the relationships between System Quality, User Experience, and Customer Satisfaction among ShopeeFood users in Medan.

System Quality describes an application's ability to provide a stable, responsive, and secure system that supports transactions (DeLone & McLean, 1992). It is an important determinant of the use of technology-based systems (Costa et al., 2020), and a well-functioning system allows users to order, pay, and track deliveries easily, which can raise satisfaction (Widyaningrum et al., 2024; Wu, 2007).

User Experience reflects the overall experience of interacting with an application, including ease of navigation, convenience, transaction efficiency, and emotional responses during ordering. A positive experience shapes favourable perceptions of the service and contributes to Customer Satisfaction (Choi, 2020; Park, 2022).

Although both constructs are recognised determinants of satisfaction in digital services, most studies have examined them in e-commerce, digital payment, or information systems generally (Dewi & Negoro, 2024; Erkmen & Turegun, 2022). In online food delivery, the two have often been studied separately or combined with service and delivery attributes (Furqan Hussain & Hussain, 2025; Salamah et al., 2022; Wu et al., 2024). Evidence on how technical performance and the experience of using the application jointly shape satisfaction among ShopeeFood users in Medan therefore remains limited.

This study addresses that gap by placing System Quality, a core dimension of the DeLone and McLean model, alongside User Experience as an experiential construct, and by grounding both in Expectation Confirmation Theory. Estimating the two predictors in one model allows their relative contributions to ShopeeFood customer satisfaction to be compared, which also indicates whether ShopeeFood should prioritise technical performance or user experience in its improvements.

LITERATURE REVIEW

Grand Theory

Expectation Confirmation Theory (ECT), developed by Oliver (1980), holds that satisfaction results from comparing initial expectations with the performance perceived after use. Performance that meets or exceeds expectations produces positive confirmation and satisfaction, whereas performance below expectations produces negative disconfirmation and dissatisfaction. In online food delivery, system quality and

the experience of using the application shape perceived performance and, in turn, satisfaction, which makes ECT a suitable foundation for this study.

Customer Satisfaction

Customer Satisfaction is the customer's evaluation of a service after use, based on a comparison between perceived performance and initial expectations (Oliver, 1980). In online food delivery, it reflects users' satisfaction with the application from restaurant search to ordering, payment, and transaction completion (Ramdhansya et al., 2025). Satisfaction matters in this sector because it underpins customer retention and reuse intention (Salamah et al., 2022; Wu et al., 2024). In this study, customer satisfaction is measured through four indicators: (1) satisfaction with service quality, (2) satisfaction with application performance, (3) satisfaction with ordering experience, and (4) overall satisfaction. It is measured with eight items (CS1 to CS8; Table 1).

System Quality

System Quality is a core dimension of the Information Systems Success Model (DeLone & McLean, 1992) and describes the technical ability of a system to deliver stable, fast, secure, and reliable performance. From the ECT perspective, system performance that meets user expectations produces positive confirmation and therefore satisfaction. In online food delivery, System Quality appears in stable, fast, and secure ordering, payment, tracking, and information functions. Serrano-Malebrán and Molina (2025) found that perceived service quality was a strong predictor of users' intention to use food delivery applications, highlighting the importance of reliable and effective digital services in shaping user responses. Lutfi (2023) applied the same model to explain the success of accounting information systems, which illustrates its broad applicability. Pamungkas and Prasetiyo (2025) integrated Expectation Confirmation Theory and WebQual 4.0 to examine customer loyalty in ShopeeFood, illustrating the relevance of expectation-based evaluation and digital service quality in understanding customer responses to food delivery applications. In this study, System Quality is measured through five indicators: (1) ease of use, (2) response speed, (3) system reliability, (4) security, and (5) system stability. It is measured with ten items (SQ1 to SQ10; Table 1).

User Experience

User Experience refers to a person's perceptions and responses resulting from the use or anticipated use of a product, system, or service (International Organization for Standardization, 2019). It covers perceived ease, convenience, enjoyment, and emotional responses, so it is judged not by the presence of features but by how users experience their interactions. Under ECT, an experience that matches expectations encourages satisfaction. Choi (2020) showed that users' familiarity with food delivery apps is associated with their satisfaction, which suggests that accumulated experience shapes evaluations. Setyawati et al. (2026) evaluated ShopeeFood with the DeLone and McLean model, and Buana et al. (2024) linked application usability closely to user satisfaction in online food delivery services, which supports the relevance of ease of use and usability-related factors in understanding the overall user experience. In this study, User Experience is measured through five indicators: (1) ease of navigation, (2) attractive interface, (3) comfort in using the application, (4) efficiency in completing transactions, and (5) overall user experience. It is measured with ten items (UX1 to UX10; Table 1).

The Effect of System Quality on Customer Satisfaction

Under ECT (Oliver, 1980), satisfaction forms when service performance meets or exceeds expectations. Good system quality lets users search for restaurants, order, pay, and track deliveries quickly, securely, and with minimal disruption, which creates a positive perception of application performance. Empirical studies support this link. In online food delivery, Furqan Hussain and Hussain (2025) associated system quality with

customer satisfaction, consistent with Widyaningrum et al. (2024) and Salamah et al. (2022). Jo and Park (2023) also identified system quality as a factor associated with satisfaction among ERP users, which suggests that its role extends across digital systems.

H1: System Quality has a positive and significant effect on Customer Satisfaction among ShopeeFood users in Medan.

The Effect of User Experience on Customer Satisfaction

Under ECT (Oliver, 1980), an experience that meets or exceeds expectations produces positive confirmation and satisfaction. In online food delivery, user experience depends on ease of navigation, convenience, transaction efficiency, and emotional responses while using the application. Park (2022) and Oktarina et al. (2025) showed that user experience factors in mobile food delivery services are associated with user satisfaction, and Jingzu et al. (2024) found that perceived ease of use and perceived usefulness positively affect satisfaction with online food delivery applications.
H2: User Experience has a positive and significant effect on Customer Satisfaction among ShopeeFood users in Medan.

Figure 1 presents the research framework, in which System Quality (H1) and User Experience (H2) each affect Customer Satisfaction. Their joint explanatory power is reported through R^2 rather than tested as a separate hypothesis, because R^2 is not a significance test of a simultaneous effect.

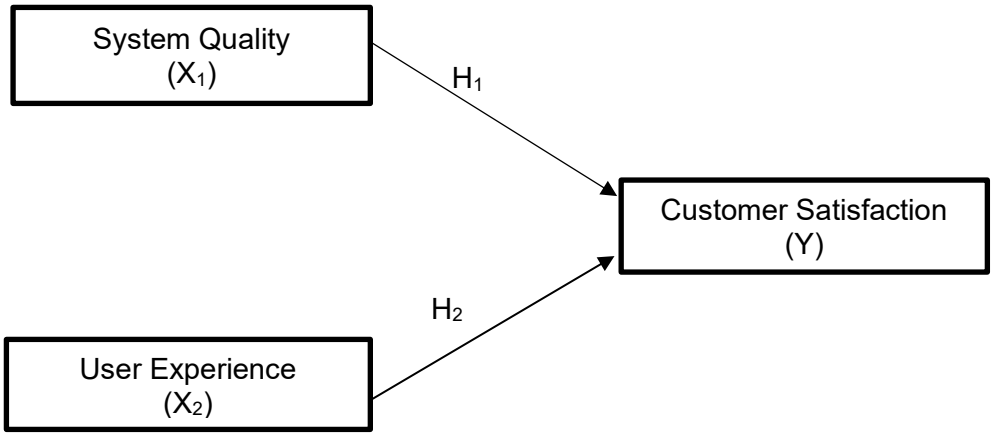


Figure 1. Research Framework

RESEARCH METHOD

This study used a quantitative explanatory design with a cross-sectional survey. The population consisted of individuals living in Medan who had ordered food or beverages through ShopeeFood. Because the study required experienced users, purposive sampling was applied with five criteria: (1) aged at least 18 years; (2) residing in Medan; (3) having used ShopeeFood at least twice in the last six months; (4) having completed the ordering, payment, and order-monitoring process; and (5) agreeing to participate voluntarily.

The questionnaire contained 28 items measured on a five-point Likert scale: ten for System Quality (SQ1 to SQ10), ten for User Experience (UX1 to UX10), and eight for Customer Satisfaction (CS1 to CS8). Table 1 lists the indicators, items, and original source of each construct.

Table 1.
Constructs, Indicators, Items, and Sources

Construct	Indicators	Items	Source
System Quality	Ease of use; response speed; system reliability; security; system stability	SQ1 to SQ10	(DeLone & McLean, 1992)
User Experience	Ease of navigation; attractive interface; comfort in using the application; efficiency in completing transactions; overall user experience	UX1 to UX10	(Park, 2022)
Customer Satisfaction	Satisfaction with service quality; satisfaction with application performance; satisfaction with ordering experience; overall satisfaction	CS1 to CS8	(Choi, 2020)

Source: Compiled by the authors from the cited sources (2026)

Questionnaires were distributed in person and online. The minimum sample size was set through an a priori power analysis for a model with two predictors, assuming a medium effect size ($f^2 = 0.15$), a 5% significance level, and 80% power, which yields a minimum of 68 respondents. To improve estimate stability and allow for incomplete responses, at least 150 valid responses were targeted. PLS-SEM was used instead of multiple linear regression because the three constructs are latent variables measured by eight to ten reflective items each. PLS-SEM estimates the measurement model (item loadings, reliability, and validity) and the structural paths together, whereas regression on summated scores assumes that every item contributes equally and gives no assessment of the measurement model; PLS-SEM also suits prediction-oriented research and does not require multivariate normality (Hair et al., 2022). In the measurement model, the criteria were outer loadings of at least 0.70, AVE of at least 0.50, composite reliability and Cronbach's alpha of at least 0.70, and HTMT below 0.90. The structural model was assessed with inner VIF, R^2, f^2, and SRMR (below 0.08). The paths were tested by bootstrapping, and a relationship was considered significant when $p < 0.05$ and the 95% confidence interval excluded zero.

RESULTS

The research data were collected in August 2026. A total of 150 responses were obtained from respondents who met the research criteria. After checking the completeness of the responses and the suitability of respondent characteristics, all responses were declared valid and used in the PLS-SEM analysis with the assistance of SmartPLS.

All outer loadings exceed 0.70 (Table 2), ranging from 0.789 to 0.890 for System Quality, 0.794 to 0.864 for User Experience, and 0.789 to 0.873 for Customer Satisfaction, so no item was removed.

Table 2.
Outer Loadings

Construct	Item	Outer loading
System Quality	SQ1	0.789
	SQ2	0.853
	SQ3	0.890
	SQ4	0.852
	SQ5	0.821
	SQ6	0.801

Construct	Item	Outer loading
	SQ7	0.860
	SQ8	0.864
	SQ9	0.848
	SQ10	0.853
User Experience	UX1	0.820
	UX2	0.850
	UX3	0.864
	UX4	0.794
	UX5	0.810
	UX6	0.833
	UX7	0.807
	UX8	0.851
	UX9	0.799
	UX10	0.835
Customer Satisfaction	CS1	0.865
	CS2	0.868
	CS3	0.831
	CS4	0.863
	CS5	0.873
	CS6	0.865
	CS7	0.789
	CS8	0.853

Source: SmartPLS output, processed by the authors (2026).

Table 3.
Construct Reliability and Convergent Validity

Construct	Cronbach's alpha	rho_A	Composite reliability	AVE
System Quality	0.955	0.959	0.961	0.712
User Experience	0.948	0.951	0.956	0.683
Customer Satisfaction	0.949	0.951	0.957	0.737

Source: SmartPLS output, processed by the authors (2026).

As shown in Table 3, Cronbach's alpha (0.948 to 0.955) and composite reliability (0.956 to 0.961) exceed 0.70, and AVE values (0.683 to 0.737) exceed 0.50, so all constructs show adequate internal consistency and convergent validity.

Table 4.
Heterotrait-Monotrait Ratio (HTMT)

Construct pair	HTMT	95% BCa CI
Customer Satisfaction ↔ System Quality	0.539	[0.422; 0.644]
Customer Satisfaction ↔ User Experience	0.544	[0.426; 0.643]
System Quality ↔ User Experience	0.360	[0.232; 0.477]

Source: SmartPLS output, processed by the authors (2026).

All HTMT values in Table 4 are below 0.90, the highest being 0.544 between Customer Satisfaction and User Experience, and the upper bounds of the 95% BCa confidence intervals are below 1.00, which confirms discriminant validity.

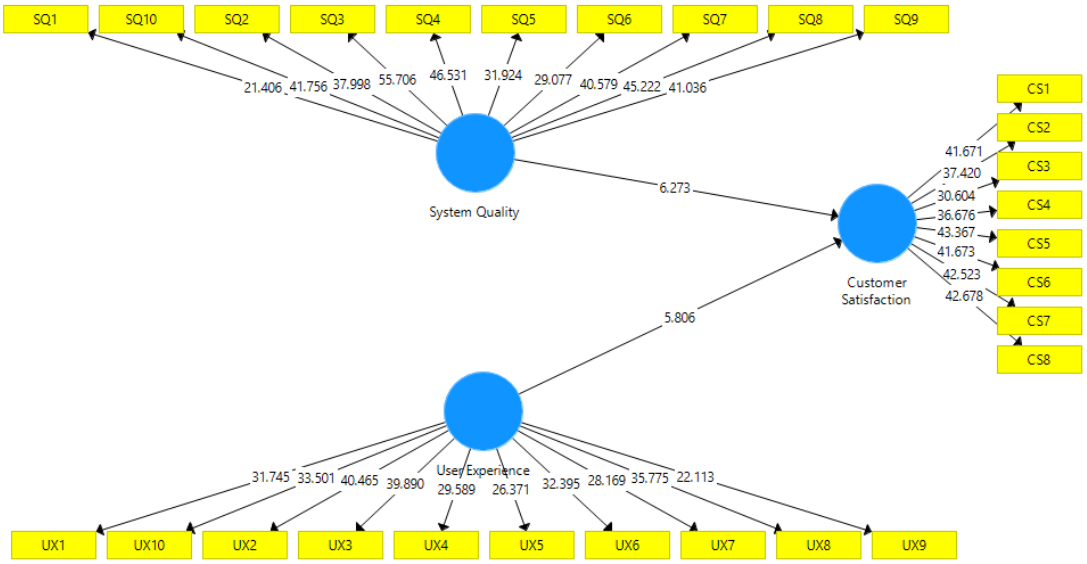


Figure 2. Bootstrapping Results of the Research Model

Source: SmartPLS output, processed by the authors (2026)

Figure 2 shows the bootstrapping results. The 28 indicators correspond to the items in Table 1, and the values on the arrows are t-statistics. Both structural paths have t-statistics above 1.96 and are significant at the 5% level.

Both inner VIF values are 1.140, indicating no concerning collinearity between the predictors. System Quality and User Experience explain 40.5% of the variance in Customer Satisfaction ($R^2 = 0.405$; adjusted $R^2 = 0.397$), leaving 59.5% to factors outside the model. Their effect sizes are almost identical and fall in the medium range ($f^2 = 0.222$ and 0.220), meaning that removing either predictor would reduce R^2 by a similar amount. The SRMR of 0.049 is below 0.08, indicating an acceptable level of model fit.

System Quality has a positive and significant effect on Customer Satisfaction (β = 0.388; $t = 6.273$; $p < 0.001$; 95% BCa CI 0.273 to 0.514), so H1 is supported (Table 5).

User Experience also has a positive and significant effect on Customer Satisfaction (β = 0.386; $t = 5.806$; $p < 0.001$; 95% BCa CI 0.228 to 0.494), so H2 is supported (Table 5).

Table 5.
Hypothesis Testing Results

H	Path	β	*t*	*p*	95% BCa CI	Decision
H1	System Quality → Customer Satisfaction	0.388	6.273	< 0.001	[0.273; 0.514]	Supported
H2	User Experience → Customer Satisfaction	0.386	5.806	< 0.001	[0.228; 0.494]	Supported

Source: SmartPLS bootstrapping output, processed by the authors (2026).

DISCUSSION

System Quality and Customer Satisfaction

System Quality has a positive and significant effect on Customer Satisfaction. Users depend on the application at every stage of a transaction, from searching for restaurants to ordering, paying, and tracking, so a technical disruption at any stage can stop them from completing the task and lowers their evaluation of the service. In ECT terms (Oliver, 1980), a stable and reliable application is actual performance that meets initial expectations, producing positive confirmation and satisfaction. Disruptions such as failed checkouts or slow responses would weaken this confirmation, which makes technical reliability a direct lever for raising satisfaction.

This finding is consistent with the studies reviewed earlier. It agrees with Salamah et al. (2022) and Furqan Hussain and Hussain (2025), who linked system-related performance to satisfaction in online food delivery, and with Widyaningrum et al. (2024), who found that system quality shaped user satisfaction within the DeLone and McLean model. It also mirrors Jo and Park (2023) in an ERP setting, which suggests that the role of system quality is not specific to food delivery. None of these studies reported a non-significant effect, so no inconsistency was found. The present result adds that System Quality remains significant when User Experience is estimated in the same model.

User Experience and Customer Satisfaction

User Experience also has a positive and significant effect on Customer Satisfaction. Clear navigation, understandable information, and convenient ordering improve the user experience by reducing the effort required to complete transactions. Since respondents had used ShopeeFood at least twice in six months, their recurring interactions with the interface may explain why user experience is as influential as system quality.

This finding is consistent with Park (2022), who associated the usability, usefulness, and affective aspects of mobile food delivery applications with satisfaction; with Jingzu et al. (2024), who found that perceived ease of use and usefulness raised satisfaction with food delivery applications; and with Mamakou et al. (2024), who reported an effect of user experience on satisfaction in e-commerce. Oktarina et al. (2025) partly qualify the picture: ShopeeFood users rated usability and task success positively, yet retention remained weak. Because retention was not tested here, the two results do not contradict each other, but they suggest that satisfaction produced by a good experience does not automatically lead to continued use. The present study also shows that the experiential dimension remains significant alongside technical system quality.

The result Is also consistent with”Buana et al. (2024), who reported a strong positive relationship between application usability and user satisfaction among ShopeeFood and GoFood users. Although that study measured association rather than effect, it offers complementary evidence that usability-related factors matter when users evaluate food delivery applications.

Relative Contribution and Explanatory Power

The two predictors have nearly identical path coefficients and effect sizes, so ShopeeFood should not prioritise one over the other. Technical reliability without convenient interaction can still disappoint users, and an attractive interface cannot compensate for frequent failures. In practice, this means maintaining stability, shortening response time, strengthening transaction security, simplifying navigation, and removing unnecessary checkout steps.

The model explains 40.5% of the variance in Customer Satisfaction. The remainder may relate to service quality, information quality, trust, perceived value, price fairness, and

delivery performance, so the findings identify two important determinants rather than a complete explanation of ShopeeFood customer satisfaction.

Theoretically, the results support ECT. Both technical performance and the interaction experience act as forms of perceived performance that users compare with their expectations, and both produce the confirmation that leads to satisfaction. The results also support extending the DeLone and McLean model, in which system quality has traditionally been the technical antecedent of user satisfaction (DeLone & McLean, 1992), with an experiential construct. The near-equal effects show that user experience deserves a place next to system quality rather than being treated as part of it.

CONCLUSION

System Quality and User Experience positively and significantly affect Customer Satisfaction among ShopeeFood users in Medan. The findings support Expectation Confirmation Theory and extend the DeLone and McLean model by incorporating User Experience. Practically, ShopeeFood should improve system stability, responsiveness, security, navigation, and checkout efficiency to enhance customer satisfaction.

RECOMMENDATION

This study is limited by its cross-sectional design, purposive sampling, focus on ShopeeFood users in Medan, and reliance on self-reported perceptions, and the model leaves 59.5% of the variance in Customer Satisfaction unexplained. Future studies could examine service quality, information quality, trust, perceived value, perceived security, price fairness, and delivery performance, use longitudinal designs, and compare other cities and food delivery platforms.

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