

Entrepreneurial E-Commerce Measures and Customer Satisfaction: An Empirical Insight

Majekodunmi Samuel Ayodele*

Business Administration, Mountain Top University, Nigeria

Ayeni Mercy

Department of Business Administration, Mountain Top University, Nigeria

Abstract

E-commerce has become a dominant force in the rapidly changing digital landscape of today. This study uses a quantitative research approach to investigate e-commerce and customer satisfaction among customers of Jumia, an online shopping company in Ikeja, Lagos, Nigeria. The population of this study consists of customers of Jumia in Ikeja Local Government of Lagos State (ILGLS), with a sample size of 400 determined using the Taro Yamane formula. The Statistical Package for Social Science (SPSS) version 26 was used to quantify the effects of proxies of e-commerce (service quality, system quality, information quality, and information system) on customer satisfaction. The findings indicate that while service quality ($\beta = .359$, $p = .052$) has no statistically significant effect, system quality ($\beta = 1.064$, $p = 0.000$), information quality ($\beta = .680$, $p = 0.003$), and information system ($\beta = 1.099$, $p = 0.000$) constitute statistically significant predictors of customer satisfaction. The model explains a reasonable portion (56.2%) of the variance in customer satisfaction, indicating a meaningful fit. In conclusion, this study offers insightful information about e-commerce and customer satisfaction; importantly, e-commerce serves as an innovative strategy enhancing customer satisfaction among those patronizing Jumia in ILGLS. The study's recommendations for e-commerce businesses seeking to increase customer satisfaction include policy renewal on service quality, system quality, information quality, and the information system. By continuously adapting those proxies to consumer needs and expectations in a competitive market, they would become drivers of customer satisfaction. By comprehending and addressing these drivers, e-commerce dimensions can promote higher customer satisfaction and maintain growth.

Keywords: Entrepreneurial, E-Commerce, Customer, Satisfaction, Empirical.

JEL Classifications: M3

* Corresponding author

E-mail: samajekodunmi@mtu.edu.ng

Address: Mountain Top University, Department of Business Administration, Ogun State, Nigeria.

1. Introduction

Entrepreneurs now face a fiercely competitive global landscape, especially as more businesses move to online platforms. This has prompted constant innovation and the application of cutting-edge technologies to enhance customer experiences. E-commerce's phenomenal expansion has not only altered consumer purchasing habits but also created new opportunities and challenges for businesses hoping to thrive in this dynamic digital environment. With the introduction of the internet, corporate processes have seen some drastic transformations, and e-commerce has become a significant component of business. The way people shop has been revolutionized by the exponential expansion of e-commerce in recent years. Customers may purchase from the comfort of their homes thanks to e-commerce websites. While the drive for expansion continues, concerns over customer satisfaction have surfaced. The effectiveness of current e-commerce techniques has always been questioned because of complaints about inconsistent products, delayed deliveries, and inadequate customer service (Ozoh & Ojukwu, 2023). Long-term success of virtual businesses depends on an understanding of the nature of customer satisfaction in electronic commerce.

According to reports, one of the issues affecting e-commerce is the complex web of delivery logistics, which lowers customer satisfaction. Furthermore, the logistics infrastructure that supports e-commerce activities is under increasing strain due to the growing demand for dependable and quick deliveries. Product delivery delays have been a recurring problem, frustrating customers who anticipate receiving their goods on time. Problems like misplaced deliveries, erroneous tracking data, and subpar last-mile delivery services also cause a significant drop in overall customer satisfaction. The issue of product quality is another crucial aspect of e-commerce and consumer satisfaction. Customers' inability to physically inspect products before purchase is a special difficulty, and the number of products that arrive not fulfilling specified criteria keeps increasing. In addition to causing discontent, this disparity damages the trust that is the cornerstone of profitable online sales. Customer satisfaction in e-commerce is made more difficult by problems that go beyond the product itself, like inaccurate product descriptions and the ubiquity of fake items. Additional concern relates to customer support, which has become a major issue. According to reports, customers face challenges in contacting support agents, lengthy response times, and occasionally ineffective interactions. The absence of effective and personalized customer support mechanisms exacerbates the e-commerce experience, lowering overall satisfaction and possibly discouraging future purchases (Abdella & Indradewa, 2024).

Rebuilding and maintaining trust in the digital marketplace is a complex challenge that intersects with broader issues of cybersecurity and privacy, impacting customer satisfaction. Similarly, as the volume of online transactions increases, there is a growing concern about the security of sensitive information. Intelligence reports show that instances of data breaches, identity theft, and fraudulent activities have created an atmosphere of distrust among consumers engaging in e-commerce. People are reluctant to fully embrace the potential of online shopping due to fear of their financial information and personal data being compromised. Furthermore, while integrating cutting-edge technologies into

e-commerce promises increased efficiency and convenience, it also presents a number of challenges. For example, the rapid pace of technological advancement can leave some customer segments feeling marginalized or overwhelmed, which further complicates the imaginary balance required for optimal customer satisfaction in an increasingly tech-driven e-commerce environment. It appears that studies have not been focused on addressing those concerns, so those gaps remain. The goal of this study is to close those gaps and explore the necessary variables toward addressing those identified concerns. Specifically, this study examines entrepreneurial e-commerce measures and customer satisfaction among customers of Jumia, in Ikeja, Lagos.

2. Literature Review

2.1 Conceptual Review

2.1.1 E-Commerce

The buying and selling of goods and services online is known as e-commerce, and it has expanded quickly in recent years (Lu, 2024). As online transactions become more prevalent, it is imperative for firms hoping to thrive in the digital economy to comprehend any relationship between e-commerce and customer satisfaction. E-commerce, which stands for electronic commerce, is a modern term used to characterize the buying and selling of goods and services online, according to Marietou et al. (2024). The growth of e-commerce has been facilitated by changes in consumer behavior, increased internet coverage, and technological advancements (Laudon & Traver, 2020). E-commerce transactions frequently rely on electronic payment systems, such as credit cards, digital wallets, and online banking (Laudon & Traver, 2020). Having a secure and seamless payment processing system is crucial for establishing trust and confidence among online consumers. E-commerce platforms use digital technology, such as safe payment gateways, personalized recommendations, and efficient logistics, to enhance the online purchasing experience.

2.1.2 Service Quality

According to Zhao and Lye (2024), service quality is defined as the customer's perception of the service aspect of a product, highlighting its critical role in achieving customer satisfaction. Therefore, service quality refers to the overall impression that consumers have of a service, and it is regarded as an assessment of the expected service and what is received (Kumalasari et al, 2022; Gupta et al., 2023; Temory, 2024). Businesses view service quality as a valuable tool for building and sustaining a relationship with their customers (Ozoh & Ojukwu, 2023, Savastano et al., 2023; Utami & Hidayat, 2024). A comprehensive model comprising ten dimensions of service quality was proposed by Parasuraman et al. (1985).

2.1.3 System Quality

According to Kumar and Lata (2021) and Anggraeni et al. (2024), system quality is the nature of the combination of programming and equipment in a data framework, focused on the execution of system performance where parts of equipment, programming, approaches, and information system techniques can answer user problems. Additionally, system quality includes e-commerce-related

technology developments that improve client management (Dhanalakshmi et al. 2020; Ngoata et al., 2024). Furthermore, system quality includes analytical procedures that improve consumers' e-commerce experiences (Akin, 2024). System quality is defined by Kong et al. (2024) as the logical processes that drive e-commerce toward achieving the high standards that stakeholders expect. System quality includes technological trends that make e-commerce customers feel more comfortable (Wajidi et al., 2023).

2.1.4 Information Quality

Qualitatively, high-quality information should be timely, accurate, dependable, comprehensive, and presented in a format that is considered appropriate (Stair & Reynolds, 2011; Hikmah et al., 2024). Additionally, high-quality information should be relevant, timely, and accurate, where accuracy means that the information is free of errors, timeliness indicates that it is available when needed, and relevance refers to its usefulness for making decisions (Laudon & Laudon, 2020; Abdella & Indradewa, 2024). These characteristics could be used to identify high-quality information (Liu & Guo, 2023; Amsl et al., 2023). Zaied (2012) suggests that factors like completeness, understandability, security, availability, and correctness can measure the effectiveness of information quality.

2.1.5 Information System

According to technical definitions, an information system is a collection of interconnected parts that gather, process, store, and disseminate information in order to facilitate control and decision-making inside an organization (Anom & Ali, 2023). Besides aiding in decision-making, coordination, and control, information systems can also assist managers and employees in problem-solving, visualizing complicated topics, and developing new products (Faeni et al., 2024). Significant individuals, locations, and objects within an organization or the surrounding environment are all included in information systems (Anom & Ali, 2023; Faeni et al., 2024).

2.1.6 Customer Satisfaction

According to Kotler and Keller (2016), "satisfaction is a person's feelings of satisfaction or dissatisfaction resulting from comparing a product's perceived performance (or outcome) to expectations". Additionally, according to Keller (2020) and Oktavia et al. (2024), consumers' opinions of the value they received from a transaction or relationship—value is defined as the ratio of service quality to price and customer acquisition costs—determine their degree of happiness. In addition, Ejika et al. (2022) demonstrate "repurchasing intentions and behavior are viewed as influenced by customer satisfaction, which ultimately influences an organization's future revenue and profits." "Customer satisfaction is the extent to which a buyer's expectations are met by the perceived performance of a good," Kotler and Keller (2016) state. According to Kotler and Keller (2016) and Oktavia et al. (2024), a number of elements influence consumer satisfaction, including the company's reputation, loyalty, willingness to recommend the product, interest in making another purchase, and a slight inclination to submit a complaint.

2.2 Underpinning Theory

The Technology Acceptance Model (TAM) is the underlying theory that guides this study. Since TAM describes how the independent variable (e-commerce) and the dependent variable (customer satisfaction) interact, this is justified. The person who first proposed TAM in 1986 was Fred Davis, according to Marikyan and Papagiannidis (2024). Understanding the elements that affect people's acceptance and usage of technology is improved by this TAM framework. According to TAM, users' acceptance of technology is impacted by how beneficial and simple they believe it to be (Davis, 1989). When it comes to e-commerce, TAM describes how consumers use online shopping sites.

2.3 Empirical Review

2.3.1 Service Quality and Customer Satisfaction

System quality was investigated by Kumalasari et al. (2022) using the Information System Success Model (ISSM) with Bank Mandiri mobile banking users. According to these writers, customer satisfaction is positively and statistically significantly impacted by service quality. Also, in inquiry on service quality and customer happiness involving telecom customers in South Eastern region of Nigeria, Ozoh and Ojukwu (2023) reported positive and statistically significant effect of service quality on customers satisfaction. Similarly, Temory (2024) found that service quality had a favorable and significant impact on customer satisfaction in a study involving Afghan hotel patrons. Additionally, Utami and Hidayat (2024) looked at the Sociolla app's e-service quality and found that it significantly improved customer satisfaction.

2.3.2 System Quality and Customer Satisfaction

System quality has a positive and statistically significant impact on customer satisfaction in developing countries, according to empirical research conducted in India by Kumar and Lata (2021). Kumalasari et al. (2022) used ISSM to study system quality among Bank Mandiri mobile banking users, and their findings show that system quality has a positive and significant impact on customer satisfaction. Additionally, research by Abdella and Indradewa (2024) examined Samsung e-commerce and the satisfaction of residents of Bekasi city, Indonesia; the findings show a positive correlation between e-servicescape and customer satisfaction. Ngoata et al. (2024) investigated the impact of perceived usefulness, perceived value, and perceived ease of use on customer satisfaction and discovered that the tracking system's perceived usefulness, ease of use, and perceived value, respectively, positively influenced logistics firms' customer satisfaction. Hikmah et al. (2024) investigated Lazada e-commerce and discovered that website quality has a partially significant effect on purchasing decisions.

2.3.3 Information Quality and Customer Satisfaction

Kumalasari et al. (2022) used ISSM to study system quality among Bank Mandiri mobile banking users and found that information quality had a positive impact on customer satisfaction. Additionally, Liu & Guo (2023) found that the quality of information on e-commerce platforms had a significant positive impact on consumer behavioral intentions; however, after studying online

shoppers, Amsl et al. (2023) found that poor product information quality had an inverse effect on consumers' online shopping outcomes (which is synonymous with customer dissatisfaction); and Hikmah et al. (2024) studied Lazada e-commerce, a well-known platform in South-East Asia, and discovered that information quality had no significant impact on purchasing decisions.

2.3.4 Information System and Customer Satisfaction

Anom and Ali (2023) looked at how electronic business information systems affected the internet market and discovered that e-commerce affects consumer data and information. Furthermore, Wajiri et al. (2023) discovered a strong correlation between current technology and online store purchases after conducting an online survey. Furthermore, Faeni and Kanizah (2024) discovered that technical information systems increased online demand in their study that examined Shopee, a well-known online marketplace in Southeast Asia.

2.4 Conceptual Framework

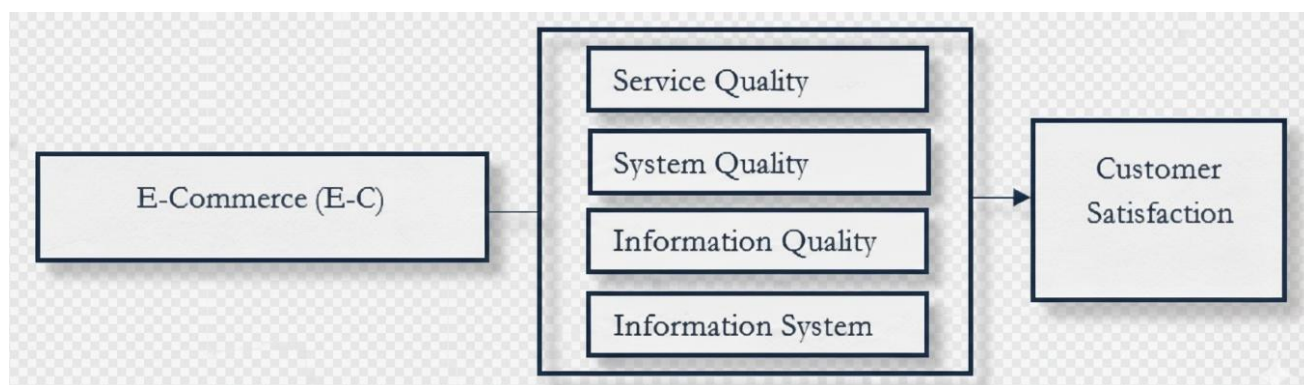


Figure 1. Conceptual Framework

3. Methodology

This research was guided by the following methodology dimensions: cross-sectional survey research design, research instrument (questionnaire), population (313,333 customers of Jumia Online Company located in Ikeja Local Government of Lagos State); and study sample (400 customers of Jumia in Ikeja Local Government of Lagos State). Justification for this scope is that; Lagos is known as commercial headquarters of Nigeria; and Ikeja has been given the credit as the technology hub. Determination of 400 participants, came through by applying the Taro Yamane formula. After completing the questionnaire, 162 (or 40.5% of 400) gave valid answers (bearing in mind that the concept being examined has not been well embraced in Nigeria. Hence, limited individuals find it comfortable to fulfil the role of study participant without defects). The Statistical Package for Social Sciences, version 26, served as the statistical data analysis tool for this study. In particular, the inferential framework for this investigation was comprised of a multiple regression model.

3.1 Conceptual Review

Ho: E-commerce measures (service quality, system quality, information quality and information system) have no statistically significant effects on customer satisfaction of Jumia patrons in Ikeja Local Government Area of Lagos State, Nigeria.

Multiple Regression:

$$Y = f(X), \dots \dots \dots \text{equation 1}$$

where Y = Dependent Construct = Customer Satisfaction (CS),

X = Independent Construct = E-Commerce (E-C).

$$E-C = (x_1, x_2, x_3, x_4), \dots \dots \dots \text{equation 2}$$

where x_1 = Service Quality (SQ),

x_2 = System Quality (SyQ),

x_3 = Information Quality (IQ),

x_4 = Information System (IS).

$$CS = \beta_0 + \beta_1SQ + \beta_2SyQ + \beta_3IQ + \beta_4IS + e_i, \dots \dots \dots \text{equation 3}$$

where β_0 = Constant term,

$\beta_1, \beta_2, \beta_3, \beta_4$ = coefficients of the variables,

e_i = Error term.

4. Results

Table 1. Model Summary

Model	R	R ²	Std. Error of the Estimate
1	0.750 ^a	0.562	7.648

a. Predictors: (Constant), Information System, Service Quality, Information Quality, System Quality

Seen in Table 1, R (0.750); represents correlation coefficient. It indicates a strong positive relationship between the predictors and customer satisfaction. R Square (0.562): shows that 56.2% of the variance in customer satisfaction can be explained by the proxies of e-commerce (the predictors: Information System, Service Quality, Information Quality, and System Quality). Adjusted R Square (0.551): implies that adjusted value accounts for the number of predictors in the model and provides a more accurate measure of the goodness of fit. It indicates that 55.1% of the variance in customer satisfaction is explained by the model, adjusting for the number of predictors. Standard Error of the Estimate (7.648): represents the standard deviation of the residuals or prediction errors. A smaller value indicates a better fit of the model.

Table 2. Analysis of Variance

Model 1	Sum of Square	DF	Mean Square	F	Sig.
Regression	11791.635	4	2947.909	50.403	0.000 ^b
Residual	9182.365	157	58.486		
Total	20974.000	161			

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Information System, Service Quality, Information Quality, System Quality

Presentations in Table 2 are clarified thus:

Sum of Squares: indicates the total variance in the dependent variable (customer satisfaction). Regression (11791.635): indicates amount of variance explained by the model. Residual (9182.365): indicates amount of variance not explained by the model. Total (20974.000): indicates total variance in customer satisfaction. Regression (4): indicates number of predictors. Residual (157): indicates total sample size minus number of predictors, minus one. Regression (2947.909): indicates average amount of variance explained by each predictor. Residual (58.486): indicates average amount of variance not explained by the model. F (50.403): indicates F-statistic for testing overall significance of the model. A high F value indicates that the model is a good fit. Sig. (0.000): specify p-value, indicating that overall model is statistically significant ($p < 0.05$).

4.1 Test of Hypothesis

Table 3. Multiple regression showing the effects of Service Quality, System Quality, Information Quality, Information System on Customer Satisfaction of Jumia patrons in Ikeja local government, Lagos State. ** $p < 0.05$

Predictor	β	Std. Error	Beta	t-Statistics	Sig
Service Quality	0.359	0.183	0.117	1.958	0.052
System Quality	1.064**	0.228	0.304	4.659	0.000**
Information Quality	0.680**	0.223	0.197	3.047	0.003**
Information System	1.099**	0.193	0.356	5.701	0.000**
C	11.176				
R	0.750				
R ²	0.562**				
F	50.403**				

a. Dependent Variable: customer satisfaction

b. Predictors: (Constant), Information System, Service Quality, Information Quality, System Quality

Presentations in Table 3 are clarified thus:

Unstandardized Coefficients (β): this β consists of coefficients indicating effect of each predictor on customer satisfaction. Constant (11.176): indicates intercept of the regression line. Service Quality (0.359): indicates that for each unit increase in service quality, customer satisfaction increases by 0.359 units; this effect is not statistically significant ($p = 0.052$). System Quality (1.064): indicates

that for each unit increase in system quality, customer satisfaction increases by 1.064 units; this effect is statistically significant ($p = 0.000$). Information Quality (0.680): indicates that for each unit increase in information quality, customer satisfaction increases by 0.680 units; this effect is statistically significant ($p = 0.003$). Information System (1.099): indicates that for each unit increase in information system quality, customer satisfaction increases by 1.099, units; this effect is statistically significant ($p = 0.000$).

Standardized Coefficients (Beta): these coefficients are standardized, making it easier to compare the relative importance of each predictor. Service Quality (0.117): indicates standardized effect of service quality on customer satisfaction. System Quality (0.304): indicates standardized effect of system quality on customer satisfaction. Information Quality (0.197): indicates standardized effect of information quality on customer satisfaction. Information System (0.356): This shows the standardized effect of information system quality on customer satisfaction.

More so, t and Sig.: specify t -values and their associated p -values, indicating significance of each predictor in the model. Predictors with p -values less than 0.05 (System Quality, Information Quality, and Information System) are statistically significant, meaning they have a significant effect on customer satisfaction. In summary, regression analysis shows that system quality, information quality, and information system constitute statistically significant predictors of customer satisfaction among Jumia customers at Ikeja Local Government. Service quality has no statistically significant effect on customer satisfaction of Jumia customer in Ikeja Local Government, Lagos State. The model explains a substantial portion (56.2%) of the variance in customer satisfaction, indicating a strong fit.

In view of analyses presented in Tables 4.1, 4.2, and 4.3; Applicable Model for this study can be stated thus:

Recall model

$$CS = \beta_0 + \beta_1SQ + \beta_2SyQ + \beta_3IQ + \beta_4IS + e_i,$$

$$\beta_0 = 11.176,$$

$$\beta_1 = 0.359, \beta_2 = 1.064, \beta_3 = 0.680, \beta_4 = 1.099,$$

$$e_i = 7.648.$$

$$CS = 11.176 + 0.359SQ + 1.064SyQ + 0.680IQ + 1.099IS + 7.648$$

4.2 Discussion of Findings

4.2.1 Service Quality and Customer Satisfaction

The analysis of service quality's effect on customer satisfaction revealed a significant yet borderline effect ($\beta=0.359$, $t=1.958$, $p=0.052$). This suggests that while there is a positive relationship between service quality and customer satisfaction, the effect is not statistically significant. This indicates that improvements in service quality might lead to higher customer satisfaction, but other factors may also play crucial roles. This finding contrasts with earlier studies conducted by some authors, a few of these authors are (Kumalasari et al., 2022; Ozoh & Ojukwu, 2023; Temory, 2024;

Utami & Hidayat, 2024). They either found positive effect or robust relationship between service quality and customer satisfaction. However, this result constitutes insight and contributes to literature.

4.2.2 System Quality and Customer Satisfaction

System quality was found to have a statistically significant positive effect on customer satisfaction ($\beta = 1.064$, $t = 4.659$, $p = 0.000$). This indicates that higher system quality significantly enhances customer satisfaction. The efficiency, reliability, and user-friendliness of the system are crucial factors that contribute to a positive customer experience. This finding aligns with previous studies, among authors of those earlier research are (Kumar & Lata, 2021; Kumalasari et al., 2022; Abdella & Indradewa, 2024; Ngoata et al., 2024). This finding emphasizes importance of robust and efficient system quality in enhancing customer satisfaction in e-commerce platforms. However, it contradicts findings of Hikmah et al. (2024), who reported that website quality has partially significant effect on purchasing decision.

4.2.3 Information Quality and Customer Satisfaction

The study revealed that information quality has a statistically significant positive effect on customer satisfaction ($\beta = 0.680$, $t = 3.047$, $p = 0.003$). This indicates that providing accurate, timely, and relevant information significantly improves customer satisfaction. Information quality is a critical factor in e-commerce, where customers rely heavily on the information provided to make purchasing decisions. This finding is consistent with previous studies that highlight the importance of high-quality information in fostering customer satisfaction. Authors with related outcome include (Kumalasari et al., 2022; Liu & Guo, 2023); while those with opposing findings include (Amsl et al., 2023; Hikmah et al., 2024).

4.2.4 Information System and Customer Satisfaction

Information system quality was also found to have a statistically significant positive effect on customer satisfaction ($\beta = 1.099$, $t = 5.701$, $p = 0.000$). This suggests that an efficient and effective information system is crucial for enhancing customer satisfaction. The ease of accessing and using the information system plays a significant role in shaping customer experiences. This finding corroborates previous research that underscores the critical role of information system quality in ensuring customer satisfaction in the digital age. Authors with similar findings include (Anom & Ali, 2023; Wajiri et al., 2023; Faeni & Kanizah, 2024).

4.3 Implication of Findings

Findings of this study have several implications for entrepreneur's e-commerce platforms, particularly Jumia at Ikeja Local Government. The significant impact of system quality, information quality, and information system quality on customer satisfaction underscores need for e-commerce platforms to invest in these areas. Ensuring that system configuration is reliable, information arrangement is accurate, and information system is efficient can significantly enhance customer satisfaction. While service quality showed a borderline significance, it remains an essential aspect of the overall customer experience and should not be overlooked.

This study highlights importance of multiple dimensions of quality in enhancing customer satisfaction in e-commerce platforms. System quality, information quality, and information system quality emerged as significant predictors of customer satisfaction among Jumia customers at Ikeja Local Government. These findings provide valuable insights for entrepreneur's e-commerce platforms aiming to improve customer satisfaction and suggest that investments in these areas can yield significant benefits. Future research could explore other factors influencing customer satisfaction to provide a more comprehensive understanding of the dynamics at play in the e-commerce sector.

5. Conclusion and Recommendations

5.1 Conclusion

In conclusion, this study revealed that entrepreneur's e-commerce measures (system quality, information quality, and information system quality) constitute significant predictors of customer satisfaction among Jumia patrons at Ikeja Local Government. Service quality, while important, showed a borderline significant effect. These findings suggest that e-commerce platforms like Jumia should prioritize investments in enhancing system quality, information quality, and information system quality to improve customer satisfaction experience. Ensuring a reliable and user-friendly system, providing accurate and timely information, and maintaining an efficient information system are critical for fostering positive customer experiences and satisfaction.

5.2 Recommendation

Consequent on findings of this study, undermentioned recommendations are proposed for entrepreneurs concerning e-commerce platforms, particularly Jumia, to invariably enhance customer satisfaction experience.

i. It is recommended that Jumia invests toward improving its system quality by ensuring that its platform is reliable, efficient, and user-friendly. This can be achieved through regular system updates, maintenance, and incorporating user feedback to address any issues promptly.

ii. Jumia should focus on providing high-quality information by ensuring that information available on its platform is accurate, timely, and relevant. This can be achieved by regularly updating product information, verifying the accuracy of product descriptions, and providing comprehensive and clear information to customers.

iii. Jumia should enhance its information system quality by investing in an efficient and effective information system that facilitates easy access and use by customers. This can be achieved by improving website's navigation, search functionality, and overall user interface to ensure a seamless and enjoyable customer experience.

iv. Lastly, while service quality showed a borderline significant effect, it remains an essential aspect of the overall customer experience. Therefore, Jumia should continue to improve its service

quality by training its customer service representatives, providing timely and effective support, and ensuring that customers' needs and concerns are addressed promptly and satisfactorily.

5.3 Contribution to Knowledge

This study contributes to existing body of knowledge on customer satisfaction in e-commerce by identifying the significant predictors of customer satisfaction among Jumia customers at Ikeja Local Government. Findings highlighted, provide valuable insights into importance of system quality, information quality, and information system quality in enhancing customer satisfaction. This study also highlights need for entrepreneur's e-commerce platforms to prioritize investments in these areas to improve customer experiences and satisfaction. Additionally, this study contributes to literature by providing empirical evidence on each variable examined.

Acknowledgment

This research does not receive any form of sponsorship.

References

- Abdella, R. A. and R. Indradewa, (2024), "Customer satisfaction in e-commerce: The role of service quality, product quality, and e-servicescape influences via perceived value," *Journal of Management and Digital Business*, 4(2), 368-382.
- Akin, M. S., (2024), "Enhancing e-commerce competitiveness: A comprehensive analysis of customer experiences and strategies in the Turkish market," *Journal of Open Innovation: Technology, Market, and Complexity*, 10.
- Amsl, S., I. Watson, C. Teller, and S. Wood, (2023), "Presenting products on websites – the importance of information quality criteria for online shoppers," *International Journal of Retail & Distribution Management*, 51(9/10), 1213-1238.
- Anom, S. and H. Ali, (2023), "Marketing information systems: Database, software, and marketing Strategy," *Siber Journal of Transportation and Logistics*, 1(3), 129-136.
- Davis, F. D., (1989), "Perceived usefulness, perceived ease of use, and user acceptance of information technology," *MIS Quarterly*, 13(3), 319-339.
- Dhanalakshmi, A., X. Hui, R. Roopini., and R. Supriya, (2020), "Technological advancements in e-commerce and customer relationship management," *International Journal of Engineering and Management Research*, 10(6), 9-20.
- Faeni, D. P. and K. Kanizah, (2024), "The role of management information systems in e-commerce business on Shopee," *Jurnal Publikasi Ilmu Manajemen dan E-Commerce*, 3(3), 1-10.
- Gupta, S., P. S. Kushwaha, U. Badhera, P. Chatterjee, and E. D. R. S. Gonzalez, (2023), "Identification of benefits, challenges, and pathways in E-commerce industries: An integrated two-phase decision-making model," *Sustainable Operations and Computers*, 4, 200-218.
- Hikmah, N. S., H. F. Mavilinda, and I. F. Ekonomi, (2024), "The influence of website quality on purchasing decisions in Lazada e-commerce," *Journal of Management and Digital Business*, 4(2), 234-249.
- Keller, L., (2020), *Strategic brand management: Building, measuring, and managing brand equity, global edition*, United States: Pearson Education.
- Kong, Y., X. Zhang, X Li, P. Pastpipatkul, J. Liu, and C. Feng, (2024), "Analysis of the driving path of e-commerce to high-quality agricultural development in China: empirical evidence from mediating effect models," *Front. Sustain. Food Syst*, 8.
- Kotler, P. and K. L. Keller, (2016), *Marketing management* (15th ed.), New York: Pearson Education.

- Kumalasari, R. A. D., K. I. Permanasari, M. Karismariyanti, and D. Munandar, (2022), "Mobile banking: System quality, information quality, service quality, customer satisfaction, and loyalty," *Jurnal Administrare: Jurnal Pemikiran Ilmiah dan Pendidikan Administrasi Perkantoran*, 9(1), 141-148.
- Kumar, A. and S. Lata, (2021). "The system quality and customer satisfaction with website quality as mediator in online purchasing: A developing country perspectives," *Journal of Operations and Strategic Planning*, 1-20.
- Liu, C-T. and Y. M. Guo, (2023), "Creating and validating an information quality scale for e-commerce Platforms," *Journal of Electronic Commerce in Organizations*, 21(1), 1-28.
- Marietou, Y., Y. Lijie, and M. M. Raphael, (2024), "E-commerce trends," *The International Journal of Engineering and Science*, 13(5), 12-22.
- Marikyan, D. and S. Papagiannidis, (2024), "Technology acceptance model: A review," In S. Papagiannidis (Ed), TheoryHub Book.
- Ngoata, D. S., J. J. Sambilla, and G. C. Nwiyoh, (2024), "Evaluation of the effect of tracking system quality on customer satisfaction: Evidence from logistics companies in Cameroon," *Journal of Information Systems and Management*, 2(4), 72-89.
- Oktavia, N. I. N., Y. Y. Mukti, and G. P. Liansari, (2024), "The effect of price, risk, and service quality, on customer satisfaction with brand image as moderating variable at coffee shop X," E3S Web of Conferences 484, FoITIC 2023.
- Ozoh, M. A. and C. O. Ojukwu, (2023), "Service quality dimensions and customer satisfaction in telecommunication industry in South-East, Nigeria," *International Journal of Innovative Social Sciences & Humanities Research*, 11(1), 59-76.
- Parasuraman, A., V. A. Zeithaml, and L. L. Berry, (1985), "A conceptual model of service quality and its implications for future research," *Journal of Marketing*, 49(4), 41-50.
- Savastano, M., S. Anagnoste, , I. Biclesanu, ,and C. Amendola, (2024), "The impact of e-commerce platforms' quality on customer satisfaction and repurchase intention in post-COVID-19 settings," *The TQM Journal*, Accessed on January 1, 2025.
- Stair, R. M. and G. W. Reynolds, (2011), "Principles of information systems, a managerial Approach, 10th edition," Cengage Learning: Boston, Accessed on January 1, 2025.
- Temory, M. D., (2024), "The effect of service quality on customer satisfaction and loyalty: A case study of hotel industry in Afghanistan," *International Journal of Business and Management Review*, 12(5), 21-38.
- Utami, T. W. and A. M. Hidayat, (2024), "The effect of e-service quality on customer satisfaction with repurchase intention as a moderating variable in the Soco by Sociolla application," *Edelweiss Applied Science and Technology*, 8(6), 3886-3901.

- Wajidi, F. A., E. M. Rehan, M.Saeed, K. M. Iftikhar, and A. Tahir, (2023), "Technology trends and their impact on the e-commerce industry," *International Journal of Social Science and Entrepreneurship*, 3(4), 236-253.
- Zaied, A. N., (2012), "An integrated success model for evaluating information system in public Sectors," *Journal of Emerging Trends in Computing and Information Sciences*, 814-825.
- Zeithaml, V. A., M. J. Bitner, and D. D. Gremler, (2009), *Service marketing* (5th edition), United States of America: McGraw Hill.
- Zhao, Y. and O. C. Lye, (2024), "Factors influencing service quality on e-commerce customer satisfaction in China: The mediating role of social influence," *International Journal of Engineering, Business and Management*, 8(4), 27-32.