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SUBJECT OF SPECIALIZED RESEARCH PROJECT



RESEARCH PAPER

**THE EFFECT OF SHOPEE E-COMMERCE CUSTOMER SERVICE
ON CUSTOMER SATISFACTION DURING COVID-19**

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ABSTRACT

Nowadays, when everyone only cares about rice, money, and clothes, education now in Vietnam is developing very fast, the types of schools and types of entertainment for children are various. When people have money, they want to live a more comfortable life. People will want better health, better clothes or more fun travel. All these needs are happening, so there will be many opportunities for the development of the country. In recent years, especially after the Covid-19 epidemic with the 4.0 technology era and the strong explosion of the internet in Vietnam, online trading activities have become dominant in the market. Compared to the past when buying and selling took place in person, now it is completely different. With just a few simple steps on smartphones, through e-commerce websites, consumers can buy goods directly and quickly.

E-commerce platforms such as Lazada, Tiki, Sendo, Shopee, etc. are popular in the market and are trying to compete non-stop. In particular, Shopee is the e-commerce platform that attracts the most attention from customers and has the most popularity compared to other e-commerce platforms. The emergence of a competitive business environment makes online marketing important for the market expansion of any business. Customers are the ones who spend money to use the service they think is the best, so the issue of customer satisfaction is always a big question that businesses or individuals often ask. Therefore, business people must clearly identify the factors in customer service.

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LIST OF ABBREVIATIONS

AI	Artificial intelligence
AR	Augmented reality
ASEAN	The Association of South East Asian Nations
COVID-19	CoronaVirus Disease of 2019
Co., Ltd	Company limited
CS	Customer satisfaction
CPH	Customer purchased habit
EFA	Exploratory factor analysis
IPA	Interpretative phenomenological analysis
KMO	Kaiser-Meyer-Olkin
ML	Machine learning
QCS	Quality of customer service
RT	Response time
SPSS	Statistical Package for the Social Sciences
VR	Virtual reality

CHAPTER 1: INTRODUCTION

1.1. Background information

The Covid-19 outbreak has left many individuals in many nations with horrible memories. The effects of COVID-19 are quite negative, the infection in this disease has taken many human lives, divided the happiness of families, took away the tears of many people and turned many families into disrepair. The family has lost loved ones. This is the largest epidemic in human history. People will not know what will come or will happen suddenly in the future. Like the Covid-19 epidemic, it came so suddenly and took away so much loss in the human generation. Besides, the government of Vietnam as well as other countries around the world have created a lot of measures to limit and prevent this infectious disease, but only partially effective. This shows that the danger is still lurking for people, everything always needs to be mentally prepared and a good way to cope to overcome and survive. People need to have backup plans to prevent another outbreak in the future, this is very important.

According to Pham, V., Thi, T. H. D., & Le, T. H. H. (2020). It has been demonstrated during the Covid-19 pandemic that limiting personal contact or face-to-face interactions among people during an outbreak can help to contain the virus' transmission. Since then, the online shopping business has reached a new high level. From working, studying, shopping, etc. are operated by digital technology at home. During the Covid-19 epidemic, although it is a bit difficult to import and export goods between countries, domestic goods can still be circulated to some extent. However, there is a special thing that at that time e-commerce was still operating non-stop, showing the importance and necessity of knowing how to take advantage of buying and selling goods online. Companies and customers have been increasingly interested in online shopping as a result of the Covid-19 outbreak and the necessity of separation, obstruction, and interaction limitation. In addition, the increasing number of users and internet access creates favourable conditions for online buying and selling activities. E-commerce platforms become popular and widely covered across countries. In Vietnam, the proportion of people with internet access who shop online has risen from 77% in 2019 to 88% of them in the year 2020 and shows signs of not stopping, according to MOIT - the Ministry of Industry and Trade of Vietnam (2021).

According to Nguyen Van Duong (2022), e-commerce is a form of buying and selling goods or services, the transaction is mainly the Internet. These business transactions operate and occur between businesses and consumers. In the current e-commerce platforms on the market, Shopee is the most outstanding and outstanding e-commerce platform of all. According to N. A (2023), Shopee occupies the highest position about 73% of total sales in the top 4 e-commerce platforms today including Lazada, TikTok Shop and Tiki, Shopee currently surpasses Lazada by 3 times, information is extracted from the e-commerce industry rankings report in 2022, published by Reputa (Network Monitoring and Analysis System).

According to Shopee Analytics, in 2022, the average number of monthly visits will be 90.48 million. Users typically spend 7 minutes per visit to Shopee and view an average of 8 different pages. According to this website, there is not much difference between male and female visitors. Shopee's preferred age is 18-34. Indeed, Shopee is the leading e-commerce site but has not yet ensured user satisfaction. A series of orders are placed every day on Shopee, so it is inevitable that customers need to contact the customer service call centre when necessary. There are still quite a lot of parcel complaints that need Shopee's customer service to solve, for example, lost orders, wrong orders delivered compared to orders or problems related to money transfers, etc. Contacting Shopee agents when needed is still limited. This leads to poor customer satisfaction with the services provided.

Therefore, in order to do a good job of keeping customers and growing business more progressive, businesses must require effort and focus on every process. The most special thing is customer satisfaction and customer satisfaction is the pioneer in business development. Based on those contacts and experiences, the team is interested in researching Shopee with the title "The Effect of Shopee E-commerce Customer Service on Customer Satisfaction During Covid-19".

1.2. Purpose of research and research questions

With the help of customers who dealt with Shopee's customer service during the Covid-19 pandemic, the author of this study hopes to provide readers a greater understanding of the information and statistics she has learned. Additionally, it highlights the need of providing excellent customer service in the competitive business environment of today, especially in light of the Covid-19 epidemic. According to the author, "customer's purchasing behaviour

is the answer to whether the service industry of e-commerce is doing well, as well as the speed and efficiency of customer-oriented problem-solving." Shopee has made a number of outstanding accomplishments. Additionally, user feedback and opinions will aid in Shopee's continued development.

The thesis' principal research question is:

- What would be the best course of action if something unexpected happened in the future?

To support the main question of the study, there is another additional question:

- What is the importance of customer service in E-commerce industry during Covid-19?
- How does customer service affect customer satisfaction, particularly on Shopee?

1.3. Research scope

The research is mainly on customer service of the Shopee e-commerce platform in the VietNam market.

Time range: Relevant data from 2019 to the recent.

1.4. Structure

The structure of the study is divided into six main parts:

Part 1: Introduction to the research topic.

Part 2: Literature review covering the definition and context of Shopee e-commerce platform in Vietnam.

Part 3: Research methodology includes data sources and ways to analyze data.

Part 4: Analyzing the data and the research result.

Part 5: Recommendation and conclusion to help Shopee grow more.

CHAPTER 2: LITERATURE OF REVIEW

2.1. Overview of Shopee in the Market

2.1.1. Overview of Shopee

Shopee Private Limited Company (Shopee) is a worldwide technology company founded in Singaporean with an emphasis in e-commerce, (Hue, 2022). Shopee officially debuted its e-commerce platform and social network for mobile devices in the Vietnamese market in August 2016 at www.shopee.vn. In response to a dramatic rise in Internet usage among the youthful population in Southeast Asia, Shopee was introduced as a C2C e-commerce platform and social networking site. Users may make purchases on mobile devices in 30 seconds using the Shopee app, which is available on iOS and Android. It is linked to chat applications so that users may seek for advice, bargain with vendors, and communicate with them in other ways. Individuals who have a Shopee account are able to both buy and sell items on the site. Similar to other social networks, this platform allows sellers and buyers to communicate with one another. Additionally, social networking tools like Shopee Live Chat and Shopee Hashtags enhance the site's online shopping experience for users. Then, in 2017, Shopee Mall was established, transforming the Shopee platform into a market that combines C2C and B2C models. A premium retail location reserved only for brand owners and authorized distributors is called Shopee Mall. Sellers must satisfy certain conditions in order to join Shopee Mall, and buyers may take advantage of return and refund procedures. All items shown on Shopee Mall are guaranteed to be authentic. in particular from Shopee.

An E-commerce report by iPrice (ASEAN market price comparison and search engine) shows that Shopee and Lazada are two e-commerce platforms that account for the survey, produced in conjunction with search and comparison firm iPrice Group, app developers App Annie and SimilarWeb, reveals a significant number of users in Southeast Asia. Topping the revenue and number of users is the e-commerce platform Shopee. Since the user launch, Shopee has made achievements and Shopee's growth has increased exponentially. Over 160 million active listings can be found on the online marketplace from over 6 million vendors, including more than seven thousand top manufacturers and distributors. Singapore, Malaysia, Thailand, Indonesia, and Vietnam make up the majority

of Southeast Asian countries, currently have access to this e-commerce platform. (*Exploring Sentiment Analysis on E-Commerce Business: Lazada and Shopee*, 2022)

2.1.2. Overview of Customer Service of Shopee

As Shopee introduced, Shopee's customer service representatives are all college or university graduates, ideally with a business administration or marketing degree. They have expertise working with customers on the Shopee channel and are proficient in office productivity software like Excel and PowerPoint. All of the staff members are able to work well under duress and coordinate tasks with numerous connected departments and shop partners. They also exhibit honesty, responsibility, and care when performing their duties.

Customer services can refer to a team that assists clients in resolving issues that arise prior to, during, or following the purchase of a good or service. Their goal is to improve the client experience and make the client satisfied. (Murphy & Knemeyer 2018, p.34).

To serve their clients, businesses nowadays prioritize and focus on improving service quality. More money is spent on acquiring new consumers than on keeping existing ones. Shopee states that " Nearly 95% of disgruntled consumers do not communicate their unhappiness to the liable company, and they will not return as customers—but they will tell nine others about their dissatisfaction." (Murphy & Knemeyer 2018, p.137) . Additionally, recurring income from repeat consumers is more valuable to a business than new customers who purchase things out of curiosity. These factors account for the significance of customer service in modern company, particularly in e-commerce where customers have access to many more outlets than in the past and can quickly compare prices and product quality. As a result, e-commerce companies set themselves apart from competitors by offering distinctive client services. The need for client services has increased along with technological and globalization advancements.

2.2. Theories

2.2.1. Definitions

Customer service

Customer service, in actuality, may encompass a vast range of services and tasks. At the moment, the two useful customer support subcategories are geographical orientation, which includes product service actions, and marketing strategy. The terms "physical

distributing" and "customer support" are used interchangeably in this context. The marketing mix, which includes product, pricing, promotion, packaging, and physical distribution, is made up of various distinct elements. As a result, under the conventional distribution method, client support is largely seen as a distinct component of the advertising strategy. The marketing plan, on the other hand, fails to account for the functional limits of customer service. Instead, it believes that all four components of the marketing mix are where customer service activities take place. As a result, the marketing-based approach to customer support has a greater reach than the traditional distribution strategy. The services provided to the next participant in the distribution channel are the major focus of the physical distribution orientation. The marketing strategy, however, is concentrated on the whole supply chain. It is concerned with things like how a manufacturer may help a wholesaler so that the wholesaler can help the retailers[23]. In light of this, the entire supply chain may be considered in the marketing-oriented approach to customer service. (Tucker, 1983).

Customer service is described as a one-on-one dialogue between a consumer completing a transaction and a company representative in Mitchell Grant's hypotheses from 2023. The majority of merchants think that ensuring client satisfaction and encouraging repeat business requires this one-on-one interaction. Even today, Even while autonomous self-service tools handle a significant portion of customer help, most firms still consider the ability to talk with a live person to be critical. This quality plays a significant role in modest leadership.

Most businesses have employees that work back their doors and rarely speak with shoppers. Representatives for customer service are the ones who interact with customers the most. Those mean that customers have with that person affect how they perceive the company and the products.

Satisfaction

A supplier's service should be valued for what it truly is, according to the definition of satisfaction, which can be either broadly favorably or negatively. (Woodruff, 1997)

Lin & Sun (2009) defined satisfaction as an experience measurement index pertaining to customers' assessments of their previous purchases and shopping experiences.

Customer Satisfaction

This is crucial information that has an impact on how businesses conduct their operations. According to Kotler (2000), Customer satisfaction is defined as "the consumers perception of joy or dissatisfaction when evaluating the actual results obtained through consumption of products with their expectations." Simply said, a person's sensory state as measured by how closely the outcomes of consuming something or service match desired expectations is the measure of their level of customer satisfaction. Expectations are seen as human desires or expectations; they are influenced by one's own wants, past encounters, and outside information such as that obtained from friends, family, and advertisements. The impression of a person's desire to meet a need—such as a need for communication, food, relaxation, etc.—forms the basis of their personal wants.

According to Richard L. Oliver (1997), a consumer's reaction when a wish is satisfied is referred to as their level of customer satisfaction. A product or service's ability to give a certain level of consumption-related pleasure is claimed or evaluated. It is, in other words, a measure of how satisfied a customer is overall with the experience of using the service or purchasing the good.

Customers who think that the good or service in question exceeds their requirements and standards are considered to be happy with it, according to Zeithaml & Bitner in 2000.

Accordingly, each author has different definitions and interpretations of customer satisfaction, but customer satisfaction is always associated with the following factors, which are: Customer sentiment/attitude toward the supplier, the customer's expectations about the ability to meet the needs of the supplier, the service performance or the value provided by the service and the willingness to continue using the service/product or not.

Customers' understanding of a good or service allows them to generate judgements or assessments that are subjective, and this is what is meant by customer satisfaction. This is the psychological state that follows the satisfaction of a customer's requirements. The unique experiences that are had when using and purchasing things help to shape our level of satisfaction. Customers will compare expectations with reality after purchasing and utilizing the goods, thereby forming an assessment of whether they are satisfied or not. If the customer feels that the product or service received is worth the cost, the result of the

satisfied state will manifest in the customer's continued retention and choice of use and higher recommendation to other customers.

2.2.2. Levels of satisfaction

Richard L. Oliver analyzes the reality-expectations paradigm in his research on customer satisfaction. Oliver claims that the discrepancy between the actual outcomes and the projected results determines the degree of consumer happiness. Oliver has established that contentment has three levels as a result:

- The consumer will not be pleased if the product's or service's Expectations are not met in terms of performance.
- The end-user will be satisfied if the product operates well or service meets their expectations.
- If the actual The product's or service's effectiveness transcends the client's standards, the consumer will be ecstatic with the results of the transaction and be entirely happy.

Customer satisfaction levels:

Level 1 - Unsatisfied

The customer is not content at the most basic level. Customers' dissatisfaction can be caused by a variety of factors, including delayed deliveries and subpar product quality. Most of the causes in this situation are subjective and come from the business; objective external sources are quite seldom. Customers frequently leave the business as a result and some even spread unfavorable rumors to others close to them.

Level 2 - Average satisfaction

This is the typical degree of satisfaction at which most businesses provide or care for their consumers. After making a purchase, customers can be pleased, but there is no assurance that they will come back. Consumers don't say bad things about the company, but they also won't say good things about it to those around them. They are not committed consumers because customers can easily discover other vendors.

The highest level - Extremely satisfied

The customer is incredibly satisfied at this level, which is the highest degree. Consumers are eager to recommend this brand to their friends and family. Three companies, Adidas,

Nike and Reebok, constantly seek to have as many clients as possible who are extremely satisfied. The highest level of contentment is a variety of satisfaction. When a customer receives more than they anticipated, this occurs. Getting there requires supreme client control as well. Several factors contribute to satisfied customers. To be able to satisfy customers the greatest, it is vital to identify the business's strongest product or service. No matter Whatever the product or service, obtaining the maximum degree of customer happiness is always the business's aim.

2.3. The importance of customer satisfaction

The wide range of consumer wants presents a fantastic potential for businesses to grow, but because there are so many companies offering goods and services, consumers also have high expectations for quality service. The company that is able to satisfy clients the most will win this competition. The following advantages will result from client satisfaction:

The likelihood that a consumer will continue to use a company's products and services and refer them to others increases with their level of satisfaction. By doing this, the business will attract more customers, make a significant profit, and spend less on advertising. It is less expensive to retain current customers than to acquire new ones, according to market studies.

Customer satisfaction will result in loyal customers who are interested in the company's goods and services at all times. It will also help businesses gather a wealth of useful data from their clients so that their products and services can be improved and adjusted as necessary. Furthermore, because consumer wants and expectations are always shifting and becoming more strict, firms must perform research and surveys with a sufficient sample size to track customer satisfaction.

There are several different ways to gauge consumer happiness. Businesses can measure their strengths and shortcomings, for instance, in order to promote or address them, and then use that information to determine how effectively they have performed. The consequence is an increase in consumer satisfaction. Comparing the degree of client satisfaction with competitors will help you become more competitive.

In short, customer satisfaction is a critical goal because customers directly generate revenue for the company. Customer satisfaction plays a significant role and has a

significant influence on the planned development objectives for businesses and companies. Customer happiness is an important asset in attempts to improve the standard of service, retain brand loyalty, and increase the competitiveness of companies. Customers who are pleased with their purchases make a major contribution to a company's long-term success and market position. However, doing so is extremely difficult and if not done correctly, will have negative consequences.

2.4. The effect of Shopee e-commerce's customer service

The main issues that customer service must address is the quality of feedback, payment methods, delivery, etc. The level of dependability or the ability to deliver on time, as well as tangible means and the ability to respond or understand as flexible handling skills of the delivery staff or hotline staff, are factors that represent service quality. Reliability is demonstrated by the timely fulfilment of commitments made to customers in order to meet their needs and earn their trust. In the delivery industry, reliability is defined as the capacity to deliver things on time and with the appropriate goods, and according to the commitments made, as well as enthusiastic advice and problem-solving when customers require it. Customers' satisfaction and willingness to repeat purchasing behaviour on that website can be said to be significantly influenced by reliability. Not only reliability, but also tangible means such as uniforms, manners, or the use of modern technologies in the delivery process – these are the factors that demonstrate professionalism in delivery – have certain roles in satisfying customer requirements. Furthermore, if businesses want to keep their customers satisfied and engaged, they must be adaptable enough to respond quickly to unexpected customer requests. On the Shopee delivery side, there are still some issues that need to be addressed; for example, some customers continue to complain about late deliveries or the delivery staff's attitude. Customers are still difficult to reach for communication on the side of the hotline staff.

To keep customers satisfied and returning, business units must improve their customer interaction activities. The relationship quality factor reflects how service providers care for or treat their customers, as expressed by the following factors: service capacity and empathy (Vu & Nguyen, 2020). Service capacity is defined here as the attitude of the staff, specifically the delivery staff's improper attitude, which will irritate customers and cause them to stop purchasing from the website. Furthermore, empathy is a factor that increases

consumer satisfaction and encourages repeat purchasing behaviour. If the e-commerce business unit does not respond quickly to unexpected requests and does not show concern, it may result in dissatisfied buyers looking for another e-commerce platform.

Service quality is not only an important factor in setting development goals, but it is also an orientation for businesses to best promote their strengths. Service quality is characterized by superiority, product specialization, supply, demand satisfaction, and value generation.

2.5. Previous studies

(Pham et al., 2020b), The concept of customer satisfaction is highly debatable and has a wide range of definitions. Numerous scholars contend that the discrepancy between what clients expect and receive is what determines whether they are happy. When forming conclusions or evaluating a product or service subjectively, pleased customers rely in part on their knowledge of the good or service. It is a form of psychological emotion that happens once a customer's request is fulfilled. Experiences have a significant role in determining consumer pleasure, especially those that are acquired when using and paying for Products and amenities. Customers who have purchased and used the items will evaluate if their expectations and reality match. This description makes it quite obvious that contentment is a comparison of actual advantages perceived against anticipated benefits. The customer will be unhappy if the benefits received are not what they anticipated. The buyer will be satisfied if the real benefits live up to the predetermined expectations. The phenomena of increased satisfaction or contentment that exceeds expectations will occur if the real benefits exceed the customer's expectations.

(Nguyen et al., 2022), Comment on the Vietnamese e-commerce platform market. Identify the primary categories and forecast the direction of e-commerce floors in Vietnam.

N. A (2023), In his article, Nam Anh discussed the Shopee e-commerce platform market, which is expanding and gaining market share in Vietnam. Shopee is gradually outpacing Lazada has a three-fold greater Total Score in terms of digital recognition, according to the Monitoring System's recently issued report on the 2022 E-commerce Industry Ranking. Monitoring and analysis of network environment information (Reputa) announced...

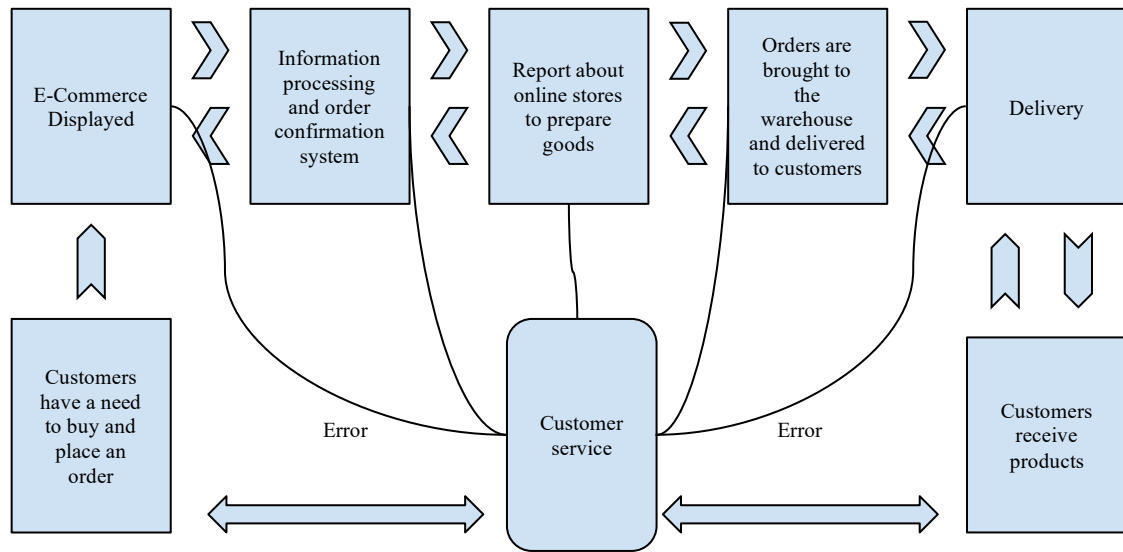
(Hung et al., 2022), *(Vietnam's e-commerce has had two waves and the Covid-19 push)*, Journalist Hong Vinh provided survey information. When the first outbreak broke out in Vietnam in February 2020, there were worries that it would significantly affect the e-commerce industry's high growth trajectory. both for the current year and the subsequent five-year term (2021-2025).

From the standpoint of this research study, the fact that the demand for items is larger than usual during the Covid-19 season will further demonstrate how crucial customer service is at this time. this time. Yet up until now, the Shopee e-commerce platform, agents, and prior research publications have not offered the best answers for customers, agents, or all three. It is crucially important to have a staff shortage during the pandemic so that clients may receive fast assistance. In addition, it won't be a pandemic in the distant future, but rather a widespread occurrence like the Covid-19 epidemic that will have an adverse impact on the economy, the human component, and most significantly, the economy. influencing the Shopee e-commerce platform, such as producing bugs in the technology interface platform, problems with third parties that affect customers, and social exclusion that results in a shortage of human resources in the translation services industry. services that make it difficult for clients to quickly and successfully solve their difficulties. In order to reduce the likelihood of issues arising from the crisis involving services on the e-commerce platform Shopee in general and care services customers in particular, this study will conduct research and offer recommendations or specific remedies.

2.6. Formation basis and research model

As stated in section (2.5), the requirement to adopt social distancing in accordance with the Government directive has resulted in higher-than-normal demand for purchases on the Shopee e-commerce platform during the Covid-19 pandemic season. issued by the state government is to protect themselves, not to spread or contract dangerous pathogens. As a result of the raging epidemic, not only Shopee's customer service department was negatively impacted, but also the supply chain, goods, and other areas. As a result of these issues, the customer service department develops its own pressure, as shown in figure 2.1 process:

Figure 2.0.1: The process of how customer get their products



(Source: Author)

A process chart will be made, starting from the customer having a need to buy and placing an order, then problems occur with the customer in the e-commerce floor interface, and the customer may try to contact the customer. The customer service department must always gather information from representatives on the sales process in accordance with Figure 2.1. After placing an order on the interface, the information processing system will report back to the interface and stock that the item's quantity has changed. For assistance, get in touch with customer service staff (for instance, find contact information of stores, information on support hotlines, etc.). In the event that all available orders have been filled but the trading floor interface still has inventory, wading (issue) results in consumers making orders but not receiving them. Similar to the exchanges between agents in Figure 2.1, Shopee's customer service staff will directly respond and mediate resolutions for the majority of mistakes that affect customers after they occur.

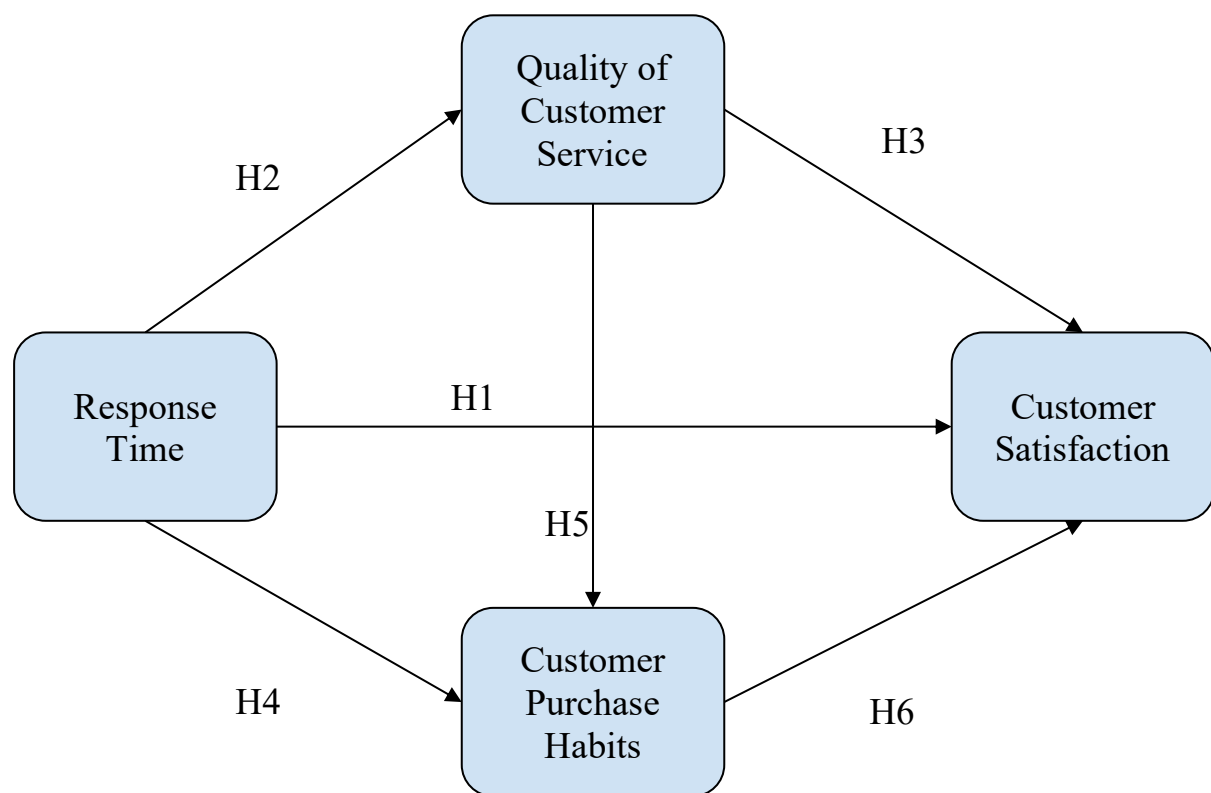
Yet, according to H. V. (2022), who has been given the majority of the data demonstrating that two significant hits from the Covid-19 epidemic have resulted in good growth for the economy, it is during the Covid-19 pandemic that these issues are most likely to emerge. Shopee is an e-commerce platform that is now setting the pace for this industry in Vietnam. The customer service department will face a significant challenge and a double-edged sword because it might either lose customers or build a solid reputation and draw in more clients due to the professionalism and high calibre of the service. Here, services are handled.

The research suggests using the IPA significance-performance model to evaluate, offer a thorough understanding, and provide definitive answers. The significance model's goal is to look at several customer service elements and how they affect customer happiness for the Shopee eCommerce site during the COVID-19 epidemic.

2.7. The Description of the Elements in the research model.

The author suggests the following study model based on the service quality elements and related research models described above:

Figure 2.0.2: Recommended Model



(Source: Author)

Research hypotheses:

H1: Response time directly affects customer satisfaction.

H2: Response time indirectly affects customer satisfaction.

H3: Response time directly affects the quality of customer service.

H4: Response time affects customer purchase habits.

H5: The quality of customer service directly affects the purchase habits of customers.

H6: Customer purchased habits show customer satisfaction

Response time (RT): Noting that it is crucial to act quickly to address customer issues during the Covid-19 pandemic, it should be noted from prior research articles and the general observation that there is a high volume of purchasing demand, disruptions in the delivery of goods to customers, and a shortage of customer service staff as a result of the epidemic.

Quality of Customer Service (QCS): It's critical to respond quickly to customer concerns. Yet, whether a response is sent promptly or slowly, it must produce an effective outcome and adequately resolve the issue for both the vendor and the customer.

Customer Purchased Habits (CPH): Customers' purchasing patterns demonstrate their level of satisfaction with the service they received. The majority of clients who have experienced issues with their orders are probably more likely to do business again after receiving excellent customer service in the past.

Customer Satisfaction (CS): this is the ultimate goal, persuading and making customers feel satisfied when using the service, especially during the Covid-19 period.

CHAPTER 3: METHODOLOGY

3.1. Research design

3.1.1. Types of research

It is crucial to give a detailed explanation of the study strategy and procedures utilized to gather and analyze primary data. When utilizing Google Forms as a tool for gathering primary data, the following information should be included:

Research Design: Begin by explaining the overall research design. Specify whether your study adopts a quantitative, qualitative, or mixed methods approach. Discuss the rationale for selecting a particular design and how it aligns with your research objectives.

Instrumentation: Describe the instrument used for data collection, which, in this case, is Google Forms. Explain why Google Forms was chosen, highlighting its advantages in terms of convenience, ease of administration, and the ability to collect a large sample size. Discuss any modifications or customization made to the standard form template to suit your research objectives.

Survey Design: Provide details on the structure and content of the survey. Explain the development of survey questions and their alignment with the research objectives. Describe the response options and scales used, whether they are open-ended, multiple-choice, or questions of scales. Discuss any considerations made to ensure the clarity and comprehensibility of the questions.

Sampling: Explain the methodology used to choose participants for your study. Define the target population and outline the criteria used for participant inclusion. Discuss any limitations or biases associated with the sampling method and the generalizability of the findings.

Data Collection Procedure: Describe the process of data collection using Google Forms. Outline the steps taken to distribute the survey to the target population, including the platforms or channels used for collection. Clarify the instructions provided to participants and any measures taken to ensure data quality and participant confidentiality.

Data Analysis: Explain how the collected data was processed and analyzed. Specify the statistical techniques or qualitative methods employed to analyze the responses. Using

using SPSS or other statistical software, mention the specific analyses conducted, particularly descriptive statistics, correlation analysis, or inferential tests.

Ethical Considerations: Discuss the ethical issues involved and the steps taken to preserve the participants' rights and privacy. Mention getting informed permission, preserving anonymity, and adhering to any applicable ethical standards or institutional review board (IRB) specifications.

3.1.2. Methods of analyzing

the analytical procedures employed to analyze data collected through Google Forms, as well as the tools utilized, SPSS (Statistical Package for the Social Sciences) is one example and Excel. Here is a detailed explanation of each step involved in analyzing the data using these software applications:

Data Preparation: Begin by discussing the initial steps taken to prepare the data for analysis. This includes exporting the data from Google Forms in a suitable format, such as CSV or Excel. Describe any cleaning or preprocessing procedures performed, such as removing duplicate responses, handling missing data, or recoding variables for consistency.

Data Import: Explain how the prepared data was imported into SPSS and Excel. In SPSS, outline the process of creating a new dataset or opening an existing one. In Excel, mention how the data was imported into a spreadsheet for further analysis. Discuss any considerations made during the import process, such as selecting the correct variable types and ensuring data integrity.

Descriptive Analysis: Detail the descriptive statistics performed using SPSS and Excel. In SPSS, describe how you generated basic statistics, such as frequencies, means, standard deviations, or percentages, to summarize the characteristics of your variables. In Excel, explain how you used functions or formulas to calculate descriptive statistics.

Data Manipulation: Discuss any data manipulation tasks carried out using SPSS or Excel. This may include recoding variables, creating new variables or computed scores, merging datasets, or transforming variables. Explain the reasoning behind each manipulation and how it contributes to the analysis.

Statistical Analysis: Outline the specific statistical analyses conducted using SPSS. Depending on your research questions and variables, this could involve correlation analysis, t-tests, chi-square tests, regression analysis, ANOVA, or other advanced statistical techniques. Explain the rationale behind selecting each analysis method and describe the procedure followed in SPSS to perform the analysis accurately.

Interpretation of Results: Describe how you interpreted the results obtained from the statistical analyses. Explain how you determined statistical significance, effect sizes, or any other relevant measures of association or difference. Provide clear explanations of the findings and relate them back to your research questions or hypotheses.

Data Visualization: Discuss how you utilized data visualization techniques in SPSS and Excel to present the findings effectively. Explain how you created charts, graphs, or tables to visually represent the results. Describe any customization or formatting done to enhance the visual appeal and clarity of the visualizations.

Integration of Excel and SPSS: If you utilized both Excel and SPSS for data analysis, explain how the data was transferred between the two platforms. Discuss any procedures undertaken to ensure the accuracy and consistency of the data during the transfer.

Data Validation and Quality Control: Describe any quality control measures taken to validate the accuracy of the data analysis. This may involve checking the output against the original data, performing data audits, or conducting sensitivity analyses to test the robustness of the findings.

Limitations and Assumptions: Acknowledge any limitations or assumptions associated with the data analysis process. Address any potential biases, assumptions of statistical tests, or generalizability concerns. Discuss the impact of these limitations on the interpretation and reliability of the findings.

3.1.3. The Process of the research

3.1.3.1. Identifying the topic

The team members had to specify the study subject before they could begin. The group will decide on a topic to study, and the members have decided to investigate and assess Shopee's client support during the time of COVID-19. To further understand the customer care segment and the Shopee company, each member will then be required to find reading

materials on their own. The aforementioned steps will assist members in becoming more knowledgeable about the issues they care about, as well as in better understanding the context of the problem being studied, which will make writing the research paper easier.

3.1.3.2. Composing the questionnaire

The group had to take these actions in order to run a successful poll. Prior to choosing the sort of survey, participants had to select who would be participating in it. Surveys could be conducted by mail, in person, or online using tools like Google Form. They created the survey's structure and questions in the following stage, then tested it. Following poll distribution and analysis of the answers, they meticulously summarized and recorded the findings after finishing the design.

3.1.3.3. Collecting the data

The survey's findings can be gathered and examined in a variety of methods. To sift through all the answers, the team had to analyze the data with the aid of computer software. By removing answers that were either missing or improperly finished, they also needed to tidy up the data.

3.1.3.4. Analyzing of the data

Team members must apply their knowledge, reason logically and dialectically, and use scientific study techniques to consider the object during the data processing stage. The goal of data processing is to gather, pick out, and organize various informational and documental components in order to uncover new insights and inferences about the object. Members must carefully process data, sort through accurate and helpful information, and then evaluate that data using specialized tools that combine the application of knowledge and human reasoning. Finally, they compile and document the findings.

3.1.3.5. Conducting the study

The last stage in finishing a scientific report is this. In order for viewers to comprehend and assess the project's quality, writing a research report involves considering and interpreting in written form. The researcher is required to compose all of the content necessary for a comprehensive research paper, as well as content appropriate for the research plan. The article's content and style should receive particular consideration in this stage because they will be used by readers to judge the quality of the researcher's work.

3.2. Research material

3.2.1. Sources

In this research paper, the team members had to use all the media, newspapers, articles and theses to be able to filter out useful information from the above sources.

3.2.2. Sampling technique

In order to make the survey for the group's thesis most effective, the research members will distribute online and paper surveys to most of the customers who have been shopping on the e-commerce platform. From Shopee, there are also people who are using customer care and buying services during the Covid-19 epidemic. As such, they can provide the group with the most specialized and accurate information because they have experience using Shopee.

3.2.3. Questionnaire

Table 3.1: Questionnaires form

No	Questions
B1	Response Time (RT)
RT1	Quickly customers receive a response from customer service representatives
RT2	Customers satisfied with the speed of response
RT3	Customer service representatives respond quickly and in accordance with your wishes
RT4	Do you think the quick response of customer service is helpful
RT5	Customer service response time contributes to your satisfaction when using Shopee

(Source: Author)

Table 3.0-2: Questionnaires form

No	Questions
B2	Quality of Customer Service (QCS)
QCS1	Customers satisfied with the expertise and helpfulness displayed by customer service
QCS2	Customer concerns resolved in a satisfactory manner, particularly in Covid-19 situation.
QCS3	You feel that your customer service experience was positive
QCS4	The customer service team friendly and polite
QCS5	Customer service helpful in finding a resolution to your issue
QCS6	The quality of customer care service will also contribute to your satisfaction when using Shopee

(Source: Author)

Table 3.3: Questionnaires form

No	Questions
B3	Customer Purchased Habits (CPH)

CPH1	Has customer service influenced your decision to purchase from Shopee Ecommerce
CPH2	You rate the overall customer service experience in terms of influencing your purchasing habits
CPH3	You think that customer service has impacted your loyalty to Shopee Ecommerce
CPH4	You appreciate the customer service team's expertise in resolving your purchasing issues
CPH5	You changed your purchasing habits due to customer service during the pandemic
CPH6	Customer service affected your trust in Shopee E-commerce
CPH7	There is a high probability that you will buy many times from Shopee in the future

(Source: Author)

Table 3.0-4 Questionnaires form

No	Questions
B4	Customer Satisfaction (CS)
CS1	Are you satisfied with the outcome of your customer service experience?

CS2	You will need these customer care services
CS3	You will be satisfied if the customer service is improved
CS4	The customer service team did a good job and exceeded your expectations
CS5	You feel that customer service was given enough attention during your interaction
CS6	If the customer service is not good, your chances of returning to use Shopee e-commerce platform will be very low

(Source: Author)

3.3. Limitations

Acknowledging these limitations demonstrates a critical approach to your research and highlights areas for future studies. While limitations may affect the scope and generalizability of your findings, they do not invalidate the significance of your research or the insights gained.

3.3.1. Sample Representativeness

The findings of your study may be limited in terms of generalizability due to the specific characteristics of the sample. If the survey respondents are not representative of the entire Shopee customer population or if there is a biased response rate, the results may not accurately reflect the broader customer base.

3.3.2. Causality and Confounding Variables

Establishing a causal relationship between Shopee e-commerce customer service and customer satisfaction may be challenging. Other factors, such as product quality, pricing, or external circumstances, could influence customer satisfaction during COVID-19.

Controlling for these confounding variables may be difficult, limiting the extent to which a direct causal link can be established.

3.3.3. Limited Time Frame

Conducting the study during the COVID-19 pandemic may impose temporal limitations. The unique circumstances of the pandemic, including lockdowns, supply chain disruptions, and changes in customer behavior, might affect customer satisfaction differently compared to non-pandemic periods. The findings may not be applicable or generalize to other timeframes or situations.

CHAPTER 4: RESULTS AND FINDINGS

4.1. Demographic profile

In addition to gathering information on the buying experience, 306 survey respondents assessed how satisfied they were with the Shopee e-commerce platform. Their pleasure with Shopee's customer service division.

Table 4.1: Gender survey

Frequency Table

		gioi tinh			
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	nam	112	38.4	38.4	38.4
	nu	169	57.9	57.9	96.2
	khac	11	3.8	3.8	100.0
	Total	292	100.0	100.0	

Source: Spss processing results 2023

306 survey respondents were all questioned about their gender and age based on the demographic portion of the survey findings in order to create a more general assessment of the differences between the challenges that the Shopee customer care department may encounter. Only 5 persons responded "no" since they did not shop on the e-commerce platform, but their responses will not relate survey's outcome. 301 responders stated that

they used the e-commerce platform. In actuality, 292 people have encountered issues or received assistance that may improve customer service.

Table 4.2: occupation survey

cong viec		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	hoc sinh, sinh vien	66	22.6	22.6	22.6
	hoc sinh, sinh vien co viec lam ban thoi gian	147	50.3	50.3	72.9
	tu kinh doanh	36	12.3	12.3	85.3
	da di lam	43	14.7	14.7	100.0
	Total	292	100.0	100.0	

Source: Spss processing results 2023

Additionally, according to the poll, 57.9% of female consumers use the Shopee e-commerce platform, which is higher than the percentage of male customers (38.4%), 19.5% and from which we may infer that female customers will be more likely to encounter issues. Following that, the poll revealed that 66.4% of consumers aged 21 to 25 participated in Online purchases the most; the majority of participants are students who have gone and can now spend their money. Costs up to 2,999,999 VND in a box is a significant sum; nevertheless, only 17 out of 292 persons can spend up to 7,000,000 VND (5.6%).

Table 4.3: Age survey

do tuoi		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	duoi 20 tuoi	33	11.3	11.3	11.3
	tu 21 den 25 tuoi	194	66.4	66.4	77.7
	tu 26 den 29 tuoi	53	18.2	18.2	95.9
	tu 30 tuoi tro len	12	4.1	4.1	100.0
	Total	292	100.0	100.0	

Source: Spss processing results 2023

The majority of them frequently utilize shopping and meal delivery services when visiting amusement parks. In particular, at the height of the Covid-19 outbreak when border gates

were prohibited and it was challenging to transport goods, it is important to note that difficulties with payment of money are wrong on the floor and the order has been paid but is out of order. In addition to incorrect delivery, the completion of the items is quite time-consuming when it comes to transportation to the interiors of large cities and the provinces. This presents a significant challenge for the company's strategic analysts as well as for the collaboration of the customer service and human resources departments.

4.2. Evaluate the reliability of Cronbach's Alpha scale

The author employs the reliability evaluation approach Cronbach's Alpha is used to analyze the dependability of the observed variables and to eliminate erroneous scales.

Table 4.4: Analysis and measurement results of observed variables and total variables (Cronbach's Alpha)

	Deleted Item Scale Mean	Variance in Scale if Deleted	Item-total correlation that has been fixed	If an item is deleted, Cronbach's Alpha	Cronbach's Alpha
RT1	10.28	6.479	.891	.879	0.933
RT2	10.50	6.959	.860	.906	
RT3	10.26	6.248	.841	.923	
QCS1	15.39	12.596	.764	.899	0.913
QCS2	15.42	11.900	.851	.869	
QCS3	15.25	12.259	.820	.880	
QCS4	15.24	12.515	.770	.898	

CPH1	27.71	24.542	.764	.923	0.931
CPH2	27.74	24.405	.820	.916	
CPH3	27.62	23.995	.834	.914	
CPH5	27.65	24.463	.776	.921	
CPH6	27.64	24.088	.815	.916	
CPH7	27.63	24.660	.777	.921	
CS1	26.82	24.342	.714	.862	0.885
CS2	26.68	24.754	.690	.866	
CS3	26.48	24.470	.681	.867	
CS4	26.78	23.565	.623	.880	
CS5	26.71	23.044	.798	.848	
CS6	26.58	24.603	.696	.865	

Source: Spss processing results 2023

The measurement results have identified 5 observable variables, which are listed in Table 4.4 above. If the variable type is greater than the scale's Cronbach's Alpha coefficient, the following models have Cronbach's Alpha coefficients: RT5, RT4, QCS6, QCS5, and CPH4, so the observed variable This will be removed ($0.844 > 0.822$; $0.933 > 0.844$; $0.883 > 0.877$; $0.913 > 0.883$; $0.931 = 0.931$). After removing the observed variable, the results are as shown in the table above.

4.3. Exploratory Factor Analysis (EFA)

4.3.1 Testing the scale by exploratory factor analysis (EFA)

When the following criteria are met, a new set of factors is formed from the initial factors and exploratory factor analysis: (1) The components' loading coefficients are higher than 0.3, indicating the dependability of the measured variables. (2) If $0.5 \leq KMO \leq 1$, the KMO coefficient meets the requirement for factor evaluation (Hair et al., 1998). (3) Bartlett's Test's Sig coefficient. = 0.000 indicates statistically significant correlations among the population's observed variables, suggesting that the data are appropriate for factor analysis.

4.3.2 EFA test results of variables in the model

Due to 5 variables, including RT5, RT4, QCS6, QCS5, and CPH4 being removed because the requirement is not fulfilled, there was done satisfaction with Shopee's communications quality is determined by 13 observable variables of 3 independent factors. A convergence value and a discriminant value are two significant values that EFA will assess. Factor analysis is useful because the KMO coefficient (Kaiser, Meyer, Olkin) must have a big value ($0.5 \leq KMO \leq 1$) in order for EFA to be met. Factor analysis is likely to be unsuitable for the data if the KMO coefficient is 0.5. Kaiser (1974) said that $KMO > 0.9$ is very excellent, $KMO > 0.8$ is good, $KMO > 0.7$ is fine, $KMO > 0.6$ is typical, $KMO > 0.5$ is poor, and $KMO < 0.5$ is unsatisfactory, (Hoàng Trọng & Mộng Ngọc, 2008).

EFA test results

Table 4.1: EFA result

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.900
Bartlett's Test of Sphericity	Approx. Chi-Square	3289.116
	df	78

	Sig.	.000
--	------	------

(Source: Spss processing results 2023)

The KMO coefficient is $0.9 > 0.5$, which is satisfactory, and the Sig value in the Bartlett(Sig)= 0.000 0.05 test also satisfies the requirements, demonstrating the appropriateness of factor analysis for grouping variables together and the suitability of the data. These are the findings of the data analysis presented in Table. Used as the factor's explanation is total variance.

Table 4.2: Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	6.528	50.218	50.218	6.528	50.218	50.218	5.102	39.242	39.242
2	3.124	24.033	74.250	3.124	24.033	74.250	4.551	35.008	74.250
3	.700	5.381	79.632						
4	.457	3.516	83.148						
5	.412	3.170	86.318						
6	.381	2.929	89.247						
7	.273	2.100	91.347						
8	.243	1.873	93.220						
9	.225	1.727	94.947						
10	.219	1.685	96.632						
11	.170	1.311	97.943						
12	.149	1.147	99.090						
13	.118	.910	100.000						

Extraction Method: Principal Component Analysis.

(source: Spss processing results 2023)

According to Table 4.6, there are several extracted components with Eigenvalues greater than 1. There are 2 factors retrieved from observed data using the Principal Components Extraction Method and Varimax Rotation. 74.250% of the total variance retrieved is good (more than 50%). This demonstrates that the two variables retrieved may account for 74,250% of the population's change in the dependent variable.

Table 4.3: Rotated Component Matrix^a

Rotated Component Matrix^a

	Component	
	1	2
RT1	.891	
RT2	.876	
RT3	.865	
QCS2	.862	
QCS1	.829	
QCS3	.810	
QCS4	.750	
CPH3		.876
CPH6		.875
CPH2		.864
CPH5		.837
CPH7		.830
CPH1		.807

Principal Component Analysis is the extraction technique.

Varimax with Kaiser Normalization is the rotation method.

a. Rotation converged in 3 iterations.

(Source: Spss processing results 2023)

From 3 scales with 13 observed variables, after running EFA for the first time, exploratory factor analysis has drawn 3 groups of factors with 13 observed variables. discriminant value. Therefore, these 3 groups continue to be included in regression construction. Specifically, the results are as follows:

Response Time group includes 3 observed variables: RT1, RT2, RT3

The Quality of Customer Services group includes 4 observed variables: QCS2, QCS1, QCS3, QCS4

Customer Purchased Habit group includes 6 observed variables: CPH3, CPH6, CPH2, CPH5, CPH7, CPH1

From the initial 3 groups of factors, after running EFA for the first time, we have the table rearranged into 3 groups as follows:

Table 4.4: 3 groups of factors and 13 observed variables

No.	Observation variance	Group
1	RT1	RT
	RT2	
	RT3	

2	QCS2	QCS
	QCS1	
	QCS3	
	QCS4	
3	CPH3	CPH
	CPH6	
	CPH2	
	CPH5	
	CPH7	
	CPH1	

(Source: Spss processing results 2023)

EFA factor analysis of the dependent variable:

Table 4.5: KMO and Bartlett's Test

KMO and Bartlett's Test	
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.909

Bartlett's Test of Sphericity	Approx. Chi-Square	3538.859
	df	91
	Sig.	.000

(Source: Spss processing results 2023)

Table 4.6: Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	7.074	50.531	50.531	7.074	50.531	50.531	5.231	37.361	37.361
2	3.165	22.608	73.139	3.165	22.608	73.139	5.009	35.778	73.139
3	.701	5.004	78.143						
4	.505	3.608	81.751						
5	.446	3.188	84.940						
6	.382	2.729	87.669						
7	.358	2.560	90.229						
8	.270	1.930	92.159						

9	.242	1.726	93.885						
10	.219	1.565	95.450						
11	.201	1.437	96.887						
12	.169	1.209	98.096						
13	.148	1.059	99.155						
14	.118	.845	100.000						

Extraction Method: Principal Component Analysis.

(Source: Spss processing results 2023)

Table 4.7: Rotated Component Matrix^a

Rotated Component Matrix ^a		
	Component	
	1	2
RT1	.890	
RT2	.875	
RT3	.863	
QCS2	.859	
QCS1	.827	

QCS3	.806	
QCS4	.745	.304
CPH3		.880
CPH6		.872
CPH2		.855
CPH5		.843
CPH7		.831
CPH1		.802
CPH4	.418	.672

Principal Component Analysis is the extraction technique.

Varimax with Kaiser Normalization is the rotation method.

a. Rotation converged in 3 iterations.

(Source: Spss processing results 2023)

The results of the Bartlett test demonstrate that there is a correlation between the variables in the population (Sig. = 0.000), and the coefficient KMO = 0.909 shows that factor analysis is a suitable method for combining variables. Total Variance in the Table explained the dependent variable and the table Dependent variables in a Rotated Component Matrix indicate that they are satisfied.

4.4 sample regression model

4.4.1 Check for non-autocorrelation residuals

Table 4.8: Model Summary

Model Summary ^b					
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.795 ^a	.632	.630	.59109	1.801
a. Predictors: (Constant), RTvaQCS, CPH					
b. Dependent Variable: Y					

(source: Spss processing results 2023)

Based on the outcomes of the preceding table, we see that Durbin Watson Coefficient = 1.801 is in [1-3], so the residuals do not have correlation phenomenon.

4.4.2 Correlation analysis among variables

Table 4.9: Correlations

Correlations				
		Y	CPH	RTvaQCS
Y	Pearson Correlation	1	.709**	.586**
	Sig. (2-tailed)		.000	.000

	N	292	292	292
CPH	Pearson Correlation	.709**	1	.353**
	Sig. (2-tailed)	.000		.000
	N	292	292	292
RTvaQCS	Pearson Correlation	.586**	.353**	1
	Sig. (2-tailed)	.000	.000	
	N	292	292	292

** . Correlation is significant at the 0.01 level (2-tailed).

(Source: Spss processing results 2023)

The correlation matrix table's findings show that the majority of the coefficients have relatively low significance levels (sig = 0 0.05), indicating that Y and the observed variables are associated for the majority of the correlation coefficients. suitable for regression analysis and statistically significant.

4.4.3 Evaluate the fit of the model

According to Table 4.8, an adjusted R² value of 0.630 indicates that 63% The may account for of the variation in the dependent variable model's agreement with the observed variable, with the remaining 37% coming from random error and environmental factors.

- The linear regression model matches the data set and may be used, as indicated by the sig test result of F = 0.0000.05.

4.4.4 Check the fit of the regression model

The entire linear regression model's fit is measured using the F-test. We can determine if the dependent variable and each individual independent variable are linearly connected by looking at this. If H_0 is true, then $\alpha_0 = \alpha_1 = \alpha_2 = \alpha_3 = \alpha_4 = \alpha_5 = 0$.

Table 4.10: SPSS results

ANOVA ^a						
Model	Sum of Squares	df	Mean Square	F	Sig.	
1	Regression	173.555	2	86.777	248.372	.000 ^b
	Residual	100.972	289	.349		
	Total	274.527	291			
a. Dependent Variable: Y						
b. Predictors: (Constant), RTvaQCS, CPH						

(Source: Spss processing results 2023)

Notice the Sig value. is very small (< 0.05), so the null hypothesis H_0 is rejected. This means that the independent variables in the model are linearly correlated with the dependent variable, that is, the combination of the independent variables explains the change in the dependent variable.

Table 4.11: Coefficients

Coefficients ^a								
Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics		
	B	Std. Error	Beta			Tolerance	VIF	
1	(Constant)	.486	.220	2.206	.028			
	CPH	.569	.038	.574	.000	.876	1.142	
	RTvaQCS	.331	.033	.384	.000	.876	1.142	

a. Dependent Variable: Y

(Source: Spss processing results 2023)

The VIF coefficients of the Beta coefficients < 10 and the Tolerance coefficients are both > 0.5, showing that no multicollinearity occurs. (Hoàng Trọng - Mộng Ngọc, 2008)

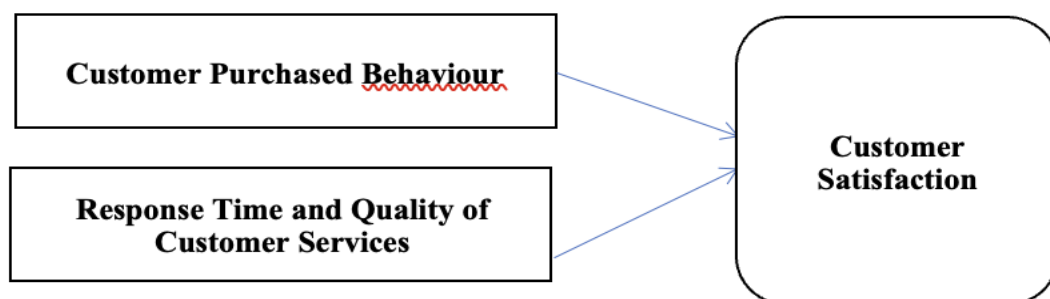
The results of table 4.12 show that two variables, CPH and RTvaQCS, have Sig values. are equal to 0.000 and 0.000 (< 0.05) respectively, so we can conclude that these two variables are significant for the dependent variable.

- The most influential variable of equitization (0.574)
- Variables RT and QCS have the weakest impact (0.384)

So the multivariable linear regression equation of factors affecting satisfaction

Satisfaction CS = 0.486 + 0.574*CPH + 0.384*RTvaQCS

Figure 4.0.1: proposal model



(Source: Spss processing results 2023)

4.5. Discussion

After the SPSS results and the analytical data collected from the survey, a complete model has been produced according to Figure 4.1 above. It is the buying behavior of customers that is an important factor affecting customer satisfaction when using customer care services, followed by two factors Response time and When buying at Shopee during the Covid-19 outbreak, customer service quality has a substantial influence on consumer satisfaction. However, previous studies have not been able to prove to the public that the urgency of Shopee e-commerce platform's customer care service as well as suggestions and recommendations for concrete reinforcement. It's clear that there could be a long-term variable if there were to be any problems that would put people in a situation like the Covid-19 pandemic has impacted.

Customer purchasing habits can have a significant impact on customer satisfaction when using customer service on Shopee.

Frequency of purchases: Customers who make frequent purchases on Shopee are more likely to have higher expectations for customer service. They may be more familiar with the platform and expect faster response times and more personalized support. On the other hand, customers who make fewer purchases may be more forgiving of slower response times and less personalized support.

Types of products purchased: The types of products that customers purchase on Shopee can also affect their expectations for customer service. For example, customers who purchase high-value or complex products may expect more detailed and personalized support compared to customers who purchase low-value or simple products.

Purchase history: A customer's purchase history on Shopee can provide important context for customer service interactions. For example, if a customer has a history of returning items or making complaints, customer service representatives may need to approach the interaction differently compared to a customer who has a history of positive experiences.

Communication preferences: Customers may have different preferences for how they want to communicate with customer service representatives. For example, Some clients may prefer email or chat, while others may prefer phone calls. Understanding these preferences and accommodating them can lead to higher levels of customer satisfaction.

Overall, understanding customer purchasing habits can be important for providing effective customer service on Shopee. By tailoring customer service interactions to meet customer expectations based on their purchasing habits, Shopee can enhance customer satisfaction and build customer loyalty.

Response time is a critical factor in determining customer satisfaction when using customer service on Shopee.

Customer expectations: In the digital age, customers expect quick responses to their inquiries and concerns. This is especially true for online customers who depend on customer care to respond to queries, address problems, and offer help. When response times are slow, customers may become frustrated and dissatisfied with the level of service provided.

Impact on customer experience: Response time is a key component of the overall customer experience. When customers have to wait a long time for a response, it can impact their perception of the brand and their likelihood of making future purchases. On the other hand, when customers receive prompt and helpful responses, it can enhance their satisfaction with the brand and increase their loyalty.

Resolution time: Resolution time, or the amount of time required to handle a customer's issue, is likewise strongly related to response time. When response times are slow, it can delay the overall resolution process and increase the customer's frustration. This can ultimately impact their satisfaction with the brand and their likelihood of making future purchases.

Competitor comparison: Response time can also impact customer satisfaction in comparison to other brands and competitors. If a customer has a positive experience with a brand that provides fast response times, they may have higher expectations for other brands they interact with in the future. If a customer has a negative experience with slow response times, they may choose to take their business elsewhere.

Overall, response time is a critical factor in determining customer satisfaction when using customer service on Shopee. By prioritizing fast response times and efficient resolution processes, Shopee can enhance the overall customer experience and build customer loyalty. This can ultimately lead to increased sales and revenue for the platform.

When using Shopee's customer service, the effectiveness of the support team plays a key role in deciding how satisfied customers are.

Responsiveness: Responsiveness is an important aspect of customer service quality. When customers contact Shopee's customer service with a question or issue, they expect a prompt and helpful response. If customer service representatives are slow to respond, unhelpful, or provide inaccurate information, it can lead to frustration and dissatisfaction among customers.

Professionalism: Professionalism is another important aspect of customer service quality. Customers expect customer service representatives to be knowledgeable, courteous, and respectful in their interactions. If representatives are unprofessional or disrespectful, it can damage the customer's perception of the brand and their willingness to make future purchases.

Empathy: Empathy is a crucial aspect of customer service quality. When customers contact customer service with a complaint or issue, they want to feel heard and understood. If representatives are dismissive or unsympathetic, it can lead to dissatisfaction and a negative perception of the brand.

Resolution: The ability to resolve issues quickly and effectively is a critical component of customer service quality. Customers expect customer service representatives to be able to solve their issues in a timely manner, and to provide helpful solutions. If representatives are unable to effectively resolve issues, it can lead to frustration and dissatisfaction among customers.

Overall, the quality of customer service is a critical factor in determining customer satisfaction when using customer service on Shopee. By prioritizing responsiveness, professionalism, empathy, and effective issue resolution, Shopee can enhance the overall customer experience and build customer loyalty. This can ultimately lead to increased sales and revenue for the platform.

CHAPTER 5: RECOMMENDATION AND CONCLUSION

5.1. Recommendation

During the Covid-19 epidemic, keeping customers happy depends greatly on the prompt and efficient reaction of customer service representatives. After then, a person's future purchasing decisions and loyalty might indicate whether they are truly content with the service they have received. To adapt with the Covid-19 pandemic or apply it for a long period so that Shopee may still operate well in business when any significant event comes with a substantial negative impact, such as the Covid-19 epidemic. There will be two types of proposals: enhancing the resource development of a strong customer service team (retaining experienced staff, collaborating with outside parties to increase the amount of resources, support tools and equipment with employee support solutions), and Maintain and enhance technology to give users the greatest experience possible (create a platform for successful chatbots, a user interface that delivers order information, and consumer perks like the security of payment information, among other things).

5.1.1 Enhancing the human resources

Provide additional training and resources: With the shift towards remote work during the pandemic, it may be necessary to provide additional training and resources to customer service representatives. This may include training on how to effectively communicate with customers over digital channels, as well as providing access to tools and resources that can help them better serve customers.

Establish clear guidelines and protocols: It's important to establish clear guidelines and protocols for customer service representatives to follow. This can include guidelines on how to handle common customer issues, as well as protocols for handling customer complaints and escalations.

Implement technology solutions: Implementing technology solutions, such as chatbots and automation, can help reduce the workload for customer service representatives and improve response times. This can also help ensure consistency in customer service responses.

Monitor and analyze customer feedback: It's important to monitor and Customer service improvement opportunities are found through examining customer feedback. This can include analyzing customer satisfaction surveys, monitoring social media channels for customer complaints, and tracking response times and resolution rates.

Foster a positive work culture: A positive work culture can help improve employee morale and motivation, which can ultimately lead to better customer service. This may include offering flexible work arrangements, providing opportunities for career development and growth, and recognizing and rewarding employee achievements.

Ensure employee well-being: Employees now face additional stress-related issues at work as well as personal difficulties as a result of the Covid-19 epidemic. By providing services like mental health assistance, wellness initiatives, and flexible work schedules, employers may give employee well-being a priority.

Communicate regularly: Regular communication with employees is crucial during the pandemic, particularly as work arrangements and protocols may change frequently. Providing regular updates on company policies, protocols and changes can help ensure that employees are informed and feel supported.

By implementing these recommendations, Shopee can help improve human resources in the customer services department during the Covid-19 pandemic. In the end, this might result in improved customer service, more client happiness, and elevated client loyalty.

5.1.2 Maintain and enhance technology

Implement augmented reality (AR) and virtual reality (VR) features: AR and VR features can enhance the shopping experience by allowing customers to visualize products in a more immersive way. This can help reduce the likelihood of returns and improve customer satisfaction.

Use artificial intelligence (AI) and machine learning (ML) technologies: AI and ML technologies can help Shopee personalize the shopping experience for customers by providing tailored recommendations, customized promotions and targeted advertisements.

Implement chatbots and live chat features: Chatbots and live chat features can provide customers with quick and efficient support, especially during the pandemic when customer

service representatives may be overloaded. This can also help reduce response times and improve customer satisfaction.

Improve the platform's security and privacy: With the increasing prevalence of cyber threats during the pandemic, it's crucial to improve the platform's security and privacy. This can include implementing multi-factor authentication, using encryption to protect customer data, and regularly testing for vulnerabilities.

Offer flexible payment and delivery options: The purchasing habits of consumers has changed as a result of the spreading, with many choosing electronic payment methods and delivery options. Shopee can enhance the shopping experience by offering flexible payment options, such as digital wallets and credit cards, and providing multiple delivery options, such as home delivery and pick-up points.

Monitor and analyze customer data: It's important to monitor and analyze customer data to identify trends and insights that can inform future technology improvements. This can include analyzing customer behavior on the platform, tracking user feedback and using analytics tools to identify areas for improvement.

By implementing these recommendations, Shopee can maintain and improve technology for its e-commerce platform, providing customers with the best shopping experiences during the Covid-19 pandemic. This can ultimately lead to higher customer satisfaction, increased customer loyalty and improved revenue for the company.

5.2. Conclusion

The present e-commerce platforms in Vietnam are up against severe rivalry in terms of market access and service work with the primary goal of luring clients. The distinction doesn't appear to be limited to the goods and services the trading floor offers the market or the information or content contained in those goods and services. It derives from the level of service that goes along with the goods and services that the online store offers. Accordingly, based on theoretical research on the quality of customer care services and improvement analysis, appraisal, and proposal the quality of shoppers care of the Shopee ecommerce platform, it is evident that: Customer care activities at Shopee Co., Ltd. have several flaws, concentrating on market pricing competitiveness to recruit new consumers while paying little regard to quality, particularly service to clients quality, and many other

factors. other elements, such as reaction time, attitude at work, etc. Therefore, the study has discussed some theoretical and practical elements concerning the significance Client service and the effects of customer interaction customer happiness via the study of the topic "The Effect of Shopee E-commerce Customer Service on Customer Satisfaction During Covid-19". Give the best course of action from there in the event that an unforeseen circumstance arose in the future.

With little knowledge and personal experience, the team bravely analyzes, evaluates, and proposes recommendations and the quality of customer care activities that have to develop at the Shopee e-commerce platform in response to the demands of the practice of improving the quality of customer care at the platform. In order to exceed consumers' expectations when utilizing services at the e-commerce platform Shopee, the thesis' customers will help build and further improve the quality of customer care. If trade floors can successfully implement and utilize this model, which is also the guiding principle of Shopee Co., Lt., customer service will experience a breakthrough.

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APPENDICES

Appendix 1. Questionnaires (English)

Appendix 2. Survey Result

Appendix 3. Peer Assessment

APPENDIX 1

Survey Questionnaire

The purpose of this survey is to examine the various components of customer service and how it impacts customer satisfaction on Shopee E-Commerce during the COVID-19 pandemic. Please answer all questions to the best of your knowledge. There are no wrong responses to any of these statements. All responses are completely confidential.

Thank you for your participation.

Instructions:

1. There are **two** (2) sections in this questionnaire. Please answer **ALL** questions in ALL sections.
2. Completion of this form will take you approximately 10 to 20 minutes.
3. The contents of this questionnaire will be kept **strictly confidential**.

Section A: Demographic Profile

In this section, we are interested in your background in brief. Please tick your answer and your answers will be kept strictly confidential.

QA1. Do you use e-commerce platform? ☐ Yes ☐ No

QA2. Have you ever experienced Shopee customer services? ☐ Yes ☐ No

QA3. Gender: ☐ Female ☐ Male ☐ Others

QA4. Age:

- ☐ 20 years old and below
- ☐ 21 - 25 years Old
- ☐ 26 - 29 years Old
- ☐ 30 years old and above

QA5. What is your occupation?

- ☐ Student
- ☐ Student has parttime job
- ☐ Business for ourselves
- ☐ fulltime employee

QA6. How many years have you shopped online?

- ☐ < 1 year
- ☐ 1-4 years
- ☐ > 4 years

QA7. What is the average cost you spend per month on online shopping?

- ☐ < 1,000,000 VND
- ☐ 1,000,000 - 2,999,999 VND
- ☐ 3,000,000 - 6,999,999 VND
- ☐ > 7,000,000 VND

No	Questions	Strongly Disagree	Mostly Disagree	Partially Disagree	Neutral	Partially Agree	Mostly Agree	Strongly Agree
B1	Response Time (RT)							
RT1	Quickly customers	1	2	3	4	5	6	7
RT2	You satisfied with the	1	2	3	4	5	6	7
RT3	Customer service	1	2	3	4	5	6	7
RT4	The quick response of	1	2	3	4	5	6	7
RT5	Customer service	1	2	3	4	5	6	7
No	Questions	Strongly Disagree	Mostly Disagree	Partially Disagree	Neutral	Partially Agree	Mostly Agree	Strongly Agree
B2	Quality of Customer Service							
QCS ₁	You satisfied with the	1	2	3	4	5	6	7
QCS ₂	You concerns	1	2	3	4	5	6	7
QCS ₃	You feel that your	1	2	3	4	5	6	7
QCS ₄	The customer	1	2	3	4	5	6	7
QCS ₅	Customer service	1	2	3	4	5	6	7
QCS ₆	The quality of customer	1	2	3	4	5	6	7
No	Questions	Strongly Disagree	Mostly Disagree	Partially Disagree	Neutral	Partially Agree	Mostly Agree	Strongly Agree
B3	Customer purchasing habits (CPH)							
CPH ₁	Customer service	1	2	3	4	5	6	7
CPH ₂	You rate the overall	1	2	3	4	5	6	7
CPH ₃	You think that	1	2	3	4	5	6	7
CPH ₄	You associate	1	2	3	4	5	6	7
CPH ₅	You changed your	1	2	3	4	5	6	7
CPH ₆	Customer service	1	2	3	4	5	6	7

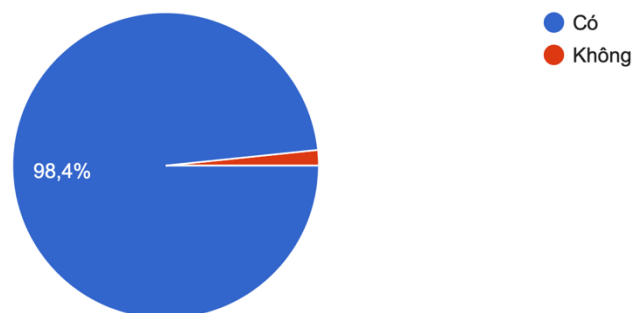
CPH	There is a	1	2	3	4	5	6	7
No	Questions	Strongl	Mostly	Partiall	Neutr	Partiall	Mostl	Strongl
B4	Customer							
CS1	You satisfied	1	2	3	4	5	6	7
CS2	You will	1	2	3	4	5	6	7
CS3	You will be	1	2	3	4	5	6	7
CS4	The	1	2	3	4	5	6	7
CS5	Customer	1	2	3	4	5	6	7
CS6	If the	1	2	3	4	5	6	7

APPENDIX 2

Survey Result

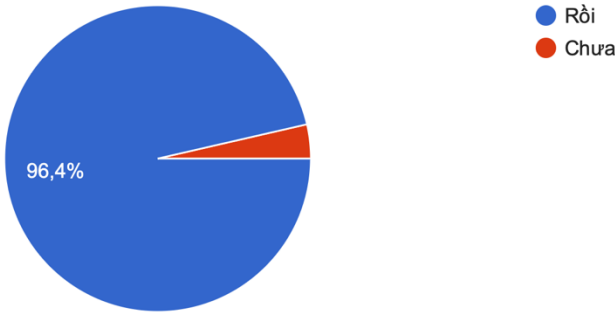
QA1. Bạn có đang dùng sản thương mại điện tử nào không?

306 câu trả lời



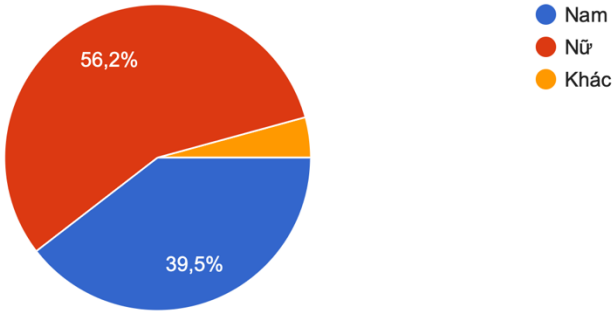
QA2. Bạn đã từng trải nghiệm dịch vụ chăm sóc khách hàng của Shopee chưa?

306 câu trả lời



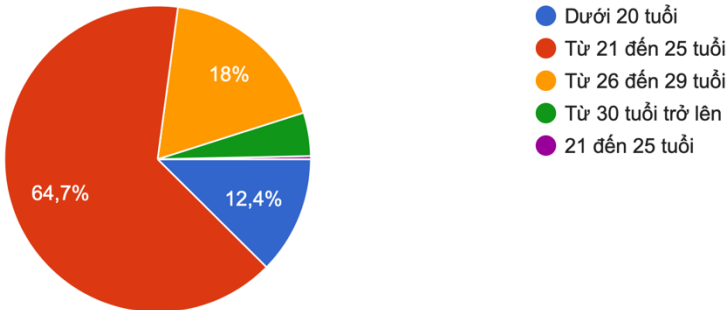
QA3. Giới tính của bạn

306 câu trả lời



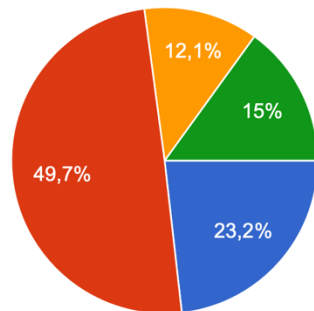
QA4. Tuổi của bạn

306 câu trả lời



QA5. Nghề nghiệp của bạn là gì?

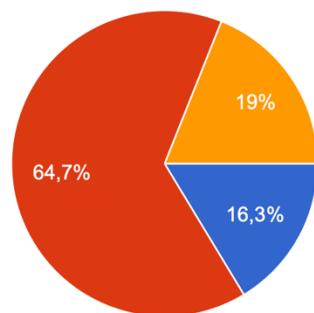
306 câu trả lời



- Học sinh, sinh viên
- Học sinh, sinh viên và có việc làm bán thời gian
- Tự kinh doanh
- Đã đi làm

QA6. Bạn đã mua sắm trực tuyến bao nhiêu năm rồi?

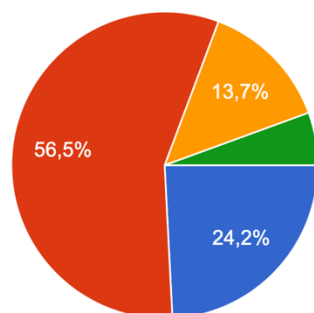
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- Dưới 1 năm
- Từ 1 đến 4 năm
- Trên 4 năm

QA7. Chi phí trung bình bạn chi mỗi tháng cho việc mua sắm trực tuyến là bao nhiêu?

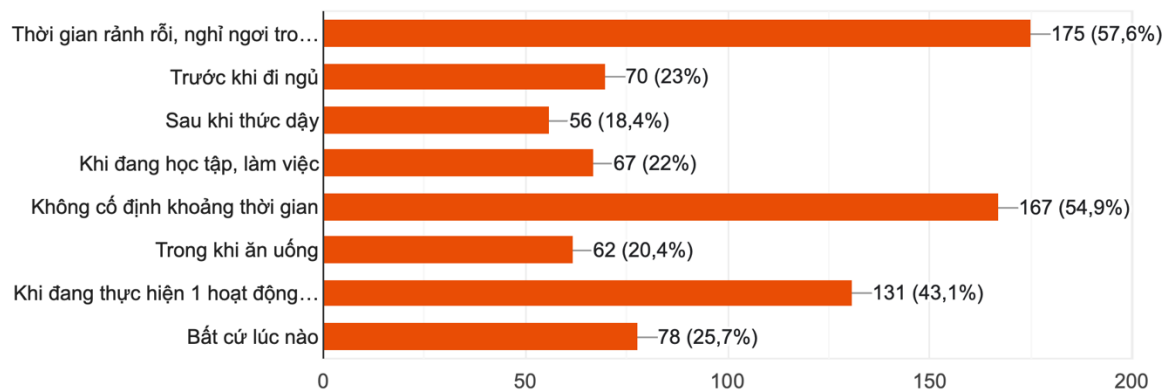
306 câu trả lời



- Dưới 1,000,000 VND
- Từ 1,000,000 đến 2,999,999 VND
- Từ 3,000,000 đến 6,999,999 VND
- Trên 7,000,000 VND

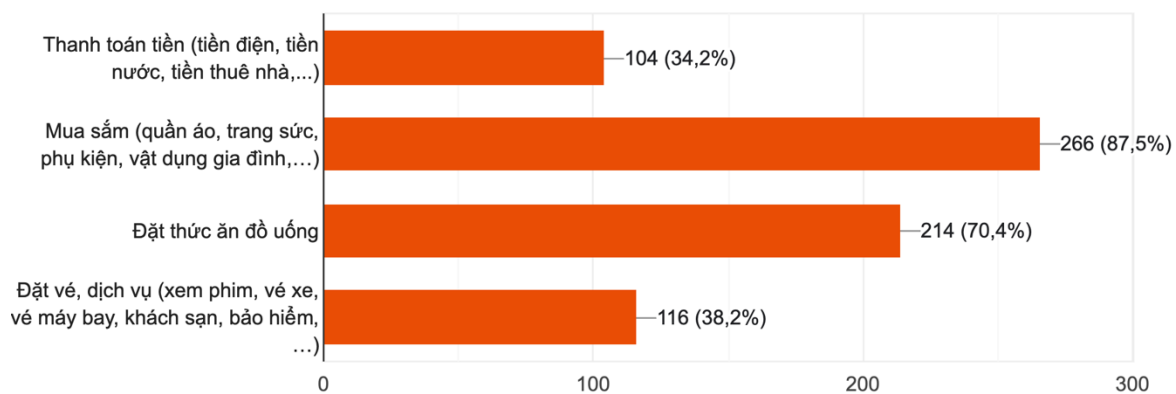
QA8. Bạn thường lướt Shopee chủ yếu vào các khoảng thời gian nào trong ngày? (Có thể chọn nhiều đáp án)

304 câu trả lời



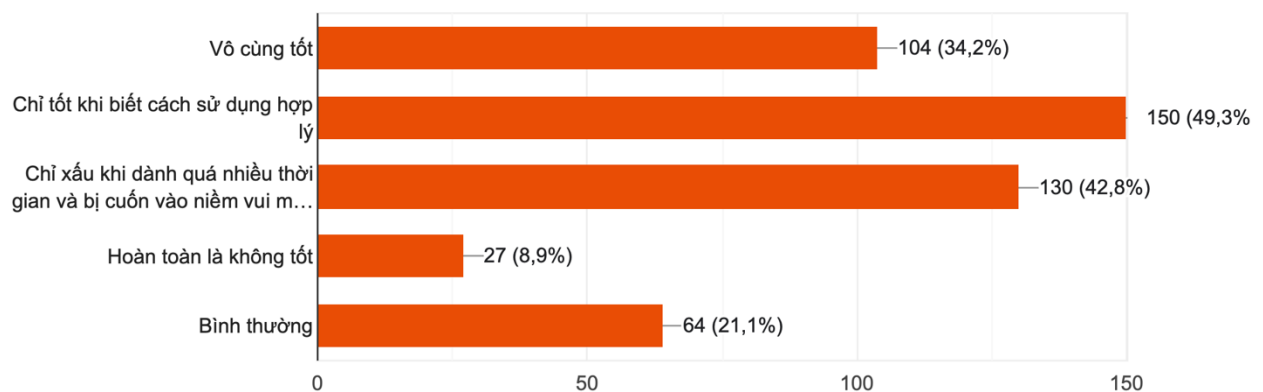
QA9. Bạn thường sử dụng dịch vụ nào trong Shopee? (Có thể chọn nhiều đáp án)

304 câu trả lời



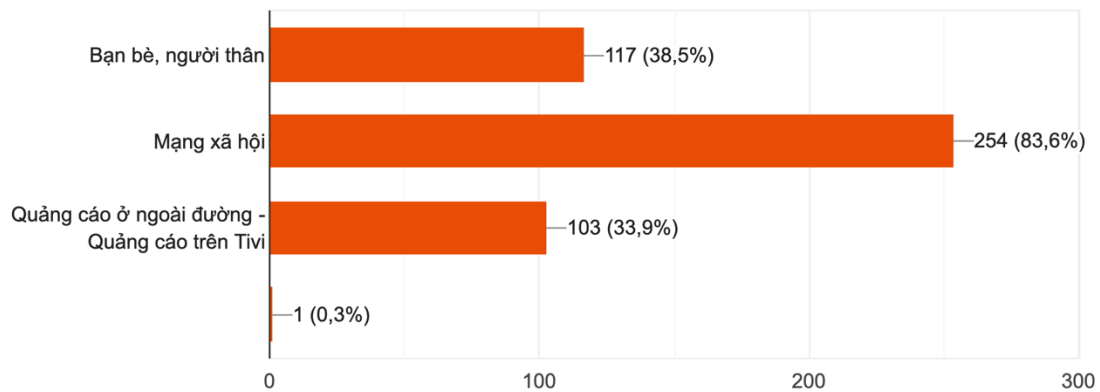
QA10. Bạn cảm thấy rằng Shopee giúp cho bạn tìm ra được những món hàng giá cả phải chăng cùng với những deal hot siêu hời và giúp ích cho túi tiền của bạn rất tốt (Có thể chọn nhiều đáp án)

304 câu trả lời



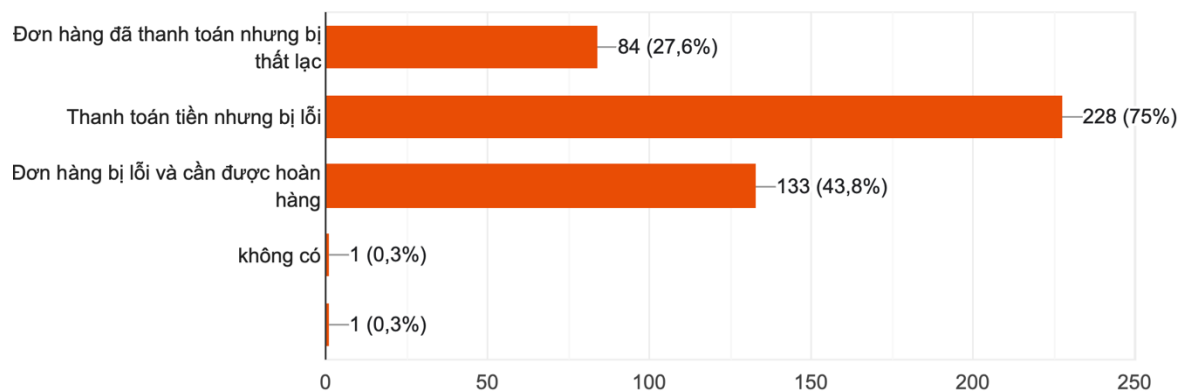
QA11. Bạn biết đến ứng dụng Shopee qua đâu? (Có thể chọn nhiều đáp án)

304 câu trả lời

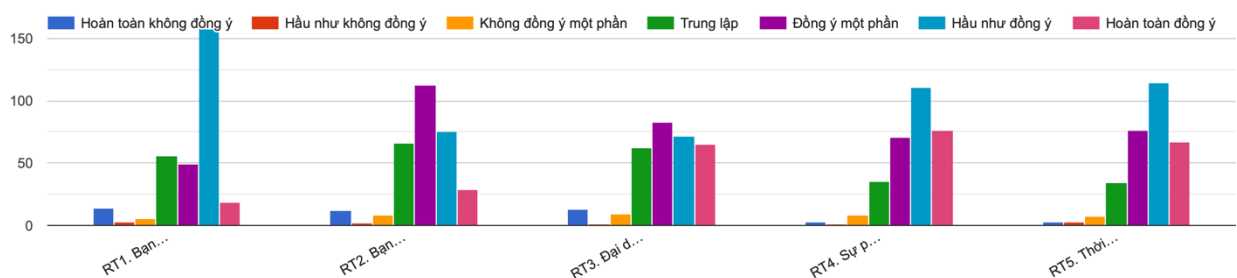


QA12. Vấn đề mà bạn đã từng gặp trực tiếp trong khi sử dụng Shopee và cần giải quyết (Có thể chọn nhiều đáp án)

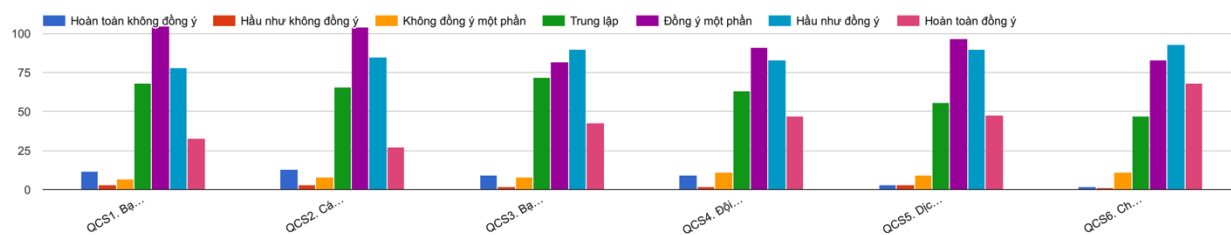
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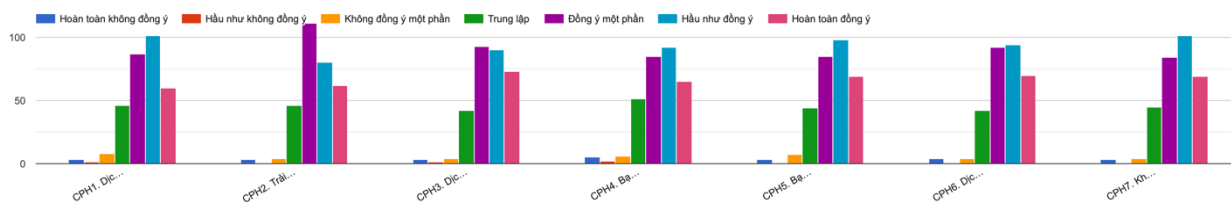
B1. Response Time (RT) (Thời gian phản hồi)



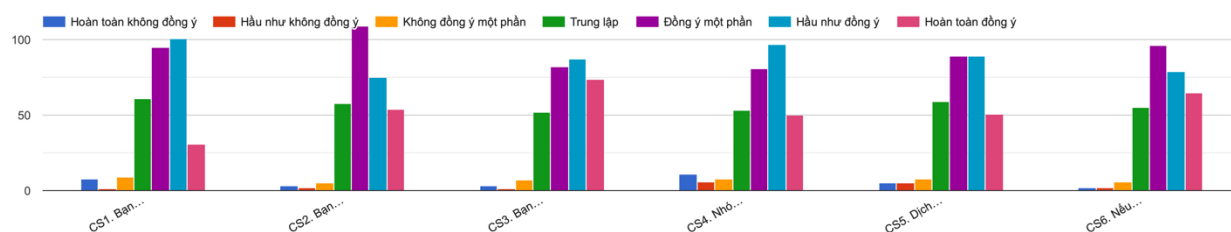
B2. Quality of Customer Service (QCS) (Chất lượng dịch vụ chăm sóc khách hàng)



B3. Customer purchasing habits (CPH) (Thói quen mua hàng của khách hàng)



B4. Customer Satisfaction (CS) (Sự hài lòng của khách hàng)



APPENDIX 4 Peer Assessment

	Students' Name	Students' Code	Distribution
1	Nguyễn Thị Vân Anh	19DH120481	100%
2	Vũ Minh Đức	19DH120154	100%
3	Phan Trung Kiên	19DH120056	100%