**The Effect of Shopee Ecommerce's Customer Service on Customer Satisfaction During Covid-19**

**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

**QA8. What time of day do you usually surf Shopee? (You can choose more than one answer)**

❑ Leisure time

❑ Before bedtime

❑ After wake up

❑ During studying and working

❑ Depend

❑ during meal

❑ Outdoor activities

❑ every time

**QA9. Which service do you usually use in Shopee? (Can choose more than one answer)**

❑ Payment method (utilities expense, rent expenses,…)

❑ Shopping

❑ Ordering food

❑ Booking, services (cinema, airplane,…)

❑ others

**QA10. You feel that Shopee helps you find affordable items with super-hot deals and helps your pocket very well (You can choose many answers)**

❑ Very good

❑ Only good in using suitable ways

❑ Only bad in spending too much time and being attractive by shopping

❑ Completely bad

❑ Normal

**QA11. How did you know about Shopee app? (You can choose more than one answer)**

❑ Friends

❑ Social media

❑ OOH advertising and television

❑ Others

**QA12. Problems that you have encountered while using Shopee and need to solve (Multiple answers can be selected)**

❑ Your paid-products lose

❑ Fail on payment

❑ Error products and claim back

❑ Others

**Section B: various components of customer service influencing customer satisfaction on Shopee E-Commerce during the COVID-19 pandemic.**

*This section is seeking your opinion regarding the* **various components of customer service** *that influence* ***your*****satisfaction on Shopee E-commerce**, particularly in Covid-19 situation. *Respondents are asked to indicate the extent to which they agreed or disagreed with each statement using 7 Likert scale* **[(1) = strongly disagree**; **(2) = mostly disagree**; **(3) = partially disagree**; **(4) = neutral**; **(5) = partially agree**; **(6) = mostly agree**; **(7) = strongly agree**] *response framework.* ***Please circle one number per line to indicate the extent to which you agree or disagree with the following statements.***

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Questions** | **Strongly Disagree** | **Mostly Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Mostly Agree** | **Strongly Agree** |
| **B1** | **Response Time (RT)** |  |  |  |  |  |  |  |
| RT1 | Quickly customers receive a response from customer service representatives | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| RT2 | You satisfied with the speed of response | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| RT3 | Customer service representatives respond quickly and in accordance with your wishes | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| RT4 | The quick response of customer service is helpful | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| RT5 | Customer service response time contributes to your satisfaction when using Shopee | 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)** |  |  |  |  |  |  |  |
| QCS1 | You satisfied with the expertise and helpfulness displayed by customer service | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| QCS2 | You concerns resolved in a satisfactory manner, particularly in Covid-19 situation. | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| QCS3 | You feel that your customer service experience was positive | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| QCS4 | The customer service team friendly and polite | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| QCS5 | Customer service helpful in finding a resolution to your issue | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| QCS6 | The quality of customer care service will also contribute to your satisfaction when using Shopee | 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)** |  |  |  |  |  |  |  |
| CPH1 | Customer service influenced your decision to purchase from Shopee Ecommerce | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH2 | You rate the overall customer service experience in terms of influencing your purchasing habits | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH3 | You think that customer service has impacted your loyalty to Shopee Ecommerce | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH4 | You appreciate the customer service team's expertise in resolving your purchasing issues | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH5 | You changed your purchasing habits due to customer service during the pandemic | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH6 | Customer service affected your trust in Shopee Ecommerce | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CPH7 | There is a high probability that you will buy many times from Shopee in the future | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

|  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **No** | **Questions** | **Strongly Disagree** | **Mostly Disagree** | **Partially Disagree** | **Neutral** | **Partially Agree** | **Mostly Agree** | **Strongly Agree** |
| **B4** | **Customer Satisfaction (CS)** |  |  |  |  |  |  |  |
| CS1 | You satisfied with the outcome of your customer service experience? | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CS2 | You will need these customer care services | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CS3 | You will be satisfied if the customer service is improved | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CS4 | The customer service team did a good job and exceeded your expectations | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CS5 | Customer care service has cared and fully supported your needs during your interaction | 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| CS6 | If the customer service is not good, your chances of returning to use Shopee e-commerce platform will be very low | 1 | 2 | 3 | 4 | 5 | 6 | 7 |

*Thank you for your time and cooperation.*

*~ The End ~*