

Analysis of User Perceptions of Shopee's Delivery Service Quality in the Jabodetabek Area

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Abstract

The advancement of digital technology has significantly transformed consumer shopping behavior, with e-commerce platforms such as Shopee becoming the primary choice for Indonesian consumers, particularly in the Greater Jakarta area (Jabodetabek). This study aims to analyze user perceptions of Shopee's delivery services. Employing a qualitative approach, data were collected through an online questionnaire distributed to 212 respondents residing in the Jakarta, Bogor, Depok, Tangerang, and Bekasi region. The findings reveal that most respondents hold a positive perception of Shopee's delivery services, especially in terms of delivery timeliness, package tracking, and the variety of available courier options. Free shipping promotions also contribute significantly to strengthening users' positive perception. However, some users reported dissatisfaction with the lack of flexibility in scheduling deliveries or adjusting delivery routes. These findings reinforce previous studies indicating that delivery quality particularly speed and reliability plays a vital role in shaping user perceptions of e-commerce services. Shopee is advised to enhance its delivery flexibility to better meet user needs and expectations. Improving these aspects can strengthen user satisfaction and maintain Shopee's competitive advantage in Indonesia's growing e-commerce industry

Keyword: *e-commerce, shopee delivery services, user perception, delivery timeliness, online shopping behavior*

INTRODUCTION

The rapid advancement of digital technology over the past decade has profoundly transformed consumer purchasing behavior, particularly in how individuals engage with online marketplaces. This transformation is most evident through the increasing reliance on e-commerce platforms as the primary medium for conducting transactions. In the post-pandemic era, online shopping has evolved from a mere convenience to a dominant lifestyle pattern across various demographic groups. In Indonesia, leading platforms such as Shopee, Tokopedia, and Lazada have become key players shaping the digital economy. According to Business of Apps (2025), Shopee commands approximately 45% of the e-commerce market share in Southeast Asia, positioning itself as the region's leading digital retail platform. This dominance reflects the growing preference among consumers—especially digital natives—for services that emphasize speed, convenience, and seamless integration in their purchasing experiences.

The Indonesian e-commerce sector continues to exhibit rapid and sustained growth, signaling the country's immense digital economic potential. GlobalData, as cited by Retail Asia (2025), projects that the total value of Indonesia's e-commerce transactions will reach USD 46.6 billion by the end of 2025, while data from the Indonesian Central Bureau of Statistics (BPS, 2025) indicate that more than 3.8 million business actors are now actively engaged in online commerce. Despite this exponential growth, critical challenges persist—most notably concerning the quality of delivery services that directly influence user satisfaction. In the e-commerce ecosystem, user experience extends far beyond product quality; it also encompasses the reliability, speed, and accuracy of product delivery. When these expectations are unmet, consumers often express dissatisfaction and reduced trust toward the platform, highlighting the essential role of logistics in sustaining customer loyalty and satisfaction.

Delivery services and logistics systems thus play a central role in shaping consumer perceptions and overall satisfaction with e-commerce platforms. Elements such as delivery speed, timeliness, tracking accuracy, and delivery flexibility are consistently cited as determining factors of customer experience.

According to GlobeNewswire (2025), efficient delivery and return mechanisms represent core success factors in Indonesia's highly competitive e-commerce landscape. The inability to provide punctual delivery, real-time tracking, or flexible scheduling options frequently results in negative evaluations and weakened consumer trust. Therefore, improvements in logistics systems are not merely technical necessities but strategic imperatives for maintaining competitiveness. The e-commerce industry's sustainability depends on its capacity to offer consistent, transparent, and user-oriented delivery services that align with evolving consumer expectations.

Numerous prior studies have reinforced the argument that delivery service quality significantly shapes consumer perceptions and satisfaction. Guo et al. (2012) and Chen et al. (2012) identified delivery reliability and speed as fundamental elements influencing online customer satisfaction, while Vasić, Kilibarda, and Kaurin (2019) confirmed that efficient delivery systems positively affect consumer loyalty within the Serbian e-commerce context. In Indonesia, Handoko (2016) as well as Putra and Octavia (2017) found that punctuality and flexibility were key determinants of consumer satisfaction in online transactions. More recent research provides further evidence of this relationship: Natsya (2024) concluded that e-logistics and electronic service quality substantially enhance user perceptions of Shopee's delivery services, while Sangkereng and Ikhsan (2024) demonstrated that delivery time, cost, and information transparency are among the strongest predictors of customer satisfaction in the Jabodetabek region. Similarly, Khairi and Cahyadi (2023) emphasized that logistics service quality promotes loyalty through customer satisfaction, and Nursalim et al. (2023) highlighted the mediating role of trust in strengthening the relationship between service quality and customer satisfaction in e-commerce.

Despite these important findings, there remains a notable research gap regarding how Shopee users specifically perceive delivery services within the Greater Jakarta Area (Jabodetabek). Jabodetabek—an acronym for Jakarta, Bogor, Depok, Tangerang, and Bekasi—represents Indonesia's most densely populated metropolitan region and the epicenter of digital and economic activities. The area is characterized by a high concentration of e-commerce users with diverse needs and elevated expectations regarding service quality. Therefore, it is essential to explore how consumers interpret the effectiveness of Shopee's delivery services within this dynamic and complex setting. This study aims to analyze user perceptions of Shopee's delivery service in Jabodetabek by examining key dimensions such as delivery speed, timeliness, tracking transparency, flexibility, and cost. Employing a qualitative approach allows for an in-depth exploration of contextual meanings derived from user experiences, offering a comprehensive understanding of how delivery service quality influences satisfaction and behavioral tendencies among e-commerce consumers in Indonesia's rapidly evolving digital ecosystem.

METHOD

This research adopted a descriptive qualitative design aimed at gaining an in-depth understanding of users' perceptions regarding Shopee's delivery service in the Greater Jakarta Area (Jabodetabek). The qualitative approach was selected because it enables the researcher to explore social phenomena based on participants' real-life experiences and subjective interpretations (Creswell & Poth, 2018). This approach is particularly appropriate for investigating behavioral and perceptual dimensions that cannot be adequately captured through quantitative measurement alone (Denzin & Lincoln, 2017). Instead of focusing on numerical generalizations, this study sought to describe the meaning and patterns that emerge from users' experiences when engaging with Shopee's logistics system. In line with the interpretivist paradigm, this research emphasizes the importance of understanding the lived experiences of individuals in their social context, particularly concerning aspects such as delivery speed, timeliness, flexibility, and tracking accuracy, which shape consumer satisfaction and trust in e-commerce platforms.

The study involved 212 respondents who met the established inclusion criteria: residing within the Jabodetabek area, having experience shopping through Shopee, and having used its delivery services. The quota sampling technique was employed to ensure that participants represented diverse demographic characteristics such as age, gender, and online shopping habits. According to Sugiyono (2019), quota sampling is suitable when the researcher seeks proportional representation from specific categories within a population. The quotas were determined based on the demographic distribution and online purchasing behavior typical of the Jabodetabek region, which is known for its high level of digital activity and

heterogeneous population (BPS, 2023). This technique allowed the researcher to obtain balanced data reflecting the diversity of user experiences while maintaining contextual relevance to the metropolitan setting. By including respondents with varied socioeconomic backgrounds and consumption patterns, the study was able to capture different perspectives on how Shopee's delivery system performs across user segments.

Data were collected using an online questionnaire, distributed digitally through social media platforms to reach respondents efficiently within a short period of time. The questionnaire consisted of three main sections designed to comprehensively capture respondents' profiles and perceptions: (1) Demographic Information, covering age, gender, and domicile; (2) User Experience with Shopee's Delivery Services, addressing frequency of use, preferred courier options, and perceptions of delivery attributes such as speed, punctuality, cost, and tracking accessibility; and (3) Satisfaction Level, assessing the degree of user satisfaction toward Shopee's delivery system using a five-point Likert scale ranging from "Very Dissatisfied" to "Very Satisfied." The collected data were analyzed using descriptive analysis to summarize user characteristics and response patterns, complemented by interpretive analysis to derive deeper insights into recurring themes and contextual meanings (Miles, Huberman, & Saldaña, 2018). The integration of descriptive statistics and qualitative interpretation enabled a holistic understanding of users' subjective evaluations, allowing the study to reveal how delivery service quality shapes perceptions and satisfaction among e-commerce consumers in the Jabodetabek area.

HASIL DAN PEMBAHASAN

This study yielded comprehensive findings that illustrate users' perceptions of Shopee's delivery services within the Greater Jakarta Area (Jabodetabek). Based on responses from 212 participants, the data reveal that the majority of users reside in highly urbanized regions such as Jakarta, Tangerang, Bekasi, Depok, and Bogor. These cities represent Indonesia's core digital economy hubs, where online shopping has become an integral part of everyday life. The dominance of respondents from metropolitan areas underscores that Shopee has become embedded in the lifestyle of urban consumers who value efficiency, reliability, and speed in digital transactions.

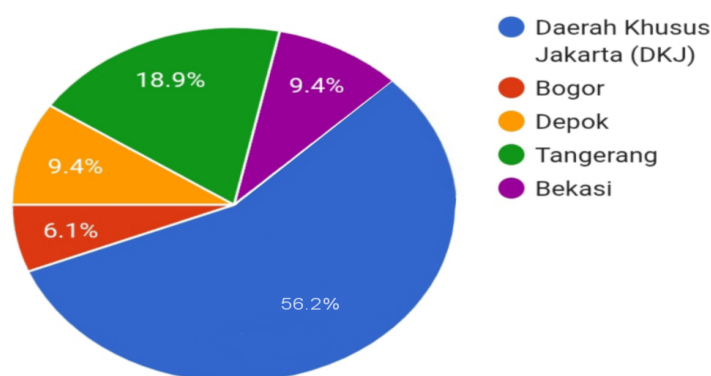


Figure 1. Distribution of Respondents' Residence
(Source: Research Data, 2024)

In terms of demographics, the results indicate that female users constitute the majority of Shopee consumers in Jabodetabek. This aligns with national e-commerce trends in Indonesia, where women are more active online shoppers, particularly in product categories such as fashion, cosmetics, and household necessities. Shopee's user-friendly interface, appealing promotional offers, and customer loyalty programs have made it especially attractive to female consumers. Furthermore, the predominance of women highlights the psychological dimension of service perception—safety, comfort, and ease of use—which are key determinants of online purchase behavior.

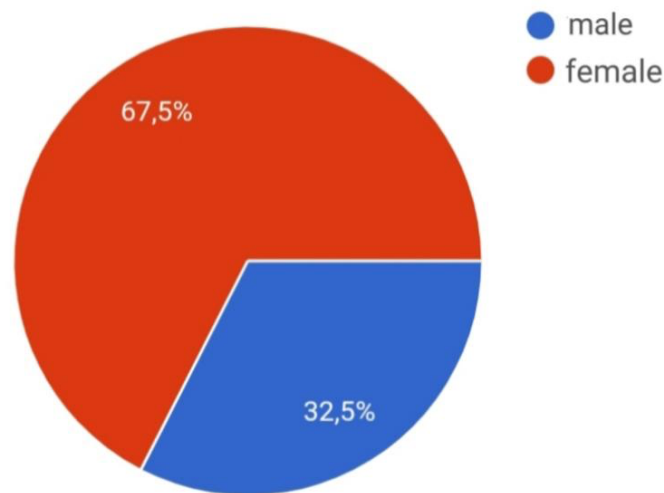


Figure 2. Gender Composition of Respondents
(Source: Research Data, 2024)

Overall, the survey results demonstrate that Shopee's delivery service quality is perceived positively by its users. Table 1 presents respondents' evaluations across various service dimensions, including speed, timeliness, tracking transparency, flexibility, and shipping cost incentives.

Table 1. Users' Perceptions of Shopee's Delivery Service

Statement	SA (%)	A (%)	N (%)	ND (%)	SD (%)
Shopee delivers products on schedule	27.04.00	51.04.00	14.02	03.08	03.03
I receive Shopee products within the expected timeframe	27.08.00	47.06.00	17.00	03.08	03.08
I can choose a suitable delivery option (Pos, GoSend, JNE, JNT, SiCepat, Ninja, etc.)	35.08.00	44.08.00	12.07	04.07	01.09
I receive free or discounted shipping from Shopee	45.03.00	37.03.00	09.04	04.07	03.03
Shopee provides real-time delivery tracking	45.03.00	41.05.00	05.02	04.02	03.08
Shopee allows flexibility in choosing delivery dates	20.03	30.07.00	25.05.00	15.06	08.00
Shopee provides flexibility in rerouting packages	17.00	23.06	32.05.00	17.00	09.09

Primary Data, 2024

The data indicate that 78.8% of respondents were satisfied with Shopee's punctual delivery, while 75.4% agreed that they received their products within the expected time frame. These findings suggest that Shopee has established an efficient logistics network capable of ensuring delivery accuracy in urban contexts. The company's collaboration with multiple courier partners, supported by digital tracking systems, contributes to its operational reliability. In densely populated areas like Jabodetabek, delivery punctuality becomes a defining element of customer satisfaction. It not only reflects operational performance but also conveys professionalism and brand credibility in the digital marketplace. Delivery tracking emerged as another highly valued feature, with 86.8% of respondents agreeing that Shopee's tracking system is accurate and accessible. This transparency enables consumers to monitor their orders in real time, fostering a stronger sense of trust and control. From a behavioral perspective, tracking functions as a psychological assurance mechanism that reduces uncertainty and enhances perceived service quality. In the digital economy, such transparency has evolved into a fundamental expectation of modern e-commerce consumers.

Promotional strategies such as free or discounted shipping were also found to significantly influence user satisfaction. Approximately 82.6% of respondents agreed that these incentives added value to their shopping experience. Free shipping not only reduces financial barriers but also strengthens users' emotional

attachment to the platform. Within the highly competitive e-commerce landscape of Jabodetabek, these incentives represent a critical differentiator that drives customer retention and repeat purchases. Nevertheless, the findings reveal that flexibility in delivery scheduling remains a notable weakness. Only 51% of respondents felt they could choose delivery dates according to their convenience, and merely 40.6% agreed that Shopee allows flexible rerouting of packages. This suggests that Shopee's logistics system remains optimized for mass efficiency rather than personalized service. In the context of urban consumers with high mobility, flexibility in delivery time and location is increasingly demanded. The absence of adaptive scheduling options or dynamic rerouting features may reduce overall satisfaction despite strong performance in speed and reliability.

In conclusion, the study confirms that Shopee's delivery service in the Greater Jakarta Area is perceived as efficient, fast, and transparent. However, it also identifies a need for further innovation in last-mile personalization and service adaptability. These findings corroborate earlier research by Guo et al. (2012), Vasić et al. (2019), and Natsya (2024), which emphasize that speed, reliability, and transparency are crucial determinants of e-commerce satisfaction. The present study extends this understanding by demonstrating that in highly urbanized environments, flexibility has emerged as an essential dimension of perceived service quality. Hence, Shopee is encouraged to integrate technological solutions that enhance adaptability and personalization in delivery operations, ensuring sustainable satisfaction among digital consumers in Indonesia's evolving e-commerce ecosystem.

CONCLUSION

This study concludes that Shopee's delivery service in the Greater Jakarta (Jabodetabek) area is perceived positively by users, particularly regarding delivery timeliness, ease of package tracking, multiple courier options, and free shipping promotions that enhance customer satisfaction. The findings reaffirm that speed and reliability are the most critical factors influencing consumer satisfaction within the e-commerce ecosystem. However, delivery flexibility—such as rescheduling and rerouting options—remains an area for improvement to meet the increasingly dynamic expectations of users. Theoretically, this study contributes to the growing body of knowledge on digital consumer behavior by emphasizing the essential role of logistics service quality in maintaining customer loyalty. Practically, the results offer valuable insights for e-commerce providers to develop user-centered service enhancement strategies. Future research is recommended to adopt more diverse methodological approaches to explore additional factors that shape consumer perceptions of digital logistics services.

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