

Unlocking the Satisfaction: Discover the Drivers of Customer Satisfaction on TAOBAO

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This study examines the interrelationships between customer satisfaction and perceived benefits of the Taobao online shopping platform among Malaysian users. A quantitative research approach was employed by distributing a structured questionnaire to 150 Taobao users in Malaysia through Google Forms. Regression analysis was used to assess the influence of perceived ease of use, perceived trust, perceived convenience, and perceived usefulness on customer satisfaction. The findings indicate that all four factors positively and significantly influence customer satisfaction, with perceived ease of use emerging as the most dominant predictor ($\beta = 0.284$), followed by perceived trust ($\beta = 0.258$), perceived convenience ($\beta = 0.255$), and perceived usefulness ($\beta = 0.180$). The regression model explains 77.1% of the variance in customer satisfaction ($R^2 = 0.771$), demonstrating strong explanatory power. These results suggest that usability, security, operational efficiency, and functional value collectively shape customer satisfaction in a cross-border e-commerce context. This study contributes to the e-commerce literature by identifying the relative importance of key satisfaction drivers and provides practical insights for platform developers and marketers to enhance user experience, build trust, and sustain competitiveness in the rapidly growing online retail environment.

Keywords: Customer Satisfaction; Online Shopping Platform; Perceived Convenience; Perceived Ease of Use; Perceived Trust; Perceived Usefulness; Taobao

INTRODUCTION

Customer satisfaction has long been a central focus in marketing, psychology, and consumer research (Alam et al., 2020). Scholars suggest that customer satisfaction arises from consumers' perceptions of the value received from a product or service, based on their expectations and the actual purpose of purchase (Alam et al., 2020). In the era of globalization, societies are experiencing significant transformation and increasing complexity across both socio-cultural and socio-economic dimensions (Yolles, 2020). The COVID-19 pandemic further accelerated shifts in consumer behavior, leading to widespread acceptance of e-commerce. While this transition introduced various challenges, it simultaneously created new growth opportunities for e-commerce businesses (Kee et al., 2021).

The rapid expansion of e-commerce in Malaysia has intensified competition among platforms such as Shopee, Lazada, and Taobao. E-commerce transaction income in Malaysia increased from RM398.2 billion in 2015 to RM1,126.9 billion in 2022, reflecting an average annual growth rate of 16.0 percent (Department of Statistics Malaysia, 2023). This growth highlights that e-commerce has not only transformed consumer purchasing behavior in Malaysia but has also become a significant contributor to national economic development (Salleh, et. al., 2020).

Despite this substantial growth, customer satisfaction remains a critical challenge due to the increasing prevalence of fraudulent websites and inconsistent service quality, as reported by consumers (Yang et al., 2024). As a leading global e-commerce platform, Taobao faces distinct challenges in the Malaysian market, where cultural preferences, logistical complexities, and trust-related concerns influence consumer behavior. Although previous studies have examined factors such as trustworthiness and website design in general e-commerce contexts, comprehensive research focusing specifically on Taobao in Malaysia remains limited (Teo et al., 2025). This study addresses this gap by integrating perceived convenience, perceived ease of use, perceived trust, and perceived usefulness into a unified research framework to examine their influence on customer satisfaction.

Customer satisfaction is not merely a short-term objective but a crucial element for sustaining long-term business success (Brunner et al., 2025). High levels of customer satisfaction contribute to the creation of a favorable market environment (Lou et al., 2022). Satisfied customers are less likely to switch platforms, thereby reducing churn rates and fostering repeat purchases, which in turn enhance corporate reputation and attract new customers (Brunner et al., 2025). Moreover, customer satisfaction extends beyond customer service functions, as it creates opportunities for upselling and cross-selling, enabling firms to maximize revenue from existing customers (Vo-Thanh et al., 2024). Insights derived from customer satisfaction assessments can also inform other organizational functions, including product development and marketing. This cross-functional relevance underscores the strategic importance of customer satisfaction across the entire organization and supply chain (Jodlbauer et al., 2023).

Taobao, operated by the Alibaba Group, entered the Malaysian market through strategic partnerships with logistics providers such as Cainiao, offering localized payment gateways and an English-language interface to accommodate Malaysian users (The Star Online, 2024). Nevertheless, a comparative study reveals that 34% of Malaysian consumers remain hesitant to use international online shopping platforms, citing concerns related to delivery delays and warranty uncertainty (Yang et al., 2024).

Consequently, platforms such as Taobao continue to trail behind major local competitors, particularly Shopee.

This study introduces novelty by applying regression analysis to empirically test and quantify the effects of perceived convenience, perceived ease of use, perceived trust, and perceived usefulness on customer satisfaction. Prior studies often examine these variables independently or without sufficient contextual adaptation, resulting in limited understanding of their interrelationships. By employing regression modeling, this research identifies the relative strength and statistical significance of each factor, providing deeper insights into customer satisfaction in the context of e-commerce, specifically Taobao. In doing so, this study not only addresses the identified research gap but also offers strategic implications for platform developers and online retailers seeking to enhance customer satisfaction.

Although Taobao is not a locally based platform, it has attracted considerable attention due to its wide product assortment and competitive pricing. Accordingly, this study investigates the key factors influencing customer satisfaction among Malaysian users of Taobao, with particular emphasis on perceived convenience, perceived ease of use, perceived trust, and perceived usefulness within a cross-border e-commerce environment.

LITERATURE REVIEW

Emerging Trends in the E-Commerce Market

Recent developments in the e-commerce market have significantly reshaped consumer expectations and influenced customer satisfaction, particularly on platforms such as Taobao (Huang & Nuangjamnong, 2023). As competition intensifies, understanding emerging trends has become essential for platforms seeking to maintain and enhance user loyalty.

Growth of Mobile Commerce

One of the most influential trends affecting customer satisfaction is the rapid growth of mobile commerce. With the widespread adoption of smartphones and increased internet accessibility, consumers increasingly prefer shopping via mobile devices. According to VenPep (2024), global online sales are projected to reach USD 6.3 trillion in 2024, with e-commerce accounting for approximately 20% of total retail sales. In China, mobile shopping has become the dominant mode of online purchasing, with more than 80% of transactions conducted via smartphones (Lu et al., 2017). In response, platforms such as Taobao have developed mobile applications that are fast, user-friendly, and equipped with personalized features to enhance customer experience and satisfaction.

Expansion of Live-Stream Shopping

Another notable trend is the expansion of live-stream shopping. Platforms like Taobao leverage real-time video sessions in which influencers or sellers promote products interactively. Xue & Liu (2023) reported that live-stream commerce in China generated approximately USD 180 billion in sales in 2022. Through live-stream sessions, consumers can ask questions, observe real-time product demonstrations, and receive exclusive promotional offers. This interactive shopping model enhances entertainment value while simultaneously fostering trust and immediacy, both of which are critical determinants of customer satisfaction in online purchasing environments.

Personalization through Artificial Intelligence

Artificial intelligence (AI) has become a key driver of personalization in e-commerce. Taobao utilizes AI-driven algorithms to recommend products based on users' preferences, browsing behavior, and purchase history. A study by [Pappas et al. \(2017\)](#) indicates that personalized shopping experiences can increase purchase likelihood by up to 80%. By delivering tailored content, dynamic advertisements, and relevant product suggestions, Taobao enhances perceived usefulness and perceived ease of use. Personalization also reduces search effort and improves overall shopping efficiency, thereby contributing positively to customer satisfaction.

Growing Focus on Sustainability

Sustainability has emerged as an increasingly important consideration for online consumers. Shoppers are becoming more attentive to a brand's environmental practices, including packaging, sourcing, and logistics. [Choi et al. \(2019\)](#) reported that consumers demonstrate a stronger preference for companies that prioritize environmental sustainability and corporate social responsibility. In response to these evolving expectations, Taobao has introduced green shipping options and encouraged sellers to adopt sustainable operational practices. These initiatives align with consumers' environmental values and contribute to building trust and long-term customer satisfaction.

Customer Satisfaction in E-Commerce

Perceived Convenience

Perceived convenience plays a pivotal role in shaping customer satisfaction on e-commerce platforms such as Taobao. In the context of online shopping, convenience encompasses time savings, ease of access, flexible shopping hours, and simplified purchasing processes ([Ofori & Appiah-Nimo, 2019](#)). Through its mobile application, Taobao allows consumers to shop anytime and anywhere, access a vast range of products, and complete transactions with minimal effort. This high level of convenience is particularly attractive to users with busy lifestyles, as it eliminates the need for physical store visits, long queues, and restricted operating hours.

[Guan et al. \(2024\)](#) note that the growth of mobile commerce is largely driven by the convenience it offers, especially in densely populated areas where traditional shopping can be time-consuming. Furthermore, [Kennedy and Kundu \(2022\)](#) suggest that fast delivery services, affordable shipping fees, and efficient return policies enhance consumers' perceptions of convenience, thereby increasing satisfaction. Taobao has strengthened its logistics capabilities by offering same-day or next-day delivery in selected regions, along with real-time order tracking, which contributes to a seamless shopping experience. [Kumar \(2024\)](#) further emphasize that consumers exhibit higher satisfaction levels when platforms minimize both physical and cognitive effort during the shopping process. Additionally, features such as personalized recommendations and location-based services simplify product discovery and improve efficiency. According to [Pazouki et al. \(2025\)](#), convenience-oriented features such as one-click payments and intuitive navigation significantly influence users' overall evaluation of e-commerce services. Therefore, when consumers perceive Taobao as a convenient platform, they are more likely to experience higher satisfaction, which reinforces loyalty and repurchase intention. Hence, it is hypothesized that:

H1: Perceived convenience is positively related to customer satisfaction.

Perceived Ease of Use

Perceived ease of use is another significant determinant of customer satisfaction in the context of Taobao. [Davis \(1989\)](#) defines perceived ease of use as the degree to which

an individual believes that using a system requires minimal effort. This concept is particularly relevant in e-commerce environments, where users expect intuitive interfaces and efficient transaction processes. Zhang et al. (2014) highlight that ease of use reduces users' cognitive burden and enhances satisfaction in online shopping settings. Taobao's user-friendly interface, personalized features, and streamlined checkout process contribute positively to its perceived usability.

Liu et al. (2022) argue that platforms that minimize operational complexity encourage greater customer engagement and satisfaction. Moreover, Zhou (2022) demonstrate that a seamless mobile shopping experience strengthens customer trust and loyalty on platforms such as Taobao. When consumers find it easy to search for products, apply filters, and complete purchases, they are more likely to perceive the platform positively. Consistent with the findings of Jibril et al. (2020), perceived ease of use serves as a key predictor of customer satisfaction by improving overall shopping efficiency and convenience. Therefore, it is hypothesized that:

H2: Perceived ease of use is positively related to customer satisfaction.

Perceived Trust

Perceived trust is a critical component of customer satisfaction in e-commerce platforms such as Taobao. The absence of face-to-face interaction and the complexity of digital transactions heighten consumers' concerns regarding security, reliability, and integrity. Trust reduces perceived risk and uncertainty, thereby enhancing overall satisfaction. Previous studies have emphasized that e-trust significantly influences customer satisfaction and repurchase intention in business-to-consumer (B2C) e-commerce contexts. For instance, Jibril et al. (2020) found that consumers' trust in online retail platforms significantly influences their acceptance and satisfaction, particularly in contexts where perceived risk is high.

Similarly, Choi et al. (2019) suggest that trust in e-commerce platforms is strongly influenced by platform reliability and logistics performance, which help reduce uncertainty and foster a secure shopping environment. In addition, Yang et al. (2024) demonstrate that trust directly affects customer satisfaction among Malaysian e-commerce users, particularly in relation to perceived platform credibility and transaction security. Collectively, these studies indicate that when consumers perceive Taobao as a trustworthy platform, they are more likely to feel secure, satisfied, and motivated to continue using the service. Accordingly, the following hypothesis is proposed:

H3: Perceived trust is positively related to customer satisfaction.

Perceived Usefulness

Perceived usefulness refers to the extent to which consumers believe that using an e-commerce platform enhances the effectiveness and efficiency of their shopping activities. In the context of Taobao, perceived usefulness is reflected when users feel that the platform facilitates task completion through efficient product searches, informative content, and decision-support features. This concept is rooted in the Technology Acceptance Model, which posits that perceived usefulness significantly influences users' attitudes and satisfaction toward information systems (Davis, 1989).

Prior studies have consistently demonstrated the importance of perceived usefulness in shaping customer satisfaction in online shopping environments. For example, Lu et al. (2017) found that system usefulness and performance expectancy significantly influence users' satisfaction and continuance intention in mobile shopping platforms. Similarly,

Zhang et al. (2014) reported that useful platform features, such as relevant information provision and personalized system functionality, enhance customer experience and satisfaction in social commerce contexts. In addition, Lok et al. (2022) showed that consumers' perceptions of platform usefulness play an important role in shaping satisfaction toward e-commerce platforms in Malaysia, particularly when platforms support efficient decision-making and product comparison.

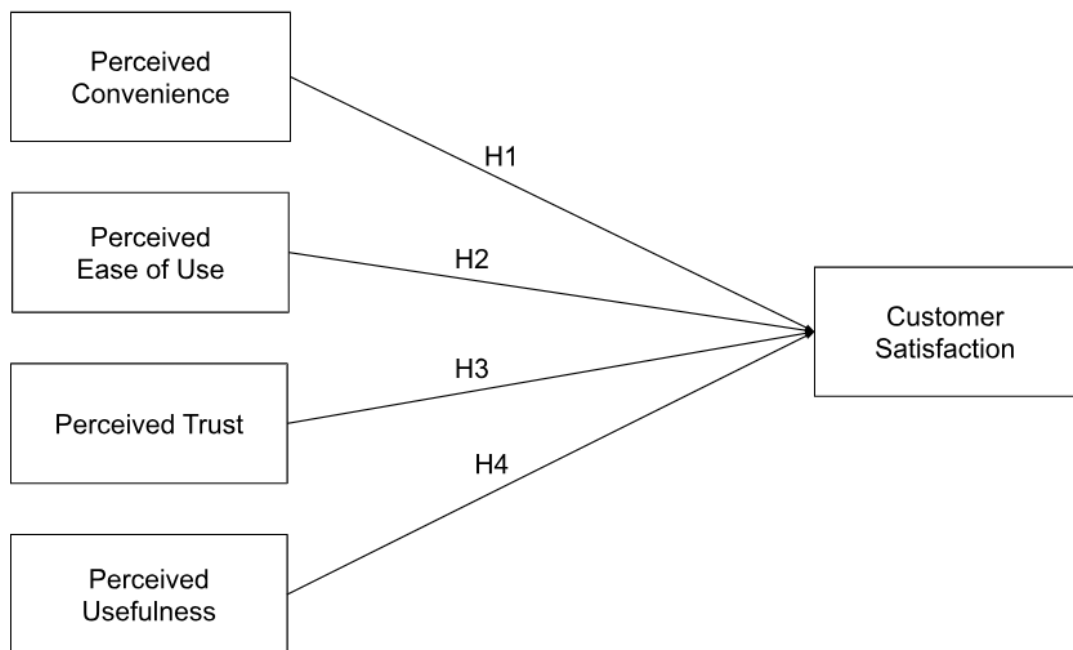
These findings suggest that features designed to improve shopping efficiency—such as clear product specifications, helpful descriptions, and intuitive system functionality—can substantially enhance the perceived usefulness of Taobao. Consequently, higher perceived usefulness is expected to contribute positively to customer satisfaction. Therefore, the following hypothesis is proposed:

H4: Perceived usefulness is positively related to customer satisfaction.

Conceptual Framework

The study framework model is depicted in Figure 1.

Figure 1. Research Framework



RESEARCH METHOD

Sample and Procedure

In April 2025, an online survey was administered using Google Forms and disseminated through widely used social media platforms in Malaysia, including WhatsApp, Telegram, and Instagram. The target population comprised individuals residing in Malaysia who had prior experience using the Taobao application for online shopping purposes. A total of 150 valid responses were obtained from Taobao users and included in the final analysis. The collected data were analyzed using IBM SPSS Statistics software to examine the relationships and statistical significance between the independent variables and the dependent variable.

Measures

The online questionnaire was structured into eight sections to capture respondents' demographic characteristics, usage experience, and perceptions of Taobao. The first section collected demographic information, including age, gender, race, and monthly allowance or income. Additionally, respondents were asked to report the frequency of their Taobao usage for online purchases using a six-point scale ranging from never to always (Pool, 2021). Respondents who indicated "never" were deemed ineligible for the study and were therefore excluded from subsequent analyses.

The second section assessed respondents' experience with Taobao, focusing on the length of time they had used the platform and their preferred payment methods when conducting online transactions.

The subsequent four sections measured the independent variables of the study, namely perceived usefulness, perceived ease of use, perceived trust, and perceived convenience. Each construct was operationalized using a five-item scale adapted from prior studies. Representative items included statements such as "Taobao provides sufficient information so that I can identify different products within the same category" for perceived usefulness, "I find Taobao easy to navigate" for perceived ease of use, "I feel comfortable and safe when using Taobao for online purchases" for perceived trust, and "I am able to complete my purchases without difficulty via Taobao" for perceived convenience.

Customer satisfaction, the dependent variable of this study, was measured using a five-item scale designed to capture respondents' overall evaluation of their shopping experience on Taobao. A sample item included "I am satisfied with the online shopping experience on Taobao."

All measurement items from the independent and dependent variable sections were assessed using a five-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree) (Sol, 2024). The complete list of measurement items for each construct is provided in the Appendix.

RESULTS

Table 1. Summary of Respondents' Demographic Information (N =150)

Category	Response	Frequency	Percentage (%)
Age	18–25 years old	114	76.0
	26–30 years old	14	9.3
	31–35 years old	7	4.7
	36–40 years old	3	2.0
	41–45 years old	1	0.7
	46–50 years old	6	4.0
	Above 50 years old	5	3.3
Gender	Male	44	29.3
	Female	106	70.7
Race	Malay	27	18.0
	Chinese	112	74.7
	Indian	11	7.3
Monthly Allowance / Income	Below RM1,000	81	54.0
	RM1,001–RM2,000	27	18.0
	RM2,001–RM3,000	16	10.7
	RM3,001–RM4,000	8	5.3
	RM4,001–RM5,000	10	6.7

	Above RM5,000	8	5.3
Frequency of Using Taobao for Online Purchases	Never	0	0.0
	Seldom (1–3 times per year)	67	44.7
	Sometimes (4–8 times per year)	35	23.3
	Often (Every month)	29	19.3
	Usually (2 weeks per month)	13	8.7
	Always (Every week)	6	4.0

According to the data presented in Table 1, a total of 150 respondents participated in the survey. The majority of respondents (76.0%) were between 18 and 25 years old ($M = 25.29$; $SD = 8.38$), while only 3.3% were aged above 50 years.

In terms of gender distribution, the sample was predominantly female, with females accounting for 70.7% of the respondents and males comprising 29.3%. Regarding racial composition, the majority of respondents were Chinese (74.7%), followed by Malay (18.0%) and Indian (7.3%).

With respect to monthly allowance or income, more than half of the respondents (54.0%) reported earning below RM1,000 per month. Smaller proportions of respondents fell into higher income categories, with only 5.3% indicating a monthly income above RM5,000.

Regarding the frequency of Taobao usage, 44.7% of respondents reported using the platform seldomly (1–3 times per year), while 23.3% indicated occasional usage (4–8 times per year). A relatively smaller proportion of respondents reported frequent usage, with 19.3% using Taobao on a monthly basis, 8.7% using it twice per month, and 4.0% using it on a weekly basis. Notably, none of the respondents reported never using Taobao, indicating that all participants had at least some prior experience with the platform.

Table 2. Summary of Respondents' Experience with Taobao (N = 150)

Category	Response	Frequency	Percentage (%)
Year of Experience in Using Taobao for Online Purchases	Less than a year	27	18.0
	1–2 years	42	28.0
	2–3 years	32	21.3
	3 years and above	49	32.7
Mode of Payment for Online Purchases on Taobao	Cash on delivery	6	4.0
	Online banking	78	52.0
	Credit card / Debit card	31	20.7
	E-wallet	35	23.3

Table 2 presents the respondents' experience with using Taobao and their preferred payment methods. In terms of usage experience, the majority of respondents had used Taobao for a considerable period. Specifically, 32.7% reported using the platform for three years or more, followed by 28.0% with one to two years of experience and 21.3% with two to three years. A smaller proportion of respondents (18.0%) had used Taobao for less than one year. These findings indicate that most respondents were familiar with the Taobao platform.

Regarding payment methods, online banking emerged as the most commonly used option, with 52.0% of respondents selecting it as their preferred payment method. This was followed by e-wallets (23.3%) and credit or debit cards (20.7%), while cash on delivery was the least preferred method, accounting for only 4.0% of responses. These results suggest a strong preference for digital payment methods among Taobao users in the sample.

Table 3. Descriptive Statistics, Cronbach’s Alpha Coefficients, and Zero-Order Correlations for All Study Variables

Variables	1	2	3	4	5
Perceived Usefulness	0.864				
Perceived Ease of Use	0.691**	0.863			
Perceived Trust	0.632**	0.782**	0.887		
Perceived Convenience	0.741**	0.767**	0.796**	0.871	
Customer Satisfaction	0.728**	0.805**	0.796**	0.811**	0.899
Number of items	5	5	5	5	5
Mean	4.1933	4.1187	3.9480	4.0147	4.1320
Standard Deviation	0.65842	0.68897	0.84391	0.74441	0.75825

Note: N = 150; *p < .05, **p < .01, ***p < .001. The diagonal entries represent Cronbach’s coefficient alpha.

Note: 1 = Perceived Usefulness, 2 = Perceived Ease of Use, 3 = Perceived Trust, 4 = Perceived Convenience, 5 = Customer Satisfaction

Table 3 presents the descriptive statistics, Cronbach’s alpha coefficients, and zero order correlations for all study variables. Cronbach’s alpha was employed to assess the internal consistency reliability of the multi item Likert scale measures used in this study. The results indicate that the Cronbach’s alpha coefficients for the four perceived factors demonstrated good internal consistency, with values ranging from 0.863 to 0.889. This suggests that the measurement items used for perceived usefulness, perceived ease of use, perceived trust, and perceived convenience are reliable.

In addition, the correlation analysis shows that all four perceived factors perceived usefulness, perceived ease of use, perceived trust, and perceived convenience are correlated with customer satisfaction toward Taobao in Malaysia.

Table 4. Regression Analysis

Customer Satisfaction Level towards Taobao	Beta
Perceived Usefulness	0.180**
Perceived Ease of Use	0.284***
Perceived Trust	0.258***
Perceived Convenience	0.255**
R ² Change	0.771
F Value	122.019
Durbin-Watson Statistic	2.034

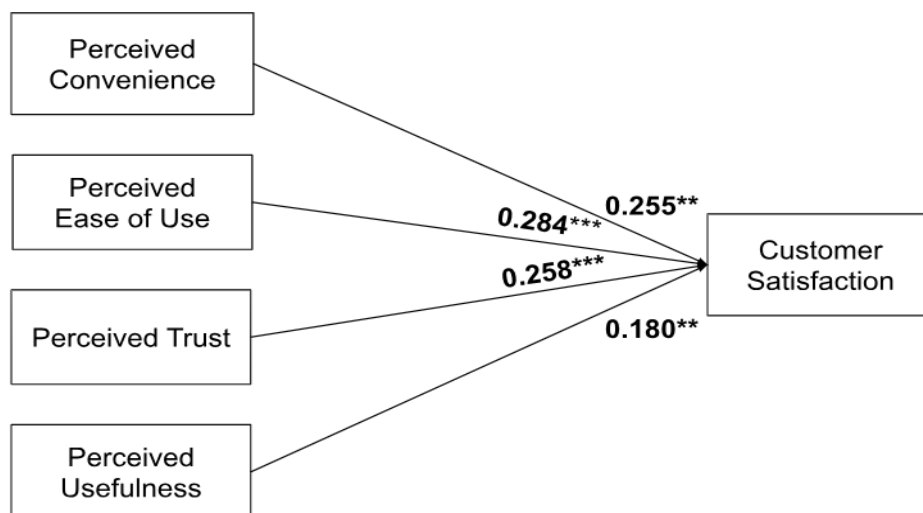
Note: N = 150; *p < .05, **p < .01, ***p < .001.

The hypotheses were tested using regression analysis. As presented in **Table 4**, customer satisfaction served as the dependent variable, while perceived usefulness, perceived ease of use, perceived trust, and perceived convenience were included as independent variables. The results indicate that all hypotheses (H1 to H4) are supported, as each factor demonstrates a positive relationship with customer satisfaction.

Specifically, H2 (perceived ease of use) and H3 (perceived trust) emerged as highly significant predictors of customer satisfaction. This suggests that users who perceive Taobao as easy to use and trustworthy are more likely to report higher levels of satisfaction. Meanwhile, H1 (perceived usefulness) and H4 (perceived convenience) also exhibited positive effects on customer satisfaction, although to a moderate extent.

The regression model produced an R^2 value of 0.771, indicating that 77.1% of the variance in customer satisfaction is explained by the four independent variables. In addition, the F value of 122.019 confirms that the model is statistically significant and that the predictors reliably explain variations in the dependent variable. Among the four factors, perceived ease of use was identified as the most dominant predictor of customer satisfaction, with the highest standardized beta coefficient ($\beta = 0.284$), followed by perceived trust ($\beta = 0.258$), perceived convenience ($\beta = 0.255$), and perceived usefulness ($\beta = 0.180$). Overall, the findings confirm that all examined variables significantly influence customer satisfaction toward Taobao in Malaysia.

Figure 2. Hypothesized Model



DISCUSSION

This study was conducted to examine the factors influencing customer satisfaction toward the Taobao e-commerce platform in Malaysia, focusing on perceived usefulness, perceived ease of use, perceived trust, and perceived convenience. The findings reaffirm the importance of understanding user perceptions in shaping satisfaction within a cross-border online shopping environment. By empirically testing these factors using regression analysis, this study contributes to the e-commerce literature by identifying the relative strength of each determinant and highlighting the dominant role of perceived ease of use and trust in influencing customer satisfaction. These findings are consistent with prior studies that emphasize the multidimensional nature of customer satisfaction in online shopping contexts (Alam et al., 2020; Brunner et al., 2025).

Overall, the regression results indicate that all four hypotheses proposed in this study are supported. Perceived usefulness, perceived ease of use, perceived trust, and perceived convenience are all positively associated with customer satisfaction toward Taobao. However, the magnitude of their effects varies, suggesting that certain factors play a more prominent role in shaping customer satisfaction than others. These findings are discussed in detail below in relation to each hypothesis and relevant prior studies.

The Influence of Perceived Ease of Use on Customer Satisfaction

The results of the regression analysis indicate that perceived ease of use is the most influential factor affecting customer satisfaction toward Taobao, with the highest standardized beta coefficient ($\beta = 0.284$). This finding supports Hypothesis 2 and suggests that users who perceive Taobao as easy to navigate, simple to operate, and efficient in facilitating online transactions are more likely to experience higher levels of satisfaction. Ease of use reduces cognitive effort during the shopping process and enhances the overall user experience.

This finding is consistent with the Technology Acceptance Model, which posits that perceived ease of use is a key determinant of user attitudes and satisfaction toward information systems (Davis, 1989). Similar findings were reported by Lu et al. (2017), who demonstrated that ease of system interaction significantly influences satisfaction and continuance intention in mobile shopping platforms. In addition, Zhang et al. (2014) found that intuitive system design and ease of interaction positively affect customer experience and satisfaction in social commerce environments. In the context of Taobao, features such as a clear navigation structure, organized interface, and smooth transaction process appear to play a critical role in enhancing customer satisfaction.

The Influence of Perceived Trust on Customer Satisfaction

Perceived trust was identified as the second strongest predictor of customer satisfaction, with a standardized beta coefficient of $\beta = 0.258$, supporting Hypothesis 3. This finding indicates that consumers who feel secure and confident when shopping on Taobao are more likely to report higher satisfaction levels. Trust is particularly important in e-commerce settings where transactions involve perceived risks related to payment security, product authenticity, and delivery reliability.

This result is consistent with Jibril et al. (2020), who found that trust significantly influences users' acceptance and satisfaction with online retail platforms, especially in environments characterized by higher perceived risk. Furthermore, Choi et al. (2019) emphasized that trust in e-commerce platforms is strongly shaped by logistics reliability and transaction security, which reduce uncertainty and enhance customer satisfaction. In the Malaysian context, Yang et al. (2024) also reported that trust is a significant determinant of customer satisfaction toward e-commerce platforms. Collectively, these findings suggest that trust remains a critical driver of satisfaction in cross-border e-commerce platforms such as Taobao.

The Influence of Perceived Convenience on Customer Satisfaction

The regression results indicate that perceived convenience has a positive and significant, though moderate, effect on customer satisfaction, with a standardized beta coefficient of $\beta = 0.255$, supporting Hypothesis 1. Perceived convenience reflects users' perceptions of how easily and efficiently they can complete the shopping process, including product search, transaction, delivery, and post-purchase activities.

The majority of respondents perceived Taobao as convenient, particularly in terms of efficient checkout procedures, order confirmation, delivery processes, and ease of completing purchases. This finding aligns with Kennedy and Kundu (2022), who found that post-purchase service efficiency and convenience-related policies significantly influence customer satisfaction in e-retailing contexts. Similarly, Alam et al. (2020) emphasized that convenience is a key factor shaping customer satisfaction in online shopping, particularly in growing markets. Although perceived convenience is not the most dominant predictor, its significant contribution highlights the importance of operational efficiency in sustaining customer satisfaction.

The Influence of Perceived Usefulness on Customer Satisfaction

Perceived usefulness was found to have the lowest standardized beta coefficient ($\beta = 0.180$) among the four factors, although it still demonstrates a positive and significant relationship with customer satisfaction, thereby supporting Hypothesis 4. Perceived usefulness reflects the extent to which users believe that the platform enhances the effectiveness and efficiency of their shopping activities through useful information and functional features

This finding is consistent with [Davis \(1989\)](#), who emphasized that perceived usefulness influences users' satisfaction with information systems. Previous studies have also shown that while usefulness remains important, its impact may be less pronounced in highly competitive e-commerce environments where functional features are often considered basic expectations rather than sources of differentiation ([Zhang et al., 2014](#); [Liu et al., 2022](#)). Although most respondents agreed that Taobao provides useful information and features, some expressed neutral perceptions, which may explain the relatively moderate effect observed in this study. Nevertheless, perceived usefulness continues to play a supportive role in enhancing informed decision-making and overall shopping satisfaction.

Managerial Implications, Limitations, and Future Research

The findings of this study offer several managerial implications for e-commerce platforms, particularly Taobao. Platform developers should prioritize ease of use by simplifying navigation, optimizing interface design, and minimizing operational complexity. In addition, strengthening trust through secure payment systems, transparent information, and reliable logistics is essential for sustaining customer satisfaction. Improving convenience-related features, such as efficient delivery and return processes, can further enhance user experience, while continuous improvements in platform usefulness can help meet evolving customer expectations.

Despite its contributions, this study has limitations. The sample size was limited to 150 respondents in Malaysia, which may restrict generalizability. In addition, the use of self-reported data may introduce response bias. Future research could employ larger and more diverse samples, longitudinal designs, or include additional variables such as price perception, social influence, or cultural factors. Comparative studies between local and international platforms may also provide deeper insights into cross-border consumer behavior.

CONCLUSION

This study aimed to identify and analyze the key factors influencing customer satisfaction among Malaysian users of the Taobao e-commerce platform. Using data collected from 150 respondents and applying regression analysis, four primary variables were examined: perceived ease of use, perceived trust, perceived convenience, and perceived usefulness. The findings indicate that all four factors have a significant positive relationship with customer satisfaction, with perceived ease of use emerging as the most dominant determinant, followed by perceived trust, perceived convenience, and perceived usefulness.

The results suggest that Malaysian consumers place greater value on e-commerce platforms that are easy to navigate, reliable, and capable of delivering a smooth and efficient shopping experience. Although perceived usefulness exhibited the weakest influence among the four variables, it still contributed positively to customer satisfaction,

highlighting the continued importance of functional features, clear information, and practical system support.

This study contributes to the existing literature by providing a contextualized understanding of consumer behavior in a cross-border e-commerce setting, particularly within the Malaysian market. In addition, the findings offer practical insights for platform developers and marketers, emphasizing the need to prioritize user-friendly interface design, secure and transparent transaction systems, and convenience-oriented features to enhance customer satisfaction.

Overall, the study confirms that customer satisfaction on Taobao is not driven by a single factor, but rather by a combination of interconnected perceptions that collectively shape the overall shopping experience. Continuous improvement in these areas can help Taobao strengthen its competitive position and sustain user engagement in Malaysia's rapidly growing e-commerce landscape.

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DECLARATION OF CONFLICTING INTERESTS

The authors have declared no potential conflicts of interest concerning the study, authorship, and/or publication of this article.

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