# RESEARCH ARTICLE

# A scrutiny study between Shopee and Lazada user Experience and Satisfaction among Filipino Customers

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## Abstract

*The emergence of e-commerce has had a huge influence on worldwide society, changing how individuals trade and purchase things. The COVID-19 epidemic hastened the switch to online purchases and raised e-commerce sales in the Philippines. Mobile devices are quickly dominating online shopping, and digital businesses must adapt to meet the needs of mobile customers. A mobile e-commerce platform's user experience (UX) must be fluid, simple, and well-designed. As a result, the purpose of this study was to assess and compare the UX satisfaction of Filipino customers. The User Experience Questionnaire Short Version (UEQ), System Usability Scale (SUS), and Net Promoter Score (NPS) were utilized in the study to assess UX satisfaction. The online study of 120 Filipino customers discovered substantial disparities in UX and satisfaction between the Shopee and Lazada mobile applications. The findings of this study add to a better understanding of the importance of UX in mobile e-commerce satisfaction. They can assist in improving the user experience of mobile applications for Filipino customers.*

## 1. Introduction

Today, the global society increasingly relies on e-commerce, which has substantially altered how individuals trade and acquire things. E-commerce has evolved as a significant retail model and online buying has risen in prominence as information technology has advanced and the global e-commerce industry is expected to reach $5.55 trillion in 2022. (Huang and Wang) (Keenan) Due to the COVID-19 pandemic, more Filipinos are staying at home and shopping online, resulting in $17 billion in e-commerce industry sales in the Philippines in 2021. Shopee, Lazada, Zalora, and Beauty MNL

are the top e-commerce sites in the Philippines. The majority of the working population (ages 25 to 44) actively uses their desktop and mobile devices to access these platforms, and the most popular product categories inside are household care, electronics, fashion, and beauty products. (Yatprom) (Perlman)

The user experience (UX) of a mobile e-commerce platform must be fluid, easy to use, and well-built since this is critical to the success or failure of any e-commerce. The industry norm is now simple designs with less intricate and confusing material. Many goods on the main page may look OK on a desktop computer, but not on a mobile

device since there is little space, and content space is far more precious (Ahmad, Hamid, and Lokman) . As one of the Philippines' rising business sec- tors, increasing the user experience and happiness of the top two mobile e-commerce platforms is crit- ical to its growth and development. As a result, this study focuses on analyzing and comparing the user experience and happiness of Filipino customers toward Shopee and Lazada Mobile apps, as well as the importance of user experience to user satisfac- tion.

This survey assesses the entire user experience and happiness of Filipino customers with the Shopee and Lazada mobile applications. It looks for any significant changes between app users in these two variables.

• To evaluate user experience using the User Experience Questionnaire Short Version (UEQ)

• To evaluate satisfaction using the System Usability Scale (SUS)

• Compare user experience and satisfaction between Shopee and Lazada mobile apps.

The user experience of mobile apps and sys- tems is influenced by several critical characteris- tics, including usability, utility, credibility, findabil- ity, attractiveness, accessibility, and value. These factors are critical in establishing how and why users interact with the program and, as a result, con- tribute to its success However, not all users have the same demands or behave in the same way. Busi- nesses must establish distinct user profiles and apply UX assessment metrics to properly understand and address consumers' demands. (Ahmad, Hamid, and Lokman) (Setiyawati and Bangkalang).

The study's findings will assist the following (1) Online shopping companies (2) UI designers / Mobile developers: and (3) Researchers. This research compares Filipino customers' user expe- riences and satisfaction with Shopee and Lazada Philippines' mobile applications. The researchers will administer an online survey to 120 people via Google Docs, gathering vital information on the respondents' experiences and levels of satisfaction. The survey only includes consumers who have used the Shopee and Lazada Philippines mobile applica- tions.

Given the rapid expansion of mobile commerce, it is critical to assess user experiences. The short ver- sion of the User Experience Questionnaire (UEQ),



**FIGURE 1.** **The relationship between user expe- rience and user satisfaction is adapted from Setiyawati & Bangkalang**

System Usability Scale (SUS), and Net Promoter Score (NPS) metrics were used in this study to analyze the user experience and satisfaction of the Shopee and Lazada Philippines mobile applications. This review not only acts as a great resource for developers wanting to improve design and function- ality, but it also aids in increasing revenue, improv- ing designs, and meeting customer expectations for these B2C mobile applications. The method of the study adapted are the Research Framework, Data Gathering, Data Analysis And Conclusion (Božić- Kudrić).

A descriptive-comparative research approach was employed in this study to describe the overall user experience and user satisfaction of Shopee and Lazada Philippines mobile app users. The outcomes of the user experience and user satisfaction evalua- tions were compared between the two retail systems.

User Experience Questionnaire Short Version (UEQ-S) – User Experience

The purpose of the UEQ (User Experience Ques- tionnaire) is to give end-users with a quick and sim- ple evaluation tool that provides a full perspective of their experience with a product. The UEQ should allow users to communicate their feelings, thoughts, and attitudes concerning the product under consid- eration quickly and easily (Schrepp, Hinderks, and Thomaschewski).

To guarantee its applicability, the UEQ (User Experience Questionnaire) was designed utilizing data analytics . The UEQ is comprised of six scales totaling 26 items, each assessing a different com- ponent of the user experience. These are the fol- lowing (1) Attractiveness evaluates users' impres- sions of the product. (2) Perspicuity measures the simplicity of becoming acquainted with and learn- ing how to use a product. (3) Efficiency measures a user's capacity to complete tasks with minimal effort. (4) Dependability is a measurement of user influence over the interaction. (5) Stimulation mea-

sures the level of excitement and motivation when a product is utilized. (6) Novelty measures the level of innovation and creativity and the product's appeal to users (Perlman) .

The System Usability Scale (SUS) is a popular tool for assessing usability fast. SUS was created as a subjective metric that may be delivered after the user has completed evaluation activities. The questionnaire asks users to score their level of agreement with statements about the system's complexity and the amount of help or training necessary. The SUS is made up of experience components such as attitudes, contentment, or familiarity with the system. As a result, SUS ratings can give a full perspective of the natural and perceived user experience and can be used to compare systems, iterations, or rivals.

## 2. Results And Discussion

UEQ (User Experience Questionnaire)

The Lazada UEQ and Shopee UEQ outcomes are analyzed using the means of the scales' pragmatic and hedonic qualities. These characteristics classify the scales based on the items that were largely rated. Pragmatic Quality is based on three scales: Efficiency, Perspicuity, and Dependability, and Hedonic Quality is based on Stimulation and Novelty. Furthermore, these scales have a total of eight components. According to the accepted interpretation, values on the scale between -0.8 and 0.8 suggest a neural evaluation of the relevant scale, while values more than or equal to 0.8 indicate a positive evaluation, and values less than or equal to -0.8 indicate a negative evaluation. The scales range from -3 (worst) to +3 (outstanding). In real-world applications, however, only numbers within a particular range are often identified. It is extremely rare to discover results more than +2 or less than -2 since the means were calculated among a wide range of individuals with varying opinions and replying patterns.

The measured UEQ of Lazada has a value of 0.848 as regards Pragmatic quality in the mobile application, and 0.508 in Hedonic quality (Stimulation and Novelty) which indicates a neural evaluation on the scale. The overall score of 0.678 further shows a neural evaluation since it is between the values of -0.8 and +0.8 on the means of the scale while Shopee has a value of 1.438, 0.969 respectively. The overall score of 1.203 which is greater than 0.8 on the means of the scale.

|  | Lazada SUS | Shopee SUS |
|---|---|---|
| Mean | 61.20833333 | 70.5 |
| Variance | 308.1915266 | 258.0462185 |
| Observations | 120 | 120 |
| Hypothesized Mean Difference | 0 | |
| df | 236 | |
| t Stat | -4.277448963 | |
| P(T<=t) one-tail | 1.3738E-05 | |
| t Critical one-tail | 1.65133585 | |
| P(T<=t) two-tail | 2.7476E-05 | |
| t Critical two-tail | 1.970066853 | |

| P Value | Alpha | Hypothesis |
|---|---|---|
| 0.000027 | 0.05 | Significant Difference |

**FIGURE 2.** Two sample T-Test assuming unequal variances

A comparison of Lazada and Shopee SUS Results based on the figure(2) SUS ratings. The calculated P value was compared to the Alpha, which represents the likelihood of rejecting the null hypothesis. The null hypothesis is rejected if the P value is less than the alpha, while the alternative hypothesis is accepted if the P value is less than the alpha. Based on the two-sample t-test computation findings, the P value is 0.000027, which is lower than the rejection area or alpha, showing a "Significant Difference" in the SUS ratings of the two mobile applications.

## 3. Conclusion

Finally, in terms of user experience, the findings of the UEQ, SUS, and NPS ratings demonstrated a clear preference for Shopee over Lazada. According to the UEQ results, Shopee scored higher marks in Pragmatic and Hedonic quality, reflecting the app's useful and pleasant features. The SUS findings also revealed a substantial difference between the two mobile applications, with Shopee earning a B. Lazada, on the other hand, scored a D. Furthermore, Shopee had a larger number of Promoters, suggesting a better degree of consumer loyalty and happiness, according to the NPS statistics. In terms of user experience, usability, and customer happiness, these findings indicate that Shopee is the superior alternative for users.

## 4. Recommendation

In future studies, the researchers advocate increasing the number of respondents to better understand the diverse demands of consumers for B2C mobile applications. Furthermore, this will confirm and deliver more essential data to the Lazada and Shopee

platforms. Second, recognizing the unique demands of users based on their B2C mobile application inclinations will help to answer the issue of "what" specific criteria the user expects while using and navigating B2C mobile apps. Finally, it is critical to assess various B2C platforms that require development and feedback on their application. Responses from different users would have a significant influence on the progress of the specific platform itself because meeting the wants of consumers is one of the things that considerably affect and main- tain enterprises. Aside from B2C mobile applica- tions, some several more applications and platforms require upgrading. Using the main criteria highlighted in the study will have a significant impact not just on e-commerce platforms, but also on other applications that are heavily impacted by user experience.

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