

Factors Affect Fashion Product Customer Satisfaction: A Study in Indonesia E-Commerce Users

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ABSTRACT

This study aims to analyze factors that affect customers' satisfaction that make purchases fashion products through e-commerce in Indonesia. The respondents involved in this study are those who have transactions of fashion products on e-commerce at least 3 times in the last 3 months and at least above 18 years old. This study takes a quantitative approach, employing SEM methods for structural equation modeling, utilizing SPSS 25 and AMOS 26 for data processing. The result of this study shows that Online shopping experience, Seller service, External incentives and Security / Privacy are directly influencing Customer satisfaction. This study's findings could help e-commerce and online businesses focus on establishing better customer satisfaction strategies.

Keywords: *Customer Satisfaction, Online Shopping Experience, External Incentives, Fashion E-Commerce.*