THE INFLUENCING FACTORS OF CONSUMERS' SHOPPING EXPERIENCE SATISFACTION WITH JD ONLINE SHOPPING PLATFORM

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This Independent Study has been Approved as a Partial Fulfillment of the Requirements for the Degree of Master of Business Administration

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ABSTRACT

In the rapidly growing e-commerce industry, JD.com, as one of the leading online shopping platforms in China, faces increasing competition and pressure to continuously improve consumers' shopping experience satisfaction. This study aims to investigate the factors influencing consumers' satisfaction with their shopping experience with JD online shopping platform users by examining the effects of delivery service, platform usability, information quality, and perceived value.

A quantitative research method was adopted in this study. Data were collected through a structured questionnaire survey. A total of 450 questionnaires were distributed, and 393 valid responses were obtained after data screening, resulting in a high effective response rate. Statistical analyses, including reliability and validity testing, correlation analysis, and multiple regression analysis, were conducted using SPSS to examine the proposed model and test the hypotheses. The results show that the delivery service, platform usability, information quality, and perceived value have significant positive effects on consumers' satisfaction with their shopping experience. Based on these findings, this study proposes several practical recommendations for JD, including strengthening logistics and delivery stability, optimizing platform interface and system usability, improving the accuracy and completeness of product information, and enhancing perceived value through pricing strategies, promotional activities, and service optimization.

Keywords: consumers' shopping experience, consumers' satisfaction, JD online shopping platform

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LI TIANXIANG

DECLARATION

I, *LI TIANXIANG,* hereby certify that the work embodied in this independent study entitled *" The Influencing Factors of Consumers' Shopping Experience Satisfaction with JD Online Shopping Platform "* is result of original research and has not been submitted for a higher degree to any other university or institution.

(LI TIANXIANG)
July 20, 2026

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Chapter 1 Introduction

1.1 Background of the Study

With the rapid development of digital commerce, online shopping has become a routine part of consumers' purchasing behavior. E-commerce platforms now shape the entire shopping journey, including product search, information comparison, price evaluation, payment, delivery, and post-purchase service. As competition among online shopping platforms becomes more intense, consumers' shopping experience satisfaction has become a crucial factor influencing loyalty, repeat purchase intention, and word-of-mouth communication.

JD.com provides a particularly meaningful context for examining online shopping satisfaction. As one of China's major e-commerce platforms, JD has developed a distinctive competitive position through its self-built logistics system, delivery efficiency, product authenticity, and after-sales service. Existing JD-related evidence suggests that its logistics network improves delivery performance and customer satisfaction relative to competitors, making fulfillment one of JD's clearest experiential advantages (Wang & Cato, 2024). However, consumer satisfaction with JD is not determined by logistics alone. It is also shaped by website and app usability, information quality, price and value perception, security and trust, personalization, product category, and post-purchase service (Mofokeng, 2021; Vasic et al., 2019; Wang & Cato, 2024).

Shopping experience satisfaction is therefore a multidimensional construct. Before purchase, consumers evaluate the clarity of product information, platform interface design, search convenience, price transparency, product reviews, and perceived trustworthiness. During purchase, they may focus on payment security, order accuracy, promotional value, and platform reliability. After purchase, satisfaction depends on delivery speed, delivery accuracy, return and refund convenience, customer service responsiveness, and problem resolution. These stages are closely connected, which means that a weakness in one stage can reduce consumers' overall evaluation of the platform.

Prior studies have identified several major determinants of online shopping satisfaction. Delivery quality, including speed, reliability, and accuracy, consistently improves satisfaction, while usability affects how easily consumers complete their shopping tasks (Fong et al., 2023; Moreko, 2024). Information quality reduces product mismatch risk and supports consumer trust, while price and perceived value influence whether consumers believe the transaction is worthwhile (Cuong, 2023; Mofokeng, 2021). Security and trust also remain important, although some studies suggest that they may function more as baseline expectations than as strong differentiators in mature e-commerce environments (Tushar & Mishra, 2025). In the JD context, product category further complicates satisfaction formation. For example, fresh-grocery satisfaction

depends not only on logistics, but also on quality-sensitive attributes such as freshness, taste, storage, and product specifications (Gao, 2024; Han et al., 2025).

Despite these insights, important research gaps remain. Many studies list general determinants of online shopping satisfaction, but fewer examine how these factors work together within JD's specific platform environment (Abdillah et al., 2023; Wang & Nuangjamnong, 2023). JD-specific mechanism evidence remains limited, especially in relation to how delivery, usability, information quality, value, trust, and post-purchase service jointly shape satisfaction. Post-purchase processes are also underdeveloped in existing research, even though returns, refunds, and proactive problem resolution materially affect consumers' overall experience (Moreko, 2024; Tushar & Mishra, 2025). In addition, segment-specific evidence remains thin, particularly regarding differences across age, gender, shopping behavior, and product categories (Kurzadkar et al., 2024; Wang, 2021).

Therefore, this study focused on the influencing factors of consumers' shopping experience satisfaction with the JD online shopping platform. Rather than merely repeating a generic list of e-commerce satisfaction determinants, this study aimed to examine the factors most relevant to JD and clarify how they affect consumers' shopping experience. The study can provide practical implications for improving JD's service quality, strengthening consumer trust, optimizing post-purchase support, and enhancing customer loyalty. It can also contribute to consumer behavior research by offering more platform-specific evidence on satisfaction formation in China's online shopping market.

1.2 Questions of the Study

This study focused on the key factors influencing consumers' shopping experience satisfaction with the JD online shopping platform. Based on existing research on e-commerce satisfaction, it examined four core dimensions: delivery service, platform usability, information quality, and perceived value. These factors are widely recognized as essential components of online shopping experience quality, reflecting service fulfillment, system interaction, information support, and value perception. Together, they are expected to play a significant role in shaping overall consumer satisfaction. Accordingly, the following research questions were proposed:

1. Does delivery service affect consumers' shopping experience satisfaction with the JD online shopping platform?

2. Does platform usability affect consumers' shopping experience satisfaction with the JD online shopping platform?

3. Does information quality affect consumers' shopping experience satisfaction

with the JD online shopping platform?

4. Does perceived value affect consumers' shopping experience satisfaction with the JD online shopping platform?

1.3 Objectives of the Study

Despite extensive research on e-commerce service quality, online consumer satisfaction, and digital shopping experience, relatively limited studies have systematically integrated delivery service, platform usability, information quality, and perceived value to examine their combined effects on consumers' shopping experience satisfaction, particularly within the context of the JD online shopping platform.

1. To explore the effect of delivery service on consumers' shopping experience satisfaction with the JD online shopping platform.

2. To explore the effect of platform usability on consumers' shopping experience satisfaction with the JD online shopping platform.

3. To explore the effect of information quality on consumers' shopping experience satisfaction with the JD online shopping platform.

4. To explore the effect of perceived value on consumers' shopping experience satisfaction with the JD online shopping platform.

1.4 Scope of the Study

1.4.1 Research Sample

This study focused on consumers experienced with the JD online shopping platform to analyze factors influencing their satisfaction. To ensure a comprehensive and representative understanding, the sample encompassed diverse JD users in China, categorized into three distinct groups: general consumers with varied demographic characteristics (age, income, education, and occupation); active users with high purchase frequencies; and occasional users with specific, irregular shopping needs.

1.4.2 Research Content

This study focused on examining the factors influencing consumers' shopping experience satisfaction with the JD online shopping platform, with particular emphasis

on four key determinants: delivery service, platform usability, information quality, and perceived value. The research explored how these factors shape consumers' overall evaluation of their shopping experience with JD, including service efficiency, system interaction quality, accuracy and completeness of product information, and consumers' perceived trade-off between benefits and costs. In addition, the study considered how these dimensions jointly influence overall satisfaction in the context of e-commerce development.

1.4.3 Research Method

This study adopted a quantitative research approach and collected data through a structured questionnaire survey. The questionnaire was designed based on the core variables of delivery service, platform usability, information quality, perceived value, and shopping experience satisfaction. A total of 450 questionnaires were distributed, and 393 valid responses were collected, with an effective recovery rate of 87.33%, yielding a high response rate suitable for empirical analysis. The collected data were analyzed using statistical software such as SPSS. Descriptive analysis, reliability and validity testing, correlation analysis, and multiple regression analysis were employed to test the research hypotheses and examine the relationships among variables.

1.5 Significance of the Study

1.5.1 Theoretical Significance

This study contributes to the literature on e-commerce consumer behavior and online shopping satisfaction by integrating four key determinants including delivery service, platform usability, information quality, and perceived value, into a unified analytical framework. Although previous studies have widely examined these variables from separate perspectives, relatively limited research has systematically combined them within a single model to explain consumer shopping experience satisfaction, particularly in the context of the JD online shopping platform. This study therefore extends existing theoretical discussions by constructing and empirically testing a multidimensional model that captures how different aspects of platform performance jointly influence consumer satisfaction.

In addition, this study enriches e-commerce satisfaction theory by providing a more comprehensive explanation of how service-related factors, system-related factors, information-related factors, and value perception collectively shape consumers' cognitive evaluations and emotional responses during the online shopping process. It moves beyond isolated factor analysis and emphasizes the interaction and combined effects among key determinants of satisfaction formation in digital retail environments. By doing so, the study offers a more integrated understanding of consumer experience

in online shopping contexts.

Furthermore, by focusing on JD as a representative large-scale e-commerce platform with strong logistics infrastructure and advanced digital systems, this research enhances the contextual applicability of existing theories. It demonstrates how established e-commerce satisfaction frameworks can be applied and validated within a real-world platform characterized by high transaction volume and complex service systems. The findings therefore provide meaningful theoretical reference for future research on platform-specific consumer behavior, digital service quality evaluation, and integrated satisfaction models in online retail environments.

1.5.2 Practical Significance

This study provides practical implications for JD and other e-commerce platforms in improving consumers' shopping experience satisfaction and strengthening long-term competitiveness. The empirical results help platform managers identify and prioritize the key determinants that most strongly influence user satisfaction, especially delivery service performance, platform usability, information quality, and perceived value.

In practical application, JD can further improve its logistics system by enhancing delivery timeliness, ensuring more stable service quality during peak shopping periods, and improving last-mile delivery reliability. These improvements can directly enhance consumers' perception of service efficiency and reduce dissatisfaction caused by delivery delays or inaccuracies. At the platform design level, JD can optimize the usability of its website and mobile application by improving interface structure, simplifying navigation processes, and increasing system responsiveness. A more user-friendly platform can reduce users' cognitive load and improve the overall shopping experience, especially for first-time or less experienced users.

JD can further strengthen the standardization and accuracy of product information presentation. This includes improving product descriptions, specifications, visual content, and user review systems. High-quality information can reduce uncertainty in decision-making and increase consumer confidence in purchase decisions. JD can enhance consumers' overall value perception by refining pricing strategies, strengthening promotional activities, and optimizing membership benefits. Personalized discounts, targeted recommendations, and value-added services can further improve the balance between cost and benefits perceived by consumers, thereby increasing satisfaction.

The findings of this study also provide broader implications for other e-commerce platforms. They suggest that improving consumer satisfaction requires a coordinated enhancement of logistics systems, platform functionality, information management, and value creation strategies. This integrated approach can help online retail platforms

improve customer loyalty, strengthen market competitiveness, and achieve sustainable development in an increasingly competitive digital economy environment.

1.6 Definition of Key Terms

Delivery service refers to consumers' perceived evaluation of the efficiency, reliability, and timeliness of order fulfillment with the JD online shopping platform, including the speed of delivery, accuracy of delivery, and consistency of logistics service performance.

Platform usability refers to consumers' perceived ease of use and interaction experience when navigating and operating the JD online shopping platform, including interface clarity, system navigation, and overall operational convenience.

Information quality refers to consumers' perception of the accuracy, completeness, relevance, and clarity of product-related information provided on the JD platform, including product descriptions, specifications, and review information.

Perceived value refers to consumers' overall evaluation of the benefits received from using the JD platform relative to the costs paid, including monetary cost, time cost, and perceived benefits of the shopping experience.

Consumers' shopping experience satisfaction refers to consumers' overall affective and cognitive evaluation of their shopping experience with the JD online shopping platform, reflecting the extent to which their expectations are met or exceeded during the purchasing and service process.

Chapter 2 Literature Review

2.1 Introduction

This chapter reviews the relevant literature on e-commerce consumer behavior and shopping experience satisfaction, providing a theoretical foundation for this study. It focuses on key variables, including delivery service, platform usability, information quality, and perceived value. Through this review, the relationships among these variables are clarified, and their potential effects on consumers' shopping experience satisfaction are systematically discussed. This provides theoretical support for the development of the research model and the formulation of hypotheses in this study.

2.2 Literature Review

2.2.1 Technology Acceptance Model (TAM)

The Technology Acceptance Model (TAM) is one of the most influential theoretical frameworks for explaining users' acceptance of information technology, originally proposed by Davis (1989). The model is built on two core constructs, perceived usefulness and perceived ease of use, which jointly determine users' behavioral intention and actual system usage (Bazine, 2025). Since its introduction, TAM has undergone continuous development and empirical validation across different contexts, evolving from a basic explanatory model into a widely applied framework for understanding technology adoption behavior (Venkatesh & Davis, 2000; Granić & Marangunić, 2019).

Early TAM research primarily focused on validating the causal relationships between its core constructs (Zaineldeen et al., 2020). Empirical evidence consistently showed that perceived usefulness had a stronger predictive effect on behavioral intention and actual usage than perceived ease of use (Davis, 1989). Subsequent field studies further confirmed that TAM can explain a substantial proportion of variance in user acceptance behavior, highlighting its robustness as a predictive model (Davis, 1993). These findings established TAM as a foundational theory in information systems research.

From the mid-1990s onward, researchers began to extend TAM by incorporating external variables to better explain the antecedents of perceived usefulness and perceived ease of use. Factors such as self-efficacy, social influence, and system characteristics were introduced to enhance the explanatory power of the model (Venkatesh & Davis, 1996). The extended TAM framework (TAM2) demonstrated that social influence processes and cognitive instrumental processes significantly affect users' technology acceptance, improving the model's explanatory power in different

contexts (Venkatesh & Davis, 2000). This stage marked a shift from model validation to theoretical enrichment and contextual adaptation (Tubaishat, 2018).

In recent years, TAM has been widely applied across diverse fields such as e-commerce, education, healthcare, and digital marketing. In e-commerce contexts, TAM has been frequently integrated with trust and perceived risk to better explain online purchasing behavior and system usage intention (Pavlou, 2003). In educational settings, TAM has been used to examine learners' acceptance of digital learning platforms, where perceived usefulness and ease of use remain key determinants of adoption behavior (Bansah & Agyei, 2022). These applications demonstrate the strong adaptability of TAM in explaining technology-related behavior across different environments (Salloum et al., 2019).

In the context of this study, TAM provides a strong theoretical foundation for understanding consumers' interaction with the JD online shopping platform. Platform usability corresponds closely to perceived ease of use, reflecting the extent to which users find the system simple and convenient to operate. Information quality and delivery service can be interpreted as key antecedents that enhance perceived usefulness by improving the efficiency and reliability of the shopping experience. Perceived value further extends the TAM framework by reflecting users' overall evaluation of benefits relative to costs, which strengthens their overall satisfaction judgment.

Although TAM traditionally focuses on behavioral intention and system usage, this study extends its application by linking its logic to consumers' shopping experience satisfaction. In this sense, user perceptions of system quality and service quality are assumed to influence satisfaction through cognitive evaluation processes similar to those described in TAM. Therefore, TAM provides a coherent theoretical lens for explaining how platform characteristics shape users' perceptions and ultimately affect their satisfaction in the JD online shopping context.

2.2.2 Expectation-Confirmation Theory

Expectation-Confirmation Theory (ECT) and its extension in information systems, the Expectation-Confirmation Model (ECM), are widely used to explain users' continuance behavior after initial technology adoption. The core logic of the theory suggests that users form initial expectations before using a system, and after actual usage, they evaluate the perceived performance against these expectations. This comparison generates confirmation or disconfirmation, which subsequently influences satisfaction, and satisfaction then becomes a key determinant of continuance usage intention (Wang et al., 2023; Yu et al., 2024).

The ECM framework further explains that continuance usage intention is primarily determined by satisfaction and perceived usefulness. Satisfaction is influenced by both

confirmation and perceived usefulness, while confirmation also enhances post-usage perceptions of usefulness. This mechanism highlights that user evaluations after actual experience play a more critical role than pre-usage expectations in shaping continued system usage behavior (Wang et al., 2023; Yu et al., 2024).

Recent studies emphasize that confirmation reflects the degree to which actual performance meets or exceeds users' expectations, whereas disconfirmation occurs when performance falls short, leading to lower satisfaction and reduced continuance intention (AlSokkar et al., 2024). This cognitive comparison process is considered central to understanding post-adoption behavior in digital environments, especially in e-commerce, mobile applications, and AI-based systems. Empirical evidence from recent studies consistently demonstrates that satisfaction is one of the strongest predictors of continuance usage intention across various digital contexts, including online platforms and intelligent systems (Wang et al., 2024). Perceived usefulness also plays a significant role in influencing continuance intention either directly or indirectly, although its strength can vary depending on the technological and contextual environment (Yu et al., 2024).

Furthermore, confirmation has been repeatedly validated as a key antecedent of satisfaction, indicating that when user experiences exceed expectations, satisfaction levels significantly increase. Confirmation also positively influences perceived usefulness after usage, forming a stable mediating pathway within ECM-based studies, particularly in digital learning systems and online service platforms (AlSokkar et al., 2024). ECM provides a robust theoretical foundation for understanding post-adoption behavior, particularly in explaining how users develop satisfaction and continuance intention after initial experience. However, recent research also suggests that in complex digital environments, ECM is often more effective when integrated with other contextual factors such as trust, social influence, and user experience quality to fully explain continuance behavior dynamics (Yu et al., 2024; Wang et al., 2024).

2.2.3 Delivery Service

Delivery service is generally defined as an essential component of e-commerce service quality that reflects how effectively an online platform fulfills and delivers customer orders. It refers to the entire post-purchase fulfillment process, including order processing, logistics coordination, transportation efficiency, and last-mile delivery execution (Rita et al., 2019; Rashid & Rasheed, 2024). In the e-commerce context, delivery service is not only considered a logistical function but also an important part of the overall customer experience, as it directly shapes consumers' perceptions of reliability, professionalism, and service consistency.

Studies have shown that delivery service performance is mainly affected by logistics efficiency, supply chain integration, and last-mile operational capabilities.

Logistics efficiency refers to the speed and coordination of order processing and transportation, while supply chain integration reflects the ability of the platform to synchronize warehouses, distribution centers, and courier systems. Last-mile capability is identified as a particularly critical factor because it represents the final and most visible stage of service delivery to consumers (Aljohani, 2024). In addition, environmental factors such as geographic location, order volume fluctuations, and peak season congestion are also found to influence delivery performance, often leading to variations in timeliness and accuracy across different contexts (Mofokeng, 2021; Dang & Nguyen, 2025).

Delivery service is typically operationalized through several key indicators in empirical research. The most common dimension is delivery timeliness, which measures whether products are delivered within the promised or expected time frame. Another important dimension is delivery accuracy, which reflects whether the correct products are delivered without errors in quantity or specification. Delivery condition is also widely used as a measurement indicator, focusing on whether goods arrive intact and undamaged. In addition, last-mile service quality is increasingly included in recent studies, which captures features such as real-time tracking availability, delivery flexibility, and communication transparency between logistics providers and consumers (Choi et al., 2019; Nursalim et al., 2025).

The findings consistently suggest that higher levels of delivery performance tend to enhance consumer satisfaction by improving perceived reliability and reducing uncertainty during the post-purchase stage. Timely and accurate delivery is shown to strengthen consumer trust in the platform, while poor delivery performance often leads to dissatisfaction and negative service evaluations (Rita et al., 2019; Nursalim et al., 2025). However, some studies also indicate that the strength of this relationship varies depending on consumer experience and market maturity, suggesting that delivery service does not always function as a dominant predictor of satisfaction in all contexts (Mofokeng, 2021; Miao et al., 2021).

2.2.4 Platform Usability

Platform usability is generally defined as a core component of system quality in e-commerce environments, reflecting the extent to which users can efficiently, effectively, and comfortably interact with an online shopping platform. It refers to the overall ease of use, clarity of interface design, functional structure, system reliability, and responsiveness experienced by users during navigation and transaction processes (Rita et al., 2019; Petcharat & Leelasantitham, 2021). In digital commerce contexts, platform usability is considered a fundamental determinant of user experience because it directly influences how easily consumers can search for products, compare information, and complete purchase activities.

Studies indicate that platform usability is mainly shaped by interface design quality, system functionality, and technological performance. Interface design quality refers to the clarity of layout, visual organization, and intuitive structure of the platform, which helps users locate information quickly and reduces cognitive effort (Han et al., 2023). System functionality includes features such as search accuracy, filtering tools, payment processes, and navigation efficiency, all of which affect how smoothly users complete shopping tasks. In addition, technological performance factors such as system stability, loading speed, and response time are also identified as important determinants, as delays or system failures can significantly disrupt user experience and reduce satisfaction (Syamsuri et al., 2026).

Platform usability is commonly operationalized through several indicators in prior empirical research. The most frequently used dimension is ease of use, which measures how effortless it is for consumers to learn and operate the platform. Another key dimension is interface clarity, which assesses whether the platform layout is well-organized, understandable, and visually coherent. System responsiveness is also widely used, reflecting the speed at which the platform responds to user actions such as clicking, searching, or payment processing. In mobile and app-based commerce contexts, additional dimensions such as convenience and personalization are often included, capturing the extent to which platforms provide flexible access and tailored recommendations to users (Tzavlopoulos et al., 2019; Han et al., 2023).

Higher platform usability is associated with improved consumer satisfaction, perceived value, and trust. Platforms with simple navigation, clear structure, and fast response time tend to reduce user effort and increase confidence in the shopping process, thereby enhancing overall experience quality (Han et al., 2023). Conversely, poor system stability, complex navigation, or slow response speed are also found to negatively affect user experience and weaken perceived value, leading to reduced satisfaction and lower behavioral intention (Petcharat & Leelasantitham, 2021; Syamsuri et al., 2026).

2.2.5 Information Quality

Information quality is generally defined as the extent to which product- and transaction-related information provided by an e-commerce platform is accurate, relevant, timely, complete, and easily accessible to users. It refers to the overall effectiveness of information presentation in supporting consumers' decision-making processes during online shopping, including product descriptions, specifications, pricing details, visual content, user reviews, and transaction-related guidance (Mofokeng, 2021; Petcharat & Leelasantitham, 2021; Choi et al., 2019). In e-commerce environments, information quality is considered a critical component of system output quality because consumers rely heavily on platform-provided information to reduce uncertainty and evaluate product suitability without physical inspection.

Previous studies indicate that information quality is primarily shaped by data accuracy, content completeness, update timeliness, and information presentation design. Accuracy refers to the correctness and reliability of product details, while completeness reflects whether all necessary product attributes and transaction information are provided. Timeliness indicates whether information is updated promptly in response to price changes, stock availability, or promotional activities. In addition, presentation design, including readability, organization, and visual clarity, also influences how effectively users can process and interpret information (Rashid & Rasheed, 2024; Petcharat & Leelasantitham, 2021).

Information quality is commonly operationalized through several indicators in empirical research. The most widely used dimension is accuracy, which assesses whether product information is correct and trustworthy. Another important dimension is relevance, which measures whether the provided information matches users' search intent and decision needs. Completeness is also frequently used, reflecting whether sufficient detail is available for product comparison and evaluation. Timeliness is another key dimension, capturing whether information is updated in real time or within an acceptable time frame. In addition, accessibility is included in some studies, referring to how easily users can obtain and understand relevant information during the shopping process (Mofokeng, 2021; Choi et al., 2019).

Higher information quality significantly improves consumers' shopping experience by reducing uncertainty and enhancing decision confidence. High-quality information is shown to support more rational purchase decisions and increase satisfaction and loyalty in online shopping environments (Mofokeng, 2021; Dang & Nguyen, 2025). Furthermore, interactive platforms are found to benefit from rich and timely information because it facilitates value co-creation between platforms and users, thereby strengthening engagement and perceived usefulness (Wang et al., 2024). However, some studies suggest that although information quality remains an important determinant, its relative influence can be weaker compared to factors such as delivery service or platform security in certain contexts, indicating that its impact may vary depending on platform characteristics and consumer priorities (Mofokeng, 2021; Rashid & Rasheed, 2024).

2.2.6 Perceived Value

Perceived value is generally defined as consumers' overall evaluation of the benefits received from an online shopping experience in relation to the costs, risks, and effort they have expended. It reflects a subjective trade-off assessment in which consumers compare what they gain, such as product quality, service convenience, and time savings, against what they sacrifice, including monetary cost, waiting time, effort, and perceived risk (Tzavlopoulos et al., 2019; Chen & Dubinsky, 2003). In e-commerce contexts, perceived value is considered a comprehensive cognitive judgment that

integrates multiple dimensions of the shopping experience and plays a central role in shaping post-purchase evaluations.

Previous studies show that perceived value is mainly shaped by service quality, system quality, information quality, and overall online shopping environment quality. High service quality, including reliable delivery and responsive customer service, is found to increase perceived benefits while reducing perceived risk. System quality, such as platform usability and interface efficiency, also contributes to value perception by reducing effort and improving shopping convenience. Information quality further enhances perceived value by improving decision accuracy and reducing uncertainty during product evaluation (Han et al., 2023; Tzavlopoulos et al., 2019). In addition, the broader e-servicescape, including visual design, interactivity, and platform atmosphere, is also found to positively influence consumers' perceived value by improving emotional experience and engagement (Abdella & Indradewa, 2024).

Perceived value is commonly operationalized in empirical research through several key components. The most widely used dimension is functional value, which reflects utilitarian benefits such as product usefulness, service efficiency, and task completion effectiveness. Another important dimension is economic value, which captures consumers' evaluation of price fairness and cost-effectiveness. Emotional value is also frequently included, representing the pleasure, enjoyment, and positive feelings derived from the shopping experience. In some studies, perceived risk reduction is also considered as an indirect dimension, reflecting the extent to which the platform reduces uncertainty and enhances confidence in purchase decisions (Uzir et al., 2021; Nursalim et al., 2025).

Perceived value significantly improves consumer satisfaction and behavioral intentions in online shopping environments. Consumers who perceive greater value from an e-commerce platform are more likely to report higher satisfaction levels and stronger trust in the platform, as well as increased willingness to repurchase (Nursalim et al., 2025; Uzir et al., 2021). Furthermore, perceived value is frequently identified as a mediating construct linking service quality, system quality, and information quality to downstream outcomes such as satisfaction and loyalty, highlighting its central role in explaining how platform performance translates into positive consumer responses (Wang et al., 2024; Abdella & Indradewa, 2024).

2.2.7 Consumers' Shopping Experience Satisfaction

Consumer shopping experience satisfaction is generally defined as the overall evaluative judgment formed by consumers after completing an online shopping process, reflecting the extent to which their expectations have been met or exceeded during both the product acquisition and transaction experience. It is considered a cumulative psychological response that integrates consumers' cognitive evaluations and emotional

reactions toward the entire purchasing journey, including information search, order placement, payment, delivery, and after-sales service stages (Choi et al., 2019). In e-commerce environments, shopping experience satisfaction is widely regarded as a key outcome variable because it directly reflects platform performance from the consumer's perspective.

Previous studies consistently identify several major antecedents of shopping experience satisfaction, including delivery quality, platform usability, information quality, perceived value, and perceived security. Delivery quality influences satisfaction by determining whether orders are fulfilled in a timely and accurate manner, while platform usability affects satisfaction through ease of navigation and system interaction efficiency. Information quality contributes by reducing uncertainty and supporting informed decision-making, while perceived value reflects the overall cost–benefit evaluation of the shopping experience (Rita et al., 2019; Mofokeng, 2021). In addition, perceived security and trust are also found to play an important role in shaping consumer satisfaction, particularly in online payment and data protection contexts (Camilleri, 2021).

Shopping experience satisfaction is commonly operationalized as a unidimensional construct in most empirical studies, but it is often measured through multiple reflective indicators. The most frequently used indicators include overall satisfaction with the shopping experience, confirmation of expectations, and post-purchase evaluation of service performance. Some studies also include emotional satisfaction, reflecting positive feelings such as pleasure and enjoyment during the shopping process, as well as cognitive satisfaction, which reflects rational evaluation of whether the platform meets functional needs and expectations (Choi et al., 2019; Han et al., 2023).

Empirical evidence consistently shows that delivery service, platform usability, information quality, and perceived value positively influence shopping experience satisfaction in e-commerce contexts. Among these factors, delivery reliability and system-related quality dimensions are frequently identified as particularly strong predictors of satisfaction across different platforms and consumer groups (Khan et al., 2023; Han et al., 2023). However, existing studies also indicate that the strength of these relationships varies depending on market conditions, platform characteristics, and user experience levels, suggesting that no single determinant universally dominates across all contexts. Despite these variations, shopping experience satisfaction remains a central outcome variable in e-commerce research, as it further influences customer loyalty, repurchase intention, revisit behavior, and word-of-mouth communication (Rita et al., 2019; Camilleri, 2021).

2.3 Introduction to JD Online Shopping Platform

JD.com is one of the largest and most influential e-commerce platforms in China, widely recognized for its strong self-operated business model and highly developed logistics system. Since its transformation from an online electronics retailer into a comprehensive digital retail platform, JD has expanded its product categories to include electronics, home appliances, daily necessities, fashion, fresh food, and various lifestyle services. The platform has built a large-scale user base and plays a significant role in shaping China's digital consumption ecosystem (Wang et al., 2023; Khan et al., 2023).

A distinctive feature of JD is its self-operated supply chain and integrated logistics system. Unlike many third-party marketplace platforms, JD directly manages a large proportion of its inventory and delivery processes. This structure enables the platform to maintain high standards in delivery speed, product authenticity, and service reliability. JD Logistics, as an independent yet closely integrated system, has developed nationwide warehousing and last-mile delivery capabilities, which have become a core competitive advantage in the Chinese e-commerce market (Wang & Cato, 2024; Rita et al., 2019).

JD has continuously improved its digital infrastructure and platform functions to enhance user experience. The platform provides advanced search functions, personalized recommendation systems, and interactive user interfaces designed to improve shopping efficiency and convenience. These system-level improvements have contribute to strengthening platform usability and customer engagement, particularly in mobile shopping environments where user experience is highly sensitive to interface design and responsiveness (Han et al., 2023).

JD places strong emphasis on product authenticity and information transparency. The platform implements strict supplier screening mechanisms and standardized product information systems to ensure that consumers receive accurate and reliable product details. This focus on information quality helps JD build a reputation for trustworthiness, especially in categories such as electronics and fresh food where product authenticity and quality are critical (Mofokeng, 2021; Choi et al., 2019).

The JD online shopping platform represents a mature and highly structured e-commerce ecosystem characterized by strong logistics capability, high information reliability, and continuous technological innovation. These features make JD an appropriate and meaningful context for examining consumers' shopping experience satisfaction and its influencing factors, particularly in relation to delivery service, platform usability, information quality, and perceived value.

2.4 Conceptual Framework

Based on a review of relevant literature, a conceptual model of the influencing factors of consumers' shopping experience satisfaction with the JD online shopping platform is developed. The model categorizes the key influencing factors into four dimensions: delivery service, platform usability, information quality, and perceived value, while shopping experience satisfaction is treated as the dependent variable. The proposed research model is presented in Figure 2.1.

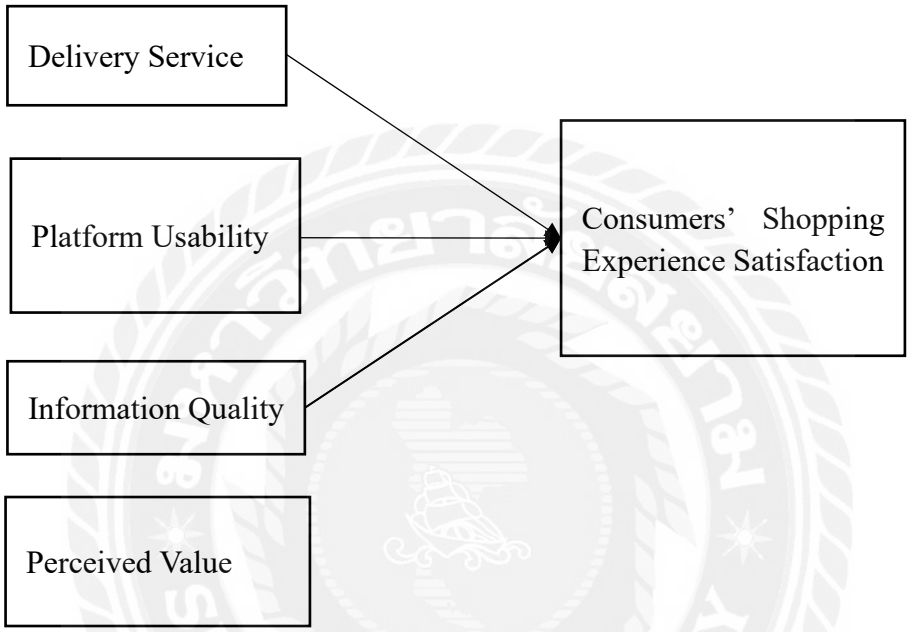


Figure 2.1 Conceptual Framework

Chapter 3 Research Methodology

3.1 Research Design

This study employed a quantitative research methodology to investigate the factors influencing consumers' shopping experience satisfaction with the JD online shopping platform. A questionnaire survey method was adopted to examine the relationships between delivery service, platform usability, information quality, perceived value, and consumers' shopping experience satisfaction. Data were collected through a structured questionnaire designed with a 5-point Likert scale, ranging from 1 (strongly disagree) to 5 (strongly agree), targeting users who have prior experience with JD online shopping.

Descriptive statistical analysis, including frequency distribution, mean, and standard deviation, was conducted to describe the demographic characteristics of respondents and the overall distribution patterns of the variables. Pearson correlation analysis was applied to examine the strength and direction of relationships among delivery service, platform usability, information quality, perceived value, and shopping experience satisfaction. Multiple regression analysis was further employed to test the impact of the independent variables on consumers' shopping experience satisfaction and to identify the most significant predictors.

To ensure the reliability and validity of the measurement instrument, Cronbach's alpha reliability test and exploratory factor analysis were conducted prior to hypothesis testing using SPSS software. The research design emphasized empirical measurement and statistical verification, aiming to identify the key factors affecting shopping experience satisfaction with JD and to explain the underlying relationships among service quality dimensions and consumer satisfaction in the context of e-commerce platforms.

3.2 Population and Sample

This study focused on users of the JD online shopping platform. As one of the most influential e-commerce platforms in China, JD has a large and highly active consumer base with diverse demographic and behavioral characteristics. Users of the platform vary significantly in terms of gender, age, education level, income, and online shopping experience. This heterogeneity provides a strong empirical foundation for examining differences in consumers' shopping experience satisfaction and for exploring how perceived service-related factors influence their overall evaluation of the platform.

A convenience-based structured sampling approach was employed during data collection. Respondents were selected from individuals with prior JD online shopping

experience, ensuring that all participants were familiar with the platform and its services. Although the sampling process was primarily guided by accessibility, efforts were made to include users with different demographic backgrounds in order to improve sample diversity and representativeness. This approach helped reduce potential sampling bias and ensured that the collected data could reasonably reflect the characteristics of JD platform users.

3.3 Hypothesis

This study aims to examine the effects of delivery service, platform usability, information quality, and perceived value on consumers' shopping experience satisfaction in the context of the JD online shopping platform, providing theoretical support and empirical evidence for improving user experience and enhancing platform competitiveness in e-commerce environments. Based on the proposed conceptual framework, this study develops the following hypotheses:

H1: Delivery service has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.

H2: Platform usability has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.

H3: Information quality has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.

H4: Perceived value has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.

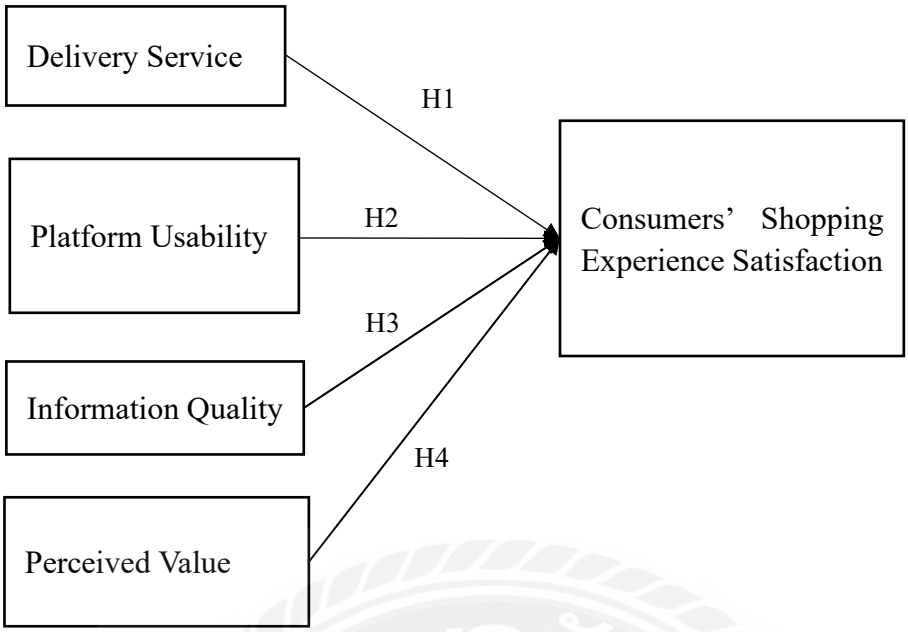


Figure 3.1 Hypotheses

3.4 Research Instrument

This study adopted a 5-point Likert scale (1 = strongly disagree, 2 = disagree, 3 = neutral, 4 = agree, 5 = strongly agree) to measure respondents' perceptions. Delivery service, platform usability, information quality, and perceived value were treated as independent variables, while consumers' shopping experience satisfaction was regarded as the dependent variable.

Delivery service was measured using 5 items, focusing on the speed, reliability, efficiency, and consistency of JD's logistics system, as well as users' evaluation of delivery personnel service quality and the occurrence of delivery delays or errors. Platform usability was assessed through 5 items that captured users' perceptions of the system's ease of use, interface clarity, navigation efficiency, shopping process convenience, and learning simplicity for new users. Information quality was measured using 5 items reflecting the accuracy, timeliness, completeness, clarity, and usefulness of product-related information and customer reviews provided by the JD platform. Perceived value was evaluated through 5 items emphasizing users' assessment of value for money, price–quality consistency, cost-effectiveness, comparative advantage over other platforms, and overall perceived worth of shopping on JD. Consumers' shopping experience satisfaction was measured using 5 items focusing on overall satisfaction, expectation confirmation, enjoyment of the shopping experience, continuance intention, and willingness to recommend the platform.

The questionnaire consisted of 25 items in total and was divided into two main sections. The first section included demographic information of respondents, including

gender, age, education, and income. The second section comprised 25 measurement items covering the five core constructs of the study, namely delivery service, platform usability, information quality, perceived value, and consumers' shopping experience satisfaction. The measurement items corresponding to each variable are presented in Table 3.1.

Table 3.1 Measurement Items

Variable	NO.	Measurement Item
Delivery Service (DS)	1	The delivery speed of JD platform meets my shopping needs.
	2	I believe the delivery time provided by JD platform is accurate and reliable.
	3	The overall delivery process of JD platform is efficient.
	4	I am satisfied with the service attitude of JD delivery personnel.
	5	Delivery delays or errors rarely occur when I shop on JD platform.
Platform Usability (PU)	6	The interface design of JD platform is clear and easy to navigate.
	7	I can easily search and filter products on JD platform.
	8	The shopping process on JD platform is simple and convenient.
	9	I have a good user experience when using JD's mobile app or website.
	10	I can quickly learn how to use JD platform even if I am a first-time user.
Information Quality (IQ)	11	The product information provided on JD platform is accurate and reliable.
	12	Product descriptions (e.g., specifications and features) help me make purchasing decisions.
	13	The information on JD platform is updated in a timely manner.
	14	Customer reviews on JD platform are useful for evaluation.
	15	The information provided by JD platform is complete and easy to understand.
Perceived Value (PV)	16	I believe shopping on JD platform provides good value for money.
	17	The price of products on JD platform matches their quality.
	18	Shopping on JD platform offers high cost-effectiveness.
	19	Compared with other platforms, JD provides better overall value.
	20	I believe shopping on JD platform is worth it.
Consumers' Shopping Experience	21	I am satisfied with my overall shopping experience on JD platform.
	22	My shopping experience on JD platform meets my

Satisfaction (CS)		expectations.
	23	My shopping experience on JD platform is enjoyable.
	24	I intend to continue shopping on JD platform in the future.
	25	I would recommend JD platform to others.

3.5 Reliability and Validity Analysis

3.5.1 Questionnaire Reliability Analysis

Reliability refers to the consistency and stability of measurement results across similar conditions. In this study, Cronbach's Alpha coefficient is used to assess the internal consistency of the questionnaire and its subscales. This method evaluates the degree of correlation among measurement items. A Cronbach's Alpha value above 0.7 indicates acceptable reliability, while values close to or exceeding 0.8 suggest high internal consistency.

Table 3.2 Reliability Evaluation Criteria

Cronbach's Alpha Value	Reliability
Cronbach's Alpha<0.6	Unreliable
0.6<Cronbach's Alpha<0.7	Moderately Reliable
0.7<Cronbach's Alpha<0.8	Relatively Reliable
Cronbach's Alpha>0.8	Highly Reliable

Delivery Service obtained a Cronbach's alpha value of 0.833, Platform Usability recorded 0.863, Information Quality reached 0.866, Perceived Value achieved 0.871, and Consumers' Shopping Experience Satisfaction reported 0.822. All Cronbach's alpha values are above the recommended threshold of 0.70, suggesting good internal consistency for each dimension. In addition, the overall Cronbach's alpha for all 25 items is 0.890, indicating a high level of reliability for the entire measurement instrument, as shown in Table 3.3.

Table 3.3 Variable Reliability Test

Variables	Cronbach's Alpha	N of Items
Delivery Service	0.833	5
Platform Usability	0.863	5
Information Quality	0.866	5
Perceived Value	0.871	5
Consumers' Shopping Experience Satisfaction	0.822	5
Total	0.890	25

These results confirm that the questionnaire used in this study has strong internal consistency and is suitable for further statistical analysis, including correlation and regression analysis. The reliability test ensures that the measurement scale is stable and dependable, thereby providing a solid foundation for testing the proposed research hypotheses.

3.5.2 Validity Analysis

Table 3.4 KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy		0.883
Bartlett's Test of Sphericity	Approx. Chi-Square	2231.44
	df	392
	Sig.	0.000

In Table 3.4, the Kaiser-Meyer-Olkin (KMO) measure and Bartlett's Test of Sphericity were used to evaluate the suitability of the data for factor analysis. The KMO value is 0.883, which is higher than the recommended threshold of 0.60, indicating that the sample adequacy is excellent and the data are highly appropriate for structure detection. Bartlett's Test of Sphericity yields an approximate Chi-square value of 2231.44 with 392 degrees of freedom, and the significance level is 0.000 ($p < 0.001$). This result indicates that the correlation matrix is significantly different from an identity matrix, confirming that there are sufficient correlations among variables to proceed with factor analysis.

These results demonstrate that the measurement data have strong sampling adequacy and significant inter-item correlations, providing a solid foundation for subsequent exploratory factor analysis and further empirical analysis in this study.

3.6 Data Collection

This study adopted a quantitative research method to systematically examine the factors influencing consumers' shopping experience satisfaction with the JD online shopping platform through structured data collection and statistical analysis. The research focused on JD platform users, who, as direct consumers of the platform, possess rich firsthand experience regarding delivery service, platform usability, information quality, and perceived value. The data collection was conducted within a defined timeframe, and the questionnaires were primarily distributed through an online survey approach. To enhance sample diversity and representativeness, the distribution process considered variations in respondents' gender, age, education, and income.

A total of 450 questionnaires were distributed to JD users. During the data collection process, strict screening procedures were implemented to ensure data quality, including the removal of incomplete responses and questionnaires with obvious response patterns or logical inconsistencies. After data cleaning, 393 valid questionnaires were retained for final analysis, resulting in an effective response rate of 87.33%. This sample size provided a reliable empirical foundation for subsequent statistical analysis and hypothesis testing.

3.7 Data Analysis

3.7.1 Descriptive Statistics

Descriptive statistical analysis in this study focuses on examining the demographic characteristics of JD online shopping platform users, aiming to provide a clear understanding of the sample distribution. The background variables included gender, age, education, and income, which helped to describe the basic profile of the respondents and support subsequent empirical analysis. This step provided an overall overview of the sample structure and ensured that the data were suitable for further statistical testing.

3.7.2 Factor Analysis

Exploratory factor analysis was conducted using SPSS. After confirming that the data met the requirements for factor analysis through KMO and Bartlett's test, common factors were extracted, and the factor loading matrix was rotated to achieve a clearer and more interpretable structure. The results indicated that the observed variables loaded appropriately onto their corresponding constructs, including delivery service, platform usability, information quality, perceived value, and consumers' shopping experience satisfaction. These factors were consistent with the proposed theoretical framework, confirming the construct validity of the measurement model and providing a solid foundation for subsequent hypothesis testing.

3.7.3 Multiple Regression

Multiple regression analysis was employed to examine the relationships between the independent variables and the dependent variable. Consumers' shopping experience satisfaction was set as the dependent variable, while delivery service, platform usability, information quality, and perceived value were treated as independent variables. Prior to regression analysis, multicollinearity diagnostics were conducted to ensure that no serious multicollinearity existed among the variables. The regression results were then

used to evaluate the magnitude, direction, and significance of the effects of each independent variable, thereby identifying the key determinants influencing consumers' shopping experience satisfaction in the JD online shopping context.

Chapter 4 Findings and Discussion

4.1 Findings

4.1.1 Demographic Characteristics of Participants

Table 4.1 Descriptive Statistics of Respondents

Variables	Options	Frequency	Percent
Age	18 - 25 years old	74	18.8
	26- 30years old	80	20.4
	31 -35 years old	92	23.4
	36 - 40 years old	77	19.6
	Over 40 years old	70	17.8
Gender	Male	208	52.9
	Female	185	47.1
Education	High school or below	61	15.5
	College	77	19.6
	Bachelor's degree	83	21.1
	Master's degree	89	22.6
	Doctoral degree and above	83	21.1
Income	Below 3,000 RMB	71	18.1
	3,000–5,999 RMB	85	21.6
	6,000–8,999 RMB	79	20.1
	9,000–11,999 RMB	82	20.9
	12,000 RMB and above	76	19.3
Total		393	100.0

The descriptive statistical analysis of the 393 valid respondents presents their demographic characteristics in terms of age, gender, education level, and monthly income. Overall, the sample distribution showed a relatively balanced structure across different demographic groups, indicating that the data were representative for subsequent empirical analysis.

In terms of age distribution, respondents were relatively evenly distributed across all age groups. The largest proportion of respondents was aged 31–35 years old, accounting for 23.4%, followed by those aged 26–30 years old (20.4%) and 36–40 years old (19.6%). Respondents aged 18–25 years accounted for 18.8%, while those over 40 years represented 17.8%. This indicated that the sample mainly consisted of young and middle-aged consumers, who are typically the main user groups of e-commerce platforms.

Regarding gender distribution, the sample showed a relatively balanced composition. Male respondents accounted for 52.9% (208 respondents), while female respondents accounted for 47.1% (185 respondents). This balance suggested that both male and female consumers were adequately represented in the study, reducing potential gender bias in the findings.

In terms of educational background, respondents demonstrated a relatively high level of education. Respondents holding a master's degree accounted for 22.6%, while those with a bachelor's degree and doctoral degree or above each accounted for 21.1%. Respondents with college education represented 19.6%, and those with high school education or below accounted for 15.5%. This distribution indicated that the majority of respondents had at least a college-level education, suggesting a generally well-educated sample with strong capability in online shopping decision-making.

With respect to monthly income, the distribution was relatively even across categories. Respondents earning 3,000–5,999 RMB accounted for the largest proportion at 21.6%, followed by those earning 9,000–11,999 RMB (20.9%) and 6,000–8,999 RMB (20.1%). Respondents with income below 3,000 RMB accounted for 18.1%, while those earning 12,000 RMB and above represented 19.3%. This balanced income distribution indicated that the sample included consumers from different economic backgrounds, enhancing the generalizability of the study results. The demographic characteristics suggested that the sample was diverse and well-distributed across key variables, providing a solid foundation for further statistical analysis and hypothesis testing in this study.

4.1.2 Correlation Analysis

Table 4.2 Correlation between Variables

	Delivery Service	Platform Usability	Information Quality	Perceived Value	Consumers' Shopping Experience Satisfaction
Delivery Service	1	.245**	.268**	.285**	.451**
Platform Usability	.245**	1	.237**	.263**	.478**
Information Quality	.268**	.237**	1	.248**	.513**
Perceived Value	.285**	.263**	.248**	1	.537**
Consumers' Shopping Experience Satisfaction	.451**	.478**	.513**	.537**	1

*. Correlation is significant at the 0.05 level (2-tailed). **. Correlation is significant at

the 0.01 level (2-tailed).

The results indicated that all variables were positively and significantly correlated at the 0.01 significance level, suggesting that each independent variable had a meaningful relationship with consumers' shopping experience satisfaction with the JD online shopping platform. Delivery service showed a significant positive correlation with consumers' shopping experience satisfaction ($r = 0.451$, $p < 0.01$), indicating that better delivery performance was associated with higher levels of satisfaction. Among the correlations between independent variables, delivery service also demonstrated moderate positive relationships with platform usability ($r = 0.245$), information quality ($r = 0.268$), and perceived value ($r = 0.285$).

Platform usability was also significantly and positively correlated with consumers' shopping experience satisfaction ($r = 0.478$, $p < 0.01$), implying that easier and more efficient platform interaction contributed to higher satisfaction levels. In addition, platform usability showed positive correlations with information quality ($r = 0.237$) and perceived value ($r = 0.263$).

Information quality exhibited a strong positive correlation with consumers' shopping experience satisfaction ($r = 0.513$, $p < 0.01$), making it one of the most influential variables in the correlation analysis. This suggested that accurate, complete, and timely product information played a critical role in shaping consumer satisfaction. Information quality also showed positive relationships with perceived value ($r = 0.248$).

Perceived value demonstrated the strongest correlation with consumers' shopping experience satisfaction ($r = 0.537$, $p < 0.01$), indicating that consumers' overall evaluation of cost-benefit trade-offs was the most influential factor among the four independent variables. This result suggested that when consumers perceived higher value from the JD platform, their overall satisfaction increased significantly. The correlation results confirmed that all proposed variables were significantly interrelated and positively associated with consumers' shopping experience satisfaction, providing preliminary support for the hypotheses of this study and laying a solid foundation for further regression analysis.

4.1.3 Multiple Regression Analysis

The results indicated that all four independent variables had a significant positive impact on the dependent variable at the 0.001 level, suggesting strong explanatory power of the proposed model. Among the predictors, perceived value had the strongest standardized effect on consumers' shopping experience satisfaction ($\beta = 0.330$, $t = 9.051$, $p < 0.001$), indicating that consumers' overall evaluation of cost-benefit trade-offs played the most influential role in shaping their satisfaction. Information quality followed closely ($\beta = 0.312$, $t = 8.652$, $p < 0.001$), suggesting that accurate, complete,

and timely information significantly enhanced consumers' shopping experience. Platform usability also showed a strong positive effect ($\beta = 0.266$, $t = 7.384$, $p < 0.001$), indicating that ease of use and system convenience were important drivers of satisfaction. Delivery service had the lowest but still significant positive effect ($\beta = 0.208$, $t = 5.709$, $p < 0.001$), demonstrating that logistics performance remained an essential factor in shaping consumer experience. As shown in Table 4.3.

Table 4.3 Regression Analysis

Item	Unstd. B	Std. Beta	t	Sig.	VIF
C	-.516		-3.118	.002	
Delivery Service	.217	.208	5.709	.000	1.167
Platform Usability	.282	.266	7.384	.000	1.138
Information Quality	.323	.312	8.652	.000	1.142
Perceived Value	.350	.330	9.051	.000	1.166

Dependent Variable: Consumers' Shopping Experience Satisfaction

Table 4.4 Model Fit

Intercept Statistic	Value
F	122.42***
Durbin-Watson	2.01
R Square	0.558
Adjusted R Square	0.553

The constant term is negative and statistically significant ($B = -0.516$, $p = 0.002$), which indicates the baseline level of satisfaction when all independent variables are zero. The VIF values for all predictors range from 1.138 to 1.167, indicating that multicollinearity is not a concern in this model. The regression model is statistically significant, with an F-value of 122.42 ($p < 0.001$), indicating that the independent variables jointly explain a significant proportion of variance in consumers' shopping experience satisfaction. The coefficient of determination (R^2) is 0.558, while the adjusted R^2 is 0.553, suggesting that approximately 55.8% of the variance in consumers' shopping experience satisfaction is explained by delivery service, platform usability, information quality, and perceived value. The Durbin–Watson value is 2.01, which is very close to 2, indicating that there is no serious autocorrelation problem in the regression residuals and that the model meets the basic assumption of independence of errors. The regression results provide strong empirical support for the research model, confirming that all four factors are significant predictors of consumers' shopping experience satisfaction with the JD online shopping platform. As shown in Table 4.4.

The regression results confirm that delivery service, platform usability, information quality, and perceived value are important determinants of consumers' shopping experience satisfaction with the JD online shopping platform. Therefore,

according to the results of the data analysis, delivery service has a significant positive effect on consumers' shopping experience satisfaction with JD online shopping platform, which supports Hypothesis 1. Platform usability has a significant positive effect on consumers' shopping experience satisfaction with JD online shopping platform, which supports Hypothesis 2. Information quality has a significant positive effect on consumers' shopping experience satisfaction with JD online shopping platform, which supports Hypothesis 3. Perceived value has a significant positive effect on consumers' shopping experience satisfaction with JD online shopping platform, which supports Hypothesis 4.

4.2 Discussion

4.2.1 Delivery Service Has a Significant Effect on Consumers' Shopping Experience Satisfaction with JD Online Shopping Platform Users

The results of this study indicate that delivery service has a significant positive effect on consumers' shopping experience satisfaction with the JD online shopping platform. This finding is consistent with previous research identifying logistics performance as a core component of e-commerce service quality and an important driver of customer satisfaction (Rita et al., 2019; Rashid & Rasheed, 2024). In the context of JD, delivery service can play a particularly important role because of the platform's strong logistics infrastructure and self-operated fulfillment system.

From a theoretical perspective, this result suggests that delivery service shapes consumers' post-purchase experience, which is a critical stage in the overall shopping journey. When products are delivered on time, accurately, and in good condition, consumers are more likely to perceive the platform as reliable and professional. This perception can strengthen both their emotional response and cognitive evaluation of the shopping experience, thereby increasing overall satisfaction. Conversely, delivery delays, incorrect orders, or damaged products may reduce trust and cause dissatisfaction, even when other aspects of the shopping experience are satisfactory.

In practical terms, the significance of delivery service reflects the importance of logistics efficiency in maintaining JD's competitive advantage. JD's self-built logistics network is widely recognized for speed and reliability. However, performance variations during peak shopping periods or across regions may still affect consumer perceptions. Therefore, maintaining consistent delivery quality is essential for sustaining high levels of customer satisfaction.

The findings show that delivery service is not only a functional component of e-commerce operations, but also an important experiential factor influencing consumer

satisfaction. Improvements in logistics timeliness, accuracy, and reliability may directly enhance consumers' overall shopping experience with the JD platform.

4.2.2 Platform Usability Has a Significant Effect on Consumers' Shopping Experience Satisfaction with the JD Online Shopping Platform Users

The results of this study indicate that platform usability has a significant positive effect on consumers' shopping experience satisfaction with the JD online shopping platform. This finding is consistent with previous studies which emphasize that system quality and ease of use are key determinants of online consumer satisfaction (Rita et al., 2019; Han et al., 2023). In the context of JD, platform usability reflects the extent to which consumers are able to navigate the platform smoothly, complete transactions efficiently, and access required information with minimal effort.

The result can be explained by the Technology Acceptance Model, which suggests that perceived ease of use is a fundamental factor influencing users' cognitive evaluation and behavioral responses toward a system (Davis, 1989). When the JD platform provides a clear interface structure, intuitive navigation, and fast system response, users experience lower cognitive load and higher interaction efficiency. This enhanced ease of use strengthens positive perceptions of the platform and ultimately increases shopping experience satisfaction. In contrast, complex navigation paths or slow system response can increase user frustration and reduce satisfaction, even if other service components perform well.

In addition, studies also demonstrate that platform usability positively influences perceived value and satisfaction in online shopping environments (Tzavlopoulos et al., 2019). A well-designed and user-friendly system reduces the time and effort required for searching, comparing, and purchasing products, thereby improving overall shopping efficiency and perceived benefits. Han et al. (2023) further highlight that clear layout design and simple operational processes enhance consumer comfort and confidence, which contributes directly to improved shopping experience evaluation. These findings support the view that usability functions as both a functional and psychological determinant of satisfaction.

Practically, the significance of this result suggests that JD should continue optimizing its interface design, navigation structure, and system responsiveness to enhance user experience. Improvements in search accuracy, checkout simplicity, and application speed can further reduce user effort and strengthen satisfaction. Therefore, platform usability should be regarded as a core strategic factor in JD's service optimization and customer experience management. The findings confirm that platform usability is not only a technical characteristic of the system but also a critical experiential factor that significantly shapes consumers' shopping experience satisfaction with the JD online shopping platform.

4.2.3 Information Quality Has a Significant Effect on Consumers' Shopping Experience Satisfaction with the JD Online Shopping Platform Users

The results of this study indicate that information quality has a significant positive effect on consumers' shopping experience satisfaction with the JD online shopping platform. This finding is consistent with previous studies which identify information quality as a key determinant of e-commerce service quality and customer satisfaction (Mofokeng, 2021; Petcharat & Leelasantitham, 2021). In the context of JD, information quality refers to the accuracy, completeness, relevance, and timeliness of product-related information provided on the platform, which directly influences consumers' decision-making process and overall shopping experience.

The result can be explained by the fact that high-quality information reduces uncertainty in online shopping and improves consumers' confidence in their purchase decisions. When product descriptions, specifications, prices, and user reviews are accurate and complete, consumers are able to evaluate products more effectively and make more informed decisions. This reduces perceived risk and enhances overall satisfaction with the shopping process. In contrast, incomplete or inaccurate information can lead to misunderstanding, expectation gaps, and dissatisfaction after purchase (Choi et al., 2019).

Information quality plays an important role in shaping consumers' perceived value and trust in e-commerce platforms. Petcharat and Leelasantitham (2021) find that clear and well-structured information presentation improves user experience and strengthens positive platform evaluation. Similarly, Mofokeng (2021) confirms that information quality is a significant predictor of customer satisfaction and loyalty in online shopping environments. These findings further support the view that information quality is a fundamental factor influencing consumers' shopping experience satisfaction.

The results suggest that improving the accuracy, completeness, and timeliness of product information with the JD platform can effectively enhance consumers' shopping experience satisfaction. Therefore, information quality should be regarded as a critical element in JD's service optimization strategy, particularly in supporting consumers' decision-making and reducing uncertainty in online transactions.

4.2.4 Perceived Value Has a Significant Effect on Consumers' Shopping Experience Satisfaction with the JD Online Shopping Platform Users

The findings of this study reveal that perceived value significantly and positively influences consumers' shopping experience satisfaction with the JD online shopping platform. This result is in line with prior research, which consistently identifies perceived value as a central predictor of satisfaction in online shopping contexts (Uzir et al., 2021; Nursalim et al., 2025). Within the JD environment, perceived value is

understood as consumers' overall judgment of the benefits obtained from the platform compared with the monetary cost, time investment, and perceived risk involved in the shopping process.

From a theoretical standpoint, this relationship can be explained through the cognitive evaluation process in consumer decision-making, where satisfaction emerges from a comparison between expected and actual value gained. When consumers perceive that JD offers strong product value, reasonable pricing, convenient services, and reliable logistics performance, their overall evaluation of benefits outweighs perceived sacrifices, leading to higher satisfaction levels. In contrast, when the perceived benefits are insufficient relative to the cost or effort, satisfaction tends to decline accordingly. Uzir et al. (2021) demonstrates that perceived value directly contributes to customer satisfaction in online retail settings by enhancing users' overall evaluation of service outcomes. In a similar vein, Nursalim et al. (2025) find that perceived value not only improves satisfaction but also plays an important role in strengthening consumer trust and long-term engagement with the platform. These findings reinforce the idea that perceived value serves as a comprehensive psychological evaluation that integrates multiple aspects of the shopping experience.

The significance of this finding suggests that JD should further enhance consumers' perceived value by optimizing pricing strategies, improving service efficiency, and strengthening the overall shopping experience. By continuously increasing the balance between benefits and costs perceived by users, JD can effectively improve satisfaction and reinforce its competitive position in the e-commerce market.

Table 4.5 Hypothesis Test Results

NO.	Hypothesis	Result
H1	Delivery service has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.	Supported
H2	Platform usability has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.	Supported
H3	Information quality has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.	Supported
H4	Perceived value has a significant effect on consumers' shopping experience satisfaction with the JD online shopping platform users.	Supported

Chapter 5 Conclusion and Recommendation

5.1 Conclusion

This study took consumers of the JD online shopping platform as the core research subjects and systematically examined the factors influencing consumers' shopping experience satisfaction in the context of e-commerce services. Grounded in the Technology Acceptance Model (TAM) and the Expectation-Confirmation Theory (ECT), this research developed a structured analytical framework incorporating delivery service, platform usability, information quality, and perceived value as the key determinants. The model provides a clear theoretical lens to explain how users evaluate platform performance and form overall satisfaction based on their actual shopping experience, offering a solid foundation for subsequent empirical analysis.

A quantitative research approach was adopted to test the relationships among the variables. The empirical findings revealed that delivery service, platform usability, information quality, and perceived value all have significant and positive effects on consumers' shopping experience satisfaction. Delivery service enhances satisfaction by improving timeliness, reliability, and order fulfillment accuracy, thereby strengthening consumers' trust in the platform. Platform usability contributes by reducing operational effort and improving interaction efficiency, allowing users to complete shopping tasks more conveniently and smoothly. Information quality improves satisfaction by reducing uncertainty and supporting more accurate and confident purchase decisions through complete, timely, and reliable product information. Perceived value plays the most comprehensive role by reflecting consumers' overall evaluation of benefits relative to cost, effort, and risk, thereby significantly shaping their overall satisfaction judgment. This study extends the application of TAM and ECT to the context within the JD online shopping platform, enriching the theoretical understanding of how system quality, service quality, information quality, and value perception jointly influence consumer satisfaction in digital retail environments. It also contributes empirical evidence to the relatively limited research on integrated satisfaction models in large-scale e-commerce platforms.

The findings provide actionable implications for JD and similar e-commerce platforms. Improving logistics efficiency and ensuring stable delivery performance remains essential for enhancing consumer trust and satisfaction. Optimizing platform usability through interface simplification, faster system response, and smoother navigation can significantly improve user experience. Strengthening information quality by ensuring accuracy, completeness, and timeliness of product data can reduce uncertainty and improve decision-making confidence. At the same time, enhancing perceived value through pricing strategies, promotional activities, and service optimization can further increase overall satisfaction. These results highlight the importance of coordinated improvement across logistics, system design, information

management, and value creation to strengthen user experience and maintain competitive advantage in the e-commerce market.

5.2 Recommendation

(1) Improve Delivery Service Quality and Logistics Stability

JD should continue to strengthen its logistics and delivery system to ensure faster, more accurate, and more reliable order fulfillment. Special attention should be given to reducing delivery delays during peak shopping periods and improving last-mile service consistency across different regions. The platform can further optimize warehouse distribution networks and enhance coordination between inventory management and courier services to improve overall efficiency. In addition, real-time tracking systems and more accurate delivery time predictions should be strengthened to increase transparency and reduce consumer uncertainty. In practice, improving delivery stability and responsiveness will directly enhance consumers' trust and satisfaction with the JD platform.

(2) Enhance Platform Usability and Interface Optimization

JD should continuously improve the usability of its website and mobile application to provide a more intuitive and seamless shopping experience. This includes simplifying navigation structures, optimizing search functions, and reducing unnecessary operational steps during browsing and checkout processes. The platform should also focus on improving system response speed and stability to ensure smooth user interactions, especially during high-traffic periods. In addition, personalized interface design and adaptive recommendation layouts can be introduced to enhance user convenience. A more user-friendly system will reduce cognitive effort and improve overall shopping efficiency, thereby increasing satisfaction.

(3) Strengthen Information Quality and Data Accuracy

JD should further enhance the accuracy, completeness, and timeliness of product-related information presented on the platform. This includes improving product descriptions, specifications, images, and user review systems to ensure that consumers can make informed purchasing decisions. The platform should also strengthen data verification mechanisms to reduce misinformation and inconsistencies across product listings. In addition, intelligent recommendation systems and AI-based content optimization can be used to provide more relevant and personalized product information. High-quality information will reduce consumer uncertainty, improve decision confidence, and enhance the overall shopping experience.

(4) Enhance Perceived Value through Pricing and Service Optimization

JD should focus on improving consumers' perceived value by optimizing pricing strategies and strengthening overall service benefits. This can be achieved through more targeted promotional activities, dynamic pricing mechanisms, membership benefits, and bundled service packages. At the same time, improving service efficiency, including faster delivery and better after-sales support, will increase the perceived balance between cost and benefit. In addition, personalized marketing strategies based on consumer behavior data can be used to provide more relevant offers and improve value perception. Strengthening perceived value will directly enhance consumer satisfaction and long-term loyalty to the JD platform.

5.3 Further Study

Although this study provides empirical evidence on the effects of delivery service, platform usability, information quality, and perceived value on consumers' shopping experience satisfaction in the context of the JD online shopping platform, several limitations still exist, which suggest directions for future research.

First, this study adopted a cross-sectional research design, which only captured consumer perceptions at a single point in time. Future studies can apply a longitudinal design to observe how consumer satisfaction evolves over time, especially in response to changes in logistics performance, platform updates, and promotional strategies. This will provide a more dynamic understanding of satisfaction formation and consumer behavior patterns.

Second, this research focused on four core determinants, while other potentially important variables were not included. Future studies can expand the model by incorporating additional factors such as trust, perceived risk, customer service quality, brand image, and emotional experience. These variables can further enhance the explanatory power of the model and provide a more comprehensive understanding of consumer satisfaction in e-commerce contexts.

Third, this study mainly collected data from general JD users without conducting in-depth segmentation analysis. Future research can examine differences across demographic groups such as age, gender, income level, and shopping experience. It will also be meaningful to compare heavy users and occasional users to identify whether the influencing mechanisms differ across consumer segments.

Finally, this study was conducted within the context of the JD online shopping platform. Future research can extend the model to other e-commerce platforms such as Taobao, Pinduoduo, or international platforms to conduct comparative analysis. Cross-

platform studies will help verify the generalizability of the findings and deepen the understanding of e-commerce consumer behavior in different market environments.

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Appendix

Dear Participant,

Thank you for taking the time to participate in this survey. This questionnaire is conducted for academic research purposes and aims to explore the factors influencing consumers' shopping experience satisfaction on the JD online shopping platform. Your responses will provide valuable insights into users' perceptions of delivery service, platform usability, information quality, and perceived value in e-commerce environments. This survey is anonymous, and all information collected will be kept strictly confidential and used only for academic research analysis. There are no right or wrong answers; please respond honestly based on your actual experiences and personal opinions.

Your participation is entirely voluntary, and you may withdraw at any time. Thank you for your support and contribution to this research.

Part Ⅰ:

1. Age
Please select the age range that best describes you:
A.18 - 25 years old
B.26- 30years old
C.31 -35 years old
D.36 - 40 years old
E. Over 40 years old

2. Gender
Please select your gender:
A. Male
B. Female

3. Education Level
A. High school or below
B. College
C. Bachelor's degree
D. Master's degree
E. Doctoral degree and above

4. Monthly Income
A. Below 3,000 RMB
B. 3,000–5,999 RMB
C. 6,000–8,999 RMB
D. 9,000–11,999 RMB
E. 12,000 RMB and above

Part Ⅱ：

Please judge to what extent you agree with the following statement; choose the most appropriate option, and mark the corresponding number "√. " The questionnaire used a Likert scale, ranging from 1 to 5 in which one indicates strongly disagree, two indicates relatively disagree, three indicates neutral, four indicates relatively agree, and five indicates strongly agree

Variables	NO.	Measurement Item	1	2	3	4	5
Delivery Service (DS)	1	The delivery speed of JD platform meets my shopping needs.					
	2	I believe the delivery time provided by JD platform is accurate and reliable.					
	3	The overall delivery process of JD platform is efficient.					
	4	I am satisfied with the service attitude of JD delivery personnel.					
	5	Delivery delays or errors rarely occur when I shop on JD platform.					
Platform Usability (PU)	6	The interface design of JD platform is clear and easy to navigate.					
	7	I can easily search and filter products on JD platform.					
	8	The shopping process on JD platform is simple and convenient.					
	9	I have a good user experience when using JD's mobile app or website.					
	10	I can quickly learn how to use JD platform even if I am a first-time user.					
Information Quality (IQ)	11	The product information provided on JD platform is accurate and reliable.					
	12	Product descriptions (e.g., specifications and features) help me make purchasing decisions.					
	13	The information on JD platform is updated in a timely manner.					
	14	Customer reviews on JD platform are useful for evaluation.					
	15	The information provided by JD platform is complete and easy to understand.					
Perceived Value (PV)	16	I believe shopping on JD platform provides good value for money.					
	17	The price of products on JD platform matches their quality.					
	18	Shopping on JD platform offers high cost-					

		effectiveness.					
	19	Compared with other platforms, JD provides better overall value.					
	20	I believe shopping on JD platform is worth it.					
Consumers' Shopping Experience Satisfaction (CS)	21	I am satisfied with my overall shopping experience on JD platform.					
	22	My shopping experience on JD platform meets my expectations.					
	23	My shopping experience on JD platform is enjoyable.					
	24	I intend to continue shopping on JD platform in the future.					
	25	I would recommend JD platform to others.					