



CUSTOMER SATISFACTION AND E-COMMERCE EXPERIENCE OF THE SENIOR HIGH SCHOOL STUDENTS

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ABSTRACT

E-commerce is popular among teenagers throughout the country. Shopping online is advantageous for consumers but also carries higher risks than shopping personally. When online stores provide products that do not exceed the customer's expectations, that will lead to customer dissatisfaction. Thus, this study was conducted to determine the significant relationship between the two variables, the customer satisfaction and the e-commerce experience of the senior high school students. The researchers used a descriptive correlation non-experimental quantitative research method. A stratified random sampling of 108 responses collected across the Rizal Memorial Colleges senior high school department, and the entire data collection and analysis process took about two weeks. Furthermore, a modified survey questionnaire was used to collect data from the respondents, and all of the data was analyzed appropriately with the assistance of a competent statistician. According to the findings, "Information" and "Website Design" have the highest value of all indicators of the two variables, implying that these two are the most affected factors when it comes to online shopping. The findings also revealed that the level of customer satisfaction and the e-commerce experience was high and often evident. The correlation between the two variables was moderately high positive ($r = 0.728$), which ended up rejecting the study's null hypothesis. The analysis of the findings confirmed that students who are pleased with their online shopping experience have a high level of e-commerce experience. As a result, the researchers suggested that people who like to shop online must be aware of all the risks that may arise and cause them to be dissatisfied with the product.

KEYWORDS: Customer satisfaction, E-commerce experience, Information, Website design, Senior high students, Philippines

INTRODUCTION

Filipinos are known for being cautious when making purchases. They consider the website, refund or exchange policies, transaction speed, payment method convenience, reputation, online comments and ratings, great customer service, and reasonable delivery charges. Filipinos value Internet shopping because of its convenience and accessibility. E-commerce saves time, which is important for modern consumers who are time-constrained and so busy these days that they cannot or will not devote much time to it. When it comes to shopping, though, it is said that time is money and money is time. According to conventional law, certain obligations or limits apply to product purchases when shopping, but not when doing so online. In terms of shopping, there are no restrictions. Customers enjoy a fantastic experience purchasing online.

As stated by the study of Anu and Angeline (2018), in South Africa, the variety of available products and delivery in future studies as key factors that might contribute to building e-loyalty. In closing this gap, this study builds and tests a conceptual model that examines the influence of information quality, privacy concerns, perceived security, product variety, and product delivery on online shopping customer satisfaction and loyalty (Haridasan & Fernando, 2018).



Pratiksinh (2014) included a sample size of 150 people from India, Surat Varachha region. According to the findings, the majority of online shoppers believe that online buying is a better option and thus more satisfying than traditional physical purchasing. The majority of online buyers use the internet from their homes, offices, and colleges. Customers mostly purchase clothing, electronics, and accessories (Vaghela, 2014).

In the United States, as mentioned by James (2017) 40% of consumers did not complete purchases online because they worried of fraud and concern of private security. There were a total 70% users concerned about fraud and private information when having online shopping. At the same time, 28% of consumers had become a victim of e-commerce-related fraud. The survey also found consumers were afraid of fraud and information security and it affected their satisfaction and decision making while purchasing online (Evans, 2017).

According to Anna (2015), a study conducted in Batangas City, customers are satisfied with the quality of service provided by a particular department store located in that area. The findings indicate that marital status and nature of work have an impact on customer satisfaction on quality services. It also demonstrates that customer satisfaction is measured in terms of employee professionalism, customer relations, customer service, and facilities (Agulo et al., 2015).

A study conducted at the Department of Tourism in Tagaytay City by Jimford et al. (2018), chose three restaurants that are often visited by the tourists such as Josephine Restaurant, Concha's Garden Café, and Memory Lane. The study revealed that in terms of Reliability, the overall evaluation of customers was interpreted as highly influential which suggests that the said restaurants have a very good operation in terms of accuracy of serving orders, operating hours, and the speed of serving orders. On the other hand, with regards to the Assurance, it was assessed by asking the customers to rate the way how employees serve, the way how the restaurant maintains safety and security and how they control risk (Tabuyo et al., 2018).

A study of Rodilina and Danilo (2017) about Davao City's Psychographic Profiling of Millennial Shoppers, revealed that millennials in Davao City prefer to buy brand new products that offer the most value in terms of services and prestige, and a variety of choices to choose from. Further, they preferred to buy products in an actual store where they could touch and see the product. The study found that millennial shoppers also prefer to interact with the store attendants. This factor is important for them to enjoy the overall experience of shopping which could lead to customer satisfaction (Marte & Te, 2017).

According to the researcher's observations of the students at Rizal Memorial Colleges Inc. in Davao City, what they typically purchase or are happy with is accessories, clothing, and other products like books, newspapers, and equipment. While food and other grocery goods are only sometimes bought online, internet shopping ranks relatively high on the list. Clothing and gadgets were the two most popular tangible goods purchased online. Customers find internet shopping to be highly handy, even if they still prefer to shop in real stores. Online shopping offers several benefits, including saving the consumer's time and energy as they shop. Online shopping definitely makes students' lives easier than ever, but students also face issues and inconveniences that may influence how they perceive electronic e-commerce. For instance, they frequently encounter issues with the purchase and shipping of the items they have ordered, and online businesses have lost customers' money due to a lack of security, standards, and protocol. The issues persist today because they cannot be avoided, particularly online, and as a result, many people continue to fall victim to internet fraud. There is a high degree of e-commerce experience problems due to bad website design, the inconvenience of online communication, the lengthy shipment delivery time, and the fact that the products sometimes do not match the description and pictures shown in the online shops.

Customer satisfaction is an extreme response that people have after evaluating a product they have used. According to Kotler and Keller (2012) when a person compares the actual performance or results of a product to the performance or results that were anticipated, they may feel satisfied or disappointed. The customer gets dissatisfied if the performance is poor while the customer will be extremely delighted or satisfied if the performance meets or exceeds their expectations. Besides, customer satisfaction refers to the idea that a good or service has lived up to expectations. Hence, if consumers believe that their expectations were not met, they will not be satisfied. Furthermore, customer satisfaction is a reaction to or evaluation of how well the product or service performed. The importance of customer satisfaction shows whether your target audience approves of what you're doing. Importantly, excellent customer satisfaction increases customer retention, increases customer lifetime value, and boosts business reputation. Low



customer satisfaction ratings are also significant. The understanding of online stores can help you use electronic commerce to successfully present your products. E-commerce also enables businesses to operate internationally. This was due to the fact that it enables you to sell your goods and services anywhere in the world.

The purpose of this study is for the researchers to describe the relationship between customer satisfaction and e-commerce. It was carried out to investigate consumer and student satisfaction and their experiences with e-commerce. As a result, the goal of this research is to outline how these experiences will benefit customers and students, as well as to demonstrate that e-commerce can be convenient in terms of providing satisfaction. The fact that so many people use e-commerce to buy things makes it difficult to maintain because many people can now go to a physical store. This study was based on a broad review methodology that incorporates numerous perspectives from earlier studies.

The said study will look at customer satisfaction in the framework of e-commerce. According to the researchers, the study's beneficiaries will be consumers, online business owners, students, teachers, the Department of Trade and Industry, the Department of Education, and future researchers.

Consumers. The consumers may use this study by participating in using e-commerce. Giving or expressing what they want and feel through that certain online service.

Online Business Owners. The business owners may use this study by giving to their consumers their needs and wants through product and services and by giving to their consumers the satisfactions they want to give.

Students. The students may use this study as a guide on how to properly use e-commerce and as an advantage in buying school products online.

Teachers. The teachers may use this study by guiding and teaching the students in using e-commerce.

Department of Trade and Industry. The department of Trade and Industry may use this study by establishing a market that is more accessible to people and company standards of conduct, allowing for the effective distribution of essential goods and the prompt resolving of customer issues.

Department of Education Officials. The department officials may use this study to give awareness and to educate people especially to students who are also the most exposed to e-commerce, it may serve them to think wisely.

Future Researchers. For individuals or groups who seek constant learning in the field of research, they may find this study as their reference or guide in searching answers for any potential questions they may find interest in knowing the customers satisfaction and their e-commerce experience.

Statement of the Problem

This study determined the significant correlation between customer satisfaction and e-commerce experience of the senior high school students in Rizal Memorial Colleges, Inc.

1. What is the level of Customer Satisfaction in Online Shopping of the senior high school students of Rizal Memorial Colleges Inc. in terms of :

- 1.1 Quality of Service
- 1.2 Affordability
- 1.3 Information

2. What is the level of E-commerce Experience of the senior high school students of Rizal Memorial Colleges Inc. in terms of :

- 2.1 Product Risk
- 2.2 Trust & Security
- 2.3 Website Design

3. Is there a significant relationship between Customer Satisfaction and E-commerce Experience of the Senior High School Students?

Hypotheses

The study was tested at 0.05 significance.

: There is no significant relationship between customer satisfaction and the e-commerce experience of the senior high school students in Rizal Memorial Colleges Inc.

: There is a significant relationship between customer satisfaction and the e-commerce experience of the senior high school students in Rizal Memorial Colleges Inc.



REVIEW OF RELATED LITERATURE

The journal articles and resources listed below, both foreign and domestic, serve as the foundation for the current study's claim. The researchers gathered the resources from articles and journals found on the internet. The articles and studies summarized below will be employed to improve current research.

Customer Satisfaction

Customer satisfaction is commonly viewed as a result of comparison between the consumption expectation and experience, and customer satisfaction is achieved when the final deliverable meets or exceeds a customer's expectation. Satisfaction and loyalty are the key elements determining the success of the market concept implementation. Satisfied customers are the ones that will repeat the purchase if the service provider reached or exceeded their expectations. It is significant to identify the variables of consumer satisfaction, since they present the business benchmark and serve as a guide to future improvements claiming that the easy means to influence customers are through online retailing (Khristianto et al., 2012).

According to the study of Vasić et al. (2019), there are different determinants as to why customers are satisfied with the products they bought online such as security, information availability, shipping, quality, pricing and time. Their study shows that most of those factors are the reasons why customers are either satisfied or not with their products and services online. When the consumers are satisfied with a particular online retail shop, they will purchase more there. Hence, both concepts, retaining and satisfying the customer, are becoming increasingly important for both online and offline business. It is therefore important to understand the factors that drive customer satisfaction and their choice of online stores. Moreover, Al Karim (2013) stated that shopping experience is vital in attracting customers because experienced customers are aware of the reliability of the online platform.

Quality of Service. The level of customer satisfaction with a service as they browse the website, place an order, pay for it, or engage with the online store defines the quality of website services. The quality of products and services in online commerce has a positive impact on customer satisfaction (Lin et al., 2020). Customers who experience positive feelings and attitudes toward the services during the service consumption process are more likely to perceive favorably toward the service provider, which subsequently leads to customer loyalty (Ishaq, 2012). Besides, Pandey and Chawla (2018) stated that when interacting with a seller's website, online customers navigate the web pages and search for relevant product information before they generate a purchase intention or a commitment to buy.

Hidayat and Anasis (2020) found out that the quality of service received by clients can determine their willingness to purchase again. When customers receive high-quality services, they will be more likely to make purchases. Additionally, when customers are satisfied with the services they receive, they are more likely to tell their friends and family about the business, which can lead to increased sales and the spread of the word to all spheres of society. Service quality is determined by a long-term evaluation of an e-commerce service's performance. Service quality is measured using two dimensions: responsiveness (employees' willingness to deal with customer complaints and requests) and customization (the degree of individualization of communication and awareness of service providers of consumer needs) (Phuong & Trang, 2018). Again, the definition of service quality can be provided from the perspective of how the consumers or users of the service judge the service based on what they may have experienced (Onditi & Wechuli, 2017).

Affordability. Based on the definition of affordability, it is "the extent to which something is affordable, as measured by its cost relative to the amount that the purchaser is able to pay." This subject is intimately connected to basic needs because it affects how easily someone can obtain necessities for daily life. Lower-income families or the typical individual may choose not to use a product or service if it is too expensive, missing out on the benefits. Take a look at the amount of competition between retailers who offer free delivery and include the cost of shipping in the price of their products and those who charge separate shipping fees. The ratios of each consumer group, the seller's standing, and the cost-to-price ratios of its products are used to identify the best selling techniques, with the assumption that different customer groups are more or less sensitive to shipping costs (Gümüş et al., 2013).

In regard to Agift et al. (2014), important aspects like precise information, comfort and relaxed shopping, less time consumption, and straightforward price comparisons attract customers to shop online. Apart from this, Kim et al. (2012) stated that affordability influences perceptions of the transaction's delivered value and usability, and thus



customer satisfaction. Due to better purchase conditions, consumers use the internet to buy the same product at a lower price than in the store.

Before the crisis, there was only a 3 percent penetration of e-commerce; this year, it is anticipated to reach 8 to 10 percent. Due to the high price markups, delivery costs, and tipping practices associated with online groceries, we anticipate a decline in demand as customers' financial worries start to take precedence over their health concerns. It is essential to understand affordability, in order to seize "secret" market possibilities. Even if there are many more instances of businesses using innovation to serve lower-income clients, it is understandable to see why the majority of company models that are well-liked by investors continue to concentrate on the expanding middle class (Sanni, 2017).

Information. Consumers are more satisfied when the online seller says information about the product online. Better product and service information when purchasing online correlates to a higher level of satisfaction. It is emphasized that information should be current, accurate, dependable, and comprehensive. It is essential that online stores guarantee all product information ever seen by the consumer. Incomplete and inaccurate information is sometimes the reason for returning a product. It is critical to ensure that all information is easily accessible with as few clicks as possible, as well as easily comparable to competitors and similar products. Consumers can benefit from browsing the information left by other consumers in addition to the benefits of the information that websites provide for online shoppers. Before making an online purchase, customers may read the comments of other customers (Wang & Le, 2016). Furthermore, Agift et al. (2014) emphasized that customers are influenced to shop online by important features like accurate information, comfort and relaxed purchasing, less time consumption, and simple pricing comparison.

Peng and Kim (2014) stated that despite the fact that this remarkable effort emphasizes the critical role that online consumer trust plays in the creation of retailer websites, many consumer behavior researchers have concentrated a great deal of their attention on comprehending how trust perceptions are formed in the context of established e-commerce markets, particularly in countries like China. Online purchasing is risky, thus it is more dependable and trustworthy when we acquire the precise details of the product directly from the seller. According to Rudansky-Kloppers (2014), the wide range of available products and the provision of complete information lead to recommendations and word-of-mouth advertising.

E-commerce Experience

Online shopping is a popular trend in today's world because it is a convenient and dependable shopping method. As a result, online shopping is more convenient because it allows you to shop for products or services while sitting in one place rather than moving from one location to another. After all, people can purchase necessities of life by regularly visiting online shopping websites (Kumar & Velmurugan, 2017).

About electronic commerce, they defined electronic commerce or e-commerce as the upholding of business affiliations, disclosing business information, and making business negotiations using telecommunication networks such as the internet. The emergence of this type of business made gradual yet drastic changes in the economies of most of the countries across the globe. Also, e-commerce aided the citizens in providing job opportunities from different fields like entrepreneurial studies, management, and marketing. Their review also enumerated the striking features of electronic commerce which includes ubiquity, richness, interactivity, personalization and customization, global reach, universal standards and information density (Shafiyah et al., 2013). Customers are clearly the disadvantaged group in ecommerce, and sometimes companies do as well. In recent years, it has become fairly common for unethical customers to conduct fraudulent transactions through PayPal (Michel, 2013).

Vaghela (2014) stated that online shopping is a method of shopping for goods and offerings from dealers who promote and sell their products and services on the internet. Shoppers can visit internet shops from the convenience of their home and relax as they shop in front of their computers. Online buyers access their internet on their home, office, and school. Most of the customers shop for accessories, clothes, and electronic appliances. Providing their credit card number and not seeing the products personally, are the most alarming barriers of online shopping. Customers agree with the fact that purchasing online is more costly than manual shopping and it takes extra time for their purchases to be delivered to them.

As dictated by Sivanesan (2017), despite the advantages and benefits, online customers also experience problems and inconvenience while shopping online which could also affect their perceptions towards electronic commerce. Online



customers commonly suffer from the transaction and delivery of the products ordered. Sivanesan further explained that the delivery point did not reach the area of the customers which resulted in the delay of delivery. The customers had to wait for a week. Continuing to enumerate these problems experienced by customers, Khan et al. (2018) stated that the lack of security, standards, and protocol of online businesses led to the loss of the customers' money. Furthermore, customers also deal with the high price of having an internet connection. Lastly, the most significant factor customers had to face is the trust issues. These trust issues encompass mainly the rules and judicial adjustments which can make the online transactions of electronic commerce invalid and technically illegal. On top of that, consumers may be concerned about losing money while not receiving products when shopping online. In other words, they are duped by internet scammers. The two most common internet frauds, according to shared information about those frauds (Web Of Trust), are phishing and malware (Rachel & Caterina, 2012).

Concerning the trustworthiness of electronic commerce, given the good and adverse effects of e-commerce, trust plays a pivotal role both for customers and the online sellers. Trust is one of the essential elements of human emotions (Winnie, 2014). It is also one of the essential factors in electronic commerce for this it affects the purchase intention and motivation of the online customers towards the online business and its product offering. The guidelines that would help the online websites to be called as a trustworthy site are to satisfy the expectations of the customers, asking the private information of the customers only if necessary, and establishing a good image are also part of the guidelines (Lanford & Hübscher, 2014). Some other issues that might cause bad experiences for customers. Such as: poor web design, inconvenience of online communication, long waiting time of shipping, product doesn't match description and etc. (Chaffey & Smith 2013).

Product Risk. Online shopping is different from in-store shopping, therefore it can be difficult for customers to evaluate a product's superiority because they cannot see the actual products and have access to only a limited amount of information and graphics on the seller's website (Chang et al., 2016). Customers were also disappointed with the product quality, as they occasionally received damaged or defective goods. Customers were also dealing with defective products, refund problems and a lack of response to customer care (Karthikeyan, 2016).

Product risk is on second highest risk or second level in fear following financial risk. Furthermore, product risk has a negative impact on consumer behavior because they perceive it to be financial fraud because when they don't receive the expected product, they lose their money and become reluctant to shop online in the future. This risk is made even trickier when they are unable to receive after-sale services, which is a major problem when shopping online (Ariff et al., 2014).

Trust and Security. Consumer disposition to the information quality of the website, trust, privacy concerns, reputation, security concerns, and the company's reputation have strong effects on internet consumers' trust in the website. Major two critical problems for both e-commerce consumers and sites are privacy and security. Privacy is the control over one's personal data whereas; security is the attempted access to data by unauthorized users. Information security, therefore, is an essential management and technical requirement for any efficient and effective payment transaction activities over the internet. E-commerce security is the protection of e-commerce assets from unauthorized access, destruction, alteration, or use so its dimensions to be studied are-integrity, privacy, non-repudiation, authenticity, confidentiality, and availability (Gupta & Dubey, 2016).

It was discovered that mental attitudes had a significant influence on perceived satisfaction and purchase intent. The study's findings revealed that both protection and confidentiality had a significant impact on perceived risk and cognitive trust. Online purchasing was more confusing and risky than traditional store shopping due to the influence of cognitive attitudes. As a result, consumer cognitive attitudes toward the website became far more important. Users may have strong feelings about the website's hedonic worth, utilitarian value, security, and privacy. These appraisal values, or cognitive attitudes, influenced how satisfied users felt and their proclivity to make purchases. Trust plays an important role in online shopping and it encourages consumer behavior to buy online (Haider & Nasir, 2016). According to Zeglat and Alzawahreh (2012), good security increases trust, as do customers' perceptions of good security and trust in the shop or seller. Based on this study good security will lead to customers trusting the store or seller more.

Web Design. Website design is important in online retailing because it directly affects customers during the purchasing process. Customers' perceptions of the online store are influenced by the website's features. This perception is critical, especially for first-time users, in order to instill the website's reliability mindset in users. Furthermore, website design



is critical in assisting customers in locating information (Guo et al., 2012). The impact of website design on customer satisfaction is significant, but not as significant as the impact of customer services on customer satisfaction (Shodiq et al., 2018). Well-designed websites reduce the time information search, and avoid the possibilities of mismatch (Luo et al., 2012). They also point out that an excellent website design adds value to customers' experience and helps the low visibility retailers on post-purchase satisfaction which in turn, increases the customers' satisfaction. Since its inception, the Internet has become an indispensable tool for citizens, businesses, and government agencies. A number of significant changes have occurred, ranging from the most basic paradigm of Web 1.0 to Web 4.0. The first phase of the Web, known as Web 1.0, is characterized by static content publishing, in which users had the power to only consume the content placed by companies. At that time there was no bidirectional communication between the client and a company, and email emerged as the primary form of digital contact between these two entities. Web 1.0 is characterized by its low interactivity. Companies used the Internet as an alternative channel to publish content and news, without worrying much about users' opinions, who behaved like a passive viewer of information.

The number of Internet users has been growing and it was progressively verified that their needs directly influenced the way companies use their resources and tools (Dooley et al., 2012). These changes forced the emergence of a new environment, known as Web 2.0, whose main characteristic is its high interactivity. Web 2.0 includes a large and diverse panoply of services, such as social networks, blogs and wikis, that promote collaboration and the fast exchange of information among users. The main advantage associated with Web 2.0 is its potential in establishing collaboration, and the main disadvantage is the loss of control of the shared information.

The growth of Web 2.0, particularly with the exponential expansion of social networks, created in a few years a huge amount of information about the users. This information is a valuable asset for the definition and personalization of marketing and business strategies in the most varied sectors of activity. In this sense, Web 3.0 emerged as a new paradigm that allowed companies to explore this information about users, in order to identify trends and optimize their experiences on the Web. With the appearance of the Web 3.0 has become much easier to find relevant information on a given subject. However, as a major disadvantage, there can appear security issues, such as unauthorized access and manipulation of data (Rudman & Bruwer, 2016).

Web 4.0 emerges currently as a new paradigm arising from the technological advances of mobile devices, Internet of things and ad-hoc networks. Web 4.0 proposes a new model of interaction that is more complete, dynamic and personalized, in which there is a symbiotic interaction between humans and machines (Choudhury, 2014). As mentioned by Wilson et al. (2019), websites serve as the primary interface between online merchants and their customers in the Internet market. Effective website design is critical for attracting and retaining customers' interest, as well as influencing their purchasing behavior.

The various studies listed above greatly helped the researchers in identifying the possible correlation between the two variables being studied. Customer satisfaction can be further discussed in specific domains of quality of service, affordability and information. These indicators best described the level of customer satisfaction in online shopping of the senior high school students. Learning more of the customer satisfaction can be achieved through customer feed backing. Learning about the senior high school students' online shopping experiences can be assessed through specific topics of feedback such as product risk, trust and security, and web design. Multiple studies on the satisfaction of senior high school students in online shopping have discovered that most of their indicators of satisfaction and experiences are the same, implying that the two variables correlate each other.

Based on our understanding in Review of Related Literature, customer satisfaction is a metric that measures a company's customers' level of satisfaction with its goods, service, and capabilities. With the indicator of quality service, affordability and Information. For us, they convert a prospective customer into a devoted one after receiving excellent customer service. In e-commerce experience it refers to customer purchase and sale of products and services, as well as the exchange of funds and data necessary to complete these transactions. With the indicator of product risk, trust and security and website design. It defines The impacts of information, visual, and navigation design on perceived risk and purchase intent were mediated by trust in an online retailer.



METHODOLOGY

Research Design

The researchers utilized a descriptive correlation nonexperimental in the quantitative research design. According to Gay (2012) stated that descriptive research is survey research. This research involves collecting data to test hypotheses or to answer questions about the opinions of people about some topic or issue. Based on the statements provided above, descriptive research is a research design where the researcher surveys the people to describe the attitudes, opinions, behaviors, or characteristics that concern the problem that existed recently. This quantitative research aims to analyze the customer satisfaction and e-commerce experience of senior high school students from Rizal Memorial Colleges Inc.

Participants and Sampling

The research was carried out at Rizal Memorial College, Purok 5, Lopez Jaena & F. Torres Streets, Poblacion District, Davao City, Philippines, for the entire first semester of the Academic Year 2022-2023. Rizal Memorial College is a private educational institution with one of the largest student populations in Davao City. The target number of respondents was at least 100 students. The sampling procedure that the researcher has used was the stratified random sampling. It is a technique for selecting samples from a population that has been broken into smaller groups and subgroups are selected at random for the unit (Frey, 2018). In order to prevent bias and ensure accurate population representation, the entire Senior High School Students population in the selected research locale was separated into subgroups according to their grade levels to get at this number, 76 Grade 12 students and 32 Grade 11 students. All Senior High School Students in Rizal Memorial Colleges Inc. were part of the respondents based on this sampling as long as they are enrolled.

Research Instruments

The researchers modified the SBO Research (2014) customer satisfaction survey questionnaire, which was used to collect data for the independent variable. In order to determine the level of customer satisfaction of senior high school students of RMC, the following ranking was used for the respondents to answer the questionnaire: 5 as strongly agree; 4 as agree; 3 as neutral; 2 as disagree; and 1 as strongly disagree.

The researchers modified a similar study on e-commerce experience by Shahzad (2015) and was used to collect data for the dependent variable. In order to determine the level of e-commerce experience of senior high school students of RMC, the following ranking was used for the respondents to answer the questionnaire: 5 as strongly agree; 4 as agree; 3 as neutral; 2 as disagree; and 1 as strongly disagree.

RESULTS AND DISCUSSION

Table 1. The Level of the Customer Satisfaction in Online Shopping of the Senior High School Students at The Rizal Memorial Colleges Inc.

Indicators	Mean	Description
Quality of service	4.19	High
Affordability	4.12	High
Information	4.25	Very High
OVERALL	4.19	High

As shown in Table 1, "Information" in customer satisfaction has the highest mean of 4.25 with a descriptive value of very high. This means that the customer satisfaction of senior high school students is always evident.

The result above supports the claim of Wang and Le (2016), stating that consumers are more satisfied when the online seller says information about the product online. Better product and service information when purchasing online correlates to a higher level of satisfaction. It is emphasized that information should be current, accurate, dependable, and comprehensive. It is essential that online stores guarantee all product information ever seen by the consumer. Incomplete and inaccurate information is sometimes the reason for returning a product. It is critical to ensure that all information is easily accessible with as few clicks as possible, as well as easily comparable to competitors and similar products. Consumers can benefit from browsing the information left by other consumers in addition to the benefits of the information that websites provide for online shoppers. Before making an online purchase, customers may read the



comments of other customers. The wide spectrum of available products and the provision of complete information lead to recommendations and word-of-mouth advertising (Rudansky-Kloppers, 2014).

The second highest indicator of customer satisfaction of senior high school is “Quality of Service” which has a mean of 4.19 and is described as high. It is often evident that the senior high school students are satisfied with the quality of service.

To support this, Lin et al. (2020) stated that the quality of products and services in online commerce has a positive impact on customer satisfaction. Hidayat and Anasis (2020) found out that the quality of service received by clients can determine their willingness to purchase again. When customers receive high-quality services, they will be more likely to make purchases. Additionally, when customers are satisfied with the services they receive, they are more likely to tell their friends and family about the business, which can lead to increased sales and the spread of the word to all spheres of society.

The lowest indicator is “Affordability” which has a mean of 4.12 and is still described as high. This indicates that the customer satisfaction of senior high school students is often evident.

Kim et al. (2012) stated that affordability influences perceptions of the transaction's delivered value and usability and, thus, customer satisfaction. Due to better purchase conditions, consumers use the Internet to buy the same product at a lower price than in the store. Many customers expect online stores to provide their products and services at a lower cost than traditional stores. Discounts during purchases influence consumers' belief in prices, which ultimately affects their satisfaction. Customers cannot see or test the product while shopping online, so they cannot be certain that the delivered product is identical to the one on the website.

The overall mean value for customer satisfaction is equal to 4.19 and is described as high. Based on the result, senior high school students have customer satisfaction, which is often evident in terms of those indicators mentioned above.

Table 2. The Level of the E-commerce Experience of the Senior High School Students at The Rizal Memorial Colleges, Inc.

Indicators	Mean	Description
Product Risk	3.76	High
Trust and Security	3.76	High
Website Design	4.04	High
OVERALL	3.85	High

As presented in Table 2, “Website Design” in the e-commerce experience has the highest mean of 4.04 with an equivalent description value of high. This means that the e-commerce experience of the senior high school students is often evident.

To support this result, Guo et al. (2012) stated that website design plays an important role in online retailing, as it affects customers directly during the purchasing process. The characteristics of the website determine customers' perception towards the online store. This perception is important especially for the first time users, and to impose the website's reliability mindset among users. Besides, website design has a vital role in assisting customers in locating information. Well-designed websites reduce the time information search, and avoid the possibilities of mismatch, as stated by Luo et al. (2012). They also point out that an excellent website design adds value to customers' experience and helps the low visibility retailers on post-purchase satisfaction which in turn, increases the customers' satisfaction.

“Product Risk” has the lowest indicator in e-commerce experience of senior high school students which has a mean of 3.76 and is described as high. This means that senior high school students' e-commerce experience is often evident in terms of product risk.

Chang et al. (2016) found out that protection and confidentiality each had a significant impact on perceived risk and cognitive trust. Due to the influence of cognitive attitudes, online purchasing was more confusing and riskier than traditional store shopping. As a result, consumer cognitive attitudes on the website were much more crucial. Users



may hold opinions regarding the hedonic worth, utilitarian value, protection, and privacy of the website. These appraisal values, or cognitive attitudes, changed into how satisfied users felt and how likely they were to make purchases. Online shopping is different from in-store shopping; therefore it can be difficult for customers to evaluate a product's superiority because they cannot see the actual products and have access to only a limited amount of information and graphics on the seller's website.

Product risk is on second highest risk or second level in fear following financial risk. Furthermore, product risk has a negative impact on consumer behavior because they perceive it to be financial fraud because when they don't receive the expected product, they lose their money and become reluctant to shop online in the future as stated by Ariff et al. "Trust and Security" also has the lowest indicators, whose mean value is 3.76 and described as high. Which means that senior high school students have e-commerce experience that is often evident in terms of trust and security.

As a result, the importance of security in online shopping is demonstrated because it is one of the primary factors considered when a customer decides to purchase online. As a result, having a trusted website with exceptional security helps customers feel more confident and, eventually, satisfied. To put the impact of security on customer satisfaction to the test.

The overall value for e-commerce experience is 3.85, which is considered high. According to the findings, senior high school students' e-commerce experience is often evident in terms of the above-mentioned indicators.

Vaghela (2014) stated that online shopping is a method of shopping for goods and offerings from dealers who promote and sell their products and services on the internet. Shoppers can visit internet shops from the convenience of their home and relax as they shop in front of their computers. Online buyers access their internet on their home, office, and school.

Table 3. Significance on the Relationship between Customer Satisfaction in Online Shopping and E-commerce Experience of the Senior High School Students at The Rizal Memorial Colleges, Inc.

	E-Commerce Experience			
	r value	p value	Decision on H ₀	Interpretation
Customer Satisfaction in Online Shopping	0.728	<.001	Reject H ₀	There is a moderately high correlation

Based on the result of table 3, the study indicates a moderately high positive correlation ($r = 0.728$) between customer satisfaction in online shopping and e-commerce experience of the senior high school students at The Rizal Memorial Colleges, Inc. This suggests that students who are satisfied with their online shopping experience tend to have a high level of e-commerce experience. The correlation was found to be statistically significant ($p < 0.001$), indicating that this relationship is unlikely to have occurred by chance.

Online shopping has become a common practice among students, and understanding their customer satisfaction and e-commerce experiences can provide valuable insights for e-commerce companies. This study provides evidence that among senior high school students at The Rizal Memorial Colleges, Inc., those who are satisfied with their online shopping experience tend to have a high level of e-commerce experience. This indicates that e-commerce companies that invest in providing a high-quality online shopping experience for students can expect to see increased customer satisfaction.

Customer satisfaction is commonly viewed as a result of comparison between the consumption expectation and experience, and customer satisfaction is achieved when the final deliverable meets or exceeds a customer's expectation. Satisfaction and loyalty are the key elements determining the success of the market concept implementation. As stated in the study of Khristianto et al. (2012), satisfied customers are the ones that will repeat the purchase if the service provider reached or exceeded their expectations.



About electronic commerce, they defined electronic commerce or e-commerce as the upholding of business affiliations, disclosing business information, and making business negotiations using telecommunication networks such as the internet. The emergence of this type of business made gradual yet drastic changes in the economies of most of the countries across the globe. It helped the people in purchasing products with fewer cost and effort. It also helped the business-minded people in reducing their work yet earning a profit by giving them a virtual space for their stores by setting an actual and physical one. Also, e-commerce aided the citizens in providing job opportunities from different fields like entrepreneurial studies, management, and marketing. Their review also enumerated the striking features of electronic commerce which includes ubiquity, richness, interactivity, personalization and customization, global reach, universal standards and information density (Uy et al., 2019).

E-commerce has undeniably had a significant impact on businesses. It can boost sales, brand, and reputation all over the world, but there are also what we call negative aspects of an e-commerce setting. According to the study of Soltanpanah et al. (2012), there are five types of risks in the e-commerce area. Security, financial, social, time, and performance risks are all present. Furthermore, as a result of the research, two new types of risks were discovered: legal risks and hardware risks, owing to the fact that e-commerce is a relatively new business in the eyes of customers. Furthermore, Sahara and Kumiati (2019) stated that trust is the most important e-commerce risk of all. When it comes to online shopping, trust affects all sectors; if a customer encounters a scam, that will be the first and last time the customer purchases from that shop.

As shown by the study of Vasić et. al (2019), there are different determinants as to why customers are satisfied with the products they bought online such as security, information availability, shipping, quality, pricing and time. Their study shows that most of those factors are the reasons why customers are either satisfied or not with their products and services online. It also shows that customer satisfaction in online shopping is directly dependent on a number of factors. The study's findings revealed a moderately high correlation between the two variables, implying that customer satisfaction and e-commerce experience have a fairly strong positive correlation given that when customers are satisfied, their e-commerce experience is relatively positive, and inversely.

As Leon Festinger's Dissonance Theory states, customers have internal conflict on the product as they may feel dissatisfaction upon using the product. But the study's result has proven that students who have a high level of e-commerce experience are satisfied with the items they have bought online. While the students that don't have extensive e-commerce experience may perceive the discrepancy of attitude and behavior as they felt dissatisfaction on the product they bought online for the product may not meet the customers expectation. In accordance with the Unified Theory of Acceptance and Use of Technology by Venkatesh et al., that explains how users utilize information systems. The study has proven that students use certain information systems online with the four constructs to buy certain products online. The user may continuously use the certain information system for its reliability, security, information, and other factors that may affect the customer satisfaction.

CONCLUSIONS

The study concluded that there is a significant relationship between customer satisfaction and e-commerce experience based on the data they examined. As a result, it rejected the study's null hypothesis. The Senior High School student's customer satisfaction was seen to have a significant link to their e-commerce experiences. The findings also showed that for indicators, 'quality of service' and 'affordability' both have high descriptive value, while 'information' was very high. It is often evident that senior high school students have customer satisfaction that is often evident in terms of those indicators. 'Product risk', 'trust and security', and 'website design' all showed high in e-commerce experience indicators. All indicators of the two variables have shown relationship towards each other. Overall, both variables, customer satisfaction and e-commerce experience is often evident among the respondents.

Recommendation

The researchers based the following recommendations according to the beneficiaries.

First, students as online shoppers should be aware of the risks that may occur to them or the product they will purchase. Consumers should be cautious of scams and fraud when shopping online. They should always check the information and reputation of the sellers, and they should not have high expectations of the product because not everything online is "what you see, is what you get." Consumers can always check the reviews or feedback of other consumers to



determine if the shop and products are genuine. Consumers may use this study to gain knowledge for them to be satisfied with their online shopping experience.

Second, online sellers should enhance the look and appeal of their products to encourage customers to purchase from that particular store. They should also provide excellent customer service, even if the transaction is taking place online, as this will help them maintain their excellent reputation with both current and potential customers.

Third, teachers should teach students to use e-commerce properly because there are a lot of negative effects e-commerce gives to students and also they should teach students how to budget their money.

Fourth, the Department of Trade and Industry should keep up its protection of consumer rights and interests while also effectively guiding them. They should also keep creating an environment that supports the expansion of businesses and commerce.

Fifth, the Department of Education should be advantageous to create an e-commerce system in higher education applications that can directly impact the student's management, learning methods, and thinking styles.

Sixth, future researchers may use this study as a foundation for their future research. They might utilize this as a starting point for a qualitative study on e-commerce or face-to-face online shopping to provide more extensive and clear explanations, as well as to find additional potential variables that can correlate between customer satisfaction and e-commerce experience.

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