



Department of Digital Business

Journal of Artificial Intelligence and Digital Business (RIGGS)

Homepage: <https://journal.ilmudata.co.id/index.php/RIGGS>

Vol. 5 No. 2 (2026) pp: 6236-6243

P-ISSN: 2963-9298, e-ISSN: 2963-914X

Evaluation of E-Service Quality Dimensions in Shopee Indonesia User Reviews

Desty Hapsari Kirana

Departemen Manajemen dan Bisnis, Fakultas Ekonomi dan Bisnis, Universitas Padjadjaran

desty.kirana@unpad.ac.id

Abstract

This study examines the dimensions of e-service quality reflected in user reviews of the Shopee Indonesia application and explores how these dimensions are associated with user ratings. The study employed a descriptive quantitative approach using secondary data in the form of 67,600 user reviews collected between January 24, 2026 and April 13, 2026. The review content was analyzed through deductive content analysis by classifying user expressions into five dimensions of e-service quality, namely efficiency/system availability, fulfillment/reliability, responsiveness, security/assurance, and price/value support. In addition, user ratings were grouped into three categories—negative (1–2), neutral (3), and positive (4–5)—to examine the distribution of evaluations across the identified dimensions. The findings reveal that Fulfillment/Reliability and Efficiency/System Availability are the two most dominant dimensions in Shopee user reviews. Among these, Fulfillment/Reliability is the dimension most strongly associated with low ratings, indicating that issues related to delivery, orders, packages, couriers, and service timeliness are the main sources of user dissatisfaction. Meanwhile, Price/Value Support is more frequently associated with positive evaluations, suggesting that promotions, discounts, vouchers, and affordability remain important strengths of the platform. Overall, the results indicate that users evaluate marketplace service quality not only in terms of products offered, but also in terms of service reliability, platform performance, and responsiveness. These findings provide practical insights for e-commerce platform managers in identifying service areas that should be prioritized for improvement.

Keywords: E-Service Quality, Customer Reviews, Marketplace, User Ratings, Content Analysis, Shopee.

1. Introduction

The growth of e-commerce has made digital service quality increasingly important in shaping user experience. In Indonesia, internet access reached 72.78% of the population in 2024, while the national digital economy is projected to reach approximately US\$110 billion in 2025, with this growth being driven largely by e-commerce (Badan Pusat Statistik, 2025). In this context, user experience is no longer determined solely by the product purchased, but also by application system quality, delivery reliability, service responsiveness, and transaction security as components of electronic service quality. The continued growth of e-commerce has further increased the importance of digital services because the success of online commercial activities depends not only on technology adoption, but also on digital innovation and service quality that can enhance business competitiveness (Achmad, 2023). Therefore, user experience is increasingly shaped by electronic service quality, which includes efficiency, service fulfillment, system availability, privacy, and responsiveness to user problems (Parasuraman et al., 2005).

In marketplaces, user experience is directly reflected through online customer reviews (OCR), which function as important signals of trust, product quality perception, and purchase intention. Accordingly, OCR has consistently been shown to influence purchase decisions and shape customer experience (CX) over time (Setiawan & Sukardi, 2022). Online customer reviews play an important role in e-commerce because they help reduce information uncertainty and shape customer experience. Reviews and ratings may influence consumers' perceptions of product quality, trust, satisfaction, purchase intention, and loyalty, although the strength of these effects may vary depending on reviewer credibility, transaction security, product type, and platform governance (Ananda et al., 2023; Handoyo, 2024). In addition, OCR also reflects broader user experiences, not only regarding products but also marketplace services such as seller responsiveness, service quality, and transaction security (Anwar et al., 2021).

In line with the high level of user interaction on marketplace platforms, electronic service quality has become an aspect that deserves closer attention. Such quality can be analyzed through dimensions such as efficiency, reliability, responsiveness, and security (Parasuraman et al., 2005). In this context, it is important to identify which dimensions appear most frequently in user reviews and which are most strongly associated with negative evaluations, because these findings may indicate the service aspects that require the most attention. As explained earlier, OCR can be understood as a source of information that represents users' actual experiences while also contributing to customer satisfaction and loyalty on e-commerce platforms such as Shopee (Astuti et al., 2023; Susanti & Ilahi, 2024; Dewi et al., 2024).

Electronic service quality refers to the extent to which a digital platform facilitates efficient, reliable, and satisfactory online service delivery. In e-commerce settings, service quality is not limited to the product itself, but also includes how well the platform performs in supporting the overall transaction process, such as searching for products, placing orders, making payments, and resolving post-purchase issues. Parasuraman et al. (2005) conceptualized e-service quality through several key dimensions, including efficiency, fulfillment, system availability, and privacy, which have become widely used in assessing online service environments. In marketplace contexts, these dimensions remain highly relevant because users evaluate the platform not only as a place to buy goods, but also as a service system that mediates the entire shopping experience.

Although previous studies have examined online customer reviews, e-service quality, and customer satisfaction in e-commerce, most of them have relied on survey-based approaches or have focused on the influence of reviews on purchase intention and trust. In contrast, fewer studies have used large-scale user-generated reviews as empirical data to map e-service quality dimensions directly from users' actual expressions in a marketplace context. Therefore, this study contributes by using Shopee Indonesia user reviews as a practical source of evidence to identify the most visible dimensions of e-service quality and their association with negative evaluations.

Shopee Indonesia provides a relevant context for this analysis because it is one of the most intensively used marketplace platforms, generating a large volume of user reviews that reflect direct service experiences. Compared with survey responses, review data capture spontaneous user evaluations and therefore offer a more practical picture of how electronic service quality is perceived in real marketplace interactions. According to data reported by Similarweb (2026), shopee.co.id ranked first in the marketplace category in Indonesia in March 2026, with an estimated 144.1 million visits over the previous three months. The large number of user reviews provides an opportunity to evaluate service quality more practically because these reviews reflect users' direct experiences with the platform. Table 1 presents several indicators that highlight the relevance of e-commerce growth and the strategic position of Shopee in Indonesia. The increasing level of internet access, the large value of Indonesia's digital economy, and the dominant contribution of e-commerce indicate that digital platforms have become an important part of consumer activity. In this context, Shopee's leading marketplace position further supports its relevance as an empirical setting for examining how users evaluate electronic service quality through online reviews.

Table 1. E-commerce and Shopee Context in Indonesia

Indicator	Value	Year	Source
Internet access in Indonesia	72.78%	2024	BPS-Statistics Indonesia (2024)
Indonesia's digital economy value (GMV)	Nearly US\$100 billion	2025	Google, Temasek, & Bain (2025)
E-commerce contribution	Largest contributor to digital GMV	2025	Google, Temasek, & Bain (2025)
Shopee marketplace position in Indonesia	1st rank	2026	Similarweb (2026)

Although previous studies have examined online customer reviews, e-service quality, and customer satisfaction in e-commerce, most of them have relied on survey-based approaches or have focused on the effects of reviews on purchase intention, trust, and loyalty. In contrast, fewer studies have utilized large-scale user-generated reviews as empirical data to identify e-service quality dimensions directly from users' actual expressions in a marketplace context. This limitation is important because review data capture more spontaneous and experience-based evaluations, thereby offering a practical way to observe how users assess service quality in real digital interactions.

Within this context, Shopee Indonesia provides a relevant empirical setting because of its high level of user activity and the large volume of reviews generated on the platform. Therefore, this study aims to map the dimensions of e-service quality reflected in reviews by Shopee Indonesia users and to identify which dimensions are most closely associated with negative evaluations. By doing so, the study is expected to contribute both methodologically, by demonstrating the usefulness of review data for service quality analysis, and practically, by identifying priority areas for improving electronic service quality in marketplace platforms.

2. Method

This study employed a descriptive quantitative approach using secondary data in the form of user reviews of the Shopee Indonesia application. The dataset consisted of reviews posted within the period covered by the data collection, with each individual review treated as the unit of analysis. This approach was selected because the study aims to map the dimensions of e-service quality reflected in user reviews and to examine patterns of user evaluation based on the ratings assigned. Accordingly, the study does not seek to test complex causal relationships, but rather to describe how users express their evaluations of electronic service quality in a marketplace context.

From a methodological perspective, content analysis was considered appropriate because it enables textual data to be examined in a systematic, objective, and transparent manner in order to identify recurring categories and patterns in communication content (Krippendorff, 2018; Neuendorf, 2017). Since this study relied on predefined categories derived from prior theory, the analytical procedure can also be characterized as a deductive or directed content analysis approach (Hsieh & Shannon, 2005; Elo & Kyngäs, 2008). In this way, the study used established theoretical dimensions to guide the classification of naturally occurring user-generated reviews. The review data were categorized into five dimensions of e-service quality, namely efficiency/system availability, fulfillment/reliability, responsiveness, security/assurance, and price/value support (Parasuraman et al., 2005). To improve analytical transparency, the coding categories used in this study are summarized in Table 2. The table presents the operational focus of each e-service quality dimension along with example indicators used to classify review content.

Table 2. Coding Scheme of E-Service Quality Dimensions

Dimension	Operational Focus	Example Indicators
Efficiency/System Availability	Technical performance and ease of use	error, bug, loading, crash, login
Fulfillment/Reliability	Delivery and transaction completion	delivery delay, wrong order, courier, package
Responsiveness	Customer support and complaint handling	CS response, complaint, help
Security/Assurance	Account and transaction protection	account issue, verification, security
Price/Value Support	Promotions and economic value	voucher, discount, shipping fee

This coding scheme was used to ensure consistency in assigning user reviews to the most relevant dimension based on the dominant issue expressed in the text. Reviews referring to application errors, bugs, loading problems, login issues, or feature disruptions were classified under efficiency/system availability. Reviews related to delayed delivery, courier issues, package problems, wrong orders, and service timeliness were categorized as fulfillment/reliability. Comments concerning customer service responses and complaint handling were grouped under responsiveness, while reviews mentioning account safety, verification, and transaction security were classified as security/assurance. In addition, reviews focusing on promotions, vouchers, discounts, shipping costs, and perceived affordability were categorized as price/value support. Reviews that were too brief, too general, or did not indicate a specific service issue were treated as uncategorized.

To support the analysis, user ratings were also used as an indicator of evaluation intensity. The data were analyzed using descriptive statistics, including frequency distributions, percentages, and cross-tabulations between service dimensions and rating categories. For interpretation purposes, ratings were grouped into three categories: negative (1–2), neutral (3), and positive (4–5). This procedure allowed the study to identify not only which dimensions appeared most frequently in user reviews, but also which dimensions were most strongly associated with negative evaluations. Through this approach, the study provides a practical overview of the aspects of electronic service quality that should be prioritized for improvement.

3. Result and Discussion

This section presents the main findings of the study based on the analysis of Shopee Indonesia user reviews and discusses their implications for understanding electronic service quality in a marketplace context. The results are organized into several parts, beginning with an overview of the review dataset and the distribution of user ratings, followed by the categorization of review content into e-service quality dimensions, the distribution of ratings across these dimensions, and the interpretation of the most prominent service issues reflected in user evaluations. By structuring the findings in this way, the study not only describes the general pattern of user sentiment toward the Shopee application, but also highlights which aspects of service quality are most visible in users' experiences and which are most strongly associated with dissatisfaction. This approach allows the discussion to move beyond overall ratings and toward a more focused understanding of how users evaluate specific dimensions of electronic service quality in actual digital marketplace interactions.

The research dataset consists of 67,600 reviews from Shopee Indonesia application users. The reviews analyzed cover the period from January 24, 2026 to April 13, 2026, thereby providing a picture of user evaluations over approximately two and a half months. Based on the rating distribution, user reviews were dominated by rating 5, with 45,036 reviews or 66.62% of the total data. This finding indicates that, in general, most users gave highly positive evaluations of the Shopee application. Nevertheless, the proportion of negative reviews remains quite substantial. Reviews with ratings 1 and 2 totaled 16,689, or 24.69%, while rating 3 reviews totaled 2,641, or 3.91%. Meanwhile, positive reviews with ratings 4 and 5 reached 48,270, or 71.41%. In general, positive reviews describe the application as good, helpful, easy to use, affordable, and convenient for shopping. In contrast, negative reviews are generally associated with slow delivery, problems with packages and couriers, application disruptions, intrusive advertisements, and issues related to accounts or the system. Thus, although the majority of evaluations tend to be positive, certain service areas remain major sources of user dissatisfaction. Details of the rating distribution are presented in Table 3.

Table 3. Rating Distribution

Rating	Number	Percentage
1	14,162	20.95%
2	2,527	3.74%
3	2,641	3.91%
4	3,234	4.78%
5	45,036	66.62%
Total	67,600	100.00%

Among the reviews that were successfully categorized, the most dominant dimension was Fulfillment/Reliability, with 13,580 reviews or 39.06%, followed very closely by Efficiency/System Availability, with 13,490 reviews or 38.80%. These findings indicate that user experience is most frequently related to service fulfillment aspects, such as delivery, orders, packages, and service speed, as well as system performance aspects, such as ease of use, errors, loading, bugs, and feature disruptions. Therefore, these two dimensions may be regarded as the main areas shaping user experience in using the Shopee application.

By contrast, the least frequently appearing dimension was Responsiveness, with 1,502 reviews or 4.32% of the categorized reviews. Although its frequency was the lowest, this dimension remains important because it relates to customer service responses, complaint handling, and assistance with user problems. In addition, the Price/Value Support dimension accounted for 3,654 reviews or 10.51%, while Security/Assurance accounted for 2,545 reviews or 7.32%. These results show that issues in user reviews are more concentrated on operational service aspects and system performance than on service responsiveness or security. Details of the review distribution by e-service quality dimensions are shown in Table 4.

Table 4. Distribution of E-Service Quality Dimensions

Dimension	Number of Reviews	Percentage
Fulfillment / Reliability	13,580	39.06%
Efficiency / System Availability	13,490	38.80%
Price / Value Support	3,654	10.51%
Security / Assurance	2,545	7.32%
Responsiveness	1,502	4.32%
Total categorized reviews	34,771	100.00%

An additional finding of this study is that a considerable portion of the dataset could not be assigned to specific e-service quality dimensions. Out of the 67,600 reviews analyzed, 32,829 reviews were categorized as uncategorized because they were too brief, too general, or did not contain sufficiently specific service-related information. Many of these reviews consisted only of short expressions such as good, great, nice, or okay, which reflect general impressions but do not clearly indicate which aspect of the platform's service was being evaluated. This result suggests that although online customer reviews are useful as a source of user experience data, not all reviews have the same diagnostic value for service quality analysis. Reviews that explicitly mention delivery, application performance, customer service, account security, or pricing provide clearer evidence for identifying service strengths and weaknesses, whereas generic reviews mainly signal broad satisfaction or dissatisfaction. Therefore, uncategorized reviews should not be interpreted as irrelevant data, but rather as an indication that user feedback in marketplace platforms varies in depth, specificity, and analytical usefulness.

After examining the distribution of e-service quality dimensions, the cross-tabulation also shows that each e-service quality dimension has a different rating distribution pattern. Based on the absolute number of reviews, the Fulfillment/Reliability dimension most frequently appeared in low ratings (1–2), with 6,137 reviews. This finding indicates that issues related to delivery, orders, packages, couriers, and service timeliness are the main sources of user dissatisfaction. The Efficiency/System Availability dimension also stood out in low ratings, with 4,816 reviews, indicating that application disruptions, errors, intrusive advertisements, or system performance issues are also important factors shaping users' negative experiences.

On the other hand, based on the absolute number of reviews, Fulfillment/Reliability was also the dimension that most frequently appeared in high ratings (4–5), with 5,217 reviews, followed by Efficiency/System Availability with 5,048 reviews. This suggests that service fulfillment and system performance are not only sources of complaints but also the aspects most frequently assessed by users in positive experiences. However, when examined proportionally within each dimension, the Price/Value Support dimension was the one most dominated by high ratings, accounting for approximately 78.74% of the total reviews in that dimension. This means that issues related to price, promotions, vouchers, discounts, and shipping costs tend to be associated more often with positive experiences than other dimensions.

Overall, these results indicate that Fulfillment/Reliability is the dimension most sensitive to user evaluations because it appears most frequently in both low and high ratings. Meanwhile, Price/Value Support appears more often in the context of positive evaluations, whereas Efficiency/System Availability occupies an important position as a dimension strongly represented at both ends of the rating spectrum. Thus, delivery and service reliability may be regarded as the main critical points, while pricing and promotional aspects tend to be sources of user appreciation. The distribution of ratings by dimension is presented in figure 1.

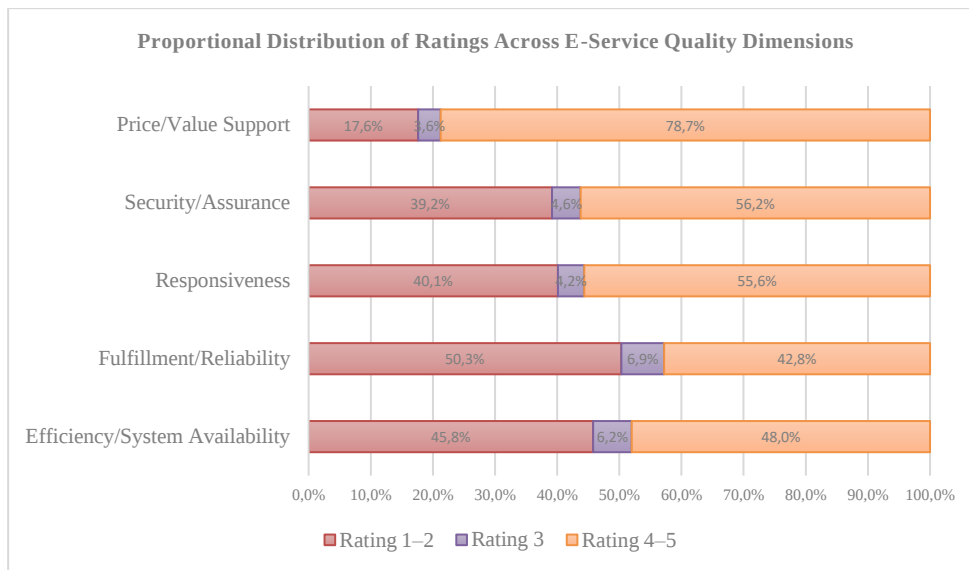


Figure 1. Proportional Distribution of Ratings Across E-Service Quality Dimensions

As shown in Figure 1, the proportional distribution of ratings differs across e-service quality dimensions. Among the identified dimensions, Fulfillment/Reliability has the highest proportion of low ratings, with 6,137 out of 12,193 reviews (50.3%) falling into the 1–2 rating category. This indicates that issues related to delivery, orders, packages, couriers, and service timeliness are the most vulnerable to negative user evaluations. The Efficiency/System Availability dimension also shows a high proportion of low ratings, with 4,816 out of 10,517 reviews (45.8%), suggesting that application errors, system disruptions, loading problems, and feature instability are also major sources of dissatisfaction.

By contrast, Price/Value Support shows the lowest proportion of low ratings, with only 825 out of 4,680 reviews (17.6%) categorized as negative, while the majority are concentrated in positive ratings. The Responsiveness and Security/Assurance dimensions occupy an intermediate position, with negative rating proportions of 40.12% and 39.17%, respectively. These findings suggest that users are more sensitive to dimensions directly related to operational service delivery and platform performance than to pricing or promotional aspects. In other words, failures in fulfillment and system availability are more likely to trigger dissatisfaction, whereas price-related aspects are more often associated with positive evaluations.

The findings indicate that Fulfillment/Reliability and Efficiency/System Availability are the most salient dimensions in Shopee Indonesia user reviews, suggesting that users are particularly sensitive to operational service execution and platform performance. This result is consistent with the E-S-QUAL perspective, which emphasizes that online service quality is strongly shaped by how well a platform delivers promised services and maintains technical functionality. In the Shopee context, fulfillment-related issues such as delivery timeliness, courier performance, and order reliability appear to be more visible in user evaluations than responsiveness or security issues. This suggests that users in marketplace environments may prioritize concrete and immediate service outcomes over more abstract or background attributes of service quality. At the same time, the prominence of Efficiency/System Availability indicates that technical issues remain central to the digital shopping experience. Application errors, loading problems, and feature disruptions are not merely technical inconveniences; they directly shape how users evaluate the platform as a service provider. These findings reinforce prior studies that show platform quality, service performance, and system reliability play important roles in customer satisfaction and evaluation in e-commerce environments. In other words, marketplace users do not separate service delivery from digital system performance; instead, both are experienced as integrated parts of one electronic service encounter.

From a managerial perspective, these findings suggest several priorities for platform improvement. First, managers should focus on Fulfillment/Reliability by improving delivery coordination, order accuracy, courier accountability, and service timeliness, since this dimension carries the strongest negative evaluation intensity. Second, Efficiency/System Availability should be strengthened through greater application stability, reduced error frequency, and better feature performance, as system problems also account for a large share of user dissatisfaction.

Third, although less dominant, Responsiveness should not be neglected, because ineffective complaint handling may worsen dissatisfaction once service failures occur. Finally, the relatively positive pattern found in Price/Value Support suggests that promotions, vouchers, and perceived affordability remain important strengths that can help sustain positive user perceptions, although they may not fully compensate for operational and technical weaknesses. Together, these implications indicate that platform managers should treat logistics reliability, system stability, and responsive support as interconnected priorities in improving electronic service quality.

4. Conclusion

This study shows that reviews by Shopee Indonesia users can be utilized as a relevant source of evaluation for mapping e-service quality dimensions on an e-commerce platform. The analysis results indicate that Fulfillment/Reliability and Efficiency/System Availability are the two most dominant dimensions in user reviews, with Fulfillment/Reliability being the dimension most strongly associated with low ratings. These findings suggest that issues related to delivery, orders, packages, couriers, and service timeliness are the main sources of user dissatisfaction, while problems related to application performance, system errors, and features also play a substantial role in shaping negative experiences. On the other hand, the Price/Value Support dimension tends to appear more often in the context of positive evaluations. Overall, the findings confirm that electronic service quality on Shopee is determined not only by the products offered, but also by service reliability, system stability, and the platform's ability to respond to user needs. These findings imply that e-commerce platform managers need to prioritize improvements in Fulfillment/Reliability and Efficiency/System Availability, particularly with regard to delivery, service timeliness, application stability, and feature performance, because these two dimensions are the most dominant in user reviews and are most frequently associated with negative evaluations. Nevertheless, this study has several limitations because it relies only on review data from a single platform, applies categorization based on simple content analysis, and does not examine relationships among variables in greater depth. Therefore, future studies are recommended to compare several marketplaces, use more comprehensive text analysis techniques, and combine review data with other methods to obtain a broader understanding of electronic service quality. Beyond its practical implications, this study also contributes methodologically by demonstrating that large-scale user-generated reviews can be used as a meaningful empirical source for evaluating e-service quality in marketplace settings. By relying on naturally occurring review data rather than survey responses alone, the study captures users' spontaneous evaluations of service performance and highlights which dimensions are most visible in real digital service encounters. This suggests that online customer reviews may serve not only as signals for prospective buyers, but also as a strategic source of feedback for platform managers seeking to monitor service quality continuously and identify critical areas for improvement in a timely manner.

References

1. Achmad, W. (2023). MSMEs Empowerment through Digital Innovation: The Key to Success of E-Commerce in Indonesia. *Daengku Journal of Humanities and Social Sciences Innovation*, 3(3), 469–475. <https://doi.org/10.35877/454ri.daengku1742>
2. Ananda, P. D. V., Yasa, N. N. K., Ekawati, N. W., & Warmika, I. G. K. (2023). Online Customer Review, Online Customer Rating, and Payment Guarantee Influence on Purchase Intention. *Jurnal Ekonomi Dan Bisnis Jagaditha*, 10(2), 125–133. <https://doi.org/10.22225/jj.10.2.2023.125-133>
3. Anwar, S., Mochlasin, M., Puspita, R. E., Annisa, A. A., Rofiuddin, M., & Nabila, R. (2021). Loyalty and Word of Mouth of Muslim Women who Use Mobile Commerce in Indonesia. *E3S Web of Conferences*, 317, 05018. <https://doi.org/10.1051/e3sconf/202131705018>
4. Astuti, M., Ganefri, & Yulastri, A. (2023). Literature Review: The Influence of Demographics, User Experience and E-Commerce Platforms in the Digital Business World. *Indonesian Journal of Computer Science*, 12(5). <https://doi.org/10.33022/ijcs.v12i5.3444>
5. Badan Pusat Statistik. (2025, August 29). Telecommunication statistics in Indonesia 2024. BPS-Statistics Indonesia. <https://www.bps.go.id/en/publication/2025/08/29/beaa2be400eda6ce6c636ef8/telecommunication-statistics-in-indonesia-2024.html>
6. Dewi, I. G. A. W. S. P., Astitiani, N. L. P. S., & Widnyani, N. M. (2024). The Effect of E-Service Quality, Security, and Promotion on Customer Satisfaction of E-Commerce Shopee. *West Science Interdisciplinary Studies*, 2(09), 1699–1705. <https://doi.org/10.58812/wsis.v2i09.1257>
7. Elo, S. and Kyngäs, H. (2008). The qualitative content analysis process. *Journal of Advanced Nursing*, 62: 107-115. <https://doi.org/10.1111/j.1365-2648.2007.04569.x>
8. Handoyo, S. (2024). Purchasing in the digital age: A meta-analytical perspective on trust, risk, security, and e-WOM in e-commerce. *Heliyon*, 10(8), e29714. <https://doi.org/10.1016/j.heliyon.2024.e29714>
9. Hsieh H-F, Shannon SE. Three Approaches to Qualitative Content Analysis. *Qualitative Health Research*. 2005;15(9):1277-1288. <https://doi.org/10.1177/104973230527668>
10. Krippendorff, K. (2019). Content analysis. SAGE Publications, Inc., <https://doi.org/10.4135/9781071878781>
11. Neuendorf, K. (2017). The content analysis guidebook. SAGE Publications, Inc, <https://doi.org/10.4135/9781071802878>
12. Parasuraman, A., Zeithaml, V. A., & Malhotra, A. (2005). E-S-QUAL: A multiple-item scale for assessing electronic service quality. *Journal of Service Research*, 7(3), 213–233. <https://doi.org/10.1177/1094670504271156>

13. Setiawan, S., & Sukardi, S. (2022). The Influence of Online Customer Reviews, Online Customer Ratings and Ease of Use on Fashion Product Purchase Decisions on the Shopee Marketplace (Case Study on the Shopee Marketplace User Community in Yogyakarta). <https://doi.org/10.4108/eai.10-8-2022.2320911>
14. Similarweb. (2026, March). shopee.co.id traffic analytics, ranking & audience [March 2026]. Similarweb. <https://www.similarweb.com/website/shopee.co.id/>
15. Susanti, A. R., & Ilahi, E. N. (2024). Sentiment Analysis of User Reviews of E-commerce Applications: Case Study on the Shoppe Platform. Journal of Social Science, 5(4), 983–988. <https://doi.org/10.46799/jss.v5i4.88>