
THE EFFECT OF PERCEIVED EASE OF USE, FREE SHIPPING PROGRAM, AND E-SERVICESCAPE ON E-SATISFACTION (STUDY ON ALFAGIFT APPLICATION USERS IN SURABAYA)

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Abstract

Businesses evolve, and retail is no exception. Companies must have the right strategy amid the digital era and understand consumer needs to win the competition in an increasingly tight market. One of the things that companies must pay attention to is consumer habits in shopping online. This study aimed to determine and analyze the effect and significance of perceived ease of use, free shipping program, and e-Servicescape simultaneously and partially on e-satisfaction in Alfagift application users in Surabaya. Quantitative is the type of research used in this study. The number of samples needed is 150 respondents who were taken using purposive sampling which is part of the non-probability sampling technique. Primary data is the type of data used, which is taken from distributed questionnaires. Multiple linear regression analysis is a data analysis technique in this study. The research findings show that: (1) perceived ease of use, free shipping program, and e-Servicescape simultaneously have an effect and are significant on e-satisfaction; (2) perceived ease of use and e-Servicescape partially have an effect and are significant on e-satisfaction; and (3) free shipping program partially has no effect and is not significant on e-satisfaction.

Keywords: Perceived Ease of Use, Free Shipping Program, E-Servicescape, E-Satisfaction

INTRODUCTION

Businesses evolve, and retail is no exception. Companies must have the right strategy amid the digital era and understand consumer needs to win the competition in an increasingly tight market. One of the things that companies must pay attention to is consumer habits in shopping online. Based on a report from We Are Social, 56.1% of internet users in the world do online shopping every week. Indonesia ranks 9th as a country where 59.3% of internet users often do this activity. Therefore, companies cannot only focus on offline outlets. Companies must also present a digital platform such as applications that allow consumers to purchase products online.

Various retail companies in Indonesia have online shopping applications, one of which is Alfamart. Alfamart is one of the leading minimarket retail companies in Indonesia. Based on data from Databoks, Alfamart is ranked first as a modern retail store in the food, beverage, and daily necessities category with the highest sales value in Indonesia in 2023. According to a report from the USDA, Alfamart achieved a sales value of US\$8 billion. In the previous year, Alfamart also ranked first, they earned US\$7.62 billion in revenue. This shows that Alfamart managed to increase its revenue and maintain its position as the modern retail store with the highest sales value in Indonesia for two consecutive years.

Table 1.

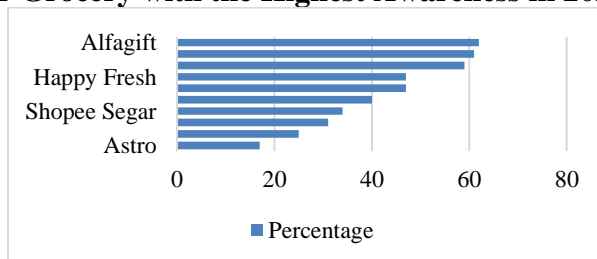
Top Brand Index Retail Category Minimarket Sub-Category					
Brand	2020	2021	2022	2023	2024
Alfamart	49.30%	47.50%	46.60%	45.60%	44.80%
Indomaret	39.80%	38.70%	39.00%	37.80%	42.40%
Circle K	-	-	-	-	4.10%
Familymart	-	-	9.20%	9.30%	3.00%
Lawson	-	-	-	-	2.20%

Source: Top Brand Award, 2024

The survey results by Top Brand Award stated that Alfamart topped the Top Brand Index in the minimarket sub-category retail category with a TBI of 44.80%, followed by Indomaret with a TBI of 42.40%. Although Alfamart occupies the first position, Alfamart's TBI results continue to fall from year to year. Not only that, their TBI in 2024 is not so far away from Indomaret. Alfamart must turn this threat into an opportunity to stay in the top position as a market leader by improving its strategy. One of the efforts that can be made by Alfamart to remain competitive with other retail companies in the current digital era is by presenting the Alfagift application. This Alfagift service is available and spread across various regions in Indonesia, one of which is in Surabaya City.

Figure 1.

E-Grocery with the Highest Awareness in 2024



Source: GoodStats, 2024

Based on data from Populix, Alfacift ranks first with an awareness level of 62%. Followed by Klik Indomaret with 61% awareness and GrabMart with 59% awareness. It can be seen that the e-grocery that occupies the top three positions has a relatively thin difference in awareness, indicating the existence of intense competition in this industry. The high awareness held by Alfacift shows that their marketing strategy is successful in building brand awareness and reaching consumers. However, with more competitors, Alfacift must continue to innovate to stay ahead and maintain its position in the increasingly competitive e-grocery industry.

Alfacift is an e-grocery application that allows consumers to buy daily necessities online. Consumers can view products and place an order, then an internal courier will deliver the product to the intended address without the need for shipping fees. The payment method offered also provides convenience through a wide selection of methods, such as COD (Cash on Delivery), e-wallet, bank transfer, and others. Alfacift has been downloaded by more than 10 million users, received a rating of 4.5 out of 5 stars, and 258 thousand reviews on the Google Play Store as of December 2024. This shows that many consumers utilize this e-grocery to help them achieve their goals to meet their needs.

Every company wants to satisfy the needs of its customers. This is an important factor for the survival of the company. Satisfying consumer needs can also help companies increase their advantage in existing competition (Indrasari, 2019). E-satisfaction is an important thing that companies must pay attention to. When consumers feel satisfied after purchasing products using the application, it can motivate consumers to make repeat purchases, potentially become loyal, and recommend to others. Therefore, companies must pay attention to aspects that can create and increase consumer satisfaction in online shopping.

Perceived ease of use is something that can affect e-satisfaction, which is also in line with research conducted by (Alfyana & Zuhroh, 2022). The definition of perceived ease of use is when someone can use a product or service easily (Wardhani & Andarini, 2024). Consumers can directly assess whether the application is easy to use when they do online shopping. An easy-to-use application will certainly help consumers in fulfilling their needs and achieving their goals. This can create satisfaction because consumers feel that they do not have to spend a lot of effort to learn and use it to shop online through e-grocery.

Apart from perceived ease of use, a free shipping program can also affect e-satisfaction. This is supported by research (Setio & Rasipan, 2024) which states that free shipping costs affect customer satisfaction. In general, e-grocery applications offer a free shipping program with certain conditions, one of which is a minimum purchase. Unlike other e-groceries, Alfacift provides free shipping without a minimum purchase. This is a plus point for Alfacift because it dares to offer sales promotions that are different from its competitors. Istiqomah and Marlina in (Putri, Akhmad, & Gunaningrat, 2024) state that the free shipping program can relieve consumers who object to the total price of the product and can increase consumer interest in doing online shopping.

Another aspect that affects e-satisfaction, namely e-Servicescape, is supported by research findings (Rahman & Listyorini, 2022). According to Harris and Goode, e-Servicescape is a digital environment. Tankovic and Benazic state that e-Servicescape includes layout and functionality, financial security, and aesthetic appeal. Ha and Stoel in Tankovic and Benazic stated that these three aspects greatly affect the level of customer satisfaction (Karina, 2019). If there are deficiencies in the arrangement of the site so that

consumers find it difficult to find information or do not meet expectations, it will reduce the value of customer satisfaction (Rahman & Listyorini, 2022).

Therefore, the authors want to examine variables such as perceived ease of use, free shipping program, and e-Servicescape in Alfagift application users. The author chose the three independent variables because they have a relationship that can affect the e-satisfaction variable. This study aims to determine and analyze the effect and significance of perceived ease of use, free shipping program, and e-Servicescape simultaneously and partially on e-satisfaction in Alfagift application users in Surabaya.

REVIEW OF LITERATURE

Perceived Ease of Use

According to Jogiyanto in (Umaningsih & Wardani, 2020), perceived ease of use can be interpreted as the extent to which a user believes and has confidence that they will be free from effort in using technology. The definition of perceived ease of use in (Wardhani & Andarini, 2024) is how someone can easily use a product or service.

Free Shipping Program

The free shipping program in (Putri, Akhmad, & Gunaningrat, 2024) can be assumed as a sales promotion offered by companies to attract consumers to purchase products online without incurring costs for shipping. Lamb in (Kapriani & Ibrahim, 2022) states that a free shipping program can be assumed when the seller does not add or charge shipping costs to products that have been purchased by consumers online.

E-Servicescape

According to Harris and Goode in (Rahman & Listyorini, 2022), e-Servicescape itself is a situation where users can feel environmental conditions in a virtual space when receiving services or exploring an application. Tankovic and Benazic in (Karina, 2019) state that e-Servicescape has three aspects, namely financial security, aesthetic appeal, and layout and functionality.

E-Satisfaction

Sai Vijay et al. suggest that e-satisfaction will occur if consumers are satisfied with the product or service used, they compare their expectations with the experience gained after making a purchase (Alfyana & Zuhroh, 2022). According to Anderson and Srinivasan in (Rahman & Listyorini, 2022), e-satisfaction is consumer satisfaction related to the experience provided by the company to consumers when making purchases online.

RESEARCH METHOD

This research uses a type of quantitative research. The population in this study were Alfagift application users in Surabaya City. The sample used in this study are users who live or reside in Surabaya City, have done online shopping through the Alfagift application at least 2 times, and are at least 15 years old. This study uses the unknown population formula with a margin of error of 8% in calculating and finding the number of samples so that it is found that the number of samples is 150 respondents. Purposive sampling which is part of the non-probability sampling technique was used in this study to take samples. Primary data is the type of data used in this study, the primary data is obtained through distributing

questionnaires. Multiple linear regression analysis was used in this study as a data analysis technique. The research data that has been obtained is then processed using IBM SPSS Statistics version 27.

RESULTS AND DISCUSSION

Validity Test

Table 2.
Validity Test Results

Variable	Statement	r-count	r-table	Description
Perceived Ease of Use (X1)	X1.1	0.707	0.160	Valid
	X1.2	0.653	0.160	Valid
	X1.3	0.617	0.160	Valid
	X1.4	0.532	0.160	Valid
	X1.5	0.740	0.160	Valid
	X1.6	0.697	0.160	Valid
Free Shipping Program (X2)	X2.1	0.667	0.160	Valid
	X2.2	0.769	0.160	Valid
	X2.3	0.656	0.160	Valid
	X2.4	0.738	0.160	Valid
	X2.5	0.624	0.160	Valid
	X2.6	0.537	0.160	Valid
E-Servicescape (X3)	X3.1	0.637	0.160	Valid
	X3.2	0.475	0.160	Valid
	X3.3	0.605	0.160	Valid
	X3.4	0.582	0.160	Valid
	X3.5	0.643	0.160	Valid
	X3.6	0.548	0.160	Valid
	X3.7	0.629	0.160	Valid
	X3.8	0.535	0.160	Valid
	X3.9	0.400	0.160	Valid
E-Satisfaction (Y)	Y1	0.528	0.160	Valid
	Y2	0.764	0.160	Valid
	Y3	0.732	0.160	Valid
	Y4	0.737	0.160	Valid
	Y5	0.671	0.160	Valid

Source: Primary Data, 2025

Referring to the results of the validity test that has been conducted, it was found that each statement from the variable Perceived Ease of Use (X1), Free Shipping Program (X2), E-Servicescape (X3), and E-Satisfaction (Y) has a r-count > r-table (0.160). This indicates that all instruments or indicator statements can be considered valid.

Reliability Test

Table 3.
Reliability Test Results

Variable	Cronbach's Alpha Count	Cronbach's Alpha	Description
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Perceived Ease of Use (X1)	0.728	0.60	Reliable
Free Shipping Program (X2)	0.744	0.60	Reliable
E-Servicescape (X3)	0.731	0.60	Reliable
E-Satisfaction (Y)	0.718	0.60	Reliable

Source: Primary Data, 2025

Referring to the results of the reliability test that has been conducted, it was found that each variable, Perceived Ease of Use (X1), Free Shipping Program (X2), E-Servicescape (X3), and E-Satisfaction (Y), has a Cronbach’s Alpha Count > Cronbach’s Alpha (0.60). This indicates that all existing variables can be considered valid.

Normality Test

Table 4.
Normality Test Results

One-Sample Kolmogorov-Smirnov Test		Unstandardized Residual	
N		150	
Normal Parameters ^{a,b}	Mean	.0000000	
	Std. Deviation	1.86832649	
Most Extreme Differences	Absolute	.069	
	Positive	.057	
	Negative	-.069	
Test Statistic		.069	
Asymp. Sig. (2-tailed) ^c		.079	
Monte Carlo Sig. (2-tailed) ^d	Sig.	.080	
	99% Confidence Interval	Lower Bound	.073
		Upper Bound	.087

- a. Test distribution is Normal.
- b. Calculated from data.
- c. Lilliefors Significance Correction.
- d. Lilliefors' method based on 10000 Monte Carlo samples with starting seed 2000000.

Source: Primary Data, 2025

Referring to the results of the normality test that has been conducted, it was found that the probability or significance value > 0.05 is 0.079. This indicates that the data in this study is considered good because it is normally distributed.

Multicollinearity Test

Table 5.
Multicollinearity Test Results

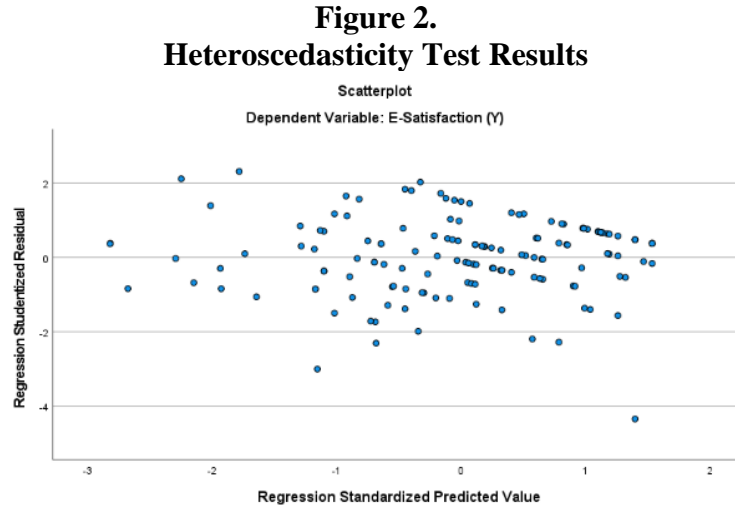
Model	Coefficients ^a	
	Tolerance	VIF
1 (Constant)		
Perceived Ease of Use (X1)	.620	1.614
Free Shipping Program (X2)	.793	1.260
E-Servicescape (X3)	.661	1.512

a. Dependent Variable: E-Satisfaction (Y)

Source: Primary Data, 2025

Referring to the results of the multicollinearity test that has been conducted, it was found that the VIF value < 10 and tolerance value > 0.10 are owned by each independent variable. This indicates that the data in this study is considered good because multicollinearity is not detected.

Heteroscedasticity Test



Source: Primary Data, 2025

Referring to the results of the heteroscedasticity test that has been conducted, it was found that on the Y-axis, the dots are dispersed and do not form a pattern that is clearly visible below or above the number 0. This indicates that no heteroscedasticity has been detected so the data can be considered good.

Multiple Linear Regression Analysis

Table 6.
Multiple Linear Regression Analysis Results

Model	Coefficients ^a					
	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
	B	Std. Error	Beta			
1						
	(Constant)	6.239	1.858		3.358	.001
	Perceived Ease of Use (X1)	.356	.074	.407	4.802	.000
	Free Shipping Program (X2)	.105	.059	.135	1.796	.075
	E-Servicescape (X3)	.094	.047	.164	2.002	.047

a. Dependent Variable: E-Satisfaction (Y)

Source: Primary Data, 2025

Referring to the results of the multiple linear regression analysis that has been conducted, it was found that each variable has a coefficient value. The multiple linear regression equation can be seen as follows:

$$Y = \alpha + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 6.239 + 0.356X_1 + 0.105X_2 + 0.094X_3$$

Referring to the multiple linear regression equation above, the interpretation results can be seen as follows:

1. The constant value (α) of 6.239 shows the level of the E-Satisfaction variable (Y) when it is not influenced by the independent variables, namely Perceived Ease of Use (X1), Free Shipping Program (X2), and E-Servicescape (X3). This means that without these independent variables, the value of the E-Satisfaction variable (Y) will not change.
2. The unstandardized coefficient (B) on the Perceived Ease of Use variable (X1) is 0.356 which is positive, indicating that for every 1% increase in the Perceived Ease of Use variable (X1), there will be an increase in the E-Satisfaction variable (Y) by 0.356.
3. The unstandardized coefficient (B) on the Free Shipping Program variable (X2) is 0.105 which is positive, indicating that for every 1% increase in the Free Shipping Program variable (X2), there will be an increase in the E-Satisfaction variable (Y) by 0.105.
4. The unstandardized coefficient (B) on the E-Servicescape variable (X3) is 0.094 which is positive, indicating that for every 1% increase in the E-Servicescape variable (X3), there will be an increase in the E-Satisfaction variable (Y) by 0.094.

F-test (Simultaneous)

Table 7.
F-test Results

ANOVA ^a						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	279.894	3	93.298	26.190	.000 ^b
	Residual	520.106	146	3.562		
	Total	800.000	149			

a. Dependent Variable: E-Satisfaction (Y)

b. Predictors: (Constant), E-Servicescape (X3), Free Shipping Program (X2), Perceived Ease of Use (X1)

Source: Primary Data, 2025

Referring to the results of the F-test or simultaneous hypothesis testing that has been conducted, it was found that F-count > F-table, namely 26.190 > 2.67 and a significance value < 0.05, namely 0.000. This shows that H0 will be rejected and H1 can be accepted because the Perceived Ease of Use (X1), Free Shipping Program (X2), and E-Servicescape (X3) simultaneously have an effect and are significant on E-Satisfaction (Y) on Alfigift application users in Surabaya.

t-test (Partial)

Table 8.
t-test Results
Coefficients^a

Model		Unstandardized Coefficients		Standardized Coefficients		Sig.
		B	Std. Error	Beta	t	
1	(Constant)	6.239	1.858		3.358	.001
	Perceived Ease of Use (X1)	.356	.074	.407	4.802	.000
	Free Shipping Program (X2)	.105	.059	.135	1.796	.075
	E-Servicescape (X3)	.094	.047	.164	2.002	.047

a. Dependent Variable: E-Satisfaction (Y)

Source: Primary Data, 2025

Referring to the results of the t-test or partial hypothesis testing that has been conducted, it was found that each variable has its own t-count and significance value. The t-test results can be seen as follows:

1. Perceived Ease of Use (X1) states the results of $t\text{-count} > t\text{-table}$, namely $4.802 > 1.976$ and a significance value < 0.05 , namely 0.000. This shows that H_0 will be rejected and H_2 can be accepted because the Perceived Ease of Use (X1) partially has an effect and is significant on E-Satisfaction (Y) in Alfacift application users in Surabaya.
2. Free Shipping Program (X2) states the results of $t\text{-count} < t\text{-table}$, namely $1.796 < 1.976$ and a significance value > 0.05 , namely 0.075. This shows that H_0 can be accepted and H_3 will be rejected because the Free Shipping Program (X2) partially has no effect and is not significant on E-Satisfaction (Y) in Alfacift application users in Surabaya.
3. E-Servicescape (X3) states the results of $t\text{-count} > t\text{-table}$, namely $2.002 > 1.976$ and a significance value < 0.05 , namely 0.047. This shows that H_0 will be rejected and H_4 can be accepted because E-Servicescape (X3) partially has an effect and is significant on E-Satisfaction (Y) in Alfacift application users in Surabaya.

Coefficient of Determination

Table 9.
Coefficient of Determination Results

Model Summary ^b				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.591 ^a	.350	.337	1.887

a. Predictors: (Constant), E-Servicescape (X3), Free Shipping Program (X2), Perceived Ease of Use (X1)
b. Dependent Variable: E-Satisfaction (Y)

Source: Primary Data, 2025

Referring to the results of the coefficient of determination that has been conducted, it was found that the R^2 value is 0.350, which means that E-Satisfaction (Y) can be explained by the Perceived Ease of Use (X1), Free Shipping Program (X2), and E-Servicescape (X3) variables by 35%, while the remaining part, which is 65%, is explained by other factors or variables that are outside this study.

The Effect of Perceived Ease of Use, Free Shipping Program, and E-Servicescape on E-Satisfaction

Based on the results of the F-test or simultaneous hypothesis testing that has been conducted, it was found that the variables of Perceived Ease of Use (X1), Free Shipping Program (X2), and E-Servicescape (X3) simultaneously have an effect and are significant on E-Satisfaction (Y) on Alfacift application users in Surabaya. This is proven by the results of $F\text{-count} > F\text{-table}$, namely $26.190 > 2.67$ and a significance value < 0.05 , namely 0.000. Thus, H_1 is accepted.

This shows that perceived ease of use, free shipping program, and e-Servicescape together contribute to shaping the e-satisfaction felt by Alfacift users. These three variables play an important role in influencing consumer satisfaction when shopping online through e-grocery services. If these three things can be managed optimally, Alfacift can create a more satisfying online shopping experience for its users.

The satisfaction created does not only stop at a momentary transaction but also has the potential to encourage consumer loyalty. Satisfied users tend to make repeat purchases and recommend the application to others. Therefore, providing services with an easy-to-use platform; offering attractive and valuable sales promotions; and paying attention to appearance, layout, functionality, and payment security can be marketing strategies that can be utilized by Alfagift to increase their competitiveness amidst the intense competition in e-grocery services.

These results are in line with research (Burda & Kusumo, 2022) which states that ease of use and free shipping have an influence on e-Commerce customer satisfaction. Research by (Karina, 2019) states that e-Servicescape affects customer satisfaction in the online marketplace. Although the platforms studied are different, this shows that the three variables contribute positively because they can affect customer satisfaction in the context of online shopping.

The Effect of Perceived Ease of Use on E-Satisfaction

Based on the results of the t-test or partial hypothesis testing that has been conducted, it was found the Perceived Ease of Use variable (X1) partially has an effect and is significant on E-Satisfaction (Y) on Alfagift application users in Surabaya. This is proven by the results of $t\text{-count} > t\text{-table}$, namely $4.802 > 1.976$ and a significance value < 0.05 , namely 0.000. Thus, H2 is accepted.

The application is a platform that can support consumers to shop online. Therefore, the ease of accessing and using applications is a basic aspect that needs to be considered by Alfagift in providing digital services to consumers. Applications that can be easily learned, understood, and used will provide convenience for users in conducting online shopping activities. This convenience not only increases efficiency in transactions but also forms a positive perception of service quality.

The ease of use of the Alfagift application perceived by users contributes to the satisfaction that consumers get when shopping online. An easy and practical shopping experience allows consumers to complete transactions quickly and without obstacles, thus having a positive impact on their perception of service. The results of this study are in line with research by (Alfyana & Zuhroh, 2022) which states that ease of use has a positive influence on e-satisfaction at online travel agents. Another similar finding is research by (Susilowati & Sukresna, 2023), this study states that perceived ease of use affects e-satisfaction.

The Effect of Free Shipping Program on E-Satisfaction

Based on the results of the t-test or partial hypothesis testing that has been conducted, it was found that the Free Shipping Program variable (X2) partially has no effect and is not significant on E-Satisfaction (Y) on Alfagift application users in Surabaya. This is proven by the results of the $t\text{-count} < t\text{-table}$, namely $1.796 < 1.976$ and a significance value > 0.05 , namely 0.075. Thus, H3 is rejected.

The free shipping program is a form of sales promotion provided by Alfagift to consumers by providing relief from shipping costs without a minimum purchase. This promotion is an advantage over similar services. However, the results showed that the free shipping program had no effect and was not significant on e-satisfaction. This finding shows that the existence of a free shipping program is not strong enough to shape the e-satisfaction of Alfagift application users.

This could be because not all consumers make the free shipping program a major factor in assessing online shopping satisfaction and pay more attention to other aspects that may not be mentioned in this study. In addition, the existence of a minimum transaction requirement of IDR 50.000 for the COD (Cash on Delivery) payment method may also create the perception that this sales promotion is not fully flexible, thus reducing the attractiveness for some consumers. Another factor that can influence is that some Alfacift users use the service because they shop for supplies or when they do not have time to go to offline outlets, so they shop online through Alfacift because they meet their needs and not because of the free shipping program.

Research by (Sundari & Wahyuningtyas, 2023) shows similar results which state that free shipping does not have a significant effect on customer satisfaction for Shopee Food users. Although the platforms studied are different, these findings indicate that free shipping programs do not always play a role in building consumer satisfaction in online shopping. However, this study is not in line with research (Lubis, Ramadhan, & Yusuf, 2021) which states that free shipping promos have a significant effect on customer satisfaction in e-Commerce application users.

The Effect of E-Servicescape on E-Satisfaction

Based on the results of the t-test or partial hypothesis testing that has been conducted, it was found that the E-Servicescape variable (X3) partially has an effect and is significant on E-Satisfaction (Y) on Alfacift application users in Surabaya. This is proven by the results of $t\text{-count} > t\text{-table}$, namely $2.002 > 1.976$ and a significance value < 0.05 , namely 0.047. Thus, H4 is accepted.

E-Servicescape is something that can influence the consumer experience when shopping through the Alfacift application. Aspects such as aesthetic appeal, layout and functionality, and financial security play a role in creating a comfortable shopping environment. When Alfacift manages these three aspects optimally, users will feel more comfortable, trusting, and motivated to complete transactions. This can ultimately increase e-satisfaction and encourage continued use of the application.

The results of this study indicate that e-Servicescape contributes to e-satisfaction, in line with research (Safira & Nirawati, 2024) which states that e-Servicescape significantly influences customer satisfaction when shopping through e-Commerce. In addition, research (Rahman & Listyorini, 2022) also has similar findings, namely e-Servicescape has an influence on the e-satisfaction of Tokopedia application users.

CONCLUSION

Based on the results of research on “The Effect of Perceived Ease of Use, Free Shipping Program, and E-Servicescape on E-Satisfaction (Study on Alfacift Application Users in Surabaya)”, the following conclusions are obtained:

1. Perceived Ease of Use (X1), Free Shipping Program (X2), and E-Servicescape (X3) simultaneously have an effect and are significant on E-Satisfaction (Y) in Alfacift application users in Surabaya.
2. Perceived Ease of Use (X1) partially has an effect and is significant on E-Satisfaction (Y) in Alfacift application users in Surabaya.

3. Free Shipping Program (X2) partially has no effect and is not significant on E-Satisfaction (Y) in Alfagift application users in Surabaya.
4. E-Servicescape (X3) partially has an effect and is significant on E-Satisfaction (Y) in Alfagift application users in Surabaya.

Further researchers are expected to consider other independent variables that have not been discussed in this study and consider using other research objects that are still relevant in the context of online shopping, such as online shopping applications or other e-grocery. This is to expand the scope of findings and provide more comprehensive results for future research.

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