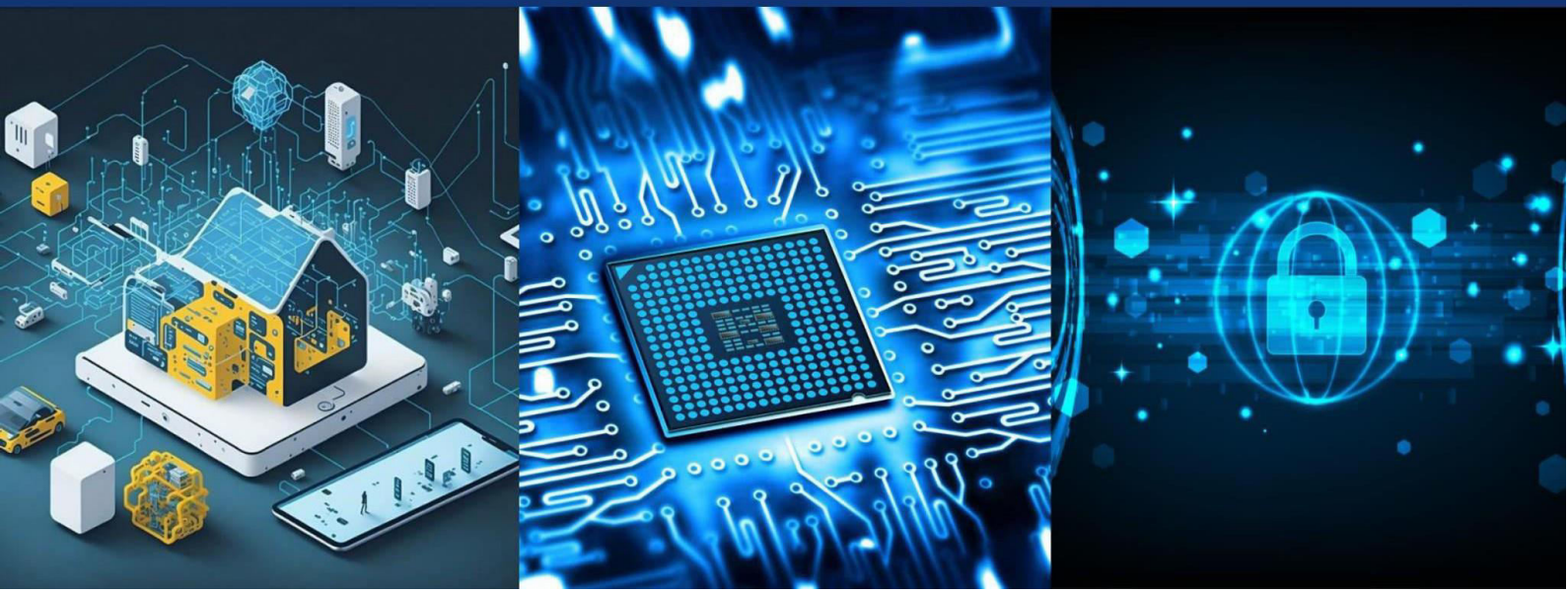
IJIRCCE

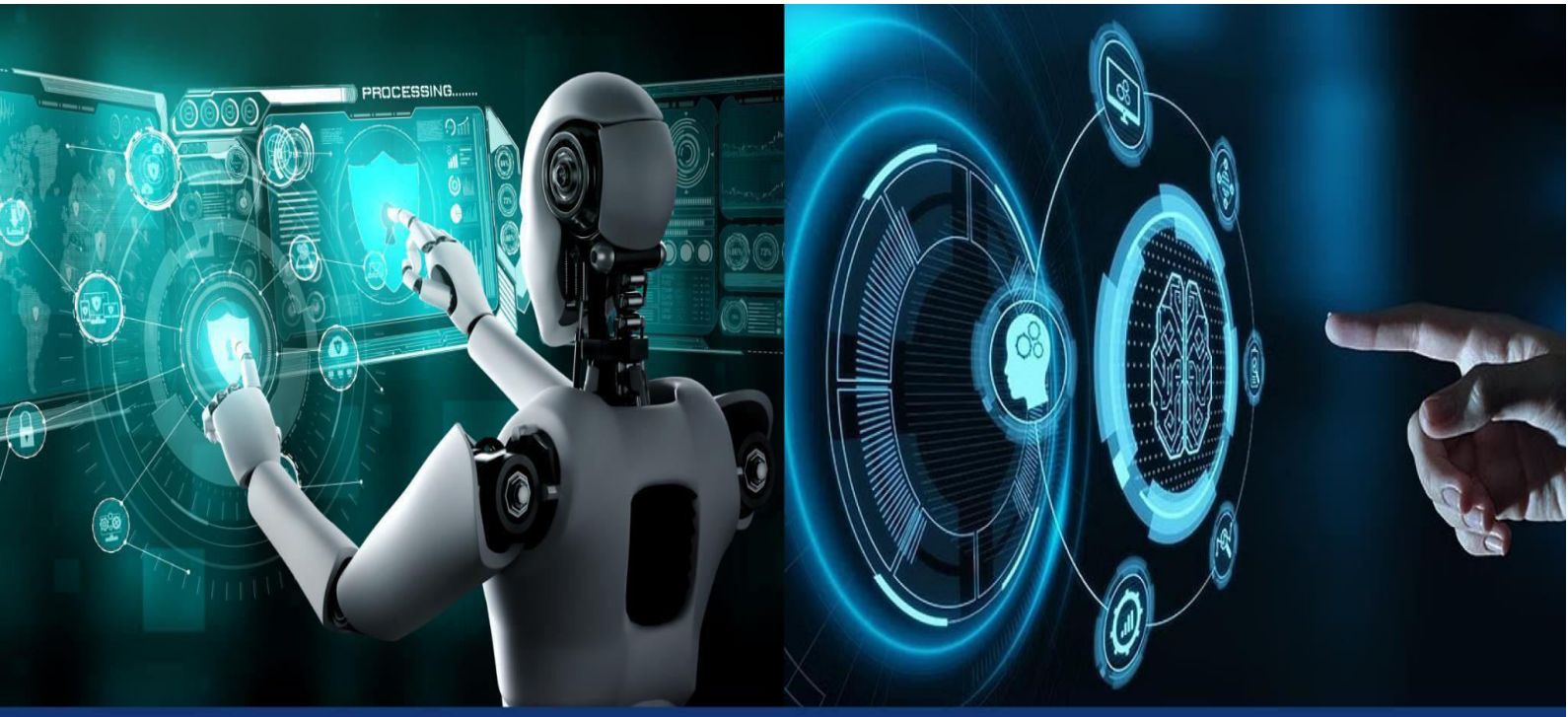
ISSN(O): 2320-9801

ISSN(P): 2320-9798



International Journal of Innovative Research in Computer and Communication Engineering

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)



Impact Factor: 8.771

Volume 14, Issue 2, February 2026

© 2026 IJIRCCE | Volume 14, Issue 2, February 2026| DOI:10.15680/IJIRCCE.2026.1402049

www.ijircce.com | e-ISSN: 2320-9801, p-ISSN: 2320-9798| Impact Factor: 8.771| ESTD Year: 2013|

International Journal of Innovative Research in Computer and Communication Engineering (IJIRCCE)

(A Monthly, Peer Reviewed, Refereed, Scholarly Indexed, Open Access Journal)

The Role of User Experiance in E-Commerce Success

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ABSTRACT: User Experience plays an important role in the platforms of various industries, including that of e-commerce. User Experience helps indicate how strong overall users feel towards a given platform's features, and whether or not they provide benefits to the user, be it facilitating user goals, providing quality services, or clearly communicating important information to users. This study aims to deeper into the relationship that User Experience might have with User Satisfaction, specifically among that of e-commerce application users. This relationship is investigated by testing efficiency, consistency, and communication functions of e-commerce platforms according to the answers of respondents. Upon being analysed with the multiple regression test, findings indicate that proper user experience aspects, when combined, provide significant positive impact to users, with efficiency having the most significant impact on user satisfaction. The contribution of this study is to determine what factors in User Experience influence the overall satisfaction of users, specifically those of Gen-Z that are currently residing in the Jabodetabek area. This paper can be used by developers, researchers, and designers alike to find out which features in User Experience improve user satisfaction.

KEYWORDS: User Experience, User Satisfaction, E-commerce, Gen-Z, Multiple Regression Analysis, Jabodetabek

I. INTRODUCTION

In today's highly competitive digital marketplace, the success of an e-commerce platform hinges not only on the quality of its products or services but also on the overall experience it offers to its users. User Experience (UX) plays a crucial role in shaping customer satisfaction, influencing buying behavior, and fostering brand loyalty. A seamless, intuitive, and enjoyable shopping experience can significantly increase conversion rates and customer retention, while poor UX can lead to high bounce rates and abandoned shopping carts. As consumers increasingly rely on online platforms for their shopping needs, businesses must prioritize designing user-centric websites and mobile apps that meet customer expectations in terms of functionality, aesthetics, speed, and accessibility. From product discovery to checkout, every touchpoint in the customer journey must be optimized to ensure convenience, trust, and engagement. This makes UX not just a design concern, but a strategic asset in driving the overall performance and profitability of e-commerce businesses.

Fig-1 Framework of User Experience

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II. STATEMENT OF THE PROBLEM

Despite the rapid growth of e-commerce and the increasing reliance of consumers on digital platforms for shopping, many online businesses struggle to retain customers and drive conversions. One of the key challenges lies in delivering a seamless, intuitive, and engaging user experience (UX). Poor website design, complex navigation, slow loading times, lack of personalization, and unresponsive interfaces can significantly impact customer satisfaction and lead to high bounce rates and abandoned carts. Although companies invest heavily in marketing and product offerings, the critical role of UX in shaping consumer behavior, trust, and loyalty is often underestimated or overlooked. This gap highlights the need to examine how user experience influences the overall effectiveness and success of e-commerce platforms. Addressing this issue is essential for improving customer retention, enhancing brand perception, and increasing sales in the highly competitive digital marketplace.

III. SCOPE OF THE STUDY

This study focuses on examining the critical role of User Experience (UX) in shaping consumer behavior and business outcomes in the e-commerce sector. It explores how various UX elements—such as website usability, visual design, loading speed, mobile responsiveness, navigation, personalization, and checkout processes—impact user satisfaction, trust, engagement, and purchasing decisions.

- Assessment of UX Components: Analysing key elements that contribute to a positive user experience in e-commerce platforms.
- Consumer Behavior Analysis: Understanding how UX influences customer trust, loyalty, and decision-making processes during online shopping.
- Business Impact: Evaluating the relationship between good UX practices and business outcomes such as conversion rates, customer retention, and revenue growth.
- Technological Influence: Exploring the role of emerging technologies (e.g., AI, AR/VR, chatbots) in enhancing UX.
- Comparative Analysis: Comparing UX strategies among leading e-commerce platforms to identify best practices and common pitfalls.
- Geographical & Demographic Factors: Considering how UX preferences may vary across different user groups and regions.

The common objectives are

- To identify the key elements of user experience that influence customer interaction with ecommerce websites or mobile applications.
- To analyze the impact of UX design on consumer behavior, including trust, satisfaction, engagement, and purchasing decisions.
- To examine the relationship between effective UX and business performance indicators, such as conversion rates, cart abandonment, customer retention, and revenue growth.
- To evaluate the role of emerging technologies (e.g., AI, chatbots, AR/VR, personalization tools) in enhancing UX in e-commerce.
- To assess user expectations and preferences regarding interface design, ease of navigation, mobile responsiveness, and overall usability.

IV. FINDINGS

1. Definition and Importance of UX in E-commerce: According to Nielsen (2012), UX encompasses all aspects of the end-user's interaction with the company, its services, and its products. In the context of e-commerce, UX plays a central role in guiding users through the online buying journey, from product discovery to checkout. A positive UX ensures that the interface is intuitive, efficient, and enjoyable, which increases user engagement and conversion rates.
2. Impact of UX on Consumer Behavior: Toufaily, Ricard, and Perrien (2013) found that a well-designed e-commerce site positively affects customer trust and perceived value, which are key drivers of online purchasing behavior. Similarly, Rose, Clark, Samouel, and Hair (2012) concluded that usability and aesthetic appeal influence emotional responses, directly affecting purchase intentions.
3. Website Usability and Conversion Rates: Research by Tarafdar and Zhang (2005) revealed that navigation ease, content quality, and page loading speed are strongly correlated with user satisfaction. Poor usability often leads to high

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bounce rates and cart abandonment. Therefore, businesses that prioritize UX are more likely to see improved conversion metrics.

4. Mobile Responsiveness and Cross-Device UX: With the increasing use of mobile devices for online shopping, Kim and Kim (2018) emphasized the need for responsive design. Mobile UX, including touch interface design and loading speed, significantly affects users' perception of an e-commerce site and their willingness to return.
5. Personalization and User Engagement: Studies by Pappas et al. (2014) show that personalized experiences based on user data can significantly enhance satisfaction and loyalty. AI-powered recommendations and tailored content help users feel valued and understood, thereby strengthening customer-brand relationships.
6. Role of Emotional Design: Norman (2004) introduced the concept of emotional design, arguing that users form attachments to products and interfaces that evoke positive emotions. In e-commerce, visual appeal, tone of content, and interactive elements contribute to these emotions, influencing users' decision making.
7. Challenges in UX Implementation: Despite its importance, implementing effective UX remains a challenge for many e-commerce businesses. According to Garrett (2011), balancing functionality, aesthetics, and user needs requires continuous user research, testing, and iteration. A lack of investment in UX often results in poor user retention and reduced competitiveness.

V. CONCLUSION

User experience (UX) plays a crucial role in the success of e-commerce platforms. A welldesigned and user-centric interface enhances customer satisfaction, builds trust, and increases the likelihood of conversions and repeat purchases. From intuitive navigation to fast load times and mobile responsiveness, every aspect of UX impacts how users interact with and perceive an online store. In an increasingly competitive digital marketplace, businesses that prioritize UX are better positioned to attract, retain, and satisfy customers. Therefore, investing in UX is not just a design choice but a strategic business imperative for sustainable growth in e-commerce

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