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FACTORS INFLUENCING SELLER'S SATISFACTION OF E-COMMERCE PLATFORMS

Reni Dian Octaviani[1], Ratna Suminar[2], Agus Usman[3],
Fani Rahmawati[4], Rijal Rosid[5], Lut Mafrudoh[6]
[1, 2, 4, 5, 6]Institut Transportasi dan Logistik Trisakti, Jalan IPN No. 2, Jakarta Timur, DKI Jakarta, Indonesia
[3]Universitas Pembangunan Jaya, Jl. Boulevard UPJ, Tangerang Selatan, Banten, Indonesia
Email: reni@itltrisakti.ac.id

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Abstract. The rapid growth of the online marketplace sector has transformed the way sellers operate their businesses in the digital age. The choice of online marketplace platform is a strategic decision as it directly influences market reach, operational efficiency and seller satisfaction. This study aims to analyse the influence of promotions, transaction costs, delivery services, and vendor support on seller satisfaction when selecting an online marketplace platform. The study employs a quantitative approach using a survey method involving 100 sellers operating in the Central Java region. Data were collected via a structured questionnaire and analysed using Partial Least Squares-based Structural Equation Modelling (SEM-PLS). The results indicate that promotions, transaction costs, delivery services, and vendor support have a positive influence on seller satisfaction. Among these four factors, vendor support has the most significant influence on seller satisfaction when using online marketplace platforms. These findings suggest that the technical support and services provided by platform operators play a crucial role in enhancing seller satisfaction and the continued use of the platform by sellers.

Keywords: E-commerce, Online Business, Seller Satisfaction

Abstrak. Perkembangan pesat bisnis pasar online telah mengubah pola aktivitas penjual dalam menjalankan usaha di era digital. Pemilihan platform pasar *online* menjadi keputusan strategis karena berpengaruh langsung terhadap jangkauan pasar, efisiensi operasional, dan kepuasan penjual. Penelitian ini bertujuan untuk menganalisis pengaruh promosi, biaya transaksi, layanan pengiriman, dan bantuan vendor terhadap kepuasan penjual dalam memilih platform pasar online. Penelitian menggunakan pendekatan kuantitatif dengan metode survei terhadap 100 penjual yang beroperasi di wilayah Jawa Tengah. Data dikumpulkan melalui kuesioner terstruktur dan dianalisis menggunakan *Structural Equation Modeling* berbasis *Partial Least Squares* (SEM-PLS). Hasil penelitian menunjukkan bahwa promosi, biaya transaksi, layanan pengiriman, dan bantuan vendor berpengaruh positif terhadap kepuasan penjual. Di antara keempat faktor tersebut, bantuan vendor memiliki pengaruh paling signifikan terhadap kepuasan penjual dalam menggunakan platform pasar *online*. Temuan ini menunjukkan bahwa dukungan teknis dan layanan yang diberikan oleh pengelola platform memainkan peran penting dalam meningkatkan kepuasan dan keberlanjutan penggunaan platform oleh penjual.

Kata Kunci: *E-commerce*, Bisnis *Online*, Kepuasan Penjual

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INTRODUCTION

The swift expansion of e-commerce has fundamentally changed how businesses and consumers engage in buying and selling goods and services. This evolution has been driven by technological advancements, changing consumer preferences, and increased internet connectivity. The emergence of the Internet and its associated technologies has opened up vast prospects for enterprises to connect with a larger clientele, engage in partnerships with other firms, and broaden their market presence beyond local confines. In the last two decades, e-commerce has experienced rapid growth globally. Advances in technology, wider internet connectivity, and mobile devices have given consumers easier access to online shopping (Deluvio Charles, 2023).

In the e-commerce ecosystem, the role of sellers is central to success. The Sellers act as the main suppliers of products and services on the platform. Seller satisfaction plays a crucial role in the e-commerce ecosystem. In the close relationship between sellers and platforms, this level of satisfaction has a significant impact on various aspects of the ecosystem. When sellers are satisfied with the services and features provided by e-commerce platforms, it tends to result in superior business performance. In this context, such satisfaction can be an incentive for sellers to enthusiastically run promotional campaigns, provide better customer experience, and manage stock more efficiently. In a long-term perspective, seller satisfaction creates the basis for loyalty and retention. Sellers who are satisfied with an e-commerce platform are more likely to stay there for a longer period of time, creating a stable and profitable relationship for both parties.

The intense competition in the Indonesian e-commerce market drives major players such as Tokopedia, Shopee, Bukalapak, Lazada, and Blibli to continually innovate and aggressively compete. All of these platforms are vying to capture consumers' attention through competitive pricing, promotions, and additional services like fast delivery and diverse payment options. Support from factors such as significant internet penetration growth and high smartphone adoption rates in Indonesia strengthens the prospects of the e-commerce industry. Therefore, marketing strategies, efficient logistics, and delivering a satisfying customer experience are keys for e-commerce companies to survive and thrive in this highly competitive ecosystem. Collaboration with local sellers and SMEs also plays a crucial role in offering a diverse range of products to consumers.

Previous studies have identified a wide range of factors influencing seller satisfaction, including registration processes, product listing systems, pricing autonomy, ease of pick-up and delivery, credit of receivables, and vendor assistance (Kumar et al., 2021). However, not

all of these factors directly reflect the level of ongoing support and facilitation provided by the marketplace once sellers are actively operating. This study therefore deliberately limits its scope to four factors that most clearly represent continuous platform support and have direct implications for sellers' operational performance.

First, promotion is included because it directly affects sellers' ability to reach customers and increase sales volume, making it a crucial marketing support mechanism (Tivani et al., 2020). Second, transaction costs are examined because they influence sellers' profitability and long-term commitment to the platform (Magdalena & Wahyuni, 2022). Third, delivery services are considered as they function as a strategic business partner for sellers in ensuring timely and reliable order fulfillment (Timotius et al., 2023). Finally, vendor assistance is selected because it reflects the marketplace's role in facilitating problem-solving, innovation, and business development for sellers (Kumar et al., 2021).

By focusing on promotion, transaction costs, delivery services, and vendor assistance, this study concentrates on factors that are not only operationally relevant but also strategically important in shaping sellers' perceptions of marketplace support. Accordingly, this research aims to examine the influence of these four factors on seller satisfaction in online marketplace platforms in Indonesia. The findings are expected to provide empirical insights that can assist marketplace operators in designing seller-oriented strategies that strengthen relationships and support long-term platform sustainability.

METHOD

This study employed a quantitative research approach using a survey design to examine the factors influencing seller satisfaction with e-commerce platforms. The quantitative approach was selected to enable statistical testing of the relationships between variables based on empirical data collected from respondents. Data were collected using a structured questionnaire as the primary research instrument. The questionnaire was designed to measure factors influencing seller satisfaction, including promotion, transaction costs, delivery services, and vendor assistance. A Likert scale was applied, in which each variable was operationalized into measurable indicators and translated into statement items. The questionnaire was administered online using Google Forms and distributed via WhatsApp to sellers operating on Shopee, Tokopedia, Lazada, and Bukalapak platforms.

The population in this study consisted of online sellers using e-commerce platforms in Indonesia. According to Sugiyono, as cited in Ajijah and Selvi (2021), a population refers to a group of objects or subjects with specific characteristics that are relevant to a study. Due to the

large and unknown size of the population, it was not feasible to collect data from all members. Therefore, a sampling technique was applied to obtain representative data (Taherdoost, 2016). The sample size was determined using the Lemeshow formula, which is appropriate for studies with an unknown population size (Lemeshow et al., 1997).

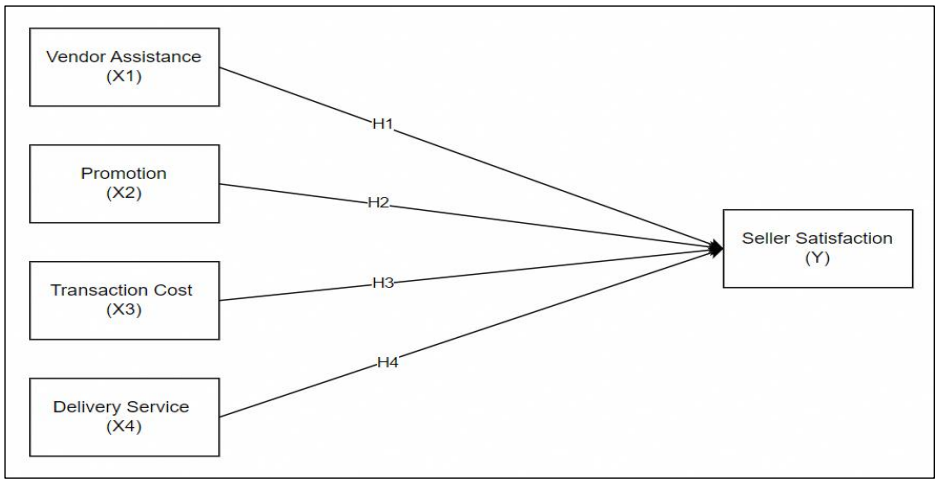

Figure 1. Conceptual framework

The collected data were analyzed using Structural Equation Modeling (SEM), a second-generation multivariate analysis technique that is widely used to examine complex relationships among latent variables (Byrne, 2016). SEM applies a confirmatory approach, enabling researchers to test theoretically grounded hypotheses concerning structural relationships between variables (Ghozali & Fuad, 2008). SEM allows the simultaneous assessment of measurement models, which link latent variables with their observed indicators, and structural models, which explain the relationships among latent variables. Latent variables are constructs that cannot be measured directly and must be represented through multiple indicators (Sholiha & Salamah, 2015). In this study, the latent variables are classified into exogenous variables as independent variables and endogenous variables as dependent variables, following the SEM framework proposed by Sarwono (2010).

Instrument validity and reliability were assessed prior to hypothesis testing. Validity refers to the ability of an instrument to accurately measure the intended construct. An item is considered valid if its correlation coefficient with the total variable score is equal to or greater than 0.25 (Saptutyningsih & Setyaningrum, 2019). Reliability reflects the consistency of measurement results and was evaluated using Cronbach's Alpha. Values greater than 0.90 indicate very high reliability, values between 0.70 and 0.90 indicate high reliability, values between 0.50 and 0.70 indicate moderate reliability, while values below 0.50 indicate low reliability. Items with low reliability were excluded from further analysis.

RESULTS AND DISCUSSION

This section of the research presents the empirical findings obtained from data analysis using Partial Least Squares-based Structural Equation Modelling (SEM-PLS). The analysis focused on testing the measurement model and structural model to ensure validity, reliability, and the relationships between the variables under investigation. Furthermore, the results of the hypothesis testing are presented to explain the influence of promotions, transaction costs, delivery services, and vendor support on seller satisfaction on online marketplace platforms.

Table 1. Demographic profile of respondents (n = 128)

Measure	Items	Frequency	%
Gender	Male	94	73,4
	Female	34	26,6
Age	20-30	29	22,7
	31-40	35	27,3
	31-35	36	28,1
	> 35	28	21,9
Periode of selling	< 1 year	16	12,5
	1-2 year	39	30,5
	2-5 year	57	44,5
	> 5 T year	16	12,5
No. of Platform	1	47	36,7
	2	40	31,3
	3	21	16,4
	>3	20	15,6

The respondent profile shows that the majority of sellers were male (73.4%), with the largest age group ranging from 31 to 40 years (28.1%). Most respondents had been engaged in online selling for 2–5 years (44.5%) and predominantly used one marketplace platform (36.7%).

Hypothesis testing in this study was conducted using the bootstrapping procedure in SmartPLS. The evaluation of the hypotheses was based on the T-statistic values, original sample estimates, and P-values. A construct was considered to have a significant effect on seller satisfaction if the P-value was less than 0.10 and the T-statistic exceeded the critical value of 1.660. Furthermore, a positive original sample value (O) indicated that the construct had a positive influence on seller satisfaction.

Table 2. Hypothesis Testing

Hypothesis	Relationship	Estimate (O)	T-Statistic	p-value	Decision
H1	Vendor Assistance → Seller Satisfaction	0.553	5.379	0.000	Accepted
H2	Promotion → Seller Satisfaction	0.062	0.598	0.550	Rejected

H3	Transaction Cost → Seller Satisfaction	0.115	1.008	0.314	Rejected
H4	Delivery Service → Seller Satisfaction	0.135	1.142	0.254	Rejected

Based on the table, for the variable "vendor assistance," the P-value is 0.000 (below 0.1), and the T-statistics value is 5.379, which is greater than the critical T-table value of 1.66023. Based on these two values, the "vendor assistance" factor significantly influences seller satisfaction. vendor assistance has a positive and significant effect on seller satisfaction. For the variable "promotion," the P-value is 0.550 (above 0.1), and the T-statistics value is 0.598, which is smaller than the critical T-table value of 1.66023. Based on these two values, the "promotion" factor does not have a significant effect on seller satisfaction. Promotion has a positive but not significant effect on seller satisfaction.

For the variable "transaction cost," the P-value is 0.550 (above 0.1), and the T-statistics value is 1.008, which is smaller than the critical T-table value of 1.66023. Based on these two values, the "transaction cost" factor does not have a significant effect on seller satisfaction. Transaction cost has a positive but not significant effect on seller satisfaction. For the variable "delivery service," the P-value is 0.2545 (above 0.1), and the T-statistics value is 1.142, which is smaller than the critical T-table value of 1.66023. Based on these two values, the "delivery service" factor does not have a significant effect on seller satisfaction. Delivery service has a positive but not significant effect on seller satisfaction.

Validity & Reliability Test

An indicator's convergent validity can be assessed through the factor loading values (outer loading), which should exceed the minimum threshold. The required value for a successful test must be greater than 0.7 (Muhson, 2022). Indicators with values < 0.7 are considered invalid and should be removed. However, there is an exception for exploratory research; if the factor loading value is 0.6, it is still acceptable (Yana et al., 2015).

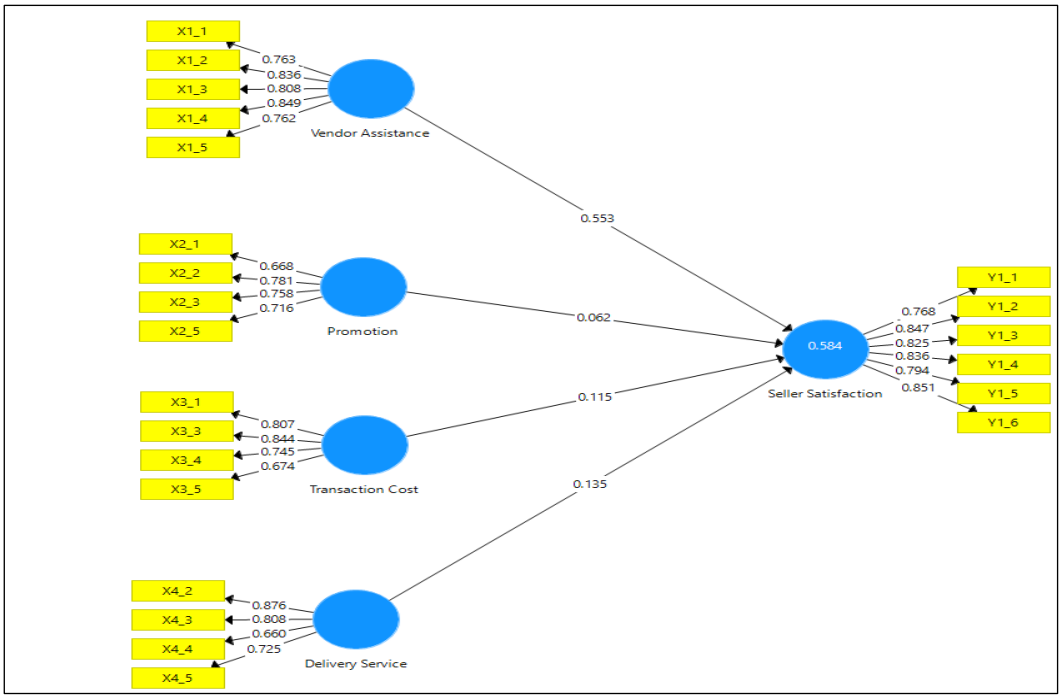

Figure 2. Result of final running SmartPLS

Meanwhile, for testing the validity of a factor variable, it can be assessed based on the Average Variance Extracted (AVE), which should be above 0.5. According to Ghozali et al. as cited in (Hamid & Anwar, 2019). and reliability tests are used to demonstrate the precision, consistency, and accuracy of instruments in measurement constructs. Generally, the values of alpha reliability and composite Cronbach should be above 0.7 to assess the construct dependency (Muhson, 2022).

Table 3. Validity & Reliability Test

Variable	AVE	Cronbach's Alpha	Composite Reliability
Vendor Assistance (X1)	0.648	0.864	0.902
Promotion (X2)	0.536	0.71	0.821
Transaction Cost (X3)	0.593	0.787	0.853
Delivery Service (X4)	0.595	0.77	0.853
Seller Satisfaction (Y1)	0.674	0.903	0.925

According to the table mentioned above, AVE values for all factors above 0.5. Therefore, with both the outer loading values and AVE values meeting the criteria, it can be concluded that the research model is now valid. Reliability can be determined that both the composite reliability of the study and the alpha reliability Cronbach test are > 0.7, which means that the test is acceptable because all variables are reliable.

Tabel 4. Factor Loading

Variable	Codes	Instrument	Factor Loading
Vendor Assistance	X1_1	The speed of the platform in resolving complaints is important	0.763
	X1_2	The flow of the escalation path is very important	0.836
	X1_3	I am happy with a platform that has variation of media communication	0.808
	X1_4	Training and socialization of new things through the platform are important	0.849
	X1_5	I am happy if the platform organizes gathering programs to discuss business development	0.762
Promotion	X2_1	I am happy with unpaid promotions	0.607
	X2_2	I am happy with free promotional vouchers	0.778
	X2_3	I prefer a platform with a promotional program	0.724
	X2_4	I am pleased with a platform that uses AI (artificial intelligent) for promotions	0.591
	X2_5	The promotion is influences sales results	0.670
Transaction Cost	X3_1	I prefer a platform with low fees for opening a store.	0.788
	X3_2	The lower the fee, the lower the quality of the platform	0.055
	X3_3	The fees from long-established platforms are increasing	0.844
	X3_4	The fees I pay to the platform force me to raise prices and face difficulties in competing with other sellers.	0.729
	X3_5	The advertising fees are getting more expensive over time	0.664
Delivery Service	X4_1	I prefer a platform that has its own logistics	0.546
	X4_2	The speed of delivery is an important factor	0.871
	X4_3	I like platforms that have clear and valid tracking for my shipments	0.79
	X4_4	I prefer a platform that allows sellers to choose their own shipping services.	0.612
	X4_5	I am happy if the items are picked up rather than being sent by myself	0.723
Seller Satisfaction	Y1_1	I am happy with a platform that supports me in increasing profits	0.768
	Y1_2	I prefer a platform that provides its own Key Account Management (KAM)	0.846
	Y1_3	I am happy when customers give a high rating	0.824
	Y1_4	I am happy if customers leave comments on the homepage	0.836
	Y1_5	The number of followers for my store is more important than the number of orders	0.796
	Y1_6	Since I started selling through e-commerce, my store has become more developed	0.852

Structural Model (Inner Model)

Path Coefficient Testing

Path coefficient signifies the influence of exogenous factor (X) values on the endogenous factor (Y). The value ranges between 0 and 1 and can be either positive or negative.

Table 5. Path coeficient

Variable	Seller Satisfaction (Y)
Vendor Assistance (X1)	0.553
Promotion (X2)	0.062
Transaction Cost (X3)	0.115
Delivery Service (X4)	0.135

As presented in the table above, the path coefficient values indicate the direction and magnitude of the relationships between the examined factors and purchase decisions. Although the coefficients for vendor assistance, promotion, transaction cost value, and delivery service are positive, this alone does not necessarily imply that these variables have a meaningful or statistically significant influence on purchase decisions. A positive path coefficient merely shows that the relationship moves in the same direction. Therefore, the interpretation of these relationships must also consider their statistical significance, as reflected by the t-statistic and p-value. Only factors with positive coefficients accompanied by statistically significant results can be concluded to have a meaningful influence on purchase decisions in this study.

R-*squared* (R^2)

The structural model, also referred to as the inner model, is evaluated to determine how well the independent variables explain the dependent variable, as presented in Table 6. The R-square value for seller satisfaction is 0.584, which indicates that vendor assistance, promotion, transaction cost, and delivery service collectively explain 58.4% of the variance in seller satisfaction. This result shows that the proposed model has a meaningful explanatory capability in understanding seller satisfaction within e-commerce platforms.

Table 6. R^2 Data

(Y)	R Square
Seller Satisfaction	0.584

According to the criteria proposed by Chin (1988), an R-square value between 0.33 and 0.67 is categorized as moderate. Therefore, the R-square value obtained in this study falls within the moderate category, suggesting that the structural relationships specified in the model are adequately supported by the data. In the context of behavioral and management research, a

moderate R-square value is considered acceptable due to the complexity of decision-making processes and the presence of multiple influencing factors. The unexplained variance of 41.6% implies that seller satisfaction is also shaped by other determinants not included in the model. These may involve factors such as trust in the platform, perceived transparency of policies, system quality, customer behavior, or competitive dynamics among sellers. As highlighted by Jansen (2019), moderate R-square values are common in social science research because individual perceptions and satisfaction are influenced by both measurable and unobservable variables.

Overall, the R-square result shown in Table 6 confirms that the model provides a solid explanation of seller satisfaction while still allowing room for further model development. Future studies are encouraged to incorporate additional constructs to improve explanatory power and to capture a more comprehensive picture of seller satisfaction in e-commerce environments.

CONCLUSION

Based on the results of the analysis and discussion, vendor assistance, promotion, transaction costs, and delivery services exhibit positive relationships with seller satisfaction. However, only vendor assistance demonstrates a statistically significant influence on sellers' decisions in choosing an e-commerce platform as their primary marketplace. This finding indicates that while operational and financial factors contribute to overall satisfaction, direct support provided by the platform plays a more decisive role for sellers. From the platform perspective, this highlights the importance of strengthening vendor assistance mechanisms, particularly through clear escalation procedures, responsive communication, and continuous support. In addition, providing regular updates and structured training programs for sellers is essential to enhance seller satisfaction and foster long-term engagement with the platform.

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