

## ***TYOLOGY OF USER COMPLAINTS IN ONLINE CUSTOMER REVIEWS ON THE INDONESIAN SHOPEE APPLICATION***

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**Abstract** – *This study aims to identify the typology of user complaints in online customer reviews on the Indonesian Shopee application. The dataset consists of 67,600 user reviews collected from the Google Play Store during the period of January 24–April 13, 2026. The research employs a quantitative content analysis approach by utilizing ratings, review content, number of user supports, application versions, and platform responses. The findings are expected to reveal the main categories of user complaints, including shipping, application errors, payment issues, products, promotions, accounts, customer service, and experiences related to advertisements or additional features. These findings contribute to a better understanding of user experiences within app-based e-commerce platforms.*

**Keywords:** *Online Customer Reviews, User Complaints, E-Commerce, Shopee Indonesia, Customer Experience.*

### **INTRODUCTION**

The development of e-commerce in Indonesia indicates that consumer activities are increasingly integrated with digital platforms. E-commerce no longer functions solely as a transaction channel, but has evolved into a service ecosystem involving applications, sellers, payment systems, promotions, customer service, and logistics services. According to the Central Statistics Agency (BPS, 2024) through the E-Commerce Statistics 2024 publication, the growth of e-commerce in Indonesia can be observed through business profiles, business activities, workforce involvement, and the value of e-commerce transactions throughout 2024. This demonstrates that e-commerce has become an important part of the national digital economic transformation.

Regionally, Southeast Asia's digital economy has also continued to grow. The e-Conomy SEA 2025 report published by Google, Temasek, and Bain & Company states that Southeast Asia's digital economy is projected to exceed US\$300 billion in Gross Merchandise Value (GMV) by 2025, with e-commerce remaining one of the fastest-growing sectors. The report further notes that e-commerce in the region is expected to reach US\$185 billion GMV in 2025, driven by the strengthening of major platforms, the expansion of video commerce, and deeper digital participation among society. This condition indicates that competition in e-commerce is determined not only by transaction volume but also by the platform's ability to consistently manage user experience.

In this context, user experience becomes a crucial aspect of the sustainability of e-commerce platforms. Users evaluate applications not only based on product search convenience or competitive pricing, but also on system reliability, transaction security, order fulfillment, complaint responsiveness, and service quality after problems occur. Parasuraman et al. (2005) explain that electronic service quality (e-service quality) can be assessed through dimensions such as efficiency, fulfillment, system availability, and privacy. They also introduced service recovery dimensions through E-RecS-QUAL, namely responsiveness, compensation, and contact, particularly when customers encounter problems in digital services.

One increasingly important source of data for understanding user experience is online customer reviews. Online reviews represent a digital form of word-of-mouth communication that enables consumers to openly share their experiences with other users and companies.

Dellarocas (2003) explains that online feedback mechanisms facilitate the creation of large-scale word-of-mouth networks in digital environments. Thus, online customer reviews are not merely individual user expressions, but also collective information sources that can represent users' perceptions, satisfaction, dissatisfaction, and trust toward a platform.

Online customer reviews also significantly influence consumer behavior and market performance. Chevalier and Mayzlin (2006) found that improvements in reviews could increase relative sales, and in some cases, one-star reviews had a greater impact than five-star reviews. These findings suggest that negative reviews hold strategic value because they provide strong signals regarding service problems experienced by users. Therefore, analyzing negative reviews is important for understanding weaknesses in customer experience, particularly in e-commerce platforms with large user bases.

In digital services, user complaints often arise when there is a gap between expectations and actual experiences. These complaints may relate to application disruptions, delivery delays, product mismatches, payment issues, refunds, promotions, account security, or customer service responsiveness. Holloway and Beatty (2003) state that issues related to service failure and service recovery in online retailing remain important to examine because companies need to understand the types of service failures that occur, the effectiveness of service recovery, and consumer reactions to failure and recovery experiences. In other words, user complaints can be understood as early indicators for evaluating digital service quality and the effectiveness of service recovery.

Furthermore, the way platforms handle complaints also determines user trust and loyalty. Tax et al. (1998) explain that customers evaluate complaint-handling experiences based on the outcomes received, the procedures applied, and the interpersonal treatment during the problem-resolution process. More recent studies on online service failure also show that service failures originating from customers, service providers, or technology can increase customer complaints. However, effective complaint handling can strengthen perceptions of fairness, positive emotions, loyalty, trust, and word-of-mouth communication.

Based on the dataset used in this study, there are 67,600 user reviews of the Indonesian Shopee application collected during the period of January 24–April 13, 2026. The dataset contains information regarding ratings, review content, the number of likes from other users, application versions, platform replies, and response times. These characteristics provide opportunities to examine user complaints more systematically, not only based on rating scores but also through review text content and platform responses. Therefore, this study is important to identify the typology of user complaints in online customer reviews on the Indonesian Shopee application.

Although studies on e-commerce, customer satisfaction, and purchase intention have been widely conducted, research specifically mapping user complaint typologies based on application reviews remains relatively underdeveloped, particularly in the context of Indonesian marketplaces. In fact, complaint mapping can help explain which service areas most frequently generate user dissatisfaction, such as shipping, application technical issues, sellers, payments, promotions, account security, advertisements, or customer service. Therefore, this study is expected to contribute academically to the literature on online customer reviews and customer dissatisfaction, while also providing practical contributions for e-commerce platform managers in improving user experience quality.

## **RESEARCH METHOD**

This study employs a descriptive quantitative approach using quantitative content analysis on online customer reviews from users of the Shopee application. The quantitative approach is used to identify patterns, frequencies, and tendencies of user complaints based on digitally available review data. Content analysis was selected because this method enables

researchers to systematically classify texts in order to identify themes, categories, and specific communication patterns within a dataset (Krippendorff, 2018). In the context of digital research, content analysis is frequently used to evaluate consumer opinions, customer dissatisfaction, electronic word-of-mouth (e-WOM), and customer experiences on online platforms (Neuendorf, 2017).

According to Neuendorf (2017), quantitative content analysis is a systematic, objective, and quantitative research technique used to describe the characteristics of messages. In this study, the messages analyzed consist of user reviews of the Indonesian Shopee application on the Google Play Store. This approach is considered relevant because online customer reviews represent a form of digital communication reflecting customers' perceptions, experiences, satisfaction, and dissatisfaction with platform services (Dellarocas, 2003). Furthermore, user reviews also function as electronic word-of-mouth that can influence other users' perceptions regarding the service quality of e-commerce platforms (Chevalier & Mayzlin, 2006).

## RESULTS AND DISCUSSION

### Characteristics of the Research Dataset

This study utilized a dataset consisting of online customer reviews from users of the Shopee application on the Google Play Store. The dataset consists of 67,600 user reviews collected during the period from January 24, 2026, to April 13, 2026. The dataset contains several important attributes, including user ratings, review content, the number of user supports (thumbs up), application versions, and platform responses to user reviews. The presence of these attributes enables the study not only to analyze the level of user satisfaction but also to evaluate the forms of complaints and the platform's responses to problems experienced by customers.

In general, the average application rating was 3.92, indicating that most users still provided positive evaluations of the application. Nevertheless, the presence of a large number of negative reviews suggests that there are several aspects of the service that continue to generate user dissatisfaction.

**Table 1. Distribution of User Ratings**

Rating	Number of Reviews	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%

Based on Table 2, reviews with a 5-star rating dominate the dataset, accounting for 66.62% of the total reviews. This indicates that the majority of users still have a positive perception of the Indonesian Shopee application. However, 1-star reviews are also relatively high, reaching 20.95%, which suggests that there is a substantial group of users experiencing significant dissatisfaction with the platform's services. If 1-star and 2-star ratings are combined as the category of negative reviews, the proportion of negative reviews reaches approximately 24.69% of the total reviews. This percentage indicates that nearly one-quarter of users in the dataset reported negative experiences with the application's services.

### Distribution of Reviews Based on Time

The analysis of review distribution over time was conducted to observe the dynamics of user reviews during the observation period.

**Table 2. Distribution of Reviews by Month**

Month	Number of Reviews	Rating Average
January 2026	6.101	4,11
February 2026	24.200	3,92
March 2026	25.312	3,85
April 2026	11.987	3,98

The analysis results indicate that the number of reviews increased significantly during February and March 2026. During this period, the average rating also experienced a slight decline compared to January. The decrease in average ratings indicates an increase in negative user reviews during certain periods. This may be associated with increased transaction activity, higher application usage intensity, or rising user expectations regarding the platform's services. Furthermore, the weekly analysis results show that the highest percentage of negative reviews occurred in mid-March 2026. This condition suggests that there were specific periods during which the level of user dissatisfaction increased more significantly compared to other periods.

### **User Complaint Typology**

Based on the results of the quantitative content analysis, user complaints can be classified into several main categories.

**Table 3. User Complaint Typology**

Complaint Category	Number of Negative Reviews	Percentage
Shipping/Logistics	7.166	42,94%
Application/Technical Issues	5.694	34,12%
Products/Sellers	4.105	24,60%
Payment/Refund	2.123	12,72%
Promotions/Pricing/Shipping Fees	1.902	11,40%
Account/Security	1.886	11,30%
Advertisements/Live Streaming/Games	1.816	10,88%
Customer Service	1.367	8,19%
SPX (Shopee Express) Explicitly Mentioned	1.277	7,65%

The findings show that complaints related to shipping/logistics constitute the most dominant category within users' negative reviews. Complaints in this category include delayed packages, excessively long delivery times, unresponsive couriers, stuck shipments, automatic cancellations, and unclear delivery status updates. These findings indicate that user experiences in e-commerce are determined not only by application quality, but are also

strongly influenced by the quality of logistics services and last-mile delivery performance. Furthermore, the category of application/technical issues also shows a high percentage of complaints. Users frequently reported application errors, slow application performance, login failures, failed checkout processes, bugs after updates, and problematic notifications. This suggests that system stability is an important factor in shaping user experiences on marketplace applications.

**Platform Responses to User Reviews**

The dataset shows that approximately 92.82% of the reviews received responses from the platform. This percentage indicates that Shopee Indonesia is relatively active in engaging with user reviews.

**Table 4. Platform Responses Based on Ratings**

Rating	Percentage of Reviews Responded
1	78,27%
2	83,18%
3	88,19%
4	95,08%
5	98,05%

The results indicate that positive reviews received a higher response rate compared to negative reviews. Most platform responses were in the form of expressions of gratitude, apologies, directions to contact customer service, or requests to send detailed problem descriptions through social media channels. However, many users perceived the platform’s replies as overly standardized and lacking concrete solutions to the problems experienced by customers. These findings suggest that a high number of platform responses does not necessarily reflect the effectiveness of service recovery.

**Implications for Platform Service Recovery**

The high number of platform replies may indicate efforts toward service recovery. However, if the responses are too generic or template-based, their effectiveness becomes questionable. Platforms need to develop responses that are more contextual, responsive, and solution-oriented. The findings of this study demonstrate that online customer reviews can be utilized to understand user experiences more comprehensively within e-commerce platforms. The dominance of complaints related to shipping indicates that customer experience in marketplaces is strongly influenced by the quality of logistics services. Users do not always distinguish between the platform, sellers, and couriers. When delivery problems occur, the platform remains the primary party receiving negative evaluations from users.

Furthermore, the high number of technical complaints indicates that application stability is an essential element of e-service quality. In a highly competitive digital environment, technical disruptions can directly affect customer satisfaction and loyalty. This study also shows that the presence of platform responses does not necessarily resolve user dissatisfaction if the replies are overly general and lack practical solutions. Therefore, digital service recovery should be conducted in a more personalized, responsive, and contextual manner according to customers’ specific problems.

## CONCLUSION

This study aimed to identify the typology of user complaints in online customer reviews on the Shopee application based on a dataset of user reviews from the Google Play Store. Based on the analysis of 67,600 user reviews collected during the period from January 24, 2026, to April 13, 2026, the study demonstrates that online customer reviews can serve as an important data source for understanding customer experiences, perceptions, and dissatisfaction toward e-commerce services. The findings show that the majority of users still provided positive evaluations of the Indonesian Shopee application, as reflected by the dominance of 5-star ratings, which accounted for 66.62% of the total reviews. Nevertheless, negative reviews with 1-star and 2-star ratings also represented a relatively large proportion, approximately 24.69%, indicating that various service-related problems still affect user experiences.

Based on the results of the quantitative content analysis, user complaints can be classified into several major categories, namely shipping/logistics, application or technical issues, products and sellers, payments and refunds, promotions and additional fees, accounts and security, advertisements or additional features, and customer service. Among these categories, complaints related to shipping and logistics emerged as the most dominant category in negative user reviews. These findings indicate that customer experiences on e-commerce platforms are determined not only by application quality or product prices, but are also strongly influenced by the quality of supporting services, particularly logistics services and last-mile delivery. Delivery delays, stuck packages, courier-related issues, and unclear shipping status updates were among the most frequently reported complaints in user reviews.

Furthermore, the high number of complaints related to technical issues indicates that application stability and digital system quality remain important factors in shaping customer experience. Users reported various problems such as application errors, login failures, failed checkout processes, bugs after updates, and interface changes that reduced user convenience. This study also found that the platform actively responded to user reviews, with a response rate exceeding 90% of the total reviews. However, many users perceived these responses as overly standardized and lacking concrete solutions to the problems experienced by customers. These findings suggest that a high response rate does not necessarily reflect effective service recovery if the responses provided fail to address the core issues experienced by users.

Theoretically, this study strengthens the literature on online customer reviews, customer dissatisfaction, and e-service quality within the context of e-commerce platforms. The findings demonstrate that user reviews not only represent customer satisfaction but can also be used to identify critical points in the customer journey within digital services. Practically, the results provide implications for e-commerce platform managers to pay greater attention to logistics service quality, application stability, transaction fee transparency, as well as the effectiveness of customer service and digital service recovery. Improving service quality in these aspects is essential for maintaining user satisfaction, trust, and loyalty within an increasingly competitive e-commerce ecosystem.

This study still has several limitations, particularly because the data were obtained only from Google Play Store user reviews and analyzed using a content analysis-based classification approach. Therefore, future studies may develop more advanced analytical methods, such as machine learning, sentiment analysis, topic modeling, or comparative studies among e-commerce platforms in Indonesia.

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