FACTORS AFFECTING CUSTOMER SATISFACTION IN BUSINESS E-COMMERCE: A CASE OF DLS CO., LTD IN VIETNAM

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Abstract: *This study was conducted with the main purpose of improving customer satisfaction when shopping online for DLS Co., Ltd. products and proposing solutions to improve customer satisfaction.*

The theoretical framework is based on customer satisfaction, the quality of products and services, and from this researcher evaluates the impact of the quality of products and services of DLS Co., Ltd. on the satisfaction level of customers based on six factors: Product, Service, Network System, Payment, Privacy Protection, Website Characteristics.

Findings from the results of data analysis show the positive effects of six independent variables including Product, Service, Network System, Payment, Privacy Protection, and Website Characteristics. This is proved by all six accepted hypotheses. Later, this study proposed major solutions to enhance customer satisfaction when shopping at the website of DLS Co., Ltd.

• Keywords: *e-commerce; customer satisfaction.*

Tóm tắt: *Nghiên cứu này được thực hiện với mục đích chính là nâng cao sự hài lòng của khách hàng khi mua sắm trực tuyến các sản phẩm của Công ty TNHH DLS và đề xuất các giải pháp nhằm nâng cao sự hài lòng của khách hàng.*

Khung lý thuyết dựa trên sự hài lòng của khách hàng, chất lượng sản phẩm và dịch vụ, từ đó nhà nghiên cứu đánh giá tác động của chất lượng sản phẩm và dịch vụ của Công ty TNHH DLS đến mức độ hài lòng của khách hàng dựa trên 6 yếu tố: Sản phẩm, Dịch vụ, Hệ thống mạng, Thanh toán, Bảo vệ quyền riêng tư, Đặc điểm trang web.

Phát hiện từ kết quả phân tích dữ liệu cho thấy tác động tích cực của sáu biến độc lập bao gồm: Sản phẩm, Dịch vụ, Hệ thống mạng, Thanh toán, Bảo vệ quyền riêng tư và Đặc điểm trang web. Điều này được chứng minh bởi tất cả sáu giả thuyết được chấp nhận. Sau đó, nghiên cứu này đề xuất các giải pháp chủ yếu nhằm nâng cao sự hài lòng của khách hàng khi mua sắm tại website của Công ty TNHH DLS.

• Từ khóa: *thương mại điện tử; sự hài lòng của khách hàng.*

1. Introduction

With the rapid and strong development of e-commerce, new forms of business have emerged and opened up opportunities to make money for everyone in the online environment, one of which is Print on demand (POD). POD is an e-commerce business model that allows enterprises to print products according to the design and number of customers required. POD products are very diverse, such as t-shirts, hoodies, blankets, porcelain mugs, canvas paintings, hats, and leggings,... With POD, enterprises will not have to worry about inventory management issues and shipping methods. Instead, the company contracts with a third party, who will be responsible for manufacturing, printing, and shipping the finished product to customers. Enterprises will only have to focus on design and marketing. Suppliers will also only undertake production work orders from companies.

In Vietnam, Print On Demand is still in the primary stage of development. Most POD

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enterprises in Vietnam are small and medium-sized businesses that are still very young. DLS Co., Ltd is also one of them. The company has just been established for 4 years, selling POD products for Europe and the American market. The company's main products are home appliances, clothes, accessories... things that will be printed with creative patterns on them. The prints will be selected by customers themselves from the available art inventory for each product. Customers are free to choose colors, and product textures, and write the names of themselves and their loved ones to print on these products. These products are suitable for daily use as well as for souvenirs, and gifts for relatives and friends.

2. Literature review

2.1. Customer satisfaction

In theory, customer satisfaction is not just about the attitude of a service provider (Levesque and McDougall, 1996), but it also reflects a customer's positive feelings about a service (Cronin et al., 2000). Dwyer et al. (1987); Ganesan (1994) and other researchers claim that customer satisfaction is an important indicator of successful relationship management as well as a future-oriented indicator of corporate profits (Fornell, 1992) whereas according to Anderson et al. (1994), the more basic indicator of the company's past, present, and future performance is cumulative satisfaction. Wirtz and Bateson (1999) stated that customer satisfaction is the reaction of customer reviews to the services provided by the supplier. Davis and Heineke (1998) and Woodruff et al. (1991) said that customer satisfaction can be described by the "confirmation/disconfirmation" paradigm. According to Oliver (1980), based on the expectation-disconfirmation paradigm, satisfaction can be cognitive or according to Liljander and Strandvik (1997), based on the emotional response to consumer experience, satisfaction can be affected. Westbrook (1987), Westbrook and Oliver (1991), and Mano and Oliver (1993) said that customer satisfaction includes not only cognitive components but also an affective component that customer satisfaction or dissatisfaction is a "cognitive

or affective reaction" about the service (Rust and Oliver, 1994) and from both cognitive and affective models, satisfaction can be explained. Giese and Cote (2000) believed that satisfaction is an affective response, coming from a cognitive judgment.

2.2. Business E-Commerce

During the World E-Commerce Conference held in Paris, France on November 6, 1997, the concept of e-commerce was introduced: "E-commerce refers to the realization of electronic trade. The coverage area can be defined as parties to the transaction by electronic means rather than through direct face-to-face exchange or conducted interviews of any form of commercial transactions; from the technical aspects can be defined as a collection of multi-technology, including the exchange of data (such as electronic data, e-mail), access to data (shared databases, electronic bulletin boards), and automatically capture Data (bar codes), etc...". This commerce broadens the scope for supplying services in at least two ways: First, it provides a medium for SMEs service suppliers that cannot afford to join proprietary electronic networks to provide their services to distant consumers - a distinct advantage for SMEs in developing countries; second, because of the greater capacity and speed of electronic networks in carrying 'rich data,' the internet provides a medium through which some services can be supplied at a distance in comparison with what is possible using the telephone (advice), and postal and fax services (printed documents).

2.3. The factors influencing the E-Commerce Customer Satisfaction

Singh (2002) underlined the importance of e-services to the B2C e-commerce business. According to the author, this relationship has a positive impact on sales and customer relationship management. The findings of this research concluded that services that the customers cherish include customer queries answering as fast as possible, search support, transactions and order placement ease, a convenient e-pay system, transparent and efficient e-transaction record, and trust

by e-assurance. Chen and Dubinsky (2003) analyzed that one of the key factors that affect B2C e-commerce is the information quality on the website. Customers always want better and better detailed and importantly true information about the products being displayed on the websites and therefore the information provided by the B2C organization plays a critical role in customer satisfaction. Another factor related to this is the comprehension ability of the information on the website. Gefen and Straub (2003) explained that customer trust is one of the critical factors that affect customer satisfaction. The authors explained trust as when a customer is doing a transaction with an organization; he/she will meet their expectations and will not indulge in any fraudulent or undesirable terms.

Shankar et al. (2003), set out to research whether there is a profound difference in the levels of customer satisfaction from online and offline purchases. They also investigated the customer loyalty differences between offline and online buying methods. The study found that there is no mark difference between the customer satisfaction levels between the online and offline buying method however the levels of loyalty shown by customers from online buying is greater than the offline buying customers. They also found out that the relationship between customer loyalty and satisfaction is reciprocal and each concept positively reinforces the other.

Jianchi and Xiaohong (2009) stated that there are five variables that positively affect customer satisfaction on an e-commerce basis. These variables were the design of the website, the service that they provide to the user, the information quality that the website has, and website intelligence and security. Eid (2011) researched thatconsumer loyalty in B2C e-commerce is strongly and positively influenced bycustomer satisfaction. However, customer loyalty is weakly influenced by consumer trust.

Brilliant and Achyar (2013) investigated that on a global level the sales of e-commerce

and this study also concluded that the quality of information on an e-commerce website affects e-commerce satisfaction and also that e-commerce trust affects consumer loyalty of the B2C e-commerce. According to Subramanian et al. (2014), higher customer satisfaction in e-commerce can bring substantial benefits, such as repeat purchases, good word of mouth, and profit increases.

Jie et al. (2015) studied product delivery service provider selection and customer satisfaction. According to the author's findings, substantive selective criteria should include consideration of product delivery service providers' hard and soft infrastructure. In addition, they emphasize that flexibility is the main criterion for strengthening the relationship between e-retailers and delivery service providers to satisfy the e-customers.

Based on the overall analysis of the above-mentioned studies, it can be seen that the factors needed when evaluating customer satisfaction in e-commerce are Product, Service, Network System, Payment, Privacy Protection, and Website Characteristics.

- Product Quality: The product that customers receive must meet customer expectations and be commensurate with the promises that the company has shown on the website.

- Service Quality: Customer care staff are ready to assist customers and provide fast safe service. Shipping service is fast, accurate, and sufficient for goods.

- Network System: Stable website system, convenient for customers to view information and place orders.

- Payment System: Diversified payment methods, quick and convenient payment for customers. Payment information is confidential.

- Privacy Protection: Trusted system, high security. Customers are guaranteed privacy and security.

- Website Characteristics: Nice and convenient web interface for customers to view information, purchase, and manage shopping carts.

2.4. Conceptual framework

Figure 1: Conceptual Framework
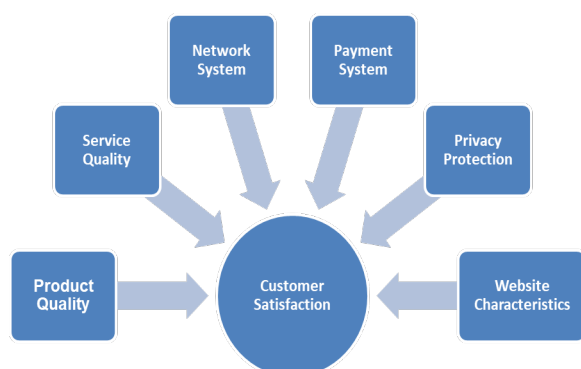
According to the conceptual framework above, six research hypotheses have been formulated by the researcher as follows:

H1: There is a positive impact of Product Quality on the e-commerce customer satisfaction of DLS Co., Ltd.

H2: There is a positive impact of Service Quality on the e-commerce customer satisfaction of DLS Co., Ltd.

H3: There is a positive impact of the Network System on the e-commerce customer satisfaction of DLS Co., Ltd.

H4: There is a positive impact of the Payment System on the e-commerce customer satisfaction of DLS Co., Ltd.

H5: There is a positive impact of Privacy Protection on the e-commerce customer satisfaction of DLS Co., Ltd.

H6: There is a positive impact of Website Characteristics on the e-commerce customer satisfaction of DLS Co., Ltd.

3. Analysis and discussion

3.1. Demographic information of respondents

In this study, the researcher uses descriptive statistics as the main means of research to analyze data about demographic information on loyalty. In this case, the dominant demographic information mentioned is gender, age, and income.

Primary data of this study were collected via an online survey. The questionnaire is enclosed with the email to confirm the order of the customers who have just purchased at the company's website. After 1 month, there are 319 customers answered the question. However, 12 responses were deleted due to incomplete completion of all the given questions. Therefore, the final sample that the researcher obtained was 307 respondents.

According to the responses received, out of 307 respondents, 65.8% of the respondents were female and 32.2% of the respondents were male, the remaining were of another gender. The age of respondents is divided into four main groups including those under 24, 25-44, 45-64, and 65 years of age or older. Of these, respondents aged 25-44 accounted for the largest proportion 61.2%. Among the responses received, the number of respondents with a monthly income of USD 5000-10000 accounted for the highest proportion with 44%.

3.2. Descriptive Analysis

Regarding the impact of the Product factor, a large number of respondents agreed that the design of the products sold on the DLS company's website was beautiful and unique. This is shown by the average of 3.73, and the most selected score is 4 points (Mean = 3.73, Mode = 4). The main reason for this is that the personalized product line is DLS's competitive advantage. The company invests a lot of manpower and brainpower to develop unique product lines that can be easily customized and bring a unique impression to each customer. Customers can easily select the products that match their interests, career, and custom to create their products, with their names printed.

Table 3.1. Descriptive Analysis of Product factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
PRO1	3.66	4	1	5	.876
PRO2	3.33	3	1	5	.956
PRO3	3.64	4	1	5	.850
PRO4	3.73	4	1	5	.840

Besides, many respondents also agreed with the view that the products on the website are always available. They gave an average score of 3.66, and the most chosen score was 4 points (Mean = 3.66, Mode = 4). Achieving this result is an effort of DLS company as the company has tried to find and cooperate with suppliers in many countries around the world. The company has also foreseen the purchasing capacity of customers in different countries to inform suppliers, helping suppliers always prepare enough embryos and raw materials to produce fully and promptly.

As for whether or not the product received meets customer expectations, most customers feel that the product they receive is quite similar to what they expect when ordering. This is shown by the average score of the "Products received ere as expected" clause, which is 3.64 and the most chosen score is 4 (Mean = 3.64, Mode = 4).

The last category, which scores the lowest among product factors, is the "Products are unique in design and type" clause. This shows that customers are still not satisfied with the diversity of DLS products. Customers need more product lines and more design styles.

In general, it can be seen that the respondents are quite satisfied with the elements of DLS Products, although there are still some respondents does not satisfy.

Concerning the impact of the Service element, a large number of respondents agreed that the DLS company's response time to customer messages and questions was very short and quick. This is shown by an average of 3.99 and a maximum of 4 points (Mean = 3.99, Mode = 4). The attitudes of the service staff were also evaluated quite well by the responders, with an average score of 3.97 and the most selected score being 4 points (Mean = 3.97, Mode = 4). Although there are still some unsatisfied respondents, this is a pretty good result. To achieve this result, the company has put a lot of effort into training and motivating customer care staff. Thanks to that, the employees have a sense of responsibility to answer customers quickly with the best attitude.

Table 3.2. Descriptive Analysis of Service factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
SER1	3.49	4	1	5	.883
SER2	3.46	3	1	5	.893
SER3	3.99	4	1	5	.802
SER4	3.97	4	1	5	.876
SER5	3.51	4	1	5	.944
SER6	3.45	4	1	5	.878

However, the evaluation score of service information is not high, reaching an average of 3.49 and the most selected score is 4 points. The reason is that the customer service staff sometimes do not understand the problem of the customer, so providing the information is not specific enough to satisfy the customer.

On the other hand, the diversity of communication channels with customers is not yet appreciated. This is shown by the average score of 3.46 and the highest score selected by the respondents is 3 (Mean = 3.46, Mode = 3). The reason is that the company has only applied two basic methods of communication: Facebook Messenger and email. This also causes restrictions for customers who want to ask about the product and also reduces the level of customer satisfaction about the purchase process on the company's website.

Besides, the factors that are also assessed by respondents are quite good about transport services. Customers' orders are often evaluated as being shipped quickly and on time, but there are still errors in the shipping process that damage the product. Therefore, customers rated the "Delivery service is done accurately and on time" with an average of 3.51, the most selected score was 4 points (Mean = 3.51, Mode = 4); The phrase "Products are delivered fully and intact" is rated with an average of 3.45, the most chosen score is 4 points (Mean = 3.45, Mode = 4).

Regarding the impact of the Network System element, a large number of respondents agreed that their purchase process was smooth and easy,

without any technical problems when making a purchase or payment. This is reflected in the results of the survey, with an average of 3.67 and the most selected score of 4 (Mean = 3.67, Mode = 4).

Table 3.3. Descriptive Analysis of Network System factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
NET1	3.29	3	1	5	.918
NET2	3.56	4	2	5	.625
NET3	3.67	4	1	5	.854

However, the accessibility and security of the website are not really appreciated by the respondents. They gave the average score of the "The website is well accessible" clause is 3.29, with the most chosen score being 4 (Mean = 3.29, Mode = 4); and the average of the "The website is highly secure" clause is 3.56, the most chosen score is 4 points (Mean = 3.56, Mode = 4).

Regarding the impact of Payment, many respondents said that the payment method of the company was not diverse and the payment information was not well protected. This is shown by the average score of 3.27 for the "Payment methods are unique" clause, with the most selected score being 3 points (Mean = 3.27, Mode = 3). Similarly, for the "Payment information is well secured" clause, the respondents also gave an average of 3.22, and the most selected score was 3 points (Mean = 3.22, Mode = 3).

Table 3.4. Descriptive Analysis of Payment factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
PAY1	3.27	3	1	5	.933
PAY2	3.70	4	1	5	.821
PAY3	3.22	3	1	5	.928

On the other hand, customers appreciate the simplicity and convenience of payment methods. They gave an average of 3.70, and the most chosen score was 4 when asked about the "Payment process is simple and convenient" (Mean = 3.70, Mode = 4).

Regarding the impact of the Privacy Protection factor, many respondents did not appreciate it. For the "The system is trustworthy" clause, many respondents did not completely agree, so the average for this clause was 3.11, and the most chosen score was 3 points (Mean = 3.11, Mode = 3). This is because the company's website system is weak and has not been truly trusted by customers. It is not appreciated by customers about the privacy of customers, as well as the implementation of those terms.

Table 3.5. Descriptive Analysis of Privacy Protection factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
PRI1	3.11	3	1	5	.880
PRI2	3.35	3	1	5	.897
PRI3	3.13	3	2	5	.862

Based on the results of the survey, for the "Privacy and security are clearly stated" clause, the respondents gave an average of 3.35, the highest selected score was 3 (Mean = 3.35, Mode = 3). For the phrase "The protection of customer's personal information is well implemented", the respondents only gave an average of 3.13, and the most chosen score was score 3 (Mean = 3.13, Mode = 3).

Regarding the impact of the Website Characteristic element, many respondents agreed that they could easily find the product they needed. This is shown by an average of 3.68 for the "Finding products is easy and convenient" clause, and the most chosen score is 4 points (Mean = 3.68, Mode = 4). Respondents also quite agree that "The order completion process is simple and straightforward". This is shown by the average score of 3.64, and the most selected score is 4 points (Mean = 3.64, Mode = 4).

Table 3.6. Descriptive Analysis of Website Characteristics factor

	Mean	Mode	Minimum	Maximum	Standard Deviation
WEB1	3.47	4	1	5	.872
WEB2	3.55	4	1	5	.836

	Mean	Mode	Minimum	Maximum	Standard Deviation
WEB3	3.50	4	1	5	.876
WEB4	3.68	4	1	5	.852
WEB5	3.58	4	2	5	.596
WEB6	3.49	4	1	5	.891
WEB7	3.64	4	1	5	.814

In addition, many customers also rated quite well on other factors related to Characteristics Website. They agree that the website has an easy-to-use, easy-to-use interface and design. The navigation buttons are also arranged in the most scientific way to bring a good experience for customers when shopping on the site. New information is also updated continuously and promptly on the website. Along with that, shopping cart management usually takes place smoothly and conveniently for customers. These factors are rated with an average of 3.47 to 3.58, and the most selected score is 4 points.

Finally, to assess the overall satisfaction of customers when buying on the DLS website, many respondents do not agree that they have a good and satisfying shopping experience here. This is shown by the result of the answer to the proposition that "Overall, you are satisfied with your purchase experience on the website of DLS Co., Ltd". The average score that the respondents selected for this are 3.36 points, and the most selected score is 3 points (Mean = 3.36, Mode = 3).

Table 3.7. Descriptive Analysis of Satisfaction

	Mean	Mode	Minimum	Maximum	Standard Deviation
SAT1	3.36	3	2	5	.585
SAT2	3.42	3	1	5	.601
SAT3	3.39	3	2	5	.603

Respondents also did not agree that they would continue to make purchases on the site or would recommend the site to friends and relatives. The proposition that "You will keep repurchasing from the website of DLS Co., Ltd" receives an average of 3.42 points, and the most selected score is 3 points (Mean = 3.42, Mode = 3). The phrase "You will recommend the website of DLS Co., Ltd to your friends and

family" also received only a 3.39 average, and the most selected score was 3 points (Mean = 3.39, Mode = 3).

3.3. Scale reliability

The data test that has been taken here is the scale reliability testing of Cronbach's Alpha coefficient. The test is used to assess the reliability along with the validity of the raw data for further statistical analysis. In the test, the two values which are Cronbach's Alpha coefficient and the item-total correlation need to pass the test. According to Hair et al. (1995), Cronbach's Alpha coefficient needs to be higher than .7 and the item-total correlation needs to be higher than .5. The results for the Scale reliability test of the collected dataset for this study show that the variables ensure reliability.

3.4. Exploratory factor analysis

In addition to the Scale reliability testing of Cronbach's Alpha coefficient, the Exploratory factor analysis is carried out to help define the structure of the variables included in the dataset. EFA analysis for the Independent variable and Dependent variable both satisfy the requirement.

3.5. Correlation among factors

The correlation does not exclude any factors because the sig between each independent variable and the dependent variable is less than 0.05.

Table 3.8. Model Summary

Model	R	R square	Adjusted R Square	Std. Error of the Estimate	Durbin-Watson
1	.825[a]	.681	.675	.28495	2.006

a. Predictors: (Constant), PAY, WEB, PRO, PRI, NET, SER
b. Dependent Variable: SAT

The adjusted R square is 0.675 = 67.5%. Thus, the independent variables affect 67.5% of the variation of the dependent variable. The remaining 32.5% is due to non-model variables and random errors.

Table 3.9. ANOVA

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	51.996	6	8.666	106.731	.000[b]
	Residual	24.358	300	.081		
	Total	76.355	306			

a. Dependent Variable: SAT
b. Predictors: (Constant), PAY, WEB, PRO, PRI, NET, SER

The ANOVA analysis shows that the F statistic is statistically significant.

Table 3.10. Coefficients

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Tolerance	VIF
1	(Constant)	-.120	.144		-.830	.407		
	PRO	.244	.025	.352	9.745	.000	.813	1.230
	SER	.243	.028	.310	8.618	.000	.820	1.220
	PRI	.075	.022	.117	3.398	.001	.904	1.106
	WEB	.184	.027	.229	6.713	.000	.915	1.092
	NET	.065	.023	.100	2.820	.005	.842	1.188
	PAY	.186	.023	.280	8.143	.000	.902	1.109

a. Dependent Variable: SAT

The coefficients of the variables PRO, SER, PRI, WEB, NET, PAY are .352, .310, .117, .229, .100, and .280, respectively. All of the coefficients are statistically significant. These coefficients have a positive sign, improving that the change in these factors would have the same direction as the changes in the level of customer satisfaction.

The model can be used to explain the level of customer satisfaction and the impact of the six factors presented below:

$$SAT = .352PRO + .310\ SER + .117PRI + .229WEB + .100NET + .280PAY$$

3.6. Hypothesis testing

H1: There is a positive impact of Product Quality on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of Product quality is .000 which is lower than .05, and the Pearson correlation coefficient of this factor is .584. So, H1 is accepted. This proved that products influence positively the satisfaction of customers when shopping on the website of DLS, and they consider product quality as an important element.

H2: There is a positive impact of Service Quality on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of Service quality is .005 which is lower than .05, and the Pearson correlation coefficient of this factor is .564. So, H2 is accepted. This proved that service quality influences positively the satisfaction of customers when shopping on the website of DLS, and they consider service quality as an important element.

H3: There is a positive impact of the Network System on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of the Network System is .005 which is lower than .05, and the Pearson correlation coefficient of this factor is .405. So, H3 is accepted. This proved that Network System influences positively the satisfaction of customers when shopping on the website of DLS, and they consider the network system as an important element.

H4: There is a positive impact of the Payment System on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of the Payment System is .000 which is lower than .05, and the Pearson correlation coefficient of this factor is .465. So, H4 is accepted. This proved that the Payment System influences positively the satisfaction of customers when shopping on the website of DLS, and they consider the Payment system as an important element.

H5: There is a positive impact of Privacy Protection on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of Privacy Protection is .001 which is lower than .05, and the Pearson correlation coefficient of this factor is .340. So, H5 is accepted. This proved that Privacy Protection influences positively the satisfaction of customers when shopping on the website of DLS, and they consider Privacy Protection as an important element.

H6: There is a positive impact of Website Characteristics on the e-commerce customer satisfaction of DLS Co., Ltd.

From the analysis, it can be seen that the Sig. value of Website Characteristics is .000 which is lower than .05, and the Pearson correlation coefficient of this factor is .393. So, H6 is accepted. This proved that Website

characteristics influence positively the satisfaction of customers when shopping on the website of DLS, and they consider Website Characteristics as an important element.

4. Conclusion

This study has been conducted for the main purpose of improving customer satisfaction when buying products on DLS company website. This study has three main objectives including (1) identifying factors affecting customer satisfaction when buying goods on DLS company website, (2) measuring customer satisfaction. When buying products on DLS company website, (3) propose solutions to improve customer satisfaction when buying products on DLS company's website. Through the results of this study, all three research objectives were effectively implemented. The following research conclusions justify these findings:

First, the researcher studied the influence of six factors including Product, Service, Network System, Payment, Privacy Protection, and Website Characteristics on customer satisfaction when making purchases on DLS company's website. The results of this study demonstrate the existence of a positive relationship between the six factors and the satisfaction of online customers of DLS. This means that the first objective of this study was effectively implemented when identifying six factors that affect customer satisfaction.

Secondly, through the survey results, collected from 307 respondents, this study measured customer satisfaction with the six factors mentioned. The survey results show that customers feel quite satisfied but not satisfied with all six factors including Product, Service, Network System, Payment, Privacy Protection, and Website Characteristics. In particular, customers are least satisfied with "Products are unique in design and type" in the Product factor, "Products are delivered fully and intact" in the Service factor, with "The website is well accessible" in the Network System factor, with "Payment information is well secured" in Payment factor, with "The system is trustworthy" in Privacy Protection factor,

with "The site is easy to use and understand" in Website Characteristic factor. Therefore, it is necessary to develop solutions to improve those elements of the website. This means that the second research goal is effectively implemented.

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