How E-commerce Succeeds: The Role of Information Systems in Boosting Customer Satisfaction

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***Abstract*— The rapid growth of e-commerce has revolutionized consumer behavior, especially among Millennials and Generation Z, who increasingly rely on online platforms for their purchases. This paper shows the impact of information systems success on individual performance outcomes in e-commerce, focusing on the DeLone and McLean information system success model and its three key dimensions: system quality, information quality, and service quality. A quantitative survey method was employed to gather data from e-commerce users in the western province of Sri Lanka, which is an economically developed region where Millennials and Generation Z are highly engaged with international and local e-commerce platforms. The study uses PLS-SEM to identify that system, information, and service quality significantly increase customer satisfaction and thereby improve individual performance in e-commerce. The study will address the significant research gap in Sri Lanka, where the rapid growth of e-commerce has not been adequately studied in terms of the impact of information and individual outcomes.**

Keywords—Customer Satisfaction, E-customer, Information Quality, Service Quality, System Quality

I. INTRODUCTION

In the rapidly changing digital world, e-commerce has changed how online shopping business transactions are conducted. Instead of visiting physical stores, customers now enjoy the convenience of buying products and services online from the comfort of their homes. This fundamental shift has changed the dynamics of business operations and customer interactions, driven primarily by Millennials and Generation Z. These tech-savvy generations, having grown up in the digital age, play a pivotal role in shaping the future of e-commerce with their behaviors, expectations, and preferences. Understanding their interaction with online shopping platforms is essential to improving business performance and customer experiences. However, one of the limitations is these paper focuses on Millennials and Generation Z, which may not correctly capture the dynamics of other demographic groups. In order to provide a more comprehensive understanding of the dynamic of e-commerce, future studies must examine broader population, as this more limited perspective makes clear.

Technology plays a pivotal role in the success of e-commerce, with the performance of its information systems being a critical factor. However, the existing research and model focus on the ISS dimensions of system quality (SQ), information quality (IQ), and service quality (SVQ) and their relationship with customer satisfaction (CS). There is a theoretical gap in adapting the ISS framework to developing economies like Sri Lanka, where consumer behaviors, technological readiness, and infrastructure challenges differ from those in developed countries. Additionally, an empirical gap exists due to the limited studies conducted in Sri Lanka that comprehensively examine the impact of ISS dimensions on CS [1], [2]. Existing research often focuses on specific sectors or regions, providing insufficient insights into the broader e-commerce landscape, particularly for younger, tech-savvy demographics such as Millennials and Generation Z.

Customer satisfaction is a cornerstone of successful e-commerce businesses. It reflects how well an e-commerce platform meets user expectations and is influenced by factors such as accurate information, quality service and system performance. A positive experience marked by reliable information, effective support, and ease of use encourages customer loyalty, repeat visits, and positive word of mouth. The widely recognized DeLone and McLean ISS model underscores the significance of customer satisfaction as a critical dimension of system success, illustrating its strong connections to IQ and SQ. Satisfied customers are more likely to use the platform again and again, driving both customer performance and platform success.

II. RESEARCH PROBLEM

The study identifies both theoretical and empirical gaps in existing research. While prior studies focus on the ISS dimensions of system quality (SQ), information quality (IQ), and service quality (SVQ) and their relationship with customer satisfaction (CS), past researchers have not adapted the ISS framework to developing economies like Sri Lanka. These economies face unique challenges, such as differing consumer behaviors, technological readiness, and infrastructure issues. Furthermore, limited empirical

research in Sri Lanka fails to provide comprehensive insights into the broader e-commerce landscape, particularly for younger demographics like Millennials and Generation Z. This research aims to address these gaps by examining the impact of ISS dimensions on CS in Sri Lanka's e-commerce sector.

III. Literature Review

A. System Quality

The Rapid growth of e-commerce has necessitated the creation of superior systems to guarantee CS and business success. This literature research examines its impact on CS and overall business performance. Research shows that user-friendly interfaces, intuitive navigation, and clear information presentation are essential to improving the usability of e-commerce platforms [3]. Wixom and Todd have analyzed the impact of information technology on CS and technology acceptance by integrating the literature [4]. Mei Cao also highlighted usability as a crucial factor in website effectiveness, emphasizing its significance in enhancing CS [3]. DeLone and Mclean's research emphasized the importance of reliability in their updated ISS model, which is widely used in e-commerce studies. Performance refers to the speed and efficiency of an e-commerce system. High-performance systems can handle large transaction volumes and provide fast responses, thereby improving the overall customer experience. Zhang and Von Dran study revealed that system performance significantly affects CS and perceived value. e-commerce security is crucial because it directly affects consumer confidence and willingness to engage in transactions. Research shows that robust security measures such as encryption and secure payment gateways are essential to maintain SQ [5]. Study [6] explored the significant impact of security on consumer perceptions of e-commerce platforms. In addition, scalability is a system's ability to handle increased load, which is critical in e-commerce to accommodate growth and ensure uninterrupted service. The study by [7] emphasizes the significance of scalable architectures and technologies in maintaining SQ, particularly in e-commerce systems, highlighting the advantage of cloud-based solutions.

H_1: System quality has a positive impact on customer satisfaction in e-commerce.

And also SQ significantly improves CS in the e-commerce sector. It is characterized by reliable performance, user-friendly interfaces, and robust security measures that directly affect the overall user experience. Ease of ordering and return management significantly increase CS and encourage repeat purchase intentions [8]. According this study explored, how SQ significantly affects customer loyalty. Satisfied customers are more likely to return to a platform that consistently meets their expectations. By integrating advanced technologies such as personalized recommendations and seamless payment gateways, the perceived value of the platform is enhanced, thereby increasing CS [9]. The quality of an e-commerce system significantly affects CS, as well as their immediate shopping experience and long-term loyalty.

B. Information Quality

IQ significantly impacts the success of e-commerce platforms, as it improves customer experience, enhances CS, and boosts sales. This examines the importance of IQ in e-commerce, focusing on dimensions such as completeness, ease of understanding, accuracy, relevance, and security [10], [11]. These dimensions ensure the reliability and usefulness of the information provided to users. In the past research completeness, defined as the completeness of all required information. E-commerce provides comprehensive product information, including details, specifications, images, and reviews. Incomplete information can lead to customer dissatisfaction and reduced sales. Understanding information is critical for consumers to make informed purchasing decisions. The concept of clarity, simplicity, and accessible organization of information is crucial to user accessibility. Chuang and his crew's study emphasized that clear and understandable information is critical to increasing customer satisfaction and loyalty [12]. Accuracy is the accurate and correct representation of information that is critical to making informed decisions. Misleading information can lead to misunderstandings, poor decision-making, ultimately, customer satisfaction and trust. Relevance refers to the relevance of information to the needs of the user. In e-commerce, relevant information includes personalized recommendations and context-specific details. As an example, Xu and his team suggests that providing personalized product suggestions can significantly improve the shopping experience [13]. Ensuring information security is crucial in commerce, particularly in handling sensitive customer data, to prevent data breaches and enhance customer confidence. Past studies [6] point out the importance of robust security measures in maintaining high IQ and customer trust.

H_2: Information quality has a positive impact on customer satisfaction in e-commerce.

Therefore, this research consistently shows that IQ significantly affects CS in e-commerce. Various theoretical models have been proposed to explain the effect of information quality on CS. The ISS model emphasizes the significance of IQ in achieving system success, including customer satisfaction [5]. A past study found that website quality, including IQ, significantly increased CS and purchases [14]. Recent studies by Savastano and his team confirm that accurate and relevant information significantly increases CS and loyalty in various e-commerce contexts, emphasizing the importance of IQ in digital markets [8].

C. Service Quality

The rapid growth of online shopping requires businesses to understand the essential aspects of service quality to improve customer experience and maintain a competitive edge [5]. According to past studies have identified key dimensions of SVQ in e-commerce. Customer experience is significantly influenced by dimensions of SVQ, including reliability, responsiveness, assurance, and empathy [11]. However, reliability is the ability of an e-commerce platform to reliably and accurately deliver the promised service. A study by [15] identified the importance of consistent and accurate order fulfillment to increase customer confidence and satisfaction. Similarly, research by [16] emphasized the importance of reliable website performance and accurate product information in building customer loyalty. Responsiveness is the ability to assist customers and provide prompt service. In the context of e-commerce, this includes timely responses to customer inquiries and efficient handling of issues. Yang and Jun's

study reveals that responsiveness is a critical factor in CS, especially in complaint resolution and support. Further research by Collier and Bienstock showed that prompt and effective customer service responses positively affect customer perceptions of SVQ [17]. Assurance refers to employee's knowledge and courtesy and their ability to inspire trust and confidence. E-commerce ensures security through secure transactions, clear privacy policies, and professional customer service [6]. And Gefen's also indicates that perceived security and trustworthiness are crucial for customer retention in e-commerce. Empathy is the act of providing compassionate and personalized care to consumers. Empathy can be demonstrated in the online shopping environment through personalized recommendations and attentive customer service. Wolfinbarger and Gilly's study reveals that personalized communication and support, infused with empathy, significantly boost customer satisfaction and loyalty [18].

H_3: Service quality has a positive impact on customer satisfaction in e-commerce.

According to past studies have shown a positive correlation between SVQ and CS in e-commerce. High SVQ enhances CS, which in turn fosters loyalty and repeat purchases [19]. Reliability refers to the ability of the e-commerce platform to deliver promised services reliably and accurately, which significantly affects customer satisfaction as they expect timely and reasonable quality delivery of their orders [20]. Research shows that responsiveness significantly affects CS in e-commerce, as timely responses to inquiries and issues improve the overall shopping experience [21]. Studies show that assurance enhances customer satisfaction by minimizing perceived risks associated with online shopping [22].

D. Customer Satisfaction

CS is a critical factor in determining the success of e-commerce businesses. The impact on repeat purchases, repeat visits, and user opinions is essential to the sustainability and growth of online businesses. This literature review examines CS in e-commerce, analyzing research articles published since 2003 [5]. Repeat purchases are a critical indicator of CS. Research shows that satisfied customers are more likely to make repeat purchases, which boosts the long-term profitability of e-commerce businesses. Anderson and Srinivasan reveal that customer satisfaction boosts e-loyalty, which leads to repeat purchases [23]. The frequency of visits to e-commerce sites can be influenced by factors such as website design, ease of navigation, and quality of information provided [24]. User opinions, often expressed through reviews and ratings, significantly affect CS and can boost an e-commerce site's reputation and attract new customers, according to Chevalier and Mayzlin study [25].

IV. METHODOLOGY

This study uses a quantitative research approach to explore the impact of SQ, IQ, and SVQ on CS in e-commerce by integrating the ISS [26]. Following the research onion framework, positivism was chosen as the research philosophy to objectively examine customer satisfaction. A deductive approach tests pre-established hypotheses based on the DeLone and McLean ISS model. A purposive sampling technique was used to select one hundred young consumers aged 12 to 44 years who are active e-commerce users in the Western Province of Sri Lanka. Data were collected using a structured questionnaire available in both English and Sinhala, and Likert scales were used for responses. This quantitative method is consistent with the positivist philosophy, emphasizing objective measurement and empirical evidence. For statistical analysis, numerically coded data were analyzed using structural equation modelling (SEM) with SmartPLS software to examine the relationships between the studied variables and test the predefined hypotheses. This approach involves examining the direct and indirect effects of SQ, IQ, and SVQ on CS through validated scales to ensure reliability and validity.

V. RESULTS

The PLS-SEM approach was used to analyze a 100-entry data set using SmartPLS 4 software. This method is suitable for studies involving latent variables and complex constructs and is ideal for predictive studies. It provides robust results even with small sample sizes, making it an excellent choice for prediction-focused studies [27].

A. Demographic Profile

The following TABLE I provides detailed and comprehensive overview of the respondents' demographics. This demographics profile of the 100 participants is based on gender, age group, education level, province, purchase intentions.

TABLE I. DEMOGRAPHIC PROFILE

Variable	Item	Frequency	Percentage
Age	12-17	8	8%
	18-27	69	69%
	28-43	23	23%
Gender	Male	56	56%
	Female	43	43%
	Prefer not to say	1	1%
Educational Status	Ordinary Level	3	3%
	Advanced Level	11	11%
	Certificate / Diploma / Technical	11	11%
	Undergraduate	51	51%
	Bachelor's Degree	22	22%
	Master's Degree or Above	2	2%
Distribution of items purchasing within a year (2024)	1-4	20	20%
	5-9	45	45%
	10 or more	34	34%
	None	1	1%
Purchases from platforms	Electronics	96	31.3%
	Fashion and Accessories	115	37.5%
	Home and Living	41	13.4%
	Health and Beauty	31	10.1%
	Baby and Kids	6	2%
	Sports and Outdoor	15	4.9%
	Automotive	2	1%

The gender distribution of responds in around the Sri Lanka. There are 43% females, 56% males and 1% prefer not to say. When it comes to age distribution, most of the surveys responded by age groups 18-43 years, while 77%

of data falls into the age group 12-27 (Gen Z), which is skewed towards the young crowd as represented in TABLE I. The majority 51% are undergraduates, followed by 11% who have complete advanced level.11% hold a certificate, diploma, technical qualification and 22% have bachelor's degree. Only 2% have master's degree or above. From this we can determine undergraduates are willing to response for surveys than others. About the items purchased, this year, 45% purchased 5-9 items from the platforms, and only one person did not make any purchases. Product preferences reveal a blend of tech and fashion interests, with the majority purchasing fashion and accessories (37.5%) and electronics (31.3%). This mix indicates that respondents view e-commerce platforms as a source for both practical and style-driven purchases.

B. Measurement Model Assessment

Testing the measurement model in Fig. 1 is the first stage of any analysis of results with PLS-SEM. It enables researchers to investigate the associations between the latent constructs and their indicators. Evaluation of the reflective measurement model, which is outer loadings, composite reliability as well as convergent and discriminant validity. The opening stage consists of the numerical outer loadings (indicator loadings), which gives an idea about evaluating this reliability indicator with every construct separately. So here, over 0.708, the outer loadings were above, which is acceptable because it shows that the variable explains more than 50% of the indicant variance [27].Considering all indicators of SQ, IQ, SVQ, and US, each has established acceptable criteria in factor loading.

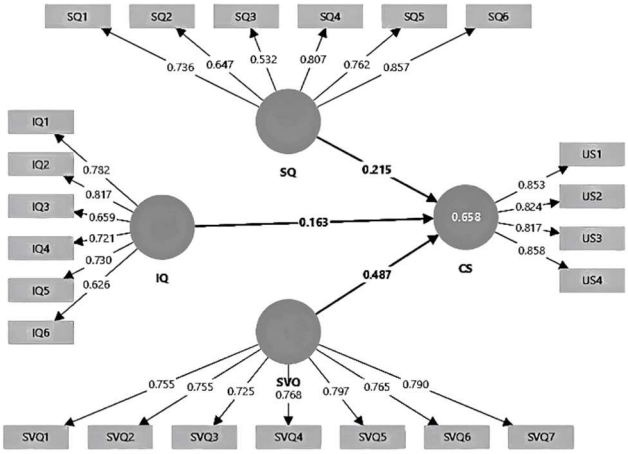

Fig. 1. Measurement model

TABLE II. COMPOSITE RELIABILITY (CR), AVERAGE VARIANCE EXTRACTED (AVE), CRONBACH'S ALPHA (CA)

Constructs	Indicators	Outer loadings	Cronbach's alpha (CA)	Composite reliability (rho_a)	Composite reliability (rho_c)	Average variance extracted (AVE)
IQ	IQ1	0.782	0.817	0.820	0.869	0.526
	IQ2	0.817				
	IQ3	0.659				
	IQ4	0.721				
	IQ5	0.73				
	IQ6	0.626				
SQ	SQ1	0.736	0.822	0.852	0.871	0.535
	SQ2	0.647				
	SQ3	0.532				
	SQ4	0.807				
	SQ5	0.762				
	SQ6	0.857				
SVQ	SVQ1	0.755	0.882	0.884	0.908	0.586
	SVQ2	0.755				
	SVQ3	0.725				
	SVQ4	0.768				
	SVQ5	0.797				
	SVQ6	0.765				
	SVQ7	0.790				
CS	US1	0.853	0.859	0.864	0.904	0.703
	US2	0.824				
	US3	0.817				
	US4	0.858				

Second, reliability has been assessed through two measures: composite reliability (CR) by name 'rho_c' and Cronbach alpha (CA). They both have the same threshold, that any value above 0.6 to 0.7 will be acceptable, and a value between 0.7 to 0.9 is satisfactory to good style score values. Yet, values above 0.95 mean that the scales are problematic, as this starts to cause issues with validity [27].As shown in TABLE II, all CR and CA values are in the 0.6 to +0.95 range, meaning all are valid.

Finally, the construct validity phase of an evaluation. Convergent validity and discriminant validity were used to make an estimation. Convergent validity (how good a measure is at measuring what it is supposed to) can be evaluated using the average variance extracted (AVE). An AVE value greater than 0.5 indicates that the construct accounts for more than half of the variance exhibited by its indicators [27]. Because all the AVE values are well above the threshold, convergent validity has been established.

TABLE III. DISCRIMINANT VALIDITY (HTMT)

	CS	IQ	SQ	SVQ
CS				
IQ	0.856			
SQ	0.849	0.844		
SVQ	0.896	0.837	0.842	

Based on the HTMT (Heterotrait-Monotrait Ratio) results in TABLE III, the values for all constructs are below the recommended threshold of 0.90; this indicates acceptable discriminant validity, which means the constructs are sufficiently distinct. The HTMT values between CS and other constructs (IQ, SQ, and SVQ) range between 0.856 and 0.896, staying within acceptable limits. These results confirm that the constructs measured in the model demonstrate discriminant validity.

TABLE IV. MODEL FIT

	Saturated model	Estimated model
SRMR	0.075	0.075
d_ULS	1.543	1.5335
d_G	0.858	0.858
Chi-square	436.214	436.214
NFI	0.716	0.7176

The above TABLE IV represents the model fit; the SRMR value of 0.075 is below the threshold of 0.08, indicating a good model fit. SRMR measures the difference between

observed and predicted correlations. A value under 0.08 shows that the model fits well. Chi-Square: 436.214 indicates a good overall fit. NFI (Normed Fit Index): 0.716, while not extremely high, is acceptable for a complex model like PLS-SEM.

TABLE V. PATH COEFFICIENTS

	Original sample (O)	Sample mean (M)	Standard deviation (STDEV)	T statistics (|O/STDEV|)	P values
SQ -> CS	0.215	0.2145	0.100	2.149	0.032
IQ -> CS	0.163	0.168	0.110	1.483	0.138
SVQ -> CS	0.487	0.488	0.106	4.601	0.000

The path coefficients indicate the strength and direction of the relationships between the latent constructs, according to TABLE V,

SQ -> CS: $\beta = 0.215$, $p=0.032$. However, this path is meaningful, indicating that SQ positively affects CS. The value of $\beta = 0.215$ indicates that CS increases by 0.215 units for each unit increase in SQ.

IQ -> CS Path coefficient (β) = 0.163, $p = 0.138$. This is an insignificant path; IQ has no statistically significant direct effect on CS in the model; this value will become acceptable when maximized responses.

SVQ - > CS $\beta = 0.487$, $p = 0.000$. The strongest association appears to be the one implied by the red line, meaning that SQ exerts a significant and positive influence on CS.

VI. DISCUSSION AND CONCLUSION

This study explores key factors such as information quality (IQ), system quality (SQ), service quality (SVQ), and customer empowerment (CS), delving into the significance of their relationship with customer satisfaction (CS). These findings are analyzed through the lens of existing literature, offering valuable theoretical insights and practical implications for enhancing CS within the framework of ISS. The findings empirically support that SQ has considerable influences on CS (Hypothesis H1). Therefore, first objective of the study is achieved. By integrating modern technologies such as payment options and personalized suggestions, the perceived value of the platform promotes CS [9] proving that system reliability enhances customer satisfaction. The current investigation demonstrates that SVQ has considerable influence on CS (Hypothesis H3); this emphasize the essential nature of service in e-commerce, with the capacity for actions like responsiveness, assurance, and empathy to drive loyalty and repeat purchases [19]. Improving customer support and personalized services can significantly enhance user experience, such as [20] explore, when the e-commerce website provides promised services reliably and accurately, directly affecting CS. Based on the finding from the study that IQ insignificantly influences CS (Hypothesis H2), this could reflect that users' value system and service characteristics are higher than IQ to assess their satisfaction with e-commerce websites. Different theoretical models have pointed out how IQ affects CS, such as [5] exploring IQ's major impact on system successes and CS. By referring the [14] and [8] provide accurate and relevant information on the considerable impact on CS and customer purchasing behavior but Millennials and Generation Z, who dominate the e-commerce landscape in Sri Lanka, are digital natives accustomed to high-quality information across platforms. As a result, they may perceive accurate and complete information as a baseline requirement rather than a differentiating factor for satisfaction [28]. Users value platform dependability (SQ) and responsiveness (SVQ) more than content quality, as shorter response times and convenient payment options may outweigh the perceived value of information quality. Many e-commerce platforms now provide uniform and high-quality information, reducing the unpredictability of IQ as a predictor of happiness. This contrasts with previous research highlighting IQ's importance in system success and customer satisfaction. However, in highly competitive or established marketplaces, customers may take IQ for granted and focus on experience components like customization and customer service [29]. This study guides businesses in optimizing their e-commerce platforms to increase CS and efficiency by addressing challenges and identifying key factors. The findings will provide valuable insights for policymakers and practitioners aiming to improve consumer engagement in e-commerce infrastructure and similar markets.

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