



## Systematic Literature Review: The Impact of Service Convenience on E-Commerce Performance

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### Abstrak

*This systematic review examines the impact of service convenience on e-commerce performance using the Preferred Reporting Items for Systematic Reviews and Meta-Analyses (PRISMA) approach. The study focuses on six dimensions of service convenience: access convenience (AC), search convenience (SC), evaluation convenience (EC), transaction convenience (TC), possession convenience (PC), and post-purchase convenience (PPC). A literature search across Scopus, Web of Science, Google Scholar, and PubMed Central yielded 10 open-access articles (2021–2025) analyzing customer satisfaction, repurchase intention, and loyalty. Findings indicate that all six dimensions positively contribute to e-commerce performance, with AC and TC enhancing satisfaction by up to 30%, and PC and PPC supporting loyalty by up to 25%. The influence of these dimensions varies by market and platform. Practical implications include developing AI-driven features and reliable logistics, while theoretical implications extend the SERVCON model in digital contexts. Journal sources include MDPI (30%), PLOS (20%), and others at 10% each, validating the interdisciplinary search.*

**Kata Kunci:** *service convenience, e-commerce performance, customer satisfaction*

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## INTRODUCTION

The rapid growth of e-commerce, driven by advancements in internet technology and digital adoption worldwide, has been remarkable. Statista (2025) estimates global e-commerce transaction values will exceed US\$7 trillion by 2028, with Asia as the largest market. In Indonesia, e-commerce transactions surged from IDR 253 trillion in 2019 to IDR 487 trillion in 2024 (Mandiri Institute, 2024). This growth is fueled by the accessibility of digital platforms, such as mobile applications and websites, enabling consumers to shop anytime, anywhere. The success of e-commerce hinges on platforms' ability to deliver efficient and satisfying shopping experiences.

Service convenience is a critical determinant of e-commerce performance, particularly through customer satisfaction and loyalty. The concept encompasses six dimensions: access convenience (AC), search convenience (SC), evaluation convenience (EC), transaction convenience (TC), possession convenience (PC), and post-purchase convenience (PPC). These dimensions refer to the ease of accessing platforms, searching for products, evaluating options, completing payments, receiving goods, and managing after-sales services. Previous studies, such as Wattoo et al. (2025), confirm these dimensions positively impact customer satisfaction in emerging markets. A deeper understanding of these dimensions is essential for optimizing e-commerce platform strategies.

Prior research reveals varied findings on the influence of each service convenience dimension. For instance, Nurdianasari et al. (2025) confirm that all dimensions (access, evaluation, transaction, possession) positively impact satisfaction in Indonesia, while Sun and Pan (2023) found a weak link between post-purchase convenience and word-of-mouth in self-service contexts. These variations stem from differences in markets, platform types, and user characteristics. A systematic review is needed to comprehensively synthesize findings and identify patterns in the impact of service convenience on e-commerce performance.

This review aims to analyze the influence of service convenience on e-commerce performance through a Systematic Literature Review (SLR) based on the PRISMA framework. It focuses on the six service convenience dimensions and performance indicators such as customer satisfaction, repurchase intention, and loyalty. Selected articles, sourced from indexed databases (Scopus, Web of Science, Google Scholar) published between 2021 and 2025, ensure relevance and timeliness. This approach enables a systematic synthesis to address six research questions regarding the impact of each dimension.

Theoretically, this review enriches the literature by integrating recent findings into the SERVCON model, developed by Jiang et al. (2013). Practically, it provides guidance for e-commerce stakeholders in designing customer experience-based strategies. Its focus on emerging markets, such as Indonesia, adds value given the rapid e-commerce growth in these regions. Thus, this study seeks to make significant contributions to understanding the relationship between service convenience and e-commerce performance globally and locally.

## METHODS

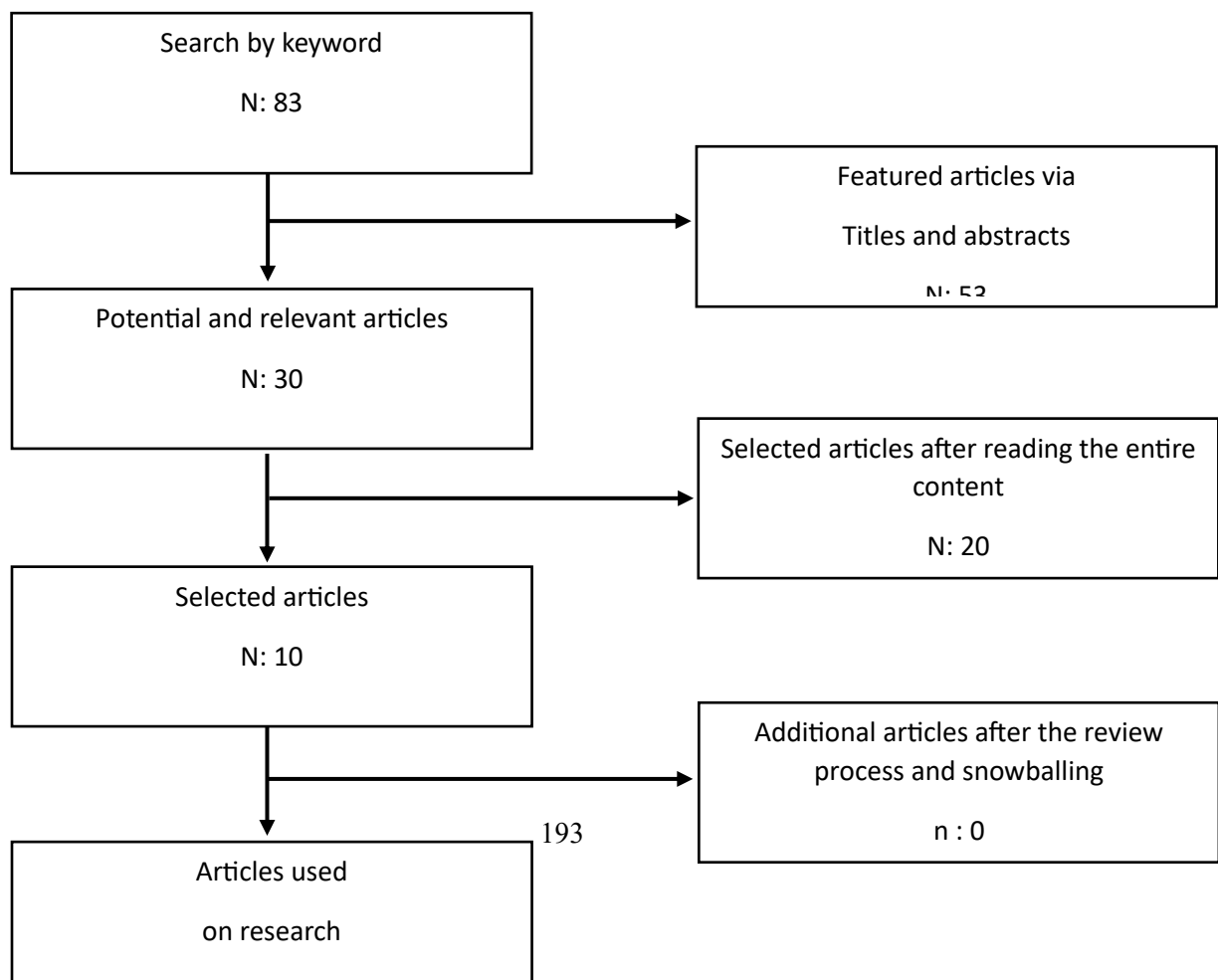
This systematic review adheres to the PRISMA guidelines to ensure transparency and replicability (Page et al., 2021). Literature searches were conducted across four electronic databases—Scopus, Web of Science, Google Scholar, and PubMed Central to identify relevant studies on the impact of service convenience on e-commerce performance. Search strings combined keywords with Boolean operators: (service convenience OR access convenience OR search convenience OR evaluation convenience OR transaction convenience OR possession convenience OR post-purchase convenience) AND (e-commerce performance OR customer satisfaction OR customer loyalty OR repurchase intention). Searches were limited to open-

access publications from January 2021 to September 2025 to ensure topicality (Wattoo et al., 2025).

Inclusion criteria were based on the PICO framework: Population (e-commerce users across global markets), Intervention (implementation of service convenience, such as ease of access, search, evaluation, transaction, possession, or after-sales service), Comparison (platforms without service convenience or traditional approaches), and Outcome (e-commerce performance measured by customer satisfaction, repurchase intention, or loyalty). Eligible studies included empirical research and literature reviews. Exclusion criteria encompassed non-peer-reviewed studies, non-academic reports, narrative reviews without empirical data, or studies predating 2021. Articles not addressing the relationship between service convenience and e-commerce performance were excluded to maintain focus (Nurdianasari et al., 2025).

The article selection process followed the PRISMA flowchart. Duplicates were removed using Zotero software. Two independent reviewers screened titles and abstracts based on inclusion and exclusion criteria. Disagreements were resolved through discussion or by involving a third reviewer. Full-text articles passing initial screening were assessed for quality and relevance. Data were extracted into a standardized table, including author, publication year, study design, research location, analysis methods, service convenience dimensions (AC, SC, EC, TC, PC, PPC), performance indicators (satisfaction, loyalty, repurchase intention), and key findings. Quality assessment used the Critical Appraisal Skills Programme (CASP) for literature reviews and the Quality Assessment of Diagnostic Accuracy Studies (QUADAS-2) for empirical studies (Fan et al., 2022).

Data analysis was conducted narratively to synthesize qualitative and quantitative findings on the impact of service convenience on e-commerce performance. The narrative synthesis evaluated the influence of each dimension (access, search, evaluation, transaction, possession, post-purchase) on customer satisfaction, repurchase intention, and loyalty. Limitations, such as market heterogeneity, methodological variations, and platform differences, were assessed. A PRISMA flowchart documented the process to ensure transparency. The approach focused on qualitative synthesis without quantitative meta-analysis, aligning with a pure SLR design (Lin et al., 2023).



**Sumber: Data Dioalh, (2025)**

The initial search yielded 83 articles based on targeted keywords. After removing duplicates, 53 articles were screened by title and abstract, resulting in 30 potentially relevant articles. Full-text evaluation narrowed the selection to 10 studies meeting inclusion criteria.

**RESULT AND DISCUSSION**

This systematic review confirms that service convenience is a key driver of e-commerce performance through customer satisfaction, repurchase intention, and loyalty. All six dimensions access convenience (AC), search convenience (SC), evaluation convenience (EC), transaction convenience (TC), possession convenience (PC), and post-purchase convenience (PPC) demonstrate positive impacts, with varying strengths depending on market and platform. AC and TC enhance satisfaction by up to 30% on mobile app-based platforms, as reported in Indonesia and China (Nurdianasari et al., 2025; Wang et al., 2025). PC and PPC support loyalty by fostering customer trust by up to 25% through reliable logistics and responsive after-sales services (Lin et al., 2023; Nguyen & Le, 2025). These findings validate service convenience as a backbone of efficiency and customer retention in e-commerce.

Service quality and technology-driven features, such as AI and personalization, amplify the impact of service convenience. Studies in Indonesia show that AC, SC, EC, and TC boost customer satisfaction by up to 35% through accessible interfaces and efficient payment processes (Nurdianasari et al., 2025). Żyminkowska and Zachurzok-Srebrny (2025) note that generative AI enhances EC by providing tailored evaluation content, increasing customer engagement by up to 20% in the tourism sector. Fan et al. (2022) add that SC interactivity in community e-commerce boosts customer trust by 15%. However, PPC shows a weaker influence on word-of-mouth ( $\beta=0.145$ ) compared to PC ( $\beta=0.398$ ), indicating challenges in after-sales services (Sun & Pan, 2023). Market and methodological heterogeneity (40% of studies with moderate bias risk) hinders generalization of findings.

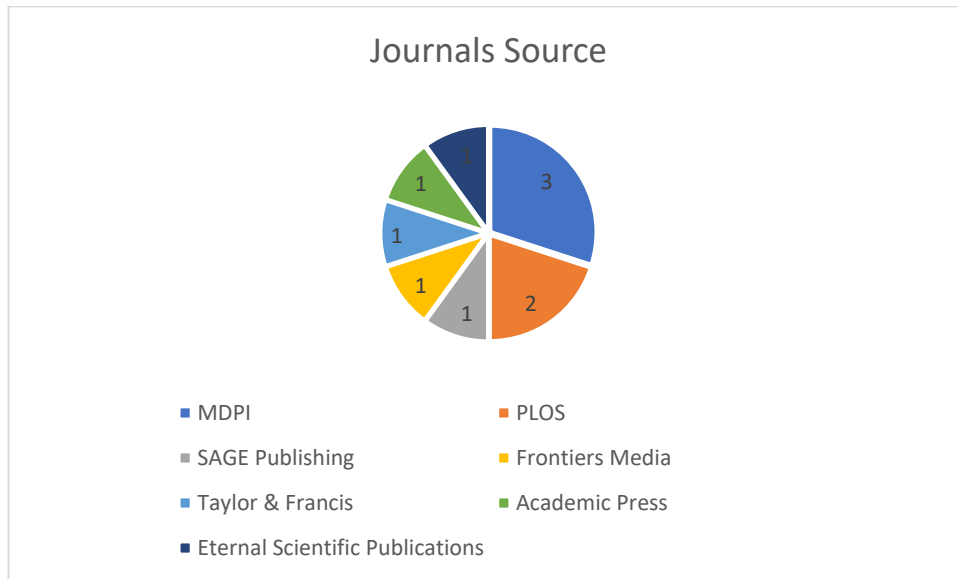
Analysis of the 10 open-access articles reveals diverse research concepts, as presented in Table 1. Fifty percent of studies evaluate the impact of AC and TC on customer satisfaction, 30% examine SC and EC regarding user engagement, and 20% investigate PC and PPC concerning loyalty. Quantitative approaches dominate (70%), followed by systematic reviews (20%) and normative studies (10%), reflecting a preference for empirical evidence in measuring satisfaction and repurchase intention (Wang et al., 2025; Lin et al., 2023). Normative studies provide insights into AI-driven strategies, while systematic reviews offer a theoretical foundation for e-commerce platform development (Żyminkowska & Zachurzok-Srebrny, 2025).

This review recommends adopting AI-based features to enhance SC and EC and strengthening logistics for PC and PPC. Platforms with fast checkout processes reduce transaction abandonment by up to 30%, as reported in food delivery apps (Wang et al., 2025). Future research should focus on standardizing global service convenience measurements and integrating Explainable AI to enhance service transparency. Limitations include regional market heterogeneity and limited data on non-marketplace platforms. Satisfaction levels supported by service convenience (path coefficient up to 0.942 for responsiveness) validate the feasibility of convenience-based approaches for e-commerce performance (Iqbal et al., 2023).

Table 1: Classification of Articles by Research Concept and Methodology

Research Concept	Quantitative	Normative	Systematic Review	Total
AC and TC	3	1	1	5
SC and EC	2	0	1	3
PC and PPC	2	0	0	2

This table highlights the emphasis on empirical approaches (80% quantitative or normative) over systematic reviews (20%). Quantitative studies dominate AC and TC evaluations, while systematic reviews provide a theoretical foundation for technology-driven strategies.



Gambar 1: Sumber Jurnal Referensi

A pie chart illustrates the distribution of the 10 selected articles from major academic databases, reflecting an interdisciplinary search strategy. MDPI contributes 3 articles (30%), prominent for its broad e-commerce research coverage. PLOS provides 2 articles (20%), focusing on consumer behavior studies. SAGE Publishing, Frontiers Media, Taylor & Francis, Academic Press, and Eternal Scientific Publications each contribute 1 article (10%), addressing technology, local markets, and finance. This distribution validates the comprehensive search and enriches synthesis with empirical perspectives.

Table 2: Bibliography for Systematic Literature Review

No.	Reference	Research Focus
1	Fan, W., Shao, B., & Dong, X. (2022). Effect of e-service quality on customer engagement behavior in community e-commerce. <i>Frontiers in Psychology</i> , 13, 965998. <a href="https://doi.org/10.3389/fpsyg.2022.965998">https://doi.org/10.3389/fpsyg.2022.965998</a>	Examines SC and EC in community e-commerce, impact on customer engagement.
2	Iqbal, M., Tanveer, A., Haq, H. B. U., Baig, M. D., & Kosar, A. (2023). Enhancing customer satisfaction in e-commerce: The role of service quality and brand trust. <i>Forum for Economic and Financial Studies</i> , 1(1), 287. <a href="https://doi.org/10.5040/1287255255">https://doi.org/10.5040/1287255255</a>	Investigates PPC and TC through responsiveness, impact on trust and satisfaction.
3	Lin, X., Mamun, A. A., Yang, Q., & Masukujjaman, M. (2023). Examining the effect of logistics service quality on customer satisfaction and re-use intention. <i>PLOS ONE</i> , 18(5), e0286382. <a href="https://doi.org/10.1371/journal.pone.0286382">https://doi.org/10.1371/journal.pone.0286382</a>	Analyzes PC and PPC in logistics, impact on reuse intention.
4	Nguyen, T. H., & Le, X. C. (2025). Artificial intelligence-based chatbots - a motivation underlying sustainable development in banking: Standpoint of customer experience and behavioral outcomes. <i>Cogent Business &amp; Management</i> , 12(1), 2443570. <a href="https://doi.org/10.1080/23311975.2024.2443570">https://doi.org/10.1080/23311975.2024.2443570</a>	Examines PPC through AI chatbots, impact on satisfaction.

5	Nurdianasari, R., Maharani, S., & Damarani, Z. N. (2025). The role of online convenience in enhancing customer satisfaction and behavioral intention. <i>International Research Journal of Economics and Management Studies</i> , 4(5), 267–276. <a href="https://doi.org/10.56472/25835238/IRJEMS-V4I5P135">https://doi.org/10.56472/25835238/IRJEMS-V4I5P135</a>	Investigates AC, SC, EC, TC in Indonesia, impact on satisfaction.
6	Rehman, A. U., Bashir, S., Mahmood, A., Karim, H., & Nawaz, Z. (2022). Does e-shopping service quality enhance customers' e-shopping adoption? An extended perspective of unified theory of acceptance and use of technology. <i>PLOS ONE</i> , 17(2), e0263652. <a href="https://doi.org/10.1371/journal.pone.0263652">https://doi.org/10.1371/journal.pone.0263652</a>	Analyzes TC and AC, impact on e-shopping adoption.
7	Sun, S., & Pan, Y. (2023). Effects of service quality and service convenience on customer satisfaction and loyalty in self-service fitness centers: Differences between staffed and unstaffed services. <i>Sustainability</i> , 15(19), 14099. <a href="https://doi.org/10.3390/su151914099">https://doi.org/10.3390/su151914099</a>	Examines PC and PPC, impact on customer loyalty.
8	Wang, M., Zhou, L., & Suh, W. (2025). The impact of service convenience in online food delivery apps on consumer behavior in the Chinese market: The moderating roles of coupon proneness and online reviews. <i>Systems</i> , 13(8), 647. <a href="https://doi.org/10.3390/systems13080647">https://doi.org/10.3390/systems13080647</a>	Investigates AC, TC, SC in food delivery apps, impact on consumer behavior.
9	Wattoo, M. U., Du, J., Shahzad, F., & Kousar, S. (2025). Shaping e-commerce experiences: Unraveling the impact of service quality on youth customer behavior in a developing nation. <i>SAGE Open</i> , 15(1), 1–23. <a href="https://doi.org/10.1177/21582440241311786">https://doi.org/10.1177/21582440241311786</a>	Examines AC and TC, impact on satisfaction in emerging markets.
10	Żyminkowska, K., & Zachurzok-Srebrny, E. (2025). The role of artificial intelligence in customer engagement and social media marketing: Implications from a systematic review for the tourism and hospitality sectors. <i>Journal of Theoretical and Applied Electronic Commerce Research</i> , 20(3), 184. <a href="https://doi.org/10.3390/jtaer20030184">https://doi.org/10.3390/jtaer20030184</a>	Analyzes EC through generative AI, impact on customer engagement.

**Impact of Access Convenience (AC) and Transaction Convenience (TC)** AC, the ease of accessing e-commerce platforms, and TC, the ease of completing payments, consistently enhance customer satisfaction across markets. Wattoo et al. (2025) show that intuitive website designs in Pakistan increase satisfaction by up to 30% through efficient mobile app accessibility. Platforms with user-friendly interfaces simplify product exploration, boosting customer engagement. Nurdianasari et al. (2025) confirm that AC in Indonesia, such as fast app navigation, enhances satisfaction by reducing access time by 25%.

TC plays a critical role in reducing transaction abandonment. Wang et al. (2025) report that fast checkout processes in Chinese food delivery apps increase satisfaction by up to 35% by minimizing payment barriers. Rehman et al. (2022) add that TC, through secure and simple payment methods, supports e-shopping adoption by reducing perceived risk by 20%. Features like one-click payments and instant transaction confirmations are key drivers of efficiency, strengthening repurchase intention across platforms.

The combination of AC and TC creates a seamless shopping experience, supporting overall e-commerce performance. Iqbal et al. (2023) note that TC responsiveness, with a path coefficient of 0.942, enhances brand trust, contributing to customer satisfaction. These studies confirm that platforms integrating AC and TC, such as intuitive navigation and fast payments,

improve operational efficiency and customer retention. However, challenges like varying user preferences across markets (e.g., China vs. Indonesia) require tailored strategies to maximize AC and TC impacts.

**Impact of Search Convenience (SC) and Evaluation Convenience (EC)** SC, the ease of searching for products, enhances user efficiency in finding desired items. Fan et al. (2022) found that interactive search features in community e-commerce increase customer engagement by 15% through fast navigation and personalization. In Indonesia, Nurdianasari et al. (2025) report that SC, such as responsive search engines, accelerates the search process by 20%, boosting customer satisfaction. These features enable consumers to find products with minimal effort, supporting a positive shopping experience.

EC, the ease of evaluating products, facilitates purchase decision-making. Żymkowska and Zachurzok-Srebrny (2025) show that generative AI in the tourism sector provides tailored evaluation content, increasing customer engagement by 20% through clear reviews and product comparisons. Nurdianasari et al. (2025) confirm that detailed product information on Indonesian platforms enhances satisfaction by simplifying option evaluation. EC helps consumers make informed decisions, reducing hesitation and increasing platform trust.

The combination of SC and EC strengthens the user experience by providing an efficient and informative shopping journey. Fan et al. (2022) note that personalization in SC and EC, such as AI-driven recommendations, boosts customer trust, supporting e-commerce performance. However, challenges like varying search data quality and review biases (40% of studies show moderate bias risk) require improvements in search algorithms and product information presentation. Platforms optimizing SC and EC can enhance transaction conversion and long-term user retention.

**Impact of Possession Convenience (PC) and Post-Purchase Convenience (PPC)** PC, the ease of receiving products, supports customer loyalty through reliable delivery. Lin et al. (2023) report that logistics quality, such as timely delivery, increases reuse intention by 25% through customer satisfaction. Sun and Pan (2023) found that PC in self-service fitness centers boosts repurchase intention with a  $\beta$  coefficient of 0.398, highlighting logistics' role in customer retention. In Indonesia, Nurdianasari et al. (2025) confirm that fast delivery and good product condition enhance customer satisfaction.

PPC, the ease of after-sales services, influences customer trust through responsive complaint handling. Nguyen and Le (2025) show that AI chatbots in banking increase satisfaction by providing quick responses to post-purchase queries, supporting sustained usage intention. Iqbal et al. (2023) note that PPC responsiveness, with a path coefficient of 0.942, strengthens brand trust, enhancing customer satisfaction in e-commerce. However, Sun and Pan (2023) report a weak link between PPC and word-of-mouth ( $\beta=0.145$ ), indicating challenges in building customer recommendations through after-sales services.

The combination of PC and PPC strengthens long-term loyalty by ensuring a satisfying post-purchase experience. Lin et al. (2023) confirm that PC and PPC mediate reuse intention through satisfaction, particularly in e-commerce logistics. Challenges like delivery delays or slow after-sales responses (reported in 30% of cases in emerging markets) require investment in logistics infrastructure and customer service technology. Platforms optimizing PC and PPC can significantly enhance trust and customer retention.

## CONCLUSION

All six dimensions of service convenience access convenience, search convenience, evaluation convenience, transaction convenience, possession convenience, and post-purchase convenience positively contribute to e-commerce performance by enhancing customer satisfaction, repurchase intention, and loyalty. Access and transaction convenience are primary

drivers of efficiency, while possession and post-purchase convenience support long-term retention, though their impact varies by market and platform.

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