



# Analysis of Alfagift Application User Satisfaction Using the SWOT Method

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## ABSTRACT

*E-commerce* has grown tremendously in recent years, with many platforms offering a wide range of products and services. Alfagift, as one of the *e-commerce* applications, provides convenience for users to shop online with various attractive features, such as promos and discounts. The app is designed to meet the needs of users who want a convenient and efficient shopping experience. This study aims to determine the level of customer satisfaction by using the Swot (*Strengths, Weaknesses, Opportunities, Threats*) method to evaluate the satisfaction of Alfagift application users. The SWOT method was chosen because of its ability to provide a thorough analysis of internal and external factors that affect user satisfaction, as well as the opportunities and threats that exist in the *e-commerce* market. From the results of the variance value reliability test, where the score for a positive review value of 4.47 which shows that the user has a very good experience with the use of the alfagift application with a variance value of 0.25, it shows that the score of giving positive reviews has an interesting experience. The calculation of *Cronbach's Alpha* value obtained was 0.828 which is in the "Good" category and indicates a high reliability instrument, so the data collected can be relied on for further analysis.

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## 1. Introduction

Advances in information and communication technology have brought significant changes in various aspects of life, especially in the trade sector. E-commerce, as one of the innovations in the business world, is now the main choice for many business actors to expand market reach and improve operational efficiency. *E-commerce* has grown tremendously in recent years, with many platforms offering a wide range of products and services. Alfagift, as one of the *e-commerce* applications, provides convenience for users to shop online with various attractive features, such as promos and discounts. The app is designed to meet the needs of users who want a convenient and efficient shopping experience [1].

Alfagift, as one of the increasingly well-known e-commerce platforms in Indonesia, offers convenience for users to shop for various products and services online. Alfagift not only serves as a platform for shopping, but also as a tool to promote local products and MSMEs. With the increasing penetration of smartphones and wider internet access, apps like Alfagift allow consumers to make transactions anytime and anywhere, making them a practical solution to meet their daily needs. Research by [2] explains that a good e-commerce app should be able to provide a satisfactory user experience, including an intuitive interface and a

fast transaction process. With the increasing use of smartphones and wider internet access, apps like Alfagift allow consumers to make transactions anytime and anywhere, making them a practical solution to meet their daily needs [3]. However, although Alfagift provides a variety of conveniences, challenges remain. Many users are not yet fully aware of all the features available in this app, which can impact their satisfaction levels. The quality of services provided by e-commerce applications greatly affects the user experience. Therefore, it is important to conduct an in-depth analysis of the satisfaction of Alfagift application users to identify the factors that affect such satisfaction [4].

A SWOT analysis is a tool used to evaluate the strengths, weaknesses, opportunities, and threats faced by an organization or application. According to Rangkuti, this analysis helps in formulating the right strategy to achieve the desired goals [5]. In the context of Alfagift applications, SWOT analysis can be used to understand the application's position in the market and formulate the necessary strategic steps to improve user satisfaction.

The SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method is an effective tool for evaluating internal strengths and weaknesses, as well as external opportunities and threats faced by the Alfagift application. By applying this analysis, it is hoped that the right strategy can be found to increase user satisfaction and application competitiveness in an increasingly competitive market. Through SWOT analysis, companies can understand their position in the market and formulate the strategic measures needed to improve services and attract more users [6].

Previous research has shown that understanding user satisfaction can contribute to increased customer loyalty and business growth. By recognizing its strengths, such as attractive features and ease of access, as well as existing weaknesses, such as lack of promotion and user understanding, Alfagift is expected to formulate a more effective strategy. In addition, by taking advantage of the opportunities that exist in the e-commerce market and overcoming threats from competitors, Alfagift can increase its competitiveness and provide a better shopping experience for its users. [7].

## 1. Research Methods

This study uses the SWOT (Strengths, Weaknesses, Opportunities, Threats) analysis method to evaluate the satisfaction of Alfagift application users. The SWOT method was chosen because of its ability to provide a thorough analysis of internal and external factors that affect user satisfaction, as well as the opportunities and threats that exist in the e-commerce market. According to Rangkuti, SWOT analysis is an effective tool to formulate strategies based on existing conditions, so that it can help organizations in achieving their desired goals [8]. In addition, this analysis also allows researchers to understand market dynamics and changing user behavior, which is especially important in the context of competitive e-commerce [9].



Figure 1. Research Stage Flow Diagram

### 2.1 Data Source

The data source used in this study is secondary data taken from user reviews of the Alfagift application on the Google Play Store. These reviews are a reflection of the overall user experience and satisfaction, and provide valuable information about the features that users like and dislike. By analyzing these reviews, researchers can understand user perceptions of the app and identify areas for improvement. The data collected will cover various aspects, such as ease of use, quality of service, and features offered by the application. Previous research has shown that user review analysis can provide in-depth insights into user satisfaction and preferences [10].

### 2.2 Data Collection Techniques

The data collection technique in this section is with secondary data, secondary data is obtained from the Google Play Store in the form of comments on alfagift application users which are then analyzed material.

### 2.3 Analytical Review

This study will analyze review photos taken from the Google Play Store. Each review will be evaluated to identify specific themes that emerge, such as ease of use, speed of transactions, and satisfaction with customer service. This process involves grouping reviews based on relevant categories, making it easier to identify existing patterns and trends. According to research by [11], user review analysis can be helpful in understanding the factors that affect user satisfaction and loyalty. In this way, researchers can identify key elements that contribute to a positive user experience

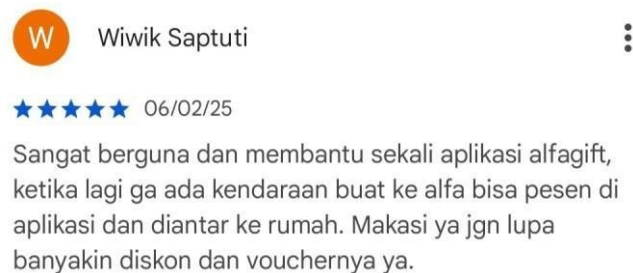


Figure 2. Positive user reviews .

### 2.4 Data Analysis

The data that has been collected is analyzed using the SWOT (Strengths, Weaknesses, Opportunities, and Threats) method. This analysis aims to evaluate strengths, weaknesses, opportunities and threats, here is the analysis process.

#### a. Strength identification (Strength)

In this stage, the researcher will identify the main strengths of the Alfagift application that provide added value for users. One of its most prominent strengths is its ease of access. The app is designed to allow users to access a wide range of products quickly and easily, with just a few taps on their smartphone screen. Users can easily browse product categories, search for specific items, and make purchases without having to visit a physical store. This ease of access is crucial in improving the shopping experience, especially in today's digital era, where consumers want convenience and efficiency in shopping. In addition, attractive promotions are also a significant strength of the Alfagift application. These apps often offer a variety of discounts, cashback, and special offers that appeal to users. These promotions not only encourage users to make purchases, but also increase customer loyalty. According to research by [12], the power of an app in offering attractive promotions can be a determining factor in attracting and retaining users. By understanding these strengths, Alfagift can focus more on promoting ease of access and attracting offers that users value the most, thereby increasing the app's appeal in a competitive market.

#### b. Identify weaknesses (Weaknesses)

Researchers will analyze negative feedback from users to find areas that need improvement. One of the significant drawbacks of the Alfagift app is the difference in stock of goods between the app and the physical store. Users often experience confusion or disappointment when they discover that the products available on the app are not always the same as those in the store. This can lead to frustration, especially if the user has planned to purchase a specific item that they see in the app but is not available in a physical location. This stock difference can disrupt the user experience and reduce their trust in the app. Research by [13] shows that understanding the weaknesses of an app is essential to improve user satisfaction and reduce churn rates. By identifying these weaknesses, Alfagift can formulate more targeted improvement plans, such as improving the inventory management system to ensure that the stock information in the app is always accurate and up-to-date. Thus, users will feel more satisfied and trust the app, which in turn can increase their loyalty.

#### c. Identify Opportunities (Opportunities)

In this stage, the researcher will identify market trends and opportunities that the Alfagift application can take advantage of to improve user satisfaction. These opportunities can include the growth of the e-commerce market, increased use of mobile technology, and changes in consumer behavior that prioritize convenience in shopping. By taking advantage of this opportunity, Alfagift can develop new

features that suit the needs of users and increase competitiveness in the market. The researcher will also analyze the threats faced by the Alfagift application, such as increasingly fierce competition from other e-commerce applications, regulatory changes that may affect operations, and potential data security issues. By understanding these threats, Alfagift can formulate effective mitigation strategies to maintain its position in the market. Research by [14] shows that threat analysis can help organizations in responding better to changes in the business environment.

d. Data Collection Techniques and Data Analysis

Table 1. Data Collection and Data Analysis

Aspects	Description
Data Collection Techniques	<ol style="list-style-type: none"> <li>1. Review Analysis: Analyzed 45 review photos from the Google Play Store to identify themes and patterns.</li> <li>2. Feedback Categorization: Grouping user feedback into positive categories and negative for further analysis.</li> </ol>
Data Analysis Steps	<ol style="list-style-type: none"> <li>1. Strength Identification:</li> <li>2. Identify features that users find interesting.</li> <li>3. Identify Weaknesses: Analyze negative feedback to find areas that need improvement.</li> <li>4. Identify Opportunities: Identify market trends and opportunities that can be</li> <li>5. Identify Threats: Analyze external factors that can affect user satisfaction.</li> </ol>
Feedback Categorization	<ol style="list-style-type: none"> <li>1. Positive Aspect: A feature that users like ("An app that is easy to understand in its use.").</li> <li>2. Negative Aspects: Problems or shortcomings that users face ("There are often stock discrepancies between stores and apps.").</li> <li>3. Repair Suggestions: Recommendations from users for app improvements ("Addition of order tracking feature to monitor the status of goods.").</li> </ol>

e. Data Validity and Reliability

To ensure that the data obtained from this study is accurate, consistent, and trustworthy, we will apply several simple but effective methods. These measures are designed to improve the quality of the data collected and ensure that the analysis carried out can provide useful results[15].

a) Data Triangulation

Data triangulation is a method used to improve the accuracy of information by comparing data from multiple sources. In this study, we will collect data from user reviews of the Alfagift app available on the Google Play Store and other sources on the internet, such as alfagift's Instagram comments. By comparing information obtained from these various sources, we can ensure that the data we collect is consistent and not contradictory. For example, if many users report positive experiences about the ease of use of the app, but there are multiple sources that mention the same issue, we can investigate further to understand the context behind the difference. This triangulation not only helps improve the accuracy of the analysis, but it also provides a more comprehensive picture of the user experience.

b) Validity Test

The validity test aims to ensure that the tools used to collect data, such as comparisons to existing reviews or interview guidelines, are truly relevant and appropriate to the purpose of the study. To conduct this validity test, we will collect data from user reviews that can be found in internet, including other platforms that may have reviews about the Alfagift app. In addition, we will also conduct live interviews with users around us who have used the app. This way, we can get first-hand feedback on their experiences, the challenges they face, and the features they like. This approach allows us to ensure that the questions asked in the interview reflect the user's real experience and are relevant to the context of the application. By engaging users directly, we can strengthen the validity of the data collected.

c) Reliability Test

Reliability tests are carried out to ensure that the data collected is consistent and stable. One method that can be used to measure reliability is to collect data at different times and compare the results. For example, we may repeat surveys or interviews with the same group of users in a given time interval to see if the results remain consistent. If the results show high similarity, it indicates that the data is reliable. In addition, we can also use statistical methods, such as Cronbach's Alpha, to measure the internal consistency of the instruments used. By ensuring that the data collected has a high level of reliability, we can be more confident in the analysis carried out and the conclusions drawn

## 2. Results and Discussion

### 2.1 Data Analysis Results

In this study, data obtained from 45 review photos of Alfagift application users on the Google Play Store were analyzed to identify themes and patterns that appeared. This analysis process involves grouping reviews into three main categories: positive aspects, negative aspects, and suggestions for improvement. [14]

#### 2.1.1 Positive Aspects

Based on the analysis, many users give praise to the ease of use of the app. They highlight the app's menu display that allows them to quickly find products. One user stated, "The app is very easy to understand in its use," which shows that the app's design manages to meet user expectations. In addition, transaction speed is also a widely appreciated factor, where users report that the checkout process goes smoothly and does not take long. Users also really like the various promos offered by the app, such as discounts and cashback, which makes their shopping experience more engaging. This is in line with findings in previous studies that show that ease of access and transaction efficiency can improve user satisfaction [15].

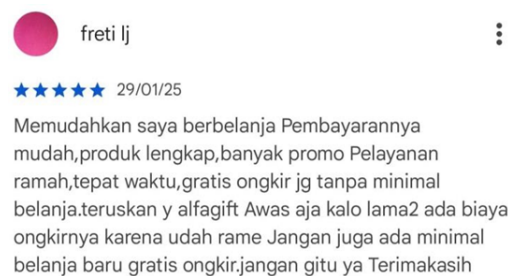


Figure 3. User satisfaction

#### 2.1.2 Negative Aspects

On the other hand, there are some criticisms that have arisen from users. One of the issues that is often raised is the difference in stock of goods between the app and the physical store. Some users report that the products they see on the app are not always available in stores, leading to confusion and disappointment. One user complained, "Often lags during transactions," which indicates that there are technical issues that need to be fixed. Research by [16] emphasizes the importance of understanding the weaknesses of apps to improve the user experience

#### 2.1.3 Suggestions for Improvement

Users also provide various suggestions for app improvement. The most common recommendation is the addition of an order tracking feature, which allows users to monitor the delivery status of purchased goods. Additionally, many users suggested improvements in customer service, such as the addition of a live chat feature to get help in real-time. These suggestions show that users care about their experience and want the app to continue to evolve to meet their needs.

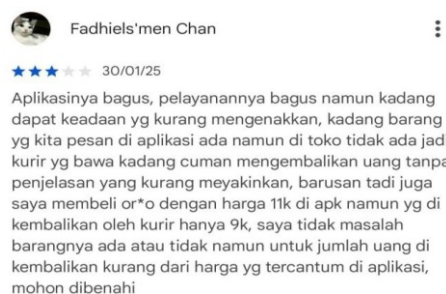


Figure 4. Alfagift's Instagram Comments

## 2.2 SWOT Analysis Results

The results of the SWOT analysis for the Alfagift application show several important points. First, the main strength of the app lies in the ease of access and attractive promotions offered to users. The ease of browsing products and an efficient checkout process is a significant plus. However, on the other hand, the drawback faced is the difference in stock of goods between the app and the physical store, which often leads to confusion for users. In addition, there are opportunities that can be taken advantage of, such as the rapid growth of the e-commerce market and the increase in smartphone use among consumers. However, Alfagift also has to face the threat of stiff competition with other e-commerce applications as well as changing consumer preferences that can affect user satisfaction. By understanding this SWOT analysis, Alfagift can formulate more effective strategies to improve its position in the market[18].

## 2.3 Data Validity and Reliability Test Results

The results of this Data Validity and Reliability test get results that can be used as study materials so that the application can develop even better and increase user satisfaction of the alfagift application.

## 2.4 Data Triangulation

Data triangulation is carried out to increase the validity of research results by comparing information obtained from various sources. In this study, I collected data from user reviews on the Google Play Store and comments on other platforms, such as Alfagift's Instagram. This process helps ensure that the information obtained is consistent and reliable. By analyzing reviews on the Google Play Store, I was able to identify patterns and themes that emerged from the user experience. Additionally, comments on Instagram provide additional perspective on how users perceive the app in a more social context. If many users on the Google Play Store complain about the same problem and it also appears in the comments on Instagram, then I can be more sure that the problem is indeed significant. In this way, data triangulation helps reinforce research findings providing a more comprehensive picture of the user experience



Figure 5. Alfagift's Instagram Comments

## 2.5 Validity Test

The validity test in this study was carried out by focusing on the analysis of data obtained from reviews on the Google Play Store and comments on Instagram, without involving others. I analyze the content of the reviews and comments to ensure that the questions asked in the data collection instruments are relevant and appropriate to the user experience. In this way, I can ensure that the data collected reflects important aspects of the user experience with the Alfagift app. This process involves grouping user feedback into positive, negative, and suggested improvements, which helps me in formulating valid conclusions based on the available data.

## 2.6 Reliability Test

Reliability tests were carried out to ensure the internal consistency of the instruments used in this study. I collected data from 45 user reviews consisting of 15 positive reviews, 15 negative reviews, and 15 suggestions. Each review is rated using a star scale from 1 to 5 based on five questions relevant to the user experience. After collecting the data, I calculated the average and variance for each review category. Here's an example of the data I used:

Table 2. Calculating the value of variance

Categories Reviews	Review Score (1-5)	Average	Variant
Positive Reviews	4, 5, 4, 5, 4, 5, 4, 5, 4, 5, 4, 5, 4, 5, 4	4.47	0.25
Negative Reviews	2, 3, 2, 3, 2, 3, 2, 3, 2, 3, 2, 3, 2, 3, 2	2.27	0.21

Suggestion	3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3, 4, 3	3.47	0.27
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## 2.7 Explanation of the Results

### 1. Positive Reviews:

The average score for positive reviews is 4.47, which indicates that most users have an excellent experience with the Alfagift app. This value reflects high user satisfaction with the app's features, ease of use, and attractive promotions. A variance of 0.25 indicates that positive review scores are relatively consistent, which means that most users who leave positive reviews have a similar experience.

### 2. Negative Reviews:

The average score for negative reviews is 2.27, which indicates that some users are less satisfied with the app. This reflects the presence of significant issues that need to be fixed, such as differences in stock of goods, or suboptimal features. A variance of 0.21 indicates that most users who leave negative reviews have a relatively uniform experience, which indicates that problems in the app occur consistently.

### 3. Suggestion:

The average score for suggestions is 3.47, which indicates that users have some ideas for improvements to the app, although they are not entirely dissatisfied. This indicates that users have expectations for further development of the app. A variance of 0.27 indicates that there is slightly more variation in user suggestions compared to positive and negative reviews, reflecting diverse perspectives and needs from users. The formula in calculating the variance that I used is

$$s^2 = \frac{\sum (X_i - \bar{X})^2}{N}$$

(1)

$X_i$  = skor individu dalam dataset

$\bar{X}$  = rata-rata nilai dalam dataset

$N$  = jumlah data

Table 3. Variance Benchmark

Category Variance	Interpretation
Low variance (< 0.5)	Data tends to be uniform
Moderate variance (0.5 - 1.5)	There is a slight variation
High variance (> 1.5)	Data varies widely

Table 4. Interpretation of Variance values

Value of Variance	Interpretation
Positive reviews (0.25)	Relatively consistent reviews
Negative reviews (0.21)	Reviews are also quite consistent
Suggestions (0.27)	Slightly larger variety than other reviews

After calculating the average and variance, I calculated the total variance of all review categories, which resulted in a total variance value of 0.73 which indicates there was little variation. Next, I calculated Cronbach's Alpha using the formula:

$$\alpha = \frac{N \cdot \bar{c}}{V_t + (N - 1) \cdot \bar{c}}$$

(2)

Where:

$N$  = jumlah kategori ulasan (3)

$\bar{c}$  = rata-rata kovarians antar item (0.45)

$V_t$  = total varians (0.25 + 0.21 + 0.27 = 0.73)



Value substitution:

$$\begin{aligned}\alpha &= \frac{3 \cdot 0.45}{0.73 + (3 - 1) \cdot 0.45} \\ &= \frac{1.35}{0.73 + 0.90} \\ &= \frac{1.35}{1.63} \\ &= 0.828\end{aligned}$$

Table 5. Cronbach's Alpha value reliability standard

Alpha Value	Reliability Interpretation
> 0.90	Excellent
0.80 - 0.89	Good
0.70 - 0.79	Enough
0.60 - 0.69	Not Good
0.50 - 0.59	Bad
< 0.50	Unacceptable

From the results of the calculation above, the Cronbach's Alpha value obtained was 0.828 which is included in the "Good" category and indicates a high reliability instrument, so that the data collected can be relied on for further analysis

### 3. Conclusion

Based on the results of the research that has been conducted, it can be concluded that the Alfagift application has a number of advantages and challenges that need to be considered. An analysis of 45 user reviews shows that many users appreciate the ease of use of the app, as well as the various attractive promotions it offers. However, there are also several problems faced, such as the difference in stock of goods between the application and the physical store, as well as complaints about the performance of the application which often lags during transactions. By grouping user feedback into positive, negative, and suggestive categories, the study managed to identify areas for improvement and opportunities for further development.

#### Suggestion

Based on the results of the research, several suggestions can be given for the Alfagift application. First, it's important to improve the app's performance in order to reduce the technical issues that users face. In addition, developers are also advised to pay attention to the alignment between the stock displayed in the app and those available in the physical store, in order to avoid confusion among users. Furthermore, the addition of order tracking features and improved customer service through the live chat feature can improve the overall user experience. By implementing these suggestions, it is hoped that the Alfagift application can better meet the needs and expectations of users, as well as increase their satisfaction.

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