

## RESEARCH ARTICLE

## FACTORS AFFECTING CUSTOMER'S SATISFACTION ON FACEBOOK MARKETPLACE AS PURCHASING PLATFORM: EVIDENCE FROM LAGUNA, PHILIPPINES

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## ABSTRACT

This paper investigates the factors affecting the customer's satisfaction on the Facebook Marketplace as a platform for online shopping. The purpose of this study is to determine what characteristics influence customers' satisfaction when they purchase any product from Facebook Marketplace. The study dealt with the factors affecting customer satisfaction on the Facebook marketplace, namely: expectation, perceived performance, and disconfirmation; the level of customer satisfaction with using Facebook as a purchasing platform; and the significant difference in factors affecting customer satisfaction when they are grouped according to their demographic profile. The respondents of this study were 342 Facebook Marketplace customers from Laguna, Philippines, selected through quota sampling. The research utilized a quantitative research method to answer the problems of the study. The research revealed that expectations have the highest influence on the satisfaction of the respondents. Customer's expectations of the function, quality, and delivery of the products and reliance on feedback on the Facebook marketplace. The study also revealed that demographic factors do not significantly affect customer satisfaction. This study recommends that to achieve positive feedback from customers, online marketers should maintain good customer service and provide well-packed and on-time delivery of products. When a customer's perception of the quality of a specific product or service exceeds the customer's expectation or desire, a positive disconfirmation occurs.

## KEYWORDS

Facebook marketplace, customer's satisfaction, expectations, perceived performance, disconfirmation

### 1. BACKGROUND AND IMPORTANCE OF THE STUDY

Facebook Marketplace has become one of the go-to e-commerce platforms for customers to discover, browse, buy, and sell items. The rise of Facebook Marketplace increases the number of potential customers, which can lead to determining their level of satisfaction with the items and services they have received. Nowadays, Facebook Marketplace has become a convenient platform for customers to buy a product by just interacting with the seller, especially during the COVID-19 pandemic. According to a Rakuten Insight survey, 44% of respondents made more online purchases in the Philippines as of May 2020. As a result, Filipino customers became aware of online shopping, particularly during the pandemic. One may therefore argue that internet purchasing is the best option during this pandemic crisis since it enables customers to maintain product consumption while lowering the risk of virus transmission. (Forster and Tang, 2005). The popularity of selling things on Facebook has created rivalries among online shops. Online marketers become more competitive about their products because they need to know how to satisfy, what satisfies their customers, and what factors influence satisfaction. People in Cavinti Laguna have become fond of buying goods and products on Facebook Marketplace. According to the 2020 census of Phil Atlas, it has a population of 23,980, and 75% of people are possible consumers. With this number of potential customers, sellers in Cavinti Laguna have been taking advantage of what Facebook Marketplace features can do to engage and retain customers. Consumer satisfaction becomes a determinant of a store's ability to keep customers since it is a metric that indicates how effectively a company's products or services satisfy the expectations of its customers. The customer's experience at various phases of the purchasing process determines their satisfaction. When customers have more shopping experiences, they are more satisfied with their purchases. It is one of the most important predictors of future

purchases and customer trust. As a result, it aids in the prediction of business development and profitability. As a stated that customer satisfaction is the core concern of any business; therefore, they pay close attention to the factors that influence a customer's decision towards the brand (Muzammil et al., 2010). Therefore, this research was conducted to determine the factors affecting customer satisfaction on the Facebook marketplace as inputs for developing a comprehensive guide for online marketers. This will help online marketers have an advantage and knowledge on how to satisfy their customers, which will serve as a tool to improve their products and services when it comes to offering, connecting, and satisfying their customers on Facebook Marketplace.

### 2. LITERATURE REVIEW

This review of related literature focuses on the variables of the study: Facebook Marketplace; expectations; perceived performance; disconfirmation; and customer satisfaction.

#### 2.1 Facebook Marketplace

It has stated that businesses must create a presence on social media platforms, particularly Facebook (Di Yang, 2014). First off, according to the research, Facebook and other social media platforms such as YouTube and Instagram have high levels of user engagement. Particularly with Facebook, marketers have a fantastic opportunity to create marketing campaigns and raise brand awareness. While Facebook Marketing can target advertisements based on users' demographic profiles and declared interests, likes, and dislikes, offering advantages over alternative forms of advertising, mentioned that this method is not as effective as other forms of advertising (Curran, 2011). There is no doubt that social media networks have an impact on how consumers perceive products, which has

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in part led to a move from traditional retail to online shopping. These online purchasing decisions are influenced by business variables, customer demographics, and the technology environment. Social media platforms like Facebook and Instagram have given marketers a fresh opportunity to comprehend the true needs of their clients and address those needs as best they can (Hoque 2020). According to social media may be characterized as having complete features because users can interact with one another, share videos, form groups or associations, organize events jointly, and more (Piranda, 2022). In addition, users increasingly frequently use it as a digital marketing tool through the Facebook marketplace for activities like buying and selling. As a digital marketing tool, Facebook Marketplace can be used in a variety of ways, including advertising, sales promotion, publication of individual sales, and product promotion through the use of aesthetically pleasing packaging. Claimed that the word "Facebook" has entered today's terminology (Huria, 2015). It is a social networking site where users can communicate with one another online. It currently has over 100 million active subscribers, and it's expanding. This kind of number is difficult for marketers or advertisers to ignore. This website will undoubtedly be an internet marketer's dream because there are so many people using it at once. He added that in the present day, Facebook is without a doubt the best place for a company to market its goods. The argued that Facebook's marketplace is frequently used by its users to conduct online buying and selling operations (Piranda, 2022). Online shopping is extremely popular with the public, as their needs must still be met, but their busy schedules prevent them from visiting a shopping center. Is said that the Facebook social media application launched its digital marketing feature, namely the presence of a marketplace (Ku, 2016). This Facebook marketplace is a development of the Facebook Group and was created because of the many buying and selling activities in the social media network; so far, there are more than 450 million people who do it every month. Stated that there are several advantages of social media Facebook as a marketplace platform such as (a) Facebook is a low-cost marketing strategy, (b) Facebook is a social media that is very frequently visited, (c) Facebook provides information functions such as age, user location, user preferences where this information can be used as market segmentation, (d) Focus on targeted market segmentation, (e) Facebook is easy to access while there is the internet as well as anywhere and anytime, (f) Easy communication that exists on Facebook so that there are no limitations in socializing, (g) there is feedback on products sold to virtual buyers where buyers can provide suggestions and criticism as well as for sellers it is easy to update the condition of goods, (h) always connected to the seller and buyer communication through features provided by Facebook to users so that if there is an update of new items can be directly conveyed to the customers (Muttuqin, 2012). By interacting with prospects and responding to their queries in real time, you can maintain their attention. You can quickly make sales on Facebook Marketplace.

## 2.2 Customer Satisfaction

That says customer satisfaction is very important, as a satisfied customer would add value to the brand, spread positive word of mouth, and help build a good reputation for the brand (Hanif, 2010). Satisfied customers would be able to form long-term, profitable relationships with the brand. According to satisfaction is the outcome of one party's experience with another (in this case, the vendor's) capacity to meet standards and expectations (Moriuchi and Takahashi, 2016). Loyalty is a measurement that refers to the desired result when satisfaction is the result of a historical event. Within the framework of the consumer-vendor relationship, it is crucial to study the causes and effects of satisfaction. Vendors must comprehend the development of relationships and interactions between customers and vendors to achieve high levels of satisfaction. A consumer's satisfaction is a fulfillment response (Oliver, 2010). It is a determination that a feature of a good or service, or the good or service itself, offered (or still offers) a satisfying degree of consumption-related fulfillment, including degrees of under- or over-fulfillment. Pleasurable in this context implies that satisfaction brings pleasure or alleviates distress. Consequently, when an upsetting state is cleared, people can be happy to return to their normal lives. Furthermore, fulfillment isn't always restricted to circumstances in which needs are satisfied. In contrast to over-fulfillment, which can be satisfying if it offers unexpected delight, under-fulfillment can be satisfying if it offers more pleasure than one anticipates in a particular situation. Customer satisfaction has the greatest favorable influence on consumers, both directly and indirectly, according to (Gamboia and Gonçalves, 2014). Moreover, Facebook is a communication tool that helps increase customer satisfaction, which in turn strengthens client-brand relationships. Facebook, however, only contributes to the growth of this relationship if the customer has had a positive experience with the product. Facebook is only a communication channel; it has trouble overcoming bad product experiences as a tool. Brands on Facebook need to be careful to promptly

and fully respond to fans' inquiries because meeting expectations is what leads to customer satisfaction. Regular communication through an engaging, interactive process is essential. Therefore, it is crucial to maintain an active and dynamic presence so that users see Facebook as a great platform. Customer satisfaction is a customer's perspective based on their expectations and subsequent post-purchase experience (Tahir et al., 2013). In other words, it is an evaluation of a product's or service's quality level to assess whether it exceeds or fails to meet the customer's expectations. As a result, customer satisfaction is gained through disconfirmation, wherein dissatisfaction results from negative disconfirmation and satisfaction results from positive disconfirmation. When a customer is satisfied with their purchase, they will continue to buy it from the same shop. A firm's customer satisfaction positively predicts its future market share. This finding identified when it might be advantageous for businesses to invest in efforts to increase customer satisfaction and has significant implications for the design of firms' customer feedback systems (Rego, 2013).

## 2.3 Expectation Disconfirmation Theory (EDT)

Customers' opinions of the performance of goods and services are defined by expectations. EDT can define various customer behaviors during the purchasing process. First, based on their prior usage of a particular product or service, customers have an initial expectation. A customer's initial expectation or desire about a particular performance, such as the quality of goods or services, occurs during the pre-purchase period. (Elkhani and Bakri, 2012; Foot, 2019), customer expectations have been steadily increasing over the past 20 years, along with the expansion of online retailing. Online retailers won't be able to compete with their international rivals if they are unable to meet the expectations created by eCommerce advancements, which have created a "want it now" environment. Customers also anticipate prompt assistance from businesses in times of need. Customer support is affected by the "want it now" culture, and you won't last long if you don't promptly respond to inquiries from clients and find solutions to their problems.

According to a customer's expectations are a collection of ideas that a customer has about a product, service, or brand (Toor, 2020). These expectations must be met for customers to be satisfied with the service and their purchase. Furthermore, they will have more difficulty meeting expectations. It is critical to understand your customers' expectations, whether you run a small or large business. Customer expectations include anything a customer anticipates will happen if they use a particular product or service. Before making a purchase, customers gather and interpret product information, which influences how they perceive the product and its quality. Customer expectations, according to are essentially a set of behaviors that customers expect from businesses during each interaction (Mladenov, 2022). These expectations, which change based on the business and industry, are based on the customer's prior experiences. Business success is largely determined by how well you satisfy your customers. Customers will be less likely to return to you for future purchases if you don't live up to their expectations. Unfortunately, businesses frequently lack a thorough understanding of customer expectations.

According to a customer's expectations include every aspect of what they anticipate from a company, product, or service (Willott, 2019). Customers form their expectations of a company based on their personal experiences, what they have learned, and their prior experience and knowledge. Customers will have both overt and covert expectations for the goods or services they have paid for. Due to anticipated changes in the product or service over time, they will have performance expectations that include a dynamic element. Additionally, they will have interpersonal and service standards expectations that are crucial because they are related to how customers interact with businesses and organizations. According to a customer's expectations are a group of ideas, aspirations, and expectations that they may have both before and after purchasing a good or service from a company or brand (Bhasin, 2021). Buyers have traditionally demanded necessities. They want the product to be of the highest caliber. The product's price must be reasonable and appropriate for the quality of the item.

According to the moment a potential customer is introduced to the brand, expectations begin to rise (Mocanu, 2022). This is the time when customers start to form opinions about the cost, features, packaging, advertising, etc. of your product. Customer expectations are determined by what a customer expects from a company, product, or service. These are predicated on the person's prior experiences and the wisdom gained from them. Customer expectations, as stated are characterized as any group of behaviors or actions that people anticipate when interacting with a company by (Clear Spider, 2019). These expectations have traditionally

centered on the fundamentals of good service and reasonable pricing. These expectations have grown more recently. Consumers today, to name a few, are seeking proactive customer service, personalized interactions, and connected experiences across all channels.

According to customers' expectations are their fundamental presumptions about your brand, services, and goods (Spacey, 2017). Customers may be positively or negatively surprised when expectations aren't met for one reason or another. Historically, customers expected quality service at a fair price; today, however, customers' expectations are far higher. Customers want friendly and efficient service; moreover, they want connected experiences across multiple channels. As stated that "customer expectations" effectively boil down to the actions or behaviors that customers anticipate when they interact with a business (Rohtbart, 2022).

To define perceived performance as the customer's experience following the use of goods or services, which may or may not meet the customer's expectations (Elkhani and Bakri, 2012). Both of these customers—those with first-hand experience and those without—will use the goods or services they have acquired for some time before realizing the true caliber of what the company is offering. Experience or perceived performance refers to the length of time following a purchase during which a client experiences an actual performance, such as the caliber of a certain good or service. The direct relationship between performance and satisfaction under the disconfirmation-of-expectations framework may also be explained by a measurement issue where the applied perceived performance and satisfaction measures capture the same concept almost totally or at least partially. Only in the context of evaluation can performance have meaning, and evaluation inherently calls for some sort of benchmark for comparison. The performance-satisfaction link thus becomes irrelevant when desire-congruency rather than conventional disconfirmation of expectations is utilized as a comparison standard in the satisfaction modeling process (Mattila et al., 2015).

The customer's experience is becoming more crucial as online shopping becomes more competitive. Thus, emphasized how online merchants could boost market share through enhanced and increased service efforts (Xu et al., 2017). Marketing is probably enhanced by better management and streamlined after-delivery service since easy access to product returns, exchanges, and refunds promotes customer confidence, happiness, and retention (Heiman, 2001; Ramanathan, 2011). The customer's experience, on the other hand, is a multidimensional construct that focuses on the customer's reaction to contact with the business and the services it provides. It includes the stages before, during, and after the product is consumed. This comprehensive viewpoint enables the assessment of the full customer encounter as a continuous, iterative process that produces both positive and negative customer experiences. The PSSuP (product-service systems related to used products) providing characteristics led to the concept of the customer's experience, which was then seen as an indicator of customer value. Consequently, the strategic orientation of creating a customer experience. Additionally, customer satisfaction is generally a sign of how good customers feel about their time spent on the website and is probably the best sign of their propensity to visit the website again if they decide to make another purchase from the same category. It is easy to understand that clients are highly unlikely to return to the website for subsequent transactions if they have a negative experience (Jiang and Rosenbloom, 2005).

This stated that positive or negative disconfirmation occurs when a consumer gauges a gap between expectations and the perceived performance of products (Tsai, 2015). Products that outperform expectations produce positive disconfirmation, which results in post-purchase satisfaction. Products that fall short of expectations produce negative disconfirmation, such that the consumer is likely to be dissatisfied with the product. Confirmation of negative expectations is unlikely to lead to satisfaction; i.e., users are more likely to continue using a service if there is a positive disconfirmation between their preadoption expectations and the actual perceived performance. In the case of positive

disconfirmation, customers tend to write feedback with influential positive sentiment words, such as glad, great, and excited. In the case of negative disconfirmation, customers are likely to write feedback using negative sentiment words such as poor, worse, and unhappy (Liu, 2012).

Finds that similar to consumers who use traditional channels, online shoppers also factor in the disconfirmation they encounter when giving product ratings (Ho, 2017). A further examination at the individual level reveals that occasional raters are more susceptible to disconfirmation when deciding whether to review a product. This finding has important managerial implications since the ratings posted by occasional raters appear to be more biased than those by frequent posters. On the one hand, disconfirmation is one of the underlying drivers of WOM, alongside concern for others, anxiety/dissonance reduction, vengeance, and so on.

It infers that the expectation-disconfirmation paradigm is suitable for a wide range of applications where comparison of customers' or users' perceived performance of a product or a system and their expectations plays an important role in making decisions, such as continuing to use and purchasing products online (Hsieh, 2010). The context of the purchasing platform is such an application in which whether users will continue to visit or use Facebook Marketplace is likely to be influenced by the discrepancy between their actual experience with the purchase and their pre-trial beliefs about buying products here. Therefore, in line with these studies, the researcher adapts the expectation-disconfirmation paradigm to measure factors affecting customers' satisfaction in using the Facebook marketplace as a purchasing platform when they are grouped according to their demographic profile. According to disconfirmation is the difference between actual and expected performance (Liao, 2017). Positive disconfirmation is produced by higher actual performance, whereas negative disconfirmation is produced by lower actual performance. The secret to producing satisfaction and favorable psychological reactions is positive disconfirmation. According to the expectancy disconfirmation theory, positive disconfirmation increases consumer satisfaction, which affects whether they plan to repurchase goods or services.

### 3. METHODS

This research work utilized the descriptive method. According descriptive research describes what is to (Manuel and Medel, 2014). It involves the description, recording, analysis, and interpretation of the present nature, composition, or processes of phenomena. The research was conducted in Cavinti, Laguna Philippines. Cavinti, officially the Municipality of Cavinti, is a third-class municipality in the Philippines' 4th District in the CALABARZON region, province of Laguna. The participants of the study were a combination of Millennials and Gen X, whose ages range from 26 to 57 and a customer who resides at Cavinti Laguna and has bought products on Facebook Marketplace in the years 2021–2022 (Brunjes, 2022). A total of 342 respondents participated in the research. The research instrument was adapted from a review on "expectancy disconfirmation theory" (EDT) in B2C E-Commerce factors affecting customer satisfaction when buying on Facebook by and predicting repurchase intention for online clothing brands in Taiwan: quality disconfirmation, satisfaction, and corporate social responsibility by (Elkhani and Bakri, 2012; To Tha Hien, 2020; Tsai, 2015). Before conducting the research, the relevant approvals and permissions were requested from the Municipality of Cavinti to address ethical concerns. After receiving consent and permission, the questionnaires were distributed to the selected participants via Facebook Messenger, Google Forms, and in person. Data were retrieved either personally, through Google Form responses, or through Facebook Messenger. Frequency, percentage, mean, T-test and ANOVA were used to analyze the data collected.

### 4. THE DATA ANALYSIS

Factors affecting customer's satisfaction in terms of Expectation, Perceived Performance, and Disconfirmation

**Table 1:** Expectation as Factor Affecting Customers' Satisfaction on Facebook Marketplace as a Purchasing Platform

STATEMENT	Weighted Mean	Adjectival Rating
Specific goods purchased through Facebook Marketplace actually work as expected by the buyer.	3.46	Agree
The appropriate products are delivered in the right quantities and with the right quality by sellers on Facebook Marketplace.	3.85	Agree
Rely on the feedback of other customers before purchasing products on Facebook Marketplace.	3.66	Agree
<b>COMPOSITE MEAN</b>	<b>3.66</b>	<b>Agree</b>

Table 1 presents the factors affecting customers satisfaction in terms of expectations. In the statement “specific goods purchased through Facebook marketplace actually work as expected by the buyer”,  $\mu=3.46$  with the result “agree”, “the appropriate products are delivered in the right quantities and with the right quality by sellers on Facebook marketplace”  $\mu=3.85$ , interpret as “agree”, and  $\mu= 3.66$  interpreted as “agree” with the statement “reliance on feedback of other customers before purchasing products on Facebook marketplace”. With 3.66 as a composite mean, it represents “agree”. As a result, the data supports the theory of who contends that confirmation of expectations has a positive effect on customers satisfaction and, as a result, repurchase intentions (Wu, 2013). There is a potential link between expectation confirmation and the customer’s satisfaction. can be hypothesized in light of the partial

framework of ECT, that is, without taking into account the link between the customer’s satisfaction and repurchase intention. In general, this study discovers that technology is important in studying complaint intentions when shopping online (Kumar, 2008). Confirmation of expectations, in particular, has a positive impact on perceived usefulness, and both have a significant impact on customers satisfaction with online services. This could be explained by the importance of expectation confirmation in driving the initial online purchase. In the study of trustworthy delivery, package safety, and prompt delivery are all represented (Handoko, 2016). Delivery services have been demonstrated to have the strongest correlation with online customers satisfaction. Previous research which found that delivery service had a major impact on online customers satisfaction, supports this finding (Kumar et al., 2009; Ziaullah, 2014).

**Table 2: Perceived Performance as Factor Affecting Customers' Satisfaction on Facebook Marketplace as a Purchasing Platform**

STATEMENT	Weighted Mean	Adjectival Rating
The product purchased on the Facebook Marketplace is durable and has a long-life span.	3.61	Agree
The product via Facebook Marketplace has good performance or meets the intended function.	3.53	Agree
The products carried by Facebook Marketplace are preferred products.	3.57	Agree
<b>COMPOSITE MEAN</b>	<b>3.57</b>	<b>Agree</b>

Table 2 illustrates the factors affecting customers satisfaction in terms of perceived performance. In the statement “the product purchased on Facebook marketplace is durable and has a long-life span”,  $\mu=3.61$  with the result “agree”, “the product via Facebook marketplace has a good performance or meets the intended function”  $\mu=3.53$  remarks as “agree”, and  $\mu=3.57$  as “agree” on the statement “the products carried by Facebook marketplace are preferred products”. And the composite mean is 3.57, interpreted as “agree”. Demonstrates that prior Online experience is important for both initial and repeat purchases because it allows users to feel more confident during their interactions in the e-market (Hernández, 2010). Nonetheless, its impact does not grow significantly as people gain more e-commerce experience. Additionally claimed that in order to increase customers satisfaction, customers have identified the following as crucial: a product design that stands out from the competition in terms of serviceability, perceived quality, durability, and aesthetics. In order to add value for the customers by enhancing the areas of product quality that have been highlighted by the customers’ representatives, businesses should work to develop products based on the principles of value innovation (Hoe and Mansori, 2018).

than-expected statement with the highest  $\mu=3.62$ , interpreted as “Agree”. Next is the statement about the seller on Facebook Marketplace charging me a fairer price for products than initially expected, which has a  $\mu=3.58$ , which can be interpreted as “Agree”. The product quality exceeded all expectations and ranks third with  $\mu=3.44$ , indicating “Agree”. With  $\mu=3.43$  and a remark of “Agree,” both customer service can be easily conducted, and this exceeded all expectations, and the Facebook marketplace offers lower product costs than anticipated, scoring the lowest among each statement. According to sentiment words (positive, negative, and neutral) significantly mediate between disconfirmation and satisfaction at the post-purchase stage (Qazi, 2017). As a result, marketing research supports these findings, as customer satisfaction is assessed through positive, negative, and neutral experiences (Wong and Dioko, 2013). Additionally, according to trust is the entity that creates the relationship between the seller and buyer. Managing customer trust and satisfaction with online shopping is very important for the long-term growth of many businesses (Bente, 2012). Trust has a positive impact on online shopping customer satisfaction. Trust in e-retailers, transactions, and websites is playing a very important role in the success of online business. The success of online business leads to the customer’s satisfaction. Similar to the study of this one asserts that the users’ perceived experience with a purchase can be used to infer three sorts of emotion words, namely positive, negative, and neutral (Qazi, 2017). While product cost, terms and conditions, customer service, and product quality are the main topics of this study, this adds to the expectancy disconfirmation idea, which makes it intriguing.

Table 3 displays the factors affecting customer satisfaction in terms of disconfirmation. As reflected in the response of Cavinti Residence, it indicates that they agree with all of the statements regarding disconfirmation. All of the terms and conditions (e.g., payment, warranty, and return policies) were easy to read and understand; this was a better-

**Table 3: Disconfirmation as Factor Affecting Customers' Satisfaction on Facebook Marketplace as a Purchasing Platform**

STATEMENT	Weighted Mean	Adjectival Rating
The product quality exceeded all expectations.	3.44	Agree
All of the terms and conditions (e.g., payment, warranty, and return policies) were easy to read/understand; this was better than expected.	3.62	Agree
Customer service can be easily conducted, and this was exceeded all expectations.	3.43	Agree
The Facebook Mmarketplace offers lower product costs than anticipated.	3.43	Agree
The seller on Facebook marketplace charges me a fairer price for products than initially expected.	3.58	Agree
<b>COMPOSITE MEAN</b>	<b>3.50</b>	<b>Agree</b>

**Table 4: T-Test for Significant Difference between Factors Affecting Customer’s Satisfaction on using the Facebook Marketplace as a Purchasing Platform when they are Grouped According to Gender**

Gender	DF	t-Value/ f-value	Critical Value	p-value	Decision
	340	0.752	1.97	0.452	Statistically NOT Significant

Table 4 presents the results of a T-test for a significant difference between factors affecting customers satisfaction on Facebook Marketplace as a purchasing platform when they are grouped according to their demographic profile. Using T-Test, in terms of gender, since the critical value of  $t = 1.972$  is greater than or equal to the absolute computed value of  $t = 0.752$ , the null hypothesis is accepted; therefore, there is no significant difference between females and males on factors affecting customers satisfaction.

Table 5 displays the ANOVA result for the significant difference between factors affecting customers satisfaction on Facebook Marketplace as a purchasing platform when they are grouped according to their demographic profile. Through the use of ANOVA, with regards to respondents age, there are significant differences among the five age groups on factors affecting customers satisfaction,  $F = 4.67$  ( $p = 0.001113$ )  $< 0.05$ ,  $\eta^2 = 0.053$  (medium effect). The test revealed a significant difference between two subsets, 26-32 ( $\mu=3.526$ ,  $sd = 0.449$ ), 33-38

( $\mu=3.463$ ,  $sd = 0.331$ ), and 39-44 ( $\mu=3.613$ ,  $sd = 0.474$ ) compared with 45-50 ( $\mu=3.836$ ,  $sd = 0.608$ ) and 51-57 ( $\mu=3.745$ ,  $sd = 0.627$ ). These findings indicate an opposing direction, as the groups 26 to 44 show less agreement or satisfaction on factors affecting customers satisfaction than the 45 to 57 age group. It means that the age group 26 to 44 is significantly different from the age group 45 to 57. Moreover, there are significant differences among the four civil statuses on factors affecting customers satisfaction ( $F = 3.3$ ,  $p < 0.05$ ,  $\eta^2 = 0.028$  (medium effect)). The test revealed a significant difference between two subsets, Single ( $\mu = 3.538$ ,  $sd = 0.441$ ) and Married ( $\mu = 3.553$ ,  $sd = 0.464$ ) compared with Widow ( $\mu = 3.99$ ,  $sd = 0.418$ ) and Others ( $\mu = 3.955$ ,  $sd = 1.096$ ).

These findings indicate an opposing direction, as the pair Single and Married show less agreement or satisfaction on factors affecting customer's satisfaction than Widow and Others. Which means the widow and Others are more likely to agree on the given 11 statements. Since the

F critical value of 2.45 is greater than the F computed value of 1.18, the null hypothesis is accepted; therefore, all means are equal, and there are no statistically significant differences among means of Less than 10 000, 10,001-15,000, 15,001-20,000, 20,001-25,000, and 25,001 and above. It indicates that monthly income does not affect their agreement or satisfaction with Facebook Marketplace. Furthermore, the difference in factors affecting customers satisfaction in terms of highest educational attainment is presented. Since the F critical value of 2.45 is greater than the F computed value of 0.68, the null hypothesis is accepted, therefore, all means are equal, and there are no statistically significant differences among the means of High School Undergraduate, High School Graduate, Technical Vocational, College graduate, and postgraduate. The study conducted found that satisfying customers is not limited to expectations of products or services by (Elkhani, 2012). Rather than these factors, satisfying customers with perceived information is the first step that can attract customers trust to the products and services offered by businesses.

**Table 5:** ANOVA test for Significant Difference between Factors Affecting Customer's Satisfaction on Using the Facebook Marketplace as a Purchasing Platform when they are Grouped According to their Demographic Profile

Demographic Profile	DF	t-Value / f-value	Critical Value	p-value	Decision
Age	337	4.67	2.45	0.001	Statistically Significant
Civil Status	338	3.3	2.68	0.020	Statistically Significant
Monthly Income	337	1.18	2.45	0.317	Statistically NOT Significant
Educational Attainment	341	0.68	2.45	0.606	Statistically NOT Significant

## 5. CONCLUSION AND RECOMMENDATION

The researchers concluded that customers of the Facebook marketplace in Cavinti found that expectations of the function, quality, and delivery of products and reliance on feedback on the Facebook marketplace are factors that have a huge influence on customer satisfaction. Customers who have experience with or perceived performance in purchasing in the Facebook marketplace indicate that the product purchased is durable. Therefore, buying in the Facebook marketplace is not a disadvantage, as it meets the needs of the customers. The respondents have positive disconfirmation, tend to write feedback with influential positive sentiment words such as glad, great, and excited. The demographic profile shows no significant difference in the factors affecting customer satisfaction when using Facebook Marketplace as a purchasing platform. Online marketers should examine the product's quality before delivering it in order to achieve good expectations and perceive performance from customers. Online marketers should provide a description of the product, such as materials, texture, lifespan, warranty, price, etc., since it will be the basis of what customers will expect. Online marketers have a thorough understanding of the Facebook Marketplace as a purchasing platform and how customers view it. Furthermore, online marketers should maintain the product they offer to meet the basic needs of the customer. Those who want to start a business using the Facebook Marketplace must understand EDT (Expectancy-Disconfirmation Theory) to measure customer satisfaction based on the perceived quality of products and performance. In order to receive positive disconfirmation from customers, online marketers should also maintain their customer service—packaging and delivery of products. When a customer's perception of the quality of a specific product or service exceeds the customer's expectation or desire, positive disconfirmation occurs.

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