Analysis of the Factors that Affect Customer Satisfaction when Using a Service

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Abstract: *The study's objective is to examine the factors that affect consumers' happiness with the use of digital services. It looks at how demographic factors, especially age, impact user satisfaction levels and concentrates on important service-related qualities like convenience, time efficiency, cost-effectiveness, service quality, responsiveness, and transparency.*

The association between satisfaction and the specified service qualities was evaluated using a logistic regression analysis. In order to record attitudes and behavioural reactions about the usage of digital services, the study makes use of user-level data within a specified system.

The findings show that responsiveness, convenience, time efficiency, and service quality are all important indicators of consumer satisfaction. In most service criteria, those who are 51 years of age or older show noticeably greater levels of satisfaction. The results emphasise how important it is for digital service providers to customise service delivery based on customer preferences based on age.

The study only looks at users' viewpoints inside a particular service framework, which might not apply to other digital platforms. The focus of future studies could be expanded to encompass additional psychographic and demographic elements that affect satisfaction.

This study advances knowledge of how consumer satisfaction in digital service environments is influenced by demographic variations and service features. It provides practical advice for enhancing platform usability, ease, responsiveness, and efficiency to improve user experience..

Keywords*: service quality, customer satisfaction, logistic regression, age groups, convenience, and responsiveness*