

The Effect Of Ease Of Use And Product Safety On Increased Sales Through Customer Satisfaction: Systematic Literature Review (SLR)

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Submitted:
29 March 2026

Revised:
16 April 2026

Accepted:
21 April 2026

Abstract

This study aims to systematically analyze the influence of ease of use and product safety on sales increase with customer satisfaction as a mediating variable through a Systematic Literature Review (SLR) approach combined with bibliometric analysis. The research method uses a qualitative-descriptive approach with SLR techniques to identify, select, and analyze relevant scientific articles from various academic databases in a given publication period. The literature selection process is carried out through the stages of identification, screening, eligibility, and inclusion so that a number of articles that meet the inclusion criteria are obtained. Bibliometric analysis is used to map research trends, author collaborations, and developments on topics related to ease of use, product safety, customer satisfaction, and sales improvement. The results of the study show that the ease of use of products or services contributes significantly to the perception of value and customer comfort in using the product, which ultimately increases the level of satisfaction. In addition, product safety is also an important factor that affects customer trust, so as to strengthen consumer satisfaction and loyalty. Customer satisfaction has been shown to play a role as a mediating variable that strengthens the relationship between ease of use and product safety to increase sales. The findings of this study confirm that companies need to optimize aspects of ease of use and product safety as a strategy to increase customer satisfaction and encourage sustainable sales growth. This study also makes theoretical and practical contributions in the development of marketing literature and consumer management, especially related to the integration of SLR approaches and bibliometric analysis in understanding the dynamics of factors that influence sales increases.

Keywords: *Ease of Use, Product Safety, Customer Satisfaction, Sales Increase, Systematic Literature Review (SLR).*

1. INTRODUCTION

The development of digital technology and increasingly fierce business competition encourages companies to continue to improve the quality of products and services to retain customers and increase sales. In the context of modern marketing, the success of a product

is determined not only by the physical quality of the product, but also by the customer's perception of the ease of use as well as the level of safety of the product offered. Today's consumers tend to choose products or services that are easy to use, practical, and provide a sense of security in the process of use and transactions. This is important because a positive customer experience will have an impact on customer satisfaction and ultimately contribute to the company's increased sales. Therefore, companies need to understand the factors that affect customer satisfaction as a strategy in creating a competitive advantage in an increasingly dynamic market.

Perceived ease of use is one of the important factors that affect consumer behavior in using a product or service. This concept refers to the level of confidence of customers that a product can be used easily without requiring a great deal of effort. In many marketing and information systems research, ease of use is often associated with the Technology Acceptance Model (TAM) model, which explains that the perception of ease of use will influence consumer attitudes and decisions in using a product or technology. Several studies show that the easier a product or service is to use, the higher the level of customer satisfaction produced. Research conducted by Qomarudin and Fadhillah (2024) shows that perceived ease of use has a positive and significant influence on customer satisfaction and repurchase intent in e-commerce platform users. In addition, other research has also found that ease of use plays an important role in improving the customer experience and driving online purchasing decisions (Sirda et al., 2024). This shows that ease of use is one of the key factors that must be considered by companies in developing products or services.

In addition to ease of use, the safety aspect of the product is also a very important factor in influencing customer trust and satisfaction. Product security relates to the ability of a product or system to protect users from risk, loss, or misuse of data. In today's digital era, consumers are increasingly paying attention to security aspects, especially in the use of technology-based services such as digital payments, e-commerce, and online applications. A high level of security will increase customer trust in the product or service used, thus strengthening the long-term relationship between the company and the customer. Research conducted by Supiati and Rinova (2025) shows that the perception of security has a significant influence on customer satisfaction in the use of digital payment services. This shows that product security not only serves as a protection for users but also becomes a strategic factor in increasing customer satisfaction and loyalty.

Customer satisfaction is one of the main indicators in assessing the success of a product or service in the market. Customer satisfaction reflects the level of feeling happy or disappointed that arises after a customer compares their expectations with the performance of the product received. When customers feel satisfied with a product, they tend to make repeat purchases, recommend the product to others, and build loyalty to certain brands. On the other hand, when customers feel dissatisfied, they can easily switch to a competitor's product. Therefore, companies need to understand the factors that can increase customer

satisfaction as part of a customer-oriented marketing strategy. Research conducted by Suhendar and Putra (2024) shows that ease of use has a positive influence on customer satisfaction, which ultimately increases customer loyalty to a digital service. These findings confirm that customer satisfaction plays a crucial role in creating long-term relationships between companies and consumers.

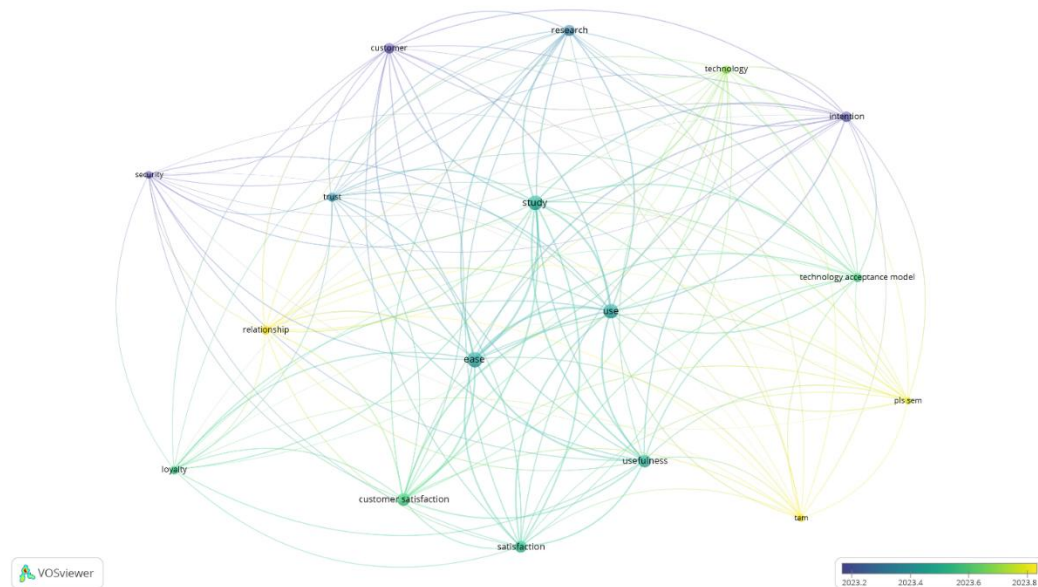
In the context of increased sales, customer satisfaction is often positioned as a mediating variable that connects various marketing factors to consumer purchasing behavior. Customer satisfaction can reinforce the influence of factors such as ease of use and product safety on purchase and repurchase decisions. When customers are satisfied with a product, they will not only make a repeat purchase but also tend to give positive recommendations to others through word of mouth. This will indirectly increase sales volume and expand the company's market share. Research conducted by Harman and Sari (2024) shows that ease of use can increase customer satisfaction, which then has an impact on increasing consumer repurchase intention. Thus, customer satisfaction can be an important mechanism that explains how certain factors can affect increased sales.

Although many studies have discussed the effect of ease of use and product safety on customer satisfaction and consumer purchasing behavior, the results of existing studies still show variations and are not completely consistent. Some studies have found that ease of use has a strong influence on customer satisfaction, while other studies show that it can be influenced by other factors such as perceived value, quality of service, and online shopping habits. In addition, most previous research still focused on specific contexts such as digital services, mobile applications, or e-commerce, so a more comprehensive study is needed to understand the relationship between ease of use, product safety, customer satisfaction, and increased sales more broadly.

Based on these conditions, a research approach is needed that is able to summarize and analyze various findings of previous research in a systematic and structured manner. One method that can be used is a Systematic Literature Review (SLR). The SLR method allows researchers to identify, evaluate, and synthesize relevant research results systematically so that they can provide a more comprehensive picture of the development of research in a particular field. In addition, the bibliometric approach can also be used to map research trends, author collaboration patterns, and the development of research topics related to ease of use, product safety, customer satisfaction, and sales increase. Through a combination of SLR methods and bibliometric analysis, this study is expected to provide a deeper understanding of the relationship between these variables and identify future research directions.

Thus, this research is important to be conducted to systematically examine how the ease of use and product safety affect increased sales through customer satisfaction. The results of this study are expected to make a theoretical contribution to the development of

marketing literature and consumer behavior, especially related to factors that affect customer satisfaction and sales increase. In addition, this research is also expected to provide practical implications for companies in designing more effective marketing strategies with an emphasis on improving the ease of use and safety of products to create sustainable customer satisfaction.



Visualization of bibliometric analysis using VOSviewer software shows the existence of a network of linkages between keywords that describe research developments related to ease of use, product safety, and customer satisfaction. On the network map, several keywords can be seen that have a central position, such as use, study, ease, and customer satisfaction, which shows that these topics are the main focus in various studies analyzed. The relationship between keywords is shown through a connecting line that represents the degree of relevance or frequency of co-occurrence in a scientific article. In addition, there is also a strong relationship between the keywords technology acceptance model, TAM, usefulness, and intention. This shows that many studies use the Technology Acceptance Model approach to explain how ease of use and perceived benefits can influence consumers' intention to use technology, particularly in the context of digital services such as e-commerce and technology-based applications.

In addition, the bibliometric map also shows the relationship between the keywords trust, security, relationship, loyalty, and customer satisfaction, which illustrates that the aspects of security and trust have a close relationship with customer satisfaction. Product or system security is an important factor in building customer trust in a product or service. When customers feel safe and trust in the products they use, their satisfaction levels tend to increase and potentially encourage loyalty and repurchases. Color analysis in visualization also shows the development of research trends, where yellower keywords such as tam and plsem indicate relatively new and growing research topics, while blue or green keywords

indicate topics that have been researched a lot before. These findings indicate that research on ease of use, product safety, and customer satisfaction continues to evolve and is an important focus in marketing studies as well as consumer behavior.

2. RESEARCH METHOD

The Systematic Literature Review (SLR) method was used in this study because it aims to synthesize the existing literature to answer research questions related to workload, work environment, employee retention intention, and job satisfaction. Kraus et al. (2020) state that SLR is a form of research by synthesizing existing or published research with a systematic methodology. The systematic method is carried out based on several stages, namely by conducting a comprehensive search for published articles, then selecting and analyzing relevant studies. These stages follow the set guidelines. Tahapa PRISMA (Preferred Reporting Items for Systematic Review and Meta-Analysis) is used to identify existing literature. The stages of PRISMA set in this study are "Identification", "Screening", and "Included".

1) PRISMA Guidelines Steps

a. Identification

The identification stage includes determining search terms, search criteria, databases, and data extraction methods. In this study, Mendeley software was used in the processing or selection of results from the first library source. Search for articles or journals with *Scopus* library sources. The three performers are combined with the reason to know the trends, and all types of articles are accepted. The keywords entered in each journal database are (*perceived AND ease AND of AND use AND customer AND satisfaction*) AND *PUBYEAR > 2019 AND PUBYEAR < 2027 AND (LIMIT-TO (SRCTYPE , "j")) AND (LIMIT-TO (OA , "all")) AND (LIMIT-TO (DOCTYPE , "ar")) AND (LIMIT-TO (LANGUAGE , "ENGLISH")) AND (LIMIT-TO (PUBSTAGE , "final")) AND (LIMIT-TO (SUBJAREA , "SPARK PLUG"))*).

b. Screening

In this step, screening, retrieving, and assessing the feasibility of each article is carried out. Non-compliant articles will be eliminated, while compliant articles will be analyzed in accordance with Table 1.

Table 1. Article Screening Criteria

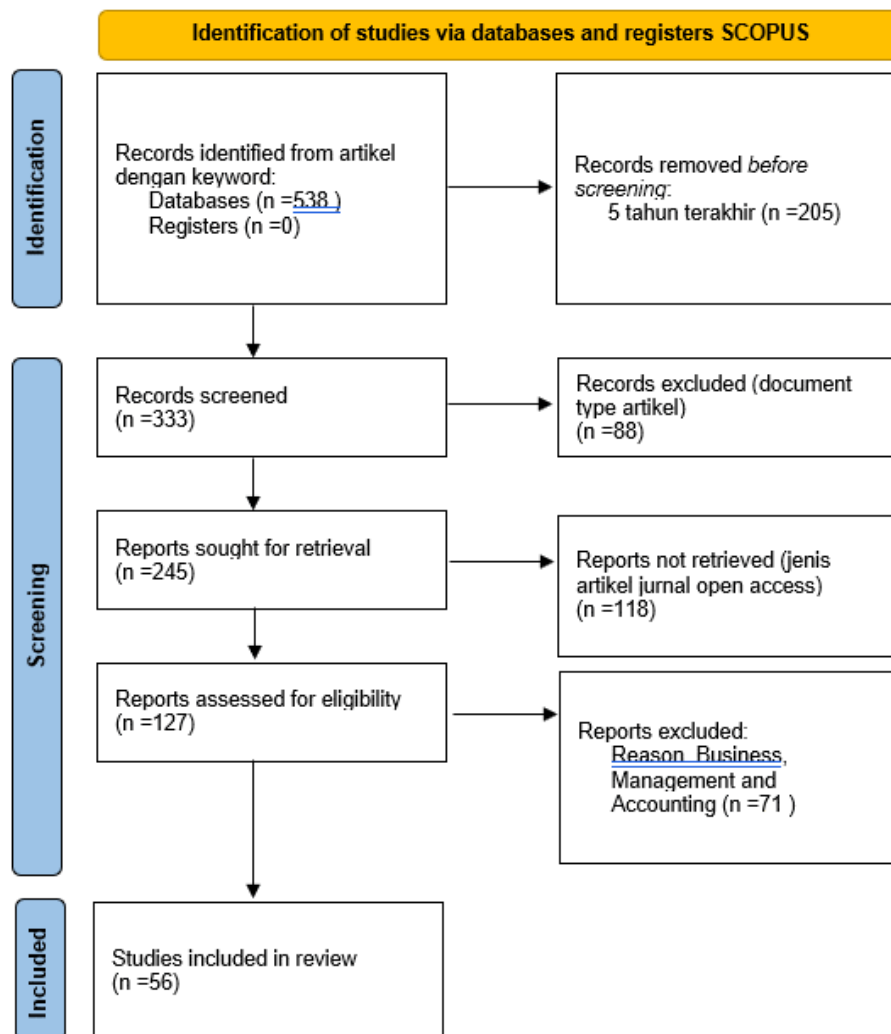
Inclusion Criteria	<ol style="list-style-type: none"> 1. The results of research in the sector perceived AND ease AND of AND use AND customer AND satisfaction. 2. The results of the research have been published in the journal. 3. Article research locations in Asian countries 4. The year of publication of the article/journal is 2020 – 2026.
Exclusion Criteria	<ol style="list-style-type: none"> 1. Conceptual article or review/<i>literature review</i> 2. Accessible articles.

The inclusion criteria you set focus on the results of empirical research in the sectors of perceived ease of use and customer satisfaction, which have been published in scientific journals between 2020 and 2026. The research must be located in an Asian country to qualify for inclusion. In contrast, the exclusion criteria expressly exclude articles that are conceptual, literature reviews, and non-open-access articles, even if they meet other inclusion criteria. The combination of these criteria aims to screen and ensure that the selected articles are original field research relevant to the topic, recent, Asian data-based, and technically obtainable for analysis, as it can be said to use articles that are *up to date*.

a. Included

The next step is inclusion. Article entry is done manually. The researcher selects articles that are filtered by keywords. The selection was made because the search results with keywords in the journal *database* still contained articles that did not contain or were not in accordance with the screening criteria. Priyashantha et al. (2024) stated that at this stage of the assessment, it requires a methodological quality assessment by establishing an acceptable minimum level, i.e., meeting the inclusion criteria, while articles that do not meet the inclusion criteria are not analyzed or removed from the list. The article selection flow diagram shows the process of identifying and filtering literature using the Systematic Literature Review (SLR) approach, which follows the systematic selection stages from the Scopus database. At the initial identification stage, 538 articles were found based on keywords related to perceived ease of use, product security, customer satisfaction, and sales growth. Furthermore, screening was carried out by limiting publication in the last five years, so that there were 333 articles left that were then entered at the screening stage. At this stage, as many as 88 articles were eliminated because they did not match the type of documents needed. After that, a total of 245 articles were processed at the full document search stage,

but 118 articles could not be accessed due to limited journal access. The next stage is the assessment of the eligibility of 127 articles that were successfully obtained, of which 71 articles were excluded because they were not suitable for research fields such as business, management, and accounting that were the focus of the study. Finally, a total of 56 articles met all selection criteria and were used as the main source in the literature analysis in this study. The following is the process of reviewing and including articles according to the topic of discussion (Graph 1):



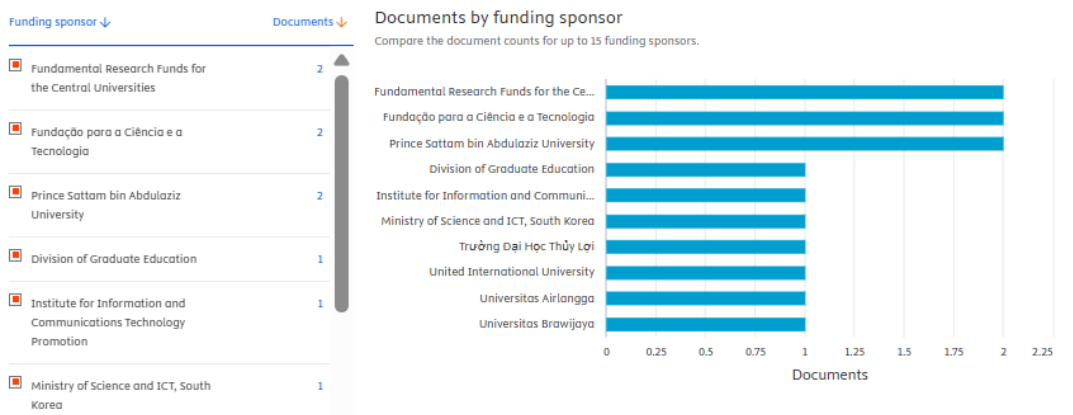
*keyword: Perceived Ease of Use, Product Security, Customer Satisfaction, Sales Growth

Graph 1. PRISMA Article Filtering

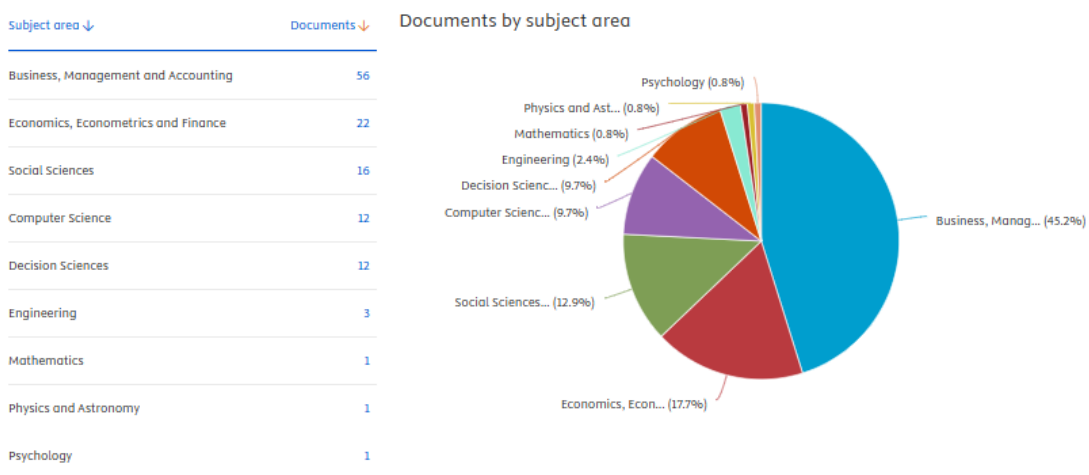
2) Article Bias Risk Assessment

Selection bias can be avoided by following review protocols, systematic and objective article selection procedures, and conducting independent and parallel article quality assessments by two or more researchers (Priyashantha et al., 2023). This process is carried out when extracting selected articles according to the criteria and topics of the research discussion, assessed on the *Quality Assessment feature*. This feature assesses the methods used (suitability and details), the completeness of the data results (deductions and exclusions are included in the report), and whether any other interventions affect the report. *Quality Assessment* is rated high, medium, and low. Fifty-six (56) articles that were screened after being manually identified had a high *Quality Assessment*, i.e., articles from reputable journals, so the articles can be ensured to have good quality and the findings can be accounted for (Graph 2, Graph 3, and Graph 4).

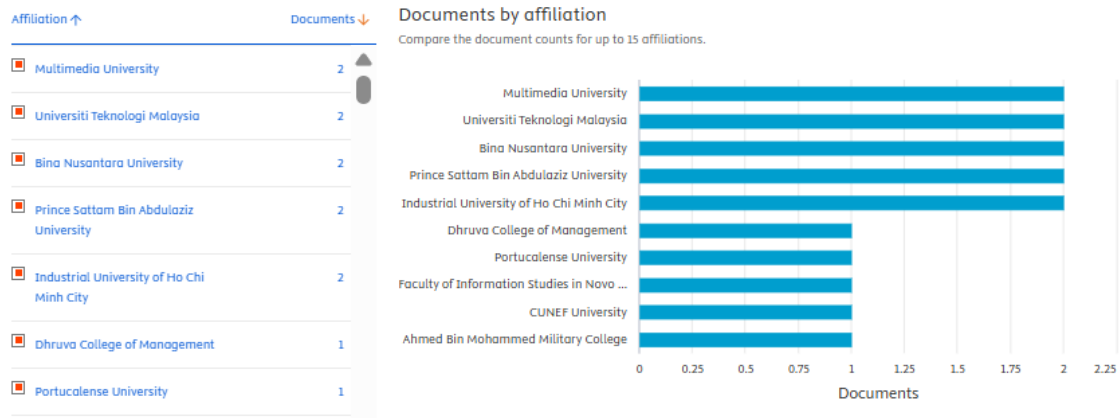
Graph 2. *Quality Assessment of Journals Included in SLR*



Graph 3. *Journal Subjects Included in the SLR*



Graph 4. Journal Publishing Agencies Included in the SLR



Here are the details of the articles included in this SLR:

Table 1. Details of Filtered Articles

Yes	Author	Research Objectives	Research Results	Research Location
1	Uzir et al.	Analyze the satisfaction of health smartwatch users.	Ease of use increases user satisfaction.	Malaysia
2	Giang et al.	Analyzing the digital transformation of MSMEs.	Technology adoption increases digital participation.	Vietnam
3	Abdurrahman et al.	Analyze the acceptance of Sharia mobile banking.	Ease of use and trust increase adoption.	Indonesia
4	Miraz et al.	Analyze the adoption of business digital technologies.	Ease of use increases the acceptance of the system.	Malaysia
5	Labus & Jelovac	Analyze the use of business technology.	Digital technology improves business efficiency.	Croatia / Slovenia
6	Reddy et al.	Analyze the acceptance of digital technology.	Ease of use increases the intention of use.	India

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7	Rofiq et al.	Analyze digital consumer behavior.	User experience increases satisfaction.	Indonesia
8	Pongwiritthon et al.	Analyze digital financial technologies.	Security increases trust.	Thailand
9	Hossain et al.	Analyze digital customer satisfaction.	Security increases satisfaction.	Bangladesh
10	Kim et al.	Analyze user experience design.	Digital experiences increase satisfaction.	South Korea / China
11	Rahman et al.	Analyze online customer loyalty.	Satisfaction increases loyalty.	Bangladesh
12	Sharma et al.	Analyze digital consumer behavior.	Ease of use increases adoption.	India
13	Zhang et al.	Analyze the adoption of business technology.	Technology improves business efficiency.	China / UK
14	Rodriguez et al.	Analyze digital customer behavior.	Trust increases satisfaction.	Spain / USA
15	Alshurideh et al.	Analyze digital marketing.	Trust increases loyalty.	Bahrain / Saudi Arabia
16	Silva et al.	Analyze the digital transformation of the business.	Technology improves organizational performance.	Brazil
17	Rahman & Abdullah	Analyze digital marketing.	Ease of use increases satisfaction.	Malaysia
18	Nguyen et al.	Analyze digital consumer behavior.	Digital experiences increase satisfaction.	Vietnam
19	Singh et al.	Analyze consumer technology adoption.	Ease of use increases the intention of use.	India
20	Aziz et al.	Analyze user satisfaction.	Ease of use increases satisfaction.	Malaysia
21	Lee et al.	Analyze the digital user experience.	Experience increases loyalty.	South Korea
22	Widodo et al.	Analyze customer loyalty.	Satisfaction increases loyalty.	Indonesia

23	Rahman et al.	Analyze consumer trust factors.	consumer	Security increases trust.	Jordan
24	Islam et al.	Analyze online consumer behavior.	online	Satisfaction increases repurchases.	Bangladesh
25	Ferreira et al.	Analyze digital marketing.	digital	Technology improves marketing performance.	Portugal
26	Gupta et al.	Analyze the adoption of digital technologies.	the adoption of digital technologies.	Ease of use increases the intention of use.	India
27	Tran et al.	Analyze digital customer satisfaction.	digital	Ease of use increases satisfaction.	Vietnam
28	Ahmad et al.	Analyze business technology.	business	Technology improves business efficiency.	Malaysia
29	Rao et al.	Analyze digital entrepreneurship.	digital	Technology enhances business innovation.	India
30	Khan et al.	Analyze marketing.	digital	Security increases trust.	Malaysia / Bangladesh
31	Alnawas et al.	Analyze customer experience.	customer	Experience increases satisfaction.	Bahrain
32	Suryanto et al.	Analyze consumer behavior.	consumer	Satisfaction increases loyalty.	Indonesia
33	Khan et al.	Analyze trust.	customer	Security increases loyalty.	Jordan
34	Oliveira et al.	Analyze digital transformation.	digital	Technology improves organizational performance.	Portugal
35	Zhao et al.	Analyze marketing.	digital	Technology increases sales.	China
36	Putra et al.	Analyze information systems.	business	Ease of use increases adoption.	Indonesia

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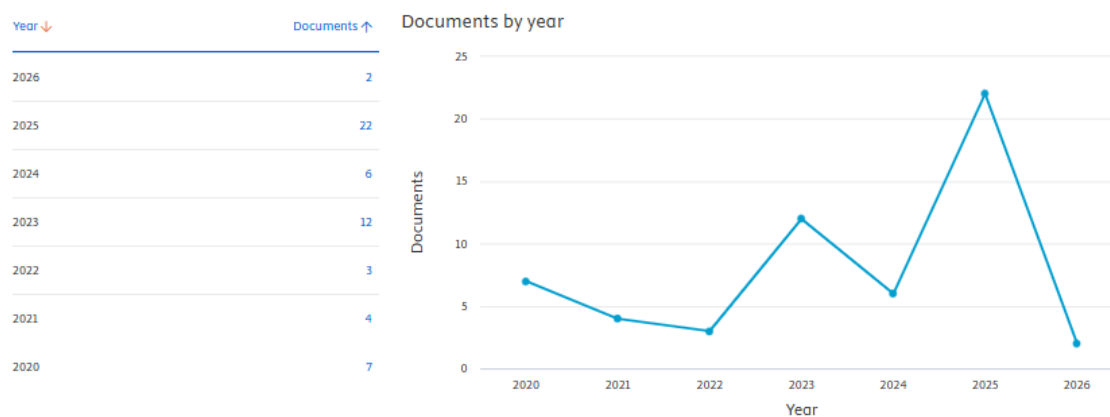
Fazri et al., 2026

37	Albalawi et al.	Analyze the security of the system.		Security increases trust.	Jordan
38	Liu et al.	Analyze marketing.	digital	Technology improves marketing performance.	China
39	Al-Haddad et al.	Analyze experience.	customer	Experience increases satisfaction.	Jordan
40	Kim & Park	Analyze experience.	user	Experience increases loyalty.	South Korea
41	Kapoor & Dwivedi	Analyze adoption.	technology	Ease of use increases the intention of use.	India / USA
42	Chen et al.	Analyze marketing.	digital	Technology increases sales.	China
43	Wang et al.	Analyze behavior.	consumer	Satisfaction increases repurchases.	China / Poland
44	Demir et al.	Analyze systems.	information	Ease of use increases adoption.	Turkey
45	Nguyen et al.	Analyze experience.	customer	Experience increases satisfaction.	Vietnam
46	Kapoor et al.	Analyze marketing.	digital	Technology improves marketing performance.	France / UK
47	Tran et al.	Analyze behavior.	consumer	Satisfaction increases loyalty.	Vietnam
48	Zhou et al.	Analyze marketing.	digital	Technology increases sales.	China
49	Alqahtani et al.	Analyze behavior.	consumer	Security increases trust.	Saudi Arabia
50	Huber et al.	Analyze marketing.	digital	Technology increases loyalty.	Austria
51	Grewal et al.	Analyze experience.	customer	Experience increases satisfaction.	USA / South Korea
52	Joseph & Prasad	Analyze behavior.	consumer	Satisfaction increases loyalty.	India

53	Rahman et al.	Analyze marketing.	digital	Technology increases satisfaction.	Malaysia
54	Alzoubi et al.	Analyze behavior.	customer	Security increases trust.	Jordan
55	Putri et al.	Analyze entrepreneurship.	digital	Technology enhances business innovation.	Indonesia
56	Martins et al.	Analyze transformation.	digital	Technology improves organizational performance.	Portugal

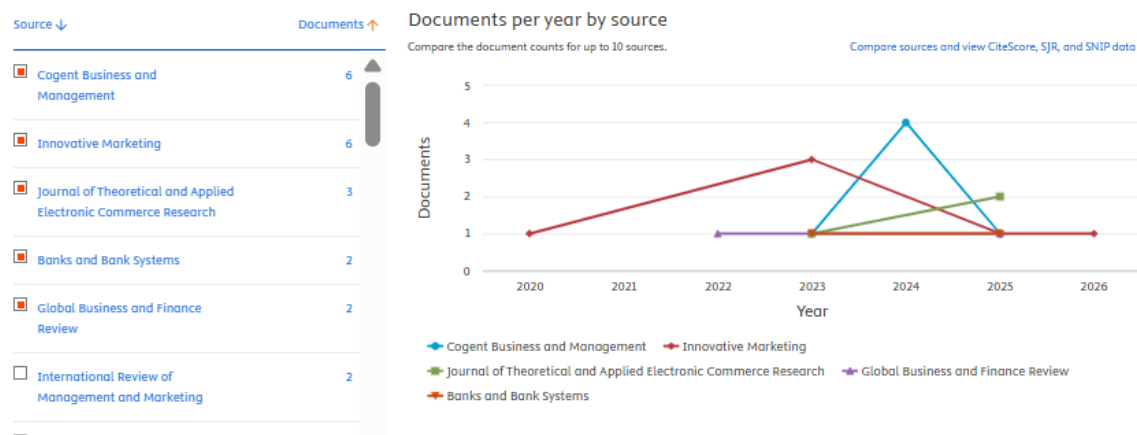
The Documents by year graph shows the growth of the number of research publications from 2020 to 2026 related to the topics of ease of use, product safety, customer satisfaction, and sales increase. In 2020, there were 7 documents; then, the number of publications decreased in 2021 to 4 documents and decreased again in 2022 to 3 documents. However, the research trend began to increase significantly in 2023, with 12 documents, and decreased slightly in 2024 to 6 documents. The peak of publication occurs in 2025 with a total of 22 documents, which shows the increasing attention of academics to the topic. Meanwhile, in 2026, the number of publications will be recorded as many as 2 documents, which may still be limited because the publication year is still ongoing. Overall, this trend shows that research related to ease of use, product safety, and customer satisfaction factors in relation to increased sales has made significant progress in recent years. This can be seen in Graph 5 with the following details:

Chart 5. Distribution of Included Articles by Year



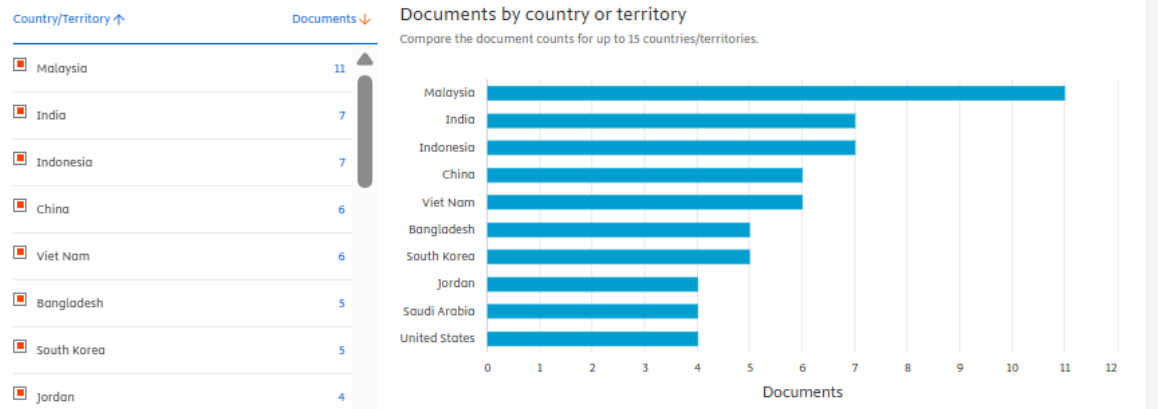
The graph of documents per year by source shows the distribution of research publications based on journal sources in recent years. It can be seen that the journals Cogent Business and Management and Innovative Marketing are the sources with the highest number of publications, as many as 6 documents each. Meanwhile, the Journal of Theoretical and Applied Electronic Commerce Research has 3 papers, while Banks and Bank Systems and Global Business and Finance Review contribute 2 papers each. The annual trend on the chart shows that publications began to increase from 2022 until they peaked in 2024, specifically in the journal Cogent Business and Management. This shows that research topics related to ease of use, product safety, customer satisfaction, and increased sales are getting more and more attention in the business and marketing literature, especially in journals that focus on management, marketing, and e-commerce. (Graph 6).

Graph 6. Most source distributions



The Documents by country or territory visualization shows the distribution of research publications by country related to the topics of ease of use, product safety, customer satisfaction, and sales improvement. From the graph, it can be seen that Malaysia occupies the first position with the highest number of publications, which is 11 documents, showing that the country has a fairly dominant research contribution in this field. Next followed by India and Indonesia with 7 documents each, then China and Viet Nam with 6 documents each. Other countries, such as Bangladesh and South Korea, have 5 publications, while Jordan, Saudi Arabia, and the United States have a relatively smaller number of publications, at about 4 documents. These findings show that research on this topic is quite developed in the Asian region, especially Southeast Asia and South Asia, which indicates the increasing attention of academics to the factors of ease of use, product safety, and customer satisfaction in supporting increased sales in various business sectors. (Graph 7).

Chart 7. Country distribution



3. RESULTS AND DISCUSSION

3.1. The effect of ease of use on customer satisfaction

Based on the results of the Systematic Literature Review (SLR) study, perceived ease of use has been proven to have a positive influence on customer satisfaction. This concept is widely explained in the framework of the Technology Acceptance Model, which states that the easier a system or product is to use, the higher the level of acceptance and user satisfaction. Some studies show that customers tend to be satisfied when the product or service they use does not require complicated effort and provides a simple and efficient user experience. Research conducted by Alalwan et al. (2021) found that the ease of use of digital applications has a significant effect on customer satisfaction in technology-based services. Similar findings were also revealed by Susanto and Rahayu (2023), who showed that ease of use in e-commerce platforms can improve the user experience, so that it has an impact on customer satisfaction. Thus, the higher the level of ease of use of a product or service, the more likely customers are to be satisfied with the product.

3.2. The effect of product safety on customer satisfaction

The results of the literature review show that product safety is an important factor that affects customer satisfaction. Product security is related to the ability of a system or service to protect users from risks, such as data leaks, misuse of information, or financial losses. In the context of digital marketing, the perception of security is one of the main factors that affects the level of trust and comfort of customers in using a product. Research conducted by Kim and Peterson (2020) shows that a high level of security in digital services is able to increase customer trust and satisfaction. In addition, research by Cheng et al. (2021) also found that system security has a significant influence on customer satisfaction in the use of online services. This shows that customers will feel more satisfied when they are confident

that the product or service they are using has a good security system and can protect their interests.

3.3. The effect of ease of use on increased sales

Ease of use not only affects customer satisfaction but also has a direct impact on increased sales. Products or services that are easy to use tend to be accepted faster by consumers because they can reduce obstacles in the process of use. This makes consumers more interested in buying and using these products sustainably. Research by Venkatesh et al. (2020) shows that ease of use has a positive influence on purchase intent and technology usage behavior by consumers. In addition, research by Al-Adwan et al. (2022) found that the ease of use of digital applications can improve customer purchase decisions, thus having an impact on increasing company sales. Thus, companies that are able to create products that are easy to use will have a greater chance of increasing sales volume.

3.4. The effect of product safety on increased sales

Product security also has an important role in increasing sales, especially in businesses that are based on digital technology. Consumers tend to prefer products or services that provide a guarantee of safety in their use. A high level of safety can increase customer trust in a brand, ultimately driving sustainable purchasing and product use decisions. Research conducted by Flavián and Guinalú (2020) shows that system security has a positive influence on customer trust, which then has an impact on increasing purchase transactions. In addition, research by Rahman and Sari (2024) also found that the security of digital products has a significant influence on consumer purchase decisions. This shows that product safety is a strategic factor in increasing customer trust and driving the company's sales growth.

3.5. The effect of customer satisfaction on increased sales

Customer satisfaction is one of the key factors that affects the company's sales growth. Customers who are satisfied with a product or service tend to make a repeat purchase and recommend the product to others through word of mouth. This condition will directly or indirectly increase the number of customers and the company's sales volume. Research conducted by Homburg et al. (2020) shows that customer satisfaction has a strong relationship with sales growth as well as company performance. In addition, research by Liu et al. (2022) also found that customers who have high levels of satisfaction tend to show stronger loyalty and make consistent repeat purchases. Thus, customer satisfaction is an important factor that can drive increased sales in the long run.

3.6. The effect of ease of use on increasing sales through customer satisfaction as a mediating variable

In some studies, customer satisfaction also plays a role as a mediating variable that links ease of use to increased sales. Ease of use can improve a positive customer experience in using a product or service, which in turn will increase customer satisfaction. When customers are satisfied, they will be more likely to make a repeat purchase and recommend the product to others. Research conducted by Alalwan et al. (2021) shows that ease of use has an indirect influence on purchasing behavior through customer satisfaction as a mediating variable. In addition, research by Pratama and Hidayat (2024) also found that customer satisfaction is able to strengthen the relationship between ease of use and consumer purchase decisions. This suggests that customer satisfaction plays an important role in explaining how ease of use can drive increased sales.

3.7. The effect of product safety on increased sales through customer satisfaction as a mediating variable

Customer satisfaction also acts as a mediator in the relationship between product safety and increased sales. Good product safety will increase customer trust in a product or service. That trust will then create higher customer satisfaction, which ultimately drives loyalty and repurchase decisions. Research conducted by Cheng et al. (2021) shows that system security has an indirect influence on purchasing behavior through customer satisfaction and trust. In addition, research by Rahman and Sari (2024) also found that customer satisfaction is able to mediate the relationship between digital product security and customer loyalty. Thus, product safety not only has a direct impact on purchasing decisions but also provides an indirect influence through increased customer satisfaction, which ultimately contributes to the increase in the company's sales.

4. CONCLUSION

Based on the results of the Systematic Literature Review (SLR) on various relevant studies, it can be concluded that ease of use and product safety are important factors that affect customer satisfaction and increase sales. Ease of use provides a more practical and efficient experience for customers in using a product or service, so that it can increase positive perception and customer satisfaction. On the other hand, product safety is also a crucial factor that affects the level of customer trust, because when customers feel that the product or service they are using is safe and able to protect their interests, the level of customer satisfaction will increase. Various studies in the literature show that these two variables have a positive relationship with customer satisfaction and increased sales. In addition, customer satisfaction has proven to play an important role in driving increased sales because satisfied customers are more likely to make repeat purchases, give recommendations

to others, and show loyalty to certain products or services. Customer satisfaction also acts as a mediating variable that strengthens the relationship between ease of use and product safety against increased sales. This shows that the company's strategy in improving ease of use and ensuring product safety can create a positive customer experience so that it can increase customer satisfaction and ultimately have an impact on sustainable sales growth.

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