

# MEASURING THE IMPACT OF RETURN AND REFUND POLICIES ON CONSUMER SATISFACTION AND LOYALTY IN B2C E-COMMERCE: A CASE STUDY ON ONLINE SHOPPING EXPERIENCE IN SPX EXPRESS NOVALICHES HUB

## ABSTRACT

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In the rapidly evolving e-commerce landscape, return and refund policies play a crucial role in shaping consumer behavior, satisfaction, and loyalty. As online shopping continues to grow, businesses must implement policies that protect their operations while also meeting customer expectations. Well-structured return and refund policies can foster trust, encourage repeat purchases, and increase overall consumer satisfaction. In contrast, unclear or restrictive policies may lead to dissatisfaction and diminished loyalty. This study aimed to assess the impact of return and refund policies on consumer satisfaction and loyalty in business-to-consumer (B2C) e-commerce, focusing on the online shopping experiences associated with SPX Express Novaliches Hub. This study employed a quantitative research design. Data were collected through structured online and offline surveys, using standardized questionnaires that assessed consumer attitudes and perceptions regarding return and refund policies. Rating scales were used to quantify satisfaction and loyalty levels. Statistical analyses were conducted to examine the relationship between the effectiveness of return and refund policies and consumer satisfaction and loyalty in the context of B2C e-commerce. Survey responses from participating consumers revealed valuable insights into their experiences with return and refund processes in e-commerce transactions. Respondents emphasized the importance of policy flexibility, transparent communication, and hassle-free return procedures. The data showed that consumers who experienced straightforward and timely return processes were more likely to report higher satisfaction and expressed increased loyalty to the platform. Feedback also highlighted areas for improvement, such as better tracking of returns and quicker refund processing times. The findings confirm that return and refund policies significantly influence consumer satisfaction and loyalty in B2C e-commerce. Key factors such as flexible return periods, transparent guidelines, and seamless processing contribute to positive customer experiences. The study recommends that e-commerce platforms, including SPX Express Novaliches Hub, enhance their policies by prioritizing ease of use, timely communication, and consumer-centric procedures to foster long-term customer relationships and trust.

## RECOMMENDED CITATION

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