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Analysis of Goods Tracking Website Quality on User Satisfaction Using the WebQual 4.0 Method (Case Study of the Cekresi.com Website)

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Abstract

This study aims to analyze the partial and simultaneous effects of usability quality, information quality, and service interaction on user satisfaction with the Cekresi.com website, using questionnaire data from site users and the WebQual 4.0 framework for evaluation. WebQual 4.0 is adopted because it captures three core dimensions: usability, information quality, and service interaction, which are widely used to assess website quality and user satisfaction in various online service contexts. The multiple linear regression results show that usability and service interaction are the primary drivers of Cekresi.com's service performance, with both positively and statistically significantly affecting user satisfaction. This indicates that ease of use, clear interaction flows, and the perceived quality of service when tracking shipments or accessing information are the main determinants of whether users feel satisfied and are willing to continue using the site. By contrast, although information quality is positively related to satisfaction, its effect is not statistically significant in the model, suggesting that variation in user satisfaction with Cekresi.com is explained more by usability and interaction quality than by differences in perceived information quality.

Keywords: Usability, Information, Quality, Service, Interaction, User, Satisfaction

1. Introduction

Technological developments have also transformed the e-commerce business and increased the goods-delivery business, as courier services will have direct contact with consumers and play an essential role in delivering packages/products to customers. Acts as an intermediary in the flow of transactions from seller to customer. Websites and internet networks connect online businesses with delivery service providers and customers. By using online platforms, companies can efficiently organize deliveries, track order status, and provide customers with the information they need. In the era of online shopping, which continues to grow, delivery service providers play a significant role in maintaining the smooth flow of goods and meeting increasingly high customer expectations. A website collection can be published online and opened anytime and anywhere. The Cekresi.com website helps with tracking packages from various delivery services. With this web-based service, users can check all receipt numbers from more than 60 shipping companies that have collaborated with the website.

Using the Cekresi.com website is essential in shipping because it provides crucial information regarding tracking receipt numbers. The Cekresi.com website is an alternative for monitoring receipt numbers that users can access from anywhere. This website is used to track the package's position and condition. With the Cekresi.com website, packages can be monitored at any time, making it easier for consumers or buyers to feel more comfortable and safe as the package approaches delivery. Data analysis on sameweb.com explained that traffic to the Cekresi.com website in June 2023 was 4.6 million visitors. This analysis also demonstrates that in May 2023, Indonesia will be the top country in traffic to the Cekresi.com website, with a share of 97.80%; this is why Indonesians use the Cekresi.com website very often.

Website services are a fundamental need for users, making website quality a key indicator of a site's usability and value to its audience. In the context of

marketing and business, customer satisfaction captures the degree to which users feel satisfied or dissatisfied with the products and services they consume, and in the digital era, this satisfaction strongly shapes an organization's online reputation across the web and social media. Customer satisfaction can be assessed through multiple indicators, such as structured satisfaction surveys, online reviews, user feedback, and retention or repeat-usage rates. In this study, satisfaction refers specifically to users' level of satisfaction with the online services and information provided by the Cekresi.com website. A smooth, accurate tracking process is a critical element of the user experience; when package-tracking features work reliably and intuitively, they create a positive impression and increase user satisfaction. Users naturally hold certain expectations about the services they receive, and service providers are expected to deliver experiences that align with or exceed those expectations. User satisfaction is a primary benchmark for judging the effectiveness of website-based information systems, because such systems are ultimately created to meet user needs and expectations. Consequently, the quality of the Cekresi.com website needs to be evaluated systematically to determine how well it fulfils these needs and how satisfied users are with its overall performance. In this study, the WebQual 4.0 framework is used as a user-centered evaluation instrument to measure the service quality of the Cekresi.com website across three principal dimensions: usability, information quality, and service interaction. Assessing the site along these dimensions enables the quality of Cekresi.com to be quantified and interpreted from the users' perspective, and helps pinpoint which specific aspects most strongly enhance or undermine user satisfaction.

Said et al. (2020) found that usability, information quality, and service interaction positively influence community satisfaction with the Ministry of Health's Emerging Infection website, offering a useful point of comparison for how similar WebQual dimensions shape user satisfaction on other platforms. Similarly, Adelin and Silviana (2018) found that usability, information quality, and service interaction as independent variables jointly and positively influence user satisfaction with the PT Semen Baturaja (Persero) website. In line with these results, Rohman and Kurniawan (2017) reported that usability, information quality, and interaction quality exert a positive influence on user satisfaction in their WebQual 4.0–based assessment of a public-sector website.

Prior WebQual 4.0 studies largely report that usability, information quality, and interaction/ service dimensions positively influence user satisfaction across various website types, such as public-sector and corporate websites. However, evidence remains limited for logistics/ package-tracking aggregator platforms, where the core (tracking status) content is frequently perceived by users as a baseline feature that is similar across providers. This creates a potential theoretical gap, which is when information is standardized and comes from external courier systems, user satisfaction may be shaped more by system experience (ease, speed, navigation) and interaction cues (trust, security, feedback support) than by perceived information quality. Therefore, this study extends WebQual-based evidence to the logistics tracking context and highlights the theoretical and managerial relevance of an unexpected finding: Information Quality may not be a significant satisfaction driver for tracking websites, while offering actionable priorities for website improvement.

This research investigates how usability, information quality, and service interaction shape user satisfaction with the Cekresi.com website, considering both their individual and combined effects. More precisely, it seeks to evaluate the partial and simultaneous influence of these three WebQual 4.0 dimensions on the satisfaction levels reported by Cekresi.com users.

2. Research Methods

This study employed a quantitative research design, in which data were collected and analyzed numerically. Primary data were obtained from users of the Cekresi.com website through a structured questionnaire. Data were gathered through an online questionnaire administered via Google Forms, with all items rated on a 4-point Likert scale (4 = strongly agree, 3 = agree, 2 = disagree, 1 = strongly disagree). A total of 100 respondents who had used the Cekresi.com website completed the survey. The inclusion criteria specified that respondents must be users or visitors of the Cekresi.com website who had accessed the site within the previous approximately 6–12 months and had visited the website at least twice.

The statements presented in the questionnaire are arranged based on the indicators for each variable, which are presented in the table below:

TABLE 1
OPERATIONAL VARIABLES

Variable	Operational Definition	Indicator
Usability (X1)	Website quality is rooted in several key aspects, including visual appearance, ease of navigation, clear placement of information, and the alignment of the interface with the website's purpose or type. When a website combines strong visual aesthetics with intuitive, easy-to-use navigation, users tend to return more often and interact more deeply	Easy to learn
		Clear and easy to understand
		Easy to navigate

Variable	Operational Definition	Indicator
	with its content. [5]	Easy to use
		Interesting display
		Information needs
		Good competency
		Positive impression
Information Quality (X2)	Information quality can be evaluated by determining whether the information presented on the website aligns with users' needs and is relevant to their specific context of use. In practice, this means assessing aspects such as accuracy, relevance, completeness, and timeliness of the content in relation to what users are trying to accomplish on the site. It also depends on whether the content is trustworthy and factually correct, so that users can rely on the information presented. [5]	Pretty clear information
		Reliable information
		Timely/up to date information
		Relevant information
		Information is easy to read.
		Quite detailed information
		Suitability of website features and content
Service Interaction (X3)	Interaction quality refers to the quality of service interactions experienced by users when they engage with a website, typically reflected in dimensions such as trust and empathy. [5]	Good Reputation
		Safe transactions
		Personal data is protected.
		Attract interest and attention.
		There is a community atmosphere.
		It is easy to give feedback.
		Confidence in conveying information
User Satisfaction (Y)	This dependent variable reflects users' perceptions that the website's overall visual appearance is good. [5]	The general opinion about the website

Source: Data computed (2023)

After the questionnaire had been distributed and completed, the responses were compiled, coded, and transformed into an analyzable dataset. The data were then examined using multiple linear regression with IBM SPSS Statistics version 25 to address the main research questions, employing the following analytical procedures.

1) Data quality testing measures whether the data produced is valid and reliable. It consists of validity and reliability testing. Validity is measured by comparing Rcount to Rtable. Meanwhile, reliability is measured by comparing Cronbach's alpha to 0.60.

2) The classical assumption test is used to assess whether a linear regression model satisfies the statistical assumptions required for a valid relationship between the independent and dependent variables. These tests (such as normality, multicollinearity, and heteroscedasticity checks) help ensure that the estimated coefficients are unbiased, consistent, and efficient, so that the inferred relationships can be interpreted reliably. The classical assumption test consists of tests for normality, heteroscedasticity, and multicollinearity. Normality was assessed using the Kolmogorov-Smirnov Test. If the results of Asymp. Sig > 0.05 means the data is usually distributed. The heteroscedasticity test is indicated by a Scatter Plot with results that are spread out and do not cluster at a single point. Multicollinearity is indicated by a VIF < 10 and a tolerance > 0.1.

3) Multiple linear regression is used to assess the fit of a model relating the independent variables (predictors) to the dependent variable. The multiple linear regression formula is as follows.

4) Hypothesis testing in this study is used to assess whether the proposed hypotheses are supported by the data. The procedures include the t-test, F-test, and the coefficient of determination. The t-test for individual regression coefficients is evaluated by comparing the calculated t-statistic with the critical t-value (t count > t table) or, equivalently, by checking whether the significance (p-value) is below 0.05. The F-test for overall model significance is assessed by comparing the calculated F-statistic with the critical F-value (F count > F table) or by verifying that the model's significance value is less than 0.05. The explanatory power of the model is evaluated using the coefficient of determination, with the adjusted R-squared reported because the regression includes more than two independent variables, and this statistic accounts for the number of predictors in the model.

Accordingly, the study formulates the following hypotheses (H):

1) H1: Usability has a positive and significant effect on User Satisfaction.

2) H2: Information Quality has a positive and significant effect on User Satisfaction.

3) H3: Service Interaction has a positive and significant effect on User Satisfaction.

4) H4: Usability, Information Quality, and Service Interaction simultaneously have a significant effect on User Satisfaction.

3. Results and Discussion

3.1 Respondent Characteristics

Through a list of questions asked by researchers, the results of the respondent criteria were obtained, which are presented in the image below:

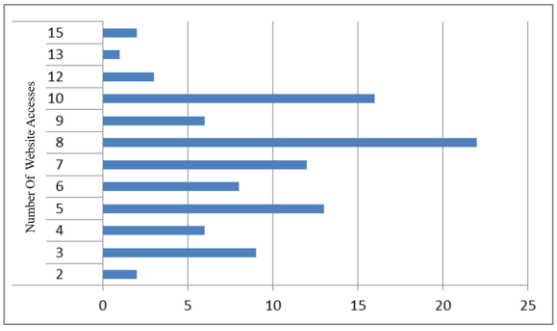

Figure 1: Criteria for Number of Website Accesses

Based on the picture above, it can be concluded that the results of the criteria for the highest number of website accesses show 8 (eight) accesses, with the total number of respondents who filled in being >20 (twenty) people. Of the 100 respondents who completed the survey, all had accessed or used the website more than 2 (two) times, so the data used in this study met the researcher's respondent criteria.

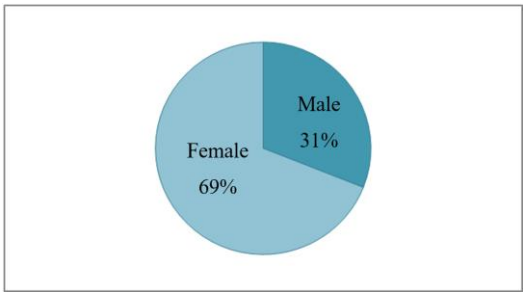

Figure 2: Respondent Gender Criteria

Based on the picture above, 69 respondents were female (69%), while 31 were male (31%). In this study, female respondents outnumbered male respondents.

3.2 Validity Test

The validity test is carried out by comparing the R_{count} value with the $R_{table.}$ To get the R_{table}, you must first know the value of the df (degree of freedom). In the validity test or product-moment correlation test, the df value is N-2. N is the sample size, so the df value in the study is 98. So, the R-table value used is 0.1966 (5% significance level). The outcomes of the item validity analysis are summarized in the table below.

TABLE 2

VALIDITY TEST

Variables	Item	R Count	R Table	Result
Usability (X1)	X1.1	0,924	0,1966	Valid
	X1.2	0,942	0,1966	
	X1.3	0,902	0,1966	
	X1.4	0,871	0,1966	
	X1.5	0,948	0,1966	
	X1.6	0,838	0,1966	
	X1.7	0,592	0,1966	
	X1.8	0,880	0,1966	
Information Quality (X2)	X2.1	0,925	0,1966	Valid
	X2.2	0,936	0,1966	
	X2.3	0,884	0,1966	
	X2.4	0,972	0,1966	
	X2.5	0,891	0,1966	
	X2.6	0,896	0,1966	
	X2.7	0,969	0,1966	
Service Interaction (X3)	X3.1	0,973	0,1966	Valid
	X3.2	0,952	0,1966	
	X3.3	0,941	0,1966	
	X3.4	0,899	0,1966	
	X3.5	0,968	0,1966	
	X3.6	0,886	0,1966	
	X3.7	0,860	0,1966	
User Satisfaction (Y)	Y1	0,805	0,1966	Valid
	Y2	0,661	0,1966	
	Y3	0,494	0,1966	
	Y4	0,782	0,1966	

Source: Data computed (2023)

Based on the results presented in Table 2, all items are classified as valid because each obtained correlation coefficient (R_{count}) exceeds the corresponding critical r value (R_{table}).

3.3 Reliability Test

The internal consistency of each construct was evaluated using Cronbach's alpha, with 0.60 adopted as the minimum acceptable reliability threshold. The resulting reliability coefficients are presented in the following table.

TABLE 3

RELIABILITY TEST

Variable	Cronbach's Alpha	N of Items
Usability (X1)	0,949	8
Information Quality (X2)	0,971	7
Service Interaction (X3)	0,972	7
User Satisfaction (Y)	0,616	4

Source: Data computed (2023)

Table 3, presented above, concludes that the collected data are reliable because Cronbach's alpha is > 0.60.

3.4 Classic Assumption Test

Normality Test

The normality test results are presented in the picture below:

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	1.19697431
Most Extreme Differences	Absolute	.086
	Positive	.086
	Negative	-.082
Test Statistic		.086
Asymp. Sig. (2-tailed)		.065[c]

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Figure 3: Kolmogorov-Smirnov Normality Test Results

From the output shown above, the Kolmogorov–Smirnov normality test yielded an Asymp. Sig. (2-tailed) value of 0.065. So, the data is usually distributed because the significance value is > 0.05.

Heteroscedasticity Test

The outcome of the heteroscedasticity assessment using the scatter plot approach is illustrated in the figure below.

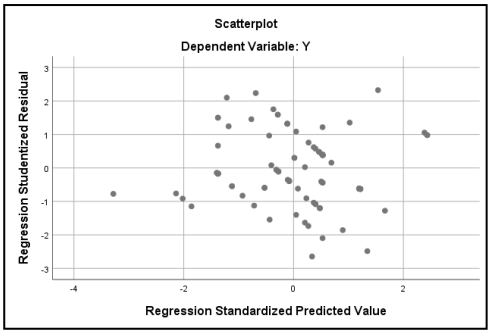

Figure 4: Scatter Plot Heteroscedasticity Test Results

From Figure 4 above, the data do not show heteroscedasticity because the pattern is spread out and does not cluster at a single point.

Multicollinearity Test

The VIF and tolerance values can be used to determine whether the regression exhibits multicollinearity. An overview of the multicollinearity diagnostics is presented in the figure below.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	1.550	.684		2.267	.026		
	X1	.280	.031	.676	9.156	.000	.610	1.639
	X2	.043	.037	.092	1.179	.241	.545	1.834
	X3	.112	.029	.239	3.828	.000	.857	1.167

a. Dependent Variable: Y

Figure 5: Multicollinearity Test Results

Based on Table 4, there is no indication of multicollinearity, as the VIF values are < 10 and the tolerance values are > 0.1.

3.5 Multiple Linear Regression Analysis

Drawing on the estimates reported in Table 4, the multiple linear regression model for this study can be expressed as follows:

$$Y = 1{,}550 + 0{,}280\ X1 + 0{,}043\ X2 + 0{,}112\ X3 \quad (1)$$

The estimated multiple linear regression model shows that all three predictors, Usability, Information Quality, and Service Interaction, exhibit positive regression coefficients with respect to User Satisfaction.

3.6 Hypothesis Test

Partial T-Test (T-Test)

In this study, the significance of each regression coefficient was evaluated using a t-test by comparing the calculated t-statistic (t_{count}) with the critical t value (t_{table}). With 96 degrees of freedom, the critical two-tailed t value at the 5% significance level is 1.985. An independent variable is judged to have a statistically significant partial effect on the dependent variable when $t_{count} > t_{table}$; if the absolute t-statistic is smaller than the critical value, the variable's partial effect is considered not statistically significant.

Based on the coefficient estimates presented in Table 4, the outcomes of the partial (t-test) hypothesis tests for each independent variable with respect to the dependent variable can be summarized as follows.

1. Effect of Usability on User Satisfaction

   The findings show that usability has a positive and statistically significant partial effect on User Satisfaction. This is evidenced by a t-statistic of 9.156, which exceeds the critical t-value of 1.985, and by a p-value below the 5% significance threshold (p = 0.000 < 0.05), leading to the acceptance of H1.

2. Effect of Information Quality on User Satisfaction

   The analysis indicates that Information Quality has a positive but statistically non-significant partial effect on User Satisfaction. Although the regression coefficient for Information Quality is positive, the associated t-statistic (1.179) is smaller than the critical value (1.985), and the p-value exceeds the 5% significance level (p = 0.241 > 0.05), so H2 is rejected.

3. Effect of Service Interaction (Service Quality) on User Satisfaction

   The analysis shows that Service Interaction (service quality) has a positive and statistically significant partial effect on User Satisfaction." "This conclusion is supported by a t-statistic of 3.828, which exceeds the critical t value of 1.985, and a p-value below the 5% significance level (p = 0.000 < 0.05), so H3 is accepted.

Simultaneous Test (F Test)

In this study, the overall significance of the regression model was evaluated using an F-test by comparing the calculated F statistic F_{count} with the critical F value (F_{table}). With numerator degrees of freedom df1 = 3 and denominator degrees of freedom df2 = 96, the critical F value at the 5% significance level is approximately 2.70. If Fcount> Ftable, the set of independent variables is interpreted as having a simultaneous (overall) effect on the dependent variable; conversely, if Fcount> Ftable, the independent variables are considered not to jointly influence the dependent variable. The detailed F-test results are summarized in the following table.

TABLE 5

F-TEST RESULT

ANOVA[a]

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	301.948	3	100.649	68.120	.000[b]
	Residual	141.842	96	1.478		
	Total	443.790	99			

a. Dependent Variable: Y

b. Predictors: (Constant), X3, X1, X2

Source: Data computed (2023)

Table 5 indicates that the three independent variables jointly exert a significant simultaneous effect on user satisfaction. This is because the F statistical test value shows 68.120 > 2.70, and the significance value is 0.000 < 0.05.

Coefficient of Determination Test Results (R^2)

The coefficient of determination (R^2) is used to evaluate the proportion of variance in the dependent variable that is jointly explained by the independent variables, reflecting how well the model captures the actual behavior of the outcome. In this study, the R^2 (and adjusted R^2) values summarizing the explanatory power of the regression model are reported in the following table.

TABLE 6

COEFFICIENT OF DETERMINATION TEST RESULTS

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.825[a]	.680	.670	1.216

a. Predictors: (Constant), X3, X1, X2

b. Dependent Variable: Y

Based on the results in Table 6, the adjusted R^2 value of 0.670 indicates that approximately 67% of the variance in user satisfaction (Y) is explained by the three predictors Usability (X1), Information Quality (X2), and Service Interaction (X3). The remaining 33% of the variance in user satisfaction reflects the influence of other factors that are not captured by the current regression model.

3.7 Interpretation of Research Results

Effect of Usability on User Satisfaction of Cekresi.com Website

The analysis shows that usability has a positive and statistically significant effect on user satisfaction with the Cekresi.com website. Overall usability is rated as appropriate, as reflected in user responses to the

survey items. Questionnaire results indicate that most Cekresi.com users agree with statements related to “ease of use” and “creating a positive impression,” suggesting that the website’s usability is perceived as good and supports a favorable user experience. This aligns with the WebQual usability indicators, which emphasize ease of operation and creating a positive experience for users. These findings are consistent with prior WebQual-based studies by Said et al. (2020) and Adelin & Silviana (2018), which also report that usability exerts a positive and significant impact on user satisfaction with government and corporate websites. Together, this body of evidence reinforces the conclusion that strengthening usability is a key strategy for improving user satisfaction across different types of web services.

Effect of Information Quality on User Satisfaction of the Cekresi.com Website

The analysis suggests that Information Quality exerts a positive but statistically non-significant effect on user satisfaction with the Cekresi.com website. Even so, the descriptive findings indicate that, at the perception level, users generally regard the information provided by Cekresi.com as appropriate and of acceptable quality overall. The results of the questionnaire in the description of the statement submitted show that the average user's access to the Cekresi.com website, on the indicators "clear enough information" and "suitability of website features and content, agrees that this website has a good influence on the quality of information for its users. But not optimal. The research results in this study differ from those of previous studies by Said et al. (2020) and Adelin & Silviana (2018), which show that Information Quality significantly affects User Satisfaction. This research found that Information Quality on the Cekresi.com website did not substantially affect User Satisfaction with the Cekresi.com Website.

Effect of Service Interaction on User Satisfaction of the Cekresi.com Website

The analysis shows that Service Interaction has a positive and statistically significant effect on user satisfaction among Cekresi.com users. Overall, the site's interaction quality appears appropriate and largely in line with user expectations. Questionnaire responses further indicate that most users agree with statements such as the “personal data is maintained” indicator, suggesting that users perceive Cekresi.com as providing good-quality service interactions, particularly in terms of privacy and data protection. The findings from this study are consistent with prior research indicating that Service Interaction (interaction quality) positively and significantly affects user satisfaction. Studies by Said et al. (2020) and Adelin & Silviana (2018) likewise report that better interaction quality on public and corporate websites is associated with higher levels of user or customer satisfaction.

Effect of Usability, Information Quality, and Service Interaction on User Satisfaction of the Cekresi.com Website

The model-level analysis shows that usability, information quality, and service interaction jointly have a statistically significant effect on user satisfaction with the Cekresi.com website. Although the information quality variable does not exhibit a statistically significant partial effect when tested individually, descriptive indicators and the strength of the overall model suggest that users are generally satisfied with the site. This pattern, where one WebQual 4.0 dimension is non-significant in isolation, but the full set of predictors still yields a significant model and satisfactory user ratings, has also been observed in other WebQual-based website evaluations. Taken together, the three WebQual-based dimensions usability, information quality, and service interaction play an integrated role in shaping users’ satisfaction and explaining a substantial share of the variance in their satisfaction scores. These findings are in line with previous WebQual 4.0 studies by Said et al. (2020) and Adelin & Silviana (2018), which likewise report that usability, information quality, and service interaction simultaneously positively influence user satisfaction.

4. Conclusions

From the results of the data analysis carried out, the following research conclusions were obtained:

1) Usability positively and significantly affects User Satisfaction on the Cekresi.com Website. This shows that improving usability can increase user satisfaction.
2) Information Quality exhibits a positive but statistically insignificant effect on users of the Cekresi.com website. Although the regression coefficient for Information Quality is positive, the relationship with User Satisfaction is not statistically significant in this study.
3) Service Interaction positively and significantly affects User Satisfaction with the Cekresi.com Website. This shows that good-quality interactions with the services provided on the website substantially impact User Satisfaction.
4) The three WebQual dimensions, Usability, Information Quality, and Service Interaction, jointly influence User Satisfaction on the Cekresi.com website. This indicates that, when

entered together into the regression model, these factors account for a substantial proportion of the variance in User Satisfaction among Cekresi.com users.

From the conclusions that have been put forward, suggestions that can be given to the developer of the Cekresi.com website are:

1) Researchers suggest that these findings can inform and guide Cekresi.com website developers by emphasizing the need to prioritize the quality of information presented on the site to further enhance user satisfaction.

2) Site developers need to improve the overall quality of the website, with particular emphasis on strengthening the information quality dimension. This recommendation is consistent with the study's findings, which indicate that the current level of information quality has not yet conveyed information to users as effectively as possible. The Cekresi.com platform can be positioned as a reference model for an informative, secure receipt-number tracking service that users can access quickly and easily. By ensuring that tracking information is clear, accurate, timely, and easy to retrieve, while also maintaining appropriate data protection, the site can further enhance user trust and satisfaction.

3) Site developers need to maintain the quality of use and existing interaction services so that users of the Cekresi.com website can maintain their loyalty and continue to trust it as a trusted alternative for receipt number tracking.

From the conclusions that have been put forward, suggestions that can be given to further researchers are:

1) Future researchers should examine the Information Quality variable, which has a low, non-significant influence value, so that subsequent research yields a standard Information Quality value that aligns with the expectations of users of the Cekresi.com website.

2) Future researchers should expand the set of research variables and refine the indicators to enrich the model and make the research more comprehensive.

Limitations And Future Research

This study has several limitations as follows:

1) The data were collected using a self-reported questionnaire, which may introduce common method bias and may not fully represent actual user behavior during tracking activities.

2) The cross-sectional design limits causal interpretation; the identified relationships reflect associations at one point in time rather than changes in satisfaction over repeated usage.

3) The sample size (100 respondents) and the single-site focus (Cekresi.com) limit generalizability to other tracking platforms and different user segments.

4) Future studies should incorporate mixed methods (e.g., interviews) to explain why Information Quality is non-significant and to explore user expectations in logistics tracking scenarios, and should integrate behavioral analytics (e.g., usage frequency, session duration, return visits) to complement perceptual measures. Comparative studies across competing tracking platforms or across countries are also recommended to test whether this pattern is context-specific or generalizable.

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