

ABSTRACT

With the various innovations in the rapid development of technology, human life becomes easier. Online shopping or online sales are currently growing both in terms of service, security, effectiveness and popularity caused by these technological developments. Therefore, e-commerce increasingly dominates today's technology with the ease of using the internet such as being able to access it anytime and anywhere. One of the e-commerce sites in Indonesia, Lazada is an e-commerce website that offers various product categories. Lazada is also in the top ten e-commerce rankings in Indonesia.

So this study aims to see how the influence of customer experience with its eight dimensions on customer satisfaction on the Lazada application. The dimensions include, among others, assistance, time value, customer recognition, promise fulfillment, problem solving, personalization, competence and accessibility and see which dimensions have the most influence.

The population in this study were Lazada application users and the minimum sample in this study found 385 respondents who were conducted by Lazada application users. This study uses quantitative methods using multiple linear regression analysis.

The results of this study indicate that customer experience and customer satisfaction on the Lazada application are in the good category. Based on multiple regression analysis shows that customer experience has an effect of 57.5% on customer satisfaction.

Thus, the company is expected to continue to increase competence to attract the attention of consumers and affect customer satisfaction because the competence carried out by Lazada has a significant affair in customer satisfaction.

Keywords: *e-commerce, customer experience, customer satisfaction, marketplace, Lazada*