ABSTRACT

The high mobility of people at this time is in line with the continued development of technology which then affects various human activities, especially in buying and selling activities. The presence of e-commerce technology which is a trade by utilizing the internet network greatly facilitates the community in making the process of buying and selling goods online. Shopee is one of the big players in e-commerce that has been operating in Indonesia since 2015 and has received good responses and attention from the public. This study aims to analyze and find out how the journey, the experience and loyalty of Shopee users by using the customer journey mapping design tool to visualize it. The use of the diary study method was also carried out in this study to explore the experiences and responses of users in depth and conceptually in every activity carried out by users in the Shopee e-commerce mobile application. Respondents involved in this study were as many as 6 people with heavy users characteristics as evidenced by Shopee Loyalty at the Platinum level. The problems found in this study are related to the features used by users during the diary study process, so the results of this study are in the form of suggestions for improving or improving the performance, features and content available in Shopee's e-commerce mobile application.

Keywords: *e-commerce, customer journey mapping, customer experience* dan *diary study.*