ABSTRACT

Advances in technology that are growing rapidly, especially the internet affect various aspects of people's lives in Indonesia. The rapid increase in internet users has had an effect on growth in the business sector, which is online business, also known as e-commerce. One of the most popular e-commerce sites in Indonesia is Shopee. Based on observations, it is found that problems related to e-service quality are assumed to affect customer satisfaction of Shopee application users. The purpose of this study was to determine the responses and effects of e-service quality on Shopee application customer satisfaction.

In this study to achieve the research objectives using e-service quality theory from Tjiptono and Chandra (2016) and customer satisfaction from Tjiptono (2014) with each dimension measured by 20 statement indicator items and analyzed using simple linear regression analysis techniques.

This research uses a descriptive method with a quantitative approach. Data collection techniques using questionnaires with 16 statement indicators on e-service quality variables and 4 statement indicators on customer satisfaction variables using a Likert scale and secondary data derived from books, journals, research results, internet articles that are relevant to this study.

Based on the results of descriptive analysis, the e-service quality variable is in the bad category with a percentage of 62% and the customer satisfaction variable is in the bad category with a percentage of 60.9%. Based on the results of data processing, it was found that e-service quality had an effect on customer satisfaction by giving an effect of 71.2%. Based on these results, Shopee companies can pay more attention and evaluate based on the problems of the Shopee application so that the better the e-service quality will increase customer satisfaction on the Shopee application.

Keywords: E-Commerce, E-Service Quality, Customer Satisfaction