

ABSTRACT

Shopee is one of the marketplaces or buying and selling applications in Indonesia with the highest number of users in 2020/2021. Shopee occupies the first position on the Google Playstore based on the number of people who download it.

The purpose of this study is to determine the effect of e-service quality satisfaction on the shopee application which will be related to the information system (IS) success model. According to Bandiyono and Mutaqqin (2020) this research was conducted to examine the satisfaction factor of the system E-Commerce.

This study uses quantitative methods with multivariate analysis methods in data processing assisted by SmartPLS. This study aims to determine the impact of the dimension user satisfaction on the Shopee application. Data was collected using a questionnaire with a Likert scale with a total of 395 respondents.

Data processing in this study was carried out directly using SmartPLS with a process bootstrapping one-tailed to determine the direct effect between variables. As well as Importance and Performance Matrix Analysis (IPMA) to draw conclusions about what should be prioritized.

The conclusions in this study are the system quality variable has a positive and insignificant effect on perceived usefulness, information quality has a positive and insignificant effect on compatibility, information quality has a positive and insignificant effect on perceived usefulness, information quality has a positive and insignificant effect on compatibility, system quality positive and insignificant effect on user satisfaction, service quality has a positive and insignificant effect on user satisfaction, and use compatibility has a negative and insignificant effect on user satisfaction is rejected, while the information quality variable has a positive and significant effect on perceptions of ease of use, service quality has a positive effect and significant to perceived benefits, Ease of use has a positive and significant effect on perceived benefits, System quality has a positive and significant effect fish on compatibility, service quality has a positive and significant effect on compatibility, information quality has a positive and significant effect on user satisfaction, perceived usefulness has a positive and significant effect on user satisfaction, perceived ease of use has a positive and significant effect on user satisfaction and is accepted. It is recommended for Shopee e-commerce companies to maintain service quality, keep the Shopee system working properly, and immediately fix if there are system errors. This can be done so that Shopee can achieve user satisfaction from its users.

Keywords: E-service quality, Information System (IS) success model, PLS-SEM satisfaction, Shopee, Statistical Product and Service Solution (SPSS), User Satisfaction