

ABSTRACT

The growth of the digital economy in Indonesia has led to increasingly high competition between e-commerce companies. One of the largest e-commerce companies in Indonesia is Shopee Indonesia, which is an e-commerce mobile-platform with a customer to customer and business to customer business model, besides being accessed through the Shopee mobile application, it can also be accessed through the Shopee.co.id website. However, during 2021 the Shopee.co.id e-commerce website experienced a decrease in visiting interest, and the quality of visits was not better than its competitors. In addition, there are many complaints about the services provided by Shopee.co.id. E-service quality is expected to help Shopee to increase customer satisfaction and lead to purchase intention on Shopee.co.id website customers.

This study was conducted to determine the effect of e-service quality on customer satisfaction and purchase intention on the Shopee.co.id website in 2021. This study used a quantitative method by distributing questionnaires to 400 respondents through online media. Respondents in this study are internet users who have visited, purchased, or used the e-commerce website Shopee.co.id. The data analysis technique used is Structural Equation Modeling-Partial Least Square (SEM-PLS) using SmartPLS 3.2.9 software.

Shopee.co.id website service users' perceptions of the variables of web site design, reliability, responsiveness, trust, and personalization are in the good category. Based on the results of hypothesis testing, it was found that web site design has a positive and significant effect on overall service quality on the Shopee.co.id website, Reliability has a positive and significant effect on overall service quality on the Shopee.co.id website. Responsiveness has a positive and significant effect on overall service quality on the Shopee.co.id website. Trust has a positive and significant effect on overall service quality on the Shopee.co.id website. Personalization has a positive and significant effect on overall service quality on the Shopee.co.id website. Overall

service quality has a positive and significant effect on customer satisfaction on the Shopee.co.id website. And customer satisfaction has a positive and significant effect on purchase intention on the Shopee.co.id website.

It can be concluded that from the seven hypothesis tests in this study, seven hypotheses were accepted. This research is expected to provide benefits and insights to other researchers, as well as companies regarding e-service quality, customer satisfaction, purchase intention on e-commerce websites, and can also be used as evaluation material for Shopee Indonesia for the benefit of the company.

Keywords: E-commerce Website, E-Service Quality, Overall Service Quality, Customer Satisfaction, Purchase Intention, Shopee.co.id.