

ABSTRACT

Internet use in Indonesia has greatly increased, since the COVID-19 pandemic hit all parts of the world, and make almost all buying and selling activities, bargaining, and payment transactions face-to-face, carried out digitally through E-commerce applications and E-money applications. A very large development is seen in the use of E-commerce applications where customers can make transactions or shopping conveniently from anywhere, without feeling worried. This positive impact is also felt by offline sellers who get the opportunity to sell their store products or services through E-commerce applications, one of which is Shopee.

This study aims to see whether there is an influence from the dimensions of Overall E-service Quality on Customer Satisfaction in the Pandemic Situation with a case study of the Shopee Application.

This study uses an online questionnaire distribution method using Google Form to 300 respondents who use and make purchases on the Shopee Application during the COVID-19 pandemic. To test the research model, the Author used Structural Equation Modelling (SEM), using SmartPLS software. The technique used is non-probability sampling, where the Author uses purposive sampling, the sampling is done in a limited way, based on certain criteria by the researcher, which can provide information to answer the research problem.

Based on the results obtained in this study, the results of the descriptive analysis show that Website Design, Overall E-service Quality, Customer Satisfaction, Repurchase Intention, Word of Mouth, and Site Revisit are in the very good category. Meanwhile, Customer Service, Security/Privacy, and Fulfilment are in a good category. In the results of the hypothesis that the variables Website Design, Security/Privacy, and Fulfilment have a positive and significant relationship to Overall E-service Quality, then Overall E-service Quality which has a positive and significant relationship to Customer Satisfaction, and Repurchase Intention, Word of Mouth and Site revisit which have a positive and significant relationship to Customer Satisfaction.

This research is expected to provide benefits and insights to other researchers, as well as companies, regarding the Overall Quality of Electronic Services on Customer Satisfaction on the Shopee application. The author suggest the Company to improve the workings of the UX system on the application to reduce the waiting time lag when many other users are using the application simultaneously. With it, customers can maintain their purchases on the Shopee application and create superior customer satisfaction.

Keywords : Overall E-service Quality, Customer Satisfaction, Shopee Application