

## **ABSTRACT**

*The development of smartphone use continues to change, especially in the entertainment and gaming categories. In Indonesia, the use of smartphones is 125.6% of the total population. The media usage time of applications in the entertainment category is on average 2 hours, 50 minutes per day. The world of the game industry has changed a lot, not only in terms of technology but also business models, where almost all games have a microtransaction business in it so that the trend of people's spending on mobile game transactions continues to increase from year to year. This high market is an opportunity for business players engaged in game credit top-up. However, applications in this field have not paid attention to E-Service Quality so that they only have low ratings and reviews given by customers on Google Play are still many complaints, one of which is the Codashop application.*

*This study uses a model where E-Service Quality is measured using four dimensions, namely Customer Service, Security & Privacy, Fulfillment and Design Apps. This dimension has been proven by previous research that allows managers to assess the quality of electronic services more accurately and predict customer behavior more reliably. This study uses quantitative methods by using distributed questionnaires. The data analysis technique used is SEM (Structural Equation Modeling), with the help of SmartPLS 3.2.9 software.*

*The results of this study indicate that the respondents' responses to all research variables are above 68% or above the good category. Hypothesis testing also shows that Apps design, fulfillment, security & privacy and customer service show a positive effect on E-service Quality, but apps design does not have a significant positive effect on customer satisfaction. The E-service Quality variable has a positive effect on customer satisfaction, while the customer satisfaction variable has a positive effect on reuse apps. For Customer Satisfaction, it also has a significant positive influence in mediating the relationship between E-Service Quality and Re-Use Apps for Codashop*

*application users. The higher the Customer Satisfaction because it is influenced by the better E-Service Quality, it will have an impact on increasing the Re-Use Apps.*

*Because the results of this study are in the good category and inversely proportional to the rating value and existing comments on the codashop application, this study should further add qualitative research with a focus on informants who have complaints about the application to be able to dig deeper into user perceptions of customer satisfaction. in the reuse of the application of the quality factor of the electronic services provided. The results of the research that have been obtained even though they are in the good category, it is hoped that the company can continue to evaluate the company to increase the reuse of applications where these factors are influenced by the higher satisfaction of customers..*

**Keywords:** *Apps Design, Fulfilment, Security & Privacy, E-service Quality, Customer Satisfaction, Re Use Apps, Codashop.*