

ABSTRACT

The rapid development of e-commerce in Indonesia has begun to attract public interest in using e-commerce applications, especially Shopee. However, it is not uncommon to find consumer complaints that are often reported and even viral which often becomes a concern on social media. One of the things that consumers often complain about is their dissatisfaction with the products and services of e-commerce applications. So that it can have a bad effect on the company's image.

So for this reason, this research was carried out which aims to find out what factors affect consumer satisfaction and Shopee consumer purchasing decisions in Indonesia. Several factors that are predicted to influence are service quality, price perception, and brand image.

Using non-probability sampling and purposive sampling techniques and collecting data using a questionnaire that will be distributed through social media aimed at 399 Shopee application users who come from Slovin's calculations. Where the tool for processing data uses Partial Least Square (PLS) which is useful in reliability testing, validity testing, and hypothesis testing.

The results of this study indicate that service quality, price perception, and brand image have a positive effect on purchasing decisions and consumer satisfaction. In addition, service quality, price perception, and brand image have a positive influence on consumer satisfaction which is mediated by Shopee's purchasing decisions.

The results of this study are expected to be a reference related to corporate decision making related to marketing management, service quality, price perception, brand image, purchasing decisions, and consumer satisfaction. Then this research is expected to be the basis for further research.

Keywords: Brand Image, Consumer Satisfaction, Price Perception, Service Quality, Purchase Decision, Shopee