

ABSTRACT

The development of the digital era facilitates activities and work in various fields due to the presence of internet networks, social media, digital devices and digital platforms. One business that is starting to use technology is the coffee shop business. Venture capital companies are increasingly injecting capital into coffee shops. The existence of these investors makes the speed of the cafe business faster. One of them begins with implementing computerized innovations in its operations (Adventa, 2019). Starbucks Corporation is an American coffee company and worldwide chain of cafes located in Seattle, Washington. Starbucks launched an application that can be downloaded from the app store or playstore. But there are still some bad reviews from users. One of them is the problem when the user will top up. The purpose of this study was to determine the effect of e-service quality on e-satisfaction mediated by e-trust in the Starbucks ID application in Indonesia. This type of research is quantitative with descriptive analysis. The number of respondents in this study were 385 respondents who were distributed to users of the Starbucks ID application in Indonesia. The result is that the quality of electronic services has a positive and significant effect on electronic satisfaction. Electronic service quality has a positive and significant effect on e-trust. E-trust has a positive and significant effect on e-satisfaction. And e-service quality has a positive and significant effect on e-satisfaction mediated by e-trust.

Keywords: *E Service Quality, E Satisfaction, E Trust, Starbucks*