

ABSTRACT

The internet is increasing due to the very fast technological developments in the world in this eradigital. Indonesia is one of the countries with the most internet technology users because of the growing development of technology and Indonesian people who often use the internet in their daily lives. Emergency Ecommerce In Indonesia is supported by the number of users ecommerce in Indonesia which is experiencing growth.

Shopee is one such ecommerce company leading in Indonesia with the model consumer to consumer (C2C) who ranked second ecommerce in Indonesia with users' website the most monthly in 2022. However, Shopee still gets complaints from its users because they are dissatisfied with the quality of Shopee's services. Based on a survey conducted by Kadence in November 2022, the average score for Shopee's service quality is lower than its competitor Tokopedia with a percentage value of 75.2%, while Tokopedia has a score of 85%. Shopee also gets 3.7 out of 5 stars on Google Reviews with a total of 2,390 reviews making the quality of Shopee's service felt by its users not optimal. Shopee has implemented a marketing strategy with the Shopee service program Loyalty, but does not make Shopee have a score Net Promoter Score (NPS) above its competitor, Tokopedia. Based on a survey conducted by Jakpat Special report e-commerce 2021, Shopee has a score NPS 42% whereas Tokopedia with a score of 49% makes Shopee loyalty felt by its users not optimal.

This research was conducted with the aim to determine the effect of service quality on customer complaints and customer loyalty website e-commerce Shopee in Indonesia. This study uses a type of quantitative research with a causal approach. The process of collecting samples in this study using techniques of non probability sampling with randomly selected sample purposive. The respondent's data was obtained from the results of a questionnaire distributed to 170 respondents. The data collection technique was carried out by distributing questionnaires using Google Form and software SPSS 25 as a tool to test the validity and reliability as well as data analysis with Partial Least Square Structural Equation Model (PLS SEM) use software SmartPLS 3.

The results of the research show that variable reliability, responsiveness, personalization, and trust has a positive and significant influence on service quality, variable service quality positive and significant effect on customer satisfaction, variable customer satisfaction positive and significant effect on customer complaints and customer loyalty, variable customer complaints positive and significant effect on customer loyalty, and variables customer satisfaction mediate influence relationship service quality to customer complaints and customer loyalty. Based on the results IPMA shows that variable reliability, responsiveness, personalization, trust, website design, and customer complaints is in quadrant two, while variable customer satisfaction is in quadrant one.

Keywords: *Customer Complaints, Customer Loyalty, Customer Satisfaction, E-Commerce, Service Quality, Shopee, SmartPLS.*