

ABSTRACT

Shopee is one of all Indonesian e-commerce which has been established since 2015 and has become a market leader in the e-commerce industry. However, data shows that the number of Shopee visitors in the period December 2022 – February 2023 has decreased drastically by 30%. This is because the service quality and innovations provided by the Shopee application are still poor, resulting in reduced user loyalty. The renewal of this research is from previous research, namely raising e-commerce innovation variables and differences in research objects. This is due to the lack of theory and knowledge, especially those that examine e-commerce innovation variables.

The purpose of this research is to find out how much influence it has on the positive direction of E-service quality on E-loyalty, E-satisfaction with E-loyalty, E-commerce innovation with E-loyalty, E-service quality with E-loyalty through E-satisfaction, and E-commerce innovation with E-loyalty through E-satisfaction.

This search used a quantitative approach where data was obtained by distributing questionnaires to 200 respondents using the Shopee application using the SEM-PLS analysis technique assisted by the SmartPLS software.

The results of the study show that E-Commerce Innovation has a positive and significant effect on E-Satisfaction and E-Loyalty. E-Service Quality has a positive and significant effect on E-Satisfaction. E-Service Quality has no effect on E-Loyalty. E-Satisfaction has a positive and significant effect on E-Loyalty. E-Commerce Innovation has no significant effect on E-Loyalty through E-Satisfaction. E-Service Quality has a positive and significant effect on E-Loyalty through E-Satisfaction.

The results of this study are expected to be used as material for company evaluations regarding the improvement of the compensation system to make it more convenient for its users. Then, this research can be used as a reference for future researchers and add other variables such as brand image and using different research objects.

Keyword: *E-Service Quality, E-Satisfaction, E-Commerce Innovation, E-Loyalty*