

ABSTRACT

Developments in technology, communication and information have made lifestyles among the people different. One of them is the use of the internet, which is widely used to shop online through marketplaces, one of which is Shopee. The purpose of this study is to determine the influence of motives for using the Shopee Application on the satisfaction of Shopee Application users. This study uses the uses and gratification theory. The questionnaire in this study was distributed to 100 respondents who were Shopee Application users and used a quantitative method. The results obtained are based on the coefficient of determination, namely that the motive for using the Shopee application has a correlation value of 94.5% on user satisfaction, while the remaining 5.5% is the correlation value of the influence of variables outside the variables of this study.

Keywords: Motives for Use, Shopee Application, User Satisfaction.