

ABSTRACT

The increasing number of internet users in Indonesia has created a new business culture that includes e-commerce. Shopee is one of the leading e-commerce companies in Indonesia and has many awards with platforms in the form of websites and applications. However, judging from the Playstore and Appstore data, Shopee has the lowest rating of 4.2 out of 5 compared to its competitors. Many complaints from Shopee users, especially regarding service quality, information quality and system quality from Shopee.

This study aims to identify the effect of the overall service quality dimension on customer retention with a case study of Shopee users through customer satisfaction on Shopee Indonesia users.

The research method used is quantitative involving 100 respondents measured using a five-point Likert scale. The data analysis technique used is descriptive statistical analysis and Structural Equation Modeling (SEM) which is implemented using SmartPLS 3.0 software.

The results of the analysis in this study state that overall service quality has a positive and significant effect on customer satisfaction on e-commerce Shopee users, overall service quality has a positive and significant effect on customer satisfaction on e-commerce Shopee users, customer satisfaction has a positive and significant effect on customer retention on e-commerce Shopee users, and customer satisfaction is able to mediate the effect of overall service quality on customer retention on e-commerce Shopee users.

Kata Kunci: *Overall service quality, Customer satisfaction, Customer retention*