

ABSTRACT

Shopee is an app that facilitates quick and easy product buying and selling on mobile devices. Shopee has a wide range of things to choose from, including both fashion and daily necessities. By the use of email and a mobile application called Shopee, consumers may make online purchases without visiting a website. Shopee will provide a unique shopping experience if it enters Indonesia. Shopee gives customers a safe way to pay, integrated shipping options, and a simple way for businesses to sell their wares.

The purpose of this research is to analyse the Determinant Factors Affecting Customer Satisfaction among Students at Telkom University in Shopee Online Shopping after COVID-19 Pandemic.

Structural Equation Modeling (SEM) was used to validate the measurement model and to test the causal relationship in the model, this research uses two variables, Independent (Determinant Factors) and Dependent (Customer Satisfaction)

Based on the results of the analysis, The result revealed that consumer, technological, and buying decision were significantly influenced the consumer buying decision which also affect customer satisfaction. Surprisingly, operational, product/service, and pricing was found not significant as a predictor for buying decisions and customer satisfaction.

Keywords: Customer Satisfaction, Online Shopping, Structural Equation Modeling, Shopee