

ABSTRACT

Internet development in Indonesia is growing rapidly, enabling to expand e-commerce more efficiently. Shopee, one of the five largest e-commerce sites in Indonesia, has a large but low-ranked customer base in Appstore and Playstore, indicating the need to improve the quality of services and use of its apps.

This research aims to understand how the quality of electronic services affects the loyalty and satisfaction of users of Shopee applications in Indonesia. This research uses quantitative methods with a causal approach. The sampling method used was non-probability samplings with a total sample of 400 respondents. Primary data is obtained through the distribution of Google Form questionnaires and analyzed using SmartPLS 3.2.9. Validity and reliability testing is carried out using SPSS 27.0 to ensure that the survey instruments are valid and reliable.

The results show that the quality components of e-services, namely site organization, responsiveness, and personal needs, have no positive and significant impact on customers. Meanwhile, other components such as reliability, ease of use, and efficiency have a positive impact on e-customer satisfaction. Besides, customer satisfaction also has a positive and substantial impact on customer loyalty.

Based on the results of this research, it is recommended for Shopee Indonesia to regularly carry out evaluations related to the service complaints of its application users, such as improving efficiency and minimizing errors when using the Shopee application.

Keyword : E-Customer Loyalty, E-Customer Satisfaction, E-Service Quality, Shopee Indonesia