

## **ABSTRACT**

*Entering the digital era like today, many people have a more digital lifestyle. The development of digital technology has changed the way consumers interact with e-commerce platforms. Today, the digital world has a strong influence and brings several changes in people's lives. Shopee is an e-commerce platform that allows users to shop without leaving home. Shopee offers a new shopping experience that makes it easy for sellers and buyers, with integrated logistics arrangements and a secure payment system without meeting in person.*

*This study aims to analyze the effect of e-service quality on the purchase intention of Shopee application users in Indonesia. This study examines four main dimensions, namely website design, reliable service, trust, and personalization, which are considered to influence consumer purchase intention. The methodology used is a quantitative approach with data collection through an online questionnaire, involving active Shopee users as respondents.*

*The results of the analysis show that all dimensions of e-service quality consisting of website design, reliable service, trust and personalization have a positive and significant effect on purchase intention, with trust being the most dominant dimension. This research provides insight for e-commerce managers to improve service features to maintain competitiveness in the midst of intense competition with social commerce platforms.*