

## **ABSTRACT**

The rapid expansion of the internet has significantly influenced consumer shopping habits worldwide, including in Indonesia. As one of the top e-commerce platforms, Shopee faces ongoing challenges in maintaining user satisfaction amidst fierce competition. Negative user reviews related to user experience and E-Service Quality suggest areas that require improvement. This study examines the impact of user experience and E-Service Quality on customer satisfaction in the Shopee application in Indonesia.

Using a quantitative research approach, data was gathered through surveys from 438 active Shopee users. The analysis was conducted using the Partial Least Squares-Structural Equation Modeling (PLS-SEM) method. The findings reveal that user experience dimensions such as attractiveness, clarity, reliability, stimulation, and novelty have a significant impact on e-E-Service Quality. Additionally, e-E-Service Quality, encompassing efficiency, system availability, fulfillment, and privacy, plays a crucial role in influencing customer satisfaction. Furthermore, the study identifies E-Service Quality as a partial mediator in the relationship between user experience and customer satisfaction.

By identifying key factors that shape customer satisfaction in e-commerce, this research provides valuable insights for Shopee to enhance its services and improve the overall user experience, thereby increasing customer satisfaction.

**Keywords:** User Experience, E-Service Quality, Customer Satisfaction, Shopee, E-commerce, Indonesia, PLS-SEM