

ABSTRACT

This study aims to analyze the effect of e-service quality on customer satisfaction, with perceived value as an intervening variable, using a case study of Shopee users in Indonesia. The study employs a quantitative approach with a survey method involving 250 active Shopee users who have conducted at least two transactions in the past three months. Partial Least Squares-Structural Equation Modeling (PLS-SEM) is applied using SmartPLS 4 software. The findings indicate that e-service quality has a direct and significant impact on customer satisfaction, suggesting that better e-service quality leads to higher customer satisfaction. Furthermore, perceived value is proven to be a mediator that strengthens the relationship between e-service quality and customer satisfaction, with a positive and significant effect. This research provides valuable insights into the importance of e-service quality and how perceived value can enhance customer satisfaction on e-commerce platforms.

Keywords: *E-Service Quality, Customer Satisfaction, Perceived Value, Shopee, E-Commerce.*