

ABSTRACT

This study aims to develop an integrative model that examines the role of e-customer experience engagement as a mediating variable in enhancing user satisfaction (e-customer satisfaction) on the AGAVI Institute Learning Management System (LMS) platform. The research employs a quantitative approach using survey methods, involving a planned sample size of 181 respondents. The primary variables investigated include e-service quality, website quality, and perceived usefulness as key predictors influencing user satisfaction through customer experience engagement. Data testing will be conducted using SPSS software for validity and reliability analysis, and Partial Least Squares - Structural Equation Modeling (PLS-SEM) for confirmatory data analysis. This research model is designed to understand the simultaneous relationships among e-service quality, website quality, perceived usefulness, e-customer experience engagement, and e-customer satisfaction. The study is expected to provide theoretical contributions by developing a relevant model in the context of educational technology (ed-tech). Practically, the findings may offer insights for LMS managers on the importance of improving service quality and user experience to drive sustainable satisfaction. This is also anticipated to serve as a strategic guide for LMS platform managers to remain competitive in the digital era.

Keyword: *e-service quality, website quality, e-customer experience engagement, perceived usefulness, e-customer satisfaction.*