

ABSTRACT

The use of the internet in Indonesia which is growing rapidly is followed by the emergence of many e-commerce sites that change the culture and shopping style of the people to become completely online. Customer satisfaction has a very important role for the company. Increasing customer satisfaction means increasing profits while maintaining the survival of the company. In customer satisfaction there are several factors that support the product quality, brand, shopping experience with these three factors that can affect customer satisfaction whether the customer is satisfied or not after making online shopping transactions in the shopee application. The independent variable used in this study is product quality, brand, shopping experience and the dependent variable is customer satisfaction.

Respondents in this study were shopee application customers throughout Indonesia with a total of 400 respondents. The sampling technique used is nonprobability sampling, namely purposive sampling. This study uses quantitative methods with multiple regression data analysis techniques and descriptive analysis techniques. These research results show that product quality, brand, shopping experience have a significant effect on customer satisfaction in shopping online.

The results of the study show that product quality, brand, shopping experience have a simultaneous significant influence on customer satisfaction. In addition, partially, product quality, brand, shopping experience have a positive significant effect on customer satisfaction.

Keywords: Customer Satisfaction, Shopee Application, E-commerce, Product Quality, Brand, Shopping Experience