

ABSTRACT

Shopee is an online store (e-commerce) under the auspices of the SEA Group which has become a newcomer to the last three years and enliven the e-Commerce industry. Shopee is a marketplace that runs C2C (Customer to Customer) business where it allows customers to buy or sell goods or buy and sell with a variety of products such as electronics, health, beauty, fashion, and daily necessities. Although Shopee focuses on mobile applications, Shopee can also be accessed through computer devices at Shopee.co.id.

This study aims to see the effect of e-service quality on the buying interest of Shopee.co.id online shop visitors. In this study the dimensions used refer to Lee and Lin (2005), which includes website design, reliability, responsiveness, trust, and personalization.

The method used to collect data in this study is to use a questionnaire with a number of respondents that is 400. Respondents in this study were those who had visited the Shopee.co.id online store so that it used purposive sampling. The analysis technique used is multiple linear regression analysis and hypothesis testing partially and simultaneously.

The results obtained from this study are that the dimensions of e-service quality which includes website design, reliability, responsiveness, trust, and personalization have a positive and significant influence on buying interest simultaneously. Whereas if partially, the dimensions of reliability and personalization do not have a significant effect on buying interest in Shopee.co.id online shop visitors.

Keywords: e-commerce, e-service quality, purchase intention.