

ABSTRACT

An increasing number of internet users have succeeded in influencing and changing people's behaviour and lifestyles that are shifting from shopping in traditional markets to shopping online which are carried out in various media that provide online buying and selling transactions. This is an opportunity for E-commerce to be able to compete with other competitors and to create people's interest in the online transaction. Company that started to make online buying and selling sites is Shopee that can be accessed by their customers and to satisfy the desires of Indonesian people shopping.

The purpose of this study is to shows the influence of customer experience dimension on Shopee's customer satisfaction in Bandung. This research uses quantitative descriptive and multiple linier regression analysis based on the customer experience who have purchased in Shopee. The sample in this research amounted 100 respondents who had purchased in Shopee to fill in the research questionnaire. The sampling techniques uses non-probability sampling with a population whose Shopee's customer domicile in Bandung.

Based on the Descriptive Analysis results, customer experience is in the "High" category with the percentage score of 70.0%. While customer satisfaction is in the "High" category with the percentage score of 69.1%. The test results were carried out by partial test (t test) and simultaneous test (f test), the customer experience dimension has a significant positive effect simultaneously or partially on customer satisfaction on Shopee. Based on the results of the study Shopee should increase Accessibility where Shopee should maintain the quality standard of the product, easy access to the website, Shopee provide variety of product dan operational time of Shopee fit the customer's expectation because it has highest influence on customer satisfaction.

Keywords: Customer Experience Customer Satisfaction, Shopee