

## **ABSTRACT**

*The growing development of the internet in Indonesia has also developed various types of activities online. One of them is e-commerce, Shopee. Judging from the review, the Shopee application has quite a lot of reviews compared to other e-commerce. Which shows that customer satisfaction with Shopee is high. This study aims to determine the effect of each dimension of electronic service quality, namely, efficient and reliable services, fulfillment, security / trust, site aesthetics, responsiveness / contact, and ease of use on Shopee customer satisfaction in Surabaya.*

*The object of this research is the Shopee application community in Surabaya and the sample is 385 respondents. This study uses a structural equation modeling method with Lisrel software. The results of this study indicate the dimensions of efficient and reliable services, fulfillment, security / trust, site aesthetics, and ease of use have an influence on customer satisfaction, while responsiveness / contact has no influence on customer satisfaction. The dimensions that have the most dominant influence are security / trust, but have not received the highest rating from customer responses.*

**Keywords:** *electronic service quality, e-service quality, customer satisfaction, Shopee.*