

## Abstract

*Developments and information in Indonesia can be said to be growing and rapidly as it goes on. On the other hand, the development of smart and affordable smartphones has led to the emergence of various applications that offer convenience in living daily life. The increasing growth of internet usage in Indonesia from year to year has led to the growth of brave service industry providers. increasing with the emergence of applications such as Gojek, Tokopedia, Grab, and Shopee. The increasing nominal number of e-commerce transactions will certainly boost the pace of the economy in Indonesia, Indef research results in 2018 showed that the existence of e-commerce that boosted economic growth in Indonesia was 0.71% (MediaIndonesia.com, 2019). Shopee, which was previously ranked first for the most popular e-commerce application in Indonesia, but was crossed by Tokopedia in the 2nd quarter of 2021. In the business world, one of the main pillars of the formation of a good business is the quality of service provided.*

*This study aims to analyze the customer satisfaction of the Shopee application based on the dimensions of E-Servqual. Shopee also needs to measure the extent to which the quality of service provided to customers is able to satisfy customers, so that improvements are expected and customer satisfaction will increase further. The dimensions of the quality of electronic services such as web design, reliability, system availability, responsiveness, empathy, and ease of navigation are key factors to influence customer satisfaction in electronic services.*

*The type of research used in this research is quantitative research. Quantitative research is one type of research whose specifications are systematic, well-planned and clearly structured from the beginning to the making of the research design. Based on the objectives, it is classified as a conclusive research with a causal type of investigation. The sampling technique used in this study is probability sampling, namely simple random sampling with 100 respondents online through google docs. The measurement scale used is ordinal, with a linkert scale. However, in testing the hypothesis using the influence test, it is necessary to increase the ordinal scale to an interval using the method of sectional interval (MSI). The analysis technique used in this research is descriptive analysis, validity and reliability test, classical assumption test, multiple regression analysis, and hypothesis testing using f test and t test.*

*Based on the results of processing, data analysis and hypothesis testing in this study, it was obtained, the E-service quality on the Shopee Application was in the fairly good category, the customer satisfaction of the Shopee Application users was in the fairly good category. E-service quality on the Shopee application affects user customer satisfaction on the shopee application, this is based on the results of hypothesis testing with the t test.*

*The suggestions from the results of this study are for shopee to measure satisfaction separately between sellers and buyers, so that management really knows the attributes that must be prioritized, shopee developers provide advice to expeditions to provide fast and appropriate service according to the slogan of the application. shopee. And shopee needs to provide convenience to its users, such as giving discounts and shopee pay letters, in order to improve continuously.*

**Keywords:** *customer satisfaction, e-servqual, empathy, ease of navigation , reablility, responsiveness, system availability , web design*