

ABSTRACT

The development of technological advances that creates new market share potential, namely online market share and a fairly high level of competition in the new targeted market share, has been realized by Shopee. This study will discuss issues related to e-commerce systems or online stores, especially on e-service quality and e-satisfaction through purchasing decisions.

In completing this research, the researcher used a quantitative approach. The number of samples used in this study was 100 respondents based on market investigations, at least the Shopee e-commerce application users. Where this test is carried out by path analysis for hypothesis testing using PLS 3.0 tools.

The results of the research on e-service quality have a significant effect on purchasing decisions. Purchase decisions have a significant effect on e-satisfaction. E-service quality has a significant effect on e-satisfaction indirectly or through mediating variables.

Keywords: E-service quality, Purchase decision, E-satisfaction.