

ABSTRACT

The rapid growth of the e-commerce industry in Indonesia is evidenced by the increasing number of online stores and the strong emerging market. E-commerce itself is a business enterprise that describes commercial electronics using basic electronic frameworks and tools. Shopee is one of the many parties that take advantage of e-commerce business opportunities by targeting the mobile marketplace segment through its mobile app to facilitate transactions, shopping and buying and selling services through mobile devices. Shopee provides benefits for MSME entrepreneurs in developing their businesses, especially now that Indonesia has entered the era of digitalization 5.0. With online purchases, the services provided are even provided remotely through chat features, images and other features in digital form or can also be called e-service. However, in terms of service quality, it can be said that Shopee still has shortcomings compared to other ecommerce competitors, so that it becomes a problem that is often encountered when using the Shopee application which can affect customer satisfaction when using the Shopee application.

The purpose of this study is to find out how the effect of e-service quality and e-recovery service quality on customer satisfaction. This is in order to be able to fix various problems that exist in the Shopee application to be able to increase customer satisfaction again when shopping online using the Shopee application.

The research method used is quantitative method and the data collection method in this research is by distributing questionnaires. The sample in this study were 400 respondents who used the Shopee ecommerce application. The data analysis technique in this study uses Statistical Product and Service Solution (SPSS).

Keywords: *E-Service Quality, E-Recovery Service Quality, Customer Satisfaction, Ecommerce, Shopee.*