

ABSTRACT

In the current era of digital transformation, companies have numerous opportunities to leverage digital technology, which facilitates communication with consumers. This technological advancement has transformed the retail industry, allowing physical stores to transition into e-commerce or digital stores. An example is Alfamart, which launched the Alfagift application in 2015. This study aims to evaluate the impact of user experience on customer satisfaction through e-service quality in the Alfagift application in Indonesia.

The research method used is quantitative, with the population being users of the Alfagift application across Indonesia. The sampling technique employed is simple random sampling with 400 respondents. The questionnaire data were analyzed using PLS-SEM and processed with SmartPLS software. Data analysis includes descriptive analysis, outer model, inner model, and hypothesis testing. The study results indicate that user experience has a positive and significant effect on e-service quality, which in turn positively and significantly affects customer satisfaction. Additionally, user experience directly influences customer satisfaction positively and significantly. However, it was found that user experience does not affect customer satisfaction through e-service quality in the Alfagift application in Indonesia.

Keywords: *User experience, E-service quality, Customer satisfaction, Alfagift Application*