

THE INFLUENCE OF E-SERVICE QUALITY, TRUST AND PROMOTION ON CUSTOMER SATISFACTION WITH PURCHASE DECISION AS AN INTERVENING VARIABLE IN THE SHOPEE APPLICATION

ABSTRACT

The development of information technology and the internet in a business gave rise to the term e-commerce. Shopee is one of the preferred e-commerce platforms of the Indonesian people which is frequently used. The purpose of this study is to analyze the influence of e-service quality, trust, and promotion on customer satisfaction with purchase decisions as an intervening variable, and to determine which variable is most dominant in the purchase decisions and customer satisfaction of the Shopee application.

The type of data used is quantitative data derived from primary data., the test stages carried out were: validity test, reliability test, normality test, heteroscedasticity test, multicollinearity test, multiple linear regression, coefficient of determination, F-test and t-test and path analysis. The data used in this research were collected using a questionnaire instrument, and a total of 130 valid responses were obtained. The sampling method used in this study is non-probability sampling with accidental sampling technique. The testing tool used is SPSS 25.

The results show that the variables of e-service quality, trust and promotions have an effect on purchasing decisions. Trust and promotion variables have an effect on customer satisfaction, while the e-service quality variable has no effect on customer satisfaction. The purchase decision variable is able to mediate the e-service quality variable on customer satisfaction, while the purchase decision variable is unable to mediate the trust and promotion variables on customer satisfaction. The most dominant variable on purchasing decisions is the promotion variable, while on customer satisfaction is the purchasing decision variable.

Keywords : *Customer Satisfaction, E-Service Quality, Promotion, Purchase Decision, Trust*

(xv + 107 + Appendix)

Bibliography (1997 – 2023)