

ABSTRACT

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“THE INFLUENCE OF WEBSITE QUALITY, TRUST AND PROMOTION ON CUSTOMER SATISFACTION SHOPEE INDONESIA”

In this pandemic era, the demand of online shopping is growing rapidly especially in Indonesia. Shopee as one of the most popular e-commerce sites in Indonesia. However, Shopee site often experiences errors or down on the day of the event, there are still hackers who can hack a user's Shopee account. Competitors between online stores is getting tougher, to achieve its competitive advantage, companies must know the importance of customer satisfaction. This research was made to study more about relationship between Website Quality, Trust, Promotion and Customer Satisfaction. In this study, the research framework is modification from the research model of“(Woo-Hyuk Kim, Jeong-Lan Cho & Kyung-Sook Kim, 2019). The type of research used by the researcher is quantitative research, the data will obtain from questionnaire. Pretest using 30 respondents and the actual test using 180 respondents. To analyse the data, researcher using PLS-SEM method by SmartPLS application. The conclusion for this research is there are three hypotheses from four hypotheses are proven to be accepted.

Keywords: Website Quality, Trust, Promotion. Customer Satisfaction

References: 51 (1979-2021)