The Influence of E-Servicescape, E-Trust, and E-Service Quality on Customer Satisfaction on the *E-Commerce* (Study of Shopee Users in Surabaya City)

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A R T I C L E I N F O	A B S T R A C T

A B S T R A C T

Technological advances have led to the rise of the internet network, significantly transforming business transactions, such as e-commerce. Shopee is a prime example of this transformation. This research aims to assess the impact of e-servicescape, e-trust, and e-service quality on customer satisfaction among Shopee users in Surabaya. Data was collected electronically through surveys sent via Google Forms. The study's population consists of inhabitants of Surabaya, with a purposive sampling approach resulting in a sample size of 135 respondents. The research utilizes multiple linear regression, F tests, t tests, coefficient of determination, validity and reliability analyses, and classical assumption tests. The findings reveal that customer satisfaction is significantly influenced by e-service quality, e-trust, and e-servicescape simultaneously. At a significance level below 0.05, all three factors—e-trust, e-service quality, and e-servicescape—demonstrate a significant impact on customer satisfaction. This suggests that improved e-servicescape, e-trust, and e-service quality offered by Shopee are associated with higher customer satisfaction with the Shopee application.

A B S T R A K

Kemajuan teknologi telah melahirkan jaringan internet, yang telah mengubah transaksi bisnis, seperti e-commerce. Salah satu contohnya adalah Shopee. Penelitian ini bertujuan untuk mengevaluasi dampak e-servicescape, e-trust, dan e-service quality terhadap kepuasan pelanggan pengguna aplikasi Shopee di kota Surabaya. Data dikumpulkan secara elektronik melalui survei yang disebarkan menggunakan Google Form. Populasi penelitian ini adalah penduduk kota Surabaya, dan dengan pendekatan purposive sampling, diperoleh sampel sebanyak 135 responden. Dalam penelitian ini, digunakan analisis regresi linear berganda, uji F, uji t, analisis koefisien determinasi, serta analisis validitas dan reliabilitas, dan uji asumsi klasik. Hasil penelitian menunjukkan bahwa kepuasan pelanggan dipengaruhi secara signifikan oleh e-service quality, e-trust, dan e-servicescape secara bersamaan. Pada tingkat signifikansi di bawah 0,05, e-trust, e-service quality, dan e-servicescape semuanya menunjukkan pengaruh yang signifikan terhadap kepuasan pelanggan. Ini menunjukkan bahwa kepuasan pelanggan terhadap aplikasi Shopee berkorelasi dengan peningkatan e-servicescape, e-trust, dan e-service quality yang ditawarkan oleh Shopee.

INTRODUCTION

Technological advancements in Indonesia have had a significant impact, one notable example being the development of an internet network. According to We Are Social data from January 2024, 5.35 billion people, which accounts for 66.2% of the world's 8.08 billion population, are internet users. Gadget usage data shows that 5.61 billion individuals use

gadgets globally. Among the many countries that have adopted the internet, Indonesia ranks fiftieth, with 66.5% of its population using the internet. Data from We Are Social and Hootsuite reveals that approximately 90% of internet users in Indonesia have engaged in online shopping. The e-commerce industry in Indonesia reached a market capitalization of $40 billion in 2022. According to statistics from detikfinance, cited by Statista, 178.94 million Indonesians used e-commerce in 2022. This represents a 12.79% increase from the 158.65 million users reported in the previous year.

Based on data obtained from We Are Social in January 2024, it was released that there was a ranking of applications that were downloaded a lot through both the Google Play Store and the App Store from January to December 2023 which stated that the Shopee application was the only e-commerce application that ranked number four among the top ten. Shopee is a division of the SEA Group, which has its headquarters in Singapore and operations in many ASEAN nations. Shopee is an online shopping software that was introduced in 2015 and is customized for each location. It offers users a simple, secure, and quick online buying experience by offering robust payment and shipping support (Shopee.co.id). In September 2023, the Shopee site was recorded to have received 237 million visits which resulted in Shopee visitors soaring by around 38% compared to the position at the beginning of the year. This proves that Shopee can satisfy its users in shopping online or receiving the services provided.

Researchers conducted a preliminary survey of Shopee application users in Surabaya. Researchers selected Surabaya because, according to a 2018 marketeers.com survey, there are five major Indonesian cities that are leading the country in visits (traffic) to different online stores: Jakarta, Surabaya, Medan, Bandung, and Makassar. These cities are based on data from Priceza, a shopping search engine and price comparison platform. According to marketeers.com analysis, Surabaya is rated second behind Jakarta in terms of active visitors to different online retailers. It can be interpreted that Surabaya is the first active city to use online shopping applications in East Java.

The theory put forward by Oliver (1980) in (N. K. T. U. Dewi et al., 2022), namely Expectancy Disconfirmation Theory (EDT), is a theory that states that customers have certain expectations for the products or services they buy. Their degree of pleasure will be satisfied if the item or service lives up to their expectations. The effectiveness of Shopee's e-servicescape, e-trust, and e-service quality in sustaining customer pleasure is contingent upon the consumers' contentment during their purchasing experience and meeting their expectations. According to study by (Fauzi, 2021), who studied the Shopee app, student happiness at Majalengka University is influenced by e-service quality and e-trust. Another study on the Shopee application by (Karina, 2019) found that the Shopee online marketplace's e-servicescape affects perceived value and customer happiness, which can boost customer loyalty. Thus, in order to keep customers satisfied, e-servicescape, e-trust, and e-service quality are required. Among the things Shopee does to keep its customers happy are e-trust, e-service quality, and e-servicescape.

LITERATURE REVIEW

E-Servicescape

According to Huang in (Anggranini, 2022), servicescape is defined as a spatial environment that affects customers and employees. According to Bitner (1992) in the journal (Ngangi et al., 2023), servicescape is part of the physical environment that includes indoor and outdoor facilities. Servicescape has many components, including environment, layout and function, symbols, signs and objects. In online space, servicescape can be known as e-servicescape, which is the atmosphere felt by website visitors in online/virtual space when exploring the website they visit or using the services of a company, Harris and Goode in (Anggranini, 2022). Referring to Bitner's understanding of the concept of e-servicescape and adapted to the online environment by Harris and Goode in the form of a website, from Bitner's statement in the journal (Ngangi et al., 2023), it can be concluded that e-servicescape has dominant factors, including security, financial comfort, information, website design, service production, privacy, and efficiency Harris and Goode in the journal (Ngangi et al., 2023). From the explanation above regarding e-servicescape from previous researchers, it can be concluded that e-servicescape is an environmental atmosphere in the online or virtual scope on a website or application that can influence customers in using it. The existence of this e-servicescape is expected that users can feel comfortable and safe in surfing or making purchases or payments on the website or application used

H1: E-Servicescape partially influences Customer Satisfaction of Shopee application users in Surabaya City

E-Trust

In the realm of online shopping and using digital services, many e-commerce users often face obstacles. Therefore, it is crucial for product and service providers to build and maintain trust with their customers. This can be achieved by delivering exceptional service and ensuring high product quality, which helps in fostering customer confidence. Trust is defined as the belief or confidence that someone has in something (Kotler and Armstrong, as cited in Fauziah et al., 2023). It reflects the opinion consumers have about the services or products they use. Trust can be understood as the expectation that buyers have for sellers to meet their expectations and fulfill their beliefs (Biki, A., 2022, as cited in Fauziah et al., 2023). In the context of the internet, this trust is often referred to as e-trust. E-trust is the foundation of online business transactions (Hanifati and Samiono, 2018, as cited in Fauziah et al., 2023). It represents the confidence that customers place in online businesses to deliver goods or services as promised (Liani & Yusuf, 2021). Liao & Zhong (as cited in Firdha et al., 2021) have noted that a marketplace with a credible security system and reliable product information is more likely to build e-trust among consumers. A study by Setiawan and Septiani (2018) found that customer satisfaction with Go-Jek's transportation services is influenced by electronic trust. Based on the insights from previous research, e-trust pertains to the confidence customers have in online marketplaces regarding the reliability of vendors and the services they provide. This electronic trust contributes significantly to consumer satisfaction.

H2: E-Trust partially influences Customer Satisfaction of Shopee application users in Surabaya City

E-Service Quality

E-service quality is a frequently studied topic in marketing, as it closely relates to costs, satisfaction, retention, and loyalty (Gounaris et al., as cited in Firdha et al., 2021). It can be viewed as an extension of traditional service quality, specifically referring to the quality of service in an electronic environment. According to Turban et al. (2015) in Berliana & Sanaji (2022), customer behavior in the online consumer behavior model is influenced by two types of factors: controllable and uncontrollable. Controllable factors include customer-related factors, environmental factors, merchant factors, and intermediary factors, while uncontrollable factors involve product or service characteristics and the EC system's sales system (technology and website variables). E-service quality, which is a form of product or service quality primarily managed by the service provider, represents a company's ability to deliver and perform services virtually (Wilis & Nurwulandari, 2020). Santos, as cited in Rahman & Listyorini (2022), defines e-service quality as an evaluation related to the overall quality of services provided to customers in the online market. This involves customers assessing the entire process experienced during service delivery. Based on these definitions, e-service quality can be understood as the level of satisfaction experienced by customers who use an online application or website for purchasing goods.

H3: E-Service Quality partially influences Customer Satisfaction of Shopee application users in Surabaya City

Customer Satisfaction

In Jaolis & Magdalena (2018), Anderson Srinivasan defines e-satisfaction as the consumer satisfaction resulting from previous e-commerce purchase experiences. Lee, as cited in Jaolis & Magdalena (2018), describes e-satisfaction as the contentment of a client based on their prior online purchasing behavior or experiences. According to Kotler and Keller in Afrilliana (2020), customer satisfaction is the feeling that arises from evaluating how well a product (or outcome) meets one's expectations. Permana & Djatmiko (2018) state that consumer satisfaction is a sentiment of pleasure or dissatisfaction experienced by customers as a result of comparing product performance with their expectations. To achieve customer satisfaction, there needs to be a strategy that addresses and understands both the product and customer expectations. Customer satisfaction is a summary of various emotional responses that develop over time, have limitations, and highlight crucial aspects of product consumption. According to Sudaryono in Tamanguma et al. (2022), customer satisfaction results from evaluating how content a customer is with a product or service, which can vary in degree. Tjiptono, as cited in Rahmah (2020), defines customer satisfaction as a consumer's reaction to a need being met. The goal is to assess the features and attributes of a product or service that satisfy customers' demands and meet their level of satisfaction. Yunus and Budiyanto, in Rahmah (2020), describe customer satisfaction as the feeling of joy and happiness experienced by customers when their expectations align with their desires.

H4: E-Servicescape, E-Trust, and E-Service Quality simultaneously influence Customer Satisfaction of Shopee application users in Surabaya City
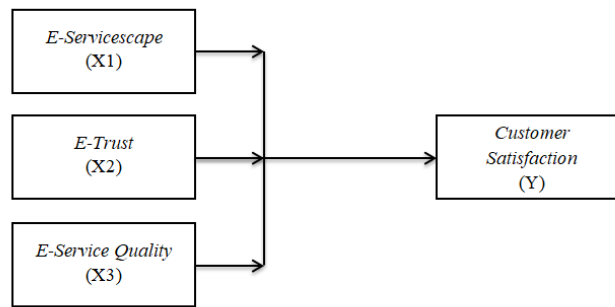
Figure 1 *Research Framework*

RESEARCH METHOD

This study employed a quantitative research methodology to investigate the correlation between customer satisfaction among Shopee application users and factors such as E-Servicescape, E-Trust, and E-Service Quality. The Likert scale was used for variable measurement. The population for this study consisted of Shopee users in Surabaya City. Non-probability sampling was employed, and the sample size was determined based on the guidelines provided by Hair et al. (2014), as cited in Dinda Septiana Widya et al. (2022). According to Hair et al., a sample size of 100 or more is recommended. Given that there are 25 statement indicators with a minimum scale of 5, the minimum sample size required for this study was calculated as 25 x 5 = 125 respondents. Primary data were collected through online questionnaires distributed via Google Forms, while secondary data included statistical information about Shopee and relevant literature from journals, books, electronic news, and other sources. The research questionnaire was tested for validity and reliability. Data analysis was conducted using classical assumption tests, multiple linear regression, and hypothesis testing.

RESULTS and DISCUSSION
Test of Validity

Validity testing is done to make sure the measuring tool truly measures what needs to be measured and to determine how accurate the tool is with respect to the idea being measured. According to the regulations, the test may be determined to be accurate or practicable by comparing the calculated r value with the r table. If the calculated r value is more than the r table with a significance level of less than 5% (0.05), the indicator is considered legitimate. The r table value of 0.1690 may be determined by applying the formula df = n - 2, given the sample size of 135 respondents in this study. The study's computed r value exceeds the r table, indicating the validity of the data.

Table 1 *Validity Test*

Variable	Indicator	r_{value}	r_{table}
E-Servicescape (X1)	1	0.759	> 0,1690
	2	0.766	> 0,1690
	3	0.668	> 0,1690
	4	0.640	> 0,1690
	5	0.624	> 0,1690
	6	0.735	> 0,1690

	1	0,651	> 0,1690
	2	0,713	> 0,1690
	3	0,770	> 0,1690
	4	0,841	> 0,1690
E-Trust (X2)	5	0,788	> 0,1690
	6	0,816	> 0,1690
	7	0,758	> 0,1690
	8	0,716	> 0,1690
	1	0.676	> 0,1690
	2	0,552	> 0,1690
	3	0,772	> 0,1690
E-Service Quality (X3)	4	0,788	> 0,1690
	5	0,739	> 0,1690
	6	0,780	> 0,1690
	7	0,704	> 0,1690
	8	0,684	> 0,1690
	1	0,734	> 0,1690
Customer Satisfaction (Y)	2	0,803	> 0,1690
	3	0,732	> 0,1690

Source: *SPSS test results based on questionnaire (2024)*

Test of Reliability

To ensure that the results can be accepted, reliability testing is done to assess if the research instrument has a high trust index after several tests. If the findings of a measurement are accurate and consistent, then the measuring tool is considered dependable. If a respondent's response to a question is constant or steady throughout time, the questionnaire is considered dependable. This study uses Cronbach's Alpha as a reliability test technique; if the findings show $\alpha > 0.60$, the study may be considered trustworthy.

Table 2 *Results of the Reliability Test*

Variable	Alpha	Alpha Cronbach`s
E-Servicescape (X1)	0.791	> 0,60
E-Trust (X2)	0.893	> 0,60
E-Service Quality (X3)	0.860	> 0,60
Customer Satisfaction (Y)	0.620	> 0,60

Source: *SPSS test results based on questionnaire (2024)*

Classical Assumption Test
Test of Normality

Since a good regression model requires a normal or nearly normal distribution of data, the purpose of the normality test is to determine whether a normal distribution is followed by the dependent and independent variables in the regression model. For this study, the Kolmogorov-Smirnov test and SPSS software were used to assess normality.

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		135
Normal Parameters[a,b]	Mean	.0000000
	Std. Deviation	.56122684
Most Extreme Differences	Absolute	.062
	Positive	.051
	Negative	-.062
Test Statistic		.062
Asymp. Sig. (2-tailed)[c]		.200[d]
Monte Carlo Sig. (2-tailed)[e]	Sig.	.207
	95% Confidence Interval Lower Bound	.139
	Upper Bound	.276

a. Test distribution is Normal.
b. Calculated from data

Figure 2 *Results of the Normality Test*

Based on table 3, the asymptotic distribution of the normalcy test results using the above-mentioned Kolmogorov-Smirnov approach. The independent variables (E-Servicescape, E-Trust, and E-service Quality) and the dependent variable (Customer Satisfaction) may be said to be normally distributed since the sig value >0.05, or 0.200.

Test of Multicollinearity

To determine whether the regression model identifies a relationship between the independent variables, the multicollinearity test is used. This test examines the Variance Inflation Factor (VIF) and the tolerance value. Multicollinearity is considered absent if the tolerance value exceeds 0.10 or if the VIF value is less than 10.

Coefficients[a]

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.298	.479		15.229	.000		
	E-SERVICESCAPE (X1)	.207	.020	.700	10.293	.000	.664	1.505
	E-TRUST (X2)	-.030	.011	-.176	-2.805	.006	.778	1.286
	E-SERVICE QUALITY (X3)	.043	.014	.211	3.057	.003	.646	1.549

a. Dependent Variable: KEPUASAN PELANGGAN (Y)

Figure 3 *Results of the Multicollinearity Test*

Figure 3 presents the results of the multicollinearity test. By examining the VIF value, it is evident that every independent variable has a tolerance value more than 0.10 and a VIF value less than 10. Because the study satisfies the criterion of a VIF value <10, the multicollinearity test findings indicate that there is no multicollinearity between independent variables.

Test of Heteroscedasticity

The heteroscedasticity test is used to determine whether heteroscedasticity exists in the residual values of a regression model. The scatterplot graph forms the basis of the analysis used in this test. Heteroscedasticity may be present if a specific pattern, such as a regular

arrangement of points (wavy, broadening, or narrowing), is observed. Conversely, heteroscedasticity is not present if no discernible pattern is detected and the points are evenly dispersed above and below the zero point on the Y-axis.
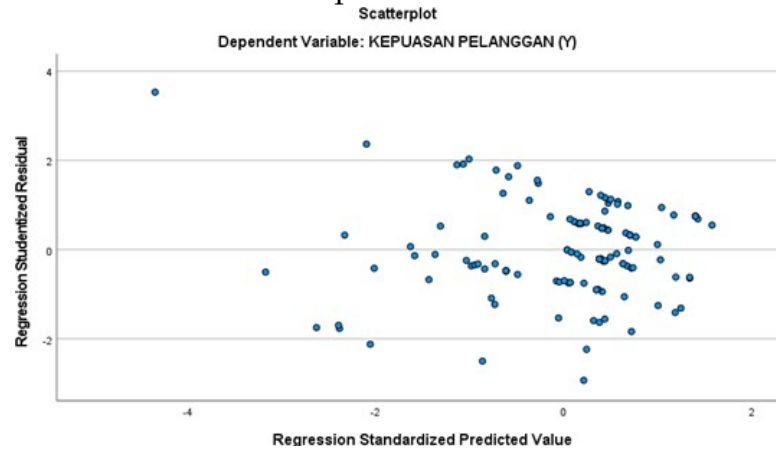

Figure 4 *Heteroscedasticity Test Results*

Figure 2 above illustrates how the generated dots are dispersed randomly both above and below the number 0 on the Y axis following data processing. Thus, it can be said that the regression model that will be utilized to test the hypothesis does not exhibit heteroscedasticity.

Test of Multiple Linear Regression

The present study employs Multiple Linear Regression analysis to investigate the potential impact of the research variables, namely E-Servicescape (X1), E-Trust (X2), and E-Service Quality (X3), on Customer Satisfaction (Y) among Shopee application users in Surabaya.

Coefficientsª

Model		Unstandardized Coefficients		Standardized Coefficients			Collinearity Statistics	
		B	Std. Error	Beta	t	Sig.	Tolerance	VIF
1	(Constant)	7.298	.479		15.229	.000		
	E-SERVICESCAPE (X1)	.207	.020	.700	10.293	.000	.664	1.505
	E-TRUST (X2)	-.030	.011	-.176	-2.805	.006	.778	1.286
	E-SERVICE QUALITY (X3)	.043	.014	.211	3.057	.003	.646	1.549

a. Dependent Variable: KEPUASAN PELANGGAN (Y)

Figure 5 *Multiple Linear Regression Test Results*

The linear regression equation is represented by the following formula, which is based on figure 5 of the findings of the multiple linear regression analysis test mentioned above:

$$Y = 7.298 + 0.207X1 + -0.30X2 + 0.43X3 + e$$

The multiple linear regression formula above yields the following interpretation of its results:

1. The value of the dependent variable Customer Satisfaction (Y) equals 7.298 if the values of the independent variables E-Servicescape (X1), E-Trust (X2), and E-Service Quality (X3) are equal to 0. This is because the constant value obtained is 7.298.

2. The E-Servicescape variable (X1) has a regression coefficient value of 0.207. Under the premise that all independent variables remain constant, this may be understood

as follows: if E-Servicescape (X1) grows by 1 unit, customer satisfaction (Y) increases by 0.207 (20.7%), or vice versa.

3. The E-Trust variable (X2) has a regression coefficient value of -0.030. Under the premise that all independent variables remain constant, this may be understood as follows: if E-Trust (X2) declines by 1 unit, customer satisfaction (Y) will decrease by -0.030 (-3%) or vice versa.

4. The E-Service Quality variable (X3) has a regression coefficient value of 0.043. If other independent variables remain constant, this can be understood as follows: if E-Service Quality (X3) rises by 1 unit, customer satisfaction (Y) increases by 0.043 (4.3%), or vice versa.

5. The data only experiences a variance of 0.479, according to the computed standard error of 0.479.

Coefficient of Determination Test

The range of the coefficient of determination is 0 to 1. An independent variable's capacity to supply almost all of the information required to forecast its variation is indicated by a low $R2$ score. If the $R2$ value is less than 1, it indicates that the effect of the independent variable on the dependent variable is decreasing. The maximum $R2$ value is a value that is near to 1 or 100%.

Model Summary[b]

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.773[a]	.597	.588	.56762

a. Predictors: (Constant), E-SERVICE QUALITY (X3), E-TRUST (X2), E-SERVICESCAPE (X1)

b. Dependent Variable: KEPUASAN PELANGGAN (Y)

Figure 6 *Coefficient of Determination Test Results*

The R square value, based on Table 6, is 0.597. This suggests that the dependent variable, customer satisfaction (Y), of 59.7%, is greatly influenced by the independent variables, namely the influence of E-Servicescape (X1), E-Trust (X2), and E-Service Quality, while 40.3% is influenced by variables not included in the multiple linear regression model used in this study.

Test of Hypothesis
F Test (Simultaneous Test)

The purpose of this test is to determine if customer happiness (Y), the dependent variable, is simultaneously influenced by the independent variables E-Servicescape (X1), E-Trust (X2), and E-Service Quality (X3).

ANOVA*

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	62.643	3	20.881	64.809	.000ᵇ
	Residual	42.207	131	.322		
	Total	104.849	134			

a. Dependent Variable: KEPUASAN PELANGGAN (Y)
b. Predictors: (Constant), E-SERVICESCAPE (X1), E-TRUST (X2), E-SERVICE QUALITY (X3)

Figure 7 *Results of the F Test (Simultaneous Test)*

Figure 7 of the F test shows that the F count value is 64.809, with a significance value of 0.000. Using the formula F table = n - k - 1 = 131, the value of F table is calculated as 2.67. Since the significance level is 0.000 (which is less than 0.05) and the F count value of 64.809 is greater than the F table value of 2.67, it can be concluded that E-Servicescape (X1), E-Trust (X2), and E-Service Quality (X3) have a simultaneous effect on Customer Satisfaction (Y). This result indicates that H0 is rejected and H1 is accepted.

T Test (Partial Test)

At a significance level of 0.05, the t-test is used to evaluate the partial effect of each independent variable (X) on the dependent variable (Y). If the t-count value is greater than the t-table value, it indicates a significant influence between variables X and Y. According to Figure 5, the significance level is used as the basis for decision-making: H0 is rejected if the t-count value exceeds the t-table value at α = 5% (or Sig.t ≤ α, 0.05). The degrees of freedom are calculated as df = (n – k – 1) = (135 – 3 – 1) = 131, and the significance threshold α at 5% is 0.05, resulting in a t-table value of 1.656. Based on this, the following conclusions can be drawn:

1. **The Effect of E-Servicescape (X1) on Customer Satisfaction (Y):** The results show a t-count of 10.293 and a t-table value of 1.656. The Sig. value for t-count is 0.000, which is less than 0.05, and t-count > t-table (10.293 > 1.656). Therefore, H0 is rejected, and H1 is accepted, indicating that e-servicescape (X1) significantly influences customer satisfaction (Y).
2. **The Effect of E-Trust (X2) on Customer Satisfaction (Y):** The results show a t-count of -2.805 and a t-table value of 1.656. The Sig. value for t-count is 0.006, which is less than 0.05, and t-count < t-table (-2.805 < 1.656). Thus, H0 is rejected, and H1 is accepted, indicating that e-trust (X2) has a significant impact on customer satisfaction (Y).
3. **The Effect of E-Service Quality (X3) on Customer Satisfaction (Y):** The results show a t-count of 3.057 and a t-table value of 1.656. The Sig. value for t-count is 0.006, which is less than 0.05, and t-count > t-table (3.057 > 1.656). Thus, H0 is rejected, and H1 is accepted, indicating that e-service quality (X3) significantly impacts customer satisfaction (Y).
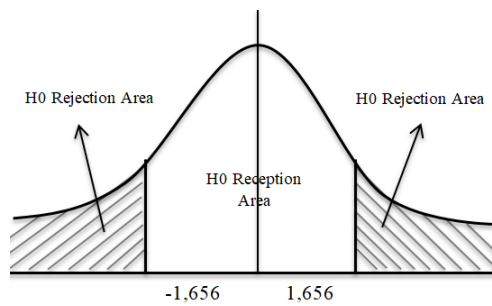
Figure 8 *T Test Curve*

Discussion

This discussion may be derived from the SPSS data that was collected and processed for the questionnaire questions that were completed by 135 respondents in total:

Customer Satisfaction is Impacted Simultaneously by S-Service Quality, E-Trust, and E-Servicescape, As a consequence of the simultaneous impact demonstrated by the F count (64,809) > F table (2.67) in the results of the simultaneous F test hypothesis testing, H0 and H1 are accepted with a significance level of 0.000 <0.05. Thus, it can be said that customer happiness (Y) among Shopee customers in Surabaya City is concurrently impacted by e-servicescape (X1), e-trust (X2), and e-service quality (X3). This demonstrates that e-servicescape, e-trust, and e-service quality are the three (three) independent factors that affect consumer satisfaction behavior on the Shopee marketplace. Due to the method used to create a product in the form of an application that can please consumers while utilizing it to fulfill their requirements and expectations, e-servicescape, e-trust, and e-service quality have a substantial impact on customer satisfaction among Shopee users. Customer happiness is the result of this, since it encourages users to return to the program. Previous research by Rahman & Listyorini, (2022), Firdha et al., (2021), and Fauzi (2021) lends credence to the study's findings.

E-Servicescape's Partial Impact on Customer Satisfaction, The partial t-test findings of the hypothesis testing indicate that there is some relationship between the e-servicescape variable and customer satisfaction. The estimated t value (10.293)> t table (1.656) data support this, and H0 and H2 are accepted with a significance level of 0.000 <0.05. Finally, it can be said that E-Servicescape influences customer satisfaction to a considerable extent. E-Servicescape has a significant influence on customer satisfaction on the Shopee application, indicating that the better and more organized the online scope of the Shopee application, the more it will increase the satisfaction of customers who use the Shopee application. The arrangement of the online scope on the Shopee application that is not confusing when used is also one of the impacts of customer satisfaction. Users feel satisfied with their expectations when the application can be used properly. Previous research by Rahman & Listyorini (2022), Karina (2019), Firdha et al. (2021), and Fauzi (2021) lends credence to the study's findings.

E-trust's Partial Impact on Customer Satisfaction, The partial t test findings of the hypothesis testing indicate a partial relationship of influence between the customer satisfaction and e-trust variables. The t count (-2.805) <t table (1.656) data support this, and

with a significance level of 0.006 <0.05, H3 is accepted and H0 is rejected. We may draw the conclusion that customer satisfaction is significantly impacted by partially e-trusted businesses. On the Shopee app, e-trust has a big impact on user happiness. This means that consumers will feel more happy with their expectations the more trust Shopee has created. The honesty given by Shopee can have an impact on customer satisfaction after using the Shopee application. Honesty in the services used. The honesty that arises from Shopee will have an impact on users such as making repeat visits, which is one aspect that the user is satisfied and feels that their expectations are in accordance with customer satisfaction. The existence of this electronic trust will create a sense of satisfaction in the user himself. Previous research by Firdha et al. (2021), Fauzi (2021), and Fauziah et al. (2023) supports the findings of this study.

Customer Satisfaction and E-Service Quality: A Partial Relationship, The results of the partial t-test indicate a relationship between customer satisfaction and e-service quality. The data show that the t-count of 3.057 exceeds the t-table value of 1.656, leading to the rejection of H0 and acceptance of H4 with a significance level of 0.003, which is less than 0.05. This suggests that e-service quality has a significant impact on customer satisfaction. Higher e-service quality on the Shopee app leads to greater customer satisfaction, meaning that users are more likely to be pleased with the app when it offers better services. Consequently, users are more inclined to return to or recommend the Shopee application to others due to the high quality of online services. Continuous improvement in online service quality will align with user expectations. This finding is supported by previous research conducted by Rahman & Listyorini (2022), Firdha et al. (2021), Fauzi (2021), and Fauziah et al. (2023).

CONCLUSIONS

Based on the research findings, several key conclusions can be drawn regarding the impact of E-servicescape (X1), E-trust (X2), and e-service quality (X3) on Customer Satisfaction (Y) among Shopee application users in Surabaya City. First, it is evident that E-servicescape (X1), E-trust (X2), and e-service quality (X3) together have a significant influence on Customer Satisfaction (Y). This means that the combined effect of these three variables plays a crucial role in shaping the overall satisfaction of Shopee users in Surabaya City. In addition, each of the variables examined also demonstrates a significant partial effect on Customer Satisfaction (Y). Specifically, E-servicescape (X1) has a noteworthy impact on Customer Satisfaction (Y), indicating that the design and usability of the online shopping environment influence user satisfaction. E-trust (X2) also significantly affects Customer Satisfaction (Y), underscoring the importance of trust in the online shopping experience. Furthermore, E-service quality (X3) contributes significantly to Customer Satisfaction (Y), highlighting that the quality of the services provided directly impacts user satisfaction. Overall, these findings suggest that improving E-servicescape, fostering E-trust, and enhancing e-service quality are essential strategies for increasing customer satisfaction among Shopee application users in Surabaya City. Each factor individually contributes to user satisfaction, and their combined effect underscores the importance of a comprehensive approach to enhancing the online shopping experience.

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