
Influence of Trust, User Experience, and Service Quality on Customer Satisfaction among Shopee Users in Surabaya

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Abstract:

This study aims to determine and analyze the effect of trust, user experience, and service quality on Shopee customer satisfaction in Surabaya. This research uses a quantitative approach with data collection carried out through the distribution of questionnaires. The sample used in this study consisted of 150 respondents from the Surabaya community, determined using the Non-Probability Sampling-Purposive Sampling technique. Data analysis was conducted using multiple linear regression analysis methods with SPSS 25 statistical software for Windows. The results show that trust, user experience, and service quality simultaneously have a significant effect on Shopee customer satisfaction in Surabaya. User experience and service quality individually have a significant effect on Shopee customer satisfaction in Surabaya. However, trust individually does not have a significant effect on Shopee customer satisfaction in Surabaya. These results highlight the importance of user experience and service quality in enhancing customer satisfaction. Shopee can focus on improving these two aspects to strengthen customer relationships and achieve sustainable business success. Additionally, Shopee is expected to maintain and increase customer trust by ensuring that the platform remains safe and reliable.

Keywords: Trust, User Experience, Service Quality, Customer Satisfaction.

1. Introduction

The development of technology, especially the internet, has fundamentally changed the global perspective by providing a global connection that links individuals from various parts of the world. The internet, as a communication network that facilitates the rapid and extensive exchange of information, has become the foundation for the development of modern economic phenomena, particularly in the context of the emergence of e-commerce. E-commerce, as a result of the evolution of information technology, introduces a new paradigm in buying and selling activities by utilizing digital platforms. This phenomenon not only changes the way consumers shop but also affects the overall business structure by offering broader accessibility and higher efficiency.

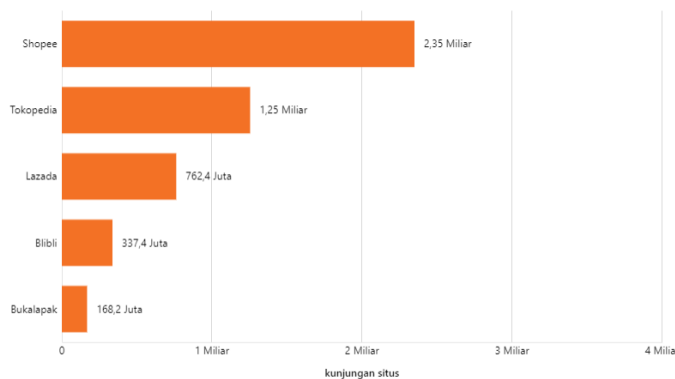
One research institution from Germany, namely ECDB, has projected the growth of e-commerce worldwide in 2024. This projection is noteworthy because Indonesia is expected to have the highest e-commerce growth rate, reaching 30.5%. This figure far

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exceeds the global average of only 10.4%, indicating that Indonesia has significant potential for e-commerce growth. This projection is based on various techniques adjusted to market behavior, including factors such as gross domestic product (GDP) per capita, consumer spending per capita, internet penetration, and population of the country. This indicates that e-commerce has become an important force in the global economy, and its growth projections show significant potential for countries worldwide, including Indonesia, to continue expanding and optimizing their digital markets (databoks, 2024).

Data on the 5 Most Visited E-Commerce Platforms in Indonesia in Januari – December 2023, shows that Shopee ranks first with a total of 235.9 million visitors, as seen in Picture 1.



Picture 1. Data 5 Most Visited E-Commerce Platforms in Infonesia 2023

Source: Databoks, 2024

From the data above, it can be seen that Shopee dominates as the most visited e-commerce platform in Indonesia. Shopee ranks first among the top five recorded platforms. However, despite Shopee leading in terms of visitor numbers, it is important to note that the data also reflects a decrease in overall visits to these top five e-commerce platforms. This indicates the presence of complex dynamics in the e-commerce market, where although the popularity of these platforms remains high, they also face challenges in maintaining user interest. Possible factors influencing the decline in visits include increasing competition among platforms, changes in consumer behavior, and evolving marketing strategies.

One of the cities in Indonesia with the largest population is Surabaya. As a densely populated city, Surabaya represents a potential market for various types of businesses, including the e-commerce platform Shopee. The large market potential in Surabaya provides Shopee with opportunities to reach a substantial number of potential customers in the city. However, challenges arise as the Surabaya city government has developed its own online shopping application called e-Peken. This development indicates that the e-commerce market competition in Surabaya is becoming increasingly fierce, with the emergence of local platforms supported by government policies potentially impacting Shopee's market penetration and success in reaching consumers in Surabaya.

E-Peken, an application developed by the Surabaya city government to facilitate ordering goods from convenience stores in each district, has become an essential tool in empowering the local economy and supporting micro, small, and medium enterprises (MSMEs). This application not only makes it easier for residents to meet their daily needs but also helps MSMEs expand their market digitally. In 2023, e-Peken recorded a total turnover of Rp 60 billion, significantly up from Rp 35 billion in 2022, reflecting the effectiveness of this application in driving local economic growth and strengthening the competitiveness of MSMEs in the digital era.

This is certainly consistent with the decline in visits to the Shopee e-commerce platform in Surabaya. Consumers are now more inclined to support local businesses that directly contribute to their communities. The convenience and personalized services offered by platforms like e-Peken also attract users who might have previously used larger e-commerce sites. These factors are closely related to marketing strategies involving trust, customer experience, and service quality, which directly affect customer satisfaction.

Previous research conducted by (Budiyanti, 2023) also states that trust has a positive and significant impact on customer satisfaction. Additionally, research by (Cha & Lee, 2021) suggests that customer experience significantly influences customer satisfaction. Furthermore, the study by (Indajang et al, 2023) indicates that service quality also has a positive and significant effect on customer satisfaction. Therefore, this research is crucial to gain a deeper understanding of the factors contributing to the development of effective marketing strategies and strengthening customer relationships. Thus, this study demonstrates the urgency of exploring dynamics to provide better guidance in maintaining customer satisfaction and enhancing the competitiveness of e-commerce platforms in the future.

2. Theoretical Background

E-Commerce

Trade through online buying and selling sites, commonly known as E-Commerce, is a business activity that enables commercial transactions to be conducted digitally between organizations and individuals. In this context, digitalization allows all transactions to occur through digital media. These commercial transactions involve the exchange of value, such as money, between organizations or individuals in return for products or services. This exchange of value is crucial because, without it, no trade takes place. There are various classifications of electronic commerce (E-Commerce), each using different methods to categorize types of transactions. Academics have developed several frameworks to classify electronic commerce, each offering a unique perspective. Some of the main classifications of electronic commerce include Business-to-Business (B2B), Business-to-Consumer (B2C), Consumer-to-Consumer (C2C), Consumer-to-Business (C2B), and Mobile Commerce (M-Commerce). E-Commerce involves various technologies and systems, such as electronic funds transfer, automated inventory management systems, electronic data interchange, and automated data collection systems. E-Commerce also serves as a platform for

transactions or information exchanges between sellers and buyers in cyberspace, typically through the internet and websites (Pasaribu et al, 2022).

Furthermore, (Susanti, 2022) defines e-commerce as the activity of distributing, buying, selling, and marketing goods and services through electronic systems, involving the electronic transfer of funds. E-commerce includes the process of buying, selling, or exchanging products, services, and information through computer networks. As part of e-business, e-commerce has a broader scope, not only involving commerce but also including collaboration with business partners, customer service, job vacancies, and various other activities.

Trust

Trust is the belief or certainty held by one party regarding the reliability and integrity of a partner in an exchange or interaction. In this context, trust also refers to the situation where one party involved in the exchange process is confident in the reliability and integrity of the other party. Consumer trust essentially encompasses the knowledge, evaluation, and convictions formed by consumers regarding products, services, or parties involved in transactions, including their perspectives on the objects, attributes, and benefits provided (Tecoalu et al, 2019).

Another definition is also proposed by (Surapati et al, 2020), Trust is an attitude or belief that involves a willingness to rely on others who have been trusted. It also encompasses an individual's belief that service providers can maintain long-term relationships with customers, as well as the willingness or belief of exchange partners to cultivate long-term relationships to produce positive outcomes. This definition also includes the positive outcomes of what is expected, the results received by an individual based on expectations of others' performance. Thus, trust is a highly important aspect in social and business interactions, involving a strong belief in the abilities and integrity of the parties involved.

User Experience

User experience is the overall perception felt by users when interacting with a product or service, encompassing effectiveness, efficiency, emotional satisfaction, and the quality of the relationship with the entity that creates the product or service. A positive user experience can enhance customer satisfaction, build long-term relationships between the company and customers, and improve brand reputation. Conversely, a negative user experience can lead to frustration, disappointment, and even loss of customers. Therefore, companies need to pay comprehensive attention to user experience and strive to enhance it through good product design, responsive customer service, and enjoyable experiences for users. Consequently, user experience not only impacts the success of the product or service itself but also the overall success of the company (Tjiptodjojo et al, 2023).

Another definition is also proposed by (Martins & Riyanto, 2020), User experience is a crucial aspect in user interactions with products or services. It encompasses various elements such as attractiveness, clarity, efficiency, reliability, stimulation, and novelty. The importance of user experience lies not only in evaluating products across

different applications but also in measuring business performance in terms of service. Desired user experience is one that meets customer needs without disrupting other activities, while offering elegance and simplicity that make products enjoyable to use. Beyond fulfilling user needs, user experience also serves as a learning process from individual interactions with products, covering perceptions, behaviors, and emotions. The success of products or services is often measured by the perceived user experience, which also plays a significant role in shaping brand image and overall company success.

Service Quality

Service quality refers to how products or services are presented in accordance with applicable standards, which should ideally be at least commensurate with consumers' expectations and desires. More than just meeting expectations, service quality also reflects the trust and investment made by companies in fulfilling customer needs. Key aspects of service quality include tangible physical elements, reliability in delivering services as promised, responsiveness to customer needs by providing fast and efficient service, assurance through the knowledge and courtesy of employees and their ability to instill confidence and trust in customers, and finally, empathy, which encompasses individual attention and sensitivity to customer needs and desires (Rendiansyah & Putra, 2024).

Service quality refers to the actions or activities carried out by a company to meet customer needs and expectations without resulting in ownership of goods. This service involves aspects such as the physical appearance of facilities, reliability in fulfilling promises, responsiveness in assisting customers quickly, assurance through employees' knowledge and courtesy, and empathy through individual attention to customers. Good service quality aims not only to meet or exceed customer expectations but also encompasses products, services, people, processes, and the environment. Thus, service quality plays a crucial role in building customer satisfaction and long-term relationships between the company and consumers (Mahsyar & Suprapti, 2020).

Customer Satisfaction

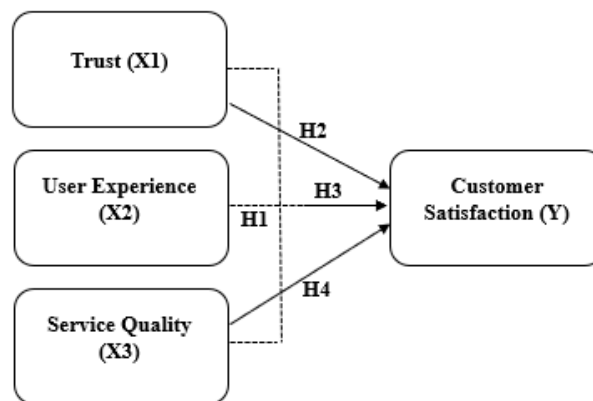
Customer satisfaction is their evaluation of how well a product or service meets their needs and expectations. This is crucial for a company's ability to compete, as it can indicate future customer loyalty and profitability. Several factors affect user satisfaction, including product and service features, customer emotions, attributions to service success or failure, perceptions of fairness, and influences from other customers, family members, and coworkers. To remain competitive, the market must implement strategies that provide customer satisfaction, as this positively impacts the company's sustainability and can enhance loyalty among customers and e-commerce users (Saputra, 2021).

Furthermore, (Nasution et al, 2022) defines customer satisfaction is the feeling of pleasure or disappointment experienced after evaluating the performance or outcome of a product or service compared to their expectations. The first impression when consuming a product or using a service is crucial and will influence the subsequent

perception of the customer. If the product or service meets expectations, the customer feels satisfied, and if it exceeds expectations, they feel very satisfied or happy. Indicators of customer satisfaction include feeling satisfied, frequently purchasing the product, and having their expectations met after the purchase.

Hypothesis

In research, a conceptual framework can take the form of a visual representation or a written description illustrating the concepts, factors, and interconnections being investigated. This framework provides a clear and concise overview of the research issue, research questions, and hypotheses, aiding in directing the research process. Typically, a conceptual framework consists of a series of interconnected concepts, variables, and assumptions used to explain the phenomena under investigation. The use of this conceptual framework is commonly applied in quantitative research to assist researchers in formulating hypotheses and guiding the selection of research methods and data analysis techniques (Sani et al, 2024). Below is the conceptual framework in this research:



Picture 2. Conceptual Framework

The Effect of Trust, User Experience, and Service Quality on Customer Satisfaction among Shopee Users in Surabaya.

Between trust, user experience, service quality, and customer satisfaction is highly complex. High trust in a brand or platform and positive user experiences can enhance consumers' perception of service quality. Conversely, good service quality can also reinforce consumer trust and enhance their satisfaction. The better the service quality provided, the greater the likelihood that consumers will feel satisfied with their experience. Therefore, in a business context, it is important to understand how these elements interact with each other and collectively influence consumer perceptions and satisfaction. In line with research (Silviana et al, 2022) that trust, user experience, and service quality have a impact on customer satisfaction. So, the first hypothesis proposed in this study is:

H1 : *Trust, User Experience, and Service Quality has a significant effect on Customer Satisfaction among Shopee Users in Surabaya*

The Effect of Trust on Consumer Satisfaction among Shopee Users in Surabaya

The effect of Trust on Consumer Satisfaction is a critical aspect within the relationship between consumers and service or product providers. High levels of trust between consumers and providers typically lead to increased satisfaction. This trust can result from various factors, including brand reputation, service or product quality, and previous user experiences. When trust exists between these parties, consumers feel more confident and comfortable in their choice and usage of specific services or products, thus contributing to higher levels of satisfaction. In line with research (Nasution et al, 2022) that trust have a positive and significant effect on customer satisfaction. So, the second hypothesis proposed in this study is:

H2 : *Trust has a significant effect on Customer Satisfaction among Shopee Users in Surabaya*

The Effect of User Experience on Consumer Satisfaction among Shopee Users in Surabaya

The effect of User Experience on Consumer Satisfaction is an important concept in the context of interaction between users and services or products. Positive user experiences tend to increase consumer satisfaction levels. This is because a good user experience can create feelings of comfort, efficiency, and satisfaction when using a particular service or product. When users are satisfied with their experience, they are more likely to be satisfied with the service or product they are using. In line with research (Saputra, 2021) that user experience have a positive and significant effect on customer satisfaction. So, the third hypothesis proposed in this study is:

H3 : *User Experience has a significant effect on Customer Satisfaction among Shopee Users in Surabaya*

The Effect of Service Quality on Customer Satisfaction among Shopee Users in Surabaya

The effect of Service Quality on Customer Satisfaction is a critical aspect in the relationship between a company or service provider and its customers. Good service quality tends to increase customer satisfaction levels. When customers receive quality service, they tend to be satisfied with their experience. This can foster a positive relationship between the company and customers, thereby enhancing customer loyalty and the likelihood of recommending the company to others. Conversely, customer dissatisfaction often arises from unsatisfactory service, which can reduce customer loyalty and impact the company's reputation. Therefore, attention to service quality is key to improving customer satisfaction and the long-term success of the company. In line with research (Surapati et al, 2020) that service quality have a significant effect on customer satisfaction. So, the fourth hypothesis proposed in this study is:

H4 : *Service Quality has a significant effect on Customer Satisfaction among Shopee Users in Surabaya*

3. Methodology

This study employs a quantitative approach through multiple linear regression analysis to identify the linear relationship between one or more independent variables

and the dependent variable. In this study, the author utilizes both primary and secondary data. Primary data collected are obtained from the distribution and completion of questionnaires by respondents. Meanwhile, secondary data are obtained from articles, books, scientific journals, and official websites researched. Sampling is done using the Non-Probability Sampling-Purposive Sampling method, resulting in a sample of 150 respondents from the Surabaya community who have used the Shopee e-commerce application or website at least once.

The variables in the study are divided into two categories: independent variables (trust, user experience, and service quality) and dependent variables (customer satisfaction). All data are analyzed using IBM SPSS 25 statistical software, with testing procedures including validity, reliability, multicollinearity, heteroskedasticity, multiple linear regression analysis, and hypothesis testing (F test, t test, and coefficient of determination)

4. Empirical Findings/Result

Following several examinations, the outcomes of this investigation are as follows:

Validity Test

Table 1. Validity Test Results

No	Variable/Indicator	Correlation	r _{table}	Sig	Description
Trust					
1	X _{1.1}	0,809	0.1603	0,000	Valid
2	X _{1.2}	0,800	0.1603	0,000	Valid
3	X _{1.3}	0,870	0.1603	0,000	Valid
User Experience					
1	X _{2.1}	0,811	0.1603	0,000	Valid
2	X _{2.2}	0,736	0.1603	0,000	Valid
3	X _{2.3}	0,720	0.1603	0,000	Valid
4	X _{2.4}	0,717	0.1603	0,000	Valid
Service Quality					
1	X _{3.1}	0,812	0.1603	0,000	Valid
2	X _{3.2}	0,701	0.1603	0,000	Valid
3	X _{3.3}	0,745	0.1603	0,000	Valid
4	X _{3.4}	0,598	0.1603	0,000	Valid
5	X _{3.5}	0,617	0.1603	0,000	Valid
Customer Satisfaction					
1	Y.1	0,734	0.1603	0,000	Valid
2	Y.2	0,745	0.1603	0,000	Valid
3	Y.3	0,865	0.1603	0,000	Valid

Source: Output SPSS 2024

Based on the validity test of each statement item, it is confirmed that each item in every variable is valid, as indicated by the criteria $r_{hitung} > r_{tabel}$ (0.1603) and $sig < 0.05$, suggesting the validity of each item in every variable.

Reliability Test**Table 2. Reliability Test Results**

Variable	Cronbach's Alpha Count	Cronbach's Alpha Minimum	Description
Trust (X ₁)	0,769	0,6	Reliabel
User Experience (X ₂)	0,735	0,6	Reliabel
Service Quality (X ₃)	0,737	0,6	Reliabel
Customer Satisfaction (Y)	0,684	0,6	Reliabel

Source: Output SPSS 2024

Based on the results of the table analysis above for the Reliability test for each variable > Cronbach's alpha is 0.6. These scores indicate that all variables have undergone reliability testing, ensuring the reliability and consistency of the data collected.

Classical Assumption Test**Data Normality Test**

Table 3. Reliability Test Results
One-Sample Kolmogorv-Smimov Tes

		Unstandardized
N		Residual 150
Normal Parameters ^{a,b}	Mean	,0000000
	Std. Deviation	1,15464014
Most Extreme Differences	Absolute	,069
	Positive	,056
	Negative	-,069
Test Statistic		,069
Asymp. Sig. (2-tailed)		,079 ^c

a. Test distribution is Normal.

b. Calculated from data.

c. Lilliefors Significance Correction.

Source: Output SPSS 2024

Based on the results in the table analysis above for the normality test, the probability value obtained is 0.079, which exceeds the significance level of 0.05. Hence, it can be inferred that the data follows a normal distribution, enabling the progression to the next data test.

Multicollinearity Test**Table 3. Multicollinearity Test Results**

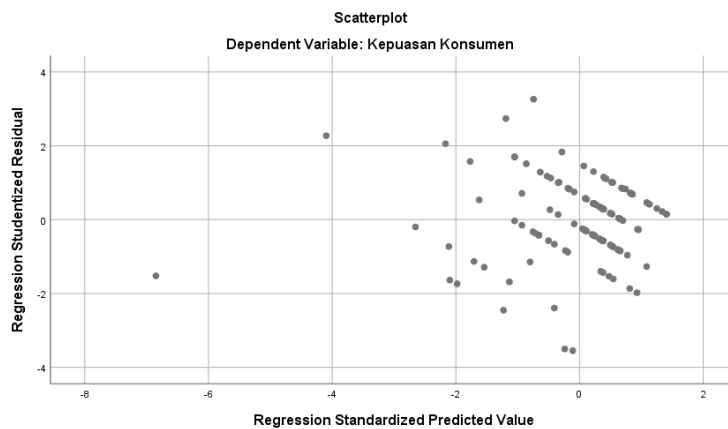
Model	Coefficients ^a	
	Collinearity Statistics	
	Tolerance	VIF

1	(Constant)		
	Trust (X ₁)	.444	2.251
	User Experience (X ₂)	.479	2.088
	Service Quality (X ₃)	.514	1.947
a. Dependent Variable: Customer Satisfaction			

Source: Output SPSS 2024

Based on the results in the table, it can be concluded that the VIF values are ≥ 10 and the tolerance is $\leq 0,10$. Therefore, it can be inferred that there are no symptoms of multicollinearity found among the three independent variables in this study.

Heteroscedasticity Test



Picture 3. Heteroscedasticity Test Results

Source: Output SPSS 2024

Based on the scatterplot, there is no evidence of heteroskedasticity observed in the heteroskedasticity test. The scatterplot indicates no clear pattern, with data points scattered both above and below the 0 line on the Y-axis.

Multiple Linear Regression Analysis

Table 4. Multiple Linear Regression Analysis Results

Coefficients ^a							
Model	Unstandardized Coefficients			Standardized Coefficients		Collinearity Statistics	
	B	Std. Error		Beta	t	Sig.	
1 (Constant)	3.109	.868			3.583	.000	
Trust (X ₁)	.026	.076		.031	.345	.731	.444
User Experience (X ₂)	.177	.063		.238	2.792	.006	.479
Service Quality (X ₃)	.311	.051		.505	6.128	.000	.514
							1.947

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 2024

In the table above, multiple linear regression analysis is crucial for evaluating the relationship between independent variables and the dependent variable, yielding the following model:

$$Y = a + b_1X_1 + b_2X_2 + b_3X_3 + e$$

$$Y = 3,109 + 0,026X_1 + 0,177X_2 + 0,311X_3 + e$$

Explanation:

1. The constant value (a) is positive at 3.109, indicating a direct effect between independent variables (X) and the dependent variable (Y). This suggests that if the trust (X1), user experience (X2), and service quality (X3) variables remain at 0%, the value of customer satisfaction (Y) remains at 3.109.
2. The regression coefficient for the trust variable (X1) is 0.026, showing a positive effect between trust (X1) and customer satisfaction (Y). This means that if the trust variable (X1) increases by 1%, customer satisfaction (Y) increases by 0.026.
3. The regression coefficient for the user experience variable (X2) is 0.177, indicating a positive effect between user experience (X2) and customer satisfaction (Y). This implies that if the user experience variable (X2) increases by 1%, customer satisfaction (Y) increases by 0.177.
4. The regression coefficient for the service quality variable (X3) is 0.311, suggesting a positive effect between service quality (X3) and customer satisfaction (Y). This suggests that if the service quality variable (X3) increases by 1%, customer satisfaction (Y) increases by 0.311.

T Test

Table 5. Results

Model	Coefficients ^a					Collinearity Statistics	
	Unstandardized Coefficients	Std. Error	Standardized Coefficients	t	Sig.		
	B		Beta			Tolerance	VIF
1 (Constant)	3.109	.868		3.583	.000		
Trust (X1)	.026	.076	.031	.345	.731	.444	2.251
User Experience (X2)	.177	.063	.238	2.792	.006	.479	2.088
Service Quality (X3)	.311	.051	.505	6.128	.000	.514	1.947

a. Dependent Variable: Customer Satisfaction

Source: Output SPSS 2024

Based on the table above, the results of the T-test are as follows:

1. The trust variable (X1) has a t-value of 0.345, which is smaller than the t-table (1.65529), thus H2 is not accepted. Therefore, the trust variable (X1) does not significantly affect the consumer satisfaction variable (Y).
2. The user experience variable (X2) has a t-value of 2.792, which is greater than the t-table (1.65529), meaning H3 is accepted. Therefore, the user experience variable significantly affects the consumer satisfaction variable (Y).
3. The service quality variable (X3) has a t-value of 6.128, which is greater than the t-table (1.65529), indicating H4 is accepted. Therefore, the service quality variable (X3) significantly affects the consumer satisfaction variable (Y).

F Test

Table 6. F Test Results

ANOVA ^a						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	192.187	3	64.062	47.084	.000 ^b
	Residual	198.646	146	1.361		
	Total	390.833	149			

a. Dependent Variable: Customer Satisfaction

b. Predictors: (Constant), Service Quality, User Experience, Trust

Source: Output SPSS 2024

Based on the results of the F test, the calculated F value of 47.084 is greater than the F table value of 2.67, indicating that there is a significant relationship between the variables of trust, user experience, and service quality together towards customer satisfaction.

Coefficient of Determination (R²)

Table 7 Coefficient of Determination Results

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.701 ^a	.492	.481	1.166

a. Predictors: (Constant), Service Quality, User Experience, Trust

Source: Output SPSS 2024

Based on the table above, here are the explanations of the generated values:

1. The correlation coefficient (R) has a value of 0.701. This indicates how strong the linear relationship is between the independent and dependent variables in the regression model. The closer the value is to 1, the stronger the relationship.
2. The coefficient of determination (R^2) has a value of 0.492. This indicates the percentage of how much the dependent variable's variation can be explained by the independent variable. In other words, 49.2% of the dependent variable's variation can be explained by the independent variable in the regression model.

5. Discussion

The Effect of Trust, User Experience, and Service Quality on Customer Satisfaction among Shopee Users in Surabaya

Based on the data analysis results, trust, user experience, and service quality have a significant influence on customer satisfaction, as indicated by the calculated F-value being greater than the critical F-value, $47.084 > 2.67$. This indicates a significant relationship between the variables of trust, user experience, and service quality collectively towards customer satisfaction. These findings contribute to Shopee's understanding of marketing strategies to strengthen customer relationships and achieve sustainable business success.

This is in line with research from (Silviana et al, 2022) in the study titled "The Effect of Customer Experience of Trust and e-Service Quality on Customer Loyalty with Customer Satisfaction as a Research Mediation Variable in Tokopedia E-Commerce:

A Study Case on New Students in East Java" One of the conclusions of their research indicates that trust, user experience, and service quality have a significant effect on customer satisfaction.

The Effect of Trust on Customer Satisfaction among Shopee Users in Surabaya

Based on the data analysis results, trust does not have a significant influence on customer satisfaction, as evidenced by $t_{count} < t_{table}$, namely $0.345 < 1.65529$. This indicates that the level of trust in the Shopee platform does not strongly influence customer satisfaction. However, these findings can still provide valuable insights for Shopee in refining its marketing strategy. By understanding that trust may not be the primary driver of customer satisfaction, Shopee can focus on improving other aspects of its services, such as user experience and service quality, to strengthen customer relationships and achieve sustainable business success.

This is not in line with research from (Nasution et al, 2022) in the study titled "The Effect of Service Quality and Trust on Customer Satisfaction and Loyalty at PT Agung Toyota Harapan Raya Pekanbaru" One of the conclusions of their research indicates that trust have a significant effect on customer satisfaction. This represents a novelty from this research and can be used as valuable additional information for Shopee in developing more effective and targeted marketing strategies.

The Effect of User Experience on Customer Satisfaction among Shopee Users in Surabaya

Based on the data analysis results user experience have a significant influence on customer satisfaction, as evidenced by $t_{count} > t_{table}$, namely $2.792 > 1.65529$. This finding highlights the significant role of user experience in shaping customer satisfaction. It suggests that when users have a positive and satisfying experience while interacting with Shopee's platform, they are more likely to be satisfied with the service overall. Consequently, Shopee should prioritize efforts to enhance and optimize the user experience to meet the evolving needs and preferences of its customers. By investing in user-centric design, intuitive navigation, responsive customer support, and seamless transactions, Shopee can create a more engaging and enjoyable shopping environment, leading to higher levels of customer satisfaction and loyalty. Moreover, focusing on user experience improvement aligns with the broader goal of building strong and enduring relationships with customers, which is essential for sustaining competitiveness and fostering long-term business growth.

This is in line with research from (Saputra, 2021) in the study titled "The Role of User Experience Towards Customer Loyalty with Mediating Role of Customer Satisfaction at Shopee" One of the conclusions of their research indicates that user experience have a positive and significant effect on customer satisfaction.

The Effect of Service Quality on Customer Satisfaction among Shopee Users in Surabaya

Based on the data analysis results service quality have a significant influence on customer satisfaction, as evidenced by $t_{count} > t_{table}$, namely $6.128 > 1.65529$. These findings indicate that good service quality plays a significant role in enhancing

customer satisfaction. For example, responsive, friendly, and high-quality services can make customers feel satisfied and happy with their experience. Therefore, it is important for Shopee to continue to pay attention to and improve the quality of services they provide, as this will have a positive impact on customer satisfaction and strengthen the long-term relationship between the company and its customers.

This is in line with research from (Surapati et al, 2020) in the study titled "The Effect of Service Quality and Customer Trust on Customer Satisfaction and Customer Loyalty PT Surya Rafi Bersaudara" One of the conclusions of their research indicates that service quality have a significant effect on customer satisfaction.

5. Conclusions

Based on the data analysis results, it is found that overall, trust, user experience, and service quality collectively have a significant influence on customer satisfaction. Additionally, user experience and service quality individually also have a significant impact on customer satisfaction. However, this research indicates that trust does not significantly affect customer satisfaction. To further understand why trust does not have a significant impact, it can be assumed that in competitive e-commerce environments like Shopee, customer satisfaction is influenced by other factors such as platform usability, product variety, or delivery efficiency. Therefore, it is important for Shopee to continue to focus on and improve other aspects that also contribute to customer satisfaction, aside from trust alone. This way, Shopee can ensure that the overall user experience meets customer expectations and strengthens their attachment to the platform, ultimately supporting long-term business growth.

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