

FOREWORD

FOREWORD

Praise be to God Almighty, for it is only by His mercy and grace that the author has been able to complete this thesis titled "**THE EFFECT OF USER EXPERIENCE AND E-SERVICE QUALITY ON USER SATISFACTION ON THE SHOPEE APPLICATION IN INDONESIA.**" This thesis is written to fulfill one of the graduation requirements for the bachelor's degree (S1) in the ICT Business Study Program, Faculty of Economics and Business, Telkom University, Bandung.

In this research, the author received a lot of guidance, criticism, suggestions, and great motivation from various parties. Therefore, the author would like to thank:

1. Dr. Ratri Wahyuningtyas, S.T., M.M. as the Dean of the School of Economics and Business of Telkom University.
2. Ratih Hendayani, S.T., M.M., Ph.D. as the Head of International ICT Business Study Program.
3. Mrs. Indira Rachmawati ST, MSM, Ph.D. as the thesis supervisor and advisor who is always willing to help, direct, and provide encouragement in the process of compiling this thesis.
4. The author's parents, who are the author's motivation, thank you for your love, advice, attention, support, and prayers as well as patience in every step of life that the author has gone through.
5. All fellow comrades and classmates of MB-45-INT 1 who have helped the researcher in providing information and support in completing this scientific paper.
6. All parties who have helped the author and provided Direction, so that this research can be completed

May grace and all its goodness always be bestowed upon the parties who have helped and motivated the author in compiling this scientific work. The author realizes that this research is still far from perfect because constructive suggestions and criticisms will be very useful for the author in the future. The author hopes that this research can be useful for all parties.

Bandung, 4 March 2025



Who makes statement

V Marvel Joshua Batti
1401213225