

ABSTRACT

The development of digital technology has revolutionized consumer behavior in bold transactions, including in the e-commerce sector. Shopee, as one of the leading e-commerce platforms in Indonesia, faces the challenge of maintaining user loyalty amidst intense market competition. Despite offering sophisticated digital features, complaints remain regarding the transaction system, service quality, and the transmission of features such as ShopeePay and customer service. This condition raises questions about the extent to which digital technological advancements and the quality of electronic services affect e-satisfaction and e-loyalty. This study aims to analyze the influence of digital technological advancements and e-service quality on e-loyalty, with e-satisfaction as an intervening variable among Shopee users in Bandung City.

This study employed a quantitative approach, surveying 210 Shopee user respondents in Bandung. The sampling technique used was purposive sampling, while data analysis was conducted using Partial Least Squares - Structural Equation Modeling (PLS-SEM). The variables studied included digital technology advancement, e-service quality (independent), e-satisfaction (mediation), and e-loyalty (dependent).

The study results show that digital technology advancements and e-service quality have a positive and significant impact on e-satisfaction. Furthermore, e-satisfaction has been shown to have a positive effect on e-loyalty. The study also found that digital technology advancements and e-service quality have an indirect effect on e-loyalty through e-satisfaction, which serves as a mediating variable. Future research is recommended to consider additional variables such as e-trust to measure loyalty over a longer period.

Keyword: *Technological Digital Advances, E-Service Quality, E-Satisfaction, E-Loyalty, Shopee.*