

ABSTRACT

In the rapidly evolving digital era, the internet has become an essential element in people's lives. The advancement of the internet has changed the way people work, communicate, and perform daily activities, including shopping. E-commerce is now the first choice for many consumers compared to shopping at physical stores. Despite the rapid growth of e-commerce, platforms like Shopee, Tokopedia, and Lazada face challenges in maintaining customer satisfaction. Factors such as user experience and e-service quality play an important role in influencing customer satisfaction on e-commerce platforms. In addition, trust as a moderating factor can strengthen or weaken the relationship between these variables. This study aims to analyze the effect of user experience on customer satisfaction with e-service quality as a mediator and trust as a moderator in e-commerce applications in Indonesia, especially in Shopee, Tokopedia, and Lazada.

The research method used is a quantitative and descriptive approach with data collection techniques through distributing online questionnaires, with 385 respondents. The sampling technique used nonprobability sampling with purposive sampling method. Data analysis was carried out using SmartPLS software version 4.0. The results showed that user experience has a positive effect on e-service quality and customer satisfaction, with e-service quality as a mediator. However, trust moderates the relationship between e-service quality and customer satisfaction negatively but significantly. This finding confirms the important role of user experience in increasing customer satisfaction, with trust weakening the effect of e-service quality. The findings provide insights for e-commerce platforms in improving user experience and service quality to increase customer satisfaction.

Keywords: *user experience, e-service quality, trust, customer satisfaction, e-commerce.*