

**THE EFFECT OF E-SERVICE QUALITY, ONLINE EXPERIENCE AND SALES
PROMOTION ON CUSTOMER SATISFACTION OF SHOPEE USERS IN PADANG CITY**

THESIS

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ABSTRACT

The development of Internet technology has long been a factor in the growth of online commerce from text and images to multimedia. Shopee is a popular e-commerce platform in Indonesia, and a lot of research has been done on the site's functionality. The e-commerce industry in Indonesia is still dominated by Shopee and other large firms. E-Service Quality, Online Experience, and Sales Promotion on Customer Satisfaction of Shopee users in Padang City is important because it can provide a comprehensive understanding of the factors that influence customer satisfaction on the Shopee platform. This research can help Shopee to improve the quality of E-Service Quality, Online Experience, and Sales Promotion to increase Customer Satisfaction and, ultimately, increase Shopee's competitiveness in the e-commerce market in Indonesia. In addition, this research may also provide useful insights for other companies in the e-commerce industry to improve their customer satisfaction.

Keywords: E-Service Quality , Online Experience, Sales Promotion, Customer Satisfaction, Shopee Application.

