

ABSTRAK

Penelitian ini bertujuan untuk melihat pengaruh kualitas website terhadap *e-satisfaction* melalui *e-trust* pada mahasiswa pengguna *e-commerce* Shopee di Universitas Jambi. Penelitian menggunakan metode kuantitatif dengan teknik pengambilan data penyebaran kuesioner kepada 100 responden. Pengujian hipotesis menggunakan teknik *Structural Equation Model* (SEM) dengan menggunakan *Partial Least Square* (PLS) sebagai alat untuk mengolahnya. Hasil penelitian ini menunjukkan bahwa kualitas *website* memiliki pengaruh positif dan signifikan terhadap *e-satisfaction* pada mahasiswa pengguna *e-commerce* shopee di Universitas Jambi. Kualitas *website* memiliki pengaruh positif dan signifikan terhadap *e-trust* pada mahasiswa pengguna *e-commerce* shopee di Universitas Jambi. *E-trust* memiliki pengaruh positif dan signifikan terhadap *e-satisfaction* pada mahasiswa pengguna *e-commerce* shopee di Universitas Jambi. Kualitas *website* memiliki pengaruh positif dan signifikan terhadap *e-satisfaction* melalui *e-trust* pada mahasiswa pengguna *e-commerce* shopee di Universitas Jambi.

Kata Kunci: kualitas *website*, *e-satisfaction*, dan *e-trust*.

ABSTRACT

This study aims to see effect of website quality on e-satisfaction through e-trust among students using Shopee e-commerce at Jambi University. The research uses quantitative methods with data collection techniques distributing questionnaires to 100 respondents. Hypothesis testing uses the Structural Equation Model (SEM) technique using Partial Least Square (PLS) as a tool to process it. The results of this study indicate that website quality has positive and significant influence on e-satisfaction for Students who use Shopee e-commerce at Jambi University. Website quality has positive and significant influence on e-trust for Shopee e-commerce user students at Jambi University. E-trust has positive and significant influence on e-Satisfaction for student e-commerce Shopee users at Jambi University. Website quality has positive and significant influence on e-satisfaction through e-trust on Shopee e-commerce user students at Jambi University.

Keywords: website quality, e-satisfaction, and e-trust.