

ABSTRACT

The rapid advancement of digital technology has significantly influenced various aspects of life, including business and marketing. The e-commerce industry has experienced substantial growth, with Tokopedia being one of the leading platforms in Indonesia, competing with numerous other providers. This study aims to examine the impact of e-service quality on customer satisfaction, considering trust and perceived value as mediating factors.

This research adopts a quantitative approach using a purposive sampling technique to select respondents, specifically active Tokopedia users in Indonesia. Data were collected through questionnaires distributed to eligible respondents. A total of 217 individuals completed the survey. The collected data were then analyzed using the Structural Equation Modeling (SEM) method with the assistance of AMOS 24 software.

The results indicate that e-service quality has a significant influence on customer satisfaction, both directly and through trust and perceived value as mediating variables. Customer trust plays a crucial role in enhancing satisfaction, particularly in terms of service security and transparency. Furthermore, a positive perceived value of Tokopedia's services contributes to increased customer loyalty. The findings of this study provide valuable insights for e-commerce businesses to enhance service quality, retain customers, and strengthen their competitiveness in the digital market.

Keywords: *E-Service Quality, Trust, Perceived Value, Customer Satisfaction, Tokopedia.*