

ABSTRACT

Considering online shopping as a primary lifestyle, this research aims to examine the influence of Effort Expectancy (EE) and Online Shopping Experience (OSE) on Customer Satisfaction (CS) and Customer Loyalty (CL) among Shopee users in Semarang City (N=232). SEM-PLS analysis (SmartPLS 3.28) showed that: EE significantly influences CS and CL. While OSE increases CS, its impact on CL is indirect. Another important finding is that CS has a significant positive effect on CL, making it a key component in shaping loyalty. These results reinforce the UTAUT2 model and provide guidance for Shopee to focus on ease of use and shopping experience to maintain loyalty.

Keywords: *Effort Expectancy, Online Shopping Experience, Customer Satisfaction, Customer Loyalty, Shopee.*

