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**THE INFLUENCE OF E-SERVICE QUALITY ON CONTINUANCE INTENTION  
WITH E-SATISFACTION AS A MEDIATOR ON SHOPEE APPLICATION USERS**

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**Abstract.** This study aimed to assess how E-Service Quality and E-Satisfaction affect the intention to continue using the Shopee e-commerce platform. The target population for this research consisted of Shopee e-commerce users in Surabaya. Data was gathered by distributing questionnaires and analyzing responses from 244 participants, the majority of whom were between the ages of 20 and 22. The sampling method used was non-probability sampling with purposive sampling techniques. For data analysis, the researcher utilized Smart-PLS 4.0 software. The results of the study show that both E-Service Quality and E-Satisfaction significantly influence continuance intention. The findings suggest that users of e-commerce platforms decide to continue using them not only based on the quality of service they receive but also on their satisfaction with the e-commerce experience, which greatly enhances their intention to keep using these services.

**Abstrak.** Studi ini bertujuan untuk menilai bagaimana Kualitas Layanan Elektronik dan Kepuasan Elektronik mempengaruhi niat untuk terus menggunakan platform e-commerce Shopee. Populasi target untuk penelitian ini terdiri dari pengguna e-commerce Shopee di Surabaya. Data dikumpulkan dengan menyebarluaskan kuesioner dan menganalisis tanggapan dari 244 peserta, sebagian besar dari mereka berusia antara 20 dan 22 tahun. Metode pengambilan sampel yang digunakan adalah non-probability sampling dengan teknik purposive sampling. Untuk analisis data, peneliti menggunakan perangkat lunak Smart-PLS 4.0. Hasil penelitian menunjukkan bahwa baik Kualitas Layanan Elektronik (E-Service Quality) maupun Kepuasan Elektronik (E-Satisfaction) secara signifikan mempengaruhi niat untuk melanjutkan penggunaan. Temuan tersebut menunjukkan bahwa pengguna platform e-commerce memutuskan untuk terus menggunakaninya tidak hanya berdasarkan kualitas layanan yang mereka terima tetapi juga pada kepuasan mereka dengan pengalaman e-commerce, yang sangat meningkatkan niat mereka untuk terus menggunakan layanan ini.

## INTRODUCTION

Given the rising trend of e-commerce, entrepreneurs in Indonesia must act swiftly to connect with customers, notably through the adoption of e-commerce strategies. The advancement of digital marketing via e-commerce has led to significant shifts in consumer behavior, influencing aspects such as social interactions, cultural integration, and economic performance. E-commerce involves the electronic buying and selling of a variety of products, services, and information, primarily focusing on business transactions conducted over the internet. The emergence of e-commerce offers numerous conveniences for both sellers and buyers, allowing them to interact solely online for tasks such as selecting products, choosing shipping options, and determining payment methods.

In Indonesia, the e-commerce sector remains largely dominated by major companies, with Shopee emerging as a significant player under the leadership of Chris Feng, Group President of Sea. Shopee was initially launched in Singapore in 2015 and made its debut in Indonesia on December 1 of the same year. As it has evolved, Shopee has focused on providing an easy, secure, and fast online shopping experience, backed by a reliable payment system and logistics support. Initially, Shopee operated as a customer-to-customer (C2C) marketplace; however, it has transitioned to a hybrid model that combines C2C with Business-to-Customer (B2C) since the introduction of Shopee Mall, a platform designed for the distribution of well-known brands. Branding plays a crucial role in ensuring the sustainability of a business (Hidayanti et al., 2018).

According to the IDN media website, the online shopping landscape in Indonesia has experienced rapid growth due to e-commerce websites and social commerce platforms, especially since the onset of the COVID-19 pandemic. A significant 72% of the surveyed Gen Z individuals indicate a preference for shopping online through Shopee, followed by the local e-commerce platform Tokopedia at 12%, and TikTok Shop at 11%. Notably, the demographic analysis shows that Shopee attracts more engagement from female users, whereas Tokopedia tends to be preferred by male users. This trend underscores the distinct ways each platform meets various consumer needs and provides different types of products and services.

In the expanding domain of e-commerce, the Shopee application has emerged as a significant player, especially in urban hubs such as Surabaya, Indonesia. This study aims to explore the relationship between e-service quality and continuance intention among Shopee users, with e-satisfaction posited as a critical mediating variable. E-service quality encapsulates various dimensions, including system quality, service interaction quality, and information quality, which collectively determine the overall customer experience (Indrawati et al., 2024). E-service quality is the development of service quality in traditional services into electronic services using the internet as a medium for use. E-satisfaction defined customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations (Meisaroh, 2022). Continuance intention is defined as the user's intention to continue using the technology (Bhattacherjee, 2001). As users become increasingly reliant on digital platforms for purchasing, understanding this relationship is crucial for enhancing user retention and satisfaction.

The existing literature generally indicates that higher e-service quality leads to greater electronic customer satisfaction. Additionally, it has been found that e-service quality enhances the overall experience and significantly increases customers' intention to continue using Shopee. According to Chou et al. (2015), in addition to the quality of e-services, customers also need to feel satisfied with a website to be more inclined to engage with it in the future and remain loyal. Numerous studies have demonstrated that satisfaction can directly influence customer loyalty, with findings indicating that e-satisfaction is a key factor in fostering loyal users, which in turn boosts consumers' intention to keep using online trading systems. While the relationships among e-service quality, e-satisfaction, and continuance intention are notable, the strength of these relationships can vary. These observations have prompted researchers to further investigate the connections among e-service quality, e-satisfaction, and continuance intention. Therefore, this study is titled "The Influence of E-Service Quality on Continuance Intention with E-Satisfaction as a Mediator for Users of the Shopee Application."

## LITERATURE REVIEW

### *E-Service Quality*

The service quality in e-commerce is a e-service quality. In e-service quality, the service quality is online, which has a comprehensive and integrative scope (Saputri & Karsono, 2023). It is defined as how high the website's ability to give an effective and efficient shopping experience, payment, and shipping service (Zeithaml et al., 2002). E-service quality is a process from beginning to end that is carried out in a transaction, which includes information search, site navigation, customer service interaction, delivery, and finally gives birth to product satisfaction. (Meisaroh et al., 2022). The indicators of e-service quality that have been identified by Widayanti et al., (2023); Fauziah, (2022); Aprilia, (2021); Priscillia et al., (2021); Muniarty et al., (2022) are reliability, responsiveness, privacy, information quality, user convenience, and web design.

### *E-Satisfaction*

Customer satisfaction is a feeling of pleasure or disappointment resulting from comparing the performance of a product with customer expectations, known as customer satisfaction. (Gusfi et al., 2024). Electronic satisfaction, commonly called e-satisfaction, is a customer evaluation in every online transaction. E-satisfaction is also defined as a psychological state that arises when customers feel satisfied and stop looking for options other than the website they are using. (Krisdiyani & Rimadias, 2023). When buying a product, consumers have expectations regarding the good or bad performance of the product. (Arfiansyah & Widyastuti, 2024). Therefore, e-satisfaction defines customer satisfaction as the customers' evaluation of a product or service in terms of whether that product or service has met their needs and expectations. (Meisaroh et al., 2022). The indicators of e-satisfaction that have been identified by Aprilia (2022); Makagansa et al., (2021); Saverio et al., (2020); Raheni et al., (2023) are convenience, merchandising, security, and serviceability.

### *Continuance Intention*

Continuance intention refers to an individual's inclination to persist in using and engaging with a system, specifically emerging after the user has had prior experience with that system

(Widagda et al., 2022). Radhia and Tjhin (2021) explain that the concept of continuous use intention is derived from behavioral intention. Behavioral intentions reflect the loyalty of consumers towards a company, motivating them to recommend it to others based on their positive experiences with the service provided. Continuous use intention thus indicates that a consumer has established a plan to engage in certain behaviors repeatedly in the future. In the context of this research, continuance intention pertains to an individual's interest in continually participating in and utilizing a particular system, which in this case refers to a website (Wowor et al., 2019). Therefore, continuance intention can be understood as users' intent to keep using technology (Bhattacherjee, 2001). Additionally, as stated by Chen (2015), continuance intention signifies an individual's willingness to continue partaking in an activity after previously adopting it. It reflects users' tendencies to keep using a product or service (Gouw et al., 2023). The indicators of continuance intention that have been identified by Avania & Widodo (2023); Mustakim et al., (2022); Setiyani et al., (2023); Gunawan et al., (2023); Julia & Wardana (2023) are user satisfaction, perceived ease of use, perceived usefulness, habit, Expectations confirmation, and perceived enjoyment.

## RELATIONSHIPS BETWEEN VARIABLES AND HYPOTHESES

### The relationship between e-service quality and e-satisfaction

E-service quality is defined as an effort to evaluate and assess consumers as a whole regarding the excellence and quality of electronic services in the virtual market (Yen & Lu, 2008). E-service quality is an important factor in electronic customer satisfaction, which can be achieved by providing good online service to customers, resulting in very high customer satisfaction. With the good quality of service provided by e-commerce, customers feel satisfied. Some research findings also conclude that E-Service Quality has a positive and significant impact on customer satisfaction (Handayanti & Indarto, 2022). In e-commerce applications, the timeline page can be easily used by consumers, with all tools being very comprehensive to facilitate detailed buying and selling, allowing activities to be carried out effectively and efficiently. For operation, it is also easy so that consumers and sellers can be comfortable in its use, and consumers who use it will evaluate and feel satisfied with the e-commerce application that meets even exceeds their expectations because it has good security for buying and selling transactions. Although there are some e-commerce consumers who sometimes do not know about new promotions and tools because there are so many e-commerce services updated all the time, it will be difficult for new e-commerce users. However, the longer they surf the e-commerce platform, they will gradually understand because there are tutorials that can be followed. Good service capability with the presence of customer service and an easy-to-use web design. With such good and optimal quality, it will further increase the growing satisfaction (Husni, 2023). This indicates that e-service quality has a positive impact on customer satisfaction. This means that when the e-service quality provided by the company increases, consumer satisfaction will also increase (Ramadanty et al., 2021). This statement explains that the better the e-service quality on the marketplace, the more it will encourage an increase in consumer satisfaction. The results of the descriptive analysis can be explained that e-service quality can determine the level of consumer satisfaction in transactions on the marketplace with the privacy policies and personal data protection implemented by the marketplace. The results of this study are in line with the research conducted by Safitri et al. (2022), Billyarta (2021), Pratiwi (2023), which state that e-service quality has a significant positive effect on consumer satisfaction. (Lamawato & Nuvriasari, 2021). Therefore, the hypothesis (H1) that e-service quality significantly affects customer satisfaction is accepted. Based on the above explanation, the first hypothesis can be proposed as follows:

**H1 : E-Service Quality has a positive and significant effect on E-Satisfaction.****The relationship between e-satisfaction and continuance intention**

The relationship between e-satisfaction and continuance intention is that user satisfaction with an electronic platform or service can influence their decision to continue using it. Overall, e-satisfaction can play an important role in shaping users' continuance intention towards an electronic platform or service. Customers experience two types of feelings after purchasing and using a product: high satisfaction increases the likelihood of customers repurchasing, reusing, and even spreading positive news about the manufacturer. Low satisfaction causes customers to abandon the product and even belittle it. According to the research results of Hasman et al. (2019) and Ivastya & Fanani (2020), satisfaction has a positive and significant impact on repurchase intention in e-commerce applications. The results of this study are in line with the research by Al Amin et al. (2023), which proves that e-satisfaction has a positive and significant impact on continuance intention because when customers feel satisfied, they tend to view the service provider positively and feel that seeking alternatives is not very beneficial. Therefore, organizations or service providers need to continuously monitor and improve user satisfaction levels to ensure that users have a positive motivation to continue using the product or service (Arfiansyah & Widayastuti, 2024). Electronic Satisfaction (E-Satisfaction) also has a significant impact on users' continuous intention. This indicates that the more satisfied users are with e-commerce services, the greater the likelihood that they will continue to use them (Arrif & Candra, 2023). The results of this study are supported by the research of Pangestu & Sukresna (2021), which states that e-satisfaction has a positive effect on the variable of continuance intention. One of the important factors in determining the intention to continue using e-commerce is e-satisfaction. Individuals who are satisfied with their services will be more likely to intend to continue using those services (Susilowati, 2023).

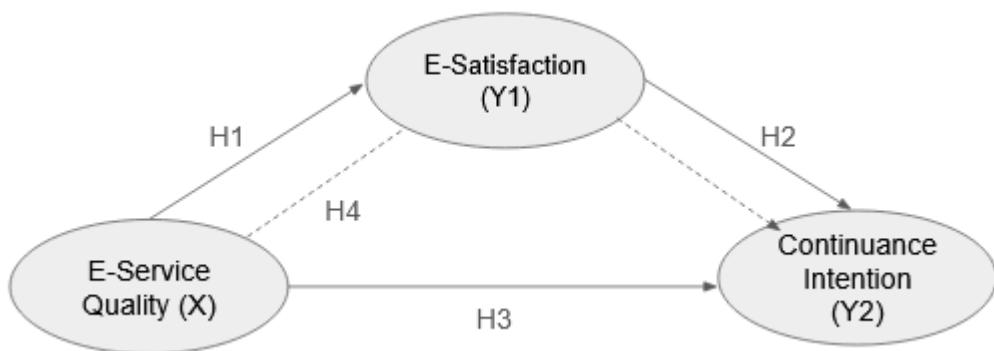
**H2: E-Satisfaction has a positive and significant effect on Continuance Intention****The Relationship between E-service Quality and Continuance Intention**

The relationship between e-service quality and continuance intention refers to how the quality of electronic services provided by an online platform or system can influence customers' desire to continue using the services offered by the company in the future. The presence of services, whether from a positive or negative perspective, can be used as an individual factor that can predict the intention to use and repurchase. Therefore, it is very important for electronic service providers to establish certain standards for the online services offered through e-commerce applications in order to attract customers to continue using the application in the long term. Through the results of previous research conducted by Hasman et al. (2019), it was concluded that electronic service quality or e-service quality has a positive and significant impact on the intention to repurchase using e-commerce applications (Arrif & Candra, 2023). E-satisfaction has an influence on continuance intention. E-satisfaction is a factor considered in determining the continuance intention of using e-commerce applications. Users who feel satisfied with using the e-commerce application will find it easier to determine their intention to continue using the e-commerce application (Putri & Puspawati, 2023). It means that improving service quality will encourage an increase in continuance intention (Susilowati, 2023). The hypothesis of service quality on the variable of continuance intention is accepted.

**H3: E-Service Quality has a positive and significant effect on Continuance Intention****The relationship between e-service quality and continuance intention with e-satisfaction as a mediator**

The direct relationship between e-service quality and continuance intention is often reinforced by e-satisfaction. For example, high service quality makes customers satisfied, and this satisfaction makes them want to continue using the service. This is supported by research conducted by Hasman et al. (2019), which explains that e-service quality has an indirect influence on continuance intention through e-satisfaction. The mediating effect of e-satisfaction indicates that to enhance continuance intention, companies must focus on improving their service quality (e-service quality). By improving aspects such as reliability, speed, security, and ease of use, companies can enhance their customer satisfaction, which in turn will increase the likelihood of customers continuing to use their services in the future. This indicates that the higher the e-service quality provided by the company, the higher the e-satisfaction of the application users. The high level of e-satisfaction will increase the continuance intention of application users. (Arfiansyah & Widyaastuti, 2024). Service quality has an influence on continuance intention through e-satisfaction. This is evidenced by a p-value of  $0.000 < 0.05$ . The results of this study are in line with the research conducted by Adriani & Warmika (2019), which states that satisfaction mediates the effect of service quality on continuance intention. This is because users receive responsive service that meets their needs, and users can access mobile banking comfortably without interruptions, thus users are satisfied with the mobile banking service. Users who feel satisfied will tend to continue using the service in the future (Putri & Puspawati, 2024). The hypothesis that e-satisfaction mediates service quality towards continuance intention is accepted. This hypothesis is supported by data from empirical research analysis where e-satisfaction mediates service quality towards continuance intention. The results of this study are supported by the research of Adriani and Warmika (2019), which found that satisfaction mediates the quality of service towards the variable of continuance intention. This is due to the mobile banking service being responsive and proactive to customer needs and the convenience of use. Satisfied customers are likely to show loyalty in using the service in the future. (Susilowati, 2025).

**H4: E-satisfaction can significantly mediate the relationship between E-service quality and continuance intention.**



**Figure 1.** Analysis Model

## RESEARCH METHOD

This study employs an explanatory research design with a quantitative approach aimed at testing a previously established model. Explanatory research is characterized by its objective

to elucidate the relationships between research variables through the process of hypothesis testing. The data utilized in this research are classified as secondary data, which were sourced from literature reviews and existing studies related to the chosen topics and variables. Data collection was conducted by disseminating online questionnaires to a sample selected based on specific criteria, facilitated via the Google Form platform. Within the Google Form, a Likert scale was implemented to assess participants' values, attitudes, opinions, and perceptions regarding a particular phenomenon. Respondents evaluated their responses to each question on the scale ranging from (1) strongly disagree, (2) disagree, (3) neutral, (4) agree, to (5) strongly agree.

The population in this study is Shopee e-commerce users in Surabaya who have used the Shopee application for online shopping. The sample used in this study is non-probability sampling using purposive sampling. The sample was selected based on specific criteria set by the researcher, with the criteria being Shopee application users in the city of Surabaya who are male or female and over 17 years old. In quantitative research, particularly those using factor analysis or structural models (SEM – Structural Equation Modeling), the minimum sample size is often determined based on the number of indicators used. This study uses the Partial Least Square structural equation model (PLS-SEM) quantitative analysis approach, which recommends a minimum sample size of 10-20 times the number of indicators (Hair et al., 2010). In Structural Equation Modeling (SEM), the sample size is often determined based on the number of indicators because SEM is a complex analysis method and requires a sufficiently large sample size to produce stable parameter estimates. One of the commonly used rules is to multiply the indicators by 15. The recommended sample size is 240 respondents. The researcher used Smart-PLS 4.0 software for data processing.

## RESULT AND DISCUSSION

### Respondent profile

The study achieved a response rate of 100%. A total of 244 respondents data were collected, as illustrated in the following figure:

**Table 1.** Sample Profile

Profile	Category	Frequency	Percentage
Age	17-19 years old	34	13.9%
	20-22 years old	148	60.7%
	23-25 years old	39	16.0%
	>25 years old	23	9.4%
Domicile	West Surabaya	133	54.5%
	East Surabaya	55	22.5%
	Surabaya Central	15	6.1%
	South Surabaya	24	9.8%
	North Surabaya	3	1.2%
Gender	Man	74	30.3%
	Woman	170	69.7%

<b>Purchase frequency</b>	Light User (1-3 times)	83	34.0%
	Moderate Users (4-7 times)	113	46.3%
	Heavy User (>7 times)	48	19.7%
<b>Duration of application use</b>	<1 hour	128	52.5%
	1-2 hours	93	38.1%
	>2 hours	23	9.4%
<b>Category of goods purchased</b>	Beauty and Self-Care	159	65.2%
	Fashion and Accessories	166	68.0%
	Household needs and decoration	97	39.8%
	Food and Beverages	124	50.8%
	Electronics and Gadgets	57	23.4%
	Credit, Bills, and Tickets	67	27.5%
	Office and Study Supplies	52	21.3%
	Hobbies and Entertainment	96	39.3%
<b>Payment method</b>	COD	24	9.8%
	Virtual Account (QRIS, Debit & Kredit)	88	36.1%
	ShopeePay	121	49.6%
	PayLater	9	3.7%
	Indomaret or Alfamart	2	0.8%
<b>Average expenditure on Shopee</b>	< Rp. 100.000	22	9.0%
	Rp. 100.000 - Rp. 499.000	124	50.8%
	Rp. 500.000 - Rp. 999.000	48	19.7%
	Rp. 1.000.000 - Rp. 1.499.000	26	10.7%
	> Rp. 1.500.000	24	9.8%
<b>Top reasons to use Shopee</b>	Product Diversity	62	25.4%

There are interesting promotions and programs (Free Shipping, Cashback, Discounts)	145	59.4%
Shopping Features (ShopeeLive, Shopee Quiz, ShopeeTanam)	14	5.7%
Following Environment	9	3.7%
To compare product prices	14	5.7%

All respondents who participated in this questionnaire are users of the Shopee e-commerce application in Surabaya, consisting of 30.3% male and 69.7% female. The age range of users is 17-19 years at 13.9%, 20-22 years at 60.7%, 23-25 years at 16.0%, and those over 25 years at 9.4%. The majority of users reside in West Surabaya, accounting for 54.5%. The frequency of purchases on the Shopee E-Commerce platform per month is 46.3%, with a purchase frequency of 4-7 times a month. The duration of Shopee app usage is mostly less than 1 hour, with a percentage of 52.5%. The categories of items that are usually purchased on Shopee are beauty and personal care products as well as fashion and accessories. The most frequently used payment method is through ShopeePay at 49.6%. The average expenditure on the Shopee e-commerce platform is mostly 50.8%, which is IDR 100,000 - IDR 499,000. The main reason users use the Shopee e-commerce platform is because there are attractive promotions and programs (Free Shipping, Cashback, Discounts) with a percentage of 59.4%. Out of the 280 respondents who filled out the questionnaire, there were 6 people who did not use the Shopee e-commerce platform and 30 erroneous data entries, resulting in a final count of 244 respondents whose data could be processed.

### Convergent Validity Test

**Table 2.** Convergent Validity

Operational items	E-service quality	E-Satisfaction	Continuance Intention	Result
<b>X1.2</b>	0,715			VALID
<b>X1.6</b>	0,763			VALID
<b>X1.7</b>	0,761			VALID
<b>X1.8</b>	0,662			INVALID
<b>X1.10</b>	0,703			VALID
<b>X1.12</b>	0,706			VALID
<b>Y1.1</b>		0,707		VALID
<b>Y1.3</b>		0,670		INVALID
<b>Y1.6</b>		0,695		INVALID
<b>Y1.7</b>		0,743		VALID
<b>Y1.8</b>		0,751		VALID
<b>Y1.11</b>		0,721		VALID
<b>Y2.1</b>			0,723	VALID

<b>Y2.2</b>	0,762	VALID
<b>Y2.3</b>	0,627	INVALID
<b>Y2.4</b>	0,737	VALID
<b>Y2.5</b>	0,682	INVALID
<b>Y2.6</b>	0,720	VALID
<b>Y2.7</b>	0,727	VALID
<b>Y2.9</b>	0,744	VALID
<b>Y2.10</b>	0,768	VALID
<b>Y2.11</b>	0,756	VALID

Source : data processed from SmartPLS (2025)

Convergent validity refers to the relationship between the scores obtained from reflective indicators and those from latent variables. This form of validity is considered to be established when the indicators linked to a construct show a high degree of correlation with each other and achieve adequate scoring. The assessment of validity extends beyond the loading score to encompass the overall convergence of all measurements that pertain to a particular construct (Abdillah and Jogyianto, 2015). Furthermore, as noted by Maulana & Rakhman (2022), the convergent validity of a model can be assessed based on the outer loading associated with each individual item. Outer loading measures the correlation between each indicator and the corresponding variable. As illustrated in the aforementioned table, every item satisfies the validity criterion, as all outer loading values exceed 0.60. The item with the strongest correlation is identified as Y2.10, which has an outer loading of 0.768, while the item exhibiting the weakest correlation is Y2.3, with an outer loading of 0.627.

### **Fornell-Larcker Criterion**

**Table 3.** Fornell-Lacker Criterion

	<b>ESQ</b>	<b>ES</b>	<b>CI</b>
<b>ESQ</b>	<b>0,719</b>		<b>0,742</b>
<b>ES</b>	<b>0,785</b>	<b>0,715</b>	
<b>CI</b>		<b>0,751</b>	<b>0,726</b>

Source : data processed from SmartPLS (2025)

The Fornell-Larcker criterion is a structured method used to assess discriminant validity (Judge, 2022). This method involves calculating the square root of the Average Variance Extracted (AVE) for each variable and then comparing it with that of other variables (Judge, 2022). A variable is considered valid according to the Fornell-Larcker criterion if its square root of AVE is greater than those of the other variables (Ashoer et al., 2020). The table presented indicates that each variable has the highest square root of AVE when compared to the square roots of AVE from other variables. Therefore, it can be concluded that all variables exhibit discriminant validity in accordance with the Fornell-Larcker criterion.

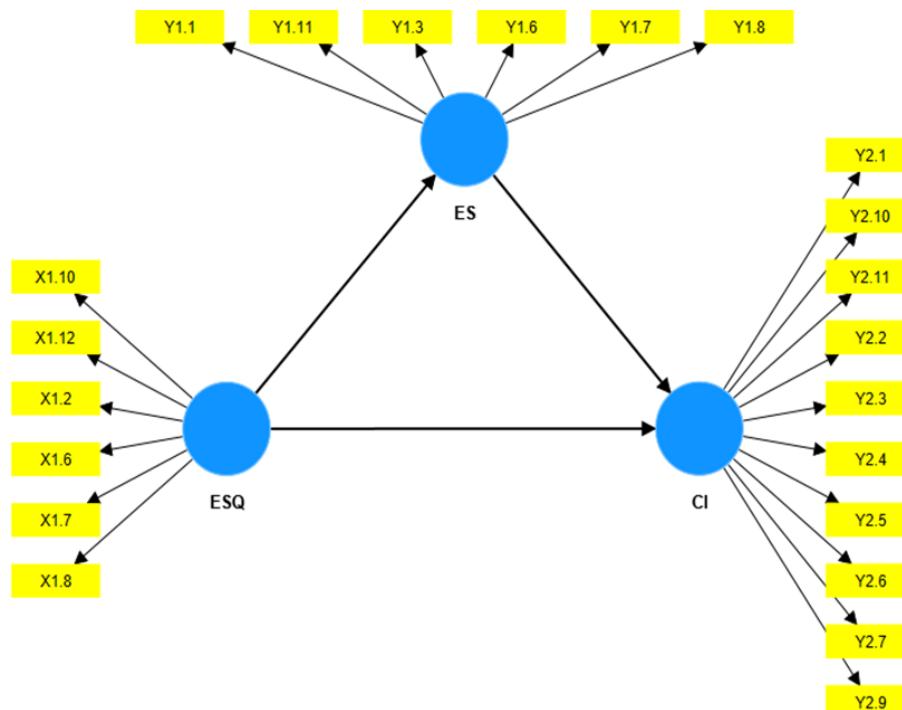
### Heterotrait-Monotrait Ratio

**Table 4. HTMT**

ESQ	ES	CI	Information
<b>ESQ</b>	<b>0,967</b>	<b>0,865</b>	<b>VALID</b>
ES		<b>0,877</b>	<b>VALID</b>
CI			<b>VALID</b>

Source : data processed from SmartPLS (2025)

The Heterotrait-Monotrait Ratio (HTMT) serves as a methodological instrument utilized to assess discriminant validity. The Heterotrait-Monotrait Ratio is acknowledged as one of the most robust tools for conducting discriminant analysis currently accessible. An indicator associated with a variable is deemed valid if it registers an HTMT value that is less than 0.9. The data presented in the table indicates that all variables demonstrate HTMT values that fall beneath the threshold of 0.9. Consequently, based on this empirical evidence, it can be concluded that all indicators pertaining to the existing variables exhibit discriminant validity as stipulated by the Heterotrait-Monotrait Ratio.



Source : data processed from SmartPLS (2025)

Cross-loading is a methodological technique used to evaluate discriminant validity. It assesses the outer loading coefficient of a particular item within its assigned variable compared to other variables in the model. For an item to be considered valid, its cross-loading coefficient must exceed those of the competing variables. Analyzing the table presented above reveals that the loading factor coefficients for each variable are greater than their respective cross-loading coefficients. This result confirms that all indicators linked to the variables under investigation are valid.

### Validity of AVE Value

**Table 5.** AVE Value Validity

Average Variance Extracted (AVE)	
<b>E-Service Quality</b>	0,527
<b>E-Satisfaction</b>	0,511
<b>Continuance Intention</b>	0,517

Source : data processed from SmartPLS (2025)

Maulana and Rakhman (2022) indicate that the average variance extracted (AVE) metric is a valuable tool for assessing the convergent validity of a theoretical model. The AVE value reflects the extent to which variations in observable variables can be accounted for by the latent variable. Specifically, it indicates the average amount of variance explained by the latent construct concerning the observed variables that are theoretically important (dos Santos & Cirillo, 2021). A greater variance or variability among the observable variables associated with the latent construct enhances the representation of these observable variables within the latent construct (Yamin & Kurniawan, 2011). An AVE value is considered valid if it exceeds the threshold of 0.5. In this study, all variables analyzed have AVE values greater than 0.5, thus confirming their validity.

### Reliability Test

**Table 6.** Reliability Test (Cronbach Alpha & Composite Reliability)

	Cronbach Alpha	Composite Reliability
<b>E-Service Quality</b>	0,813	0,865
<b>E-Satisfaction</b>	0,808	0,862
<b>Continuance Intention</b>	0,900	0,865

Source : data processed from SmartPLS (2025)

Cronbach's Alpha is a statistical metric used to assess composite reliability (Maulana & Rakhman, 2022). Composite reliability quantifies the true level of reliability and is more effective in measuring the internal consistency of a construct. According to Maulana & Rakhman (2022), the indicators within a variable can be considered valid if they meet specific minimum criteria, namely a Cronbach's alpha greater than 0.7 and composite reliability above 0.7 (Ghozali, 2016). The table presented earlier shows that all variables have a Cronbach's alpha exceeding 0.7. In addition, all variables also have a composite reliability value above 0.7. Therefore, it can be concluded that all data collected is reliable.

### R-Square Test ( $R^2$ )<sup>2</sup>

**Table 7.** R-Square Test ( $R^2$ )

Variable	R-Square ( $R^2$ )
CI	<b>0,625</b>
ES	<b>0,615</b>

Source : data processed from SmartPLS (2025)

The r-square test value ranges from 0 to 1, allowing for the observation of variations in respondents' responses. These variations illustrate the degree to which the independent variable affects the dependent variable. The r-square ( $R^2$ ) values are classified into three categories: strong, moderate, and weak (Hair et al., 2011). According to Hair et al., an r-square value of 0.75 indicates a strong influence, a value of 0.50 represents a moderate influence, and a value of 0.25 indicates a weak influence (Hair et al., 2011). The table above shows that e-satisfaction shows a moderate influence and continuance intention also shows a moderate influence.

### F-Square Test ( $F^2$ )

**Table 8.** Test f-square ( $F^2$ )

Variable	F-Square ( $F^2$ )
ES -> CI	<b>0,199</b>
ESQ ->CI	<b>0,161</b>
ESQ ->ES	<b>1,600</b>

Source : data processed from SmartPLS (2025)

F-square ( $F^2$ ) assesses the relative influence of each independent variable on the dependent variable (Jufrizen & Ramadhani, 2020). The F-square ( $F^2$ ) value is useful for evaluating a variable's significance within a model as well as the extent of impact it would have if the variable were eliminated from the model (Jufrizen & Ramadhani, 2020). Specifically, an F-

square value of 0.02 indicates a small effect, 0.15 represents a medium effect, and 0.35 signifies a large effect. Values below 0.02 can generally be disregarded or viewed as having no significant impact (Sarstedt et al., 2017). In the aforementioned table, the  $F^2$  value for e-satisfaction's effect on continuance intention is 0.199, indicating a large influence. Moreover, a very large influence is evident from the effect of e-service quality on e-satisfaction, which has a value of 1.600. On the other hand, the effect of e-service quality on continuance intention is 0.161, suggesting a moderate influence (Sarstedt et al., 2017).

## Fit Model

**Table 9.** Model Fit summary

	<b>Saturated Model</b>	<b>Estimated Model</b>
<b>SRMR</b>	0,060	0,060
<b>d_ULS</b>	0,923	0,923
<b>d_G</b>	0,323	0,323
<b>Chi-square</b>	430,130	430,130
<b>NFI</b>	0,834	0,834

Source : data processed from SmartPLS (2025)

SRMR stands for Standardized Root Mean Square Residual, and it serves as an indicator of model fit. A SRMR value of less than 0.1 is generally regarded as indicative of a good model (Worthington, 2006). Moreover, an SRMR value of  $\leq 0.08$  is considered acceptable (Weston et al., 2006). Given that the SRMR, or Standardized Root Mean Square value, is 0.060, which is less than 0.10, the model can be deemed acceptable. Therefore, it can be concluded that the model aligns well with the data.

## Hypothesis Testing

**Table 10.** Hypothesis Testing

<b>Research Hypotheses</b>	<b>Description</b>	<b>T Statistics</b>	<b>P-Value</b>	<b>Information</b>
<b>H1</b>	E-Service Quality $\rightarrow$ E-Satisfaction	22,922	0,000	Accepted

<b>H2</b>	E-Satisfaction -> Continuance Intention	5,673	0,000	Accepted
<b>H3</b>	E-Service Quality -> Continuance Intention	5,384	0,000	Accepted
<b>H4</b>	E-Service Quality -> E- Satisfaction -> Continuance Intention	5,384	0,000	Accepted

Source : data processed from SmartPLS (2025)

In this research, hypotheses were evaluated through the application of T statistics and P-values to assess the impact and significance of an independent variable on a dependent variable. A variable is classified as having a significant positive impact if it satisfies the criteria of  $T \text{ Statistic} > T \text{ Table}$  and  $P\text{-Value} < 0.05$ . According to the data, with a sample of 244 respondents ( $t\text{-table} > 1.97419$ ) and a standard deviation of 5% (Ashoer et al., 2020), the findings indicate that the link between e-service quality (X) and e-satisfaction (Y1) yields a T-statistic of 22.922 and a p-value of 0. This suggests that e-service quality (X) significantly affects e-satisfaction (Y1) as it meets the required thresholds of  $T \text{ Statistic} > T \text{ Table}$  and  $P\text{-Value} < 0.05$ . Similarly, the relationship between e-satisfaction (Y1) and continuance intention (Y2) also indicates a significant positive correlation, with a T-statistic of 5.673 and a P-value of 0. Additionally, e-service quality (X) is determined to influence continuance intention (Y2), illustrated by a T-statistic of 5.384 and a P-value of 0. Finally, the examination reveals that the relationship between e-service quality (X) and continuance intention (Y2) is mediated by e-satisfaction (Y1), which has a T-statistic of 5.384 and a P-value of 0. Thus, it can be concluded that e-satisfaction (Y1) positively mediates the relationship between e-service quality (X) and continuance intention (Y2).

## DISCUSSION

The results of the data above indicate that the four hypotheses affect the existing variables. The first hypothesis shows a significant influence between e-service quality and e-satisfaction. The results of this study indicate that e-service quality has a significant positive effect on e-satisfaction, which is consistent with the findings of the research (Anggraini et al., 2020) that explains that the better the e-service quality offered, the more satisfied the consumers will be. The results of this study are supported by the findings of Mubarok & Kurriwati (2021), which found that service quality affects e-satisfaction. Customers can experience professional service and can easily adapt to using Shopee's e-commerce. The results show that the good service from Shopee makes users satisfied. E-Service Quality has a significant positive influence on E-Satisfaction with a p-value of 0, T Statistics is 22.922, and the hypothesis is accepted, which means that an increase in the quality of electronic services in a real way can increase user satisfaction. When Shopee succeeds in providing high-quality services that meet or even exceed customer expectations, customers feel more satisfied with their shopping experience. This high level of satisfaction not only increases customer loyalty but also drives positive word-

of-mouth recommendations, which ultimately strengthens Shopee's reputation and competitiveness in the e-commerce market.

The results of the second hypothesis test found a significant effect of e-satisfaction on continuance intention. Improving service quality will encourage an increase in continuance intention. This research is supported by the study by Riatun and Lestari (2022). E-satisfaction has a significant positive effect on continuance intention, with a p-value of 0, T statistics at 5.673, and the hypothesis is accepted, indicating that a real increase in user satisfaction can indeed enhance the intention to continue using Shopee. These findings suggest that when customers feel satisfied with their shopping experiences on Shopee, they are more inclined to become loyal customers and continue using the platform for their future shopping needs. This high level of satisfaction may be influenced by various factors such as product quality, ease of site navigation, delivery speed, and responsive customer service. By ensuring high levels of customer satisfaction, Shopee can maintain a loyal customer base and strengthen its position within the competitive e-commerce market. Existing literature has explored how enhancing e-satisfaction encourages an increase in continuance intention, underscoring that e-satisfaction positively affects the variable of continuance intention. One critical factor influencing the intention to continue using Shopee services is e-satisfaction; individuals who are satisfied with their services are more likely to have the intention to continue utilizing those services. Customers will feel satisfied with their experience and increase their loyalty to the company (Tambunan & Widayadhi, 2024). The results of this study are further supported by the research of Pangestu & Sukresna (2021), prompting the current study to delve deeper into the impact of customer satisfaction on the intention to continue using the Shopee application. It is well observed that customers who experience satisfaction with a product or service are more likely to exhibit continuance to use intention (Putra, 2023).

The results of the third hypothesis test show that e-service quality affects continuance intention. Chen et al. (2017) in their research, e-service quality state that positive e-service quality will have a positive impact on the level of continuance intention. The results of this study also support the research conducted by Vos et al. (2014) on e-service quality in online shopping and strategies to minimize risk. The e-service quality variable has a positive and significant impact on continuance intention. When customer concerns are promptly resolved, it enhances their trust in the business and fosters a more loyal customer base (Darmayanti et al., 2023). The better the e-service quality provided to consumers, the higher the level of consumers' continuance intention. Previous literature states that there is a positive correlation between e-service quality and continuance intention, and it has a positive and significant impact on continuance intention with a p-value of 0, T statistics at 5.384, and the hypothesis is accepted.

The analysis of the fourth hypothesis found that e-satisfaction significantly supports e-service quality towards continuance intention. This result means that with the presence of e-satisfaction, e-service quality has a greater potential to increase the intention to reuse the Shopee e-commerce application, with a p-value of 0, T statistics at 5.384, and the hypothesis is accepted. Previous literature discusses that the direct relationship between e-service quality and continuance intention is often reinforced by e-satisfaction. For example, high e-service quality makes customers satisfied, and this e-satisfaction makes them want to continue using the service. This is supported by research conducted by Hasman et al. (2019), which explains that e-service quality has an indirect influence on continuance intention through e-satisfaction.

The mediating effect of e-satisfaction indicates that to enhance continuance intention, companies must focus on improving their service quality (e-service quality). By improving aspects such as reliability, speed, security, and ease of use, companies can enhance their customer satisfaction, which in turn will increase the likelihood of customers continuing to use their services in the future. This indicates that the higher the e-service quality provided by the company, the higher the e-satisfaction of the application users. The high e-satisfaction will increase the continuance intention of the Shopee application users.

## CONCLUSION

The conducted research has led to the conclusion that all four proposed hypotheses are valid. Specifically, it was found that e-service quality enhances e-satisfaction, which in turn fosters the intention to continue using the Shopee application (continuance intention). This outcome is supported by the data analysis and processing results, which yielded the following conclusions: (1) E-Service Quality positively and significantly influences E-Satisfaction among users of Shopee e-commerce. (2) E-Satisfaction positively and significantly affects continuance intention among Shopee e-commerce users. (3) E-Service Quality positively and significantly impacts continuance intention among Shopee e-commerce users. (4) E-Satisfaction acts as a mediator in the relationship between E-Service Quality and continuance intention for Shopee e-commerce users. While this study offers important findings, it is essential to acknowledge its limitations, which future researchers could address for further development. To guide subsequent research efforts, several recommendations are presented for consideration.

1. The sample distribution is still limited because it is only within the Surabaya area. A broader or more diverse sample could provide a wider perspective on the sustainability intentions of using the Shopee application.
2. Literacy about continuance intention is interesting to discuss even though it is still limited.
3. The involvement or influence of other variables that may allow for a relationship, by using other variables or indicators outside of the variables that have been studied to obtain more diverse results about continuance intention.

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